



Public Notice of the Village of Cambridge, pursuant to Section 19.84, Wisconsin Statutes, is hereby given to the public and to the news media, that the following meeting will be held:

Economic Development Committee

DATE: MONDAY, DECEMBER 1, 2025

TIME: 5:00 PM

LOCATION: AMUNDSON COMMUNITY CENTER- SENIOR ROOM
200 SPRING ST.
CAMBRIDGE, WI 53523

- 1. CALL TO ORDER AND ROLL CALL**
- 2. PROOF OF POSTING**
- 3. PUBLIC APPEARANCES/CITIZEN INPUT**
- 4. UNFINISHED BUSINESS**
 - A. Discussion of framework document for community organizations
 - B. Discussion of Data Centers
 - C. Doing business in Cambridge website page
 - D. Discussion of what topics to act on or add to on the ideas parking lot document
 - E. Welcome to Cambridge Sign
- 5. NEW BUSINESS**
 - A. Discussion of the Village Motel
- 6. NEXT MEETING**
- 7. REFERRALS TO STAFF**
- 8. ADJOURNMENT**

Posted: November 28, 2025

NOTE:

Individuals who need special accommodations are encouraged to call (608) 423-3712 at least 24 hours before the meeting. A quorum of the Village Board may be present to gather information related to their duties as Village Trustees; however, no official business will be conducted, and no action will be taken by the Board at this meeting. For more detailed information about agenda items, please contact (608) 423-3712.

Cambridge Economic Development & Tourism Collaboration Framework

Building Success Through Strategic Partnership

Presented by Cathy Yerges, Executive Director, Collaborative 523 Inc.

Executive Summary

Cambridge, WI is positioned for significant growth through the strategic collaboration of three key organizations: **Collaborative 523 Inc**, **Visit Cambridge WI**, and the **Village of Cambridge Economic Development Committee (EDC)**. Each organization operates independently while playing a vital complementary role in creating a thriving, vibrant community that attracts both businesses and visitors.

Current Momentum:

- Collaborative 523 Inc has secured a WEDC grant supporting four programs for local business development
 - Visit Cambridge WI has launched new marketing initiatives to drive visitor interest
 - The EDC is ready to establish the policy framework that enables both organizations to maximize their impact
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The Three-Lane Approach: How We Work Together

Village EDC: Policy Enabler & Framework Creator

Role: Creates the regulatory and policy foundation that enables business growth and tourism development

Core Strength: Bridge to Village government for zoning, ordinances, and municipal support

Focus: Establishing the "rules of the road" that make Cambridge business-friendly and visitor-ready

Collaborative 523 Inc: Business Support & Implementation

Role: Provides hands-on support to help businesses thrive within the framework EDC creates

Core Strength: Direct business mentorship, grant management, and community development programs

Focus: Behind-the-scenes support that makes businesses successful and sustainable

Visit Cambridge WI: Promotion & Marketing

Role: Showcases the results of EDC policies and Collaborative support to attract visitors and businesses

Core Strength: Marketing expertise, event coordination, and community promotion

Focus: Front-facing activities that draw people to experience what Cambridge has to offer

Success Through Collaboration: Project Examples

Mural Program Initiative

- **EDC:** Develops and advocates for mural ordinance passage
- **Collaborative:** Works with interested businesses on mural sponsorship and implementation
- **Visit Cambridge:** Creates marketing campaigns around mural tours and artistic attractions

Food Truck Development

- **EDC:** Passes food truck ordinance protecting local restaurants while enabling food truck opportunities
- **Collaborative:** Assists food truck operators with setup and creates designated food truck park space
- **Visit Cambridge:** Promotes food truck events and dining variety to attract visitors

Room Tax Implementation

- **EDC:** Communicates room tax ordinance timeline and requirements to affected businesses
- **Collaborative:** Receives and manages room tax funds for tourism development projects
- **Visit Cambridge:** Partners with Collaborative to develop tourism promotion opportunities

Wayfinding & Branding

- **EDC:** Approves and implements "Welcome to Cambridge" and wayfinding signage
- **Collaborative:** Supports cohesive branding efforts across downtown businesses
- **Visit Cambridge:** Incorporates unified branding into all marketing and promotional materials

