



*** All present are expected to conduct themselves in accordance with our City's Core Values ***

OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Meeting: Economic Development Committee
Date/Time: Tuesday, August 2, 2022 at **5:15 p.m.**
Location: City Hall, Council Chambers

Members: Sarah Watson (C), Chad Henke (VC), Lisa Rasmussen, Tom Kilian, and Carol Lukens

AGENDA ITEMS FOR CONSIDERATION

(All items listed may be acted upon)

1. Approval of Minutes from 7/5/22
2. Discussion and possible action approving Commercial Rehabilitation Loan Funds for 108 N 2nd Avenue (Stratz)
3. Discussion and possible action approving assumption of TIF loan from Wausau World Market to Four Star Market (Stratz)
4. Discussion and possible action approving Third Amendment to Riverlife Condos Development Agreement (Brodek, Atty. Opperman, Viegut)
5. Presentations on Riverlife RFP Responses (Fifrick, Brodek, representatives from J. Jeffers and S.C. Swiderski)
6. **CLOSED SESSION** pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session: relating to review and recommendation of Riverlife RFP responses
7. **RECONVENE** into Open Session to take action on Closed Session Items, if necessary
8. Adjourn

It is likely that members of, and a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau will be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

This Notice was posted at City Hall and emailed to the Media on 7/28/22

Members of the public who do not wish to appear in person may view the meeting live on Channel 981 of Cable TV or the City of Wausau Meetings YouTube Channel at <https://tinyurl.com/WausauCityCouncil> (go to playlist and choose the meeting playlist desired). Any person wishing to offer public comment who does not appear in person to do so, may email liz.brodek@ci.wausau.wi.us with "EDC public comment" in the subject line by 4:30 p.m. on the meeting day. All public comments received, either by email or in person, if agendized, will be limited to items on the agenda only. Messages related to agenda items received by 4:30 p.m. on the meeting day will be provided to the Committee Chair.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261-6590 or ADAServices@ci.wausau.wi.us to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event, the City of Wausau will make a good faith effort to accommodate your request.

Other Distribution: Media, Alderpersons, Mayor, City Departments

MINUTES

Economic Development Committee Meeting

Tuesday, July 5, 2022, at 5:15 P.M. | Watson at 5:15 P.M.

In Attendance

Members Present: Sarah Watson, Lisa Rasmussen, Chad Henke, Tom Kilian, Carol Lukens

Others Present: Liz Brodek, Randy Fifrick, Tammy Stratz, Alder Doug Diny, Alder Gary Gisselman, Alder Lou Larson, Alder Dawn Herbst

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner.

Agenda Item 1 – Approval of Minutes from 6/5/22

Lukens motioned to approve minutes from 6/5/22, seconded by Henke. PASSED 5-0.

Agenda Item 2 – Discussion and possible action on Deed Restrictions on 180 E Wausau Ave. (Fifrick)

Fifrick explained deed restrictions were developed for this property to protect the City's interests and ensure Asch Properties will move forward with implementing the improvements they've proposed. Fifrick noted the deed restrictions state Asch Properties will take occupancy within one year allowing additional time to navigate the necessary building improvements and current supply chain issues. Fifrick also noted the deed restrictions allows the City the option to repurchase the property for the price paid by the Grantee plus the cost of any structural improvements made. Fifrick stated reimbursement of structural costs (if the City bought back the property) would be beneficial to the city because it would increase property value and beneficial to a future developer because they wouldn't incur expenses for structural issues.

Rasmussen motioned to approve, seconded by Lukens. PASSED 5-0.

Agenda Item 3 – Discussion and possible action on Fifth Amendment to Entrepreneurial and Education Center (EEC) Development Agreement (Fifrick)

Fifrick explained the City has partnered with the EEC and a development agreement was executed in 2004 to facilitate the development of the building. Since then, there have been four separate amendments outlining services the City provides to the EEC. The most recent agreement dated June 1, 2021, added purchasing and procurement services as being provided by the City to EEC. During a recent review of the agreements, it was determined it was not the intent of the EEC to have the City provide purchasing and procurement services and the EEC would continue to complete this internally. Due to this review, an amendment is requested to remove purchasing and procurement services from the list of services provided by the City to the EEC.

Rasmussen requested clarification if the amendment strikes the city's obligation to provide those services. Fifrick responded yes.

Rasmussen motioned to approve, seconded by Henke. PASSED 5-0

Kilian commented he'd like to see the other services provided by the City to EEC brought back for discussion and possible action when the contract is up for renewal.

Fifrick noted the contract with EEC is for an extended period and wouldn't come up for renewal anytime soon, but the services provided is something that could be discussed any time. Fifrick mentioned the major services provided by the City are snow removal, lawn mowing, weed control, accounting and accounts payable/receivable.

Kilian responded the services provided by the City has been a long standing concern along with the "incestuous nature" of the use of TIF requests by former leadership. Kilian requested these services be revisited.

Agenda Item 4 – Schedule Committee to Tour of Wausau Entrepreneurial and Education Center (Brodek)

Brodek advised she would send an email to the committee with possible dates to tour the EEC. Brodek explained the tour was requested so there would be a better understanding of the partnership between the City and the EEC. The tour would allow the committee to see what the EEC does firsthand and have an open dialogue with EEC staff on how everything works within EEC. Brodek commented that educating the committee on what the EEC does will help them be ambassadors for the EEC in the community.

No Action Taken

Agenda Item 5 – Educational presentation on use of Requests for Proposals and use of Real Estate Agents for disposition of City property (Brodek)

Brodek explained requests have been received by Alders and citizens on how and why the City acquires property and the process of it. She explained the memo provided in the packet attempted to address questions asked at the Council retreat. Brodek explained the two main items when determining whether the City will acquire property are strategic and challenging.

Brodek defined strategic as location and architectural or historical significance. Brodek defined challenging as location, architectural or historical significance or land issues such as being in a flood plain or requiring cleanup due to contamination. She explained the City has the ability to move land remediation forward or would be asked for participation in remediation of land so it makes more sense for the City to own it.

Brodek noted circumstances in acquisition may be due to a particular vision for development of the area or it may be strategic and ensure whatever is developed there fits the general tapestry for the community. Brodek said what the community needs or what the City wants to have in certain areas is evaluated.

Rasmussen commented the way people seek news and other information has evolved and suggested RFP's be released in all avenues possible to reach more people/developers.

Fifrick commented in his experience working with a realtor for the RFP process has seen downfalls. He said he'd receive a proposal, bring it to a committee for review who may think it's a great proposal but then question what else might be out there and then they'd go through the RFP process in the same manner as Wausau does currently. He agreed with Rasmussen noting the RFP process now is great, but staff needs to make people who may be interested aware of it. He noted with the Riverlife RFP, staff emailed it to over 50 developers in the area in addition to advertising in the Wausau Daily Herald and posting it on the city website.

Kilian echoed Rasmussen's statement that it would be beneficial to release an RFP to numerous different outlets to help draw more interest and ideas. He also commented he doesn't think it's government's role to be the central planning committee for the private sector and requests more consistency as to the city's position and sentiment on that matter moving forward.

Rasmussen agreed with Kilian regarding consistency because each site is unique as to the project and/or issues with it and the private sectors process play out to the greatest extent possible. She suggested substituting Kilian's use of the word control for vision because there are times there's a need to frame the vision for an area, so people understand what the strategic plan is for specific areas.

No Action Taken

Agenda Item 6 – Discussion and possible action on development agreement with The Foundry on 3rd Development (T. Wall 301 Wash Mgr., LLC) (Brodek, Patterson)

Item pulled from Agenda/Meeting due to no legal counsel available.

Agenda Item 7 – Adjourn

Henke motioned to adjourn, seconded by Kilian. PASSED 5-0.

Meeting adjourned at 5:42 P.M.



Planning, Community and Economic Development

Memorandum

To: Economic Development Committee Members
From: Tammy Stratz, Community Development Manager
Date: 7/28/2022
Re: Commercial Rehabilitation Loan Review – (108 N. 2nd Avenue)

The Community Development Department has been approached by Hannah and Justin Steege to assist with the renovations of 108 N. 2nd Avenue to be the new home of their Sugar 'n Spice Cheesecakes business. They have submitted a Commercial Rehabilitation Loan application with supporting documentation. They are requesting (\$46,511) in loan assistance. In accordance with the guidelines, the owner has provided a Sources & Uses scenario as listed below:

USES	SOURCES			
	<u>OWNER</u>	<u>BANK</u>	<u>CITY</u>	<u>TOTAL</u>
Acquisition	\$30,000	\$120,000	\$-0-	\$150,000
Rehab	\$62,250	\$196,000*	\$46,511	\$304,761
Soft Costs (Arch/Engineer)	\$1,000	\$-0-	\$1,000	\$2,000
TOTAL	\$93,250	\$316,000	\$47,511	\$456,761

**This represents a partnership with CoVantage Credit Union and MCDEVCO for the kitchen equipment and installation of said equipment.*

Staff Recommendation

Upon review of the proposed acquisition/rehabilitation costs, \$46,511 is eligible under the Commercial Rehabilitation Loan guidelines plus an additional \$1,000 for the attorney's fees for closing documentation; therefore, staff is recommending a loan in the amount of \$47,511. This would represent the city's portion to be 10.401% of the total acquisition/rehabilitation project which is right in line with other Commercial loans we have assisted with in the past.



MEMO

TO: Economic Development Committee Members

FROM: Tammy Stratz, Community Development Manager

DATE: July 26, 2022

RE: Wausau World Market

At the October 5, 2021, Economic Development Committee meeting, staff gave an overview of the City's TIF loan and future foreclosure of Wausau World Market (see attached memo).

