



## 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, January 5, 2016 at 4:30 p.m.**  
**Location:** **Council Chambers, 1st Floor, City Hall**  
**Members:** Bill Nagle (C), Tom Neal (VC), Romey Wagner, David Nutting and Lisa Rasmussen

### AGENDA ITEMS FOR CONSIDERATION/ACTION

- 1 Public Comment on Matters Appearing on the Agenda
- 2 Approval of the Minutes from 11/3/15, 11/19/15, 12/1/15 and 12/15/15
- 3 Discussion and Possible Action on Negotiations with CBL & Associates for the Wausau Center Mall Property
- 4 Presentations on the Proposals Received from Frantz Community Investors and S.C. Swiderski for the East Riverfront Property (Presentation Order to be Determined)  
**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
  - } Discussion and Possible Action on Negotiations with CBL & Associates for the Wausau Center Mall Property
  - } Discussion and Possible Action on the Proposals Received from Frantz Community Investors and S.C. Swiderski for the East Riverfront Property
- 5 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary

Adjournment  
Bill Nagle (Chair)

This notice was posted at City Hall and emailed to the media on 12/30/15

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

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

Other Distribution: Media, Alderpersons, Mayor, City Departments

## ECONOMIC DEVELOPMENT COMMITTEE

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Time and Place: The Economic Development Committee met on Tuesday, November 3, 2015 at 4:30 p.m. in the 2<sup>nd</sup> floor Board Room at City Hall, 407 Grant Street, Wausau

ED Members Present: Bill Nagle (C), David Nutting, Lisa Rasmussen and Tom Neal (VC)  
Neal arrived at 4:45. Rasmussen arrived at 4:55 and Nutting arrived at 5:20

Others Present: Chris Schock, Travis Lepinski, Maryanne Groat, Anne Jacobson, Keene Winters, Brad Lenz, Mayor Jim Tipple, Nan Giese, Jim Warsaw, Gary Gisselman, Karen Kellbach, Mark Goffin, Coleman Peiffer and the Media

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

### **CALL TO ORDER**

Nagle and Winters started discussing the Economic Development Strategy before there was a quorum. He said there would be no action taken so we could start the discussion before there is a quorum.

### **DISCUSSION AND POSSIBLE ACTION ON A METRO WAUSAU ECONOMIC DEVELOPMENT STRATEGY**

Peiffer introduced the metro strategy for economic development. Warsaw spoke to the benefits of a joint metro area effort. He said there is a challenge to getting all local municipalities on the same page but he has been working hard and feels the most will buy into this strategy.

Neal motioned to continue working on this strategy with adding something more tangible, it should be like a business plan and have a financial aspect to it. Rasmussen seconded and the motion carried unanimously 4-0.

### **PUBLIC COMMENT ON MATTERS APPEARING ON THE AGENDA**

No public comments were made.

### **APPROVAL OF MINUTES FROM 8/25/15 and 10/15/15**

Neal motioned to approve minutes. Rasmussen seconded and the motion carried unanimously 4-0.

### **PRESENTATION ON INTERNATIONAL MOUNTAIN BIKING ASSOCIATION (IMBA) RIDE CENTER DESIGNATION AND THE ASSOCIATED ECONOMIC BENEFITS**

Schock informed the committee that there will not be a presentation tonight. A representative will come to a future meeting and give a presentation.

No action was taken on this topic.

### **DISCUSSION AND POSSIBLE ACTION ON THE PROPOSAL FOR THE PROPERTY AT 309 MCCLELLAN STREET (WAUSAU CLUB)**

Goffin update the committee on the progress he has made in securing financing and potential tenants for his proposal at 309 McClellan St..

Neal motioned to move forward with the proposal. Rasmussen seconded and the motion carried unanimously 4-0.

### **DISCUSSION AND POSSIBLE ACTION REGARDING NEGOTIATIONS WITH CBL & ASSOCIATES PROPERTIES, INC., REGARDING MALL REINVIGORATION AND RELATED PUBLIC/PRIVATE PARTNERSHIP, CITY FINANCIAL INCENTIVES AND LOANS AND THE PROJECT PLAN**

### **AMENDMENT OF TAX INCREMENT DISTRICT #3**

Shock updated the committee on the progress with CBL. He said we are working to alter/update the first proposal. On November 16<sup>th</sup> there will be a public forum at UWMC for the public to come and ask questions or give their input.

No Action was taken.

### **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**

- DISCUSSION AND POSSIBLE ACTION ON THE PROPOSAL FOR THE PROPERTY AT 309 MCCLELLAN STREET (WAUSAU CLUB)
- DISCUSSION AND POSSIBLE ACTION REGARDING NEGOTIATIONS WITH CBL & ASSOCIATES PROPERTIES, INC., REGARDING MALL REINVIGORATION AND RELATED PUBLIC/PRIVATE PARTNERSHIP, CITY FINANCIAL INCENTIVES AND LOANS AND THE PROJECT PLAN AMENDMENT OF TAX INCREMENT DISTRICT #3

Rasmussen motioned to go into closed session. Neal seconded and roll call was done, all members were present except Wagner.

### **RECONVENE INTO OPEN SESSION TO TAKE ACTION ON CLOSED SESSION ITEMS, IF NECESSARY**

Neal motioned to move into open session. Nutting seconded and the motion carried 4-0.

Neal motioned to approve plan and proposal and instruct City staff to draw up WEDC grant. Rasmussen seconded and the motion carried 4-0.

### **DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL PROJECT PLAN AMENDMENT AND BOUNDARY CHANGE FOR TAX INCREMENT DISTRICT THREE**

No action was taken.

Staff will go back and change the boundaries of the map and bring it to a future meeting for approval.

### **DISCUSSION ON FINANCE CHAIR REQUEST ON PROJECTING REVENUE**

Discussion was done on how challenging it is to accurately predict possible revenue from future development in Wausau.

### **DISCUSSION AND POSSIBLE ACTION ON ECONOMIC DEVELOPMENT MARKETING**

Schock said we would like to pick a tag for marketing

Neal motioned to use #Wausome and Wausau #Riverlife for marketing tags. Rasmussen seconded and the motion carried unanimously 4-0.

### **UPDATES:**

**COUNTY MATERIALS RIVERFRONT CONDOMINIUMS PROJECT  
EAST RIVERFRONT RFP RESULTS AND PROCESS  
RIVERFRONT BRANDING STRATEGY  
PARTNERSHIP AND DIALOG WITH THE HMONG WISCONSIN CHAMBER OF COMMERCE  
EMPLOYER LINKED HOMESTEADING PROGRAM - LIVE IT UP WAUSAU  
KLEINHEINZ DAIRY BUILDING**

Schock gave updates. The condos are having the elevations determine by City staff. We are working to engage the Hmong Chamber and Schock handed out a memo to the committee. Schock asked if there was any tweaks need to the homesteading program, the committee was very happy with the program the way it is. The Dairy building is in a stand still. Schock gave a brief overview of the two RFP's that we received for the East Riverfront.

