

**Village of Cambridge
Economic Development Committee
Amundson Community Center- Senior Room
200 Spring St. Cambridge, WI 53523
Tuesday, June 24, 2025, 5:00 p.m.**

Agenda

1. Call to Order/Roll Call
2. Proof of Posting
3. Public Appearances/Citizen Input
4. Approval of Minutes from May 20, 2025
5. New Business: Discussion and Possible Action Regarding:
 - a. Connect Communities End of Year Survey
 - b. WEDC Network Wisconsin
 - c. Bylaws for EDC
 - d. Mission Statement for EDC
6. Old Business: Discussion and Possible Action Regarding:
 - a. Discuss Future Initiatives
 - i. Engagement opportunities for community and committee
 - b. Review workflow/application of Room Tax Ordinance
 - c. Welcome to Cambridge Sign
 - d. Cambridge Storefront Competition
7. Setting of next meeting date
8. Questions, Referrals to Staff or Future Agenda Items
9. Adjournment

NOTE:

1. Persons needing special accommodations should call 423-3712 at least 24 hours prior to the meeting.
2. A quorum of the Village Board may attend this meeting for the purpose of gathering information relevant to their responsibilities as Village Trustees. No matters shall be considered by said Village Board members, nor shall any action be taken by said Village Board members at this meeting.
3. More specific information about agenda items may be obtained by calling 423-3712.

Lucy Peterson Administrator/Treasurer/Deputy Clerk

**Village of Cambridge
Economic Development Committee
Amundson Community Center- Community Room
200 Spring St. Cambridge, WI 53523
Tuesday, May 20, 2025, 5:00 p.m.**

Minutes

1. **Call to Order/Roll Call:** Brian Kreklau called the meeting to order at 5:05 p.m.
Members present: Chris Kreuger, Kayla Sipple, Jon Scott, Matt McFalls, and Brian Kreklau. Others present: Lucy Peterson, Treasurer

2. **Proof of Posting:** The agenda was posted in the upper and lower levels of the Amundson Community Center, Badger Bank, Cambridge Post office and the Village Website.

3. **Public Appearances/Citizen Input:** None

4. **Approval of Minutes** from April 15, 2025

Chris Krueger made a motion to approve the minutes for April 15, 2025, as presented, seconded by Kayla Sipple, Motion carried.

5. **New Business:** Discussion and Possible Action Regarding:

- a. Discuss Future Initiatives

- i. Engagement opportunities for community and committee

The committee discussed ideas to increase communication and resources for the community. Some of the ideas were updating the village website to include information on the EDC, implementing an improved link to visitcambridgewi.com, promoting the Cambridge storefront competition, having a listening session, and/or community survey.

6. **Old Business:** Discussion and Possible Action Regarding:

- a. Mural Ordinance discussion and follow up.

The mural ordinance is complete once discussed updates are completed and will be added to an upcoming village board meeting as an agenda item.

Trustee Kreklau made a motion to make corrections to the Mural Ordinance draft as discussed and bring this ordinance to an upcoming village board meeting as an agenda item, seconded by Jon Scott. Motion carried.

- b. Review workflow/application of Room Tax Ordinance

This committee will follow up on progress at the next meeting.

- c. Welcome to Cambridge Sign

Lucy Peterson shared that locations have been confirmed for the Welcome to Cambridge Signs. We are currently waiting for the village attorney to complete the easement documentation.

d. **Cambridge Storefront Competition**

Kayla Sipple provided an update on the Cambridge Storefront Competition. Voting is now closed, there were over five hundred votes. The final interviews will be completed by a panel of judges on Thursday May 22nd, 2025. The decision will be made in the next week. The EDC suggested that we share the announcement with the village board and on the village Facebook page.

7. **Setting of next meeting date:** The next meeting will be on Tuesday June 24th, 2025 @ 5:00pm in the Senior Room of the Amundson Center.

8. **Questions, Referrals to Staff or Future Agenda Items:**

- a. Review workflow/application of Room Tax Ordinance.
- b. Future initiatives update.

9. **Adjournment:** Kayla Sipple made a motion to adjourn, seconded by Chris Krueger. Motion carried. Brian Kreklau adjourned the meeting at 6:33 p.m.

