

Kewaunee: A Guidebook for Strengthening Community Resiliency

VALUING MULTIPLE BENEFITS OF NATURE-BASED
STORMWATER PROJECTS & ACCESSING PRIORITY GRANTS



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Valuing Multiple Benefits of Nature-Based Stormwater
Projects & Accessing Priority Grants

July 2024

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Acknowledgements:

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I. Introduction

Communities along Lake Michigan are mitigating complex challenges related to coastal erosion, flooding, and deteriorating infrastructure compounded by drastic shift in weather patterns. Adopting forward-thinking strategies can address immediate concerns and strengthen long-term resilience.

In partnership with municipal leaders in the City of Kewaunee, American Rivers, WaterNow Alliance, and One Water Econ developed recommendations to leverage natural infrastructure investments for enhanced community resiliency and prosperity for the City. This Funding & Benefits guidebook highlights these recommended funding options for priority projects as well as how these investments will enhance the community and provide valuable recreational amenities for Kewaunee residents.

II. Background & Overview

Flooding, coastal erosion, and other water infrastructure challenges threaten Kewaunee, causing damage to property, critical infrastructure, and disrupting lives. This past will not define Kewaunee's future. Incorporating natural infrastructure into Kewaunee's existing priority projects and planning strategies will help mitigate climate-related challenges, minimize future risks to property, revitalize infrastructure, and protect public health. These investments will also enhance the city's natural amenities, adding social, environmental, and economic value for Kewaunee's residents and visitors alike.

Natural infrastructure solutions use plants and trees that work like sponges in our communities to filter pollutants and improve water quality, absorb rainfall, reduce flood risk and soil erosion, prevent beach closures, and improve capacity of existing infrastructure. These strategies not only provide health benefits to people, but also offer attractive, inviting amenities. Studies show access to nature has direct benefits to mental health, chronic disease, cognitive function, children's health and development, increased physical activity, decreased air pollution, increased community attachment and social support, decreased urban heat island effects, increased access to nature, and providing job opportunities. Cities are investing in



natural infrastructure to withstand, recover from, and adapt to climate-related events.

To help bring these multiple benefits to Kewaunee, over the last two years, American Rivers, One Water Econ, and WaterNow Alliance (collectively, the “Project Partners”) have worked alongside city staff, community members, and partners including the Lake Shore Natural Resources Partnership, to identify funding and financing options for natural infrastructure investments in the city. Kewaunee’s coastal features and steep slopes offer opportunities for natural infrastructure investments throughout the community to alleviate risk to infrastructure, homes and public safety, and several such projects were identified in the city’s updated Harbor Master Plan.

The Project Team developed a funding strategy to implement natural infrastructure projects that will alleviate water-related challenges, provide recreational amenities, and stimulate the local tourism economy. These goals align with Kewaunee’s current priorities to:

- Create a vibrant waterfront destination;
- Establish pedestrian connections to the waterfront and trail systems;
- Encourage the preservation of natural resources; and
- Maintain multi-function green space for community activities.¹

By focusing on priority projects that: (1) align with federal and state funding programs, (2) are ready to implement, and (3) and enhance tourism and recreational amenities, the Project Team selected two priority projects in Kewaunee’s [Harbor Master Plan](#) (2022) for deep dive funding research and initial multiple benefits evaluation to identify the environmental, social, and economic benefits of investing in these projects. These two project are:

1. **City Campground:** Plans for the Kewaunee City Campground project include upgrading existing campground amenities, repairing damages to structures and infrastructure that occurred during a flood in 2020, adding green

¹ City of Kewaunee Capital Improvement Plan (2024-2028), City of Kewaunee Harbor Master Plan Amendment, City of Kewaunee Waterfront Plan Update (2018), City of Kewaunee Marina Concept Plan (2022), City of Kewaunee Integrated Plan (2019).



stormwater infrastructure (GSI) to reduce future flooding, and expanding the site's tent camping area to accommodate additional visitors.

2. **Marshlands Walk:** This project aims to rebuild an existing marsh boardwalk trail that has been inaccessible since 2019 and connect it to the Ahnapee State Trail. The project also includes plans for invasive species removal and restoration activities across an estimated 20 acres of marshland area.

This Funding & Benefits Guidebook summarizes priority funding opportunities as well as the results of an economic analysis of these two projects. As detailed below, investing in the Campground and Marshlands Walk projects will provide significant community benefits with a strong return on investment and there are three promising grant opportunities that can likely fund the majority of the projects' costs.

III. Investing in Kewaunee's Campground & Marshlands Walk Projects Provides Multiple Benefits

Planning for a typical infrastructure project, like the Campground and Marshlands Walk restorations, typically involves an assessment of the project costs. This limited analysis only tells one side of the story – to more fully understand the value of the public investment in these projects, it's important to assess the value of the benefits they provide. Quantifying the benefits, and estimating their economic value, allows City of Kewaunee leaders and staff to make decisions based on the return on investment for project costs. In this case, the benefits provided by the two projects outweigh the costs associated with building and maintaining them.

A. Multiple Benefits for the Marshlands Walk Project

The City of Kewaunee's Marshlands Walk and Invasive Species Removal Project aims to rebuild an existing marsh boardwalk trail that has been inaccessible since 2019 and connect it to the Ahnapee State Trail. The project also includes plans for invasive species removal and restoration activities across an estimated 20 acres of marshland area per the Kewaunee Harbor Master Plan.

The city estimates that rebuilding the boardwalk and enhancing the marsh would cost approximately \$1.75 million. Assuming annual maintenance costs equal to 3%



of capital expenses, the present value² of the project costs would equal \$2.6 million over 30 years.

Restoring the marsh and boardwalk and adding new trail connections would generate significant community, recreational, and environmental benefits for the community. The range of estimated values of these co-benefits are outlined in the table below, generating more than \$7.2 million in present value benefits over 30 years. Thus, **the return on investment (ROI) for the project is \$2.80 in benefits per \$1 spent.** This value does not include benefits that are not easily quantified with available information, such as the educational value of school trips to the site and informational signage, the value of volunteer opportunities for local residents, or the potential for high-value recreational activities on the boardwalk or Ahnapee Trail connector (e.g., horseback riding). If those benefits could be quantified, the ROI would likely be higher.

The largest potential benefits are driven by reopening and increasing recreational access to a boardwalk, fishing pier and trail connection. These recreation benefits are based on visitors' willingness to pay (WTP) to participate in different recreational activities. For this analysis, the project team applied WTP values for fishing, birdwatching and wildlife viewing, and general recreation (such as walking along the boardwalk). Amenities for higher value activities, such as horseback riding, would increase the WTP for recreation at the site. This difference is reflected in the range of benefit values presented below.

The marsh area is home to an array of bird species, monarch butterflies, and other wildlife. The value of enhancing habitat and biodiversity at this site is based on estimates from economic studies and literature for the value for these improvements. Total acreage of invasive species removal and decisions to plant more native marshland shrubs and trees will affect these values, as reflected in the range of values presented below.

² Present value, also known as present discounted value, is the value of an amount of money determined as of the date of valuation.



Marshlands Walk Restoration Benefits		30-Year Design Life	
Benefits Quantified		Annual Value	Present Value ^a
Recreational Opportunities		\$340,400	\$6,671,200
- <i>High visitation, high value activities</i>		\$781,200	\$15,312,300
- <i>Low visitation, lower value activities</i>		\$331,300	\$6,493,200
Value of Habitat and Biodiversity		\$29,200	\$572,300
- <i>Maximum restoration activities</i>		\$58,400	\$1,144,700
- <i>Minimum restoration activities</i>		\$11,700	\$229,300
Total Quantified Benefits		\$369,600	\$7,243,500
Total Return on Investment (ROI)		\$2.80 per \$1 spent	
Benefits Not Quantified		Potential Value ^b	
Community Engagement & Volunteerism		Medium	
Education		Medium	

a Present value calculated over 30 years discounted at 3%

b Non-quantified benefits are assessed relative to their potential monetary values and the size of the impacted population

1. Recreational Benefits

Restoring the Marshlands Walk will create recreational value for local and out-of-town visitors. This value can be calculated using well established economic principles. Based on state estimates of visitors per mile of trail from the 2022 Wisconsin Statewide Comprehensive Restoration Plan, the rebuilt boardwalk and new trail connection could support up to 6,400 visits annually (about 35 people per day during the season of use). Given that the boardwalk is nonfunctional, this analysis assumes that all visits are new visits and that 50% of visitors to the boardwalk participate in birdwatching, wildlife viewing or fishing at the pier. The other half of visitors are assumed to participate in more general recreational activities such as walking/hiking. A standard economic method for estimating the value of these activities is known as “willingness to pay” (WTP) and is based on surveys that detail the amount individuals would be willing to pay for enhanced recreational experiences. The willingness to pay for Marshlands Walk recreational experiences adds up to nearly \$6.7 million over the 30-year analysis period. As noted above, WTP for recreational activities typically increases for more specialized activities, such as biking, salmon and trout fishing, or horseback riding, all of which are common on the Ahnapee State Trail. More high value activities could increase total recreational benefits to as much as \$15.3 million.

As an important note, some of the estimated visits would likely come from groups or individuals who would have been hiking or participating in other activities on the Ahnapee State Trail. For these visitors, the full visit value (as determined by WTP for

recreational activities) would not apply. However, even if 15% of visits to the boardwalk were counted, the project would still result in a positive benefit cost ratio. In addition, visitors connecting through the Ahnapee Trail would benefit from an enhanced recreational experience due to the unique nature of the marshland and planned boardwalk.

2. Social Value of Habitat and Biodiversity

Habitat and biodiversity enhancements can benefit local and migratory wildlife. They also have an economic value. The analysis assumes that invasive species removal and habitat restoration activities would occur within the approximately 20 acres between the existing boardwalk and proposed trail connection (see Figure 1). Invasive species removal between the new and proposed trail would improve habitat conditions for native flora and fauna. Based on a meta-analysis of household willingness to pay for restoring wetlands, this project could provide habitat benefits with a value of approximately \$572,300 over the 30-year analysis period. This benefit could range from \$200,000 to over \$1 million depending on the extent of the invasive species removal and whether additional native vegetation is planted (particularly a diverse palette that includes shrubs and trees).



Figure 1. The benefits analysis assumes that restoration activities occur between the existing boardwalk and the proposed new trail.

3. Additional Benefits

Benefits associated with education, volunteer, and community engagement could not be quantified due to data limitations, but they still provide value to the residents of Kewaunee.

- **Education:** The Marshlands Walk could provide a destination for field trips for students to learn about ecological processes, native habitats, and local wildlife. Based on average classroom sizes and local student population, and assuming several visits per year, this area could see up to 216 student visits annually. Studies show that field trips increase student engagement and retention by engaging them in hands-on learning activities. The informational



signage throughout the marsh endow additional educational benefits to visitors.

