

Tribune Building Funding

The Tribune Building will be funded by a combination of public, private and philanthropic contributions. To secure the approximately \$14 million in funding needed to realize the Tribune, Incourage is seeking grants, donations, and low-cost debt from a variety of sources. As of April 2017, fund development goals and commitments include:

Local individuals and businesses \$1,000,000 - \$2,000,000

- To date, local donors, including Incourage donor advised fund holders, have contributed over \$330,000 toward the goal. Some have also expressed interest in co-investing directly in Tribune enterprises as a co-owner. Through its unrestricted funds, Incourage has contributed over \$1.5M in pre-development funding to advance building design, acquisition and remediation.

National and regional institutions and individuals \$3,000,000 - \$5,000,000

- \$400,000 received from ArtPlace America, a collaboration of national foundations, federal agencies and financial institutions, to support creative placemaking efforts including rooftop, exterior landscape and interior storytelling.
- Discussions underway with institutions who have supported Incourage in the past, as well as newer potential partners interested in entrepreneurial development, workforce development, rural revitalization, sustainable development and civic engagement.

Public funding, including state and federal \$3,000,000 - \$7,000,000

- \$472,000 grant received from Wisconsin Economic Development Corporation to support renovation of the Tribune site.
- Discussions underway with a range of state and federal agencies seeking impact in rural communities in Wisconsin and nationally.

Incourage seeks grants and contributions to ensure a financing structure that best supports the Tribune's catalytic economic, environmental and civic goals for the long-term. After an initial ramp up period, the Tribune expects to generate cash flow to service modest debt through a combination of rents and profit-sharing with co-located enterprises.

To donate, visit TribuneBuilding.org/give.

