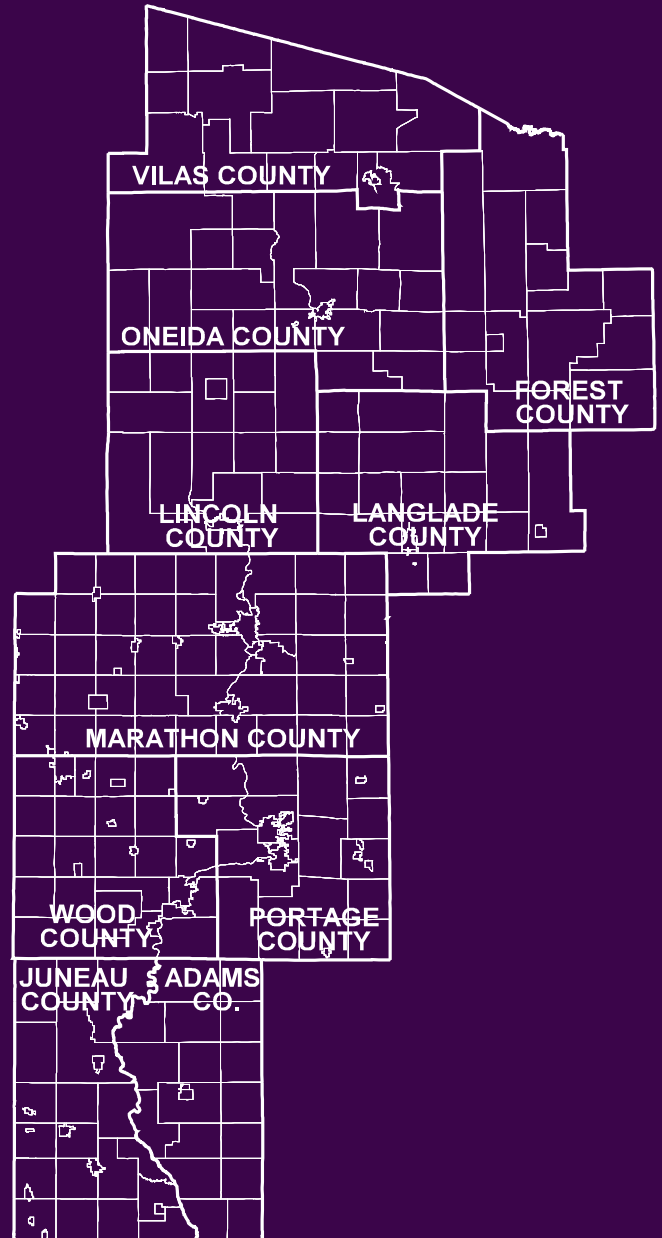


**ANNUAL REPORT
2022**

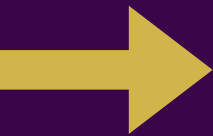
**North Central Wisconsin
Regional Planning Commission**



Area Served →



Membership



10 counties

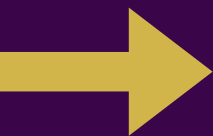
22 cities

41 villages

196 towns

4 tribal nations

Regional Facts



450,400 2022 population (DOA estimate)

9,325 square miles

NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

210 McClellan Street, Suite 210, Wausau, Wisconsin 54403
Telephone: (715) 849-5510 Fax: (715) 849-5110
Web Page: www.ncwrpc.org Email: staff@ncwrpc.org



SERVING ADAMS, FOREST, JUNEAU, LANGLADE, LINCOLN, MARATHON, ONEIDA, PORTAGE, VILAS AND WOOD COUNTIES

Dear North Central Wisconsin:

It is our pleasure to present the **2022 Annual Report** for the North Central Wisconsin Regional Planning Commission (NCWRPC). Throughout the *Annual Report* you will see many regional and local level projects we completed this past year.

Two major efforts included administration of the Main Street Bounce Back grant program and a Regional Business Park Study. These along with over 80 other regional and local level projects are identified in the report.

The *Annual Report* is prepared to provide interested local, state, and federal officials as well as citizens with an overview of the activities undertaken by the NCWRPC over the last year. The report highlights our five core work areas:

- Economic Development,
- Geographic Information Systems,
- Intergovernmental Cooperation,
- Land Use, and
- Transportation.

In addition, the report meets the requirements as outlined in Wisconsin Statute 66.0309(8)(b) for annual report preparation. This is our 49th *Annual Report*.

