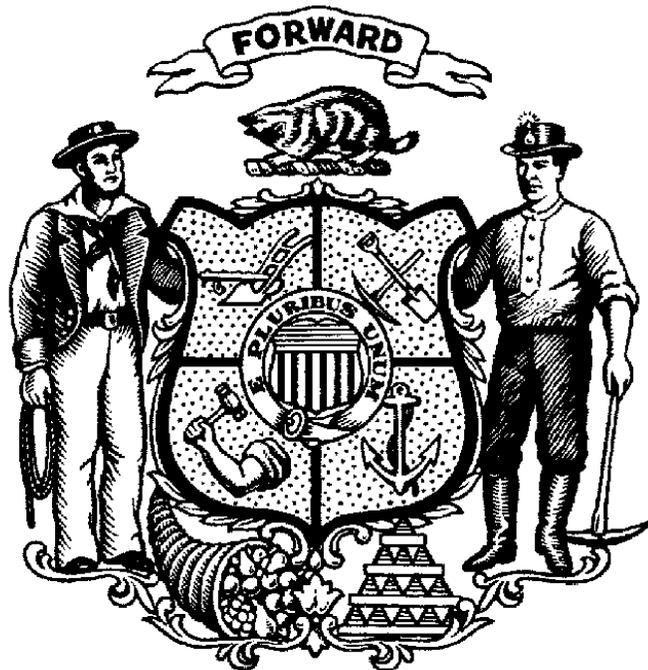


# State of Wisconsin

## Wisconsin Economic Development Corporation



Agency Budget Request

2021 – 2023 Biennium

September 15, 2020

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Melissa Hughes  
Secretary and CEO

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September 15, 2020

The Honorable Tony Evers  
Governor, State of Wisconsin  
Room 115 East, State Capitol  
Madison, WI 53702

Dear Governor Evers:

I am pleased to present the Wisconsin Economic Development Corporation's (WEDC) proposed budget for 2021-2023. The request includes a cost-to-continue budget based on our fiscal year 2021 base level. As required by 2015 Wisconsin Act 201, a proposal is also included reflecting a five percent base reduction. WEDC uses its block grant funding flexibility to allocate or reallocate resources to its various programs and operations. As Wisconsin's lead economic development organization, WEDC coordinates our programs, initiatives, and investments with a wide range of stakeholders throughout the state. Input from businesses, elected officials, educators, and local and regional economic development partners helps us develop and implement strategies to deploy our block grant funding effectively to further the economic growth and vitality of Wisconsin.

The block grant funding allocated to WEDC lets us be responsive to the emerging needs of Wisconsin businesses, entrepreneurs, and communities. This funding mechanism also allows WEDC to continue developing and deploying innovative programs to meet our customer and stakeholder needs. Most recently, WEDC has deployed its Disaster Recovery Microloan program to assist business owners in Kenosha that were negatively impacted by protests. WEDC also assisted nearly 30,000 small businesses negatively affected by the COVID-19 pandemic through the SB 20/20, the Ethnic Minority Emergency Grant, and the Federal CARES Act CRF-funded "We're All In" Small Business Grant programs.

Thank you for your consideration, and we look forward to working with you and the State Budget Office throughout the budget process.

A handwritten signature in black ink, appearing to be 'Melissa L. Hughes', written in a cursive style.

Melissa L. Hughes  
Secretary and CEO





## **AGENCY DESCRIPTION**

The corporation was created by 2011 Wisconsin Act 7. The corporation is headed by a secretary/chief executive officer who is appointed by the Governor with the advice and consent of the Senate. The corporation is governed by a 16-member board of directors. The Governor appoints six members with the advice and consent of the Senate. The speaker of the Assembly and the Senate majority leader each appoints four members but neither may appoint more than two members of the legislature to the board. The minority leaders of the Assembly and Senate each appoint one member. The secretaries of the Department of Administration and Department of Revenue also serve on the board as non-voting members.

