

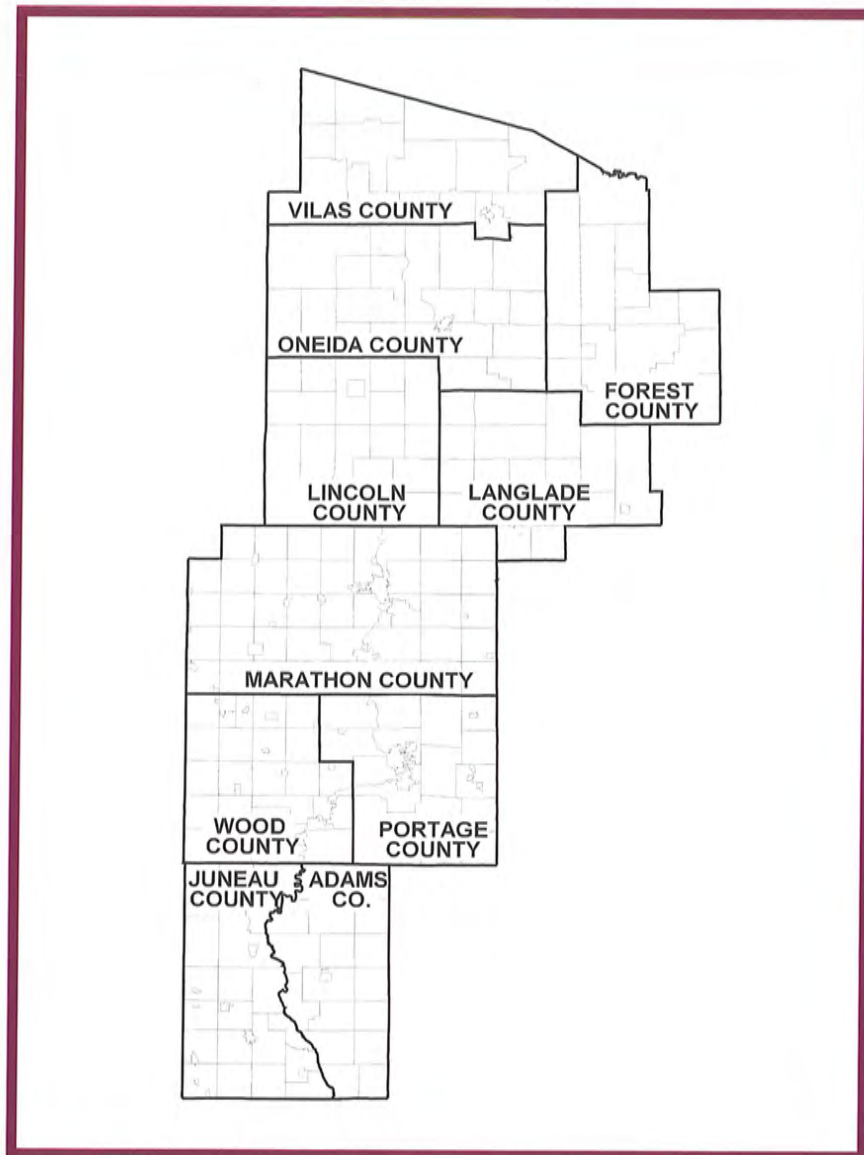
# **NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION**

2011 Annual Report

Providing Regional and Local Assistance Since 1973



# Our Service Area

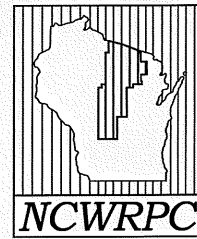


## Regional Facts:

<b>2010 Population (US Census):</b>	<b>442,268</b>
<b>Square Miles:</b>	<b>9,325</b>
<b>Counties:</b>	<b>10</b>
<b>Cities:</b>	<b>21</b>
<b>Villages:</b>	<b>39</b>
<b>Towns:</b>	<b>197</b>
<b>Tribal:</b>	<b>4</b>
<b>Total Governmental &amp; Tribal Units:</b>	<b>271</b>

# NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

210 McClellan Street, Suite 210, Wausau, Wisconsin 54403  
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Web Page: [www.ncwrpc.org](http://www.ncwrpc.org) Email: [staff@ncwrpc.org](mailto:staff@ncwrpc.org)



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

June 2012

Subject: **2011 NCWRPC Annual Report**

Dear Member Governments, State and Federal Officials and others:

We are pleased to provide you with the **2011 Annual Report** of the North Central Wisconsin Regional Planning Commission (NCWRPC), which provides a summary of regional projects, local projects completed by county, and audited financial information. Also included is information for the North Central Wisconsin Development Corporation.

