



eNVISION

GREATER FOND DU LAC

Fond du Lac County Worker Relocation Incentive Program

**The program was developed in partnership with
Envision Greater Fond du Lac, Fond du Lac County, and
Fond du Lac County Capital Resources.**

Fond du Lac County Worker Relocation Incentive Program

Frequently Asked Questions

Please note the full details of this program can be found within the formal Fond du Lac County Worker Relocation Incentive document attached.

What is it?

In a collaborative effort to address imminent workforce shortages, **Envision Greater Fond du Lac, Fond du Lac County, and Fond du Lac County Capital Resources (FCCR)** have come together to develop a county-wide workforce attraction and retention tool for employers to utilize across Fond du Lac County, known as the Worker Relocation Incentive Program. Inspired by other communities across the country, this is the first program of its kind within the State of Wisconsin!

Why is this needed?

We recognize Fond du Lac County is experiencing an extreme workforce shortage, which was exacerbated by the COVID-19 pandemic. In fact, in 10 years, 25% of Fond du Lac County's population will be over the age of 65 and 34,000+ individuals will transition into retirement. This requires innovative programming now to plan for our county's future.

What businesses are eligible?

Any business, regardless of size and industry, **located within Fond du Lac County** is eligible to apply for an incentive reimbursement. The **business must apply and be approved prior to offering** the incentive to the prospective employee. Local Governmental entities (i.e. county and municipalities) are disqualified from participating in the program.¹

What is the incentive amount?

The program provides businesses with the ability to offer prospective hires an incentive ranging up to \$15,000* with the ability to receive 50% reimbursement (maximum of \$7,500) of the incentive amount when the employee successfully completes 12 months of concurrent residency and employment in Fond du Lac County with the same employer. **The reimbursement is contingent upon meeting worker, employer and reporting requirements stated within the application paperwork.**

**Employers may opt to internally offer an incentive above the \$15,000 amount; however, the maximum reimbursement will be no more than \$7,500 per worker.*

¹ Revised January 2023

What individuals/workers are eligible?

Prospective employees must move to Fond du Lac County from a minimum of 100 miles outside of Fond du Lac County², be hired for a full-time role with a Fond du Lac County employer, be at least 18 years of age, and be eligible to work in the United States.

A few additional stipulations are explained within the Fond du Lac County Worker Relocation Incentive document attached.

How does a business apply for an incentive and when are they available?

Employer applications for the incentive will be approved on a first-come, first-served basis. This program has limited funding. Employer applications will be available on September 1, 2021.

The incentives are not offered on a retroactive basis. Employers can only offer the incentive to candidates who are offered and accept positions after September 1, 2021.

The employer must complete one employer application per candidate and be approved prior to offering the individual the incentive. The Envision Greater Fond du Lac Economic Development Team will review and approve/deny application requests within 24 business hours. Forms submitted after 12:00 pm Friday will be reviewed no later than 12:00 pm the following Monday. Exceptions, such as holidays, may apply.

Denials will be issued only in cases of incomplete documentation or lack of available funds. However, Envision Greater Fond du Lac's Economic Development Team reserves the right to cap any one business' access to the incentive funds available in order to prevent only a limited number of businesses benefiting. The goal of this program is to benefit as many Fond du Lac County businesses as possible, both small and large in size.

Local Governmental entities (i.e. county and municipalities) are disqualified from participating in the program.³

If approved, the employer funds 100% of the incentive up-front* and will be eligible to submit for reimbursement following the worker's 12-month period of continuous, concurrent residency, and employment in Fond du Lac County. The employer is responsible for documenting and initiating the request for reimbursement at the end of the 12-month period.

Fond du Lac County Capital Resources will reimburse 50% of the incentive, given that the employer provides all required documentation and 12 months continued and concurrent residency and employment is met.