With your continued support, we look forward to another successful year in 2023. Please feel free to contact us should you have any questions regarding the *Annual Report*.

Respectfully Submitted,

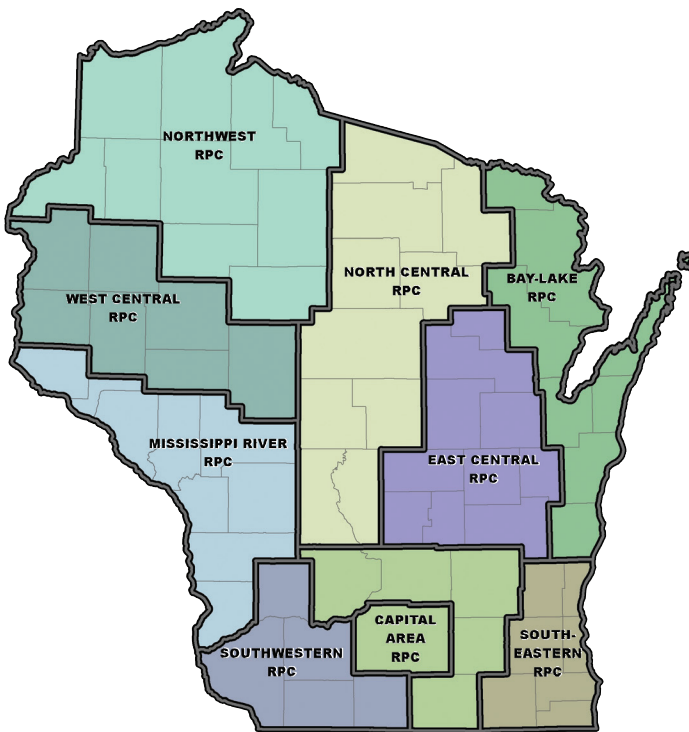
Paul Millan
Chairperson

Dennis Lawrence, AICP
Executive Director

Purpose and History:

The North Central Wisconsin Regional Planning Commission (NCWRPC) was created in 1973 under Wisconsin Statute 66.0309 by the ten counties of Adams, Forest, Juneau, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood as a voluntary association of governments with the purpose of preparing plans for the physical development of the Region and its communities; to conduct research; to serve as a data center; and serve as a forum for communication, cooperation and coordination among federal, state, regional, and local interests; and to provide technical assistance.

Regional planning commissions provide assistance throughout the state. NCWRPC is one of nine regional planning commissions serving Wisconsin, while nationwide there are about 500 similar type regional organizations.



Organizational Goals:

NCWRPC maintains and regularly updates a Strategic Plan, as well as other related plans. Some of the goals from these plans are to:

- Provide cost-effective planning services to our members,
- Assist communities comply with state and federally required plans,
- Communicate benefits of regional and local planning,
- Advance sustainable and resilient growth in the Region, and
- Leverage state and federal dollars for the Region.

Mission Statement

In an advisory capacity to local units of government and tribes, the NCWRPC offers cost-effective, specialized planning services and expertise that support responsible development of the Region's economic, social, natural, and human-built environments. The NCWRPC also provides leadership and a regional forum for the creation of cooperative responses to shared opportunities and the challenges facing the counties and communities of the ten-county Region.

State and Federal Relationships

NCWRPC is an independent area-wide planning agency created by state statute that is governed by an appointed board, called a Commission, and serves the counties, towns, villages, cities, and tribes within the Region. In addition, there are two long-standing relationships with the State of Wisconsin Department of Transportation (WisDOT) and the federal U.S. Department of Commerce, Economic Development Administration (EDA), that support planning.

In 1975, NCWRPC was designated as a rural transportation planning region by the WisDOT. As such, the NCWRPC receives a planning grant annually to provide transportation planning assistance to support the state transportation work program throughout the Region. In 1980, the NCWRPC was designated as an economic development district by EDA. The NCWRPC also receives an annual economic development planning grant to provide local economic development assistance and prepare a regional report called a Comprehensive Economic Development Strategy (CEDS), which helps maintain eligibility for EDA grants.

Types of Assistance

NCWRPC is a regional planning and economic development agency, which provides assistance to local governments throughout the ten-county Region in the areas of economic development, geographic information systems (GIS), inter-governmental cooperation, land use planning, and transportation. The NCWRPC supplements existing staff or takes the lead where there is no staff. The goal is to not duplicate efforts but rather provide an effective system of planning to fit each community's needs.