This report is prepared to provide local officials and interested citizens with an overview of the activities undertaken by the NCWRPC last year. In addition, the report meets the requirements as outlined in Wisconsin Statute 66.0309(8)(b) for annual report preparation and submission.

Hopefully, member units of government and interested governmental agencies are pleased with the work of the NCWRPC. We look forward to continuing to serve the Region by providing planning services to address the issues facing North Central Wisconsin.

Please do not hesitate to contact Dennis Lawrence at 715-849-5510, Extension 304, or [dlawrence@ncwrpc.org](mailto:dlawrence@ncwrpc.org) should you have any comments regarding the **2011 Annual Report** or any questions related to the North Central Wisconsin Regional Planning Commission.

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "Erhard Huettl".

Erhard Huettl  
Chairperson

A handwritten signature in cursive script, appearing to read "Dennis Lawrence".

Dennis Lawrence, AICP  
Executive Director



# Purpose & History

**The goals of the  
NCWRPC are to:**

- **identify strategies  
and solutions to  
planning issues**
- **assist communities  
meet the challenges  
facing them**
- **continue moving  
from levy to other  
funding sources**
- **do more with less**
- **provide cost-effective  
planning services  
to its members**

The North Central Wisconsin Regional Planning Commission (NCWRPC) is a public agency dedicated to providing professional planning services throughout the ten county Region. The agency was created in 1973 under Wisconsin Statute 66.0309 as a voluntary association of governments for 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 as a forum for communication, cooperation and coordination among federal, state, regional, and local interests, and to provide technical services to its membership. The NCWRPC is one of nine regional planning commissions that serve the state. Nationwide there are about 500 regional organizations similar to the NCWRPC.

## **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.**



# Impact

**One organizational priority is to bring funding into the region for our member communities.**

**A Return on Investment (ROI) analysis shows that every membership dollar provided to the NCWRPC leverage additional dollars. In 2011, for every dollar the NCWRPC receives from membership it leverages over 2.5 dollars for our Region. A substantial return on investment!**

## **Publications:**

The North Central Wisconsin Regional Planning Commission prepares and publishes several planning reports each year. A list of reports is available at the NCWRPC website. The NCWRPC also publishes a quarterly Newsletter, NCWRPC NEWS, which is sent to over 1,100 persons, including county supervisors, chief-elected officials, clerks and many other interested parties throughout the region, state and nation.

## **Federal and State Relationships:**

The NCWRPC is an independent agency that is governed by an appointed board (Commission). However, there are two on-going relationships with the U.S. Department of Commerce, Economic Development Administration (EDA); and with the State of Wisconsin Department of Transportation (WisDOT), that support planning.

EDA has designated the NCWRPC as an economic development district. As such, the NCWRPC receives an annual economic development planning grant to prepare a regional report called a Comprehensive Economic Development Strategy (CEDS) and to provide local economic development assistance to communities. WisDOT has designated the NCWRPC as a Regional Planning Organization. As such, the NCWRPC receives a planning grant annually to assist local communities related to the state transportation work program.

## **Types of Assistance:**

The 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), intergovernmental cooperation, land use planning, and transportation. The NCWRPC supplements existing staff or where there is none takes the lead. The goal is to not duplicate efforts and provide an effective system of planning to fit each community's need.

The NCWRPC undertakes both regional and local planning projects. Regional Programs are highlighted on page 7 and Local Assistance projects are highlighted by county on pages 8 and 9.