**Employers have freedom to determine if they will pay 100% of the incentive up-front or pay it in installments to their new worker. Regardless, the employer is only eligible to submit for reimbursement*

² Revised January 2023

³ Revised January 2023

following the worker's 12-month period of continuous, concurrent residency, and employment in Fond du Lac County.

When will a business know if their incentive application has been approved?

Employer applications for incentives and all paperwork will be submitted and reviewed by an Envision Greater Fond du Lac Economic Development Team member. Envision Greater Fond du Lac's Economic Development Team will review and approve/deny all employer applications within 24 business hours. Forms submitted after 12:00 pm Friday will be reviewed no later than 12:00 p.m. the following Monday. Exceptions, such as holidays, may apply.

What is the funding source for these incentives?

The program was developed in partnership with Envision Greater Fond du Lac, Fond du Lac County, and Fond du Lac County Capital Resources. A portion of the funding source is from Fond du Lac County sales tax dollars. Fond du Lac County reserves the right to terminate its participation in the worker relocation incentive program after first providing a 30-day written notice to Envision Greater Fond du Lac, however, Fond du Lac County shall honor all approved applications existing at time of termination notice.⁴ Fond du Lac County funding participation is reviewed annually by the Fond du Lac County Finance Committee and subject to annual re-approval.⁵

Are the incentives available for remote workers?

No, incentives are not available for remote workers at this time. Remote workers may be considered in later iterations of the program.

I am a small business owner and want to participate, but I might need assistance funding the incentive, is that possible?

Yes, we have a great option for you as a small business! We've created a low-interest (2.0%) loan for the business' portion of the relocation incentive, up to \$5,000. The small business pays off their half of the balance over the worker's concurrent employment/residency 12-month period. More details can be found on page 6.

Who do I contact if I want to learn more?

Call the Economic Development Team at Envision Greater Fond du Lac to learn more at (920) 921-9500.

⁴ Revised January 2023

⁵ Revised January 2023

FOND DU LAC COUNTY

WORKER RELOCATION INCENTIVE PROGRAM

Attract skilled workers to Fond du Lac County to address workforce shortages	Up to \$15,000 relocation incentive; employer may qualify for 50% reimbursement from Fond du Lac County Capital Resources
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WHAT IS IT?

A County-wide workforce attraction and recruitment strategy to address imminent workforce shortages. The Incentive Program not only recruits the workforce, but also includes components designed to increase retention of incentive recipients. Employers are given the flexibility to offer an incentive that works for them, though guidelines are provided.

HOW DOES IT WORK?

County employers decide if they'd like to offer a relocation incentive to a prospective worker to live and work in Fond du Lac County. Incentives range up to \$15,000 and are not restricted to any salary range or occupation level. After 12 months of concurrent residency and employment, the employer qualifies for a 50% incentive reimbursement* from Fond du Lac County Capital Resources (FCCR)

*50% reimbursement is contingent upon meeting worker, employer and reporting requirements.

WHAT'S THE PROCESS?

Simple steps to allow any Fond du Lac County employer to participate!

1 Employer completes application for incentive (and is approved)	2 Worker receives incentive and relocates to county for full-time work	3 Worker participates in Fond du Lac County Concierge Luncheon with Envision Greater Fond du Lac	4 Employer submits documentation and receives 50% reimbursement from FCCR
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FOND DU LAC COUNTY

WORKER RELOCATION INCENTIVE PROGRAM

SMALL BUSINESS LOAN OPTION

<p>Attract skilled workers to Fond du Lac County to address workforce shortages</p>	<p>Up to \$5,000 relocation incentive; small businesses may apply for a 2.0% interest loan for their half of the relocation incentive</p>
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WHAT IS IT?

An opportunity for small businesses to participate in the Fond du Lac County Worker Relocation Incentive Program by creating a low-interest (2.0%) loan for the business' portion of the relocation incentive. The business would be responsible for paying the fee (\$75) for the worker to participate in the Fond du Lac County Concierge Luncheon with Envision Greater Fond du Lac. A limited number of these loans are available.