- **Community Engagement:** Community input was fundamental to developing Kewaunee’s Harbor Master Plan. Restoring the Marshlands Walk could build on this trend by inviting local input and engaging key stakeholders to spur environmental stewardship and volunteer participation. Volunteer hours can be counted as in-kind contributions for many grants and can leverage matching funds.

B. Multiple Benefits for the Campground Project

Plans for the Kewaunee City Campground project include upgrading existing campground amenities, repairing damages to structures and infrastructure that occurred during a flood in 2020, adding green stormwater infrastructure (GSI) to reduce future flooding, and expanding the site’s tent camping area to accommodate additional visitors. Analysis of the recreational benefits of the project indicates that the upgraded campground could result in an additional 13,000 nights of camping at the site each year (total number of nights across all campers), which could generate \$2.2 to \$3.3 million in revenues for the city over the next 30 years.³

The city estimates that the project will cost \$2.6 million. Assuming operations and maintenance equal 5% of capital costs, the present value of these costs is approximately \$4.6 million over 30 years.

In addition to increased revenues, the project will also generate a range of economic, social, and environmental benefits that accrue to visitors and the broader community. The range of estimated values of these co-benefits are outlined in the table below, totaling to more than \$6.0 million over 30 years. Thus, the return on investment is \$1.30 in benefits for every \$1.00 spent. This value is a conservative estimate because it does not include benefits that could not be easily quantified with available information, such as the value of job creation or the economic benefits associated with increased visitation from outside of the region.

The largest potential benefits are driven by increases in the number of visitors and enhanced recreational opportunities made possible by planned renovations. These values are derived from studies of willingness to pay for similar recreational

³ These values are not discounted because they are revenues collected in the future. These revenues represent campground fees only and do not include additional revenues collected for boating activities.



activities. Increasing capacity for visitation, improving recreational amenities, and promoting high-value recreational activities (such as fishing and boating) will result in higher recreational values. The proposed GSI installations would avoid flood damage and provide environmental benefits such as increased habitat as well as air and water quality improvements. The final benefits may vary, depending on the campground's current conditions and final project design.

Campground Restoration Benefits	30-Year Design Life	
	Annual Value	Present Value ^a
Improved Recreational Opportunities ^b	\$284,400	\$5,567,000
<i>w/ higher visitation assumptions</i>	<i>\$327,000</i>	<i>\$6,409,000</i>
<i>w/lower visitation assumptions</i>	<i>\$181,000</i>	<i>\$3,548,000</i>
Avoided Flood Damage	\$7,800	\$152,900
Improved Air Quality	\$15,600	\$140,100
Enhanced Habitat and Biodiversity	\$5,200	\$67,900
Improved Water Quality	\$2,300	\$45,100
Carbon Sequestration	\$1,300	\$30,800
Avoided Energy Costs	\$1,600	\$12,200
Total Quantified Benefits	\$318,700	\$6,011,000
Total Project Return on Investment (ROI)	\$1.30 per \$1 spent	
Benefits Not Quantified	Potential Value^c	
Job Creation	Medium	
Increased Local Economic Activity	Medium	

a Present value is calculated over 30 years discounted at 3%

b The increased revenues to the city associated with new campground visits is not included in the benefit cost analysis. The recreational benefits reflect users' willingness to pay to participate in recreational activities. Including increased revenues would result in double counting.

c Benefits not quantified were assessed relative to the potential monetary values and the size of the impacted population

1. Recreational Benefits

Restoring and expanding the Campground has economic benefits that go beyond increased revenue from camper fees. Enhancements to the campground will improve the experience campers have while staying in the area. This increased enjoyment has an economic value. The economic analysis assumes that the project will result in an additional 13,000 camper nights⁴ at the site each year due to the expanded tent camping area and planned site enhancements. During the 2022 season, the campground hosted an estimated 8,000 camper nights. The analysis assumes that this level of visitation would continue, but the returning campers

⁴ One camper night = one person for one night of camping. For example, a family of four camping for two nights would equal eight camper nights.



would place a higher value on the experience due to planned improvements (e.g., new restroom facilities, fire pits, improved aesthetics, and tent camping). Based on these assumptions, the Campground project would result in an estimated \$5.6 million in recreational benefits over the 30-year analysis period. This value reflects estimates from the literature for individuals' willingness to pay to participate in fishing, boating, and/or other camping activities. Recreational benefits may range from \$3.5 to \$6.4 million depending on how many more visitors the campground attracts and whether visitors engage in high value activities such as fishing and boating.

2. Benefits of Green Stormwater Infrastructure

The Campground project plans include GSI practices to manage stormwater runoff from adjacent roadways and impervious surfaces around the RV sites. Plans include installing rain gardens, bioswales, and vegetation around the tent and RV sites. These GSI facilities could generate the following benefits, each with an associated economic value:

- **Reduced Flood Risk:** Installing bioswales and rain gardens, planting trees, and removing impermeable surfaces reduces the likelihood of future flooding. The Campground was significantly damaged in a large storm in 2020 and remains partially unusable; ongoing low-level flooding is expected to occur every 15 years. Planned GSI installations would eliminate the need for future repairs at a cost of approximately \$117,000 each flood cycle. These avoided costs have a present value of \$152,900 over the 30-year assessment period.
- **Social Value of Habitat and Biodiversity:** Vegetation planted to manage stormwater runoff creates additional habitat. Based on a meta-analysis of household willingness to pay for habitat creation, and the residential population within a 30-mile radius of the project site, this project could provide a benefit of approximately \$68,000 over a 30-year period.
- **Air Quality and Carbon Sequestration Benefits:** An estimated 68 trees planted around the campground are projected to capture 0.2 metric tons of hazardous air pollutants and sequester 21 metric tons of carbon annually at full growth. Reduction in air pollution would avoid approximately \$140,000 of human health costs over 30 years. The carbon sequestration has a present value of \$25,900 based on the social cost of carbon.



- **Water Quality Improvements:** By capturing stormwater runoff from the adjacent roadways and parking lots, GSI installations reduce polluted stormwater runoff into the marina. Based on willingness to pay for water quality improvements for swimmers at the campground, this benefit is estimated to have a total present value of \$45,100.
- **Reduced Energy Use:** The cooling effect of trees and vegetation plantings planned as part of the Campground renovation could reduce energy use at the RV sites. These energy savings have an estimated present value of \$12,200 over 30 years.

3. *Additional Benefits*

Benefits associated with job creation and economic development could not be quantified due to data limitations, but they still provide value to the residents of Kewaunee.

- **Job Creation:** The planned construction work could provide employment to un- and underemployed construction workers. Job creation benefits are often not included in benefit cost analysis because the labor retained in such projects often involves skilled workers who would otherwise be gainfully employed in other ventures. This means that there typically is a transfer of employment across potential activities rather than a real net gain in the number of jobs. However, if the jobs can be targeted to local residents who are un- or underemployed, this creates a net construction work are amenable to these types of benefits. Ongoing maintenance could also support less educated workers in sustainable, permanent positions.
- **Economic Development:** Increased visitation to the campground from individuals who live outside of the local region (i.e., county) could result in additional economic activity within the Kewaunee area. Visitors often eat at local restaurants, rent boats, and spend money at local grocery stores and shops associated with related outdoor activities. These expenditures generate direct economic impacts and result in indirect economic activity (e.g., job creation and increased city revenues) as the spending flows through the local economy. These effects are not typically included in benefit cost analysis to avoid double counting.



IV. Priority Funding Options Quick Reference Guide

The project team has identified three priority grant funding options that are well-suited to support implementation of the campground and Marshlands Walk projects:

1. [Land and Water Conservation Fund](#)
2. [Sewer Overflow and Stormwater Reuse Municipal Grants](#)
3. [Urban Nonpoint Source & Storm Water Management Grant](#)

A quick reference guide to the key information about these priority grant programs is included below. Details about these grants and application requirements can be found in [Appendix 1](#). A summary grant matrix is available in [Appendix 2](#). A possible grant application and project build out timeline is available in [Appendix 3](#).

A. Land and Water Conservation Fund

Created by Congress in 1964, the [Land and Water Conservation Fund \(LWCF\)](#) provides grants for projects that protect natural areas, water resources, and the nation's cultural heritage, as well as projects that provide recreation opportunities. On August 4, 2020, it was permanently funded at \$900 million annually. The purposes of the LWCF are to create and expand parks, develop recreation facilities, and further local recreation plans. The Wisconsin Department of Natural Resources administers the state's [LCWF program](#) in partnership with the National Park Service. An overview of the key program eligibilities, funding amounts and matching, program priorities, deadlines and program contacts, conditions needed to apply, and next steps is provided below.

Eligible Applicants. Towns, villages, cities, counties, tribal governments, school districts or other state political subdivisions are eligible for LCWF grants. Kewaunee is therefore an eligible applicant.

Funding Amount & Matching. The LCWF provides **up to 50%** of eligible project costs. Fifty percent of the grant amount may be paid to a local unit of government at the time of project approval if requested. All other eligible project costs are paid on a reimbursement basis. Project applicants are required to provide matching funds equal to or greater than the amount of the grant award, i.e., **a 50% match**. Grant recipients may charge reasonable user fees (e.g. state park daily entrance or



camping fee) to defray operation and maintenance costs. However, any income accruing from the property should be used for purposes that support the original grant contract.

Deadlines & Program Contacts. Complete grant applications must be submitted electronically to the Regional Project Manager by 11:59 pm on **May 1**. Applications are accepted annually.

Table 1 - LWCF Contacts

Statewide Contact	Regional Contact
Pam Rood , Financial Assistance, Division of Internal Services, Facilities and Land Email: pamelaa.rood@wisconsin.gov Phone: (608) 333-3718	Jessica Terrien , Regional Project Manager, Land and Water Conservation Fund Email: Jessica.Terrien@Wisconsin.Gov Phone: (920) 461-2680

Kewaunee’s Projects and their Multiple Benefits Align with LCWF Project Types and Priorities. Priorities in ranking are given to projects based on the following project, activity and applicant criteria, which likely apply to Kewaunee’s campground and Marshlands Walk projects:

- Projects which meet urban needs;
- Activities for the general public;
- Participant over spectator facilities;
- Projects which may enhance or preserve natural beauty;
- Development, when possible, of areas previously acquired;
- Renovation of existing facilities in danger of being lost for public use;
- Applicants which are financially able to adequately maintain and operate the area or facility;
- Projects which serve a wide segment of the public; and
- Projects which, in relation to their costs, provide access for the greatest number of potential users and provide the greatest opportunities for public outdoor recreation.

