



La Crosse Area Development Corporation

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712 Main Street  
La Crosse, WI 54601

## **La Crosse Area Business Development Programs**

### **State of Wisconsin**

**Contact:** La Crosse Area Development Corporation  
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### **Economic Development Tax Credit**

The Economic Development Tax Credit replaces five former Wisconsin tax credit programs - the Airport Development Zone, Agricultural Development Zone, Community Development Zone, Enterprise Development Zone and Technology Zone programs. The new tax credit program eliminates all former zone boundaries, as well as creating new ways in which existing Wisconsin businesses or businesses relocating to Wisconsin can earn tax credits. The tax credits, which are nonrefundable and nontransferable, must be applied against a certified business's Wisconsin income tax liability. In the case of an S-Corporation, LLC or other pass-through entity, tax credits flow through to the owners in the same way as the income. The tax credits have a 15-year carry forward.

#### **Eligible Activities:**

- **Job Creation:** Tax credits can be earned through the creation of new, full-time positions. Businesses must create the jobs within three years and maintain them for at least two additional years. Tax credits will be released on an annual basis, in direct proportion to the number of jobs created.
- **Capital investment:** Tax credits may be earned through capital investment for property and equipment. Expenditures for working capital, employment costs, moving costs, intellectual property and unrelated fees and permits are not eligible. Tax credits will be released on an annual basis, as eligible expenditures take place. Businesses whose primary activity includes such things as retail, commercial development, recreation, entertainment or direct health care are not eligible to earn tax credits through capital investment.
- **Employee Training:** Tax credits may be earned through many types of training provided to existing and new employees in full-time positions. Training must be related to a specific project. Eligible training costs include trainee wages, trainer costs and trainer materials. Tax credits will be released on an annual basis, as eligible training costs are incurred.
- **Corporate Headquarters:** Tax credits may be earned by businesses locating global, national divisional or regional headquarters operations to Wisconsin or by businesses whose existing Wisconsin headquarters are at risk of leaving the state. Credits will be allocated on a per-job basis.

### **Customized Labor Training Grant Program, Department of Commerce**

The CLT program is designed to assist companies that are investing in new technologies or manufacturing processes by providing a grant of up to 50% of the cost of training employees on the new technologies. The program's primary goal is to help Wisconsin manufacturers maintain a workforce that is on the cutting edge of technological innovation.

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**Eligible Applicants:** Any business making a firm commitment to locate a new facility in Wisconsin or expand an existing facility within the State which is upgrading a product, process or service that requires training in new technology and industrial skills is eligible.

**Eligible Activities:**

To be eligible, the proposed training must meet both of the following criteria:

- 1.) The training must focus on new technology, industrial skills or manufacturing processes.
- 2.) The training must not be currently available through other resources (e.g. Wisconsin Technical College System).

**Eligible Costs:**

- Trainee wages
- Training material
- Trainer Costs

**Industrial Revenue Bonds (IRB), Department of Commerce**

The IRB Program allows all Wisconsin cities, villages and towns to support industrial development through the sale of tax-exempt bonds. The proceeds from the bond sale are loaned to businesses to finance capital investment projects at, primarily, manufacturing facilities. Even though IRBs are municipal bonds, they are not general obligations of the municipality. The company or business that will use the facilities provides the interest and principal payments on the loan. The local government is in partnership with the business, lending its name, but not its credit, to the bond issue. Wisconsin's IRB program now has more than \$200 million available to assist small manufacturers with expansion projects through low-interest financing.

**County of La Crosse**

**Contact:** La Crosse County Community Development  
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**Contact:** Mississippi River Regional Planning Commission  
Greg Flogstad, Director  
1707 Main Street, La Crosse, WI 54601  
Phone: 608-785-9396 Fax: 608-785-9394  
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**La Crosse County Revolving Loan Fund (RLF)**

The La Crosse County Revolving Loan Fund (RLF) was formed to provide affordable financing to new business start-ups and business expansions that create jobs and contribute to economic growth in La Crosse County. The goal achieved by providing affordable and flexible loan terms which allow lending institutions to participate in business loans which assist expanding businesses and businesses in need of financing. This financing allows business and job creation or retention to occur that, were it not for the RLF, would not happen. In all instances the RLF loans are used in conjunction with a larger share of private financing or other business investment sources.