The corporation is the lead economic development organization in the state. The corporation is responsible for developing and implementing programs to provide business and community support, expertise and financial assistance, support new business start-ups and business expansion and growth; and develop and implement any other programming related to economic development in Wisconsin.

## **MISSION**

The corporation's mission is "To advance and maximize opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment." WEDC partners with more than 600 organizations across the state, including regional economic development organizations, academic institutions and industry leaders.

WEDC's services are aligned with five key Catalysts of Economic Growth, which form the basis of our Strategic Pillars, and allows the corporation to most effectively activate and accelerate economic opportunity in Wisconsin®: Strategic Economic Competitiveness; Business Development; Community and Economic Opportunity; Brand Development and Strategy; and Operational and Fiscal Excellence.

## **PROGRAMS, GOALS, OBJECTIVES AND ACTIVITIES**

### **Program 1: Promotion of Economic Development**

Goal: Provide business assistance services to drive start-up, expansion or relocation to Wisconsin.

Objective/Activity: Deliver technical and financial business assistance services directly to Wisconsin businesses with in-house staff or through contracted partners.

Objective/Activity: Provide technical and financial services to help communities drive economic development by assisting communities with downtown development, public infrastructure projects and other assistance to help advance Wisconsin communities.

Objective/Activity: Provide technical support or financial investment for projects that advance target sectors or improve the state's economic development capabilities.

## PERFORMANCE MEASURES

### 2019 AND 2020 GOALS AND ACTUALS

Prog. No.	Performance Measure	Goal 2019	Actual 2019	Goal 2020	Actual 2020
1.	Businesses assisted.	4,576	4,332	4,922	5,507
1.	Communities assisted.	167	138	176	152
1.	Partner organizations assisted.	63	64	78	52
1.	Anticipated jobs impact.	15,105	21,476	14,170	11,424
1.	Co-investment leverage.	8:1	11:1	8:1	12:1

Notes: Based on fiscal year.