The NCWRPC undertakes both regional and local planning projects. Regional accomplishments are highlighted on pages 6 and 7, while Local Assistance projects by county are highlighted on pages 8 through 9.

Publications

NCWRPC annually prepares and publishes several planning documents. The NCWRPC also prepares a quarterly newsletter, NCWRPC NEWS, which is provided to over 1,100 people, including county supervisors, chief-elected officials, clerks and many other interested parties throughout the Region, state, and nation. Numerous special alerts and updates are prepared as well. A list of plans, reports and other information is available at the newly redesigned NCWRPC website. See www.ncwrpc.org.

Program Areas:

NCWRPC provides assistance both regionally and locally in the following five areas:

ED

Economic Development

NCWRPC annually prepares a regional Comprehensive Economic Development Strategy (CEDS) that analyzes the economy and identifies potential economic development projects. This report maintains the Region's eligibility for U.S. Department of Commerce, Economic Development Administration public works programs. Other federal and state programs utilize this plan as well. NCWRPC also prepares EDA grant applications, among others, to bring funding into the Region.

NCWRPC provides local communities with assistance in a variety of other economic development related studies, including preparing detailed economic development plans that examine the local economy, assess local trends, and identify strategies to spur development. In addition, the NCWRPC provides grant writing and administrative assistance to communities that are seeking funds from the U.S. Department of Commerce, Economic Development Administration, as well as a variety of other grant programs, including WEDC, DNR, WisDOT, and USDA-Rural Development.

GIS

Geographic Information Systems

NCWRPC is a depository for a variety of demographic information for the area, including U.S. Census, American Community Survey, Economic Census, State Employment and Labor Information, and other specialized data sets. We maintain a Regional GIS database and computerized mapping system, including digital orthophotography. In addition, we assist with preparing County Land Information Plans and various grant applications for digital imagery. NCWRPC also coordinates efforts related to securing regional and statewide orthoimagery.

NCWRPC maintains an extensive digital mapping database for local mapping. Custom data sets and maps can also be created for communities on request or as part of larger planning efforts. County Profiles are also prepared and updated as needed. Also, in partnership with WEDC, NCWRPC prepares quarterly economic development reports for each county in the Region using Lightcast (EMSI), specialized economic development analysis software. In addition, the NCWRPC provides redistricting assistance throughout the Region.

LU

Land Use

NCWRPC is responsible for the development of a regional comprehensive plan for the ten-county Region. The Regional Comprehensive Plan was adopted in 2004, the first regional comprehensive plan in the state under the new planning law and was last updated in 2015. A five-year mid-plan review of that document was prepared in 2020. NCWRPC also prepares other regionally focused plans from time to time.

NCWRPC prepares a variety of plans for local communities, including outdoor recreation plans, all hazard mitigation plans, land and water resource management plans, sewer service area plans, wellhead protection plans, and wildfire protection plans, among others. In addition, the NCWRPC assists local governments in the preparation of comprehensive plans under Wisconsin's Comprehensive Planning Law, as well as assistance with zoning and land division ordinances that implement local plans.

IGOV

Intergovernmental Cooperation

TR

Transportation

NCWRPC prepares regional transportation plans including highway corridor studies, long-range urban area plans, parking studies, county-wide bicycle planning, Safe Routes to School (SRTS) plans, and grant writing for various WisDOT funding sources. The NCWRPC also provides on-going assistance to the Wausau Area Metropolitan Planning Organization (MPO).

NCWRPC assists local governments in a variety of areas, including the preparation of local road improvement programs. These road plans provide a capital improvement schedule for upgrading local roads and help local units obtain Local Road Improvement Program (LRIP) funding for road reconstruction projects. Pavement rating and other assistance with the Wisconsin Information System for Local Roads (WISLR) program is also available.

NCWRPC is available to conduct specialized studies on request. Over the years, a wide range of studies have been completed on subjects such as merging ambulance services, community consolidation, economic impact analysis, and boundary agreements. Many of these projects include a regional focus because they involve multiple units of government. The NCWRPC also maintains a website and produces a regular newsletter to provide information and other resources. In addition, four quarterly meetings are held to discuss various issues in the Region.

Regional Accomplishments

NCWRPC prepares, undertakes and manages several regional efforts.

