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E-Newsletter

July 2012

Bay Beach (Green Bay) Project



The Bay-Lake Regional Planning Commission is the recipient of an US EPA Urban Waters Grant to conduct water quality monitoring at Bay Beach in Green Bay to identify sources of pollution and develop a restoration action plan. The Commission will work in partnership with the [NEW Wilderness Alliance](#) and the City of Green Bay to use sampling and routine and annual sanitary surveys conducted by UW-Oshkosh to develop an action plan for Bay Beach that includes engineered redesign recommendations with the goal of making Bay Beach swimmable.

Although Bay Beach Amusement Park is a popular destination for thousands each year in the summer, the beach has not been used as a swimming beach since 1933 when it was forced to close due to pollution. Bay Beach Park's history dates back to 1892 when it was established as a private beach resort. It had a dance hall, bar, bathhouse, and a 90 square-foot, 2-story covered pavilion. Swimming was so popular at Bay Beach in the early 1900's that a trolley ran from downtown out to the beach and swimsuit rentals at 10¢ apiece grossed up to \$450 a day, even though the suits were never quite dry or free of sand when rented. Through the years, amusement rides were added, and today the park consist of approximately 45 acres with 16 rides, seven

An Economic Development District & Metropolitan Planning Organization serving Northeast Wisconsin for over 40 years.

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shelters, a dance hall, restrooms, picnic areas, playground, and softball and volleyball areas - but no swimming. Bay Beach began experiencing frequent beach closures in the 1930's due to raw sewage, oil slicks, and wastes from canning factories, cheese factories, and paper mills. By 1933, increasing pollution began causing skin sores and the Green Bay Board of Public Health was forced to permanently close the beach to swimming - one of the earliest beach closings in the country. However, many residents continued to swim at Bay Beach until ten years later when the closure began to be enforced and the beach was finally abandoned. Today, the beach is still abandoned.

The goal of this project is to gather data at Bay Beach over the course of the two-year project timeframe to support the development of a detailed plan of action steps towards making Bay Beach swimmable - or at least usable - once again.

If you have any questions about this project, please contact Angela Pierce at apierce@baylakerpc.org.

CEDS Update

The Bay-Lake Regional Planning Commission is in the process of updating its *2009 Comprehensive Economic Development Strategy* for the calendar years of 2013, 2014, and 2015. The CEDS timeline will correspond to the Economic Development Administration's three-year planning grant to be awarded to the Commission beginning in 2013. The process and the document are designed to bring together the public and private sectors in the creation of an economic roadmap to diversify and strengthen Regional economies. The CEDS analyzes the Regional economy and serve as a guide for establishing Regional goals and objectives, developing and implementing a Regional plan of action, and identifying investment priorities and funding sources. Public and private sector partnerships are critical to the implementation of the integral elements of a CEDS. As a performance-based plan, the CEDS will serve a critical role in a Region's efforts to defend against economic dislocations due to global trade, competition, and other events resulting in the loss of jobs and private investment. For more information on the CEDS and any upcoming plan development meetings, please contact Richard Heath at (920) 448-2820 or via email at: rheath@baylakerpc.org

Global Trade Counseling

Implementation of the recently completed Global Trade Strategy for Northeast Wisconsin is underway. One of the primary goals of the strategy is to offer direct assistance to businesses with 500 or fewer employees grow their export sales. One of the providers of this individualized assistance is John Winkler with the Small Business Development Center Network. John is available to



ANNOUNCEMENTS

August 16, 2012

Economic Development
Advisory Committee
Meeting,
Bay-Lake Office,
Green Bay, Wisconsin

September 14, 2012

Bay-Lake Regional
Planning Commission,
Commission Meeting
(Annual Meeting),
Bay-Lake Office,
Green Bay, Wisconsin

October 23 & 24, 2012

Save the Date for the
WLIA Fall Regional
Meeting!