HOW DOES IT WORK?

The small business applies for an incentive. If approved, the business receives the total incentive up-front from FCCR, and pays off their half of the balance over the worker's concurrent employment/residency 12-month period, with 2.0% interest. If the worker does not complete the 12-month period, the business pays the remaining 50% to FCCR over a second 12-month period.

WHAT'S THE PROCESS?

Simple steps to allow small Fond du Lac County businesses to participate!

<div style="border: 2px solid green; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto; font-size: 24px; font-weight: bold;">1</div> <p>Small Business applies for Worker Relocation Incentive Loan</p>	<div style="border: 2px solid green; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto; font-size: 24px; font-weight: bold;">2</div> <p>Worker receives incentive and relocates to county for full-time work</p>	<div style="border: 2px solid green; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto; font-size: 24px; font-weight: bold;">3</div> <p>Worker participates in Fond du Lac County Concierge Luncheon with Envision Greater Fond du Lac</p>	<div style="border: 2px solid green; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto; font-size: 24px; font-weight: bold;">4</div> <p>Over the course of 12 months, employer pays low-interest loan balance to FCCR.</p>
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I. Description of Initiative

Fond du Lac County's job growth will outpace population growth over the next decade, and over 25% of the county's population will be over the age of 65 within 10 years. Furthermore, within the next decade, the county's workforce will transition an expected 34,000+ workers into retirement. This dilemma requires innovative programming *now* to address the future concerns before it's too late. This program will enhance our community's ability to recruit workers from outside Fond du Lac County in a creative way by bringing together area businesses, Envision Greater Fond du Lac, Fond du Lac County, and Fond du Lac County Capital Resources to invest in the next generation by addressing the workforce shortage.

The Fond du Lac County Worker Relocation Incentive program was inspired by various other community worker relocation programs, such as GoTopeka's Choose Topeka (<https://choosetopeka.com>) and Move to Michigan's Incentive package (<https://movetomichigan.org/>).

By offering Fond du Lac County employers an additional recruitment tool, it expands their recruitment territory and increases the attractiveness of living and working in Fond du Lac County for potential candidates by reducing the cost of relocation. The model communities offer relocation incentives for both local workers and remote workers. However, the Fond du Lac County Worker Relocation Incentive Program is only available for workers who relocate to Fond du Lac County for full-time employment from a minimum of 100 miles outside of the county⁶ (remote workers are ineligible) *. Participating employers will be reimbursed 50% of the incentive, conditional upon the receipt of reporting documentation. Fond du Lac County funding participation is reviewed annually by the Fond du Lac County Finance Committee and subject to annual re-approval.⁷

**Remote workers may be considered in later iterations of the program.*

⁶ Revised January 2023

⁷ Revised January 2023

II. Incentive Amount Guidelines

Employers will have the freedom to offer an incentive amount they deem appropriate, up to a maximum of \$15,000 (employers may opt to internally offer an incentive above the \$15,000 amount; however, the maximum reimbursement will be no more than \$7,500 per worker). However, we advise the employer to utilize the amounts listed below based on a candidate’s annual salary range and whether they anticipate renting or purchasing a home in Fond du Lac County upon relocation.

Total Incentive Paid to Employee

One Year Lease Agreement

Recommended max \$12,000 incentive

Home Purchase

Recommended max \$15,000 incentive

Candidate Salary Range	Incentive Amount	Candidate Salary Range	Incentive amount
\$35k - \$45k	\$ 4,000	\$35k - \$45k	\$ 5,000
\$45k – 60k	\$ 8,000	\$45k – 60k	\$10,000
\$60k +	\$12,000	\$60k +	\$15,000

**Maximum possible incentive of \$15,000 per Worker.*

Reimbursement Amount from Fond du Lac County Capital Resources (FCCR)

Based on the recommended incentive amounts, the employer would receive the below reimbursement from FCCR.