**ADJOURN**

Neal motioned to adjourn. Rasmussen seconded and the motion carried unanimously 4-0.

The meeting was adjourned at 7:15 p.m.

Respectfully Submitted,  
ECONOMIC DEVELOPMENT COMMITTEE  
Bill Nagle, Chairperson

## ECONOMIC DEVELOPMENT COMMITTEE

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Time and Place: The Economic Development Committee met on Thursday, November 19, 2015 at 4:30 p.m. in the 2<sup>nd</sup> floor Board Room at City Hall, 407 Grant Street, Wausau

ED Members Present: David Nutting, Lisa Rasmussen, Romey Wagner and Tom Neal (VC)  
Nutting left at 5:15

Others Present: Chris Schock, Travis Lepinski, Maryanne Groat, Brad Lenz, Eric Lindman, Dave Oberbeck, Allen Weslowski, Mark Kordus, Elizabeth Fields and the Media

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

### **CALL TO ORDER**

Neal called the meeting to order at approximately 4:30

### **PUBLIC COMMENT ON MATTERS APPEARING ON THE AGENDA**

No public comments were made.

### **UPDATE ON WAYFINDING PROJECT AND ABC COMPETITION**

The consultants that were to come and talk got caught up in bad weather and didn't make it. Lenz informed the committee that the ABC Competition is moving the Wayfinding project along.

### **DISCUSSION AND POSSIBLE ACTION ON THE EAST RIVERFRONT REDEVELOPMENT AREA RFP AND SUBMITTED DEVELOPMENT PROPOSALS**

No action was taken only discussion was done.

Discussion was done on how to move forward with the RFP's. This is the biggest development the City has ever seen and will require special treatment. Wagner said the committee of the whole should handle this project based on its size not just the Economic Development Committee. Wagner and Neal both expressed their interest in having a consultant review the RFP's to educate us and guides us down the right path. Schock asked the committee to come up with questions for the two developers that submitted development proposals and we can have them answered at a future meeting.

### **DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL PROJECT PLAN AMENDMENT AND BOUNDARY CHANGE FOR TAX INCREMENT DISTRICT THREE**

Discussion was done on why certain properties have been added to TID 3, the advantages and disadvantages to adding more properties in the TID.

Rasmussen motioned to approve the boundary change. Wagner seconded and the motion carried 3-0.

### **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 }DISCUSSION AND POSSIBLE ACTION ON THE EAST RIVERFRONT REDEVELOPMENT AREA RFP AND SUBMITTED DEVELOPMENT PROPOSALS**

Never went into closed session.

### **RECONVENE INTO OPEN SESSION TO TAKE ACTION ON CLOSED SESSION ITEMS, IF NECESSARY**

Never went into closed session.

**DISCUSSION AND POSSIBLE ACTION ON ECONOMIC DEVELOPMENT MARKETING**

Not discussed will be moved to a future meeting.

**UPDATE ON PUBLIC IMPROVEMENT PHASING FOR THE EAST RIVERFRONT PROJECT**

Kordus gave an update to the committee on the phasing. 2015 1<sup>st</sup> street and parking lots will be constructed. 2016 the shoreline improvements, trail, landscaping, Adirondack area, bike bridge, Warf and WOW will be built. 2017 the public amenities north of WOW and the southern shoreline will be done.

**DISCUSSION AND POSSIBLE ACTION ON THE SOLE SOURCE REQUEST FOR DESIGN SERVICES FROM STANTEC FOR EAST RIVERFRONT AREAS INCLUDING THE BATHHOUSE, PARK AND AMENITIES AND UNDER THE BRIDGE STREET BRIDGE**

Groat said we can sole source for professional services. Stantec has knowledge of the project and has planned the other phases of the Riverfront so they should plan the last phase.

Wagner motioned to approve the sole source request. Rasmussen seconded and the motion carried 2-1. Neal was the no vote.

**ADJOURN**

Wagner motioned to adjourn. Rasmussen seconded and the motion carried unanimously 3-0.

The meeting was adjourned at 5:45 p.m.

Respectfully Submitted,  
ECONOMIC DEVELOPMENT COMMITTEE  
Tom Neal, Vice Chairperson

## ECONOMIC DEVELOPMENT COMMITTEE

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Time and Place: The Economic Development Committee met on Tuesday, December 1, 2015 at 4:30 p.m. in the 2<sup>nd</sup> floor Board Room at City Hall, 407 Grant Street, Wausau

ED Members Present: Bill Nagle (C), David Nutting, Lisa Rasmussen, Romey Wagner and Tom Neal (VC)  
Rasmussen arrived at 4:35

Others Present: Chris Schock, Travis Lepinski, Maryanne Groat, Anne Jacobson, Brad Lenz, Mayor Jim Tipple, Gary Gisselman, Eric Lindman, Elizabeth Fields and the Media

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

### **CALL TO ORDER**

Nagle noted there was a quorum and called the meeting to order at approximately 4:30 p.m.

### **PUBLIC COMMENT ON MATTERS APPEARING ON THE AGENDA**

No public comments were made.

### **APPROVAL OF MINUTES FROM 10/13/15**

Nutting motioned to approve minutes. Neal seconded and the motion carried unanimously 4-0.

### **DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL PROJECT PLAN COSTS AND MAP FOR THE TAX INCREMENT DISTRICT THREE AMENDMENT**

Groat spoke to the financial project costs. She handed out sheet which highlighted project expenses and went over it. Loans \$12,100,000.00, Interest \$2,683,125.00, marketing \$405,000.00, parking improvements \$450,000.00, professional services \$75,000.00, street improvements \$650,000.00

Rasmussen motioned to approve as presented. Nutting seconded and the motion carried unanimously 5-0.

### **DISCUSSION AND POSSIBLE ACTION ON ECONOMIC DEVELOPMENT MARKETING**

Schock let the committee know that it will cost between 7 and 8 thousand dollars to redo the 3 faces of the billboards. The committee asked for him to bring back some design ideas.

No action was taken it will be discussed at a future meeting.

### **DISCUSSION AND POSSIBLE ACTION ON THE APPROVAL FOR ONGOING ASSISTANCE WITH GRANT APPLICATIONS TO THE EPA FOR A COMMUNITY WIDE ASSESSMENT GRANT FOR HAZARDOUS SUBSTANCE AND PETROLEUM BROWNFIELDS**

Lenz informed the committee that we would like to apply for a \$400,000.00 EPA grant. He said there is no application fee, only a success fee to the consultant.

Lindman said the funds can help pay for phase 1 and 2 environmental reviews and we will have a 3 year time frame to spend the funds.

Wagner motioned to approve applying for the EPA grant. Rasmussen seconded and the motion carried unanimously 5-0.

### **ADJOURN**

Rasmussen motioned to adjourn. Neal seconded and the motion carried unanimously 5-0.

The meeting was adjourned at 5:15 p.m.