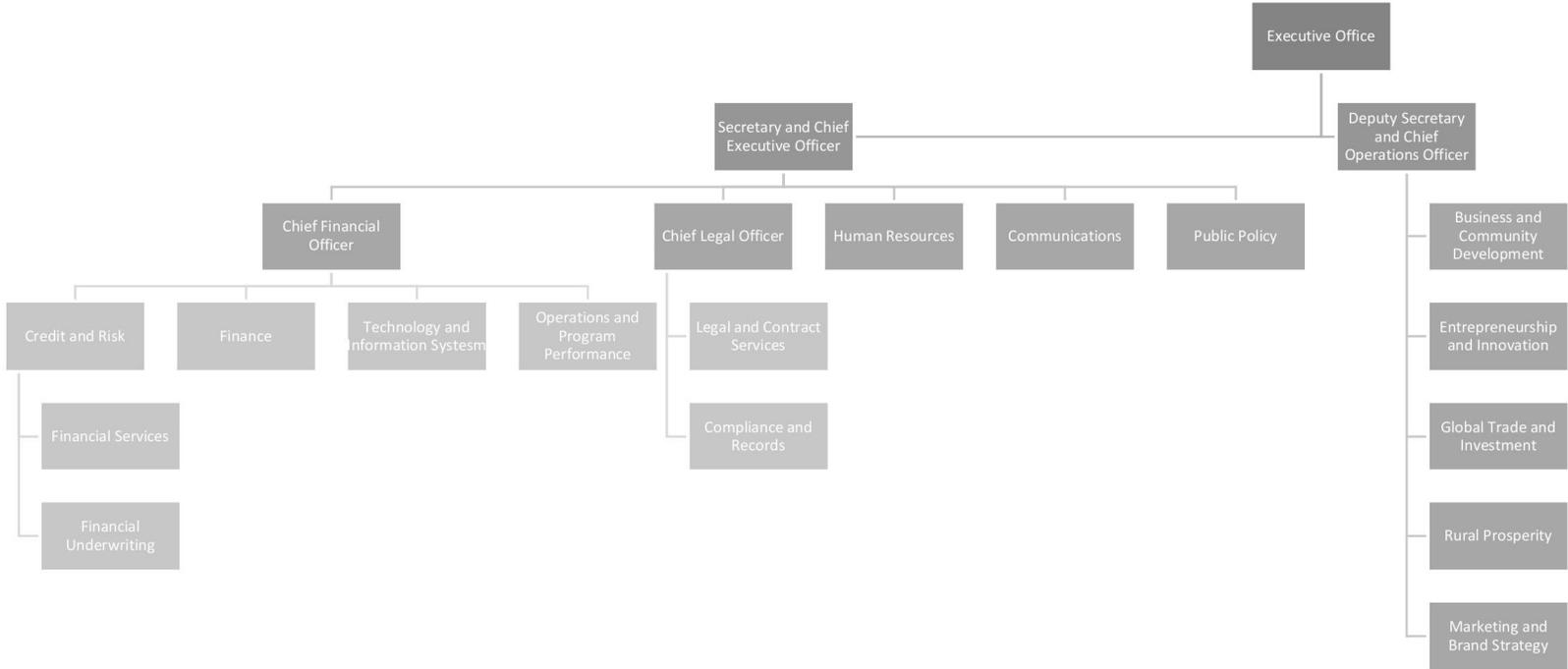
### 2021, 2022 AND 2023 GOALS

Prog. No.	Performance Measure	Goal 2021	Goal 2022 (Estimated)	Goal 2023 (Estimated)
1.	Businesses assisted.	36,246*	6,246	6,246
1.	Communities assisted.	102	102	102
1.	Partner organizations assisted.	98	98	98
1.	Anticipated jobs impact.	13,770	13,770	13,770
1.	Co-investment leverage.	8:1	8:1	8:1

Note: Based on fiscal year.

\*Includes one-time goal of 30,000 businesses assisted through the We're All In Small Business Grant.

**WISCONSIN ECONOMIC DEVELOPMENT CORPORATION  
FISCAL YEAR 2021 ORGANIZATION CHART**



# Agency Total by Fund Source

Wisconsin Economic Development Corporation

2123 Biennial Budget

Source of Funds		ANNUAL SUMMARY					BIENNIAL SUMMARY				
		Prior Year Total	Adjusted Base	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE	Base Year Doubled (BYD)	Biennial Request	Change From (BYD)	Change From BYD %
GPR	S	\$4,936,650	\$12,550,700	\$12,550,700	\$12,550,700	0.00	0.00	\$25,101,400	\$25,101,400	\$0	0.0%
<b>Total</b>		\$4,936,650	\$12,550,700	\$12,550,700	\$12,550,700	0.00	0.00	\$25,101,400	\$25,101,400	\$0	0.0%
SEG	L	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	0.00	0.00	\$2,000,000	\$2,000,000	\$0	0.0%
SEG	S	\$34,614,050	\$28,000,000	\$28,000,000	\$28,000,000	0.00	0.00	\$56,000,000	\$56,000,000	\$0	0.0%
<b>Total</b>		\$35,614,050	\$29,000,000	\$29,000,000	\$29,000,000	0.00	0.00	\$58,000,000	\$58,000,000	\$0	0.0%
<b>Grand Total</b>		\$40,550,700	\$41,550,700	\$41,550,700	\$41,550,700	0.00	0.00	\$83,101,400	\$83,101,400	\$0	0.0%