# Regional Programs

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## Regional Planning

NCWRPC is responsible for the development of a regional comprehensive plan for the ten county Region. The Regional Comprehensive Plan 2000-2020 was adopted in 2003. NCWRPC also assists town, village, city, and county governments in the preparation of comprehensive plans. Other regional planning projects relate to multi-county emergency management, such as communication system interoperability.

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## Regional Transportation Planning Program

NCWRPC provides local transportation assistance with the Wisconsin Information System for Local Roads (WISLR) and represents North Central Wisconsin on state level transportation planning committees to help bring more dollars for the repair and construction of our transportation infrastructure. The NCWRPC also provides on-going assistance to the Wausau Area Metropolitan Planning Organization (MPO).

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## Regional Economic Development Planning

NCWRPC annually prepares a Comprehensive Economic Development Strategy (CEDS) document that analyzes the regional 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 grant applications to bring funding into the region to promote growth.

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## Regional Data & Mapping Center

NCWRPC is a depository for a variety of demographic information on the area, including U.S. Census data. In addition, the NCWRPC also maintains a Regional GIS database and computerized mapping system, including digital orthophotography.

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## North Central Wisconsin Development Corporation

NCWRPC provides management assistance for two multi-county revolving loan funds, which provide financing to a variety of businesses throughout the Region. Increasing jobs and expanding local tax base, is the goal NCWRPC works toward.



# Local Assistance

NCWRPC provides members with assistance in the following five areas:

## Economic Development

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

## Intergovernmental Cooperation

The NCWRPC is available to conduct specialized studies on request. In the past, the NCWRPC has completed studies on subjects such as merging ambulance services, community consolidation, economic impact analysis, regional juvenile detention, and boundary agreements. Many of these projects also have a regional focus involving many units of government.



## Transportation

The 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 LRIP funding for road reconstruction projects. Pavement rating and other assistance with the WISLR program are also available. In addition, the NCWRPC conducts specialized transportation studies including highway corridor studies, long-range urban area plans, parking studies, county-wide bicycle planning, Safe Routes to School plans, and grant writing for various WisDOT funding.





## Land Use

The NCWRPC assists local governments in the preparation of comprehensive plans under Wisconsin's Comprehensive Planning Law, as well as zoning and land division ordinance assistance to implement plans. In addition, the NCWRPC prepares a variety of natural resource based plans for communities such as: outdoor recreation plans, all hazard mitigation plans, land and water resource management plans, sewer service area plans, wellhead protection plans, and wildfire plans.

### APA Award



The American Planning Association, Small Town and Rural Planning Division awarded to the City of Mosinee and the NCWRPC the 2012 Dr. Vernon Deines Memorial Award for an Outstanding Small Town

Plan for the Mosinee Downtown Development Plan. Dr. Deines was the founder of the Small Town and Rural Planning Division, which is one of nineteen divisions of the American Planning Association.



## Geographic Information Systems (GIS)

The NCWRPC has a variety of graphic and mapping products, from aerial photos to wetland maps. We assist communities with County Land Information Plans, grant applications and RFP's for GIS services. Custom data sets and maps can also be created for communities. In addition, the NCWRPC maintains a wide array of data that is available upon request, including U.S. Census (1980, 1990, 2000, 2010), Economic Census, State Employment and Labor Information, and other specialized data sets.

### ACEC Award



The NCWRPC recently received the "Engineering Excellence Best of State" Award from the American Council of Engineering Companies (ACEC), which in part is judged upon developing quality cost-effective solutions.

NCWRPC received the award for their leadership coordinating the Wisconsin Regional Orthophotography Consortium (WROC).