Conditions Needed to Apply. LWCF projects must be specified in a local adopted and approved Comprehensive Outdoor Recreation Plan (CORP), or otherwise known as a Parks and Open Space Plan. A CORP, i.e., Recreation Plan, must be updated every five years.⁵ Kewaunee’s CORP is available [here](#) and expires in 2024. The campground and Marshlands Walk projects are included in the CORP. **To**

⁵ The CORP is not the same as the Comprehensive Plan.



maintain eligibility, the city will need to renew the Recreation Plan prior to applying for a LCWF grant. Applicants must also have a current signed resolution (within the past 2 years) from the applicant's governing board approving the project. A sample resolution meeting these requirements can be found [here](#). **To apply for a LCWF grant, the Kewaunee Common Council would need to adopt an approving resolution.**

Next Steps. The application form for the LCWF program is available on DNR's website [here](#). To apply for a LCWF grant, Kewaunee will need a Unique Entity ID (UEI) number that can be obtained by going to www.SAM.gov. Appendix 1.B provides details about how project proposals are ranked and provides initial cross referencing with Kewaunee materials.

The next steps for applying for a LCWF grant are to:

1. Reach out to Kewaunee's Regional Contact Jessica Terrien (see info in Table 1);
2. Renew the city's recreation plan;
3. Adopt a resolution approving of the campground and Marshlands Walk projects as described in the Harbor Master Plan; and
4. Begin project designs.

The LCWF program is a strong fit for Kewaunee's priority projects and presents a good opportunity for moving forward with these multi-benefit investments in community resilience.

B. Sewer Overflow and Stormwater Reuse Municipal Grants

As amended in 2018, the [Sewer Overflow and Stormwater Reuse Municipal Grants Program \(OSG\)](#) is intended to address infrastructure needs for combined sewer overflows (CSO), sanitary sewer overflows (SSO), and stormwater management. Congress awards grants to states, and states make sub-awards to eligible entities and projects. States are required to provide a 20% match to the federal grant award. The sections below provide an overview the OSG program, conditions needed to apply for OSG grants, requirements and pathways for matching funds, and links to grant application materials. Congress awards grants to states, and states make sub-awards to eligible entities and projects. States are required to provide a 20% match to the federal grant award. The sections below provide an



overview the OSG program, conditions needed to apply for OSG grants, requirements and pathways for matching funds, and links to grant application materials.

Eligible Applicants. Municipalities and municipal entities are eligible for OSG grants. Kewaunee is therefore an eligible applicant.

Funding Amount & Matching. The OSG program provides **up to 55%** of eligible project costs. The total funding available for the Wisconsin OSG program depends on annual federal appropriations. Wisconsin receives 1.8 percent of the annual federal appropriation. In 2023, Wisconsin’s federal allocation totaled \$890,000; the 2022 federal allocation for Wisconsin was \$772,000. Including the state’s 20% matching funds, as of 2024, the available program dollars total nearly \$2 million. State fiscal year 2023 was the first year DNR implemented this grant, and the program is still under development. Projects funded by OSG grants may be required to provide **a 45-50% match** from non-federal funds. Potential sources of matching funds include state grants, private contributions for businesses or non-profits, and in-kind services.

Deadlines & Program Contacts. OSG grant applications are due by **April 15** of the calendar year prior to the awarded grant start year and are accepted only in odd years. For example, for a grant award in 2026 the application deadline would be April 15, 2025.

Table 2 – OSG Contacts

Statewide Contact	Regional Contact
Corinne Johnson, Grant Program Manager Email: Corinne.Johnson@wisconsin.gov Phone: (608) 720-0120	Jessiah Bennett, Water Resources Management Specialist Email: Jessiah.Bennett@wisconsin.gov Phone: (414) 458-0448

Kewaunee’s Projects and their Multiple Benefits Align with OSG Project Types and Priorities.

The OSG program funds projects that fall under three general categories: 1) combined sewer overflow correction, 2) sanitary sewer overflow correction, and 3) stormwater and subsurface drainage water. For the stormwater category, eligible



projects include planning, design, and construction of treatment works to intercept, transport, control, treat, or reuse stormwater.

OSG program guidelines prioritize investments projects in rural and/or financially distressed communities and in green infrastructure. **At least 25% of the program funds must be awarded to rural and/or financially distressed communities.**

For purposes of the OSG program, rural communities are those with less than 10,000 residents and financially distressed communities are those that have small populations, low household income, high poverty rates, expected population loss, and high unemployment.⁶ **With a population of 2,837, median household income of \$64,643, and some unemployment and population loss, Kewaunee may qualify as a financially distressed community.**

In addition, at least **20% of the funds must be awarded to green infrastructure.** Eligible GSI projects include rainwater harvesting collection, storage, management, and distribution systems, infiltration basins, constructed wetlands, bioretention/bioswales, and shoreline creation, protection, and restoration. **The campground and Marshlands Walk projects are directly aligned with these program purposes and priorities.**

Conditions Needed to Apply. There do not appear to be any specific additional conditions needed to apply for an OSG grant beyond the baseline eligibilities. To confirm any additional conditions, its recommended Kewaunee reach out to the grant administrators listed in Table 2.

Next Steps. The application form for the OSG program is available on DNR's website [here](#).

The next steps for applying for an OSG grant are to:

1. Reach out to Kewaunee's Regional Contact Jessiah Bennett (see info in Table 2), and discuss, in particular, Kewaunee's eligibility as a rural and/or disadvantaged community;
2. Review the application form to identify needed project information and cost information;

⁶ Wisconsin Clean Water State Revolving Fund, Intended Use Plan, SFY2024, https://dnr.wisconsin.gov/sites/default/files/topic/Aid/loans/intendedUsePlan/CWFP_SF2024_IUP.pdf



3. Create a plan to submit an application by the April 15, 2025, deadline.

The OSG program is a good fit for Kewaunee's priority projects and the application timeline should provide sufficient time for needed pre-planning and design work to ensure the projects are ready to proceed. OSG grants are also a potential source of planning and design funding to kick-start project implementation.

C. Urban Nonpoint Source & Storm Water Management Grant

Funded by state bonds, the [Urban Nonpoint Source & Storm Water Management Grant Program](#) (Urban Stormwater Grant) offers competitive grants to local governments to reimburse these entities for the costs of planning or building projects to control urban nonpoint source and storm water runoff pollution. The sections below provide an overview of the program, conditions needed to apply for these stormwater-related grants, requirements and pathways for matching funds, and links to grant application materials.

Eligible Applicants. Cities, villages, towns, counties, regional planning commissions, tribal governments and special purpose lake, sewage or sanitary districts are eligible for Urban Stormwater Grants. Local government applicants must have either jurisdiction over the project area or be required to control storm water discharge with an inter-governmental agreement between the municipality and DNR. Kewaunee is a city responsibility for managing stormwater in the campground areas, and is, thus, an eligible applicant. In addition, projects must be in an urban area, i.e., areas with a population density of 1,000 or more persons per square mile or an area with commercial land use. Kewaunee likely cannot meet the density threshold to qualify as an urban area. The campground project can likely qualify as a commercial land use, however. The campground is a governmental recreational land use area that contains areas that generate significant stormwater runoff and/or pollutant loads. Accordingly, as long as Kewaunee can demonstrate that the campground is a commercial land use, Kewaunee is eligible to apply for an Urban Stormwater Grant. The Marshlands Walk project is likely not eligible for an Urban Stormwater Grant because it is in a designated wetland. The DNR does not fund urban stormwater management practice located in a navigable water or wetland.

Funding Amount & Matching. Urban Stormwater Grants can cover [up to 50% of total eligible project costs](#). Total grant funds cannot exceed \$150,000 for construction and engineering. Total grant funds cannot exceed \$85,000 for



planning grants. The matching requirement, i.e., “local-share,” can vary. Generally, however, grant recipients are expected to **provide a 50% match**. Matching funds can be provided from a number of sources, including [OSG grants](#). The grant guidelines do not specify whether the local share can be met with in-kind contributions; that question should be addressed to the Regional Contact.

Deadlines & Program Contacts. DRN accepts Urban Stormwater Grant applications for planning and construction in alternating years. For the [2025-2026 funding cycle](#), DNR is accepting planning grants. Applications are due annually on April 15. For planning grants for projects to be in 2026, the deadline is **April 15, 2025**. This is the same deadline (and application process) as the OSG program.

Table 3 – Urban Stormwater Contacts

Statewide Contact	Regional Contact
Corinne Johnson, Nonpoint Source Program Grant Manager Email: Corinne.Johnson@Wisconsin.gov Phone: (608) 720-0120	Erin Hanson , Water Resources Management Specialist, Nonpoint Source, Regional Coordinator Email: erine.hanson@wisconsin.gov Phone: (920) 360-7845

Kewaunee’s Projects and their Multiple Benefits Align with Urban Stormwater Grant Project Types and Priorities.

The Urban Stormwater Program funds projects that improve water quality by controlling urban stormwater runoff, including nonpoint source pollution. Generally, BMPs are eligible when they are designed to meet the stormwater technical standards set out in [subchapter V of ch. NR 151](#). Other criteria DNR will use to evaluate grant applications and proposed projects include:

- Estimated cost per pound of pollutant removal demonstrating cost effectiveness;
- Basis for why the project is a reasonable approach to achieving the desired benefits and objectives;
- Pollutants addressed by the project are priority pollutants and water quality goals for the state, e.g., reduction in TSS, reduction in phosphorous, and/or shoreline/streambank restoration;
- Public outreach and community input has already been gathered to inform the project development;
- Details on how the project will benefit the community; and
- Project implementation will advance a current locally approved resource management plan.



The campground project is directly aligned with these program purposes and priorities.

The campground project will include 3,000 square feet of bioswales and 1,000 square feet of stormwater retention/rain garden features that will address stormwater pollution. To the extent these stormwater control measures reduce total suspended solids and/or phosphorous pollution, or other priority pollutants for this watershed, Kewaunee can likely demonstrate the project will meet state priorities. **Because the campground improvements are included in the updated Harbor Master Plan, the city will be able to show that implementing the project will advance current adopted local plans.** The city will also be able to show that the **project was developed with significant community input** since the Harbor Master Plan development included robust stakeholder engagement. This engagement included the two-day Design Charrette and input provided on potential projects.

Further, Kewaunee will be able to **make a strong case that the campground project will benefit the community.** Expected economic and community benefits include 13,000 additional visitors with an annual value of between \$2.2 and \$3.3 million, improved water quality with a value of nearly \$2,300 annually, and total improved public health with a present value of \$140,000. With these benefits and the potential project cost, the city will be able to show that the project is cost effective. The estimated benefit to cost ratio is 3:1.