We just received the Sheriff's Sale notification which will happen on August 23, 2022. Abby Bank has been working diligently with 4 Star Market so they can rewrite the Wausau World Market loan into 4 Star Market. We suggest that the City follow suit and rewrite our TIF loan with 4 Star as well. MCDEVCO is also following suit.

4 Star Market has continued to make the mortgage payments to all three entities without fail. They have provided insurance, financial, job information, everything that has been asked of them. We this is the only way to allow this business to continue to thrive and for all the financials to continue to receive their payments.

If you have any questions, please feel free to call me directly at 715-261-6682 or email me at tammy.stratz@ci.wausau.wi.us.

Thank you.

MEMO

TO: Economic Development Committee Members

FROM: Tammy Stratz, Community Development Manager

DATE: September 24, 2021

RE: Wausau World Market

In October, 2015, The City of Wausau assisted Wausau World Market with a TIF loan through TID #6. A total of \$125,000 assisted with the reconstruction of 828 S. 3rd Avenue, the location of the new Wausau World Market. \$100,000 was a loan that charges 3.3% with monthly payments of \$768.55 starting 7/1/2016. \$25,000 was in the form of a forgivable loan of which \$5,000 was forgiven annually on the condition that Wausau World Market kept their taxes and loan payments current and reported job/tenant creation. From 6/6/2016 through 5/5/2017, Chung Sue Her (owner) made payments as agreed. In late spring of 2017 he requested a hiatus on his payments of which Council approved for one year. Payments again started on 6/5/2018 and were consistent until March, 2020 – when COVID hit. With the approval from Council for all small businesses to have the opportunity for a payment hiatus, he stopped payments until December, 2020.

In May 2021 his TIF automatic payment to the City bounced due to non-sufficient funds. City staff reached out to Mr. Her to understand what had happened. However, his mail came back unable to be forwarded and his phone number no longer worked. At that same time, we found out that there was an unrecorded Land Contract between Wausau World Market and 4 Star Market LLC. We called a meeting with Abby Bank (the first mortgage lender) and MCDEVCO (the 2nd mortgage lender) to learn what they knew and to decide the best way to proceed.

Since that time, City staff has spoken with the Land Contract buyers (4 Star Market, LLC) to learn how this all came together. They were very concerned that the property was transferred to them in a manner that they did not understand what it could mean. There are concerns that the Land Contract is not legal. But, 4 Star Market is maintaining the business and have taken over Wausau World Market's monthly payments to Abby Bank, MCDEVCO and the City in hopes that all organizations will be willing to work with them and not lose their investment.

Memo to Economic Development Committee

9/25/2021

Page 2

Currently, Abby Bank has started foreclosure proceedings against Wausau World Market which could result in the secondary mortgagees to lose out on their investments. Abby Bank's and MCDEVCO's attorneys and the City Attorney Anne Jacobson have been in contact to keep everyone informed. There are discussions about how 4 Star Market legally purchase this property as they are making the payments on time to all entities and have been current on their taxes. They have indicated that since they took over the building and management, the grocery store has doubled in sales. On September 13, 2021, City Attorney Anne Jacobson received a call from another attorney representing Chung Sue Her/Wausau World Market. That attorney indicated that Wausau World Market is looking to retake the property and to reinstate his loans with the three lenders. As of this time, we are not sure how this is going to proceed. However, we want to keep you apprised of the situation. Once we have more information and some direction, we will bring this back to committee to share the information and for any proper requests on how to move forward.

If you have any questions, please feel free to call me directly at 715-261-6682 or e-mail me at tammy.stratz@ci.wausau.wi.us.

Thank you.

To: Economic Development Committee
From: Randy Fifrick, Economic Development Manager
Date: July 29, 2022
Re: Request for Proposals for Riverlife District (Lots 6, 7, 8)



The past May, the City of Wausau released a Request for Proposals (RFP) for mixed-use development in the north zone of its Riverlife District at approximately 1200 N. River Drive, including Lots 6, 7 and 8.

The City received two proposals for the properties. S.C. Swiderski proposed a seven-story, mixed-use building with 200 total residential units and a separated parking structure. The team of KG Development and J. Jeffers have proposed two four-story, mixed-use buildings with 156 total units and a 16-unit townhouse (172 total units).

Both projects have been asked to attend the Committee Meeting, provide a presentation on their project and answer questions from the Committee. After the Committee feels that their questions have been answered we will go to closed session to discuss the projects and potentially forward a recommendation to City Council.

Office of the Mayor
Katie Rosenberg



TEL: (715) 261-6800
FAX: (715) 261-6808

May 4, 2022

Dear Interested Parties,

The City of Wausau is pleased to release a Request for Proposal (RFP) for mixed-use development in the north zone of its Riverlife District at approximately 1200 N. River Drive, including Lots 6, 7 and 8 (see included exhibit map). The City of Wausau is proud of a long track record of successful public-private partnerships for development which has resulted in over \$100 million invested in downtown in the past decade and another \$80 million currently under construction.

Proposals may be made for all parcels or a subset of the total. City plans for the site envision a high-density, mixed-use development with a minimum commercial portion of ground-level retail, entertainment or office. Proposals with more than minimum commercial use are welcome. Proposals must include: a draft site plan (vision plan) for the property(s); proposed purchase price offered; proposed use or uses of the area; estimated proposed construction value; and, any request for city participation.

Successful proposals should:

- Be creative in its use and add value to the neighborhood and surrounding businesses
- Propose a use that complements the existing uses and maximizes property tax value of the land to City.
- Utilize the existing building or proposes an architecturally unique building which meets the City's Urban Design Guidelines.

Event	Date
1. RFP Released	May 4, 2022
2. Proposals Due	July 21, 2022
3. Initial Review of Proposals (Economic Development Committee)	August 2, 2022

Questions and/or additional information on this RFP and private tours of the existing building are available upon request. Please contact:

Randy Fifrick, Economic Development Manager, 715-261-6684, randy.fifrick@ci.wausau.wi.us

Sincerely,

Katie Rosenberg
Mayor

History & Background

The City of Wausau, WI seeks development partners for three separate parcels of prime city-owned land along the Wisconsin River in the city's Riverlife district. Over the past decade the city has assembled and remediated various properties within this key area north of the downtown commercial core for redevelopment.

The Riverlife area continues to build on a successful reclamation and redevelopment of Wausau's urban waterfront, with the city investing millions of dollars in new infrastructure and extensive public amenities including the River's Edge Trail system, nearly 200 parking spaces, new landscaping and the signature Riverlife Park playground along the riverfront. Riverlife Phase 1 (The Apartments at Riverlife) were completed and open to residents during fall 2020 and is currently at full occupancy with a wait list. The Riverlife Condos development has been approved by the City and is slated to begin construction in spring 2022.

Along with the existing Wausau on Water (WOW) family entertainment center, the remaining developable lots in the north zone of Riverlife are intended to boast a high-density, mixed use with potential restaurant, retail, entertainment or office uses on the first level complementing residential opportunities on upper levels and underground parking.

The area for this RFP is located within a Wisconsin Department of Natural Resources (WisDNR) open site brownfield area that is currently going through the process of achieving final closure requirements. Future developments will require the developer to coordinate with the WisDNR and be responsible for submitting any required information to achieve site closure (if development is begun and property ownership is transferred before site closure is achieved by the City).

As with other successful brownfield redevelopments along Wausau's evolving urban waterfront, the city welcomes collaborative dialogue with developers and builders to answer questions and provide guidance for successful redevelopment.

The City seeks creative proposals which could involve the construction of new building(s). Successful proposals should:

- Be creative in its use and add value to the neighborhood and surrounding businesses.
- Propose a use that complements the existing uses and maximizes property tax value of the land to City.
- Meets the City's Urban Design Guidelines, highlights the natural amenities, and fulfills the unique nature of the site.

Proposal Format and Required Information

The submitted proposals should include each of the following sections:

1. Interested developer name, address, telephone, and email.
2. Executive Summary of the project.
3. A draft site plan for the property. Plan does not need to be engineered but should generally be to scale.
4. Proposed use of the area, including plans and elevations of the proposed project, or relevant examples.
5. Proposed purchase price offered.
6. Estimated construction value and approximate construction timeline.
7. Other successful urban redevelopment project examples.
8. Any request for city participation. If city participation or funding is requested, the proposer will need to complete an Application for City Assistance, which can be found online at:
<https://cloud.bmisw.com/cityofwausau/Tif>

The City's development and incentive strategy particularly encourages the diversification of housing typology and rents, deployment of alternative energy technology, achievement of high energy efficiency standards, and/or the use of Property Assessed Clean Energy (PACE) tools; the priority hiring of local contractors and subcontractors; and workforce agreements with the local Building Trades Council.

City Participation

The property is located in [Tax Increment Districts #3](#) & [Tax Increment District #12](#). As part of the proposal the Developer must identify if they are requesting City participation in the project. If city participation or funding is requested, the proposer will need to complete an Application for City Assistance.

Zoning

The property is currently zoned as a Planned Unit Development. City plans for the site envision a high-density, mixed-use development with a minimum commercial portion of ground-level retail. Please see [the Wausau East Riverfront Redevelopment District](#) plan for more details.

Environmental

The area for this RFP is located within a WisDNR open site brownfield area that is currently going through the process of achieving final closure requirements.. Future developments will require the developer to coordinate with the Wisconsin Department of Natural Resources and be responsible for submitting any required information to achieve site closure (if development is begun and property ownership is transferred before site closure is achieved by the City). If property transfer and development is begun after site closure is achieved by the City, the Developer would then be responsible for submitting and obtaining approval for any required post-closure modification and soil management plans as the result of the proposed development. The Developer would also be responsible for maintaining any required documentation, and submitting any regulatory reports required by the post-closure modification or soil management plans for soils disturbed or excavated on the property. Any documents previously submitted to WDNR related to brownfield status and clean up can be found online at the BRRS database (<https://dnr.wi.gov/botw/SetUpBasicSearchForm.do>) under BRRS numbers 02-37-563359 and 02-37-560480.

