

When Revenues Fall Short – Weathering the COVID-19 Recession
UW Madison Extension’s Local Government Center
June 9, 2020, from 10:00 am to 11:30

WEBINAR OVERVIEW:

Wisconsin municipal governments are already feeling the COVID 19 recession’s impact, and it is likely to get worse before it gets better. Further, Retail and Main Street have taken an economic hit in our current environment. Non-essential businesses have lost sales and workers, and community leaders and economic development professionals are concerned about the future of local business districts. Room taxes and other revenues are significantly off across all sectors. This webinar will provide data and practical information on the potential revenue loss impacts on municipalities and how to anticipate and mitigate those impacts.

We bring together experts from Ehlers, KerberRose, the Wisconsin Policy Forum, and UW Madison Extension’s Community and Economic Development program, each of whom will provide data, practical advice, and potential solutions for local governments to consider as they deal with revenue shortfalls for 2020 and beyond.

AGENDA:

- 1) Overview – Rob Henken and Jason Stein - Wisconsin Policy Forum – 30 minutes**
 - a) Potential Revenue Impacts – how the state, municipal, and county budgets are being affected and where they’re most vulnerable
 - b) Which Local Governments Might Be Most Impacted and Why
 - c) Q&A from the Audience – 5 minutes

- 2) Cash Flow Strategies – Karen Kerber - KerberRose and Jonathan Schatz – Ehlers – 30 minutes**
 - a) Act 185 Impacts
 - b) Borrowings and Debt Restructuring – Utility and Levy
 - c) Reducing Operating Expenses - Principles
 - (1) Equal vs. Equitable
 - (2) Service Value, Essential vs. Strongly Desired
 - (3) Sample Resident Survey
 - d) Use of Reserves or Fund Balance and Implications
 - e) Audit Issues – COVID 19
 - f) Grants and Other Revenue Sources
 - g) TIF Districts and Fund Balances
 - h) Q&A from the Audience – 5 minutes

- 3) Local Governments Helping Their Local Businesses – Steve Deller, Matt Kures, and Kristen Runge, UW-Madison Extension Community and Economic Development – 30 minutes**
 - a) Local Economic Development Entities

- b) Community Marketing, Promotion, Messaging
- c) Building Permits & Other Permitting
- d) WEDC – Small Business Loans
- e) Other Options
- f) Q&A from the Audience – 5 minutes

4) Resources on Best Practices Moving Forward – Daniel Foth, UW-Madison Extension

Local Government Education – 5 minutes

- a) Tips to Organize Effectively for COVID 19 Funding - ICMA 10 Tips
- b) CURES Act Resources
- c) McKinsey’s Five Points to Recovery
- d) Audience Survey – What further information should the LGE program provide in future webinars regarding revenue and expense reduction?

LOCAL GOVERNMENT CENTER’S “ISSUES, CHALLENGES, AND STRATEGIES”

WEBSITE PROMOTING THIS WEBINAR, including Registration information:

<https://lgc.uwex.edu/distance-education/current-issues-affecting-local-government-officials/>