# Agency Total by Program

192 Wisconsin Economic Development Corporation

2123 Biennial Budget

Source of Funds	ANNUAL SUMMARY						BIENNIAL SUMMARY			
	Prior Year Actual	Adjusted Base	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE	Base Year Doubled (BYD)	Biennial Request	Change From (BYD)	Change From BYD %
<b>01 PROMOTION OF ECONOMIC DEVELOPMENT</b>										
<b>Non Federal</b>										
<b>GPR</b>	<b>\$4,936,650</b>	<b>\$12,550,700</b>	<b>\$12,550,700</b>	<b>\$12,550,700</b>	<b>0.00</b>	<b>0.00</b>	<b>\$25,101,400</b>	<b>\$25,101,400</b>	<b>\$0</b>	<b>0.00%</b>
S	\$4,936,650	\$12,550,700	\$12,550,700	\$12,550,700	0.00	0.00	\$25,101,400	\$25,101,400	\$0	0.00%
<b>SEG</b>	<b>\$35,614,050</b>	<b>\$29,000,000</b>	<b>\$29,000,000</b>	<b>\$29,000,000</b>	<b>0.00</b>	<b>0.00</b>	<b>\$58,000,000</b>	<b>\$58,000,000</b>	<b>\$0</b>	<b>0.00%</b>
L	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	0.00	0.00	\$2,000,000	\$2,000,000	\$0	0.00%
S	\$34,614,050	\$28,000,000	\$28,000,000	\$28,000,000	0.00	0.00	\$56,000,000	\$56,000,000	\$0	0.00%
<b>Total - Non Federal</b>	<b>\$40,550,700</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>0.00</b>	<b>0.00</b>	<b>\$83,101,400</b>	<b>\$83,101,400</b>	<b>\$0</b>	<b>0.00%</b>
L	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	0.00	0.00	\$2,000,000	\$2,000,000	\$0	0.00%
S	\$39,550,700	\$40,550,700	\$40,550,700	\$40,550,700	0.00	0.00	\$81,101,400	\$81,101,400	\$0	0.00%
<b>PGM 01 Total</b>	<b>\$40,550,700</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>0.00</b>	<b>0.00</b>	<b>\$83,101,400</b>	<b>\$83,101,400</b>	<b>\$0</b>	<b>0.00%</b>

## Agency Total by Program

### 192 Wisconsin Economic Development Corporation

### 2123 Biennial Budget

<b>GPR</b>	<b>\$4,936,650</b>	<b>\$12,550,700</b>	<b>\$12,550,700</b>	<b>\$12,550,700</b>	<b>0.00</b>	<b>0.00</b>	<b>\$25,101,400</b>	<b>\$25,101,400</b>	<b>\$0</b>	<b>0.00%</b>
S	\$4,936,650	\$12,550,700	\$12,550,700	\$12,550,700	0.00	0.00	\$25,101,400	\$25,101,400	\$0	0.00%
<b>SEG</b>	<b>\$35,614,050</b>	<b>\$29,000,000</b>	<b>\$29,000,000</b>	<b>\$29,000,000</b>	<b>0.00</b>	<b>0.00</b>	<b>\$58,000,000</b>	<b>\$58,000,000</b>	<b>\$0</b>	<b>0.00%</b>
L	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	0.00	0.00	\$2,000,000	\$2,000,000	\$0	0.00%
S	\$34,614,050	\$28,000,000	\$28,000,000	\$28,000,000	0.00	0.00	\$56,000,000	\$56,000,000	\$0	0.00%
<b>TOTAL 01</b>	<b>\$40,550,700</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>0.00</b>	<b>0.00</b>	<b>\$83,101,400</b>	<b>\$83,101,400</b>	<b>\$0</b>	<b>0.00%</b>
L	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	0.00	0.00	\$2,000,000	\$2,000,000	\$0	0.00%
S	\$39,550,700	\$40,550,700	\$40,550,700	\$40,550,700	0.00	0.00	\$81,101,400	\$81,101,400	\$0	0.00%
<b>Agency Total</b>	<b>\$40,550,700</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>0.00</b>	<b>0.00</b>	<b>\$83,101,400</b>	<b>\$83,101,400</b>	<b>\$0</b>	<b>0.00%</b>

# Agency Total by Decision Item

Wisconsin Economic Development Corporation

2123 Biennial Budget

Decision Item	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
2000 Adjusted Base Funding Level	\$41,550,700	\$41,550,700	0.00	0.00
<b>TOTAL</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>0.00</b>	<b>0.00</b>

