

CITY OF RICHLAND CENTER - AGENDA ITEM DATA SHEET

Agenda Item: WEDC Connect Communities Program Application

Requested & Presented by: Alderperson Tepley

Meeting Date: Finance Committee and Common Council on 10-07-2025

Committee Review:

Background: The Wisconsin Economic Development Corporation's Connect Communities Program offers technical assistance, training, and networking support to communities working to strengthen and revitalize their downtown or commercial districts. Services include help with economic development strategies, promotions, social media planning, small business support, volunteer engagement, and organizational structure improvements.

Richland Center would benefit from access to case studies, best practices, peer networking, and direct support from WEDC staff as we continue to advance downtown revitalization goals. The program also positions communities for future Main Street designation.

If approved, the application would be submitted during the Fall 2025 intake period. Participation requires an annual fee and submission of basic annual reporting. City personnel will not be active participants in this program but will work with the group identified by Alderperson Tepley to ensure adherence to program requirements.

Financial Impact: \$200 Annual Fee

Funding Source: Unbudgeted Expenditure from Community Development Budget Section

Requested Action:

FINANCE: Motion to recommend to the Common Council approval for the City of Richland Center to apply to WEDC's Connect Communities Program.

COUNCIL: Motion to approve the City of Richland Center's application to WEDC's Connect Communities Program.

Attachment(s):

- Main Street and Connect Communities Program Overview
- Connect Communities Services Brochure
- Main Street Program Brochure
- Connect Communities Program Guidelines