Respectfully Submitted,  
ECONOMIC DEVELOPMENT COMMITTEE  
Bill Nagle, Chairperson

## ECONOMIC DEVELOPMENT COMMITTEE

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Time and Place: The Economic Development Committee met on Tuesday, December 15, 2015 at 4:30 p.m. in the Council Chambers at City Hall, 407 Grant Street, Wausau

ED Members Present: Bill Nagle (C), David Nutting, Lisa Rasmussen, Romey Wagner and Tom Neal (VC)

Others Present: Chris Schock, Travis Lepinski, Maryanne Groat, Brad Lenz, Mayor Jim Tipple, Gary Gisselman, Eric Lindman, Will Gomez, Karen Kellbach, Rob Mielke, David Oberbeck, Bruce Bohlken, Elizabeth Fields, Joe Mella, other interested parties and the Media

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

### **CALL TO ORDER**

Nagle noted there was a quorum and called the meeting to order at approximately 4:30 p.m.

### **PUBLIC COMMENT ON MATTERS APPEARING ON THE AGENDA**

Fields spoke in favor of the amendment to TIF 3; she said it will be good for the downtown businesses. She was representing the River District and Downtown Businesses.

Mella spoke in favor of the TIF amendment representing Central Wausau Progress and the River District.

### **DISCUSSION AND POSSIBLE ACTION ON THE PROPOSED SALE OF PROPERTY AT 1427 NORTH 12TH AVENUE**

Stratz gave a brief history on the property. Discussion will be held in closed session.

### **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 DISCUSSION AND POSSIBLE ACTION ON THE PROPOSED SALE OF PROPERTY AT 1427 NORTH 12TH AVENUE**

Wagner motioned to go into closed session. Nutting seconded, roll call was done and all members were present.

### **RECONVENE INTO OPEN SESSION TO TAKE ACTION ON CLOSED SESSION ITEMS, IF NECESSARY**

Neal motioned to move into open session. Wagner seconded and the motion carried 5-0.

Neal motioned to accept the offer for the sale of 1427 North 12<sup>th</sup> Avenue. Nutting seconded and the motion carried unanimously 5-0.

### **CONSIDERATION OF "RESOLUTION DESIGNATING PROPOSED AMENDED BOUNDARIES AND APPROVING A PROJECT PLAN AMENDMENT FOR TAX INCREMENTAL DISTRICT NO. 3, CITY OF WAUSAU, WISCONSIN"**

Nutting motioned to approve the project plan and boundary amendments. Neal seconded and the motion carried unanimously 5-0.

**CONSIDERATION OF "RESOLUTION DESIGNATING PROPOSED AMENDED BOUNDARIES AND APPROVING A PROJECT PLAN AMENDMENT FOR TAX INCREMENTAL DISTRICT NO. 5, CITY OF WAUSAU, WISCONSIN"**

Nutting motioned to approve the project plan and boundary amendments. Neal seconded and the motion carried unanimously 5-0.

**CONSIDERATION OF "RESOLUTION APPROVING A PROJECT PLAN AMENDMENT FOR TAX INCREMENTAL DISTRICT NO. 5, CITY OF WAUSAU, WISCONSIN"**

Nutting motioned to approve the resolution for the project plan amendment. Neal seconded and the motion carried unanimously 5-0.

**ADJOURN**

Rasmussen motioned to adjourn. Neal seconded and the motion carried unanimously 5-0.

The meeting was adjourned at 5:45 p.m.

Respectfully Submitted,  
ECONOMIC DEVELOPMENT COMMITTEE  
Bill Nagle, Chairperson

# WAUSAU EAST RIVERFRONT DEVELOPMENT RFP RESPONSE

PRESENTED TO CITY OF WAUSAU

NOVEMBER 2, 2015



**FRANTZ COMMUNITY INVESTORS**

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Suite 300

Cedar Rapids, IA 52404

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## EXECUTIVE SUMMARY

The East Riverfront Redevelopment project provides a one-of-a-kind opportunity for the City of Wausau and the Frantz Community Investors team to work together to create a special place in the community that celebrates Wausau's people and its natural beauty. What we have named as the River East Village will convert a former brownfield into a valuable asset by leveraging the development site's proximity to Wausau's central business area and riverfront access so that commercial, residential, and public open spaces can all benefit from these resources, strengthen each other, and become a destination for the community and the region. Given the community's need for market rate apartments, loft style townhouses, and the nationwide trend toward urban living, we see housing as the springboard that will move this project forward. Focusing on residential development first will provide a population base to help bolster commercial development by patronizing new businesses and populating new streetscapes and parks. In time residential and commercial development will work together to cater to those who desire an active lifestyle that may include river based recreational activities, biking on the miles of trails just outside their door, or walking to the central business district.

The development will build off of and enhance the existing and proposed public improvements along the East Riverfront. The public riverfront will remain inviting to all users and provide a smooth transition between public and private spaces. Gathering spaces near commercial uses will provide opportunities for residents, the surrounding neighborhood, and the general public to enjoy the river and co-located amenities. Complete streets will allow for convenient and safe circulation for all modes of transportation. The walkable streets and greenway network will provide internal circulation and will also improve river access for surrounding neighborhoods and the downtown.

It is important that the site's character remain authentic to Wausau with its strong ties to the river, the Northwoods, and outdoor recreation. Sustainable site design practices will be followed to protect the natural resources that form the backbone of the site. Incorporation of regional natural materials when appropriate will help to further the development's connection to the River, to Wausau, and to the Central Wisconsin Region. Site amenities like adequate bike parking and storage for sports equipment will encourage participation in activities like biking and kayaking that can be part of an active and healthy lifestyle.

While the Frantz Community Investor team has provided a response to the RFP in the following pages the site design and building layout are conceptual. It is our goal to integrate the vision of all of the community stakeholders including but not limited to the City of Wausau, the neighborhood residents and businesses, the downtown community, and the participating Community Foundations.

## WAUSAU EAST RIVER FRONT DEVELOPMENT RFP RESPONSE

## FRANTZ COMMUNITY INVESTORS - PHILOSOPHY

Frantz Community Investors was founded on the philosophy that long-term relationships matter. We are aware that this oft-used mantra can sometimes sound a little shallow. However, FCI's embracing of this philosophy is a simple reflection of a core business strategy to build what essentially amounts to repeat business opportunities in familiar surroundings augmented by trusted partners.

Many development companies are in search of economically viable projects in a broad area. Once locating a project, the team evaluates it from a nuts and bolts perspective..."can we make money?" they ask. If yes, the project is pursued.

At FCI we are different. The core of our strategic partnership vision is to identify communities that have demonstrated a commitment to forward thinking community development and execution. There is no absolute rule about how we know this quality when we see it, but it's very obvious when observed. Be it a sophisticated waterfront development plan or a smaller town's pursuit of Mainstreet USA Community status, there are many telltale signs. Our business model requires that we underwrite the community first. Does the candidate have that certain spark or attitude about what it takes to get visions realized?

