

LRB-FISCAL REVIEW SECTION ANALYSIS

APRIL 2, 2001 AGENDA

ITEM 5, FILE 001690

ECONOMIC DEVELOPMENT COMMITTEE

JAMES CARROLL

File #001690 is a resolution in support of an application by the Lincoln Village Business Association to the State of Wisconsin Department of Commerce for participation in the National Historic Trust Mainstreet Program to support revitalization of Lincoln Avenue.

Background

1. Since 1980, the National Mainstreets Center has been working with local business organizations to provide assistance on the redevelopment of their business districts.
2. The Lincoln Village Business Association promotes business and economic development along Lincoln Avenue between approximately 5th Street and 20th Street.
3. The Lincoln Village Business Association is applying to the State of Wisconsin Department of Commerce to participate in the National Historic Trust Mainstreet Program. If accepted in the program, the Mainstreets Center will provide technical assistance to Lincoln Village Business Association for the purpose of revitalization of the area, strengthening existing businesses and promotion of the area.
4. DCD is participating in the economic development of the area by providing technical assistance and grant and financing programs.

Discussion

1. By the adoption of this resolution the City shows it is supporting Lincoln Village's application, thereby aiding the association in the review of its application.
2. If their application is successful, the Mainstreets Program requires the Lincoln Village Business Association to spend \$45,000, of its own funds, each year over 3 years for staffing and promotion.

Fiscal Impact

There is no fiscal impact

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LRB-Fiscal Review
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