



## Branch Campus Redevelopment Grant Program

### Program Guidelines for Fiscal Year 2025

**Lead Division:** Business and Community Development

☒ **New**

☐ **Revised**

☒ **Grant**

☐ **Loan**

☐ **Tax Credit**

☐ **Technical Assistance**

### **Introduction**

**Background Information:** The Branch Campus Redevelopment Grant was created by [2023 Wisconsin Act 250](#) to assist Political Subdivisions to repurpose former Branch Campus sites for the overall economic improvement and enhancement of their communities.

**Program's Purpose:** The purpose of the Branch Campus Redevelopment Grant is to assist Political Subdivisions in repurposing and redeveloping former Branch Campus sites for the overall economic improvement and enhancement of their communities.

### **Eligibility Requirements**

#### **Eligible Applicants:**

Branch Campus Redevelopment Grant applicants must be Political Subdivisions that owns buildings and/or sites on a Branch Campus or former Branch Campus.<sup>1</sup> The Political Subdivision must provide documentation substantiating that agreements with the Universities of Wisconsin (UW) related to the Branch Campus are null and void or will be as of a date certain.

WEDC shall award Branch Campus Redevelopment Grants to Richland County, Fond du Lac County, Washington County, and Marinette County if the county satisfies all requirements for the grant.<sup>2</sup>

#### **Eligible Use of Funds:**

Branch Campus Redevelopment Grant funds may be used for costs, including Planning Costs and demolition costs, associated with the redevelopment of buildings or other sites owned by the Political Subdivision on a Branch Campus or former Branch Campus.<sup>3</sup>

Planning Costs include, among other expenses, expenses incurred in connection with hiring consultants, site planning, viability studies, and environmental compliance or remediation activities.<sup>4</sup>

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<sup>1</sup> Wis. Stat. § 238.145(2)(a).

<sup>2</sup> Wis. Stat. § 238.145(2)(e).

<sup>3</sup> Wis. Stat. § 238.145(2)(a).

<sup>4</sup> Wis. Stat. § 238.145(1)(b).



Grants may only be awarded to fund activities that contribute to the overall economic improvement and enhancement of the community.<sup>5</sup> These activities may include, among others, activities that facilitate job creation, workforce development, small business support, housing, or public infrastructure improvement.<sup>6</sup>

**Matching:** The applicant must provide some portion of funding for the project from local sources.<sup>7</sup>

### **Available Incentives**

**FY25:** \$20,000,000

**Award sizes:** Maximum grant amount is \$2,000,000.<sup>8</sup>

### **Activities and Expected Outcomes**

Assist 10 communities.

**Impact:** The program will prepare vacant institutional sites for new uses in the private sector or for alternative public usage, ensuring these larger critical sites return to contributing to the counties' and state's economic well-being.

### **Metrics:**

Metrics for the Branch Campus Redevelopment Grant are:

- Capital Investment
- Total Leverage.
- Site work – remediation/environmental clean up.
- Taxable property value, if applicable.
- Property acquisition, site investigation, and demolition if applicable.

### **Application Guideline**

**Timeline:** The Branch Campus Redevelopment Grant has a continuous application process.

**Review Considerations:** WEDC may take the following into account when evaluating applicants:

- The extent to which the proposed plan contributes to the overall economic improvement and enhancement of the community.

**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

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<sup>5</sup> Wis. Stat. § 238.145(2)(b).

<sup>6</sup> Wis. Stat. § 238.145(2)(b).

<sup>7</sup> Wis. Stat. § 238.145(2)(c)2.

<sup>8</sup> Wis. Stat. § 238.145(2)(d).



Wisconsin.

Applications must include community letters of support for the Branch Campus Redevelopment Grant.<sup>9</sup>

#### **Award Process:**

The completed application will be assigned to a WEDC underwriter and go through the award review process.

#### **Performance Reporting:**

Recipients must annually submit a performance report documenting capital investment, environmental remediation, assessed taxable property values, and any other contract deliverable.

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.

Additionally, No later than 90 days after completion of a project for which a Branch Campus Redevelopment Grant was awarded, the Political Subdivision receiving the grant shall submit to WEDC and to the Chief Clerk of each house of the Legislature for distribution to the appropriate standing committees under s. 13.172(3), a report containing the name of the grant recipient and the amount of the grant awarded and a detailed description of how the grant funds were spent.<sup>10</sup>

#### **Helpful Information**

##### **Definitions:**

"[Branch Campus](#)" – means any of the former college campuses that were partnered with a university in the University of Wisconsin System restructuring plan approved by the Higher Learning Commission on or about June 28, 2018.<sup>11</sup> Specifically, the following campuses are eligible:

- UW – Barron County
- UW – Marshfield/Wood County
- UW – Marathon County
- UW – Marinette
- UW – Fox Valley
- UW – Fond du Lac

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<sup>9</sup> Wis. Stat. § 238.145(2)(c)1.

<sup>10</sup> Wis. Stat. § 238.145(3).

<sup>11</sup> Wis. Stat. § 238.145(1)(a).



- UW – Manitowoc
- UW – Sheboygan
- UW – Washington County
- UW – Waukesha
- UW – Rock County
- UW – Baraboo/Sauk County
- UW – Richland

"Local Sources" – means either: (i) public funds from a regional, county, city, town, village or smaller political subdivision located in the same county as the applicant, or (ii) private funds from an entity with its principal place of business or headquarters located in the same county as the applicant.

"Planning Costs" – include, among other expenses, expenses incurred in connection with hiring consultants, site planning, viability studies, and environmental compliance or remediation activities.<sup>12</sup>

"Political Subdivision" means a city, village, town, or county.<sup>13</sup>

### **Revision History**

**Program Inception** – Fiscal Year 2025

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<sup>12</sup> Wis. Stat. § 238.145(1)(b).

<sup>13</sup> Wis. Stat. § 238.145(1)(c).