We understand we are responding to your RFP. However, know that we on the other side of table are evaluating how your community's vision and understanding the strength of its pursuit.

With this in mind, the following graphic is the way we see our opportunities with forward thinking communities.



Executing on individual projects within the scope of strong long-term partnership is made so much easier by mutually motivated and aligned partners.

Will there be issues and hurdles we will have to overcome? Of course! Will we seek to understand first and work diligently together to solve those problems? The answer is undoubtedly yes when you create a partnership that spans multiple projects and endures beyond the simple construction of a building or two.

One of our founders, Mike Frantz, is often quoted saying that the "progressive realization of worthy ideals" is what he and FCI is dedicated to. The day to day implementation of this philosophy requires us to forge long-term relationships with our partner communities where we can play an integral role in bringing those ideals to reality.

With the very first meeting with City officials, our executive team unanimously agreed that Wausau has that special spark, that "can-do" attitude, that pervades the planning and execution process. We feel strongly that a strategic partnership is feasible and look forward to moving ahead.

## WAUSAU EAST RIVERFRONT DEVELOPMENT RFP RESPONSE

# PROJECT DEVELOPMENT TEAM INTRODUCTION

Frantz Community Investors has brought together a team consisting of three companies who will bring their individual areas of expertise to bear on this project.

Frantz Community Investors, who has been in the property development and property management business for over 20 years, will be responsible for the overall development of the River East Village and the ensuing property management. Frantz Community Investors will bring their property development team to the project of Mike Frantz, Tom Frantz, Andy Frantz, Paul Pappageorge, and Mitch Hallgren. Each will bring their unique skill set to the project with over 100 years of combined development and building material/construction experience. Frantz Community Investors corporate information is as follows – Frantz Community Investors, LLC – 3801 Beverly Road SW, Suite 300 - Cedar Rapids, Iowa 52404, Phone 319-390-0013, Fax 319-390-0014 –SIC Number 531390– Tom Frantz, Partner would be the signatory on all documents related to the project, and his phone extension is 307. Neither the company, nor any executive staff, have ever been involved in debarments, suspensions, bankruptcy or loan defaults. In executing on its projects FCI often engages with the contracting community. Our evaluation of the relative financial strength of our construction partners commonly requires us to require the use of performance and completion bonds. The objective is to ensure that, once a project is initiated, it will be completed. FCI has never had a bonded (nor unbonded) project not be completed or have had to employ the bond if one was present.

The second member of the team is Ayers Associates of Madison, WI. Ayers and Associates will provide site layout and design for the project and has developed design concepts through completed design drawings for various riverfront developments of similar size and scope, bringing into play the park/recreational aspects of the public access to the riverfront, along with residential housing units and mixed use housing/commercial units. Along with the design function, Ayers has the staff support to provide complete engineering services, including civil, structural and environmental.

The third member of the team is Mudrovich Architects. Mudrovich Architects has been the lead architect on many of the major new construction and renovation projects in the Wausau community since 1994. Being responsible for the building design; Tom Mudrovich and his team bring to the project their understanding of successfully completed local commercial, mixed use, and residential housing designed projects.

Following is the biographical information for each of the teams and the key team members, along with various examples of relevant projects and developed properties.



### Mike Frantz

FOUNDING PARTNER, FRANTZ COMMUNITY INVESTORS  
EXECUTIVE DIRECTOR, PROWIS

#### Education & Involvement:

- Bachelors of Business Administration, University of Iowa
- Board Member, University of Iowa, Tippie Business School
- Board Member of several charitable organizations



### Tom Frantz

FOUNDING PARTNER, FRANTZ COMMUNITY INVESTORS

#### Education & Involvement:

- B.A. Business, University of Iowa
- Volunteer coach for local youth sports camps
- Member of the National Parks Association

**Michael Frantz** is Founding Partner of Frantz Community Investors (FCI) and Executive Director of PROWIS, a holding company providing resources, governance and management to current holdings including FCI, DDK Marketing, and ConJAX Inc. Mike is also founding owner of Network Growth Management, launched in 2000 as a real estate LLC dedicated to buying quality commercial properties in midwestern communities. FCI is a spin-off of Mike's real estate holdings, focusing on historic rehabilitation and residential/commercial projects.

**Tom Frantz** is one of the founding partners in Frantz Community Investors. Tom's role is both strategic and tactical. Strategically, he leads the FCI team in the exploration of opportunities with communities that share the company vision in the renovation and repurposing of historic buildings. This includes the analysis and vetting of specific projects according to their viability. Tactically, Tom oversees the ongoing asset management of projects upon completion. This involves the marketing, leasing, and the building maintenance of the properties. His construction background and over 18 plus years in the facility maintenance industry supports these efforts.



**Andy Frantz** VICE PRESIDENT OF OPERATIONS

Education & Involvement

- Bachelor of Arts, Economics & Sociology - University of Iowa
- Graduate of Professional Insurance Agents (PIA) insurance school
- Held Property and Casualty License for Several Years
- Member of the Board of Directors for “I Have A Dream Foundation”
- Leadership giving level for the United Way
- Junior Achievement Business Liaison

**Andy** has been an investor in a number of FCI projects and properties over the past several years and officially joined the company last year. He is known for his ability to build businesses and maximize key relationships to achieve financial results. At FCI, Andy will focus on continuing to build the company’s infrastructure to support future growth, the development and financing of new properties, and ongoing investor relations.



**Paul Pappageorge** CHIEF FINANCIAL OFFICER

Education & Involvement:

- MBA in Marketing, Finance & Entrepreneurship, Northwestern University Kellogg School of Management
- Masters in Business Operations, DePaul University Kelstadt Graduate School
- BS in Accounting & Finance Minor, Northern Illinois University

With over 25 years experience in financial operations, investment banking and transaction origination, **Paul** brings a special mix of skills to FCI. For Paul, nothing is more thrilling than organizing ambiguous situations, polishing a presentation of investors, or leading a strategy workshop for colleagues. His unique brand of tenacious attention to details has helped position FCI for regional and national growth.



**Mitchel Hallgren** DIRECTOR OF CONSTRUCTION

Education & Involvement:

- Bachelor Degree, Science, Marketing & Management - Northern Illinois University
- Chairman of DeKalb Taylor Municipal Airport Advisory Board
- Board Member of DeKalb County Residential Development Corporation
- Licensed Private Pilot – Single Engine Land with an Instrument Rating

**Mitchel** is a member of the leadership at FCI and is focused on the supervision of the construction and renovation of the properties, and the property management of the owned and completed properties.

As an executive with a proven track record of leading accelerated business and sales growth, he is experienced in all facets of corporation management in both the private and public sectors with decades of experience in finance, budgeting, personnel, production, program management, sales, sales team management, and marketing.