Downtown Beautification

- **EDC:** Maintains holiday lights and seasonal flowers on Main Street
- **Collaborative:** Builds vibrant seasonal downtown experiences with businesses
- **Visit Cambridge:** Promotes seasonal attractions and downtown events

Regional Partnership (53523 Area)

- **EDC:** Reaches out to neighboring municipalities for a unified area approach
- **Collaborative:** Extends business support services throughout the 53523 zip code area
- **Visit Cambridge:** Promotes the entire 53523 region as a destination

Grant Coordination

- **EDC:** "Owns" WEDC Connect Communities relationship and pursues Village-sponsored grants
- **Collaborative:** Writes and manages entrepreneurial grants for business development. Shares WEDC resources with area businesses.
- **Visit Cambridge:** Supports grant applications with marketing data and promotional commitments

Business-Friendly Environment

- **EDC:** Creates streamlined permitting resources and clear ordinance information on the Village website
- **Collaborative:** Acts as a mentor and guide for new businesses navigating the startup process or looking to establish themselves in Cambridge.
- **Visit Cambridge:** Promotes Cambridge as an easy place to do business

Events & Festivals

- **EDC:** Provides necessary permits and licenses for events and festivals organized by businesses and organizations.
- **Collaborative:** Can act as fiscal agent, if necessary, and assist with grant writing.
- **Visit Cambridge:** Promotes the events to attract people to Cambridge.

Main Street Safety & Accessibility

- **EDC:** Advocates for speed limit enforcement to create a pedestrian- and bike-friendly Main Street
- **Collaborative:** Works with businesses on pedestrian safety and bike parking solutions
- **Visit Cambridge:** Markets Cambridge as bike- and pedestrian-friendly destination

Our Vision for Success

In 1-2 Years, We Will See:

- A vibrant downtown with increased foot traffic and business activity
 - New businesses choosing Cambridge as their home
 - Cohesive, recognizable branding that makes Cambridge a destination
 - Sustainable revenue streams supporting continued economic growth
 - Regional recognition as a model for small-town economic development
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How We Work Together

Independent but Interconnected: Each organization maintains its autonomy and decision-making authority while recognizing that our success depends on the others doing their part excellently.

Communication: We reach out to each other as projects develop, sharing information and coordinating efforts without formal meetings or reporting structures.

Complementary Strengths: Rather than competing or duplicating efforts, we each focus on what we do best while supporting the others' work.

Shared Vision: While we operate independently, we're united in our commitment to Cambridge's growth and prosperity.

The EDC's Vital Role

To our EDC committee: Your role may seem less visible than direct business support or flashy marketing, but you are the foundation that makes everything else possible. Without the policy framework you create, Collaborative can't implement programs effectively, and Visit Cambridge can't promote what doesn't exist.

You are the key that unlocks Cambridge's potential. Every ordinance you help pass, every policy you advocate for, and every connection you make with Village government creates opportunities for businesses to thrive and visitors to discover what makes Cambridge special.

The work you do today creates the Cambridge of tomorrow. Your efforts in establishing business-friendly policies, supporting infrastructure improvements, and connecting with regional partners will be felt for years to come.

Moving Forward

This framework provides a roadmap for how our three organizations can maximize our collective impact on Cambridge's economic development and tourism growth. By staying in our lanes while supporting each other's work, we create a powerful engine for positive change in our community.

The future of Cambridge is bright, and it's being built by all of us working together.

Economic Development Committee
Ideas “Parking Lot” for Consideration
December 2025

