



HERITAGE  
COMMUNITY  
OPPORTUNITY

## VILLAGE OF MOUNT HOREB

E. Main Street  
Mount Horeb, WI 53572  
Phone: (608) 437-6884 Fax: (608) 437-3190  
Email: [mhinfo@mounthorebwi.info](mailto:mhinfo@mounthorebwi.info) Web: [mounthorebwi.info](http://mounthorebwi.info)

**THE COMMUNITY DEVELOPMENT AUTHORITY WILL HOLD ITS MAY 12th, 2021 MEETING VIRTUALLY. YOU CAN WATCH THE MEETING LIVE VIA THE VILLAGE WEBSITE BY CLICKING "WATCH LIVE" UNDER THE TROLLWAY TV GRAPHIC ON THE RIGHT SIDE OF THE HOME PAGE AT [WWW.MOUNTHOREBWI.INFO](http://WWW.MOUNTHOREBWI.INFO). THE MEETING IS ALSO BROADCAST LIVE ON MHTC CHANNEL 181 AND CHARTER CHANNEL 981. YOU CAN ALSO JOIN THE MEETING USING THE FOLLOWING:**

**Please join meeting from your computer, tablet or smartphone.**

<https://global.gotomeeting.com/join/393462117>

**You can also dial in using your phone.**

United States: [+1 \(786\) 535-3211](tel:+17865353211) Access Code: 393-462-117

### **COMMUNITY DEVELOPMENT AUTHORITY WEDNESDAY, MAY 12, 2021**

The Community Development Authority of the Village of Mount Horeb will meet virtually on the above date at 6:00pm. Agenda as follows:

- 1) Call to order  
Roll call
- 2) Approval of April 14, 2021 Minutes
- 3) Review and Discuss Strategic Plan Progress
- 4) Review and Discuss Potential Business Park Land
- 5) Consent Agenda
  - a) Economic Development Director's report
  - b) Mount Horeb Area School District report
  - c) Mount Horeb Area Chamber of Commerce report
- 6) Items for Future Meetings: Review of Strategic Plan Goals, TID Update, Industrial Park Land, Downtown Projects, Workforce Development
- 7) Adjourn

A QUORUM OF THE VILLAGE BOARD/VILLAGE COMMITTEE MEMBERS MAY BE PRESENT AT THIS MEETING. ONLY NOTICED AGENDA ITEMS WILL BE ACTED ON BY THE GOVERNMENTAL BODY SPECIFIED ABOVE.

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.

## 2021 Mount Horeb Community Development Authority Strategic Goals

Support of existing businesses				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Conduct at least 2 business, retention, expansion visits per month	Rowan and Nic	12/31/2021		CDA members invited as needed
Progress: Visited with 8 businesses- existing, and those who are coming to town.				Working with a new restaurant group, a new retail business, and working with a business looking to relocate inside village.
Assist at least 6 entrepreneurs through business planning, into production/opening stage of operation	Rowan	12/31/2021		Through the entrepreneur group we have been able to help several of them find locations for their business and next steps. Additional persons are in research phase. Great way to get early insight into new business opportunities, partnerships, and planning.
Progress:				
One member, Fire and Ice Gym just opened their new business, another, Yoga Place opens next month. Two others I can not name are finalizing contracts.				
Recruit new business				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Respond to all requests for information and inquires	Rowan and Nic	Ongoing		
Progress:  Requests from medical/ care companies. Retail and food industry. Some would like to purchase a building - not much stock, and other rent.				Types of business. Care/ medical, retail/food/ wholesale/ food/processing, Construction
Create plan to recruit valuable and needed industries to village.	CDA and Staff	8/1/2021		

Progress:				
We have a preliminary plan and working on flushing it out. Industries, business types, and people who place companies. Working on comp plan and property owners in conjunction with industry types and preferences.				
Inform CDA on Trends	Rowan and Nic	Ongoing		
Progress:				
We need to grow land opportunities - trends vary from those wanting to be downtown, to those who are looking for large parcels of land. A new TIF district(s) is also a consideration and ask.				
Recruit valuable and needed industries to Village including major employers (25+ FTE)	Rowan and Nic	Ongoing		
Progress:				

Facilitate Annexations (Business Park, Housing, Park Land)				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Identify location(s) for and take action to secure development rights	Rowan and Nic	4/1/2021		
Progress:				
We are speaking to landowners - interest in annexation and development. The new Comp Plan. Just had it's first kick off meeting.				Individual meetings have gone well. Comp Plan schedule is helpful
Identify funding sources and incentives	Rowan and Nic	6/1/2021		
Progress:				
Likely new TIF district and or partnership with broker				

Propose action plan to Village Board	CDA and staff	8/1/2021		
Progress:				
Collaborate with neighboring municipalities while maintaining Village interests and enhanced urban land economics; especially related to extraterritorial review	Rowan and Nic	Ongoing		
Progress: continued meeting with town of Blue Mounds on ETZ/Intergovernmental agreement				

Increase Housing Opportunities				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Member(s) to attend and assist Housing Task Force meetings as needed	CDA and Staff	8/1/2021		
Progress:				
Learning about housing options and digging into prior Mt. Horeb and Dane County data. Housing survey we have worked hard to get many different ages and types of people to take it. Original goal was 500, now is 1500. The Comp Plan will have a public input survey as well.				Please help promote the surveys and public input opportunities. These are very important for our planning
Review Task Force Findings for development related policy changes	Rowan and Nic	10/1/2021		
Progress:				
Proactively connect housing developers and property owners	Rowan and Nic	Ongoing		
Progress:				
Have been working with three developers for land and best housing uses. The new data from the housing taskforce will be extremely beneficial to have next month. The housing market continues to be very tight as well as rental market. New properties listed as affordable are starting at \$370,000.				