Conditions Needed to Apply. There are six threshold conditions Kewaunee must meet to apply for an Urban Stormwater Grant: (1) the BMP drainage area must be delineated and the location of the BMP(s) must be shown on an aerial photo from 2004 or newer; (2) the city must adopt a Governmental Responsibility Resolution designating which Responsible Government Official is authorized to submit and manage the application; (3) local ordinances consistent with the performance standards of s. NR 151.11 and s. NR 151.12 for construction and post-construction administration and enforcement of erosion and runoff controls must be in place at the time the application is submitted; (4) the city will need to demonstrate that it owns or controls the project site; (5) the project must be included in an adopted budget; and (6) the project must be included in an adopted Capital Improvement Plan.



Next Steps. The application form for the Urban Stormwater Grant program is available on DNR's website [here](#) (Form 8700-299). The application instructions are available [here](#), and provide details about project ranking and scoring.

The next steps for applying for an Urban Stormwater Grant are to:

1. Reach out to Kewaunee's Regional Contact Erin Hanson (see info in Table 3);
2. Ensure the campground project is included in Kewaunee's Capital Improvement Plan and budget;
3. Ensure Kewaunee has the required stormwater performance standards ordinances in place; and
4. Begin the process for adopting a [Governmental Responsibility Resolution](#).

The Urban Stormwater Grant program is a good fit for Kewaunee's priority projects and the application timeline aligns well with the city's needs for project planning funds—the grants for 2026 will be planning grants. Once Kewaunee is in the pipeline, the construction grant application process may be more streamlined, which is another benefit of this program.

By investing in the Campground and Marshlands Walk projects Kewaunee can achieve significant community benefits with a strong return. The grant options outlined in this guidebook offer promising avenues to fund these investments in the next few years. The appendices below provide additional details about these funding options, as well as a possible funding timeline that could achieve implementation of the Campground and Marshlands Walk projects by 2031.



Appendix 1 – Funding Deep Dive



Kewaunee Funding Options Deep Dive

June 25, 2024

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I. Land and Water Conservation Fund

Created by Congress in 1964, the [Land and Water Conservation Fund \(LWCF\)](#) provides grants for projects that protect natural areas, water resources, and the nation’s cultural heritage, as well as projects that provide recreation opportunities. On August 4, 2020, it was permanently funded at \$900 million annually. The sections below provide an overview the LWCF, conditions needed to apply for LWCF grants, requirements and pathways for matching funds, and links to grant application materials. See [Appendix A](#) for details on applicable project ranking criteria.

A. Overview

LWCF consists of [ten sub-programs](#), including, as relevant to potential for Kewaunee’s campground and Marshland’s Walk priority projects, the State and Local Assistance Program. Often referred to as the “[LWCF Stateside](#),” the purposes of this subprogram are to create and expand parks, develop recreation facilities, and further local recreation plans. Each year, funds are distributed to every U.S. state and territory using a population-based formula. The details of Wisconsin’s LWCF Stateside program are outlined below.

1. Admin Agency & Contact

The Wisconsin Department of Natural Resources administers the state’s [LWCF program](#) in partnership with the National Park Service. The relevant contacts and how to reach them are included in Table 1.

Table 1 – LWCF Contacts

Statewide Contact	Regional Contact
<p>Pam Rood, Financial Assistance, Division of Internal Services, Facilities and Land Email: pamelaa.rood@wisconsin.gov Phone: (608) 333-3718</p>	<p>Jessica Terrien, Regional Project Manager, Land and Water Conservation Fund Email: Jessica.Terrien@Wisconsin.Gov Phone: (920) 461-2680</p>

DNR strongly encourages applicants to contact their regional project manager as early as possible in the planning stages of a project, ideally within **three months prior to submitting an application**. This early engagement provides an opportunity for a detailed explanation of the grant programs in general, a tentative determination of eligibility, and tailored guidance to make an application as competitive as possible.



2. Kewaunee is an Eligible Applicant

Towns, villages, cities, counties, tribal governments, school districts or other state political subdivisions are eligible for LWCF grants. Kewaunee is, thus, an eligible applicant.

Nonprofit organizations are not eligible recipients. The grant review criteria encourage agreements with local nonprofit organizations that can reduce the cost of ongoing operation and maintenance, however.

3. Total Funding Available & Eligible Costs

The LWCF provides **up to 50%** of eligible project costs. Fifty percent of the grant amount may be paid to a local unit of government at the time of project approval if requested. All other eligible project costs are paid on a reimbursement basis.

The total funding available for the Wisconsin LWCF program depends on annual federal appropriations. Fifty percent of the annual allocation is provided to local government grants; the remaining fifty percent goes to the state. In 2023, Wisconsin's LWCF allocation was \$5 million. DNR guidance indicates that competition for available funds is very competitive and [requests typically exceed grant funds 3:1](#).

LWCF funds are [distributed regionally based](#) on population. Thirty percent of the LWCF allocation will be equally distributed to the five DNR grant regions; Kewaunee is in the Northeast region. The remaining 70% will be distributed to the regions based on population. This change was made in 2024 to distribute the LWCF funding more equally across the state.

Grants exceeding \$250,000 or acquisition projects north of State Highway 64 regardless of the amount of the grant require approval from the Legislature's Joint Committee on Finance.

Eligible costs include:

- Pre-engineering costs for development projects;
- Direct costs which are supported by time sheets, vouchers or similar documentation reflecting specific assignment to a project are eligible project costs;
- Equipment rental at rates that do not exceed the county machinery rates established annually by the department of transportation;
- Actual fringe benefits paid as part of the direct labor costs claimed; and
- Engineering or planning fees necessary to complete eligible items, which may be recovered retroactively.



Ineligible costs include:

- Construction costs incurred prior to the date of the grant award;¹
- Purchase of equipment;
- Income-generating facilities (e.g. concession buildings);
- Stand-alone maintenance facilities that do not specifically serve the grant property;
- Facilities developed on property that was acquired via condemnation;
- Donated labor, materials, land, or other activities which do not result in an actual expenditure by the sponsor and indirect costs are not allowable in the claim; and
- Buildings primarily devoted to operation and maintenance.

An applicant’s eligible and ineligible costs will be further defined during the discussions with the regional program officer.

4. *Deadlines & Timelines*

Complete grant applications must be submitted electronically to the Regional Project Manager by 11:59 pm on **May 1**. Applications are accepted annually. The time between submitting a complete application and receiving a grant contract ranges from 6 to 18 months depending on the details of each project. In other words, an application submitted in May 1, 2025, could receive funding sometime between November 1, 2025, and November 1, 2026.

DNR notes that developing an LWCF application and compiling all applicable materials and information can take several months, and recommends starting early as possible ahead of the May 1 deadline. For example, if Kewaunee were aiming to meet the May 1, 2025, deadline it is recommended to begin the application process in May 2024.

B. Aligning Kewaunee’s Priority Projects with LWCF Requirements

1. *Kewaunee’s Projects and their Multiple Benefits Align with LWCF Project Types and Priorities*

Priorities in ranking are given to projects based on the following project, activity and applicant criteria (yellow highlighted criteria likely apply to Kewaunee’s campground and Marshlands Walk projects, among others):

- **Projects which meet urban needs;**
- **Activities for the general public;**

¹ These pre-award construction costs are not eligible for reimbursement or match.

- Basic over elaborate facilities, i.e. projects that can be completed within 3 years;
- Participant over spectator facilities;
- Projects not having other public or private funds available;
- Projects where a scarcity of recreational land exists;
- Acquisition over development;
- Projects which may enhance or preserve natural beauty;
- Completion of projects already started where possible, when it has been shown those projects are sound and well conceived;
- Development, when possible, of areas previously acquired;
- Renovation of existing facilities which are in danger of being lost for public use;
- Applicants which have not received outdoor recreation funds in the past;
- Applicants which have good performance records on prior outdoor recreational projects;
- Applicants which are financially able to adequately maintain and operate the area or facility;
- Projects which are located where the greatest number of people live and work;
- Projects which offer safe, rapid and convenient access by all types of transportation modes;
- Projects which serve a wide segment of the public;
- To projects in which the resource would be lost for recreation use if not immediately acquired or developed;
- Projects which, in relation to their costs, provide access for the greatest number of potential users and provide the greatest opportunities for public outdoor recreation;
- Projects which meet needs and deficiencies identified in the statewide comprehensive outdoor recreation plan, or in the statewide plan and the comprehensive outdoor recreation plans of other units of government;
- Projects which provide multiple season, multiple activity use; and
- Projects which are designed to serve the recreation needs of elderly persons, minorities and disabled persons.

The LWCF prioritizes recreation-focused projects on waterfront properties open to the public, and focuses on preserving and enhancing natural wildlife and areas. The program is available for projects to renovate existing outdoor recreation facilities. Additional relevant eligible project types, include:

- Observation and sightseeing facilities such as overlooks, turnouts and trails;
- Boating facilities, such as launching ramps and docks;
- Picnic facilities, including tables, fireplaces, shelters and paths;
- Camping facilities, including tent and trailer sites, tables and fireplaces;



- Swimming, bathing and water sports facilities, including beaches, swimming areas and swimming pools, guard towers and bathhouses;
- Fishing and hunting facilities, such as trails and fishing piers;
- Urban recreation areas, such as neighborhood play- grounds, bicycling paths, walking or riding trails and participant sports facilities, including playing fields and tennis courts;
- Renovation or redevelopment of existing facilities or areas when the facilities or areas have received adequate and regular maintenance, yet have deteriorated to the point where their usefulness is impaired, or have become outmoded;
- Beautification of areas, e.g., landscaping to provide a more attractive environment, cleaning and restoration of areas which have been exploited, polluted, littered, etc., and screening, removal, relocation or burial of overhead wires;
- Open shelters and multipurpose shelter buildings which support an outdoor recreation activity; and
- Fences for the protection of park users, tennis court fences and ballfield fencing.

The campground and Marshlands Walk projects are directly aligned with these program purposes and priorities. The campground project will expand camping opportunities, including refreshment building with community space, includes landscaping and green stormwater infrastructure components that will address stormwater and flooding issues, and will increase connectivity to the Marshlands Walk. The Marshlands Walk project will create recreational opportunities by restoring currently closed 1,350' boardwalk and extending it by 1,500' to connect to Ahnapee State Trail, and adding migratory bird watching areas as well as access to silent sports. To improve marsh functioning and habitat, the project will remove invasive species.