# 2011 Region Accomplishments

- Prepared the 2010 Comprehensive Economic Development Strategy (CEDS) to maintain the Region's Economic Development District designation, as defined by the U.S. Economic Development Administration (EDA).
- Provide staff assistance to the North Central Wisconsin Development Corporation (NCWDC) to manage two Regional Revolving Loan Funds.
- Maintain designation as a rural transportation planning organization by WisDOT to coordinate transportation strategies on a regional basis.
- Continue to coordinate the Northeast Wisconsin Public Safety Communication (NEWCOM) organization to promote better emergency service communication within the Region.
- Completed a Joint Land Use Study around the Volk Field and Hardwood Bombing Range in Juneau County. Funding was provided by the U.S. Department of Defense.
- Provide coordination assistance to the 13 county Northeast Wisconsin Emergency Management Region. The Statewide Communications Interoperability Plan to ensure that interoperability addresses both local and regional concerns.
- Coordinated the Wisconsin Regional Orthophotography Consortium (WROC), which provided a statewide 2010 air photo program, including securing over \$1.2 million in funding from several state and federal sources. Project received the "Best in State" Award from the American Council of Engineering Companies.
- Maintain and develop a Regional Mapping Information System, Census and Demographic Information, and a Planning Library for the region.
- Working with several counties established the Northwoods Rail Commission with the goal of maintaining and promoting freight rail in northern Wisconsin.
- Working with the Wisconsin Economic Development Corporation and three other regional planning commissions, prepared the "Community Emergency Response Guidebook" to assist communities in preparing for disasters.
- Completed an organizational Strategic Plan to set direction for the agency.
- Exploring future regional efforts, including business entrepreneurial centers, brown-field redevelopment, sustainability, scenic byways, and bike planning.
- Staff participates on a number of Boards and Committees in the Region and State, including APA-Wisconsin, WLIA, Centergy, and Grow North, among others.

***The NCWRPC is involved in various other Regional efforts throughout the year that are not mentioned above.***



# 2011 Selected County Accomplishments

## ■ Adams County

- County Outdoor Recreation Plan
- Village of Friendship WISLR Assistance
- WisDOT County Bike & Pedestrian Grant Application
- County National Flood Insurance Program Reporting Assistance
- RBEG Grant Application
- County Emergency Management Atlas

## ■ Forest County

- County Redistricting Plan
- County Comprehensive Plan
- City of Crandon WISLR Assistance
- Mole Lake and Potawatomi Comprehensive Plans
- Towns of Argonne, Crandon, and Lincoln WISLR Assistance
- County Outdoor Recreation Plan Assistance
- County Land and Water Resource Management Plan

## ■ Juneau County

- County Outdoor Recreation Plan
- EDA Grant - City of Mauston Industrial Park
- County Redistricting Plan
- City of Mauston Outdoor Recreation Plan
- Joint Land Use Study for Volk Field & Hardwood Range

## ■ Langlade County

- County Outdoor Recreation Plan
- Ice Age Trail Planning Assistance
- Prepared All Hazard Mitigation Grant for County
- County Redistricting Plan
- Towns of Antigo, Langlade, and Rolling WISLR Assistance
- County Shop Local & Trails Maps
- Agricultural Enterprise Area (AEA) Assistance

## ■ Lincoln County

- County Hazard Mitigation Plan
- LIDAR RFP Assistance
- City of Merrill and Town of Pine River Intergovernmental Discussions
- Loan to HURD in Merrill
- RBEG Application
- County Outdoor Recreation Plan
- Towns of Harding, Merrill, and Tomahawk WISLR Assistance



■ **Marathon County\***

Mosinee Downtown Development Plan (Recipient of National APA STaR Award)  
Village of Spencer Zoning Maps  
Town of Rietbrock WISLR Assistance  
Mosinee Mapping Assistance  
Ice Age Trail Planning Assistance

■ **Oneida County**

County Redistricting Plan  
Online County Survey Records System Hosting  
County Comprehensive Planning Assistance  
County Emergency Zone Atlas  
Loan to Hodag Development Façade Loan in Rhinelander  
Rhinelander Safe Routes to School (SRTS) Plan  
Rhinelander/County Airport Website Development  
Emergency Management Search and Rescue Exercise  
County Land and Water Resource Management Plan  
Towns of Cassian, Lake Tomahawk, and Minocqua WISLR Assistance

■ **Portage County\***

Village of Rosholt Zoning Assistance  
Almond-Bancroft Safe Routes to School (SRTS) Plan

