

Economic Development
Action Items
2040 Comprehensive Plan

3.3 Housing		Action Completed	Target Completion	Lead Agencies
2	Address housing affordability through the following strategies:			
2(a)	Utilize "Affordable Housing" TID extension in expiring districts to capture additional funds that support housing initiatives. 75% of additional funds must be utilized to address affordable housing challenges and may be used for programs such as owner-occupied rehabilitation, new home construction, or the creation of revolving loan funds, among other possibilities. 100% of increment generated through the extension must be utilized to better the community's housing stock.		On-going	Economic Development Committee / Mayor
2(c)	Proactively seek out and partner with non-profit and public partners, such as the Southern Housing Region program, that specialize in creation and preservation of affordable housing stock and providing housing assistance to income-qualified households, and create a list of resources that can be utilized by residents in need of assistance.	<input type="checkbox"/> <input type="checkbox"/>	Short-Term (2023-2026)	Economic Development Committee / Mayor
2(d)	Encourage both State and Federal housing tax credit projects that result in new or rehabilitated income-qualified units. Proactively seek out and recruit developers that are fluent and successful in State and Federal application processes administered by the Wisconsin Housing and Economic Development Authority (WHEDA).		On-going	Economic Development Committee / Mayor
2(e)	Work with local mortgage lenders and the Wisconsin Housing and Economic Development Authority (WHEDA) to ensure all income-qualified residents have access to and knowledge of State subsidized and insured mortgage and loan programs.		On-going	Economic Development Committee/ Director of Administration
3.5 Economic Development		Action Completed	Target Completion	Lead Agencies
1	Meet with appropriate agencies to ensure that efforts for economic development activities in the region are coordinated, such as Columbia County Zoning Administrator and the Wisconsin Department of Transportation.		On-going	Mayor / Director of Administration
3	Prepare a business/industrial park expansion plan to identify future sites.	<input type="checkbox"/>	Immediate (2021-2022)	Economic Development Committee / Plan Commission / Zoning Administrator
6	Maintain the City website as a way to prominently display and promote information about the City and tourist attractions in the region. Consider semi-annual review.	<input type="checkbox"/>	On-going	Economic Development Committee / Management Analyst
7	Working with downtown businesses, consider the creation of a Business Improvement District (BID).	<input type="checkbox"/>	Mid-Term (2027-2030)	Economic Development Committee / Mayor / Director of Administration
8	Develop a strategy to market and promote the downtown working cooperatively with the Chamber of Commerce and other stakeholders.	<input type="checkbox"/>	Mid-Term (2027-2030)	Economic Development Committee/Mayor/Director of Administration
9	Explore options to fund, promote and support the downtown.		On-going	Economic Development Committee / Mayor
10	Consider implementing the recommendations in the 2016 Main Street Corridor Plan annually, especially during the capital improvement planning and budgeting processes.		On-going (annually)	Economic Development Committee / Mayor / Director of Administration
11	Review and revise Tax Increment Finance policy to prioritize business attraction, retention and expansion that is consistent with Policy 17.	<input type="checkbox"/>	Immediate (2021-2022)	Economic Development Committee / Director of Administration

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3.7 Community Facilities & Services		Action Completed	Target Completion	Lead Agencies
Community Facilities				
6	Create a communications plan to develop strategies and tools to improve public dialogue and encourage public engagement within the City of Lodi.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Immediate (2021-2022)	Economic Development Committee / Mayor
6	Develop a strategy to encourage and recognize community involvement in volunteer services by people of all ages.	<input type="checkbox"/>	Immediate (2021-2022)	Economic Development Committee / Mayor
3.9 Land Use				
		Action Completed	Target Completion	Lead Agencies
5	Consider implementing improvement projects in the Spring Creek Parkway Plan, especially during annual budgeting and capital improvement planning processes.	<input type="checkbox"/>	On-going (annually)	Economic Development Committee / Finance & HR Committee / Director of Operations / Director of Administration
6	Develop and implement a plan to make the City current/future entry corridors attractive and inviting through the use of such things as landscaping and lighting. Consider working with the Highway 60 Scenic Byways Alliance when planning for this important corridor	<input type="checkbox"/>	Mid-Term (2027-2030)	Economic Development Committee / Director of Operations / Director of Administration