Design Standards

City Urban Design Standard must be integrated into the proposed project. If the project will involve utilizing the existing building, improvements to the exterior façade should be included with the project. More details can be found on the RFP announcement page on the City's website.

Proposal Preparation

Any costs incurred in the development of the Response to this Request for Proposals are borne by the Developer. The City of Wausau is not responsible for any costs incurred by the Developer in formulating a response, or any other costs incurred such as mailing expenses. Information and attachments provided as part of the RFP are provided to help the developer in understanding the site. All information should be verified by the developer.

Evaluation Criteria

The Economic Development Committee and internal staff evaluation shall consider proposals based on the quality of response, proposed use, appropriateness for the neighborhood, and projected investment. To be selected, a proposer must be able to comply with general city land purchase requirements and any other applicable laws and requirements.

Weighting of criteria is used by the City as a tool in selecting the best proposal. The City may change criteria and criteria weights at any time. Evaluation scores or ranks do not create any right in or expectation of a contract award. Proposals will be evaluated on the accuracy and responsiveness of the Developer. Background checks and references will also be considered.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Developer (out of a total of 100):

- *Proposal is creative in its use and adds value to the neighborhood and surrounding businesses. (25 Points)*
- *Proposal maximizes the use of the site and provides significant taxable value to the City. (25 Points)*
- *Proposal complements existing Riverlife developments and the overall vision for the Riverlife District. (10 Points)*
- *Developer possesses diverse resources, a successful track record, and strong financial backing for the project. (15 points)*
- *Proposal offers a reasonable purchase price to the City and limits the public assistance ask. (15 Points)*
- *Availability of high-quality design personnel and contractors to complete the project. (5 Points)*
- *Proposal incorporates green building, alternative energy technology and achieves high energy efficiency. (5 Points)*

The response that is deemed to be the most advantageous for the City and region will be given the highest consideration. The City reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability.
- Accept or sell land on the basis of initial offers received, without discussions or requests for best and final offers.
- Negotiate the nature and scope of the project before final Committee and Council approval.
- Select a single development of the three lots.
- Work with developers to cooperatively develop the area.
- Accept no proposal and re-RFP or bid properties again in the future.

Event	Date
1. RFP Released	May 4, 2022
2. Proposals Due	July 21, 2022
3. <i>Initial Review of Proposals (Economic Development Committee)</i>	<i>August 2, 2022</i>
4. <i>City Council Review and Approval</i>	<i>August, 2022</i>
5. <i>Sales and Development Agreement (Finance Committee)</i>	<i>September, 2022</i>
6. <i>City Council Approval of Sales and Development Agreement</i>	<i>September, 2022</i>

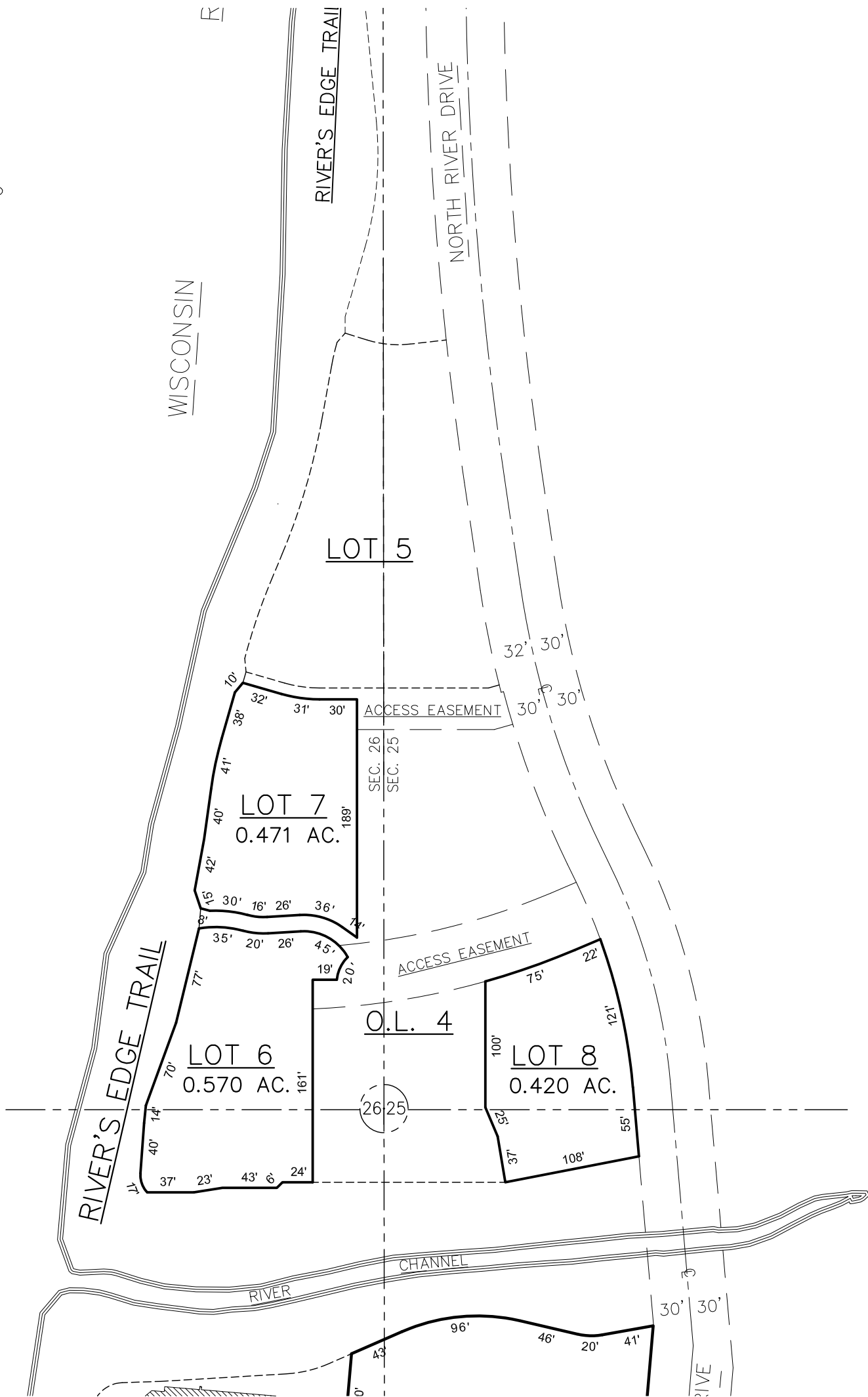
The timeline for Committee and Council Meetings is tentative.

Send proposals by 4:30 p.m. on Thursday, July 21, 2022, to the attention of:

Randy Fifrick, Economic Development Manager
randy.fifrick@ci.wausau.wi.us
407 Grant Street
Wausau, WI 54403-4783
Office: 715-261-6684

RIVERFRONT NORTH

PART OF SECTIONS 25 AND 26, TOWNSHIP 29 NORTH, RANGE 7 EAST, CITY OF WAUSAU,
MARATHON COUNTY, WISCONSIN.



SCALE IN FEET
0 25 50 100

RFP Response

Riverlife North Opportunity

City of Wausau



Contact: Jacqui McElroy
Director of Business Development
jmiller@scswiderski.com | 715-693-7823



Introduction

July 21st, 2022

City of Wausau
Katie Rosenberg, Mayor
Randy Fifrick, Economic Development Manager
407 Grant St.
Wausau, WI 54403

Dear selection committee,

S.C. Swiderski, LLC is pleased to submit this proposal for the Riverlife North RFP. Communities throughout the state are experiencing a shortage of quality housing and the desire for maintenance-free living is growing in demand by several demographic segments. SCS aims to fill this demand which enables communities to thrive. Adding more housing, modern floor plans, and maintenance free living options allows the community to attract and retain citizens who will work, shop, and contribute to the community.

S.C. Swiderski has a thirty-year history of successful residential development and property management. As one of the largest private property owners in the state of Wisconsin, we have the experience, capacity, and proven track record this project requires:

- Financial capacity to fund construction of the project as the sole owner and developer
- Approximately 1 billion dollars in current projects under construction and in development
- Proven process for research and planning of unit mix and that has achieved 98% occupancy on current rental portfolio
- Dedicated development team to plan, design, and coordinate with the City
- In-house design team that is consistently improving floor plans and building designs while creating additional designs to meet market demand
- Construction division to act as general contractor with experienced project management and site supervision
- Highly trained and experienced property management division

As a Wausau area business, our project team lives, works, plays, and volunteers in the Wausau community. We have a passion for the area and strong commitment to the long-term success of the project. We seek a partnership with the City and will foster open communication and collaboration throughout the project planning.

We believe our architecturally unique building will meet the city's Urban Design Guidelines, add value to the neighborhood and surrounding businesses, and compliment the existing uses while maximizing the property tax value. Thank you for your consideration.

Sincerely,



Jacqui McElroy, Director of Business Development
S.C. Swiderski, LLC



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About S.C. Swiderski



S.C. Swiderski, LLC is a privately held real estate, construction, and property management company formed in 1992 that specializes in multi-family and single-family projects. S.C. Swiderski, LLC is proud to be a regional leader in providing quality housing with professional service. As a fully integrated company, all areas of the business work together to deliver the *SCS Difference*. SCS designs, plans, constructs, owns, and manages its real estate portfolio. The company attributes its success to the ability to listen to tenants, focus on continuous improvement, develop its teams, and operate with integrity.