NOTE:

1. Persons needing special accommodations should call 423-3712 at least 24 hours prior to the meeting.
2. A quorum of the Village Board may attend this meeting for the purpose of gathering information relevant to their responsibilities as Village Trustees. No matters shall be considered by said Village Board members, nor shall any action be taken by said Village Board members at this meeting.
3. More specific information about agenda items may be obtained by calling 423-3712.
4. The acronym EDC stands for the Economic Development Committee

Lucy Peterson Treasurer/Deputy Clerk/Deputy Administrator

Thank you for participating in the 2024-2025 Connect Communities program. As part of your participation in the program, you are required to provide information on investment and activity that occurred in your downtown/commercial district during the program period. The required information is represented by the first set of questions in the following survey. This information should be submitted no later than June 13, 2025.

Additionally, please provide any feedback you have on the Connect Communities program to enable us to improve and enhance the services provided to meet the needs of communities, now more than ever! We appreciate your insights and hope you will choose to remain with the Connect Community program in the future.

We know that some of this data is not 100% accurate – please provide your best estimates and local insights to respond to the questions if exact figures are not available. Your insights are still valuable. If you have any questions about this survey or difficulties answering the required questions, please contact Errin Welty at errin.welty@wedc.org or 608.210.6832.

Community Name: _____

Program Reporting:

For the following questions, please provide information on activity that occurred in your downtown since July 1, 2024 and which will be completed on or before June 30, 2025. In instances where you do not have precise figures (i.e. dollar values or completion dates), please provide estimated information to the best of your abilities and indicate this in your response.

Businesses & Jobs:

How many businesses closed or left your downtown/commercial district? _____

Please estimate the number of jobs lost as a result of these closures or relocations: _____

How many existing businesses expanded within the district (addition of space and/or major product offerings/staffing)? _____

How many new businesses opened or moved into your downtown/district? _____

Please estimate how many new jobs were added through new openings or expansions: _____

Investment:

What was the total private investment in the district during the past year? Include the dollars invested by private individuals/companies on items such as building rehabilitation, renovations or improvements, new development, and the sale price of any properties purchased. (Building inspectors and realtors/assessors are a great source for this information). \$ _____

What was the total public investment in the district during the past year? Include the dollar amount of public improvements, including funds spent on installation or upgrades to streetscape, infrastructure, public facilities, or public spaces, as well as funds used to incentivize private activity (i.e. public match for façade improvement, developer incentives, etc). Do not include the cost of routine maintenance activities. (Your municipality may be able to help provide this information). \$ _____

Please estimate the number of volunteer hours that were dedicated to supporting district activities in the past year. Include board or committee meetings, event volunteers and any other volunteer activities (watering, ambassadors, etc). One volunteer hour = one volunteer working for one hour. _____

Activities:

What new/expanded activities did you implement in your downtown/district during this period? Please indicate any studies, planning, new or expanded business training or recruitment programs, retail or promotion events, district marketing/branding or training/assistance programs offered to businesses or property owners in your district which were launched or enhanced during the past year.

Program Feedback

11. Please indicate which activities or resources you, or others from your community, have taken advantage of as part of the Connect Communities program, and how useful the resource was for your community.

Network Wisconsin Discussion Group, Facebook posts, Online Resource Folder	I found this resource to be very useful.	I found this resource to be somewhat useful.	I found this resource to be not at all useful.	I did not utilize this resource.
Main Street Workshops (Fundraising, Placemaking, Upper Floor Housing, Awards)	I found this resource to be very useful.	I found this resource to be somewhat useful.	I found this resource to be not at all useful.	I did not utilize this resource.
Discussion Calls (Promotions Calls, Ask the Design Guy, Sign Ordinance, Farmers Market), Roundtable Discussions (Osseo, Evansville, Waupaca, Waukesha)	I found this resource to be very useful.	I found this resource to be somewhat useful.	I found this resource to be not at all useful.	I did not utilize this resource.
Main Street Orientation Session (Madison and Wisconsin Rapids)	I found this resource to be very useful.	I found this resource to be somewhat useful.	I found this resource to be not at all useful.	I did not utilize this resource.
Webinars (Sign Ordinance, Financial Management, BIDs, Upper Floors, Meeting Management, Food Trucks)	I found this resource to be very useful.	I found this resource to be somewhat useful.	I found this resource to be not at all useful.	I did not utilize this resource.
Conferences (National Conference, Rural Summit, Economic Summit, Downtown Summit, Small Community Forums)	I found this resource to be very useful.	I found this resource to be somewhat useful.	I found this resource to be not at all useful.	I did not utilize this resource.
Toolkits (Construction Planning, ADA Code Compliance, Event Impact Studies, Design Guidelines, Business Welcome Kit, Sponsorship Valuation, Vacant Buildings)	I found this resource to be very useful.	I found this resource to be somewhat useful.	I found this resource to be not at all useful.	I did not utilize this resource.
Monthly Envision Newsletter	I found this resource to be very useful.	I found this resource to be somewhat useful.	I found this resource to be not at all useful.	I did not utilize this resource.
Direct Assistance from WEDC Staff	I found this resource to be very useful.	I found this resource to be somewhat useful.	I found this resource to be not at all useful.	I did not utilize this resource.
Other:	I found this resource to be very useful.	I found this resource to be somewhat useful.	I found this resource to be not at all useful.	I did not utilize this resource.