Below are some of the highlights of these efforts:

- Secured an additional \$3.5M for a total of \$5.6M for the regional Main Street Bounce Back (MSBB) program to promote business recovery following the pandemic. Provided 435 \$10,000 grants in 2022 directly to businesses throughout the Region. See page 11.
- Prepared a multiyear Regional Safe Routes to School (SRTS) grant application to WisDOT to fund our regional program to improve walking and biking conditions for schools throughout the Region.
- Working with CREATE Portage County to expand Create Your Community an entrepreneurial network and establish local innovation/idea centers to encourage new start-ups throughout the Region.
- Staff represent the Region on two state level boards appointed by the Governor, one related to broadband and another related to 911 Emergency Communications.
- Maintained the Comprehensive Economic Development Strategy (CEDS) to continue the Region's Economic Development District designation, as defined by the U.S. Economic Development Administration (EDA).
- Adopted two new chapters for inclusion in the Comprehensive Economic Development Strategy - one related to Recovery and the other related to Resiliency.
- Developed a Region-wide business park inventory. First comprehensive review of all 69 business parks in the Region.
- Maintained designation as a rural transportation planning region by WisDOT to coordinate transportation strategies on a regional basis, as well as assist local governments prepare and submit required road ratings.
- Continued implementation of our Regional Livability Plan, as a framework for county and local comprehensive planning efforts.
- Continued implementation of our Regional Bike Plan, which stems from our Regional Livability Plan, as a framework for county and local level bike and pedestrian planning efforts.
- Maintained and developed a Regional Mapping Information System, Census and Demographic Information, and a Planning Library for the Region.
- Continued a partnership with WEDC to provide Lightcast/EMSI economic development modeling tools to communities within the Region. Prepared regional reports.
- Provided organizational support to various entities within the Region, including: Centergy, NCWDC, NEWCOM, NCWSC, NRTC, and WROC. See the next page.

NCWRPC is involved in various other regional efforts throughout the year that are not mentioned here.

On-going Regional Organizational Support:

NCWRPC provides assistance to a variety of organizations to support or complement planning efforts throughout our region.

Centergy

Provide staff support to Centergy, a regional economic development organization serving Adams, Lincoln, Marathon, Portage and Wood Counties. Centergy strives to leverage the collective economic power of its five counties to unite efforts to attract talent and development to the area.

North Central Wisconsin Development Corporation (NCWDC)

Provide management assistance for a revolving loan fund operated by the North Central Wisconsin Development Corporation, which provides gap financing to businesses throughout the Region. The Regional Development Fund was funded by a federal program and is in the process of being phased down. Only two active loans remain.

Northcentral Wisconsin Stormwater Coalition (NCWSC)

Provide staff support to the NCWSC. The Northcentral Wisconsin Stormwater Coalition is a group of 13 municipalities that coordinate education and outreach efforts to improve water quality in the Central Wisconsin River watershed.

North East Wisconsin Public Safety Communication (NEWCOM)

Provide staff support to NEWCOM to manage and coordinate the organization to promote better emergency service communication throughout a 16-county Region.

Northwoods Rail Transit Commission (NRTC)

Provide staff assistance to the NRTC. The mission of the Northwoods Rail Transit Commission is to sustain and enhance safe, reliable, and efficient rail service critical to the businesses, communities and economies in northern Wisconsin and the Upper Peninsula of Michigan.

Wisconsin Regional Orthophotography Consortium (WROC)

Began as a regional effort in 2005 and now spans the entire state of Wisconsin. This is a collaborative effort to gather orthoimagery for various applications from addressing to 911 to planning. The effort is conducted every five years and covers over 56,000 square miles of aerial imagery. A variety of state and federal partners are involved in this effort as well as over 100 local units of government.

Selected Accomplishments by County 2022

Reflected below are some projects completed or underway within our ten-county Region. Note the Main Street Bounce Back Program (MSBB) reference in each County.