Headquartered in Mosinee, WI, the company expends many efforts to invest in Wisconsin communities. This year, as SCS celebrates its 30th anniversary, the company will donate a total of \$30,000 to local non-profit organizations throughout the state of Wisconsin, with recipients specifically selected by SCS employees as a way to give back to the communities they serve.

S.C. Swiderski, LLC continues to expand by investing in its people, processes, and properties. The company takes a long-term interest in cities by demonstrating innovation, quality, and pride that one can expect from a Made in Wisconsin certified company. SCS has fostered strong, long-standing relationships with local community members, lending institutions, and subcontractors, providing the best quality workmanship.

SCS has extensive experience in working with municipalities on the approval and delivery of housing projects. The company's collaborative approach fosters an environment of trust, with teamwork and problem-solving at the forefront. The company has completed all commenced construction projects 100% to plans in its 30-year history.

The company's mission is to use integrity, experience, and proven approaches in construction and real estate investment to deliver quality developments, while embracing responsibility to their customers.





SCS Project Team

COO and Board of Directors



Nathanael Popp
Chief Operating Officer

Bachelor of Science in Industrial Management | University of Wisconsin- Stout
WI Real Estate Salesperson License

Nathanael Popp is a licensed Realtor and contractor with over 20 years of construction experience. He managed his own construction company for 9 years and worked in several management positions before starting with S.C. Swiderski in 2016. He began overseeing operations in 2019 and was promoted to Chief Operating Officer in 2020. Nathanael's passion for leadership, strong work ethic, and attention to detail has facilitated an environment where his employees feel empowered to succeed.



Jacqui McElroy
Director of Business Development

Bachelor of Science in Marketing | St. Cloud State University
WI Real Estate Salesperson License

Jacqui McElroy began her career as a Realtor in the Twin Cities; she was named Top 30 Under 30 in the nation and was inducted into the RE/MAX Hall of Fame. She joined S.C. Swiderski in 2016 and was promoted to Director of Business Development in 2021. She plans and implements the company's growth objectives and strategic direction; Jacqui oversees real estate acquisitions and dispositions, architectural design, development, project approval, marketing, and public relations.



Tom Woller
Director of Construction

Tom manages the construction division. He has over 30 years of experience in construction and project management. Tom has filled the roles of superintendent, construction manager, and project manager at the company and has managed key projects such as Westwood Estates and Urban West in Wausau, WI. Tom's leadership style drives the division to new levels of success. He has a wealth of energy, enthusiasm, knowledge, and a drive for process improvement.

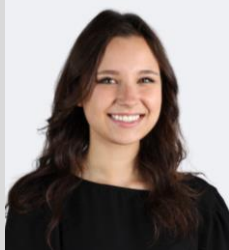
SCS Project Team



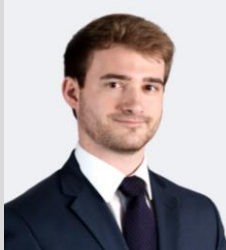
Development



Kortni Wolf
*Business
Development
Manager*



Madeline Check
*Development
Designer*



Nick Ockwig
*Design
Coordinator*



Connor Langbehn
*Acquisition
Coordinator*



Nate Heuss
Architect

Design



Dawn Keel
*Production Design
Manager*



Sierra Braun
*Architectural
Drafter*



Alison Baxter
*Architectural
Designer*



**Hadleigh
Baumann**
*Architectural
Drafter*



**Jeremy
Kurkowski**
Structural Designer



Bryce Miller
Structural Designer

Construction



**Jay
Trowbridge**
Excavation Manager



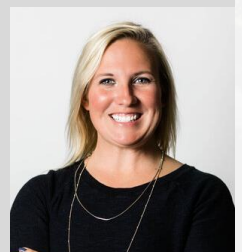
Rob Flegner
Sr. Project Manager



Kelsey Beasland
Project Manager



Kurt Rosenthal
Project Manager



Amber Keller
Field Manager

Project Vision

S.C. Swiderski's vision is to create an apartment community in the City of Wausau's Downtown Riverlife District that will serve as a statement piece as well as a cohesive addition to the natural beauty of one of the city's most desirable waterfront locations.

SCS Wausau is a proposed mixed-use development featuring the newly designed, 7-story Sterling building that presents 200 market rate apartments of varying sizes and floor plans. Offerings include studios, studio suites, 1-and-2 bedrooms, and penthouse suites. All apartment units have been handpicked from extensive area demographic research and extensive knowledge of the Wausau rental market. In addition to living space, the proposed project will feature 2 ground level commercial retail spaces; at grade, street, and parking ramp options for tenants, and amenities such as a well-appointed community center, conference room, yoga room, fitness room, tenant storage, tenant patio and grilling areas, and a rooftop terrace for the finest of outdoor gathering experiences.

7 studio and studio suite floor plans have been specifically designed for this coveted area of downtown, providing convenient and cost-effective living with an urban feel. These efficient layouts will compliment larger apartments offered in the nearby Apartments at Riverlife and widen the options for renters seeking to live in this prime location. As is the trademark of S.C. Swiderski's apartment communities, there is truly something for everyone with the addition of 1- and 2-bedroom apartments within the Sterling building, rounding out the diverse floor plan offerings. SCS Property Management staff will be on-site, providing the unparalleled tenant customer service the company is known for.

The Sterling building offers all-inclusive accommodations under one roof from exercise areas, meeting spaces, and social gathering fixtures. The addition of 2 future retail spaces for businesses such as a coffee shop, deli, or bakery will give residents convenient options within their home base. After taking a few steps outdoors, tenants will have access to a patio and grilling area specific to the Sterling, with the city's River's Edge Trail just feet away. The trail offers public access to kayak and boat launches, tables for picnics, bike racks, and fishing spots. A short stroll down the paved, public trail connects to Wausau on the Water for dining and entertainment. Residents can enjoy Riverlife Park or alternatively head south and take the bridge connection west, reaching Barker's Island and eventually Big Bull Falls Park. The walking path also provides further connection to area businesses such as the public library, restaurants, and retail favorites along the 400 Block. The summer farmer's market and Oak Park are also accessible on foot via River Drive.

The walkability of the area was a key consideration for this project and at the heart of the design layout. The opportunity to move through the city and along the river without vehicles is a special feature not every city can offer. Not only will the addition of market rate housing boost the commercial activity for the Riverlife District and the city as a whole, but it will also provide a place where residents can live, work, play, and build lasting memories in the Wausau community right here on its thriving urban waterfront.



- 7 Story Multi Family Building
- 200 Total Multi Family Units
- Studio, 1 Bed, 2 Bed, & Penthouse Unit Variations
- 5 Story Parking Structure
- 2 Retail Spaces (870 & 2229 sqft)
- Potential Sky Walk to Parking Structure
- Bike Parking

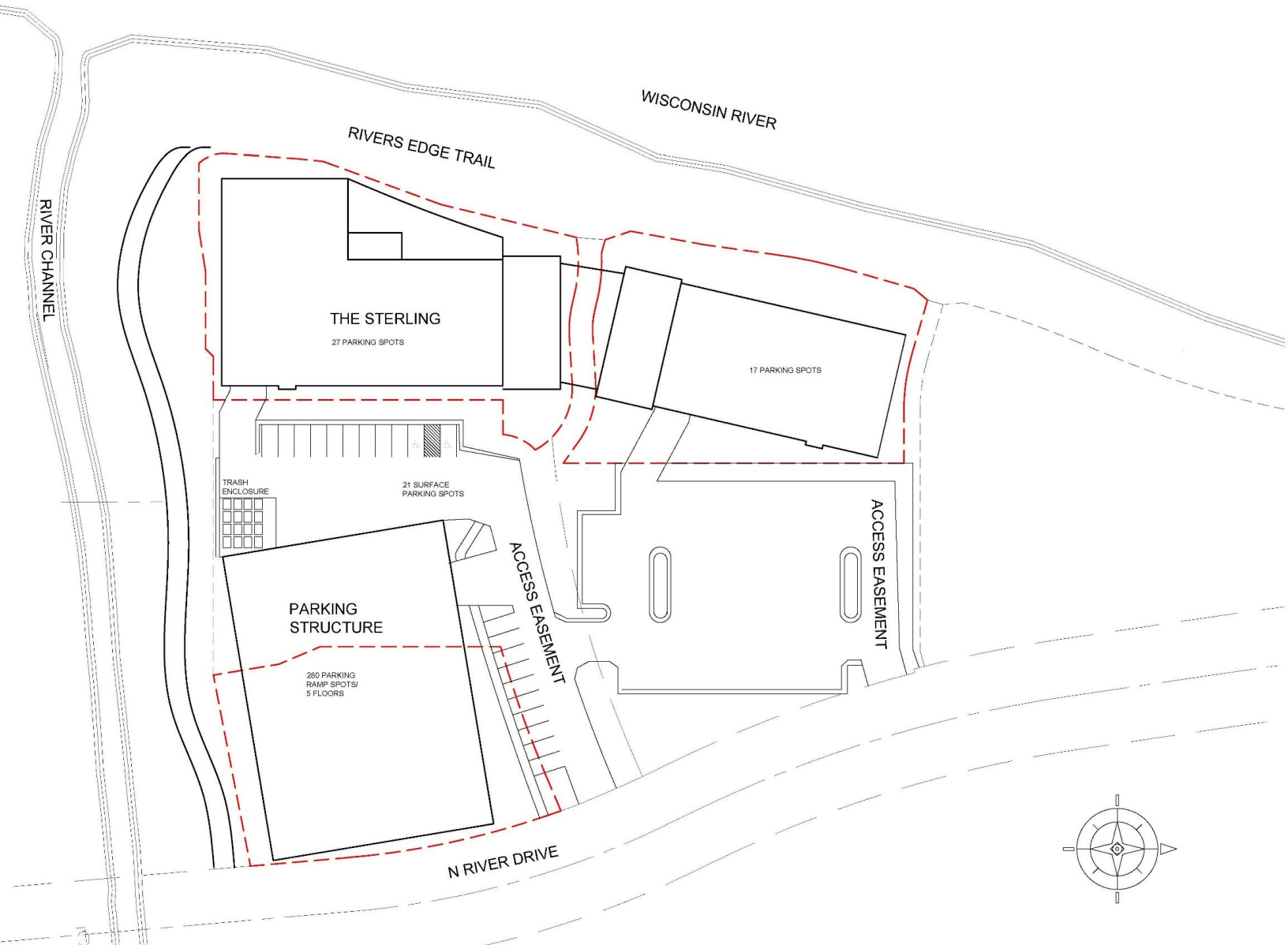


SCS WAUSAU

Tenant Amenities:

- Rooftop Terrace
- Ground Level Patio/Grilling Area
- Electric Car Charging Stations
- Fitness Center
- Yoga Studio
- Community Rooms
- Conference Room

Proposed Site Plan



Multi-Family Information	
2 Bedrooms	18 Units
1 Bedrooms	36 Units
Studio Suites	70 Units
Studios	72 Units
Penthouse Suites	4 Units

Parking	
Combined Interior Parking	324
Surface Lot	21
Total Parking	345
Parking Per Unit	1.73

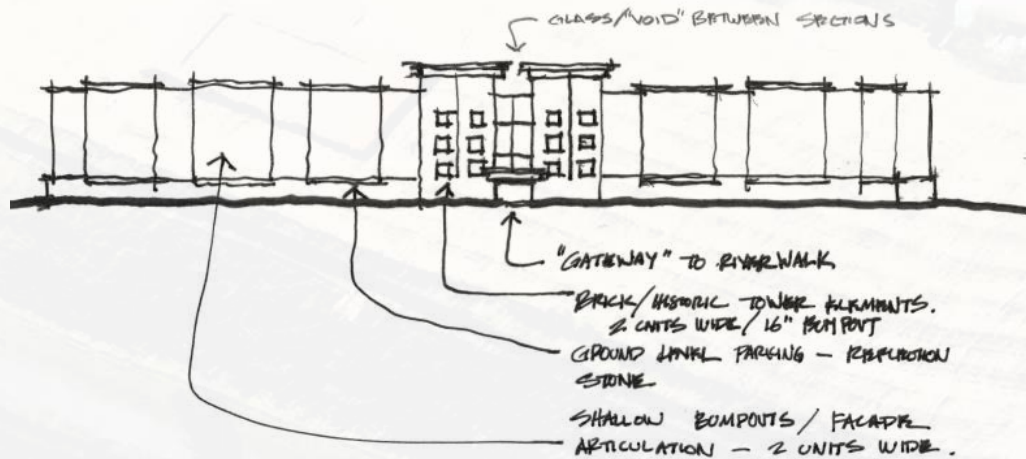
Retail Information	
Retail Space #1	870 Sq Ft
Retail Space #2	2229 Sq Ft

SCS Wausau – Site Statistics	
Total Units	200
Acres	2.06
Density (Units Per Acre)	97.09

The Sterling

The Sterling building was created by the SCS Design Team to tie together elements of Wausau's past and present with a look to its future. Wausau area designers collaborated on the concept and designed it to fit the unique size and shape of the site. S.C. Swiderski is proud to present the Sterling for your consideration and we would be honored to bring this concept to life in Wausau.

The Sterling building is split into two halves that are bisected by the walking path within the ground floor. This section of the building is connected with a curtain wall system, creating a magnificent view to overlook the Riverlife area and the Wisconsin River. On the façade of the building there are two tower structures at either end constructed of stone with connecting arches, mimicking similar elements of the pedestrian bridge.



The hand selected materials on the façade of the building serve to tie in the recognizable architectural features that are evident throughout the downtown area of Wausau. Red brick material has been chosen as a tribute to the shade of brick used throughout many pivotal Washington Square buildings. The arches throughout the Sterling building and the proposed parking structure were chosen to inspire connectivity and as an ode to the many arches visible on buildings such as the Jefferson Street Inn. The company's goal when designing the Sterling was to reflect and compliment Wausau's historical architectural history.



Design Inspiration

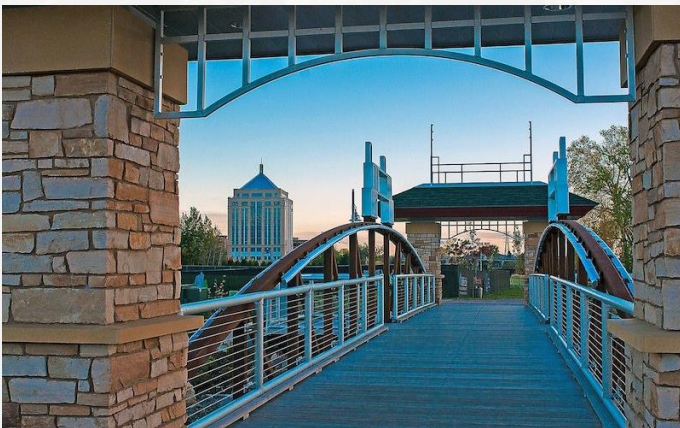
"This is such an amazing piece of property - with the river walk and the high visibility from Bridge Street. More and more people from within and outside the community are utilizing the riverwalk and dining at WOW. The path to the river trail was a focal point for us in the design process. In order to utilize the site to its full potential, we wanted to maintain the path while using both sections of the site, with the connection piece above the path taking advantage of the great views." **Nate Heuss, Architect**



Original Design Sketch of the Sterling

"The Rivers Edge Trail Pedestrian Bridge is a monumental focal point for the entire Riverlife Development area. Our team was inspired by many of the elements showcased on this bridge and felt it should be emulated in our building design." **Madeline Check, Development Designer**

"As a lifelong Wausau resident, I have fond memories of sitting with friends on the pedestrian mall in Washington Square eating ice cream from Michael's. The Sterling's open air walk through with surrounding retail space will create some of those same memories for others in the Riverlife District." **Alison Baxter, Architectural Designer**



River's Edge Trail Pedestrian Bridge



Washington Square Pedestrian Mall

Exterior Renderings



Exterior view of the Sterling



View of The Sterling overlooking the Wisconsin River

Exterior Renderings



Birdseye view of SCS Wausau



Close up look at the walk through and future retail within the Sterling

Interior Renderings



1-Bedroom Apartment



1-Bedroom Apartment

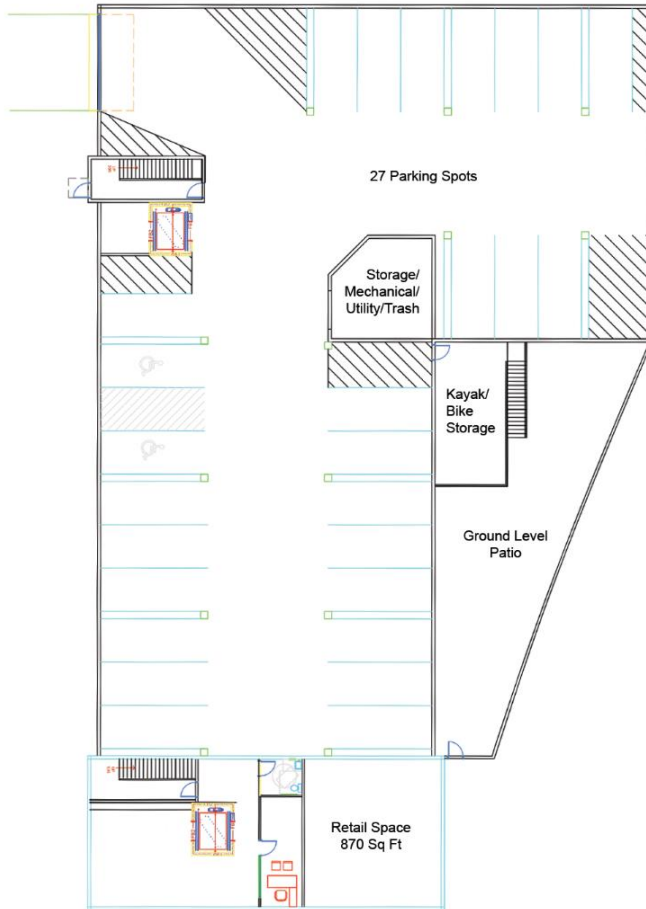
Interior Renderings



Studio Suite Apartment



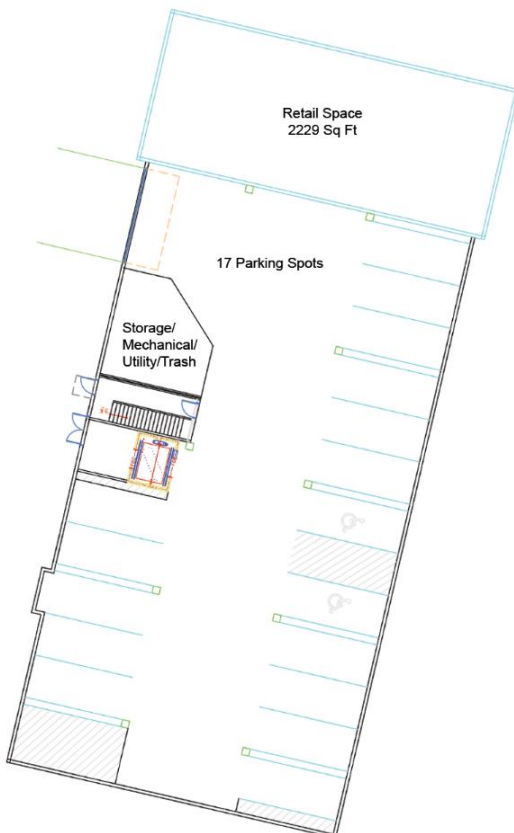
Studio Suite Apartment



Floor Plan

FIRST FLOOR

Leasing Office and Lobby
Retail Space 1
Parking





Floor Plan

SECOND FLOOR

(3) 2-bedroom
 (6) 1-bedroom
 10 studio suites
 12 suites
 3 community rooms

- Studio
- Studio Suite
- 1-Bedroom
- 2-Bedroom



Floor Plan

THIRD FLOOR

(3) 2-bedroom
 (6) 1-bedroom
 12 studio suites
 12 suites
 2 fitness rooms

- Studio
- Studio Suite
- 1-Bedroom
- 2-Bedroom



Floor Plan

FOURTH FLOOR

- (3) 2-bedroom
- (6) 1-bedroom
- 12 studio suites
- 12 suites
- 1 penthouse
- 1 yoga studio