What was the most valuable part of the Connect Communities program for your community? _____

Is there anything you would change about the program? _____

Do you anticipate remaining in the program for the 2025-2026 year? (formal renewal letters will be sent in late July to all current communities that have attended the required two events and returned this survey) _____

If you intend to remain in the program, what topics would you be interested in learning more about at future workshops or webinars?

Are there other initiatives/projects that you plan to undertake in the coming year that you would like support/assistance/resources to achieve?

Future Main Street Cohort Application

Joining the Main Street program is a goal of many downtown development organizations, with the average Main Street community benefiting from \$15,000 in services annually. However, many find the application process daunting, or feel that their program is not quite ready to make the leap, and fear that they will not successfully become accredited after joining. The Wisconsin Main Street team is introducing a Future Main Street Cohort program for FY26, designed to provide interested Connect Communities with a one-year on-ramp to the Main Street Program. By providing focused training in targeted areas that frequently present challenges for new communities, combined with opportunities to network with similarly positioned organizations, we hope to increase the number of communities able to successfully transition into the Main Street program to take advantage of the numerous services and assistance available at this higher level of engagement. While Connect Communities participants are invited to participate in our local training and online resources, Main Street services receive enhanced staff and consultant services, valued at upwards of \$20,000 annually. Examples include building design, geofencing data, market analysis, merchandising and social media assistance and more.

Who should apply? Current Connect Communities participants that have, or are working toward, the following :

- Dedicated board of directors with budget authority over downtown budget – can be within another organization, but must have segregated funds. (required by June of 2026)
- Dedicated full-time staff person (or 20-hour staffing in communities of under 5,000 in population) (required job posting by June of 2026)
- Minimum dedicated budget of \$70,000 (or \$40,000 in communities of under 5,000 in population). This figure can include the value of in-kind support (required by June of 2026)
- Strong base of volunteers and community supporters
- Activities or projects within each of the Four Points of Main Street (Organization, Design, Economic Development, Promotions)

How to apply:

Confirm intent to participate via email to wedcdowntown@wedc.org to receive an upload link for application materials.

By Monday, June 16th, upload the following items into your application folder:

- Completed Applicant Questionnaire

- List of 5 or more individuals that anticipate participating in trainings (could be your board/future board, but may also include partners at the City, tourism, etc.)
- Anticipated district map
- At least 5 but not more than 10 letters of support. Letters of support should come from a mix of businesses, property owners and community partners.

Up to five communities will be selected to participate in this inaugural cohort. If more than five applications are received, participants will be selected based on the level of community support and engagement demonstrated in the application. Communities that successfully attend training and complete/upload assigned materials for each of the 10 modules and meet the required criteria outlined below by June 30, 2026 will be asked to submit a formal Main Street application and receive a contract to join the Main Street program for FY27.

How will the cohort training work?

- Once accepted into the program, participants will commit to participation in a series of 10 virtual webinars, 1 in-person training (location and date provided at minimum two months in advance) and 2 on-site (in your community) workshop sessions over the fiscal year, covering a variety of topics related to the Four Points of Main Street (Organization, Design, Economic Development and Promotions).
 - o Each session would need to be attended by at least two individuals from each community, and each community would be required to complete and submit a homework assignment within 30 days following the training.
 - o Additionally, the monthly training topic should also be added as an agenda item to the organization's monthly board or committee meetings to share insights gained from the training and complete/review homework submissions.
- Cohort participants must maintain good standing in the Connect Communities program by returning annual contract, annual payment and completing required annual reporting.
- At the end of the cohort, communities that have completed all training sessions (2 people per session), completed all the homework, and that currently meet Main Street requirements (dedicated board, dedicated staff, volunteer base, four point focus, minimum budget size) will be invited to join the Main Street program.

Applicant Questionnaire:

What type of organizational structure do you anticipate your Main Street organization will take?

Is this structure in place now? If no, what steps have you taken towards establishing a formal organization?

Do you have an existing board of directors?