Implement project from 2017 Downtown Redevelopment Plan				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Identify, propose and implement at least one project identified in the 2017 Downtown Redevelopment Plan adopted by the Village Board	CDA and Staff	8/1/2021		
Progress: Discuss at CDA meeting				

At the April CDA meeting we discussed the Vandewalle Downtown redevelopment plan. Brad went through the Depot Plaza in more detail for cda members. Develop next steps.

The top priorities of the group, each with equal amount of results: 1- seek sustainable businesses for TID 5, 2- partner with property owners and developers towards workforce housing, 3- partner with property owners and developers towards senior housing. Other priorities with more than two votes were Front Street development, Depot Plaza, and Grandma Foster Park

Identify and pursue grant and other funding sources	Rowan and Nic	8/1/2021		
Progress:				

Facilitate successful incentive applications				
Action / Task	Person(s) Responsible	Completion Date	Status	Notes
Reach out to Downtown property and business owners and assist with application and award of TID 5 building and façade improvement programs	Rowan and Nic	On going		
Botham Inc worked through and was approved for TID 5 funds. Wyser Engineering will be next moth. In the past two months for the rehab and façade improvement have gone to three businesses.				





HERITAGE  
COMMUNITY  
OPPORTUNITY

## VILLAGE OF MOUNT HOREB

E. Main Street  
Mount Horeb, WI 53572  
Phone: (608) 437-6884 Fax: (608) 437-3190  
Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

### **Economic Development Report- April 2021**

**Task Force:** The Housing Task Force is digging in to housing options, zoning examples, and collecting surveys. Over 1300 surveys have been taken with an updated goal of 1500. This will give us the most current view point of what is happening right now in Mount Horeb. It will be extremely beneficial for planning and conversations with new businesses, and developers.

**Comp Plan-** We just kicked off our first meeting for the Comprehensive Plan. The plan is a 20-year guide for the community to plan out 5, 10, 15-year possibilities and areas of interest for housing, parkland, growth, commercial use, etc. It has also tied in nicely with our conversations with land and property owners. In regards to the Comp Plan, there will be some public opportunities for you take part in. A- there will be a survey for any resident to take. B- there will be some smaller focus groups; We may ask one or two CDA members to join the small group session on land use. C. Attend the public workshop meetings. Dates are still being set but likely to be in June. The Comp Plan work will take us through the end of year.

**WEDC-** Connect Communities application approved. We just received the news we have been approved to be part of the Wisconsin Economic Development Corporation program. This will give us access to range of webinars, roundtables, workshops, trainings and conferences. A rep will be scheduling a visit in July. More to come.

**Business visits:** In-person meetings/ zoom/ phone: 8 business visits.

**New Businesses:** Four new businesses opening in late April/May; Fire and Ice Gym, MoHo Fitness, Pediatric Feeding Therapy, and The Yoga Space. Early April, Gemplers retail store, Sugar Troll, and Jangle Natural Living opened. Another new store business has signed a contract for a retail shop opening in June. Others are in the works.

**Inquiries:** Anywhere from medical/care offices, food and processing, construction company looking for land, rental, or purchase buildings. Not everything we have in stock is a good fit. Working to see what options and opportunities we have.

**Development inquiries and conversations:** Working with several developers who are interested in housing= all forms, from single homes, multi housing, to senior. Others interested in redeveloping downtown area properties. Conversations with downtown property owners preparing to sell and also with property owners on the perimeter of the village.

**Marketing:** We have been able to work with the media to promote our businesses and Main Street success with print, TV, and newspaper. Our newsletter has also helped those outside of our community get an update on what is happening and the opportunities.

**Upcoming Job Fair:** We are working with the Chamber and School District to promote the fair and help businesses gain employees.



HERITAGE  
COMMUNITY  
OPPORTUNITY

VILLAGE OF MOUNT HOREB

E. Main Street  
Mount Horeb, WI 53572  
Phone: (608) 437-6884 Fax: (608) 437-3190  
Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

<b>During Covid Pandemic</b>	<b>March 2020- April. 21</b>		
<b>Businesses lost:</b>	<b>Businesses gained</b>	<b>Businesses that moved but stayed in MH:</b>	<b>Businesses formed/ upcoming moves</b>
Artisan Woods-retired	Sugar Troll	Icki Sticki	JP. Coming Soon
Mary's Coffee	114 Main	Peg Ginsburg Watercolor	
Schubert's	Gempler's Retail Shop	MH Dental	Children's Community School- new location confirmed
Dr. Wilson Dentistry-retired	Jangle Soap Works	Sjolinds- temp. closed downtown location, kept drive through open	Additional Kwik Trip
Cat and Crow	Drift Coffee		Casey's
Rust and Lace-moved online	Reflections Salon	Isaac's Antiques was sold and will stay in the existing building as is	
	CCI Correct Cable		
	Spellerific		
	Barleyvine		
	The Little Market Place		
	Summit Credit Union		
	Artemis Provisions		
	Mount Horeb Community Center		
	Yoga Space		
	Fire and Ice		
	Pediatric Feeding Therapy		
	Moho Fitness		