One Year Lease Agreement

Home Purchase

Candidate Salary Range	FCCR Reimbursement	Candidate Salary Range	FCCR Reimbursement
\$35k - \$45k	\$2,000	\$35k - \$45k	\$2,500
\$45k – 60k	\$4,000	\$45k – 60k	\$5,000
\$60k +	\$6,000	\$60k +	\$7,500

**Maximum reimbursement by FCCR of \$7,500 per worker.*

III. Worker Eligibility

In order to be eligible for the program, a worker has to meet the following requirements:

1. Prior to receiving the incentive, the worker must have resided a minimum of 100 miles outside of Fond du Lac County at time of incentive approval through Envision Greater Fond du Lac.⁸ Proof of out-of-county residence must be provided by employer prior to receiving reimbursement from FCCR.
2. The employer must be located within Fond du Lac County.
3. The worker must be a full-time employee.
4. Workers who are approved for the incentive must participate in the Fond du Lac County Concierge Luncheon⁹ through Envision Greater Fond du Lac. The employer is responsible for paying the registration fee (\$75)¹⁰ and enrolling the worker, as well as, allowing a flexible work schedule for the individual to attend the event during business hours. Enrollment must occur within 30 days of employment; the worker will participate in the closest upcoming program depending upon their start date. The employer application for the incentive provides employer agreement to pay the registration fee.
5. The worker agrees to complete a survey at end of their 12-month period. The worker will make all best efforts to engage in annual surveys following the 12-month period for up to 5 years from start date.
6. The worker must be eligible to work in the United States.
7. The worker must be 18+ years old.
8. The worker must reside in Fond du Lac County for a continuous 12-month period in order for the employer to receive FCCR reimbursement. The 12-month period begins the first day in which the worker both lives *and* works in Fond du Lac County. The employer will not receive the reimbursement until the 12-month residency has been established and proven. Proof of residency includes a signed rental agreement or documentation verifying home purchase.

⁸ Revised January 2023

⁹ Revised January 2023

¹⁰ Revised January 2023

IV. Employer Guidelines

Employer applications for the incentive will be approved on a first-come, first-served basis. This program has limited funding. Employer applications will be available on September 1, 2021.

The incentives are not offered on a retroactive basis. Employers can only offer the incentive to candidates who are offered and accept positions after September 1, 2021.

The Employer must complete one employer application per candidate and be approved prior to offering the individual the incentive. The Envision Greater Fond du Lac Economic Development Team will review and approve/deny application requests within 24 business hours. Forms submitted after 12:00 pm Friday will be reviewed no later than 12:00 pm the following Monday. Exceptions, such as Holidays, may apply.

Denials will be issued only in cases of incomplete documentation or lack of available funds. However, Envision Greater Fond du Lac's Economic Development Team reserves the right to cap any one business' access to the incentive funds available in order to prevent only a limited number of businesses benefiting. The goal of this program is to benefit as many Fond du Lac County businesses as possible, both small and large in size.

Local Governmental entities (i.e. county and municipalities) are disqualified from participating in the program.¹¹

If approved, the employer funds 100% of the incentive up-front* and will be eligible to submit for reimbursement following the worker's 12-month period of continuous, concurrent residency, and employment in Fond du Lac County. The employer is responsible for documenting and initiating the request for reimbursement at the end of the 12-month period.

Fond du Lac County Capital Resources will reimburse 50% of the incentive, given the Employer provides all required documentation and 12 months continued and concurrent residency and employment is met.

