

12/2/22

To: Shaun Murphy-Lopez

Cc: Michael Breininger, Marty Brewer, Clinton Langreck, Todd Coppernoll, Ashley Oliphant

Hello everyone,

1. I have updated the research document of Green and Vernon County's economic development efforts. Vernon Economic Development Association (VEDA) information is included (see attached).
2. When I spoke with the person at Green County in regard to their private donor list, it was requested that the names not be shared in our public process. I have now added that note to the research document provided.
3. The RED Board, through the funding research and recommendation document that it has provided to the County, has outlined and ordered the systems of funding that it believes are most viable for the continued success of economic development for the County and City. According to that document the top two recommendations are to leave funding as it currently is, or secondly, for the City to assume responsibility for 100% of the funding of RED. At this time it has been publicly revealed that the City of Richland Center does have substantial interest in that model. In fact, this option has been discussed through the City of Richland Center budget process and a budget considering full funding of Economic Development has received full City Council support. It is also my understanding that there was a proposed agenda item provided to the County that would have clearly indicated the City's interest in Option #2 and would have allowed that option to be appropriately updated, discussed, and factored into the County's public decision making process. However, the agenda item that was proposed was not allowed onto the County's Rules and Strategic Planning agenda. At this point I have not become aware of why the agenda item was not accepted into the public discussion, but I would like to take this opportunity to strongly encourage that all information germane to the discussion of the funding for Economic Development and the future economic success of the City and County, be inserted into the public conversation as immediately as possible.

Thank You for your consideration.

Sincerely,

Jasen Glasbrenner

From: Shaun Murphy-Lopez

Sent: Sunday, November 27, 2022 7:41 AM

To: Michael Breininger <rcfmikeb@gmail.com>

Cc: Jasen Glasbrenner <jasen.glasbrenner@co.richland.wi.us>; Marty Brewer <marty.brewer@co.richland.wi.us>; Clinton Langreck <clinton.langreck@co.richland.wi.us>

Subject: Re: Referendum Committee request for information

Hi Mike,

See my responses below **in red**.

Thanks,
Shaun

Shaun Murphy-Lopez
Richland County Board Supervisor, District 2
RC Board Vice Chair
608-462-3715
shaun.murphy@co.richland.wi.us

On Nov 22, 2022, at 10:17 AM, Michael Breininger <rcfmikeb@gmail.com> wrote:

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Shaun,

Thanks for this email regarding the Referendum Ad Hoc Committee additional requests.

1. Apparently you were requesting information about a different entity in Vernon County than the one Jasen researched? The RED Board passed on the information about the Vernon County Economic Development and Tourism Coordinator who is a 100% employee of Vernon County. You are apparently asking about a different entity, VEDA? Is that Correct? **Yes.**

2. As a point of reference, neither Vernon nor Green Counties are very similar in demographics or operations to Richland County. Lafayette and Crawford would be closer to the size of Richland County.

3. Jasen stated at the RED Board meeting that the information about specific funders was not readily available and was not something the EDD of other counties was willing to share. **Did he ask Green County ED if they could share the board members who pay dues?** I'm not aware if this information is publicly available. A better measure might be the businesses that supported ED in Richland County prior to the development of the RED Board and full City and County funding. **The question from the committee was in regards to Green and Vernon Counties.** The ED entity was Community Prosperity Alliance (CPA) and the funders list is attached (the annual dollar amount is listed along with the frequency of payment). Since I was the one who solicited

many of these funds, I can say that the amount of time to raise the funds, renew commitments and communicate with funders would not be something I would be willing to do again. I spent many hours with these efforts, had many businesses say, "no" because they already gave to other causes, and spent significant time at City Council and County Board meetings. It would be an unfortunate direction to require the EDD to take up these time consuming efforts in neglect of actual ED work.

Please let me know if you are looking for something else,

Mike Breininger

On 11/22/2022 8:51 AM, Shaun Murphy-Lopez wrote:

Hi Mike,

At last evening's Referendum Ad Hoc Committee meeting, we approved a follow-up request for information regarding the Richland Economic Development Board's response to our initial request for information (see below). I've also attached your committee's initial report and response. Once your committee has a response you or Jasen can email it to me, and I will make sure it gets to the Referendum Ad Hoc Committee.