The Challenges of Change
in Land Records,
Appleton, Wisconsin

Oct. 23-25, 2012

Mark your Calendars!
The Bay-Lake RPC will
host the Annual MPO/RPC
/WisDOT/DOT
transportation planning
conference at the Blue
Harbor Resort in
Sheboygan, Wisconsin

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work with small and medium-sized companies throughout the 18-county region. He is certified to counsel businesses that are seeking to identify their first or next international market. The assistance includes helping a business assess their global strategy and all the elements and steps involved in international sales. The more common issues experienced by these business ventures, such as logistics and financing, will be considered as well as those unique to international trade like foreign partners and export regulations. This assistance, like all Small Business Development Center counseling services, is provided free of charge. For more information or to schedule an appointment, contact either your local economic development office or John Winkler directly at (920) 360-4797 or via email at: john.winkler@uwex.edu

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2012 Northeast Wisconsin Business Plan Contest

Do you have an idea for a great new business or expanding an existing business in Northeast Wisconsin? Are you interested in winning up to \$10,000 in cash to put towards that idea? If you answered yes to these questions, plan on entering the 2012 Northeast Wisconsin Business Plan Contest. Organized and sponsored by the Northeast Wisconsin Regional Economic Partnership (NEWREP), the competition is entirely on-line at the Kauffman Foundation's iStart.org web site. For more details on this year's competition, see <http://newrep2012.istart.org>. NEWREP is a network of economic development professionals who provide hands-on support for existing and prospective businesses in the 18 counties of Northeast Wisconsin - Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara counties.



The Northeast Wisconsin Business Plan Contest began accepting entries on July 15th; however, contestants **are not** required to have a completed business plan prior to participating in the contest. By August 15th, entrepreneurs simply need to submit a 250-word maximum Business Concept Statement that addresses four key topics: product/service description, customer definition, market opportunity & sales strategy, and competition. Before August 15th, contestants will also be required to review their statement with a member of the board of directors of the Northeast Wisconsin Regional Economic Partnership. The first judged round of the business plan contest requires the applicant to submit a 1,000-word Business Idea Abstract by September 15th, followed by a full business plan by November 1st. For technical assistance in entering the contest or to find a local NEWREP member, contact Bob O'Donnell of UW-Oshkosh at (920) 424-1456 or e-mail odonnelr@uwosh.edu.

Like us on Facebook!

The Bay-Lake Regional Planning Commission recently launched a [Facebook page](#) where we post interest information and links to happenings in Northeast Wisconsin and upcoming public meetings. Please check it out and

"like" us. **Please help us out, only need 15 more "likes" before we are able to have our own URL associated with the page!**



Available Grants

The following is a list of upcoming grant opportunities. Please contact the [Commission](#) if you need assistance with preparing or administering a grant, as partnership opportunities are often feasible.



[Acres for America](#), August 1, 2012

[Lake Management Planning - Large Scale Grants](#), August 1, 2012

[Lake Management Planning - Small Scale Grants](#), August 1, 2012

[Joint Effort Marketing \(JEM\) Program](#), August 1, 2012

[Wisconsin Humanities Council Mini Grants](#), August 1, 2012

[Lake Management Planning Grants](#), August 1, 2012

[Aquatic Invasive Species Prevention & Control Grants](#),
August 1, 2012

[Meetings Mean Business! Grants Program](#), August 1, 2012

[Rural Cooperative Development Grants](#), August 6, 2012

[Rural Business Opportunity Grant](#), August 6, 2012

[Staffing for Adequate Fire and Emergency Response \(SAFER\)](#),
August 10, 2012

[Walmart Foundation State Giving Program](#), August 10, 2012

[Community Impact Grants Program](#), August 13, 2012

[Wisconsin Humanities Council Major Grants](#), August 15, 2012

[Highway Safety Improvement Program \(HSIP\)](#), August 15, 2012

[Notice Of Discharge Grants](#), August 15, 2012

[Fund for Wild Nature](#), September 1, 2012

[Ready, Set, Go! Grants](#), September 1, 2012

[Certified Local Government Historic Preservation Fund Subgrants](#),
Letter of intent is due September 14, 2012

[Urban Innovation Fund](#), September 14, 2012

[Economic Adjustment Program](#), September 15, 2012

[Project Grants - Freshwater Future](#), September 30, 2012

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