- Studio
- Studio Suite
- 1-Bedroom
- 2-Bedroom



Floor Plan

FIFTH FLOOR

- (3) 2-bedroom
- (6) 1-bedroom
- 12 studio suites
- 12 suites
- 1 penthouse
- 1 conference room

- Studio
- Studio Suite
- 1-Bedroom
- 2-Bedroom



Floor Plan

SIXTH FLOOR

(3) 2-bedroom
 (6) 1-bedroom
 12 studio suites
 12 suites
 2 penthouses

- Studio
- Studio Suite
- 1-Bedroom
- 2-Bedroom



Floor Plan

SEVENTH FLOOR

- (3) 2-bedroom
- (6) 1-bedroom
- 12 studio suites
- 12 suites
- 2 open air decks

- Studio
- Studio Suite
- 1-Bedroom
- 2-Bedroom

Parking

A preliminary site evaluation determined that underground parking was not a viable option due to a high groundwater table and environmental factors. The proposed site design provides for indoor parking at ground level within the building footprint and an external parking ramp that could potentially include an indoor “skylink” connection to the residential building.

Parking structure design considers many factors, especially with this unique parcel layout. The slopes of a parking ramp dictate the minimum allowances for the structure itself. At 124' x 170', the proposed ramp has the smallest footprint allowable for efficiency, while also keeping the number of levels as low as possible. To accommodate the size, the proposed 5-story structure utilizes a portion of the adjacent outlot. The thoughtfully designed residential building and adjacent parking ramp represent the highest and best use of the site and will meet the parking needs of its residents.



Parking Ramp Structure

Proposed Alternative Energy Options

S.C. Swiderski is continuously striving to improve energy consciousness by implementing new energy efficient strategies. Currently, the company utilizes high efficiency heating and cooling, energy star appliances, LED light fixtures, R50 insulation to conserve energy, and full-blown insulation in floor trusses, to name a few. Potential options for SCS Wausau include solar panels, pervious surfaces, and electric car charging stations.



Solar panels are a source of renewable energy, providing reduced energy bills and air pollutants, and are virtually maintenance-free.



Pervious surfaces provide a more efficient use of land development, reduce pollutants in runoff, and help replenish groundwater. These surfaces are designed to allow infiltration of storm water through the surface into the soil below where water is naturally filtered.



Electric car charging stations are Bluetooth and Wi-Fi enabled methods of charging electric cars. With the desire to be less reliant in gasoline, ownership of electric cars in the Wausau area has increased. SCS will be including charging stations for tenant use within the Sterling building.

Successful Redevelopment Projects



1901 E 14th St. Merrill, WI

SCS Fox Point

Acreage: 5.43

Type: Multi-Family

Estimated Completion Date: November 2022

of Units: 56

of Building Types: 4

of Buildings: 6

Financed by owner equity contribution and conventional loan



N6695 Riverview Dr., Black River Falls, WI

SCS Black River Falls

Acreage: 47.5

Estimated Completion Date: 2023

Type: Multi-Family and Storage

of Units: 96 Apts/113 Storage

of Buildings: 12

of Building Types: 5

Financed by owner equity contribution and conventional loan



1620 Old Hwy 51 Kronenwetter, WI

Pine View Estates

Acreage: 12.2

Year Completed: 2015

Type: Multi-Family

of Units: 87

of Buildings: 12

Financed by owner equity contribution and conventional loan

Successful Wausau Developments

S.C. Swiderski is an expert in the needs of the local market, with two hugely successful developments – Urban West and Westwood Estates - both with consistent 98% occupancy rates. The units chosen for the area were based on in depth, local knowledge.



1400 Westwood Dr. Wausau, WI

Westwood Estates

Year Completed: 2019

Acreage: 27.95

Type: Multi-Family

of Units: 80

of Buildings: 8

of Building Types: 2

of Floorplans: 6

Financed by owner equity contribution and conventional loan



1425 N 12th Ave. Wausau, WI

Urban West

Year Completed: 2019

Acreage: 2.605

Type: Multi-Family

of Units: 66

of Buildings: 1

Floorplans: 7

Financed by owner equity contribution and conventional loan

Offer and City Participation

S.C. Swiderski (“Developer”, “Company”) is prepared to offer \$400,000 for the purchase of lots 6, 7, and 8 and Outlot 4, with acquisition to take place at the conclusion of the developer’s due diligence period.

S.C. Swiderski, LLC is a privately funded company that functions without the assistance of investors. Construction will be funded by the company through owner equity and a construction loan. Construction, development, and financing costs have increased thirty percent across the board since the year 2020. To ensure project feasibility, SCS is requesting city participation in the project’s development, construction, and financing while it works to balance lot size, site parking, and environmental constraints. S.C. Swiderski plans to deliver a project value of \$45,000,000 to the City of Wausau and is requesting TIF assistance in the amount of 15% of the value. Final figures are dependent upon contractor proposals and scope of work and will be negotiated in good faith within the terms of a Developer Agreement. Once awarded the project, the Developer’s financial disclosures will be made available to the City of Wausau upon request.

Due to groundwater levels preventing the utilization of underground parking at this site, S.C. Swiderski, LLC proposes to construct, own, and maintain a 5-level parking structure designated for private tenant parking. The cost and maintenance of this structure contribute to the need for project TIF assistance as outlined above.

The proposed redevelopment of this site will involve many steps through the regulatory process with the WDNR to achieve project success and limit developer liability. S.C. Swiderski will actively participate in the brownfield site closure process during the course of the development project. As outlined in the RFP, the Developer will be responsible for submitting and obtaining approval for any required post-closure modification and soil management plans as the result of the proposed development, as well as submission of any required regulatory reports as part of the post-closure modification process.

S.C. Swiderski is committed to working with the City of Wausau to create a partnership throughout the planning and development of this project. As the developer, we are open to ideas and take a collaborative approach to bringing projects such as this to fruition.



Proposed Development and Construction Timeline

Proposed Development Schedule

- ❖ RFP awarded: **August 2022**
- ❖ Developer Agreement Negotiations: **September 2022**
- ❖ Real Estate contract/offer to purchase: **October 2022**
- ❖ Contract for environmental consulting, site surveying, and civil engineering: **March 2023**
- ❖ 30% plans due: **June 2023**
- ❖ Preliminary civil plan review with City: **June 2023**
- ❖ Final civil, stormwater, landscaping plans: **August 2023**
- ❖ Submit for Project Approval: **September 2023**
- ❖ Project Approval: **October 2023**
- ❖ Land purchase: **October 2023**

Proposed Construction Schedule Start: **1/16/2024** Finish: **7/1/2026**

- ❖ Project out to bid: **1/16/2024**
- ❖ Excavation to begin: **5/1/2024**
- ❖ 200 Unit Building: **7/8/2024 - 7/1/2026**
- ❖ Parking Ramp: **9/11/2025 - 1/15/2026**

Financial References

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Sr. Vice President

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Keith Baars

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Steve Kunst

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City of Waupaca

Andrew Dane

Sr. Economic Development Specialist

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ceddirector@cityofwaupaca.org



S.C. SWIDERSKI LLC

Developer Qualifications

S.C. Swiderski was formed in 1992 and is a privately held company with corporate headquarters in Mosinee, Wisconsin. The company has a sound business model and is unique in that it designs, plans, constructs, owns, and operates its real estate portfolio. The company attributes its success to their ability to listen to tenants, focus on continuous improvement, develop their team, and operate with integrity.

S.C. Swiderski has residential locations throughout the state and the company continues to expand by investing in its people, processes, and properties. S.C. Swiderski demonstrates innovation, quality, and pride that one can expect from a Made in Wisconsin certified company. The company embraces its Wisconsin roots and is committed to the communities and tenants that it serves.

The company has extensive experience in collaborating with cities and completing desirable residential projects.

Registered Corporations:

The company consists of five LLCs under private ownership of Shane and Sheila Swiderski.

- S.C. Swiderski, LLC created on July 31, 1998

- S.C. Swiderski Management Corporation created on January 12, 2015

- S.C. Swiderski Construction, LLC created on January 12, 2015

- S.C. Swiderski Land Company, LLC created on January 12, 2015
(DBA SCS Real Estate)

- SCS Transportation, LLC created on November 12, 2021

To date, there have been no debarments, suspensions, bankruptcies or loan defaults for any of the five entities.