Thanks,

Shaun

Follow-up request for information (in red)

- Research from other counties that have private funding for economic development (e.g., Vernon, Green), including the amount of time it takes to raise funds and how the governing board is represented by private contributors. Thank you for providing information about Green County. The Vernon Economic Development Association (VEDA) is 100% privately

funded and can be researched through contact information at www.veda-wi.org.

- Resolution 22-91 directs the RED Board to explore half of its budget coming from private sources, which amounts to approximately \$37,000 per year. We are seeking information about how much of that amount the RED Board would like to have placed on a referendum versus a permanent reduction in the RED budget. **Thank you for answering this question.**
- Identify the private businesses that are supporting Economic Development in other counties such as Vernon and Green. **Please answer this question.**

Shaun Murphy-Lopez

Richland County Board Supervisor, [District 2](#)

RC Board Vice Chair

608-462-3715

shaun.murphy@co.richland.wi.us

10/13/2022

Call with Olivia Otte – Executive Director

Green County Economic Development Corporation - 501(c)3

Green County Population = 36,988

Approximately 69 Industrial related businesses

Richland County Population = 17,212

Approximately 24 Industrial related businesses

They are funded by Contributions ≈\$200,000 budget

- Green County ≈ \$60,440 /yr
- City of Monroe (Population 10,537) ≈ \$29,000 /yr
- City of Broadhead (Population 3,249) ≈ \$8,700 /yr
- Village of Belleville (Population 2,559) ≈ \$6,320 /yr
- Village of New Glarus (Population 2,234) ≈ \$5,760 /yr
- Village of Monticello (Population ≈ \$3,220 /yr

Total Government Contribution (6) = \$113,440 /yr

Total Private Partners (16) ≈ \$53,000 /yr

*** It was requested that the names of the private donors would not be released in our County's public forums.*

- Payroll is run through the County
- Benefits of the County
- County Provides Office Space
- County Provides IT Support
- They have the assistance of a UW Extension Agent
- They have a Project / Marketing Manager
- They are visiting every financial partner at least once per year
- They run leadership training every year that all participants can send people to
- They have an Executive Committee with 5 members that are the policy/directive setters and employers – Meetings every month
- They have a Board of Directors with around 25 people – Investor Representatives – Round Table update ever month but this group does not set directives

10/14/2022

**Call with Christina Dollhausen – Economic Development & Tourism Coordinator
Vernon County, WI – Contract Employee**

Year by Year contract – No Insurance Benefits

County Budget for the Department is \$75,000 and there is no other funding source at this time.

Wage on Contract is \$55,000

She was hired in 2018

Vernon County receives money from the Hochunk Nation and uses it to help fund Economic Development.

Vernon County Population = 30,915

3 Cities & 9 Villages

Richland County Population = 17,212

Approximately 24 Industrial related businesses

The person in the position works in the following ways:

- Acts as a liaison between Communities and the County
- Monitors grant that are available and possibly usable in the County or Municipalities.
- Tracks open buildings that are available for lease or rent.
- Works on Childcare
- Works on Workforce Housing
- Runs a tourism website for the County
- Works with Wisconsin Economic Development Corporation (WEDC) to try to secure funding and business expansion.
- Tracks tourism visitor numbers and has promoted events in their City and County.
- Works to quantify and report tourism dollars spent in the County.
- She works with the Viroqua City Administrator to try to promote development

10/29/2022

**Call with Susan Knoble – Vernon Economic Development Association Director
501(c)3 Organization**

Vernon County Population = 30,915
3 Cities & 9 Villages

Richland County Population = 17,212
Approximately 24 Industrial related businesses

- This organization is not affiliated with Vernon County Government
- The Director has no staff
- VEDA's yearly budget for wage and office is \$70,000 / year
- They own and manage the Food Enterprise Center, a 100,000 sq. ft. Industrial building on 15 acres with around 25 tenants
- VEDA has around 130 donor members. You can see a list of those donors at <https://www.veda-wi.org/Members.html>
 - These donors contribute approximately \$30,000 of the budget.
 - Viroqua contributes \$5,000 of the \$30,000.
 - The other \$40,000 is raised through grant writing.
- A substantial amount of Susan's time is spent managing the Food Enterprise Center and keeping the 501(c)3 organization funded.

*** This organization's operation seems to have very little similarity to Richland Economic Development and its financial model, if prescribed to RED, would likely drastically reduce the productivity of the RED Office.*