These projects would generate significant community, recreational, and environmental benefits for the local Kewaunee region. The city estimates that rebuilding the boardwalk and enhancing the marsh would cost approximately \$1.75 million. However, the project could generate upwards of **\$7.2 million in present value benefits over a 30-year period.**² Thus, **the return on investment (ROI) for the project is \$2.80 in benefits per \$1 spent.** This value does not include benefits that are not easily quantified with available information, such as the educational value of school trips to the site, the value of volunteer opportunities for local residents, or the potential for high-value recreational activities on the boardwalk or Ahnapee Trail connector (e.g., horseback riding, fishing).

² Present value benefits reflect the sum of the annual benefit values over 30 years, discounted by a 3% rate to reflect the values in 2023 dollars.



Marshlands Walk Restoration Benefits	30-Year Design Life	
Benefits Quantified	Annual Value	Present Value ^a
Recreational Opportunities	\$340,400	\$6,671,200
- <i>High visitation, high value activities</i>	\$781,200	\$15,312,300
- <i>Low visitation, lower value activities</i>	\$331,300	\$6,493,200
Value of Habitat and Biodiversity	\$29,200	\$572,300
- <i>Maximum restoration activities</i>	\$58,400	\$1,144,700
- <i>Minimum restoration activities</i>	\$11,700	\$229,300
Total Quantified Benefits	\$369,600	\$7,243,500
Total Return on Investment (ROI)	\$2.80 per \$1 spent	
Benefits Not Quantified	Potential Value ^b	
Community Engagement & Volunteerism	Medium	
Education	Medium	

^a Present values calculated over 30 years discounted at 3%

^b Non-quantified benefits are assessed relative to the monetary values and the size of the impacted population

For the Kewaunee City Campground project, analysis of the recreational benefits of the project indicates that the upgraded campground could result in an additional 13,000 nights of camping at the site each year (total number of nights across all campers), which would generate \$2.2 to 3.3 million in revenues for the city over a 30-year period (2023 USD, non-discounted). The city estimates that the project will cost approximately \$2.6 million. The estimated benefits of the project amount to more than \$6.0 million over the 30-year analysis period. Thus, **the return on investment is \$1.30 in benefits for every \$1.00 spent.** This value is likely conservative because it does not include benefits that could not be easily quantified with available information, such as the value of job creation or the economic benefits associated with increased visitation from outside of the region.



Campground Restoration Benefits	30-Year Design Life	
	Annual Value	Present Value ^a
Improved Recreational Opportunities ^b	\$284,400	\$5,567,000
<i>w/ higher visitation assumptions</i>	<i>\$327,000</i>	<i>\$6,409,000</i>
<i>w/lower visitation assumptions</i>	<i>\$181,000</i>	<i>\$3,548,000</i>
Avoided Flood Damage	\$7,800	\$152,900
Improved Air Quality	\$15,600	\$140,100
Enhanced Habitat and Biodiversity	\$5,200	\$67,900
Improved Water Quality	\$2,300	\$45,100
Carbon Sequestration	\$1,300	\$30,800
Avoided Energy Costs	\$1,600	\$12,200
Total Quantified Benefits	\$318,700	\$6,011,000
Total Project Return on Investment (ROI)	\$1.30 per \$1 spent	
Benefits Not Quantified	Potential Value^c	
Job Creation	Medium	
Increased Local Economic Activity	Medium	

^a Present value is calculated over 30 years discounted at 3%

^b The increased revenues to the city associated with new campground visits is not included in the benefit cost analysis. The recreational benefits reflect users' willingness to pay to participate in recreational activities. Including increased revenues would result in double counting.

^c Benefits not quantified were assessed relative to the potential monetary values and the size of the impacted population

2. Matching Requirements

Project applicants are required to provide matching funds equal to or greater than the amount of the grant award, i.e., a **50% match**. Grant recipients may charge reasonable user fees (e.g. state park daily entrance or camping fee) to defray operation and maintenance costs. However, any income accruing from the property should be used for purposes that support the original grant contract. Income accruing to an area receiving assistance during the project period from a source other than the intended recreational use must be used to reduce the total costs of the project.

Typically, federal grants cannot be used to provide matching funds for other federal grants. Common allowable sources of matching funds include:

- Applicant funds, e.g., general funds, fee revenues, etc.;
- Financial donations from private organizations and individuals;
- Municipal labor, equipment, and materials provided by the municipal applicant; and
- In-kind donations of labor, services, materials, and equipment from private organizations and individuals.

For example, Kewaunee may be able to use a grant awarded under the [Urban Nonpoint Source & Stormwater Management Grant program](#) as matching funds for an LWCF grant. Grants awarded under the Urban Nonpoint Source & Stormwater Management Grant program are state funds.



3. Conditions Needed to Apply

There are two threshold conditions Kewaunee must meet to apply for an LWCF grant.

Recreation Plan. LWCF projects must be specified in a local adopted and approved Comprehensive Outdoor Recreation Plan (CORP), or otherwise known as a Parks and Open Space Plan. A CORP must be updated every five years.³ Kewaunee’s CORP is available [here](#) and expires in 2024. The campground and Marshlands Walk projects are included in the CORP. **To maintain eligibility, the city will need to renew the CORP prior to apply for a LWCF grant.** The project must also be consistent with the Statewide Comprehensive Outdoor Recreation Plan (SCORP) adopted by the DNR. The [SCORP](#) identifies in-county public camp sites and access to nature walks as top needs in the state. The campground and Marshlands Walk projects are thus likely well-aligned with the SCORP.

Local Project Approvals. Applicants must also have a current signed resolution (within the past 2 years) from the applicant’s governing board approving the project. The resolution must outline the governing board’s commitment of funding to complete the project by including:

- A statement that enough funds have been budgeted to complete the project;
- The name of an authorized representative designated (by title) to act on behalf of the applicant to submit an application; submit reimbursement claims along with necessary supporting documentation within 6 months of project completion date; and take necessary action to undertake, direct, and complete the approved project; and
- A statement that the applicant will comply with all local, state, and federal rules, regulations, and ordinances relating to the project and maintain the completed project in an attractive, inviting, and safe manner; will keep the facilities open to the general public during reasonable hours consistent with the type of facility; and will obtain from the DNR or the National Park Service approval in writing before any change is made in the use of the project site.

A sample resolution meeting these requirements can be found [here](#). **To apply for a LWCF grant, the Kewaunee Common Council would need to adopt an approving resolution.**

³ The CORP is not the same as the Comprehensive Plan.



C. Grant Conditions

In addition to the threshold conditions need to apply for a LWCF grant, the city will need to be willing and able to meet additional grant conditions if the grant were awarded:

- LWCF grant obligations are in perpetuity meaning that any project benefitting from LWCF assistance regardless of the amount or extent of the assistance, cannot be converted to any use other than public outdoor recreation without approval from the Department of Natural Resources and the National Park Service of the Department of the Interior (54 U.S.C. 200305(f)(3)).
- Grant recipients must have and retain legal control and oversight of the property and maintain facilities on the property supported by the grant. Transfer of ownership of property acquired or developed with a grant requires written approval from the DNR and/or applicable federal agency. Applicants are encouraged to conduct a title search as early as possible in the project and discuss any issues with a regional Project Manager.
- Reasonable entrance, service or user fees may be charged to pay for operation and maintenance costs and are subject to department review.
- Grantees must have applicable flood plain and wetlands permits, and must have adopted [model flood plain ordinances](#), as applicable.
- LWCF development grant contracts must be recorded at the Register of Deeds once project is completed. A recordable legal description is required at the time the application is submitted and is included in the grant contract.
- Grant recipients must ensure that the grant property or facility remains open to the public for outdoor recreation, consistent with provisions of the original grant contract. Recipients may place reasonable access restrictions on grant properties (e.g. closing a park during nighttime hours).
- Project signages must include placement of signs approved by DNR and the department of Interior.
- Grantees must comply with Title VI of the civil rights act of 1964, 42 USC 2000d, et seq. and with the related regulations.
- All of the iron, steel, manufactured products, and construction materials used in the project must be produced in the United States, unless subject to an approved waiver; small grant waivers possible for projects (grant plus match) totaling \$250,000 or less.
- Grantees are encouraged to take affirmative steps to ensure contracts are awarded to small and minority firms.

While these conditions do represent some “strings” attached to these federal grant funds, Kewaunee can likely readily meet each of the listed conditions. For example, Kewaunee owns and maintains the campground property, the properties are open to the public for



recreation, and flood and wetlands permits may be needed no matter the source of project funding.

D. Application Materials & Identifying Relevant Kewaunee Resources and Next Steps

The application form for the LWCF program is available on DNR’s website [here](#). To apply for a LWCF grant, Kewaunee will need a Unique Entity ID (UEI) number that can be obtained by going to www.SAM.gov. [Appendix B](#) provides details about how project proposals are ranked and provides initial cross referencing with Kewaunee materials.

The next steps for applying for a LWCF grant are to:

1. Reach out to Kewaunee’s Regional Contact Jessica Terrien (see info in Table 1);
2. Renew the city’s recreation plan;
3. Adopt a resolution approving of the campground and Marshlands Walk projects as described in the Harbor Master Plan;
4. Create a plan to submit an application by the May 1, 2025, deadline; and
5. Begin project designs.

The LWCF program is a strong fit for Kewaunee’s priority projects and presents a good opportunity for moving forward with these multi-benefit investments in community resilience.

II. Sewer Overflow and Stormwater Reuse Municipal Grants

As amended in 2018, the Sewer Overflow and Stormwater Reuse Municipal Grants Program (OSG) is intended to address infrastructure needs for combined sewer overflows (CSO), sanitary sewer overflows (SSO), and stormwater management. Congress awards grants to states, and states make sub-awards to eligible entities and projects. States are required to provide a 20% match to the federal grant award. The sections below provide an overview the OSG program, conditions needed to apply for OSG grants, requirements and pathways for matching funds, and links to grant application materials.

A. Overview

1. Admin Agency & Contact

The Wisconsin Department of Natural Resources administers the state’s [OSG program](#). The relevant contacts and how to reach them are included in Table 2.



Table 2 – OSG Contacts

Statewide Contact	Regional Contact
Corinne Johnson, Grant Program Manager Email: Corinne.Johnson@wisconsin.gov Phone: (608) 720-0120	Jessiah Bennett, Water Resources Management Specialist Email: Jessiah.Bennett@wisconsin.gov Phone: (414) 458-0448

Potential applicants are encouraged to reach out to DNR staff for support navigating the application process.

2. Kewaunee is an Eligible Applicant

Municipalities and municipal entities are eligible for OSG grants. Kewaunee is, thus, and eligible applicant.

3. Total Funding Available & Eligible Costs

The OSG program provides **up to 55%** of eligible project costs. Eligible costs include:

- Planning and design; and
- Construction.

