

- **Community Development Block Grant Loan Fund (CDBG):** The Dane County Department of Planning and Development administers the County CDBG loan fund, which Cottage Grove Area businesses have access to for creation or expansion.
- **Dane County Better Urban Infill Development (BUILD) Program:** The Dane County Better Urban Development (BUILD) Program aids in the preparation of redevelopment and infill plans of blighted, run-down, underutilized, or contaminated sites. The program assists communities in planning for the design and implementation of infill projects. BUILD projects are geared toward more efficient and effective utilization of existing infrastructure; encouraging the location of community services, jobs and shopping within neighborhoods; stabilization of neighborhoods, downtowns, and business districts; providing housing and jobs for low to moderate income people; promoting alternative transportation modes; and avoiding the pre-mature conversion of agricultural land. At the time this plan was most recently updated, the BUILD program had been temporarily retired.
- **Alliant Energy Economic Development Efforts:** Alliant Energy’s Economic Development staff provides a variety of technical and consulting services to economic and community development organizations, including: information resources, site and building evaluation, marketing material development, community assessments, industrial marketing support, workforce development assistance.
- **Thrive:** Thrive is a multi-county regional economic development entity comprised of Dane, Dodge, Columbia, Sauk, Jefferson, Green, Iowa, and Rock counties. Thrive’s mission is to “grow the Madison Region’s economy in ways that preserve and enhance the quality of life.” Thrive’s primary focus is to maintain strong base sector industries while pursuing a “grow your own” strategy through leveraging existing assets in three target sectors: agriculture, biotechnology, and healthcare. Thrive also completed an analysis of the region’s key assets and opportunities, identifying some potential future directions for the region. Thrive maintains a website that serves as a clearinghouse for regional information (www.thrivehere.org).

C. State and Federal Economic Development Programs

The Village has successfully partnered with the State on several of its economic development programs. This partnership has promoted economic development and improved the quality of life of the community and the Village will use all means available to continue this success. The following programs have been utilized by the Village or other communities in the region to promote economic development.

- **Public Facilities for Economic Development Grant (PFED):** This grant program assists with the construction of public improvements necessary to facilitate economic development programs. Through the Wisconsin Department of Commerce, communities in the region have been awarded money for economic development projects.
- **Brownfields Assessment and Clean-Up Grants:** Wisconsin’s Brownfield Initiative provides access to State and federal financial assistance programs government to encourage brownfield redevelopment through grants, loans, and tax incentives. The activities funded include preliminary site assessment and identification, property acquisition, clean-up and remediation, removal of underground storage tanks and containers, economic development, public facilities infrastructure improvements, large-scale physical development, rehabilitation, and demolition.

State resources are available through competitive grant programs administered through WisDNR and Department of Commerce. Federal resources are primarily from the Environmental Protection Agency.

- **Transportation Economic Enhancements:** Through WisDOT, Transportation Economic Assistance grants for a broad range of transportation, rail, and bicycle related projects. This program

provides 50% matching funds for transportation projects that promote economic development through attraction and retention of jobs.

- **Community Based Economic Development Program:** The state’s Community Based Economic Development Program (CBED) provides funding assistance to local governments and community-based organizations that undertake planning, development and technical assistance projects that support business development. Using CBED program funds, local governments can finance economic development plans, small business and technology-based incubator grants, revolving loan programs, and entrepreneur training programs for at-risk youth. Any Wisconsin city, village, town, county, tribe or community-based organization is eligible to apply for grant funding. Funds are available on an annual basis through a competitive application process. Some grants must be matched by local funds. Application materials are available from the Wisconsin Department of Commerce.
- **US Small Business Administration’s Certified Development Company (504):** The U.S. Small Business Administration’s Certified Development Company (504) Loan Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 loans can be used to fund land purchases and improvements, grading, street improvements, utilities, parking lots and landscaping, construction of new facilities, or modernizing, renovating or converting existing facilities. A Certified Development Company (CDC) is a nonprofit corporation set up to contribute to the economic development of its community.
- **Other Wisconsin Department of Commerce Programs:** The Wisconsin Department of Commerce administers several other financial assistance programs to communities to promote economic development by linking them to applicable programs within the Department of Commerce or other agencies.
- **State Infrastructure Bank Program:** The State Infrastructure Bank Program is administered through WisDOT to provide revolving loans used by communities for transportation infrastructure improvements to preserve, promote, and encourage economic development and transportation efficiency, safety, and mobility.

In addition to those listed above, at the time this *Plan* was updated several sources of funding were being augmented or created anew as part of the American Reinvestment and Recovery Act. Several of the initiatives or funding programs may be appropriate for project in Cottage Grove.

D. Assessment of Desired Economic Development Focus

This *Comprehensive Plan* must, under the State Comprehensive Planning legislation, “assess categories or particular types of new businesses and industries” that the Village desires. In order to do this, the Village must recognize its economic development assets and opportunities to leverage those assets. In addition the Village must acknowledge its current economic focus and consider how that relates to its desired economic focus. Finally, by assessing its “Strengths” and “Weaknesses” for economic development, the Village can consider its assets against what it is, where it wants to go, and identify gaps or challenges to achieving its desired economic direction.

Economic Assets

The Village’s location is one of its strongest assets. Located just minutes away from Madison, and a reasonable commute from Waukesha or Milwaukee—the Village is an extremely strategic choice for residents and employers that want to keep their options open for potential jobs/workforce. Excellent transportation access via Interstate 94, the artery connecting Madison and Milwaukee, and a direct connection to Interstate 39/90 to Janesville/Beloit/Rockford/Chicago is another important asset to the Village.