**Decision Item (DIN) - 2000**

**Decision Item (DIN) Title - Adjusted Base Funding Level**

**NARRATIVE**

Adjusted Base Funding Level

# Decision Item by Line

2123 Biennial Budget

	<b>CODES</b>	<b>TITLES</b>
<b>DEPARTMENT</b>	192	Wisconsin Economic Development Corporation
	<b>CODES</b>	<b>TITLES</b>
<b>DECISION ITEM</b>	2000	Adjusted Base Funding Level

Expenditure items		1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$0	\$0
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$0	\$0
06	Supplies and Services	\$18,774,700	\$18,774,700
07	Permanent Property	\$0	\$0
08	Unalloted Reserve	\$0	\$0
09	Aids to Individuals Organizations	\$22,776,000	\$22,776,000
10	Local Assistance	\$0	\$0
11	One-time Financing	\$0	\$0
12	Debt Service	\$0	\$0
13		\$0	\$0
14		\$0	\$0
15		\$0	\$0
16		\$0	\$0
<b>17</b>	<b>Total Cost</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>
18	Project Positions Authorized	0.00	0.00

19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

# Decision Item by Numeric

## Wisconsin Economic Development Corporation

Program	Decision Item/Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
	<b>2000</b>	<b>Adjusted Base Funding Level</b>			
<b>01</b>	<b>Promotion of economic development</b>				
	01 Operations and programs	\$12,550,700	\$12,550,700	0.00	0.00
	02 Talent attraction retention	\$0	\$0	0.00	0.00
	61 Economic development fund; pro	\$28,000,000	\$28,000,000	0.00	0.00
	65 Brownfield site assessment gra	\$1,000,000	\$1,000,000	0.00	0.00
	<b>Promotion of economic development SubTotal</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>0.00</b>	<b>0.00</b>
	<b>Adjusted Base Funding Level SubTotal</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>0.00</b>	<b>0.00</b>
	<b>Agency Total</b>	<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>0.00</b>	<b>0.00</b>

# Decision Item by Fund Source

## Wisconsin Economic Development Corporation

	Source of Funds		1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
<b>Decision Item</b>	<b>2000</b>	<b>Adjusted Base Funding Level</b>				
	GPR	S	\$12,550,700	\$12,550,700	0.00	0.00
	SEG	L	\$1,000,000	\$1,000,000	0.00	0.00
	SEG	S	\$28,000,000	\$28,000,000	0.00	0.00
	<b>Total</b>		<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>0.00</b>	<b>0.00</b>
<b>Agency Total</b>			<b>\$41,550,700</b>	<b>\$41,550,700</b>	<b>0.00</b>	<b>0.00</b>

## ACT 201

Proposal under s. 16.42(4)(b)1.: 5% change in each fiscal year

FY: **FY22**  
 Agency: **WEDC - 192**

Agency	Appropriation Alpha	Numeric	Fund Source	Adjusted Base		(See Note 1)	Proposed Budget 2021-22		Item Ref.	Change from Adj Base		(See Note 2)		Change from Adjusted Base after Removal of SBAs	
				\$	FTE	5% Reduction Target	Proposed \$	Proposed FTE		\$	FTE	Remove SBAs		\$	FTE
<b>192</b>	<b>1a</b>	101	GPR	\$12,550,700.00	0.00	(627,500)	10,523,200	0.00		(2,027,500)	0.00	0	0.00	(2,027,500)	0.00
<b>192</b>	<b>1r</b>	161	SEG	\$28,000,000.00	0.00	(1,400,000)	28,000,000	0.00		0	0.00	0	0.00	0	0.00
<b>Totals</b>				<b>40,550,700</b>	<b>0.00</b>	<b>(2,027,500)</b>	<b>38,523,200</b>	<b>0.00</b>		<b>(2,027,500)</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>(2,027,500)</b>	<b>0.00</b>

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.

Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = (2,027,500)

Difference = 0  
 Should equal \$0

**Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency**

- 1 Full cut applied to GPR to achieve reduction. The appropriations structure would not produce a net reduction if the cut were applied to SEG since it is a sum sufficient.
- 2 The corporation's board of directors would adjust the corporation's annual budget as necessary to accommodate planned reductions.
- 3
- 4
- 5

## ACT 201

Proposal under s. 16.42(4)(b)1.: 5% change in each fiscal year

FY: **FY23**  
 Agency: **WEDC - 192**

Agency	Appropriation		Fund Source	Adjusted Base		(See Note 1)	Proposed Budget 2022-23		Item Ref.	Change from Adj Base		(See Note 2)		Change from Adjusted Base after Removal of SBAs	
	Alpha	Numeric		\$	FTE	5% Reduction Target	Proposed \$	Proposed FTE		\$	FTE	Remove SBAs	FTE	\$	FTE
192	1a	101	GPR	\$12,550,700.00	0.00	(627,500)	10,523,200	0.00		(2,027,500)	0.00	0	0.00	(2,027,500)	0.00
192	1r	161	SEG	\$28,000,000.00	0.00	(1,400,000)	28,000,000	0.00		0	0.00	0	0.00	0	0.00
<b>Totals</b>				<b>40,550,700</b>	<b>0.00</b>	<b>(2,027,500)</b>	<b>38,523,200</b>	<b>0.00</b>		<b>(2,027,500)</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>(2,027,500)</b>	<b>0.00</b>

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.  
 Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = (2,027,500)  
 Difference = **0**  
 Should equal \$0

**Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency**

- 1 Full cut applied to GPR to achieve reduction. The appropriations structure would not produce a net reduction if the cut were applied to SEG since it is a sum sufficient.
- 2 The corporation's board of directors would adjust the corporation's annual budget as necessary to accommodate planned reductions.
- 3
- 4
- 5

## ACT 201

Proposal under s. 16.42(4)(b)2.: **0% change in each fiscal year**

FY: **FY22**

Agency: **WEDC - 192**

Agency	Appropriation		Fund Source	Adjusted Base		(See Note 1)	Proposed Budget 2021-22		Item Ref.	Change from Adj Base		(See Note 2)		Change from Adjusted Base after Removal of SBAs	
	Alpha	Numeric		\$	FTE	0% Change Target	Proposed \$	Proposed FTE		\$	FTE	Remove SBAs \$	FTE	\$	FTE
<b>192</b>	<b>1a</b>	101	GPR	\$12,550,700.00	0.00	0	12,550,700	0.00		0	0.00	0	0.00	0	0.00
<b>192</b>	<b>1r</b>	161	SEG	\$28,000,000.00	0.00	0	28,000,000	0.00		0	0.00	0	0.00	0	0.00
<b>Totals</b>				<b>40,550,700</b>	<b>0.00</b>	<b>0</b>	<b>40,550,700</b>	<b>0.00</b>		<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.

Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = 0

Difference = 0

Should equal \$0

**Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency**

- 1
- 2
- 3

## ACT 201

Proposal under s. 16.42(4)(b)2.: **0% change in each fiscal year**

FY: **FY23**  
 Agency: **WEDC - 192**

Agency	Appropriation		Fund Source	Adjusted Base		(See Note 1)	Proposed Budget 2022-23		Item Ref.	Change from Adj Base		(See Note 2)		Change from Adjusted Base after Removal of SBAs	
	Alpha	Numeric		\$	FTE	0% Change Target	Proposed \$	Proposed FTE		\$	FTE	Remove SBAs \$	FTE	\$	FTE
<b>192</b>	<b>1a</b>	101	GPR	\$12,550,700.00	0.00	0	12,550,700	0.00		0	0.00	0	0.00	0	0.00
<b>192</b>	<b>1r</b>	161	SEG	\$28,000,000.00	0.00	0	28,000,000	0.00		0	0.00	0	0.00	0	0.00
<b>Totals</b>				<b>40,550,700</b>	<b>0.00</b>	<b>0</b>	<b>40,550,700</b>	<b>0.00</b>		<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.

Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = 0  
 Difference = **0**  
 Should equal \$0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

- 1
- 2
- 3