Ineligible costs include:

- Operations and maintenance;
- Staff salaries; and
- Usual operating expenses.

The total funding available for the Wisconsin OSG program depends on annual federal appropriations. Wisconsin receives 1.8 percent of the annual federal appropriation. In 2023, Wisconsin’s federal allocation totaled \$890,000; the 2022 federal allocation for Wisconsin was \$772,000. Including the state’s 20% matching funds, as of 2024, the available program dollars total nearly \$2 million. State fiscal year 2023 was the first year DNR implemented this grant, and the program is still under development.

4. Deadlines & Timelines

DNR has aligned the OSG program deadlines with the [Urban Nonpoint Source & Storm Water Management Grant](#). Accordingly, OSG grant applications are due by **April 15** of the calendar year prior to the awarded grant start year and are accepted only in odd years. For example, for a grant award in 2026 the application deadline would be April 15, 2025.



B. Aligning Kewaunee’s Priority Projects with OSG Requirements

1. *Kewaunee’s Projects and their Multiple Benefits Align with OSG Project Types and Priorities*

The OSG program funds projects that fall under three general categories: 1) combined sewer overflow correction, 2) sanitary sewer overflow correction, and 3) stormwater and subsurface drainage water. For the stormwater category eligible projects include planning, design, and construction of treatment works to intercept, transport, control, treat, or reuse stormwater.

OSG program guidelines prioritize investments projects in rural and/or financially distressed communities and in green infrastructure. **At least 25% of the program funds must be awarded to rural and/or financially distressed communities.** For purposes of the OSG program, rural communities are those with less than 10,000 residents and financially distressed communities are those that have small populations, low household income, high poverty rates, expected population loss, and high unemployment.⁴ **With a population of 2,837, median household income of \$64,643, and some unemployment and population loss, Kewaunee may qualify as a financially distressed community.**

In addition, at least **20% of the funds must be awarded to green infrastructure.** Eligible GSI projects include rainwater harvesting collection, storage, management, and distribution systems, infiltration basins, constructed wetlands, bioretention/bioswales, and shoreline creation, protection, and restoration. **The campground and Marshlands Walk projects are directly aligned with these program purposes and priorities.**

2. *Matching Requirements*

Projects funded by OSG grants may be required to provide a 45-50% match from non-federal funds. Potential sources of matching funds include:

- State grants
- Private contributions for businesses or non-profits
- In-kind services
- CWSRF loan dollars that qualify as “non-federal.”

In Wisconsin, matching requirements can likely be met with a grant from the Urban Nonpoint Source & Storm Water Management Grant because those grants are funded with

⁴ https://dnr.wisconsin.gov/sites/default/files/topic/Aid/loans/intendedUsePlan/CWFP_SFY2024_IUP.pdf



State bond revenue. (See details below.) By pooling these grants, a recipient could potentially receive 100% of project funding through grants.

Further, OSG grant recipients that qualify as rural or disadvantaged communities may not be required to provide cost-share. Those matching funds must be from another source. And the percent cost-share, i.e., match, should be reduced when awarded to rural or disadvantaged communities.

Given that the Wisconsin program is still being developed, details about the match percentage and sources should be discussed with DNR staff.

3. Conditions Needed to Apply

There do not appear to be any specific additional conditions needed to apply for an OSG grant beyond the baseline eligibilities. To confirm any additional conditions, its recommended Kewaunee reach out to the grant administrators listed in Table 2.

C. Grant Conditions

As a federal grant administered by the state, OSG grant recipients may need to comply with federal procurement and labor rules, including, e.g., American Iron and Steel and Build, America, Buy America requirements and Davis-Bacon wage rules.

In addition, projects funded with OSG grants must be completed within four years of the grant award. For example, if Kewaunee received an OSG grant awarded in 2026, the funded project would need to be completed by 2030.

D. Application Materials & Identifying Relevant Kewaunee Resources and Next Steps

The application form for the OSG program is available on DNR's website [here](#). The OSG application process is the same as the Urban Nonpoint Source & Storm Water Management Grant program. In other words, these programs have the same application.

The next steps for applying for an OSG grant are to:

1. Reach out to Kewaunee's Regional Contact Jessiah Bennett (see info in Table 2), and discuss, in particular, Kewaunee's eligibility as a rural and/or disadvantaged community;
2. Review the application form to identify needed project information and cost information;
3. Create a plan to submit an application by the April 15, 2025, deadline.



The OSG program is a good fit for Kewaunee’s priority projects and the application timeline should provide sufficient time for needed pre-planning and design work to ensure the projects are ready to proceed. OSG grants are also a potential source of planning and design funding to kick-start project implementation.

III. Urban Nonpoint Source & Storm Water Management Grant

Funded by state bonds, the [Urban Nonpoint Source & Storm Water Management Grant Program](#) (Urban Stormwater Grant) offers competitive grants to local governments to reimburse these entities for the costs of planning or building projects to control urban nonpoint source and storm water runoff pollution. The sections below provide an overview of the program, conditions needed to apply for these stormwater-related grants, requirements and pathways for matching funds, and links to grant application materials.

A. Overview

The Urban Stormwater Grant program provides funding for projects that control stormwater to improve water quality in urban environments, particularly for priority pollutants that contribute to surface water impairments. [Highest priority](#) for funding is given to projects that implement performance standards and prohibitions contained in ch. NR 151, Wis. Adm. Code, and/or that address waterbodies in an EPA-Approved TMDL (Total Maximum Daily Load). The details of the Urban Stormwater Grant program are outlined below.

1. *Admin Agency & Contact*

The Wisconsin Department of Natural Resources administers the [Urban Stormwater Grant](#) program. The relevant contacts and how to reach them are included in Table 3.

Table 3 – Urban Stormwater Contacts

Statewide Contact	Regional Contact
Corinne Johnson, Nonpoint Source Program Grant Manager Email: Corinne.Johnson@Wisconsin.gov Phone: (608) 720-0120	Erin Hanson , Water Resources Management Specialist, Nonpoint Source, Regional Coordinator Email: erine.hanson@wisconsin.gov Phone: (920) 360-7845

Applicants to the Urban Stormwater Grant program must contact their Regional Contact prior to apply for a grant; being in touch with the Regional Contact is a fundamental eligibility requirement. DNR also notes in the [application instructions](#) that simply sending



an email or leaving a voicemail will not meet this requirement. Applicants must actively engage with the Regional Contact.

Further, applicants who are not MS4 permittees, such as Kewaunee, should be sure to notify the Regional Contact that they are not permittees. This will help the Regional Contact and applicant identify “implementation multipliers,” i.e., ways to improve the chances of receiving an Urban Stormwater Grant such as by implementing projects that involve stormwater infiltration via green infrastructure.

2. Kewaunee is an Eligible Applicant

Cities, villages, towns, counties, regional planning commissions, tribal governments and special purpose lake, sewage or sanitary districts are eligible for Urban Stormwater Grants. Local government applicants must have either jurisdiction over the project area or be required to control storm water discharge with an inter-governmental agreement between the municipality and DNR. Kewaunee is a city responsibility for managing stormwater in the campground areas, and is, thus, an eligible applicant.

In addition, projects must be in an urban area. Urban areas include jurisdictions with a population density of 1,000 or more persons per square mile or an area with commercial land use. Commercial land use includes:

- strip commercial, office parks, shopping centers and downtown commercial; and/or
- governmental, institutional, transportation and recreational land uses that contain source areas generating an above-average amount of rainfall runoff volumes and/or pollutant loads, such as parking lots, streets, storage areas, or large landscaped areas.

Kewaunee likely cannot meet the density threshold to qualify as an urban area. The campground project can likely qualify as a commercial land use, however. The campground is a governmental recreational land use area that contains areas that generate significant stormwater runoff and/or pollutant loads. Accordingly, so long as Kewaunee can demonstrate that the campground is a commercial land use Kewaunee is eligible to apply for an Urban Stormwater Grant.

To the extent Kewaunee applies to the Urban Stormwater Grant program for a construction grant, construction projects must be in an “existing” urban area, meaning an area with urban development in existence on or before October 1, 2004. So long as the campground opened before October 2024, it should meet this “existing” urban area requirement.



3. Total Funding & Eligible Costs

Urban Stormwater Grants can cover [up to 50% of total eligible project costs](#). Total grant funds cannot exceed \$150,000 for construction and engineering. Total grant funds cannot exceed \$85,000 for planning grants. Applicants are encouraged to apply for funding below the allowable maximum by leveraging multiple funding sources; applications requesting funds below the maximum will receive additional points in the scoring process.

Portions of the project costs not covered by an Urban Stormwater Grant may be eligible for a subsidized interest rate loan under DNR's OSG program, the Clean Water Program Fund, or the Small Loan Program.

Eligible costs include:

- Planning and design;
- Stormwater best management practice implementation; and
- Construction.

Design costs incurred before a grant application may be reimbursable so long as they meet the requirements of [NR 154](#). And planning grants can be used to pay for a variety of planning activities such as stormwater management planning for existing or new development, related information and education activities, or ordinance and utility district development and enforcement. Additional details about eligible costs by BMP type can be found [here](#).

Ineligible costs include construction costs incurred prior to the grant application.

4. Deadlines & Timelines

DNR accepts Urban Stormwater Grant applications for planning and construction in alternating years. For the [2025-2026 funding cycle](#), DNR is accepting planning grants. Applications are due annually on April 15. For planning grants for projects to be in 2026, the deadline is **April 15, 2025**. This is the same deadline (and application process) as the OSG program.

DNR notifies applicants of their application status in the fall. In other words, if Kewaunee applies in April 2025, they will know whether they are receiving a grant in September/October 2025.

If a grant is awarded, the project start date is the following January, i.e., January 1, 2026. Projects must be completed within two years of the start date, or January 1, 2028.



These timelines are dependent on the adoption of state or federal budgets. Delays in those processes can delay this timetable.

B. Aligning Kewaunee’s Priority Projects with Urban Stormwater Grant Requirements

1. *Kewaunee’s Projects and their Multiple Benefits Align with Urban Stormwater Grant Project Types and Priorities*

The Urban Stormwater Program funds projects that improve water quality by controlling urban stormwater runoff, including nonpoint source pollution. The program funds stormwater BMPs such as:

- wet detention basins;
- infiltration basins;
- streambank stabilization; and
- high- efficiency street sweepers.