**Eligibility:**

- 1.) Loan sizes: in the \$10,000 - \$70,000 range are preferred (maximum \$200,000)
- 2.) Job Creation: a minimum of one job created per \$10,000 of RLF financing
- 3.) Loan Ratio: \$2 of private financing to every \$1 of RLF financing (2:1)
- 4.) Equity : borrower shall provide a minimum equity of 10% of total project cost
- 5.) Terms: 10-15 years on land and buildings; expected life for equipment & machinery
- 6.) Interest Rate: based on need (minimum interest rate is 4%)
- 7.) Relocation: Business cannot relocate out of La Crosse County during term of loan
- 8.) Municipal RLFs: business seeking county RLF must first apply to their municipality's RLF (if applicable)

## **City of La Crosse**

**Contact:** City of La Crosse Planning Department  
Larry Kirch, Director of Planning  
400 La Crosse Street, La Crosse, WI 54601  
Phone: 608-789-7512 Fax: 608-789-7318  
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Website: [www.cityoflacrosse.org](http://www.cityoflacrosse.org)

### **Small Business Development Loan Program**

The program's purpose is to assist businesses which have both viable business expansion plans and a demonstrated financial need and can be used for the acquisition of equipment, real estate, rehabilitation of buildings, and construction of new buildings.

**Eligible Recipients:** This Program is designed to provide suitable physical facilities and equipment for new and expanding small business. For-profit businesses with less than 100 projected or existing employees in La Crosse are eligible to apply for loan funds (excludes non-profit enterprises, lending, or investment enterprises and financing real property held for investment). New and expanding small business must be located or operated within the City of La Crosse.

**Eligible Activities:** Loan funds may be used for acquisition of land and/or building(s), rehabilitation of building(s), new construction, and purchase of manufacturing equipment in connection with starting a new business or expanding an existing business. Land and buildings must be privately owned, taxable property, and proposed for manufacturing and/or commercial activity or mixed business/residential use. No loans will be made for mixed-use projects when the cost of the residential improvements exceeds 35% of total project costs. If buildings are being purchased or rehabilitated with City loan funds, all Building Code violations must be remedied to the satisfaction of the City of La Crosse Inspection Department.

### **Upper Floor Renovation Loan (UFRL)**

This program's purpose is to encourage investment in the City's Central Business District to develop underutilized upper floors and funds can be used for interior renovations, elevators, and other related enhancements to make these floors economically viable.

**Eligible Applicants/Properties:** The Program is designed to renovate deteriorating building upper floor interiors for new and higher economic uses. Properties eligible for loans include those buildings that are:

1. Located in the Central Business District,
2. Private taxable properties,
3. Proposed for commercial or mixed-use activity, and
4. Have vacant and/or underutilized upper floors. Eligible applicants for rehabilitation loans include property owners of eligible properties. No consideration will be given to rehabilitation projects located outside the Central Business District.

### **Architectural & Engineering Analysis (A&E)**

The program's purpose is to provide funding for building owners to assess a building's structural and mechanical conditions and any building code issues. The applicant hires an architect of their choosing to conduct the A&E Analysis, and the City pays 80% of the cost of the study.

### **Tax Incremental Financing (TIF)**

TIF Districts can be used to provide loans and grants to businesses and are used to complete site preparation and public improvements such as sewer, water, and streetscaping to areas in need of redevelopment or areas prime for industrial development.

### **La Crosse Industrial Park Corporation (LIPCO)**

LIPCO is a partnership between Xcel Energy, the City of La Crosse and the La Crosse Area Development Corporation. LIPCO becomes involved in economic development projects when real estate is a deciding factor as to whether or not a project will go forward. LIPCO has the ability to purchase, own and lease property for a specific period of time in order to accommodate the needs of a specific company's growth.

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## **Miscellaneous**

### **Xcel Energy and Dairyland Power Cooperative**

Technical and financial assistance to business on a case-by-case basis.

**Contact:** Xcel Energy  
Mike Herro  
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Dairyland Power Cooperative  
Craig Harnes  
Phone: 608-788-4000

### **Other Programs**

#### **Incentives & Grants:**

In the past, projects in the La Crosse, Wisconsin Area have involved tools like Tax Incremental Finance (TIF), State Income Tax Credits, State Grants for Infrastructure Construction, State Income Tax Credits for Job Training, Industrial Revenue Bonds, and more. Each municipality, in concert with the Wisconsin Department of Commerce must decide, in the end, which tools will be brought to bear.