**KG Development Group**

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anthony@kgdevgroup.com

J. Jeffers & Co.

Joshua Jeffers, President
225 E. Michigan Street, Suite 300,
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(414)501-5610
joshua@jjeffers.com

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Proposal for Mixed-Use Development of Lots 6, 7 and 8 at 1200 N. River Drive, Wausau

Dear Randy Fifrick,
Economic Development Manager,
City of Wausau

Thank you for the opportunity to submit a proposal for the undertaking of mixed-use development in the north zone of the Riverlife District at 1200 N. River Drive, including development of Lots 6, 7, and 8, in the City of Wausau ("City"). KG Development Group

("KG"), and J. Jeffers & Co ("J. Jeffers"), together propose to develop 1200 N. River Drive to meet the vision of the City of Wausau and meet the needs of the residents of the Riverlife District and of the city.

Overarching Development Vision of the City

- For the development to be creative in its use and add value to the neighborhood and surrounding businesses.
- For the development to complement the existing uses and maximize property tax value of the land to City.
- For the development to meet the City's Urban Design Guidelines, highlight the natural amenities, and fulfill the unique nature of the site.

Attachment 1: Buyers' Background and Development History

KG Development Group

Background

KG Development Group is an innovative and strategic Wisconsin-based development firm that focuses on mixed income housing and supportive housing development projects. KG supports the development of strong viable communities. Their projects are affordable, spur economic growth and provide several amenities for their tenants. They create properties that enhance the surrounding communities by having "service enhanced management" through their supportive services and by engaging residents and other stakeholders. KG Development ("KG") takes extraordinary pride in its reputation and aims to uphold the highest standards with each of its stakeholders. At KG, members are committed to its values – Respect, Excellence, Authenticity, and Loyalty. These standards not only guide KG's work but are also the essence of KG as a company.

At KG, teamwork is an integral part of the business. They collaborate with local consultants, community residents, business stakeholders, and government agencies to ensure each development responds to the community's needs and upholds strong values. They customize their approach to suit the needs of the community for which they are developing. KG has an innate ability to pivot and adapt, as necessary.

KG Development Group is focused on developing housing options for everyone. Making this vision a reality requires timely, appropriate, community-driven, and cost-effective solutions. Their experienced development team is highly skilled in community and real estate development. They understand the mechanism of assembling and closing public private financing structures, utilizing affordable housing tax credits and other federal, state, and local programs to bring opportunities to working-class families, young people, seniors, and the underserved.

Team

KG's team consists of professionals with the following backgrounds: finance, healthcare, case management for wraparound services, and construction project management.

Healthcare – Jamie Gray RN, APNP-BC

Jamie is a community health nurse practitioner who is dedicated to creating environments that foster independence through offering supportive care services integrated in the independent residential space. Jamie has experience in collaborating with community providers, and resources to create individualized solutions that are sustainable, and create the opportunity for individual self-actualization. KG understands that housing is not just the brick and framing, but the individual lives that exist in it and transform a house into a home.

Finance – Niharika Talwar

Niharika completed her undergraduate degree at the University of Wisconsin-Madison with majors in Computer Science, Economics and Real Estate. She has worked in real estate finance at a Madison based firm where she consulted on new markets and tax credit-based developments. Niharika is spearheading researching international development solutions as she works out of her home base in India.

Construction Project Management & Finance - Anthony Kazee, RHDFP

Anthony's background is in construction science & management. He manages overall real estate development and project management from site acquisition to project close out. Anthony has an excellent history of strong working relationships with owners, architects, engineers, government agencies, financial institutions, resulting in successful development and construction experiences.

Projects

Since its start, KG has served as consultant on community development projects like the Northwestern Mutual Amani Block initiative. KG has been awarded two tax credit projects: Five points on King Drive in Milwaukee, and the Riverwest food accelerator. All of KG's tax credit projects have a supportive housing component within them. Additionally, KG developed Mill Road Commons, an adaptive reuse of a 29-unit supportive housing project on the northwest side of Milwaukee and Villard Commons, a new construction of forty-three units.

J. Jeffers & Co.

Background

J. Jeffers is widely regarded for its creativity and history of successful execution, particularly with complex historic redevelopment projects. Where most might miss the potential hidden in dilapidated old buildings or a blighted parking lot, their team has a unique ability to envision what could be commonly overlooked. Their vision combined with their ability to assemble innovative and complex deal structures, allows J. Jeffers to

create value and to enhance communities in unique ways. J. Jeffers realizes its strategic vision for each project through a creative, yet disciplined and methodical approach. In addition to a rigorous investment procedure, they utilize a formal process for qualifying investment markets, and quantifying catalytic outcomes. Their cross-functional teams collaborate on the full life cycle of each asset – from origination to closing, construction to stabilization, and to sale or refinance, including comprehensive asset management at each stage. J. Jeffers' current assets under management are worth \$364,000,000, they have forty-five properties under construction and have \$287,000,000 in pre-construction. Their team has twenty-eight employees.

Team

President - Josh Jeffers

Prior to discovering his entrepreneurial passion and forming J. Jeffers & Co. in 2012, Josh worked in the private equity real estate industry, starting his career in the acquisitions department of Walton Street Capital in Chicago. Josh's transactional experience, spanning 20 years in real estate, includes over \$2.0 billion of commercial real estate investments in U.S. and international markets, and spans office, retail, multifamily housing, industrial, hospitality, and mixed-use asset types. Josh earned a master's degree in Public Policy from the John F. Kennedy School of Government at Harvard University, and a BBA in Finance and Real Estate from the University of Wisconsin-Madison. Josh also served for several years as Adjunct Professor of Real Estate at UW-Madison, teaching foundational real estate to three hundred students each semester.

Projects

J. Jeffers did the comprehensive rehabilitation of the Mitchell Building in Milwaukee using several creative financing sources. It is considered Milwaukee's most iconic historic building. They also redeveloped the Mackie Building, and the project received the Milwaukee Business Journal's Real Estate Award for Best Renovation-Residential, and WCREW's Showcase Award for Vision. Several other significant projects in Milwaukee include the new construction office space, The Huron Building, in Milwaukee's Bronzeville neighborhood; the adaptive reuse of a long-vacant, historic school building, Historic Garfield Apartments & The Griot; the adaptive reuse in Racine's Uptown neighborhood, named, Gold Medal Lofts; and 167 new construction apartment units in Racine, among other projects.

Attachment 2: Executive Summary / Project Narrative

It is the perfect time for the Riverfront District community to grow and collaborate in creative meaningful ways. As entrepreneurs, and community leaders, our teams will be intentional in creating an environment that will serve as a catalyst for visible residential, public, and social, re-invigoration of the Riverlife Community.

Through this development opportunity, we strive to create a place where individuals of all ages, interests and backgrounds can find themselves and reconnect with their

community in new and meaningful ways through engaging in arts, retail, entertainment, and creative learning opportunities. The City Urban Design Standard will be integrated into the proposed project and the project will involve incorporating the existing building, and improvements to the exterior façade.

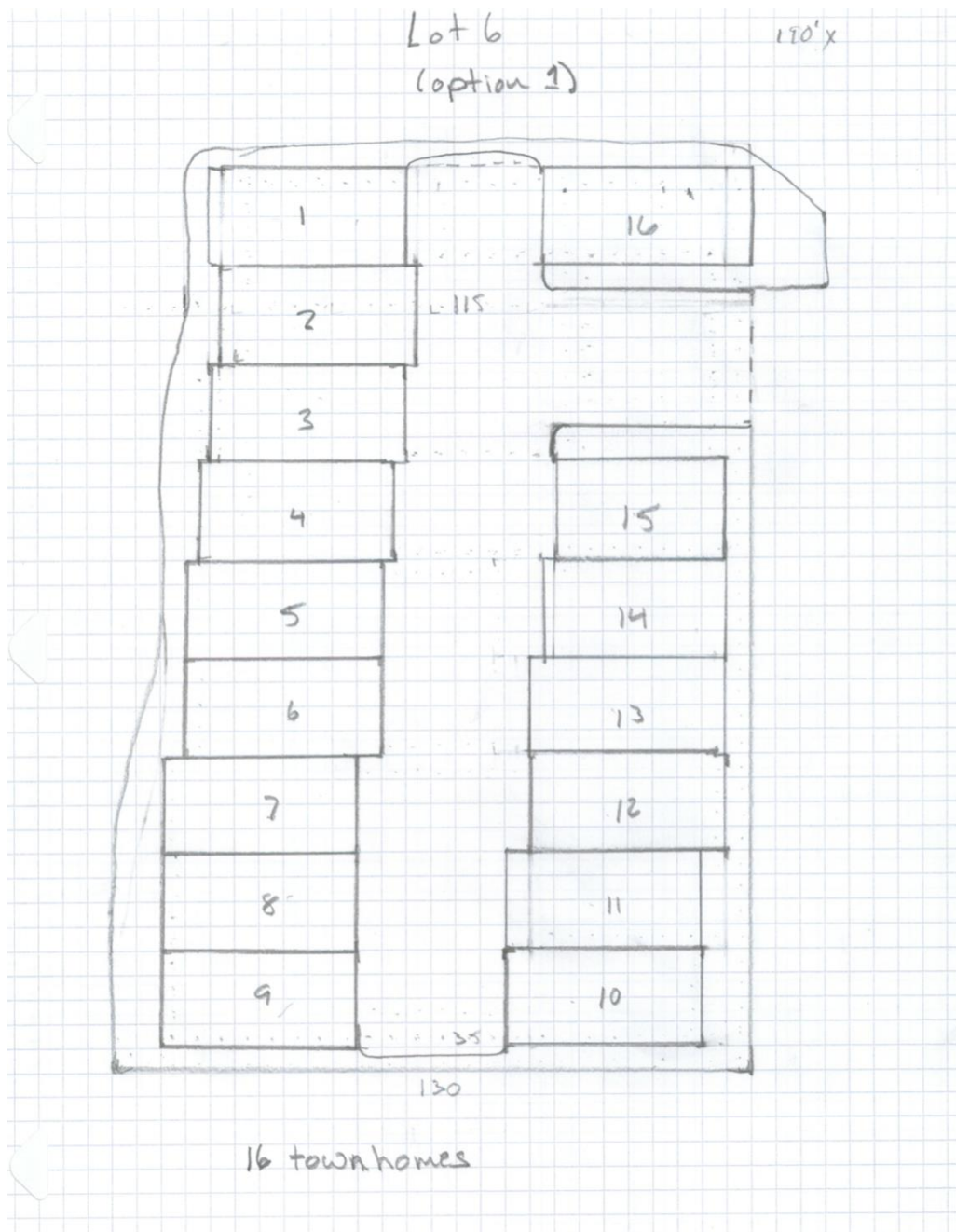
New use spaces and amenities will create a destination enjoyed by residents of all age groups. Through the integration of commercial spaces to the development an opportunity to revitalize Riverlife as an economic hub will be created. The entertainment spaces created for live music, cultural performances and fests will help in the entertainment development of the community as well. This is in alignment with the National Governors' Association which highlights the decentralizing nature of arts and the creative industries to strengthen the economic growth of the urban core. Linking local creators and artists with entrepreneurial opportunities inside their region offers many economic development possibilities for the artists and the community.