RUFFALOCODY, CEDAR RAPIDS, IOWA

- New construction - finished July 2014
- 15 acre lot with 38 acres for future development
- Single Tenant - 10 year lease with two 5 year options



HOTEL NORTHLAND, GREEN BAY, WISCONSIN

- 160 Room Luxury Boutique Hotel
- Deluxe (Member's Only) Club and Spa
- Jazz Club and Restaurant

## FCI DEVELOPMENT EXPERIENCE

**PRAIRIE CROSSING DEVELOPMENT** is a 92 acre 3 phase development project. Phase 1 is RuffaloCODY. Built on 15 acres, the structure is a Class A Office with 90,000 sq ft. Phase 2 is 37 acres adjacent to RuffaloCODY graded and zoned for commercial development. Phase 3 is an adjoining 40 acres that is currently agriculture for future development.

**RUFFALO CODY** Founded in 1991, and headquartered in Cedar Rapids, Iowa, RuffaloCODY is the leading provider of technology-enabled fundraising and enrollment management services and software. RuffaloCODY serves more than 1000 nonprofit organizations and institutions of higher education throughout the United States, Canada, Australia, and the United Kingdom.

**HOTEL NORTHLAND** will re-emerge in 2015 as a full-service boutique hotel in Green Bay, WI. This 160-room hotel will bring to life a historic property by famed architect Herbert W. Tullgren. Listed on the U.S. National Register of Historic Places, Hotel Northland will capture of spirit of this 1924 hotel while delivering modern amenities, exciting food and beverage outlets, incredible meeting and wedding space and a unique club membership. Hotel Northland will continue the transformation of downtown Green Bay and assume its rightful place as one of America's treasured hotels.

## FCI HISTORIC DEVELOPMENT EXPERIENCE

**THE COOPER WAGONWORKS BUILDING** was an ideal choice for the type of redevelopment Dubuque was seeking. It was designed and restored to provide attractive housing for downtown residents, while reinvigorating the streetscape with a new upscale restaurant. The three upper floors contain well appointed apartments with views of the restored downtown core.

The Dubuque Main Street Committee presented FCI with the “2011 Excellence Award” for our work on the Cooper Wagonworks Building.

**THE PARISH APARTMENTS** building was originally constructed in 1929 as a fraternity house with classic detailing and oversized windows. Generous living spaces make these units very attractive to college students and young professionals.

The Iowa City Historic Preservation Commission presented Frantz Community Investors with the “2012 Residential Rehabilitation Award” for our outstanding work on the Parish Apartments project.

### ADDITIONAL PROJECTS:

#### DUBUQUE, IA

- Bonson Block
- Holy Ghost School & Convent Apartments

#### FORT MADISON, IA

- Cattermole Memorial Library
- Lemp Brewery Apartments & Retail
- Lee County Bank Apartments & Retail

#### MONMOUTH, IL

- Patton Block Apartments & Retail
- Fusion Studio Theater



PARISH APARTMENTS, IOWA CITY, IOWA

- 16 Studio and One Bedrooms
- Stately residential neighborhood



COOPER WAGONWORKS APARTMENTS AND RETAIL, DUBUQUE, IOWA

- 9 Two Bedroom and 12 One Bedroom Apartments
- Crust Restaurant, Locally Owned



# AYRES ASSOCIATES

Ayres Associates is a multi-specialty architectural/engineering consulting firm providing services from a network of twelve offices in five states. Our offices are in Wisconsin (Eau Claire, River Falls, Madison, Green Bay, and Waukesha), Florida, Colorado, Arizona and Wyoming. With the recent acquisition of SAA Design, we have approximately 280 employees; our experienced landscape architecture team can call on the support of almost forty civil engineers, more than twenty water resources engineers, ten environmental engineers and scientists (including experts in finding funding for redevelopment projects), and the largest structural group in Wisconsin dedicated to local bridge replacements.

We are ranked 310th among the top 500 architectural/engineering firms in the nation by Engineering News-Record magazine. We first were ranked on the ENR list in 1972, and our revenues have kept us among this caliber of firms ever since. Many engineering firms have come and gone since 1972; our continuing presence among the nation's top 500 firms is a testament to our firm's reliability and commitment to our clients.

Our firm was founded in 1959 by Owen Ayres, a structural engineer who instituted many of the practices our company follows: working with clients as a partner; offering smart, creative solutions to clients' needs; conducting business with the utmost integrity; and providing employees not only a challenging work environment, but also the opportunity to advance and invest in their own company.

## ROCK FALLS, ILLINOIS Proposed Waterfront Accessibility/Type





### **Bruce Morrow**

PLA, LEED AP, LANDSCAPE ARCHITECT

#### Education & Involvement:

- Total Experience: 20 Years
- Professional Landscape Architect, WI, 1999
- Leadership in Energy and Environmental Design
- Accredited Professional, 2009
- MRP, Planning, Washington State University, 1994
- BSLA, Landscape Architecture, Washington State University, 1992
- BA, Economics, Kalamazoo College, 1982
- Member of the American Society of Landscape Architects & Congress for the New Urbanism

Since 1995 Bruce has been providing planning, design, and implementation services. Working with public and private clients, his development projects range in size from individual site developments to large city center master plans. Bruce excels in all stages of project development from schematic design to construction documentation and sustainable design.

Bruce's expertise includes:

- Infill and redevelopment project
- Waterfront design and riverwalks
- Urban design
- Downtown and neighborhood planning
- Streetscape and landscape design
- Public process facilitation
- Park and open space design
- Cost estimating
- Preparation of construction documents
- Construction administration



### **Blake Theisen**

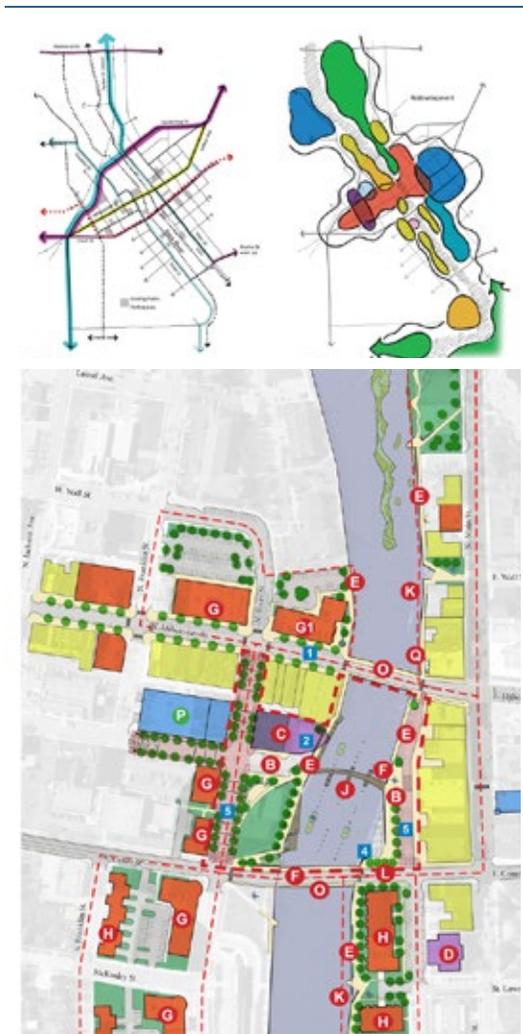
PLA, LANDSCAPE ARCHITECT

#### Education & Involvement:

- Total Experience: 15 Years
- Registrations
- Professional Landscape Architect, WI, 2011; MI, 2011; IN, 2012; IA, 2011; CO, 2015; IL, 2013
- BA, Botany, Miami University of Oxford Ohio, 1999
- Member of American Society of Landscape Architects, International Society of Arboriculture & Wisconsin Parks and Recreation Association

Blake has been providing exceptional quality experience in facility site analysis, planning, design and implementation since 1999. His start-to-finish involvement ensures that projects are delivered on time and as envisioned. A skilled and visionary project leader, Blake's project expertise includes land use planning, site development, infrastructure design, comprehensive outdoor recreation plans, park master plans, athletic complexes, community water parks, skate parks, and playgrounds. With a background in botany and ecology, he promotes environmental stewardship that informs creativity and preservation throughout facility planning and design.