- If yes, what type of organization are they part of (if you have more than one board/entity affiliated with your revitalization efforts, list all of them)
- Please list the individuals that are part of your board(s). If you do not have a current board, please list at least five individuals that will be participating in this Future Main Street Cohort group.

Please tell us about your district:

- What is the greatest challenge facing the district?
- What is the greatest opportunity you see for your district?
- Please describe local revitalization efforts in the past 5-10 years
- What do you hope that the move to Main Street will help you achieve for your program and/or district?

Which of the following do you have established that incorporate your district? Check all that apply:

- Business Improvement District, Tax Increment Finance District, Historic District, District Plan

Please upload a map of your existing/proposed district.

Please provide 5-10 photographs of your district.

Please upload a copy of your current organizational budget.

Please upload any additional documents associated with your program or district (district plans, strategic plans, work plans)

Bylaws for the Economic Development Committee

Village of Cambridge, WI

Economic Development Committee (EDC) Bylaws

Article I: Name

The name of this committee shall be the *Village of Cambridge Economic Development Committee* ("the Committee").

Article II: Purpose

The Committee shall serve in an advisory capacity to the Village Board to promote economic development in the Village. Its responsibilities include:

1. Encouraging business retention, expansion, and attraction.
 2. Supporting downtown and commercial revitalization.
 3. Recommending policies to strengthen the local economy.
 4. Advising on marketing, branding, and investment opportunities.
 5. Assisting with economic planning, grant development, and site promotion.
-

Article III: Membership

- The Committee shall consist of **[5–7] members**, appointed by the Village Board President and confirmed by the Village Board.
 - Members may include Village Board representatives, local business owners, residents, or individuals with expertise in economic development.
 - Committee members shall serve **staggered two-year terms**.
 - A Village staff member (e.g., Village Administrator or Clerk) shall serve as a non-voting liaison.
-

Article IV: Officers

- Officers shall include a **Chairperson** and **Vice-Chairperson**, elected annually by a majority vote of the Committee.
- The Chairperson shall preside over meetings and act as liaison to the Village Board.
- The Vice-Chairperson shall assume duties in the absence of the Chairperson.

Article V: Meetings

- The Committee shall meet at least **quarterly**, or as otherwise determined.
- A quorum shall consist of a **simple majority** of appointed members.
- All meetings shall comply with Wisconsin Open Meetings Law.

Article VI: Voting

- Each member shall have one vote.
- Motions shall pass by a majority of those present, provided a quorum exists.

Article VII: Amendments

- These bylaws may be amended by a majority vote of the Committee and approval of the Village Board.

Village of Cambridge Economic Development Committee Mission Statement

The mission of the Economic Development Committee is to promote sustainable economic growth and enhance the vitality of the Village of Cambridge by supporting existing businesses, attracting new investment, and fostering a vibrant commercial and entrepreneurial environment. The Committee advises the Village Board on policies, programs, and initiatives that strengthen the local economy and improve quality of life for residents and businesses alike.



**Village of Cambridge, Wisconsin
Room Tax Ordinance Application**

 Business Information

- **Business Name:** _____
 - **Property Address:** _____
 - **Mailing Address (if different):** _____
 - **Business Phone:** _____
 - **Email Address:** _____
 - **Business Type** (check one):
 - ☐ Hotel/Motel
 - ☐ Bed & Breakfast
 - ☐ Short-Term Rental (e.g., Airbnb, VRBO)
 - ☐ Other: _____
-

 Owner/Operator Information

- **Name:** _____
 - **Phone Number:** _____
 - **Email Address:** _____
 - **WI Seller's Permit Number (if applicable):** _____
-

 Tax Information

- **Date Business Began Offering Lodging:** _____
 - **Average Number of Rooms Available for Rent:** _____
 - **Estimated Gross Receipts per Month:** _____
 - **Online Platform(s) Used:**
 - ☐ Airbnb
 - ☐ VRBO
 - ☐ Booking.com
 - ☐ Other: _____
-

☒ **Certification**

I certify that the information provided on this form is true and accurate to the best of my knowledge. I understand that I am required to comply with the Village of Cambridge Room Tax Ordinance, including timely remittance of all collected room taxes. I agree to provide access to records for audit purposes, if requested.

