



Community Development Authority

City of Racine

AGENDA BRIEFING MEMORANDUM

AGENDA DATE: January 13, 2025

PREPARED BY: Jeff Hintz, CNU-A, Assistant Director of City Development

SUBJECT: Consideration of Resolution 25-03 adopting a Neighborhood TID Policy Document.

BACKGROUND & ANALYSIS:

When neighborhood Tax Increment Districts (TID) were created in 2019 and began accepting applications in 2021, many homeowners did not know about the program and, as a result, application volumes were low. The City ran promotional campaigns on social media, through direct mailings, and had people go door-to-door in eligible areas to get the word out about the program. In these earlier years, the newness of the program, coupled with the Covid-19 pandemic led to a low volume of applications. In 2022, TIDs 22 and 23, combined, only had 37 applications approved. By 2023, things had picked up dramatically and 374 applications were approved in TID 22, and 132 applications were approved in TID 23.

In 2024, TIDs 27 and 28 came online, in addition to TIDs 22 and 23. The CDA received more than 1,000 applications, 632 of which were complete; of those, 407 homeowners provided the necessary information to move forward. Staff will provide the CDA with an update and analysis on 2024 funding once the work is completed and closed out (likely sometime in the late spring or early summer months). In 2025, TID 31 will begin accepting applications and in total, 599 applications can be funded in 2025 across the various TIDs (it is expected we will receive more application volume than we will be able to fund).

The point of that background was to convey how things have changed since initial rollout in 2021. Scenarios, issues, and other things which were not thought of initially, were handled on a case-by-case basis by staff. While it was possible to handle certain issues on a case-by case basis in the beginning, the current volume does not permit this in any practical manner. The goal is to have an applicant entirely through the process from application to contract signing in 4-6 weeks, which is somewhat dependent on follow-up from homeowners and contractors. The attached policy outlines practices that staff implemented under the direction of the Executive Director and Assistant Executive Director of the CDA; a formal policy document would accomplish all of the following:

- Allow for transparency in the process.
- Answer questions about how the program is implemented.
- Allow questions to be addressed by frontline staff without the need for an interpretation or follow-up.
- Allow the program to be carried out in a more timely and equitable fashion.

RECOMMENDED ACTION:

Staff recommends that the Community Development Authority of the City of Racine adopt the policy document as presented, authorizing staff to implement the TID program in accordance with these procedures.

BUDGETARY IMPACT: Not applicable