Blake is a regular speaker at state and national conferences on the subjects of innovative design and materials use, public involvement, and community planning. He is a skilled public process facilitator and a trusted convener of community leaders. From a project's conceptualization through its planning and development, he strives for practical, sustainable solutions.



Janesville’s downtown riverfront and adjoining neighborhoods are severely impacted by brownfields and the related health impacts.

This project advanced strategic thinking and community engagement toward realizing the potential for the 240-acre Rock Renaissance Area and six high-priority redevelopment sites.

The planning effort interpreted existing site environmental information, incorporated past and current community planning efforts for the downtown and assessed current market opportunities to maximize green and healthy design, facilitate future private development, improve river access and lead to new job creation.

The resulting plan (draft) will be a vision and implementation strategy for the Rock Renaissance Area including improved connectivity, cohesive land use patterns and enhanced public space, plus redevelopment recommendations and implementation strategies for the six key redevelopment sites.

Funding for the project has been granted by the U.S. Environmental Protection Agency through a Brownfield Area-Wide Planning Program. The work process and deliverables will be used to fulfill grant requirements.



NEW CITY HALL AND LIBRARY, South Beloit, IL



In 2012 Ayres began concept design for a new park at the intersection of the cities of South Beloit, Illinois, and Beloit, Wisconsin and at the confluence of Turtle Creek and the Rock River. The design of the park was the outwork of a series of cross-state planning efforts to identify and brand redevelopment within the city centers of South Beloit and Beloit.

Based on public and stakeholder feedback it became apparent that the new park needed to be rooted in nature. Because of the park's location at the intersection of the two cities it is a gateway to both communities.

In 2015 the City of South Beloit identified the southern edge of the new park as the right place to begin exploring the relocation of their City Hall and Public Library, using the new park as a catalyst for new civic and commercial development in the City. The park is envisioned to become a nature-based regional destination and is the current anchor for redevelopment focused planning in the City of South Beloit.



RELIANT SITE REDEVELOPMENT, Rock Falls, IL

Located in downtown Rock Falls on the Rock River, Reliant Hardware employed hundreds of local residents until the plant closed in the mid-1990s, leaving 17 acres of prime river frontage. Following site acquisition and early site environmental cleanup by the City, our team began work in 2009 with the Rock Falls Community Development Corporation (RFCDC) to prepare a site development master plan, cost estimates and plan implementation strategy.

The final plan identified former industrial buildings to be retained and renovated and also recommended new development patterns to accommodate 220,000 square feet of new mixed use, retail, hospitality and residential uses. The plan provided for the reconnection of the former downtown street grid through the site, linking it with community trail systems and a 3.5-acre public space and special event venue on the riverfront.

The project design emphasizes the scale and street character of the adjacent downtown, river views, and theme elements reflecting the community's history of hardware production. Stormwater and water runoff quality enhancements include water harvesting for irrigation use and river edge rain gardens to retain and infiltrate water that was historically piped to the river.

Current plan implementation activities include renovation of 40,000 square feet of the former production building for office use, removal of warehouse buildings and design of the riverfront trail system.





NORTH BARSTOW, TIF DISTRICT 8 REDEVELOPMENT PLAN AND DESIGN, Eau Claire

Our team created a redevelopment plan for an industrial brownfield site incorporating a new public park and open space with development of a major office complex/headquarters for Royal Credit Union (RCU) in Eau Claire’s downtown.

Our planning team built on our previous master planning efforts with the City for the Phoenix Riverfront Park, and that plan’s provisions for downtown redevelopment on sites adjacent to the future park.

Site concepts, alternatives and perspective illustrations were developed for City Council committee sessions and public meetings to refine the vision for this key riverfront area, balancing public access and amenities with building space and parking requirements for the RCU project and for future commercial, residential, and mixed use development.

Following plan approval in July 2002, the city has seen approximately \$70 million dollars in private investment in the redevelopment area. An additional \$40 million in investments are planned for the next two years.





NATURE AT THE CONFLUENCE, South Beloit, Illinois

Nature at the Confluence is the outcome of a 2012 Ayres, formerly SAA Design Group, led Beloit region Connections Plan. The Connections Plan explored development and open space opportunities in the greater Beloit Region (Beloit, WI and South Beloit, IL) associated with the Rock River and Turtle Creek. Nature at the Confluence is the first project to result from that plan and is the flagship openspace recommended in that plan.

Nature at the Confluence (NATC) is envisioned as a 69 acre park and preserve dedicated to connecting people of all ages and abilities with the unique ecology and historical significance resulting from the confluence of Turtle Creek and the Rock River. The park will combine hands-on learning in ecology and science with recreational hiking, biking, boating, even a ropes course!

When completed visitors can engage in programmed events, explore special exhibits, participate in classes or just enjoy nature by canoe, along trails, or from bird watching blinds. The park is envisioned to become a regional destination.





## FIRM DESCRIPTION

Mudrovich Architects is the largest full-service Architecture-Interior Design firm in central Wisconsin.

We take pride in approaching each commission with a non-preconceived solution. We analyze our clients' needs and strive to produce solutions that exceed expectations. We have worked on some of the largest projects in Wausau, with budgets up to \$20,000,000. In addition to work in central Wisconsin, our client base extends to every corner of the state. We have completed major projects in the Milwaukee, Madison, La Crosse and Manitowoc areas, and others. Architectural services consist of customary building and site design including feasibility studies, programming, site selection, space planning, cost estimating and long-range Master Planning. Building types include multi-tenant residential facilities, office buildings, financial facilities, medical/clinics, governmental, higher education, recreational and institutional. Project types include new construction, remodeling, adaptive re-use and historic renovations. We have received numerous awards for our design work. Work has also included design for LEED certification. We employ the latest in technology to assist our staff in producing appropriate, budget-conscious, attractive solutions for our clients' building needs.