Signature: _____

Printed Name: _____

Date: _____

 Submit Completed Applications To:

Village of Cambridge

Attn: Village Administrator/Treasurer

200 Spring Street

PO Box 99

Cambridge, WI 53523

 Email: lpeterson@ci.cambridge.wi.us

 Phone: (608) 423-3712



Village of Cambridge, Wisconsin

Room Tax Return Form

(Per Wis. Stat. § 66.0615 and Village Ordinance)

 Reporting Period

- **Filing Period (Quarter):** _____
- **Due Date:** _____

 Lodging Establishment Information

- **Business Name:** _____
- **Lodging Address:** _____
- **Contact Person:** _____
- **Phone Number:** _____
- **Email Address:** _____
- **Room Tax Permit Number:** _____

 Room Tax Calculation

Description	Amount (\$)
1. Gross Receipts from Lodging (before tax)	\$ _____
2. Exempt Sales (30+ day stays, government, etc.)	\$ _____
3. Net Taxable Lodging Revenue (Line 1 - Line 2)	\$ _____
4. Room Tax Rate (set by ordinance)	_____ %
5. Tax Due (Line 3 × Room Tax Rate)	\$ _____
6. Late Filing Penalty (if applicable)	\$ _____
7. Interest (1% per month after due date)	\$ _____
8. Total Amount Due (Lines 5 + 6 + 7)	\$ _____

Attachments Checklist

- ☐ Summary of monthly lodging sales
 - ☐ Proof of tax collection (if requested)
 - ☐ Updated contact or platform info (if changed)
-

☒ Certification

I hereby certify that this return, including any attachments, is accurate and complete to the best of my knowledge.

I understand that failure to comply may result in penalties as authorized by Village ordinance and Wisconsin law.

Signature: _____

Printed Name: _____

Title: _____

Date: _____

Submit This Return To:

Village of Cambridge Administrator/Treasurer

200 Spring Street

PO Box 99

Cambridge, WI 53523

 Email: lpeterson@ci.cambridge.wi.us

 Phone: (608) 423-3712

 *Payments are due by the 30th of the month following the reporting period.*

Marketplace Provider Municipal Room Tax Return

(Marketplace providers must file this return with each Wisconsin municipality that imposes municipal room tax)

sec. 66.0615(1r), Wis. Stats.

This is the uniform municipal room tax return for use by marketplace providers. Contact the municipality for information on how to file the return and pay.

Marketplace provider name		FEIN
Marketplace provider's address		
Municipality		
Mailing address		
Period	Period ending	Year

- | | | |
|---------------------------------------|-----|-------|
| 1. Number of nights properties rented | 1. | _____ |
| 2. Total sales | 2. | _____ |
| 3. Exempt sales | 3. | _____ |
| 4. Taxable sales (line 2 - line 3) | 4. | _____ |
| 5. Room tax rate (see instructions) | 5. | _____ |
| 6. Room tax due | 6. | _____ |
| 7. Credits | 7. | _____ |
| 8. Penalties and fees | 8. | _____ |
| 9. Interest | 9. | _____ |
| 10. Total due | 10. | _____ |

Contact name	Signature
Phone () - - - - - -	Email

Instructions

A marketplace provider that facilitates short-term lodging on behalf of others must complete all fields of this return if the property from which the lodging is furnished is located in a Wisconsin municipality that imposes municipal room tax. See the list of municipalities that impose a municipal room tax, their tax rate, and addresses at <https://www.revenue.wi.gov/Pages/slf/room-tax.aspx>.

"Marketplace provider" includes a person who facilitates a retail sale of short-term lodging on behalf of another seller by listing or advertising, in any manner, the short-term lodging and who, directly or indirectly, processes the payment from the purchaser.

- Line 1. Nights rented.** Enter total number of nights properties located in the municipality were rented.
- Line 2. Total sales.** Enter total sales for properties located in the municipality. Include sales which are exempt from tax.
- Line 3. Exempt sales.** Enter total of sales exempt from tax. This includes nontaxable sales and sales for which you received an exemption certificate, Certificate of Exempt Status number, or other documentation as outlined in the appendix of WI [DOR Pub 219](#).
- Line 4. Taxable sales.** Subtract line 3 from line 2.
- Line 5. Room tax rate.** Enter the appropriate room tax rate as a decimal. For example, if the rate is 5% enter .05 on line 5. See [Municipal Room Taxes](#) for room tax rate.
- Line 6. Room tax due.** Multiply line 4 by the room tax rate.
- Line 7. Credits.** Enter any credits or discounts allowed by the municipality against room tax due.
- Line 8. Penalties and fees.** Enter any penalty or fees imposed by the municipality.
- Line 9. Interest.** Interest is due at the rate of 1 percent per month of the unpaid balance.
- Line 10. Total due.** Subtract line 7 from line 6 and add lines 8 and 9, if applicable. Enter total due. Send payment and completed return to the municipality.