Aligning with the vision and the mission of the City of Wausau which will bring the community together and create a vibrant and useful destination for all, KG and J. Jeffers are proposing sixteen townhomes in Lot 6, seventy-two units, mixed-use (residential and commercial) development in Lot 7, and eighty-four units, mixed-use (residential and commercial) development in Lot 8.

Activated green space will include community gardens and encompass community event space. The interweaving of arts, education, and entertainment will create a holistic and balanced environment, which will make this a destination of the "new Riverlife District," as Wausau continues to retell the story of its neighborhoods. The goal of the recreation spaces is to create an organic space for expression, natural recreation, and entertainment. Our goal is to create spaces where all can feel safe, connected, and participate in diverse recreational and intellectual programming. The site layout currently in the proposal will have revisions and additions going forward to create a harmonious space with the integration of both commercial and residential.

The project, with its spectrum of rental rates and unit sizes, will help retain residents on a fixed income in an emerging area. Our development, along with the recent efforts of various organizations in Riverlife, will continue momentum in the area and function as a community partner to usher continued development within the community. It is our intent that the development would represent the strong community connections of the Riverlife neighborhood and reflect the culture and pride of its residents.

Attachment 3: Conceptual Plans



Lot 6 – Option 1

Lot 6 (option 2)

190 x 105

River



22 units per floor = 88 total

762 Sf = 16 640 Sf = 8

700 Sf = 32 600 Sf = 32

Lot 6 – Option 2

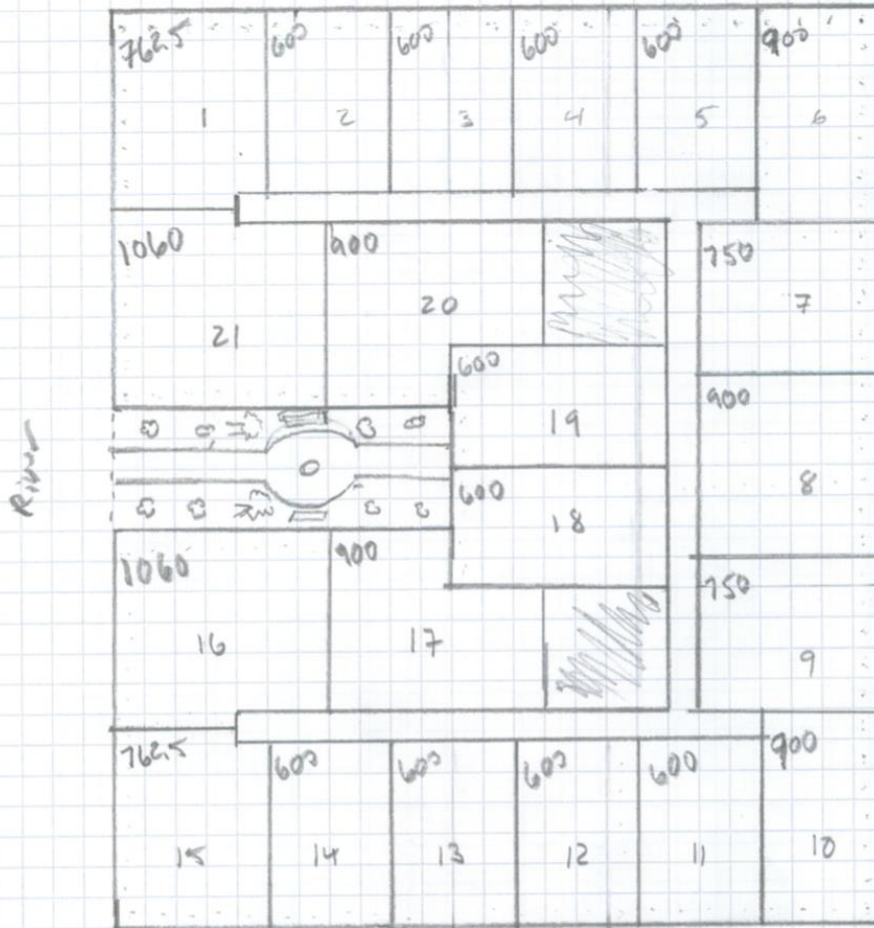
$105' \times 150'$ 

1 box = 5'

Lot 7

Lot 8

125' x 150'



21 units per floor

84 total units

1060 Sgft = 8

900 Sgft = 16

762.5 Sgft = 8

750 Sgft = 8

600 Sgft = 40

1 box = 5'

Lot 8

Attachment 4: Development Process

Project Approach

Project Approach with the Community

KG and J. Jeffers will

1. source work from qualified minority business enterprises' participants by engaging various networks in public bidding processes, and
2. create virtual opportunities that allow communities to gain experience about the project and potential participation.

Project Approach with the City

KG and J. Jeffers will work in lockstep with the City of Wausau, in

1. its ongoing community engagement efforts,
2. capital raising efforts to aid in managing the development projects from concept to ribbon cutting,
3. working in alignment with the mission and vision of the city on the Riverlife District development project.
4. keeping the city informed of and involved in all aspects of the development, and
5. delivering on project schedule.

Services for Predevelopment Stages

1. Schedule project planning/concepts with owner.
2. recommend a development timeline including funding, approvals, and project delivery.
3. use creative funding sources.
4. create initial proformas based on preliminary concepts
5. to decide feasibility based on proforma assumptions
6. hire design and construction team to help decide design and costs
7. decide feasibility based on actual design cost
8. aid to find best route for zoning change request
9. Architect Selection: Interview architecture firms and hire the one whose design delivery aligns with vision of the City of Wausau

Bidding and Selection of Contractors

1. The Development Team will interview and do due diligence on all prospective bidders and set a bidding schedule.
2. Issue bidding documents to bidders and conduct pre-bid conferences with prospective bidders.
3. Respond to the receipt of questions from bidders and issuance of addenda.
4. Receive bids, prepare bid analyses, and award contract accordingly.
5. Division of the Project into separate contracts as required by the Scope of Work.
6. Allocation of responsibilities for Project conditions among the Contractors.

Services during Construction Phase

Construction OSHA Safety

Prior to start of construction the Development Team will ensure that all safety protocols are in place. During the construction phase the team will make site visits to ensure there are no safety concerns.

Permits (Secured by GC)

The development team will help the general contractor in obtaining applicable building permits and special permits for permanent improvements.

Construction Schedule

The Development Team will prepare and update a project construction schedule providing for each scope of work, including phasing of construction, times for commencement and completion needed from each separate contractor, ordering and delivery of materials requiring long lead time.

Project Management

- The Development Team shall provide administrative, management and related services to coordinate the activities of the contractors with each other to complete the project by the latest approved construction cost, the project construction schedule, and the contract documents.
- The Development Team shall schedule and conduct preconstruction, construction, and progress meetings with all the contractors, the design team.

Construction Cost Management

The Development Team shall check the approved estimate of construction cost and shall show actual costs for activities in progress and estimates for uncompleted tasks.

Reports and Document Administration

- The Development Team shall record the progress of the project with written progress reports to the City, including information on each contractor work and percentages of completion.
- The Development Team shall maintain the following at the project site: on a current basis: one record copy of all Contracts, Drawings, Specifications, addenda, Change Orders and other modifications, in good order and marked to record all changes made during construction; Shop Drawings; Product Data; Samples; submittals; purchases; other related documents and revisions that arise out of the Contracts or work.

Attachment 5: Project Budget

RiverLife North RFP



J. JEFFERS & CO.

S&U Summary

Project Summary

Use *New Construction Apartments (MKT Rate)*

Unit Count 240

Timeline

Closing Q3 2023

PIS Q3 2025

Stablized Q3 2026

Sources

1st Loan 25,900,000

2nd Loan -

Equity 1,500,000

Tax Increment Financing Loan 9,094,295

Additional Funding Needed (City Participation) 18,294,882

Total 54,789,177

Uses

Purchase Price 500,000

Related Acquisition Costs 522,500

Construction Costs 45,581,346

Financing Costs 2,484,354

Soft Costs 5,226,977

Working Capital Reserves 474,000

Total 54,789,177

There is a substantial funding gap to make this deal feasible. These financials are based on the building materials the city asked for - masonry exterior, higher end finish interior, parking contained within the structure etc. If these are changed to a more economical option, the construction costs will decrease considerably and subsequently the funding / city needed amount will also decrease.

Respectfully submitted by KG Development Group and J. Jeffers @ Co.