Generally, BMPs are eligible when they are designed to meet the stormwater technical standards set out in [subchapter V of ch. NR 151](#). All BMPs must be approved by DNR before construction begins, and all BMP designs must be approved by the Regional Stormwater Engineer based on:

- Consistency with applicable technical standards developed under [DNR regulations](#);
- Adequacy of pollutant control to protect surface water, groundwater, and wetland resources in accordance with the objectives of a watershed plan;
- Consistency with water quality provisions of DNR-approved plans, such a priority watershed or lake plans, integrated resource management plans, remedial action plans or wellhead protection plans or with existing local storm water management ordinances or plans that meet minimum DNR requirements;
- Structural integrity of the design;
- Aesthetics;
- The degree to which other environmental considerations are integrated in the proposal;
- The adequacy of the provisions for long-term maintenance of the structural practice; and
- Other pertinent factors.

The DNR does not fund urban stormwater management practice located in a navigable water or wetland.

Other criteria DNR will use to evaluate grant applications and proposed projects include:



- Estimated cost per pound of pollutant load removal demonstrating the project is cost-effective;
- Demonstrated basis for why the project is a reasonable approach to achieving the desired benefits and objectives;
- Pollutants addressed by the project are priority pollutants and water quality goals for the state, e.g., reduction in TSS, reduction in phosphorous, and/or shoreline/streambank restoration;
- Public outreach and community input has already been gathered to inform the project development;
- Details on how the project will benefit the community; and
- Project implementation will advance a current locally approved resource management plan.

The campground project is directly aligned with these program purposes and priorities.

The campground project will include 3,000 square feet of bioswales and 1,000 square feet of stormwater retention/rain garden features that will address stormwater pollution. To the extent these stormwater BMPs reduce total suspended solids and/or phosphorous pollution, or other priority pollutants for this watershed, Kewaunee can likely demonstrate the project will meet state priorities. Because the campground improvements are included in the updated Harbor Master Plan, the city will be able to show that implementing the project will advance current adopted local plans. The city will also be able to show that the project was developed with significant community input since the Harbor Master Plan development included robust stakeholder engagement. This engagement included the two-day Design Charrette and input provided on potential projects.

Further, Kewaunee will be able to make a strong case that the campground project will benefit the community. Expected economic and community benefits include 13,000 additional visitors with an annual value of nearly \$300,000, improved water quality with a value of nearly \$150,000 annually, and improved public health with an annual value of \$12,000. With these benefits and the potential project cost, the city will be able to show that the project is cost effective. The estimated benefit to cost ratio is 3:1.

The Marshlands Walk project is likely not eligible for an Urban Stormwater Grant, however. The Marshlands Walk is located in a designated wetland. This program does not fund projects located in wetlands.

Still, this grant can be paired with other grants to provide funding coverage for both projects. Improvements to the campground alone will result in the reduction of future flooding and costs associated with flood damage and impaired water quality. Additionally, GSI features can make the campground more attractive to visitors resulting in improved recreational opportunities. Plans include installing rain gardens, bioswales, and vegetation

around the tent and RV sites. These GSI facilities would generate the following benefits:

- **Reduced Flood Risk:** Installing bioswales and rain gardens, planting trees, and removing impermeable surfaces reduces the likelihood of future flooding. The Campground was significantly damaged in a large storm in 2020 and remains partially unusable; ongoing low-level flooding is expected to occur every 15 years. Planned GSI installations would eliminate the need for future repairs at a cost of approximately \$117,000 each flood cycle. These avoided costs have a present value of \$152,900 over the 30-year assessment period.
- **Social Value of Habitat and Biodiversity:** Vegetation planted to manage stormwater runoff creates additional habitat. Based on a meta-analysis of household willingness to pay for habitat creation, and the residential population within a 30-mile radius of the project site, this project could provide a benefit of approximately \$68,000 over a 30-year period.
- **Air Quality and Carbon Sequestration Benefits:** An estimated 68 trees planted around the campground are projected to capture 0.2 metric tons of hazardous air pollutants and sequester 21 metric tons of carbon annually at full growth. Reduction in air pollution would avoid approximately \$140,000 of human health costs over the project's life. The carbon sequestration has a present value of \$30,800 based on the social cost of carbon.
- **Water Quality Improvements:** By capturing stormwater runoff from the adjacent roadways and parking lots, GSI practices reduce polluted stormwater runoff into the marina. Based on willingness to pay for water quality improvements for swimmers at the campground, this benefit is estimated to have a total present value of \$40,200.
- **Reduced Energy Use:** The cooling effect of trees and vegetation plantings planned as part of the Campground renovation is expected to reduce energy use at the RV sites. These energy savings have an estimated present value of \$15,400 over 30 years.

2. Matching Requirements

The matching requirement, i.e., “local-share,” can vary. Generally, however, grant recipients are expected to **provide a 50% match**.

Matching funds can be provided from a number of sources, including [OSG grants](#). The grant guidelines do not specify whether the local share can be met with in-kind contributions; that question should be addressed to the Regional Contact.



But certain governmental funds may not be used to fulfill the local-share requirement, including funds from the DNR’s Targeted Runoff Management Program, Municipal Flood Control and Riparian Restoration program, and the Department of Agriculture, Trade and Consumer Protection Soil and Water Management Grant program.

3. Conditions Needed to Apply

There are six threshold conditions Kewaunee must meet to apply for an Urban Stormwater Grant.

Drainage Area. The BMP drainage area must be delineated and the location of the BMP(s) must be shown on an aerial photo from 2004 or newer. The percent of the existing urban area that will be served by the BMP must also be determined.

Governmental Responsibility Resolutions. Applicants must adopt a Governmental Responsibility Resolution designating which Responsible Government Official is authorized to submit the application and subsequent required forms, as well as budget documents. The template form for this resolution is [here](#) (see Attachment K).

Local Performance Standard Ordinance. Applicants must have in place local ordinances consistent with the performance standards of s. NR 151.11 and s. NR 151.12 for construction and post-construction administration and enforcement of erosion and runoff controls at the time the application is submitted.

Project Site Ownership/Control. Applicants must demonstrate that they own or control the project site.

Project Budget Adopted. When an application is made, the applicant should have an adopted budget that includes the proposed project. The time period covered by the adopted budget and budget line appropriated for the project local share must be apparent from the documentation. A budget request will not meet this requirement. However, the DNR recognizes that this application is due prior to when most local governments adopt their budgets and not meeting this requirement will not disqualify an application.

Capital Improvement Plan Adopted. When an application is made, the applicant must have an adopted Capital Improvement Plan that includes the project. The time period covered by the CIP should coincide, at least in part, to the time period of grant award.



C. Grant Conditions

In addition to the threshold conditions need to apply for an Urban Stormwater Grant, the city will need to be willing and able to meet additional grant conditions if the grant were awarded:

- The state can only provide cost sharing for the water quality portion of a BMP designed to control runoff from existing development. Projects solely focused on new development, or to solve drainage and flooding problems, are not eligible. Cost-share allocations will be prorated for projects that combine eligible and ineligible components.
- DNR will require that grantees submit an Environmental Hazards Assessment Form ([DNR Form 1800-001](#)) for any project that involves excavation.
- Grantees are required to submit evidence in a timely manner that they have budgeted for the local share. The DNR will not award a grant without this confirmation.
- Grantees are required to submit Professional Service Agreement(s) for all activities that they will request cost-share reimbursement under the grant to DNR for review and approval.
- Engineering plans and specifications for all practices for which reimbursement will be request must be provided to DNR for review and approval before beginning construction.
- Grantees will be required to submit a Final Report using the DNR’s BMP Implementation Tracking System summarizing the results of the project, including before and after photos.

While these conditions do represent some “strings” attached to these federal grant funds, Kewaunee can likely readily meet each of the listed conditions.

D. Application Materials & Identifying Relevant Kewaunee Resources and Next Steps

The application form for the Urban Stormwater Grant program is available on DNR’s website [here](#) (Form 8700-299). The application instructions are available [here](#), and provide details about project ranking and scoring.

The next steps for applying for an Urban Stormwater Grant are to:

1. Reach out to Kewaunee’s Regional Contact Erin Hanson (see info in Table 3);
2. Ensure the campground project is included in Kewaunee’s Capital Improvement Plan and budget;
3. Ensure Kewaunee has the required performance standards ordinances in place;
4. Begin the process for adopting a [Governmental Responsibility Resolution](#); and



5. Create a plan to submit an application by the April 15, 2025, deadline.

The Urban Stormwater Grant program is a good fit for Kewaunee’s priority projects and the application timeline aligns well with the city’s needs for project planning funds—the grants for 2026 will be planning grants. Once Kewaunee is in the pipeline, the construction grant application process may be more streamlined, which is another benefit of this program.

Appendix A – List of LWCF Application Requirements

ACQ. PROJECT	DEV. PROJECT	REQUIRED APPLICATION DOCUMENTS	
<input type="checkbox"/>	<input type="checkbox"/>	1	Grant Application (Form 8700-191) – Must be Signed by Project Applicant
<input type="checkbox"/>	<input type="checkbox"/>	2	Response to Ranking Questions & Criteria (Form 8700-338) and required documentation
<input type="checkbox"/>	<input type="checkbox"/>	3	Grant Applicant Governing Board Resolution supporting the project and approval of budgeted matching funds. Refer to a sample resolution template found at Local units of government application process Wisconsin DNR in the application tab.
<input type="checkbox"/>	<input type="checkbox"/>	4	Project Location Map
<input type="checkbox"/>	<input type="checkbox"/>	5	Project Boundary Map
<input type="checkbox"/>	<input type="checkbox"/>	6	USGS TopoQuad Map of project area – https://dnr.wisconsin.gov/topic/SurfaceWater/swdv . Contact regional project manager for assistance.
		7	Aerial photo map
<input type="checkbox"/>	<input type="checkbox"/>	8	Recordable Legal Description and GPS Coordinates
<input type="checkbox"/>	<input type="checkbox"/>	9	Environmental Hazards Assessment Form (Form 1800-001)
<input type="checkbox"/>	<input type="checkbox"/>	10	Cost Estimate Worksheet (Form 8700-014)
<input type="checkbox"/>	<input type="checkbox"/>	11	Estimated Construction/Acquisition Timeline
<input type="checkbox"/>	<input type="checkbox"/>	12	Site Plan (<i>for Development Projects: show facilities to be constructed with grant assistance; for Acquisition Projects: identify planned trails or facilities</i>)
<input type="checkbox"/>	<input type="checkbox"/>	13	Remediation Plan and (if available) signed DNR Final Close-out Letter (<i>applicable only to projects with brownfields</i>)
<input type="checkbox"/>	<input type="checkbox"/>	14	Copy of related Grant Application and/or Grant Agreement (<i>applicable only if applicant is proposing a grant as all or part of their local match</i>)
<input type="checkbox"/>	<input type="checkbox"/>	15	Public Access & Acceptable Uses Form (Form 8700-322)
<input type="checkbox"/>	N/A	16	Appraisal (<i>applicable to all acquisition projects and development projects that propose land donations as match</i>)
<input type="checkbox"/>		17	Offer to Purchase (<i>if available</i>)
<input type="checkbox"/>		18	Relocation Plan (<i>if applicable</i>)
<input type="checkbox"/>		19	Copy of Seller's Deed (<i>applicable only if seller has owned property for less than three years</i>)
<input type="checkbox"/>		20	If acquisition is located outside of the applicant's jurisdiction, a resolution is required from the jurisdiction where the property is located
<input type="checkbox"/>		21	Land Management Plan
<input type="checkbox"/>		22	Agricultural Resource Impact Determination document from DATCP (<i>applicable only to acquisition projects with agricultural activity on the property</i>)
N/A	<input type="checkbox"/>	23	Copy of Warranty Deed, Draft or Final Easement, Land Use Agreement, or Lease Document
	<input type="checkbox"/>	24	Required permits, if available
N/A	<input type="checkbox"/>	25	Map showing the proposed project relative to the related larger trail system (<i>for RTP trail projects only; map should identify roads and bridges</i>)
<input type="checkbox"/>	<input type="checkbox"/>	26	Comprehensive Outdoor Recreation Plan (CORP) – provide a link to the CORP and the location of relevant information and data supporting this project.