Adams County

- ✓ County Outdoor Recreation Plan underway
- ✓ Town of Quincy Comprehensive Plan
- ✓ Census Boundary Annexation Survey (BAS)
- ✓ County Economic Development Strategy Data support
- ✓ Maintain Online County Records System
- ✓ Town of Easton Comprehensive Plan
- ✓ Quarterly Economic Reports
- ✓ MSBB Awards to 12 Businesses

Forest County

- ✓ County Comprehensive Plan underway
- ✓ County Parcel Mapping Assistance
- ✓ State Parcel Submission
- ✓ County Land Use Update
- ✓ EDA Application with Mole Lake
- ✓ Census Boundary Annexation Survey (BAS)
- ✓ County DOT 5304 Needs Assessment Application
- ✓ Quarterly Economic Reports
- ✓ MSBB Awards to 2 Businesses

Juneau County

- ✓ Town of Clearfield Comprehensive Plan
- ✓ Juneau County Sales Tax Data Report
- ✓ Village of Necedah Comprehensive Plan underway
- ✓ JCEDC Conference Assistance
- ✓ Census Boundary Annexation Survey (BAS)
- ✓ Village of Camp Douglas Comprehensive Plan
- ✓ Quarterly Economic Reports
- ✓ MSBB Awards to 20 Businesses

Langlade County

- ✓ County GIS and Land Records Assistance
- ✓ Maintain Online County Records System
- ✓ Village of White Lake SRTS grant
- ✓ Census Boundary Annexation Survey (BAS)
- ✓ State Parcel Submission assistance to DOA per state statutes
- ✓ City of Antigo Fire Department Maps
- ✓ Quarterly Economic Reports
- ✓ MSBB Awards to 36 Businesses

Lincoln County

- ✓ City of Tomahawk Bike & Pedestrian Plan
- ✓ City of Merrill Outdoor Recreation Plan
- ✓ County All Hazard Plan FEMA grant
- ✓ Town of Russell Road Management Plan
- ✓ County Housing Summit Assistance
- ✓ Quarterly Economic Reports
- ✓ MSBB Awards to 30 Businesses

Marathon County

- ✓ County All Hazard Mitigation Plan
- ✓ Town of Eau Pleine Comprehensive Plan
- ✓ County Highway Study
- ✓ Town of Rib Mountain Outdoor Recreation Plan
- ✓ City of Schofield Comprehensive Plan
- ✓ Wausau Metro Housing Assessment
- ✓ City of Mosinee Interactive on-line Zoning Map
- ✓ Town of Rib Mountain Incorporation Mapping Assistance
- ✓ City of Schofield Outdoor Recreation Plan
- ✓ Wausau Safe Routes to School Planning underway
- ✓ Quarterly Economic Reports
- ✓ MSBB Awards to 119 Businesses

Oneida County

- ✓ County All Hazard Mitigation Plan
- ✓ Town of Cassian Comprehensive Plan
- ✓ Maintain Online County Survey Records System
- ✓ Town of Pine Lake Park Analysis & Layout
- ✓ City of Rhinelander EDA Grant Assistance
- ✓ Town of Stella Comprehensive Plan
- ✓ Census Boundary Annexation Survey (BAS)
- ✓ City of Rhinelander Outdoor Recreation Plan
- ✓ Quarterly Economic Reports
- ✓ MSBB Awards to 64 Businesses

Portage County

- ✓ County Sewer Service Area Plan
- ✓ SPRINT Grant with CREATE Portage County
- ✓ County wide Business Park Inventory
- ✓ Partner with MSTC EDA Grant Application Assistance
- ✓ County Land Use Update
- ✓ Quarterly Economic Reports
- ✓ MSBB Awards to 61 Businesses

Vilas County

- ✓ County Outdoor Recreation Plan underway
- ✓ Lac du Flambeau Tribe EDA Grant Application Assistance
- ✓ County All Hazard Mitigation Plan underway
- ✓ Town of Conover Comprehensive Plan
- ✓ County Land Use Update
- ✓ Quarterly Economic Reports
- ✓ MSBB Awards to 38 Businesses

Wood County

- ✓ Town of Seneca Comprehensive Plan
- ✓ Wisconsin Rapids EDA Redevelopment Planning Partner
- ✓ County Land Use Update
- ✓ Town of Saratoga Outdoor Recreation Plan
- ✓ Marshfield Area Commuting Patterns Data
- ✓ Town of Saratoga Planning Assistance
- ✓ County Bike & Pedestrian Plan underway
- ✓ Quarterly Economic Reports
- ✓ MSBB Awards to 53 Businesses

Staff also attend various meetings, respond to inquiries, provide assistance to a variety of departments, agencies, and organizations, and completes numerous projects throughout the region not mentioned above.