■ **Vilas County**

County Redistricting Plan  
Town of Cloverland Comprehensive Plan  
County Bike Route & Trails Plan  
County Online Survey Records Assistance  
County Forest and Recreation Map and Brochure  
Eagle River Transportation Circulation Assistance

■ **Wood County\***

Wisconsin Rapids Outdoor Recreation Plan  
Marshfield Sewer Service Area Plan  
EDA Grant Administration for Wisconsin Rapids Treatment Plant Expansion  
Wisconsin Rapids Safe Routes to School (SRTS) Plan  
Nekoosa Comprehensive Planning Assistance

**In addition, throughout the year, staff attends various meetings, responds to inquiries, creates and updates websites, and completes numerous projects not mentioned above.**

\* Note: Only some local communities participate with the NCWRPC in these counties.

## NCWRPC Audited Financial Statements:

The NCWRPC is funded from three basic sources. These are grants from federal and state programs; a local membership fee (levy) based on equalized valuation of its member governments and local project contracts.

### STATEMENT OF NET ASSETS (Balance Sheet):

ASSETS:	
Cash and Investments	1,206,499
Levy Receivable	205,435
Grants and Projects Receivable	102,838
Prepaid Expenses	29,767
Capital Assets	25,297
Restricted Cash	<u>521,986</u>
TOTAL ASSETS:	\$2,091,822
LIABILITIES:	
Unearned Levy & Others	211,350
Deposits Held for Others	521,986
Long-Term Obligation	67,043
Other	<u>32,178</u>
TOTAL LIABILITIES:	\$832,557
Invested Capital Assets	25,297
Reserved and Restricted Funds:	<u>1,233,968</u>
NET ASSETS:	\$1,259,265

Schenck, LLC prepared the 2011 Audit. A copy of the complete Audit Report is available for review at the NCWRPC Office. Krause-Howard & Company provides day-to-day accounting services for the organization.

## Levy Rate Changes:

In an effort to meet our goals of moving away from the levy to more state and federal grants and other sources, and doing more with less, we have reduced our membership charge for the tenth year in a row. By state statute the levy rate cannot exceed 0.003%. In 2000 the NCWRPC rate was set at 0.00275%, by 2011 that rate was 0.001% - only one third of the statutory limit. Clearly, the NCWRPC continues to do more with less!





# North Central WI Development Corp.

**To date the NCWDC  
had made 16 loans and  
created or retained over  
340 jobs in the Region.  
Currently, there are 8  
active loans in the  
portfolio.**

In 1995, the NCWRPC with the support of its counties, area economic development corporations, private lenders, and others, established the North Central Wisconsin Development Corporation (NCWDC). The NCWDC is a 501 (c) 3 non-profit corporation, staffed by the NCWRPC, to manage a multi county loan fund. The two funds currently operated are the Regional Revolving Loan Fund and the Community Development Fund.

An eleven member Board of Directors manages the NCWDC. One person from each of the counties in the Region serves on the board, along with one representative from the NCWRPC. The current Board of Directors is displayed below:

Adams County	Daric Smith
Forest County	Bev Collins, President
Juneau County	Terry Whipple
Langlade County	Chris Berry, Vice-President
Lincoln County	David Koth
Marathon County	vacant
Oneida County	Roger Luce
Portage County	Lori Dehlinger
Vilas County	vacant
Wood County	Mary Jo Carson
NCWRPC	Bettye Nall, Secretary / Treasurer

In addition, there is a five person Loan Review Committee that reviews and makes the final funding decision on each loan application. The current members are: Bev Collins, Dan Daubert, Jack Sroka, Linda Prehn, and Bill Vanden Heuvel.

## 2011 Audited Balance Sheet

Assets:	IRP Funds	\$232,496	
	HUD Funds	\$281,298	
	USDA Funds	\$1,500	
	Loans Outstanding	<u>\$215,782</u>	
			\$731,067
Liabilities:	Accounts Payable	\$0	
	Accrued Interest	\$1,573	
	IRP Note Payable	<u>\$235,988</u>	
			\$223,561
Net Assets:	Restricted/Unrestricted		<u>\$493,506</u>

Schenck, LLC prepared the 2011 Audit for the NCWDC. A copy is available for review at the NCWRPC Office.



