

### Phase One Onalaska Waterfront Project - Implementation Timeline (2008-2014)

Project Activity	Lead Role	Funding Source	2008				2009				2010				2011				2012				2013				2014									
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4						
<b>I. Implementation Planning</b>																																				
1. Adoption of Waterfront Master Plan	City			■																																
2. Establish Implementation Organization	City				■																															
3. Establish Overlay Zoning District	City					■	■																													
4. Develop Branding Image and Logo for Waterfront	Private							■	■	■	■																									
5. Special Events Programming for Waterfront	City, Private									■	■	■	■																							
6. Annual Review/Monitoring of Implementation Plan	City, Private																																			
<b>II. Funding</b>																																				
1. Conduct Public Funding Summit	City				■																															
2. Establish Onalaska Foundation - 501c3	Private				■	■																														
3. Secure Phase Two Scenic Byways Grant	City			■	■	■																														
4. Create TIF District	City				■	■																														
5. Create BID District	City, Private				■	■	■	■																												
6. Private Fundraising Strategy/Capital Campaign	501c3									■	■	■	■																							
7. Annual Grant Applications for Public Improvements	City																																			
8. Maintain Regular Contact with State/Federal/Local Funders	City																																			
<b>III. Public Relations/Outreach</b>																																				
1. Create, Maintain, and Update Website	City, Private																																			
2. Media Relations	City, Private																																			
3. Develop Promotional Materials	Private, BID				■	■																														
4. Public Education/Speakers Bureau	City, Private									■	■	■	■																							
5. Regional Partners Outreach	City, Private																																			
<b>IV. City-Sponsored Private Redevelopment</b>																																				
General Activities	City																																			
A. Market Analysis for Specific Sites																																				
B. Assemble Land for Redevelopment																																				
C. Establish TIF Subsidy Formula																																				
D. Prepare Development Concepts/ Guidelines for Specific Sites																																				
E. Prepare Requests for Proposals for Specific Sites																																				
F. Developer Selection																																				
G. Negotiate Development Agreements																																				

Exhibit 2

February 12, 2008

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Priority Redevelopment																														
1. Visitor Center North (Site #1)	City	TIF																												
2. Visitor Center South (Site #2)	City	TIF																												
<b>V. Market-Driven Redevelopment Activities</b>																														
1. Prepare/Implement Business Recruitment Strategy	Private	BID																												
2. Prepare/Implement Developer Recruitment Strategy	City																													
3. Create Economic Development Fund (redevelopment loans, facade grants, etc.)	City	TIF																												
4. Establish Lender Commitment Fund	Private																													
<b>VI. Public Projects</b>																														
Phase One Visitor Center	City	TIF, State/Federal																												
1. Hire Architect																														
2. Programming																														
3. Design and Engineering																														
4. Bidding and Construction																														
Railroad Improvements	City	TIF, Railroad																												
1. Railroad Negotiations																														
2. Design and Engineering																														
3. Bidding and Construction																														
Waterfront Improvements	City	TIF, State/Federal, Room Tax, Private																												
1. Acquisitions																														
2. Programming																														
3. Design and Engineering																														
4. Permitting																														
5. Bidding and Construction																														
Great River Bicycle Trail Development	City	TIF, State/Federal																												
1. Design and Engineering																														
2. Bidding and Construction																														

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			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
WisDOT Highway 35	City, WisDOT	WisDOT, TIF																												
1. Design and Engineering															█	█	█	█												
2. Bidding and Construction																			█	█	█	█								
Local Street and Streetscape Projects	City	TIF, CIP																												
1. Design and Engineering													█	█																
2. Bidding and Construction																	█	█												
Public Parking	City, Private	TIF, BID																												
1. Design and Engineering													█	█																
2. Bidding and Construction																	█	█												
Wayfinding	City, Private	Room Tax																												
1. Community Wayfinding Program													█	█																
2. Design																	█	█												
3. Bidding and Installation																					█	█								
Farmers Market	City, Private	TIF/BID																												
1. Site Selection							█	█																						
2. Programming								█	█																					
3. Design and Engineering									█	█																				
4. Bidding and Construction										█	█	█																		
Phase Two Visitor Center	City	TIF, State/Federal, Room Tax, Private																												
1. Programming																											█	█	█	█
2. Design and Engineering																														
3. Bidding and Construction																														

Lead Role

- City
- 501c3 Foundation
- Private
  - Business Association
  - Interest Groups

Funding Source

- TIF (Tax Incremental Financing)
- CIP (Capital Improvement Program)
- Motel/Hotel Room Tax
- WisDOT
- State/Federal Grants
- Railroad
- Private (510c3)
- Foundation
- BID (Business Improvement District)