2022 Audited Financial Statements:

Each year the NCWRPC engages an independent auditor to provide an examination of financial operations. A copy of the complete 2022 Audit Report and Management Communications Letter is available for review at the NCWRPC Office. Below is the December 31, 2022 Statement of Net Position:

ASSETS	
Current Assets	1,903,241
Receivables	102,127
Prepaid Items	15,399
Noncurrent Assets	621,050
Other Assets-Net Pension	187,520
Capital Assets	<u>77,786</u>
TOTAL ASSETS	\$2,907,123
TOTAL DEFERRED OUTFLOWS:	\$426,522
LIABILITIES	
Current Liabilities	810,285
Long-Term Liabilities	<u>271,724</u>
TOTAL LIABILITIES	\$1,082,009
TOTAL DEFERRED INFLOWS:	\$455,076
Net Invested Capital Assets	(1,542)
Restricted	187,520
Unrestricted	<u>1,610,582</u>
TOTAL NET POSITION:	<u>\$1,796,560</u>

Annual Levy Rate

By state statute the membership charge or levy rate to local governments cannot exceed 0.003% of equalized real estate value. At its highest, the rate was set at 0.00275% in 2000, but has since been reduced multiple times. By 2022, that rate was reduced to 0.000635%, which is well less than one third of the statutory limit! In addition, to level out the wide range of member counties total valuations, the NCWRPC established a cap level. The NCWRPC continually seeks other revenue sources to minimize costs to our members.

Leveraging Funds

To keep membership contributions low, additional funds are secured from other sources to operate the organization. A simple Return on Membership (ROM) analysis shows that every membership dollar provided to the NCWRPC leverages additional dollars. In 2022, for every 1 dollar the NCWRPC received from membership it directly leveraged over 16 dollars from grants, local projects, and other sources.

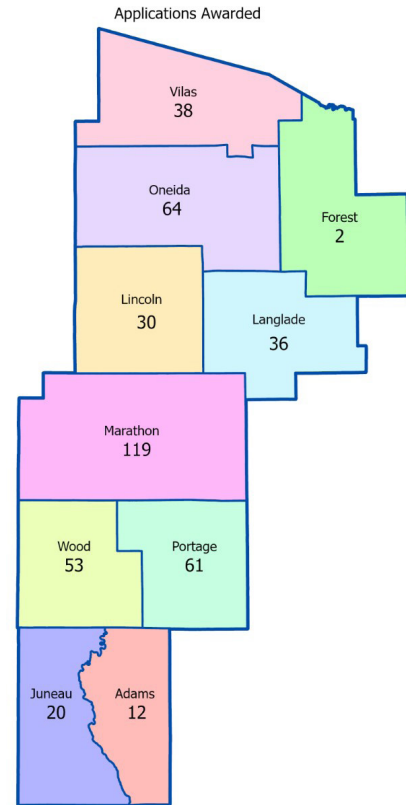
Project Highlights

Main Street Bounce Back Grants

In our continued effort to help the North Central Wisconsin economy recover, especially the downtowns and commercial corridors, the North Central Wisconsin Regional Planning Commission partnered with the Wisconsin Economic Development Corporation (WEDC) to continue the Main Street Bounce Back (MSBB) Grant Program. New and existing businesses were eligible for the Main Street Bounce Back Grant Program if they were moving or expanding their business into vacant commercial space. Eligible businesses received \$10,000 that they could use to help cover various expenses such as rent, operating expenses, building repairs, and improvements.

An additional \$3.5M was added to the previous \$2.1M for a total allocation of \$5.6M to our Region to support local businesses. In 2022, 435 MSBB grants were awarded in addition to the 125 awarded in 2021. Combined a total of 560 businesses were awarded. See the map for the distribution of the grants by county for 2022.

Main Street Bounceback Grant Applications



Regional Industrial Park Study

NCWRPC inventoried all 69 industrial parks in the 10-county Region and projected the rate at which vacant industrial land is being developed. Using air photos from 2000, 2010, and 2020, staff were able to measure how many acres per year, on average, were developed for each park individually and for each county in the region. Overall, most areas in the region have a sufficient supply of vacant land. For example, a prospective business park tenant who needs a large tract may have limited choices, and not every business park has the utilities and infrastructure that some tenants need.

Of the 69 industrial parks, 20 of them have fewer than 10 acres available, and 10 of them are full. Therefore, these parks may benefit from expansion. Some parks develop more quickly due to their proximity to infrastructure or a skilled workforce. For example, nearly one-third of the region's acres per year developed since 2000 have occurred in Marathon County, and at least another one-third of the region's acres per year have been developed in Portage and Wood Counties combined. The full report is available on our website.