1. **Data Centers.** At the last Plan Commission meeting, members discussed exploring this topic at their next meeting. Does EDC have an opinion or recommendation to provide the Plan Commission on this subject?
2. **Room Tax Nonprofit Tourism Funding.** Review and approve application document created by Village staff (if necessary). Publish document on website for qualified nonprofit organizations to access.
3. **Main Street Beautification.** Previously, the summertime flowers and winter garland were funded through the annual Cambridge Foundation Grant. Has this been included in the 2026 grant request?
4. **Village Email List.** Publicize this resource and encourage residents to register.
5. **Water Street Bridge Reconstruction.** Any status updates?
6. **Welcome to Cambridge Sign #2.** Any status updates on the sign proposed to be installed on the LRCC property?
7. **Village Website.** Create a “doing business in Cambridge page” as a central resource for new and existing business owners to locate frequently requested information.
8. **Mural Ordinance.** There is interest from the business community in painting murals on some privately owned, downtown buildings. The EDC had previously worked on drafting an ordinance. Do we have access to legal review to finish this initiative?
9. **2026 Priorities.** What priorities or initiatives does the EDC want to pursue next year? Does the EDC have access to legal review opportunities as needed, or will that be cut due to budget constraints?

Doing Business in Cambridge Website Page

Thank you for your interest in doing business in Cambridge, Wisconsin. This page serves as a central resource for existing and future businesses to locate frequently requested information.

- **Fee Schedule**
 - Provide a link to the Village's fee schedule
- **Notary Public Services**
 - The Village of Cambridge's municipal office has staff to provide notary services. The fee for document notarization is [\$X]. Appointments are required. Please [call / email] to schedule an appointment. Photo ID is required.
- **Permit Information**
 - Building permit
 - Zoning permits (rezone and comprehensive plan amendment)
 - Driveway permit
 - Street use permit
 - Event permits
 - Sign permit
 - Mural permit
 - Room tax permit & related application for nonprofit/tourism
 - Parade permit
 - Transient Merchant permit - (what is this, and when is it required? Provide further explanation)
 - Park reservation permit
 - Alcohol, tobacco and operator's license and permits
- **Food Trucks**
 - The Village of Cambridge does not have a specific ordinance or permit requirement governing food trucks. Operators are encouraged to follow local traffic and parking regulations.
- **Murals**
 - The Village of Cambridge does not have a specific ordinance or permit requirement governing murals. Interested parties are encouraged to follow our local sign ordinance if applicable to their project. [Link ordinance]
- **Building Inspector**
 - The Village of Cambridge contracts with MSA Professional Services, Inc. to provide building inspection services.
 - Building permits can be found on the MSA website. Once completed, permits should be submitted to MSA for review. [Need to verify – this is what it says on the MSA website.]
 - Who do permittees contact when inspections are needed? Include phone number / email address. It does not specify on the Village or MSA website.

- Provide a link to the existing Village website page with building inspection information
- **Building Permits**
 - The MSA website provides two building permit applications that are generalized to serve all municipalities that MSA represents. However, it is not clear that all scopes of work outlined in these generalized permits are applicable to the Village. Additionally, some commonly permitted activities (like driveways) are excluded from their generalized forms.
 - What *specific* scopes of work does the Village require building permits for?
 - Siding? Swimming pools? (Listed on MSA form)
 - Driveway? (Not listed on MSA form but commonly required)
- **Rezoning Information**
 - No information is posted on the Village website about how individuals may petition a rezone request.
 - No information is posted on the MSA building permit page about this subject.
 - We should provide information to the public on how to petition rezone requests and comprehensive plan amendments.
- **Collaborative 523 Inc**
 - Collaborative 523 Inc. is a Cambridge-based nonprofit organization that strives to create opportunities for businesses, strengthen community ties, and welcome visitors to experience the charm of our historic Village. They provide assistance to businesses, such as resource connections, educational opportunities and access to funding opportunities.
 - Include logo and link to their website.
- **Visit Cambridge Wisconsin**
 - Visit Cambridge Wisconsin is our local resource for all things tourism and events.
 - Include logo and link to their website.
- **Wisconsin Economic Development Corporation (WEDC) Connect Communities**
 - The Village of Cambridge maintains a membership in the WEDC Connect Communities Program. This program provides Cambridge businesses with a wide variety of educational resources, training and tools.
 - For more information on the resources available to local businesses, please contact Cambridge's Economic Development Committee [[contact information](#)].
 - To register for the WEDC email list or access the WEDC resource portal, contact Errin Welty, Senior Director of Downtown Development, by email at errin.welty@wedc.org.
 - Include WEDC logo and a link to the WEDC website.