Appendix B – LWCF Ranking Matrix & Applicable Kewaunee Resources

Application Section	Ranking Question, Question Details and Documentation Notes	Ranking Points	Relevant Kewaunee Resource
Section A1 (CORP)	<ul style="list-style-type: none"> Is the project identified in a Comprehensive Outdoor Recreation Plan approved by the applicant or the County where the applicant resides? Does the project support a goal identified in an approved Comprehensive Outdoor Recreation Plan? 	N/A	<p>Kewaunee CORP, i.e. Recreation Plan, to be updated</p> <p>Pages 50-57 of current, approved Wisconsin Comprehensive Outdoor Recreation Plan</p>
Section A3 (OWNERSHIP)	<ul style="list-style-type: none"> The applicant has the legal right to construct the proposed project and meet post-grant compliance requirements 	N/A	<p>Deed, lease, easements and other proof of ownership of the campground</p> <p>Deed, lease, easements and other proof of ownership of the Marshlands Walk</p>
Section B4 (GREEN TIER)	<ul style="list-style-type: none"> The applicant is a designated Green Tier Legacy community or part of another Green Tier Charter 	0.1	<p>Kewaunee can become a Green Tier Legacy Community here</p> <p>DNR Contact: Jennifer Feyerherm, Environmental Assistance Coordinator 608-287-4175</p>
Section B6 (SAFE ACCESS)	<ul style="list-style-type: none"> Users have an existing opportunity for safe and legal parking and access to the project site or the proposed project will significantly improve safe and legal access to the site 	0.1	Information about campground and Marshlands Walk parking access

Application Section	Ranking Question, Question Details and Documentation Notes	Ranking Points	Relevant Kewaunee Resource
Section B7 (RURAL PROSPERITY INITIATIVE)	<ul style="list-style-type: none"> The project area is located in a rural city, village, town or township of less than 2,500 residents 	1	Based on the 2020 census Kewaunee has 2,837 residents
Section B10 (PRIOR GRANT APPLICATIONS)	<ul style="list-style-type: none"> Applicant has successfully completed and closed all previous Stewardship Local Assistance, LWCF, or RTP grants Applicant did not receive a Stewardship Local Assistance, LWCF, or RTP grant in application years 2019-2023 (FY 2020-2024) 	2 (1 pt each)	To be determined
Section B11 (SUSTAINABILITY & CLIMATE RESILIENCE)	<ul style="list-style-type: none"> Project will use sustainable and green infrastructure practices and products in both development and acquisition projects Applicant will take steps to <ul style="list-style-type: none"> Reduce Contributors to Climate Change, or Improve Water Quality 	1	<p>Kewaunee multiple benefits analysis of flood risk reduction, improved water quality, energy savings, improved habitat, carbon sequestration, improved air quality,</p> <p>Documentation regarding the extent to which proposed practices or products are above-and-beyond existing requirements</p>
Section B12 (ACCESS TO ADD'L OUTDOOR RECREATION)	<ul style="list-style-type: none"> The proposed project provides access to other existing developed facilities, such as campground, fishing pier, local park, etc. 	1	Project description detailing interconnectedness of the campground improvements and the Marshlands Walk rehabilitation and expansion

Application Section	Ranking Question, Question Details and Documentation Notes	Ranking Points	Relevant Kewaunee Resource
			Details on Marshlands Walk connectedness to the Ahnapee trail
Section C15 (NATURAL HERITAGE INVENTORY)	<ul style="list-style-type: none"> Development plans that identify the NHI resource on or near the project site, and how the applicant will enhance and protect these resources 	1	Access the NHI public portal here
Section C16 (UNIQUE NATURAL FEATURES)	<ul style="list-style-type: none"> The proposed project includes development of recreational opportunities that support unique natural features and/or scenic highways 	1	<p>Project description detailing the specific unique natural features being protected or enhanced</p> <p>Kewaunee benefits analysis of improved habitat, flood risk reduction, and improved water quality</p>
Section C18 (URBAN POPULATIONS)	<ul style="list-style-type: none"> The project includes land acquisition or development of a property in a designated urbanized area or project site is located outside of, but primarily serves, a designated urbanized area 	1	Kewaunee is identified as an urbanized area; see page 32 of 2024 Grant Guidelines
Section C19 (DIVERSITY OF USERS)	<ul style="list-style-type: none"> The project is intended to serve specific diverse populations (e.g. elderly, minority, disabled, low-income). Describe the intended users and how they will benefit from this project 	2	<p>Project description detailing accessibility for elderly and/or disabled users to the campground and the Marshlands Walk</p> <p>Kewaunee benefits analysis related to</p>

Application Section	Ranking Question, Question Details and Documentation Notes	Ranking Points	Relevant Kewaunee Resource
			increased educational opportunities and accessibility to students
Section C24 (PROJECT CONTIUIITY)	<ul style="list-style-type: none"> Applicant has already acquired or developed some eligible facilities for the project without grant assistance 	1	Provide narrative description of acquisition and/or facilities being developed, including type of funding used
Section C26 (PROJECT TIMELINE)	<ul style="list-style-type: none"> The project can be completed prior to June 30, 2027 Design work is at 30% or more Ch. 30 and/or 31 required permit application(s) have been submitted. 	3 (1 pt each)	<p>Project timeline and engineering plans approved by public works department showing 30% design completed</p> <p>Kewaunee may apply on any May 1 deadline and achieve points by completing the project within 3 years of the application date</p> <p>The Harbor Master Plan unlikely to meet this requirement</p>
Section C29 (RESTORATION / RENOVATION OF RECREATIONAL FACILITIES)	<ul style="list-style-type: none"> The project will specifically provide for the renovation or replacement of outdoor recreation facilities that are in danger of being lost for public use or updating the existing facilities to meet current Americans with Disabilities Act requirements 	3 (2 pt, 1 pt)	Kewaunee benefits analysis of increased campground and Marshland Walk users

Application Section	Ranking Question, Question Details and Documentation Notes	Ranking Points	Relevant Kewaunee Resource
	<ul style="list-style-type: none"> The project was previously funded with LWCF funding 		
Section C31 (ELIGIBLE RECREATIONAL USES)	<ul style="list-style-type: none"> Explain the number of eligible recreational uses for facilities within the project scope of work, including Nature Based Outdoor Recreation, e.g.,: <ul style="list-style-type: none"> picnic facilities trails water access pedestrian, bike, and cross-country ski access camping habitat restoration community gardens sports and playfields swimming pools splash pads skating/hockey rinks downhill ski facilities Explain use of project facility/facilities in winter <i>AND</i> summer seasons, if applicable 	3	Harbor Master Plan project descriptions Kewaunee benefits analysis demonstrating increased habitat and recreation, as well as expected increased facilities usage
Section E42 (WISCONSIN'S STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN)	<ul style="list-style-type: none"> Wisconsin's SCORP has identified five goals for outdoor recreation. Explain how your project application supports one or more of these priorities: <ul style="list-style-type: none"> Boost participation in outdoor recreation Grow partnerships Provide high-quality experiences Improve data to enhance visitor experiences and benefits Enhance funding and financial stability 	N/A	Harbor Master Plan project descriptions Kewaunee benefits analysis demonstrating increased recreation and expected increased facilities usage, as well as info on increased revenues and economic impacts of the investments

Application Section	Ranking Question, Question Details and Documentation Notes	Ranking Points	Relevant Kewaunee Resource
Section E43 (PROXIMITY OF RECREATION OPPORTUNITY)	<ul style="list-style-type: none"> Explain how the project provides recreation land where a scarcity of recreation opportunities exists 	1	Harbor Master Plan Map of nearby recreational facilities demonstrating campground and Marshlands Walk provide recreation in an area that would not otherwise have those opportunities
Section E44 (ALTERNATIVE ACCESS FOR TRANSPORTATION TO THE PROJECT SITE)	<ul style="list-style-type: none"> The project site will be accessible by an off-road trail The project site is on a mass public transportation route (e.g., bus, train) 	2 (1 pt each)	Map demonstrating campground will be accessible by Anhapee Trail and Marshlands Walk Applicable bus / public transit routes, if any
Section E45 (IMMEDIATE NEED FOR THE PROJECT)	<ul style="list-style-type: none"> Please explain any threats to losing recreational use of the property or facility if not immediately developed 	1	Harbor Master Plan Waterfront Plan



Appendix 2 – Funding Matrix

Program Name	Agency	Application Deadline	Max Funding	Program Priorities Aligned with Kewaunee Priorities					
				Water Quality Improvements	Improved Connectivity	Economic Development	Shoreline Resilience	Increased Recreation	Flooding Mitigation
Land and Water Conservation Fund	Wisconsin Department of Natural Resources	May 1 (annually)	None; Available funds vary	✓	✓	✓	✓	✓	✓
Sewer Overflow and Stormwater Reuse Municipal Grants	Wisconsin Department of Natural Resources	April 15 (annually)	None; Available funds vary	✓			✓		
Urban Nonpoint Source & Stormwater Management Grant	Wisconsin Department of Natural Resources	April 15 (annually)	\$150,000 (construction) \$85,000 (planning)	✓			✓		



	Alignment with Eligibility & Grant Requirements		
Project	Land and Water Conservation Fund	Sewer Overflow and Stormwater Reuse Municipal Grants	Urban Nonpoint Source & Stormwater Management Grant
Campground	Strong	Good	Fair
Marshlands Walk	Strong	Good	Poor



Appendix 3 – Funding Timeline