2022 North Central Region Industrial Park Inventory, Absorption, and Needs Study



Our Staff

Dennis Lawrence, AICP, EDFP, Executive Director

Dennis became the Executive Director in 1997. He has a bachelor's degree in public administration from UW-La Crosse and a master's degree in urban planning from UW-Milwaukee. He is a member of the American Institute of Certified Planners (AICP) and is also certified as an Economic Development Finance Professional (EDFP). Dennis provides overall management to the organization and works in all areas of planning.

Andrew Faust, GISP, Senior GIS Analyst

Andy has worked with the NCWRPC since 1995. He has a bachelor's degree in urban and regional studies from UW-Oshkosh. He is also certified as a Geographic Information System Professional (GISP). Andy works in the areas of GIS and land use.

Fredrick Heider, AICP, Planner

Fred has worked with the NCWRPC since 2004. He has a bachelor's degree in natural resources and land use from UW-Stevens Point and is a member of the American Institute of Certified Planners (AICP). Fred works mainly in the areas of land use and transportation.

Dawn Johnson, Office Assistant

Dawn started working with the NCWRPC in 2021. She has an associate degree in accounting from Northcentral Technical College and is certified by the National Association of Public Bookkeepers. Dawn provides program support, staff support, and general office assistance.

Darryl Landeau, AICP, Senior Planner

Darryl has worked with the NCWRPC since 1993. He has a bachelor's degree in natural resources from UW-Stevens Point and a master's degree in urban studies from Mankato State University. He is a member of the American Institute of Certified Planners (AICP). Darryl works mainly in the areas of land use and transportation.

Eric Sonnleitner, Planner

Eric has worked with the NCWRPC since 2017. He has a bachelor's degree in natural resources and land use from UW-Stevens Point. Eric works mainly in the areas of community development, GIS, land use, and transportation.

Samuel Wessel, AICP, Senior Planner

Sam started in 2022. He has a bachelor's degree from Wisconsin Lutheran College, a master's degree from the University of Wisconsin at Madison and is a member of the American Institute of Certified Planners (AICP). Sam works in the areas of community development and land use.

Commissioners:

An appointed commission oversees the activities of the executive director and the organization. As detailed in Wisconsin statutes, three commissioners from each member county govern the NCWRPC. One is selected directly by the County (C), one directly by the Governor (G), and the third is a Joint (J) selection between the County and Governor. Term ending is also displayed; however, note that all serve until reappointed or replaced. Commissioners listed are current as of December 31, 2022.

NCWRPC officers are Paul Millan, Chairperson; Loretta Baughan, Vice-Chairperson; and Ron Nye, Secretary – Treasurer.

Adams County

Rocky Gilner, C (6/24)
Jami Gebert, G (6/28)
Rick Pease, J (6/26)

Forest County

Bill Chaney, C (1/26)
Paul Millan, G (1/24)
Cindy Gretzinger, J (1/28)

Juneau County

Betty Mason, C (6/25)
Kenneth Winters, G (6/23)
Jerry Niles, J (6/27)

Langlade County

Ronald Nye, C (1/25)
Angela Close, G (1/28)
Reinhardt Balcerzak, J (1/25)

Lincoln County

Eugene Simon, C (6/25)
Loretta Baughan, G (6/27)
Hans Breitenmoser, J (6/23)

Marathon County

David Oberbeck, C (6/27)
Daniel Guild, G (6/23)
Craig McEwen, J (6/25)

Oneida County

Steve Schreier, C (1/26)
Ted Cushing, G (1/28)
Harland Lee, J (1/24)

Portage County

John Pavelski, C (1/29)
Larry Raikowski, J (1/27)
Allen Haga, Jr., G (1/25)

Vilas County

Robert Hanson, C (1/25)
Jay Verhulst, G (1/23)
Vacant, J (1/27)

Wood County

Jason Grueneberg, C (6/23)
Doug Machon, G (6/27)
Dave LaFontaine, J (6/25)

In addition, per Wisconsin Statute, the Secretary of the Wisconsin Economic Development Corporation (WEDC) - Missy Hughes - is an ex-officio officer of the NCWRPC.



49th Annual Report

North Central Wisconsin Regional Planning Commission
210 McClellan Street, Suite 210 • Wausau, Wisconsin 54403
Phone: 715-849-5510 • Fax 715-849-5110
www.ncwrpc.org