## OFFICE ORGANIZATION

The firm is organized as one studio. Project architects and managers are assigned individual responsibility for jobs in progress from start to finish. Projects are assigned in relation to experience and project type, scope and complexity. On some major projects, co-project architects are assigned as a team in order to provide complete continuity and a high level of communication during the project. We have the ability to assign several staff personnel to larger projects, if necessary. Interior Design services are both stand alone and supplemental support to architectural.

Established: 1994

Office: 300 Third Street, Suite 304 Washington Square Building Wausau, WI 54403

Phone: 715.848.4880 - Fax: 715.848.4885

Email: [thm@mudarch.com](mailto:thm@mudarch.com) - Website: [www.mudrovicharchitects.com](http://www.mudrovicharchitects.com)

Principal: Thomas H. Mudrovich, AIA

Professional Registration: Wisconsin, Minnesota & Colorado

Current Staff: Registered Architects (3) and Support Staff (5)

**Project Types:**

- Financial Facilities
- Business and Medical/Clinical Offices
- Historic Reconstruction
- Museum (Wisconsin Maritime Museum, Manitowoc)
- County Parks and Fair Grounds
- Institutional
- Recreational
- Restaurants
- Educational
- Multi-Family Residential
- Governmental
- Interior Design Services
- Hospitality
- Retail

**Building Systems Design, Specifications and Construction Observation:**

- Re-Roofing
- Window Replacement
- Elevator Installations
- Masonry Restoration
- ADA Reviews and Retrofits
- Open Office Space Planning
- Building Exterior Facelifts

**Technology:**

- Firm currently utilizes Windows 7, Microsoft Office 365 and Cable Internet access
- ACAD Architecture 2016 and LT 2016 through networked office PC's
- Adobe Photoshop
- Adobe Acrobat/Bluebeam

**Client Base and References**

We consider the following repeat clients to be a major reason for our continued stability and growth

**Aspirus Wausau Hospital**

70 projects  
Gary Wojciechowski  
333 Pine Ridge Blvd.  
Wausau, WI 54401  
PH: 715.847.2884

**Community Development Department**

52 projects  
City of Wausau Ann Werth  
407 Grant St.  
Wausau, WI 54403  
PH: 715.261.6686

**First Phoenix Group**

14 projects  
Sarah Stuewe  
13911 Ridgedale Dr. Suite 375  
Minneapolis, MN 55305  
PH: 612.716.0500

**Compass Properties**

55 projects  
Mark Craig  
300 N. 3rd St., Ste. 214  
Wausau, WI 54403  
PH: 715.849.8480

**Marathon County**

14 projects  
Dan Hoenecke, Planning Dept.  
210 River Dr.  
Wausau, WI 54403  
PH: 715.261.6040

**Team Schierl Companies**

18 projects  
Fritz Schierl  
2201 Madison St.  
Stevens Point, WI 54481  
PH: 715.345.5060 ext 304

**CoVantage Credit Union**

12 projects  
Brian Prunty  
723-6th Ave.  
Antigo, WI 54409  
PH: 715.623.1337

**City of Wausau**

13 projects  
Mayor James Tipple  
407 Grant St.  
Wausau, WI 54403  
PH: 715.261.6800

**Wausau and Marathon County Parks, Recreation and Forestry Department**

20 projects  
Peter Knotek  
212 River Dr.  
Wausau, WI 54403  
PH: 715.261.1550

## Thomas H. Mudrovich, AIA

### Experience

- Principal: Mudrovich Architects, Wausau, WI, June 1994-present  
Responsible for marketing, client relations, firm management, design and contract administration of major projects undertaken by the firm. (See "Project Experience.")
- Director of Architectural Services: Becher-Hoppe Associates, Inc., November 1990-May 1994
- Senior Design Architect/Project Architect: Plunkett, Keymar, Reginato Architects (now Plunkett Raysich Architects), Milwaukee, WI, January 1990-November 1990
- Senior Project Architect/Chief Designer: PSI Design, Inc., Big Bend, WI, August 1981-February 1990
- Architect: Kurtz Architects, Mequon, WI, October 1980-May 1981
- Architect: Self-employed Architectural Designer, Shorewood, WI, 1978-80
- Teaching/Research Assistant, Graduate Student: School of Architecture, University of Wisconsin-Milwaukee, 1976-78

Project Experience 30+ years of architectural experience includes major project responsibility, both design and management, for a full range of commercial, medical, educational, religious and governmental buildings. Notable projects by Mudrovich Architects include the Wisconsin Maritime Museum Expansion Addition; Heartland Credit Union headquarters, Madison, WI; Wisconsin Corporate Central Credit Union, New Berlin, WI; Trane Federal Credit Union, Onalaska, WI; Wausau City Hall renovation; Immanuel Lutheran Church, Wausau; Marathon Park Amphitheater, Wausau; Jefferson Street Parking Ramp, Wausau; Aspirus Merrill Clinic; Runkel Abstract building renovation, Wausau; Integrity First Bank headquarters, Wausau; Assisted Living, Davenport, Iowa; 311 Financial Way office building, Wausau; The Palladian, Wausau; Dudley Tower, Wausau; Stoney River Assisted Living, Marshfield; Stoney River Assisted Living and Rehabilitation Center, Weston.

### Education

- Bachelor of Science in Architecture, University of Wisconsin - Milwaukee, January, 1976
- Graduate Studies in Architecture, University of Wisconsin - Milwaukee, 1976-78

### Professional Registration

- Registered Architect: Wisconsin, Minnesota and Colorado

### Professional Societies and Organizations

- A.I.A. Wisconsin
- American Institute of Architects
- Director, Wisconsin Trust for Historic Preservation
- Director, UWMC Foundation Board
- Wausau Noon Rotary Club
- Central Wausau Progress
- Wausau Area Chamber of Commerce
- McDevCo

## Joe Vraspir

### Experience

- Design Associate: Mudrovich Architects, Wausau, WI, May 2010-present
  1. Coordinate communication between clients, contractors and sub-consultants.
  2. Prepare preliminary designs and renderings.
  3. Organize and prepare contract documents.
  4. Attend meeting with clients and contractors.
  5. Preparation for architectural licensing exam.

### Education

- Master of Architecture, Minor in Business, Real Estate, University of Wisconsin-Milwaukee, 2008-2010
- Bachelor of Science, Architecture, University of Wisconsin-Milwaukee, 2005-2007
- Undergraduate studies, Engineering, Psychology, University of Wisconsin-Marathon County, 2003-2004

### Societies and Organizations

- NCARB
- Habitat for Humanity
- Fill-a-Backpack Fill a Need

## Larry G. Fensfeld, AIA, CFM

### Experience

- Senior Project Architect, Mudrovich Architects
  - 1.2000-Present
  - 2.Responsible for all phases of project management and development on larger projects including programming, design, construction documents, specification writing and construction contract administration.
  - 3.Responsibilities also include client relations, quality control, cost estimating, value engineering and feasibility studies.
  - 4.Experienced in new facilities, additions and renovations.
- Corporate Architect
 

1983-2000: Associated Bank, Green Bay (aka: First Financial Bank, Stevens Point and First Savings, Milwaukee)

  - 1.Branch, corporate and tenant, new construction, remodels and renovations.
  - 2.Design, space planning and construction administration.
  - 3.Value engineering, life-cycle cost analysis and 'corporate standards' development.
  - 4.Due diligence and feasibility studies.