# Professional Staff

## **Dennis Lawrence, EDFP, AICP, Executive Director**

Dennis started with the NCWRPC in 1992 and became 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). He provides overall management to the organization and works in all areas of planning.

## **Mike Agnew, AICP, Senior Planner**

Mike has worked with the NCWRPC since 2001. He has a bachelor's degree in architectural history from the University of Minnesota and a master's degree in urban and regional planning from the University of New Orleans. He is also a member of the American Institute of Certified Planners (AICP). Mike works mainly in the area of land use 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 certified as a Geographic Information System Professional (GISP). Andy works in the areas of GIS and intergovernmental cooperation.

## **Matt Guptail, GISP, GIS/Planning Technician**

Matt has worked with the NCWRPC since 2001. He has a bachelor's degree in geography from UW-Stevens Point. He is also GISP certified. Matt works in the areas of GIS and transportation.

## **Fredrick Heider, AICP, Planner**

Fred has worked with the NCWRPC since 2004. He has a bachelor's degree in natural resources 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.

## **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 also a member of the American Institute of Certified Planners (AICP). Darryl works mainly in the area of transportation and land use.

## **Matthew Schreiber, AICP, Senior Planner**

Matt has worked with the NCWRPC since 2008. He has a bachelor's degree in geography from UW-Oshkosh and a master's degree in urban planning from UW-Milwaukee. He works mainly in the area of economic development, including managing the North Central Wisconsin Development Corporation.



# Commissioners

**An appointed commission oversees the activities of the executive director and the organization. As detailed in Wisconsin statute, 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 final is a Joint (J) selection between the Governor and County. Commissioners serve until reappointed or replaced. Term ending is also shown.**

Commissioners listed are current as of December 31, 2011.

## **Adams County**

Ron Jacobson, J (6/14)  
Donald Krahn, G (1/12)  
Glenn Licitar, C (6/12)

## **Forest County**

Erhard Huettl, C (1/14), Chair  
Jim Landru, Jr., J (1/16)  
Paul Millan, G (1/18)

## **Juneau County**

Edmund Wafle, C (6/13)  
Appointment Pending  
Appointment Pending

## **Langlade County**

George Bornemann, G (1/16)  
Ronald Nye, C (1/14)  
Paul Schuman, J (1/12)

## **Lincoln County**

Robert Lussow, C (6/13)  
Tom Rick, J (6/11)  
Doug Williams, G (6/15)

## **Marathon County\***

Virginia Heinemann, G (6/17)  
Craig McEwen, J (6/13)  
Bettye Nall, C (6/15), Vice- Chair

## **Oneida County**

Wilbur Petroskey, G (1/10)  
Thomas Rudolph, C (1/14)  
Appointment Pending

## **Portage County**

No Representation

## **Vilas County**

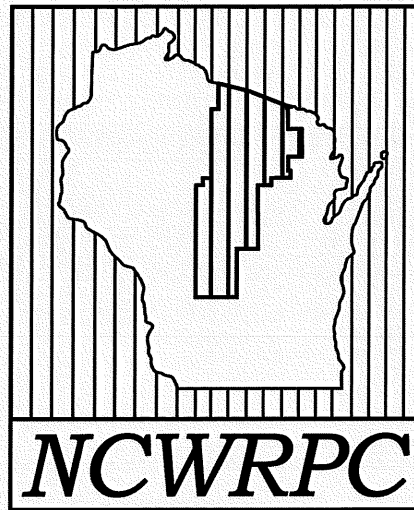
Bob Egan, J ((1/15)  
Ralph Sitzberger, C (6/15)  
Appointment Pending

## **Wood County\***

Fred Camacho, G (6/15)  
Maurice Mathews, J (6/13)  
Gerald Nelson, C (6/17)

In addition, by Wisconsin Statute, the Secretary of the Department of Commerce - now the Wisconsin Economic Development Corporation - is an ex-officio officer of the NCWRPC.

\* Note: Although the county appoints the commissioners, the county is not the financially participating member. Each local member contributes individually.



**NORTH CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION**

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