**Employers have freedom to determine if they will pay 100% of the incentive up-front or pay it in installments to their new worker. Regardless, the Employer is only eligible to submit for reimbursement following the Worker's 12-month period of continuous, concurrent residency and employment in Fond du Lac County.*

¹¹ Revised January 2023

Employer Application for Incentive:

The Employer application will be submitted electronically via a form on the Envision Greater Fond du Lac website. **The form will require the following information:**

- Employer Name, Employer Contact Name, and Contact Information (email and phone number)
- Employer Address
- Worker Name
- Anticipated Start Date
- Indication of which item will be submitted to establish prior out-of-county and primary in-county residences:
 - Prior residence may be documented by signed rental agreement, documentation of home purchase or sale, or copy of driver's license with prior address
 - In-county residence may be documented by signed rental agreement or documentation verifying home purchase
- Worker's Annual Salary
- Checkboxes indicating:
 - Agreement the employer will fund the incentive up-front and will only receive reimbursement if all documentation is provided.
 - Commitment the employer will pay registration fee (\$75) for worker to participate in the Fond du Lac County Concierge Luncheon and will be invoiced for the cost-per-worker receiving the incentive.
 - Agreement that any falsification of documentation or information included in 'Employer Application' or documentation will result in a 0% reimbursement from Fond du Lac County Capital Resources.

V. Incentive Process

The process below must be followed to receive an incentive and reimbursement.

1. Employer identifies the worker and completes employer application for Incentive.
2. Employer receives confirmation of approval from Envision Greater Fond du Lac's Economic Development Team.
3. Upon hire, employer provides proof-of-hire and proof of prior residency to Envision Greater Fond du Lac.
4. The worker begins (start date) and relocates to Fond du Lac County.

- a. Proof of residency in Fond du Lac County is collected by Employer and submitted to Envision Greater Fond du Lac. **The 12-month period begins the *first date of concurrent residency and employment in Fond du Lac County.***

5. Workers who are approved for the incentive must participate in the Fond du Lac County Concierge Luncheon through Envision Greater Fond du Lac. The employer is responsible for paying the registration fee (\$75) and enrolling the worker, as well as allowing a flexible work schedule for the individual to attend the program during business hours. Enrollment must occur within 30 days of employment; the worker will participate in the closest upcoming program depending upon their start date. The employer application for the incentive provides employer agreement to pay the registration fee.

6. At the end of the 12-month period, the employer will submit for 50% reimbursement to Fond du Lac County Capital Resources for the cost of their worker incentive. This would be a maximum of \$7,500 reimbursement for a worker. In order to receive the reimbursement, the employer must:
 - b. Provide documentation verifying the Worker completed 12-months of continuous residency and employment.
 - i. Proof of residency would include proof of their one-year lease and/or proof of home purchase
 - ii. Proof of employment provided by Employer
 - iii. Proof of incentive paid to worker¹²
 - c. Encourage the worker to provide reporting to Fond du Lac County Capital Resources and/or Envision Greater Fond du Lac to measure program success. This will include information on earnings, a survey, and some information from the participant on purchased properties in Fond du Lac County. This is necessary to calculate return on investment (ROI) of the investment into the Incentive Program.

¹² Revised January 2023

VI. Additional (Optional) Incentives

In addition to the monetary incentive, each worker could be eligible to choose one ala-carte non-monetary incentive. **These incentives are an optional add-on, paid for by each employer.**

Employers are *strongly* encouraged to allow their worker to choose an ala-carte incentive to increase community involvement and integration.

- One-year single membership to the YMCA
- One year family membership to the Fond du Lac Children's Museum
- One year family membership to Thelma Sadoff Center for the Arts
- One year family pass to the Fond du Lac Waterpark
- One Community Education Course at Moraine Park Technical College
- One round of golf with cart for 2 at one of the following golf courses: Whispering Springs, Rolling Meadows, Camelot, Auburn Bluffs
- One vehicle sticker for an annual Wisconsin state park pass
- \$100 worth of 'tokens' to be used at the Downtown Fond du Lac Farmer's Market
- One season of family tickets to the Fondy Bears Hockey Team
- One season of family tickets to the Dock Spiders Baseball team
- Family attendance at Breakfast on the Farm
- Tasting for 2 at one of the following: Vines and Rushes; Knuth Brewing Company; Ziegler Winery; Ledgerrock Distillery; Armstrong Apples, Orchard, and Winery