

Affidavit of Publication

STATE OF WISCONSIN } ss.
La Crosse County

Lisa Zobeck, being duly sworn, says that she is the principal clerk of the **LA CROSSE TRIBUNE**, a public daily newspaper of general circulation, published in the City of La Crosse, in the county and state aforesaid, and that the notice of which the annexed is printed copy taken from the paper in which the same was published, was inserted and published in the said newspaper on the

19th day of April 2014

and thereafter on the following dates, to wit:

being at least once in each week for _____ successive week(s).

Lisa Zobeck
Lisa Zobeck

ORDINANCE NO.: 4812
AN ORDINANCE to amend Paragraph 2.23(E)(11)(a) to modify the application review procedure for economic development incentives.

THE COMMON COUNCIL of the City of La Crosse do ordain as follows:

SECTION I: Section 2.23(E)(11)(a) is hereby amended to read as follows:

(a) The following information is required of all applicants for any type of incentive. Application for financial assistance shall include a cover letter and shall be made on the forms provided by the City and include all of the information requested on the form. An initial non-refundable fee of one percent (1%) of the requested assistance or \$10,000, whichever is greater, shall accompany any financial assistance request involving a grant. For loan requests, the fee shall be one percent (1%) of the requested amount. This fee shall be used to partially cover the City's legal, professional, administrative, and planning costs. Outside consultants hired by the City to analyze funding requests including evaluating the gap and/or determination of financial need and the project's return on investment (ROI) shall be paid for by the applicant and will not be considered part of the fee. If an additional amount of money is required to reimburse the City of its reasonable costs, the applicant shall be responsible for those costs. If the application is made and the project does not move forward, the application fee, minus documented City expenditures for the project, will be refunded to the applicant. The applicant shall, at a minimum, provide the following information:

(i) A detailed project plan, timetable including plans and/or drawings for the project, architectural analysis, phase I environmental assessment, appraisals, and evidence of site control.

(ii) A business plan created in conjunction with the UW-La Crosse Small Business Development Center or reviewed by an entity determined by the City. If the business is not following traditional business planning models, initial planning document acceptable to the City will be submitted. A business plan will be submitted to the City within one-year of business start-up.

(iii) Background information on the developer, complete listing (name and address) of all investors in the project and specify each individual's ownership interest.

(iv) The articles of incorporation for

and before me this

21 day of April 2014

San Alders
Notary Public, La Crosse County, Wisconsin

My Commission as Notary Public will expire on the

10th day of January 2016



La Crosse Tribune, Winona Daily News, Houston Co News, Westby Times, Vernon County Broadcaster, Coulee News, Tomah Journal/Monitor Herald, Jackson County Chronicle, Onalaska Courier Life, Tri-County Foxy Publications

