

Gold Shovel Ready Sites Program

Momentum West

in partnership with

Wisconsin Economic Development Corporation and the West
Central Regional Planning Commission



Goal of the Program

1. Increase the number of development ready **industrial sites,**
2. Increase the quality of site documentation,
3. Continue to market the Momentum West region to perspective businesses / developers looking at expansion, retention and attraction projects



Overview of Program

- Designed to identify publicly and privately owned **Industrial Sites** which are suitable for development throughout the Momentum West region
- Identifies the basic information that a property owner should have readily available when marketing their site
- Consolidates site information into a concise and standardized format for site to site comparisons
- Provides for a cost effective third party verification process

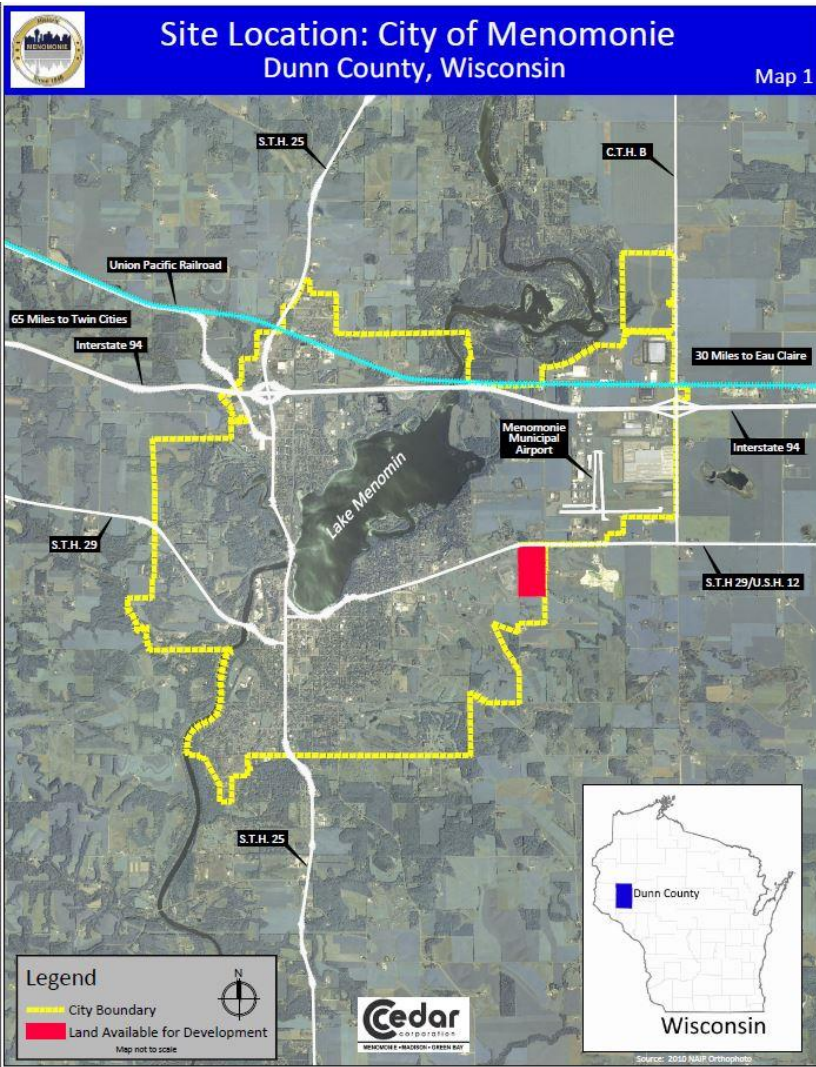


Gold Shovel vs Certified Sites

- Not meant to replace or compete with the State of Wisconsin's Certified Sites program
- Acts as a scaled down version of the State's Certified Sites Program
- Enables sites that are not able to meet the State's criteria to still provide a level of assurance that they are suitable for development

What kind of information is documented?

1. Site Location within the Region
2. Site Size and Zoning requirements
3. Site Ownership & Terms of Sale, Including Price
4. Transportation Infrastructure: Highways, 4-Lanes, RR Access, Airport proximity
5. Surrounding Amenities and Identification of On Site Structures
6. Municipal Infrastructure and Easements (size and capacity)
7. Private Utility Infrastructure (providers, size and capacity)
8. Telecommunications (providers, Bandwidth)
9. Floodplain and Wetlands
10. Topography
11. Any known; Environmental, Historical, &/or Archeological Impediments
12. Other Site Restrictions that would impact development
13. Available Local Incentives (TIF, land write down, etc.)





Site Information: City of Menomonie Dunn County, Wisconsin

Map 2



How Will This Be Promoted?

- Sites will be promoted directly to developers and real estate professionals.
- Designated sites will automatically be entered into the State of Wisconsin's online property database
- Sites will be featured on Momentum West's website
- Momentum West will promote the sites to real estate brokers and site selectors using a number of media
 - Advertising campaigns, newsletters, and direct marketing



Why Should you Participate?

- Gold Shovel Ready designation will identify your property to developers, site selectors and companies looking for suitable expansion locations
- Having this information up front helps brokers, site selectors, developers and companies expedite their search, allowing these sites to stand out against the competition



Is There a Cost to Participate?

- Initial cost is \$500 for the first year, per listing.
 - A business park is considered to be one listing even though it may include several contiguous development lots.
 - Site designation is valid for one year
- Information must be validated or updated annually for designation to continue
 - Annual re-designation fee is \$150

What is the Process?

- Complete required documentation
- Submit check & contact information to Momentum West
- Receive Dropbox information for electronic submittal
- WCWRPC staff will review submittals for completeness
- You will be notified within 10 days if your submittal is approved or if there are any deficiencies
- Once approved, property will be uploaded to the State of WI online property database – LocateinWisconsin.com and posted on Momentum West website – Momentumwest.org



How do I get started?

- Visit www.MomentumWest.org for
 - Application
 - Full list of criteria
 - Submission instructions
- Questions
 - Contact Momentum West at 715-874-4673