### Education

- Bachelor of Architectural Sciences  
University of Wisconsin – Milwaukee, 1977

### Professional Registration

- Registered Architect in the State of Wisconsin
- Professional Societies & Memberships
- American Institute of Architects
- AIA Wisconsin

## SITE DEVELOPMENT – RIVER EAST VILLAGE

The River East Village Project will be phased in over a 6-8 year period, introducing 40-60 apartment units every year into the market place, and mixed use commercial spaces built out to suit the tenant's space requirement. Optionally, we have left open the potential for commercial office space along 1st street on the north side of the inflow creek. This will provide the highest feasible density and property tax base. We have designed into the plan the option for townhouse units to be located along the 1st Street portion of the development south of the inflow creek showing a streetscape of walk-up front homes. The townhome option will decrease the housing density by approximately one-third, but would provide another layer of amenity-rich living units if the community and the market should dictate the need.

Our goal in the site layout is to take maximum advantage of the river and the inflow creek while creating an aesthetic which will identify the development as unique in the Wausau area housing market. The network of streets will convey an urban feeling to the site, while still accommodating on-street parking and providing greenspaces. All of the three story residential apartment units south of inflow creek will offer a minimum of one below ground enclosed parking space and one extra storage per unit. Centrally located within this residential housing area south of the inflow creek we are going to construct a Resident Pavilion with a fitness center, common gathering places both indoor and outdoor, and a meeting/reception room for resident use. The area north of the inflow creek is designed to be a mixed-use area, with first floor retail and upper floor apartments along the river side of the building, with a larger floor-plate building east of the parking lots. These two story buildings would complement the WOW project and could take advantage of the abundant parking nearby.

The River East Village development is planned to be developed in six phases consisting of eleven separate buildings. As noted on the Site Development Plan, each building has a phase number which indicates the order in which the buildings are to be constructed. The buildings with a phase number/letter are the mixed use commercial/residential/office buildings which will be constructed in the numbered order as commercial tenant's demand dictates.

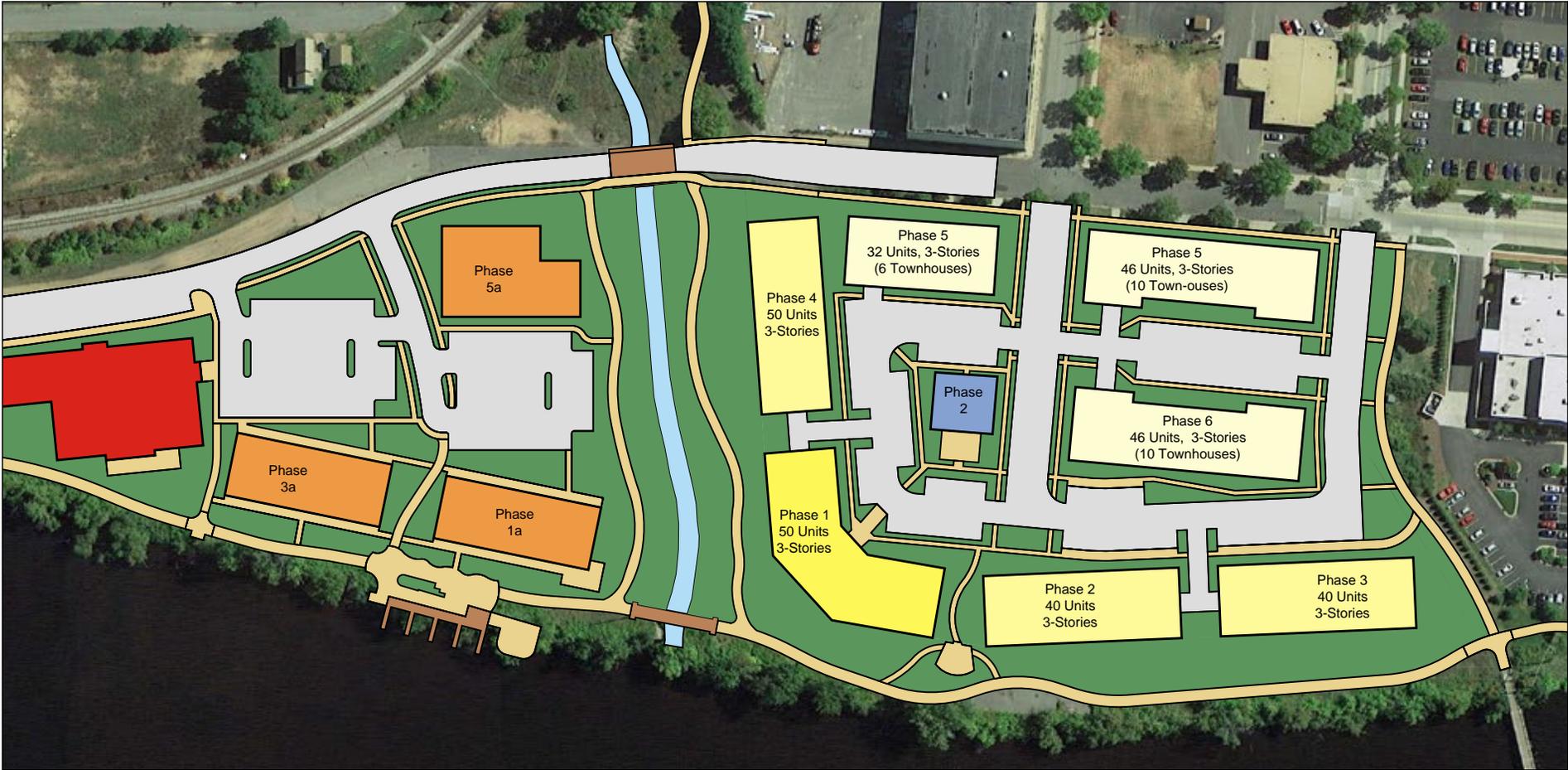
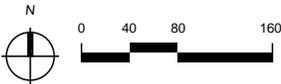
Each phase will be developed in a similar fashion. Frantz Community Investors will coordinate all development activities, employing local contractors and sub-contractors whenever possible. The infrastructure and site planning design/engineering will be done by Ayres Associates and the building design/architectural development will be done by Mudrovich Architects. All phases of construction and development, both site work and building construction, will be contracted for and supervised by Frantz Community Investors personnel, in conjunction with the staff personnel from Ayres and Associates and Mudrovich Architects. During the development and buildout of the River East Village development Frantz Community Investors will have fulltime construction management personnel on site.

# RIVER EAST VILLAGE

## SITE DEVELOPMENT PLAN

LEGEND

- Apartment Building - Phase 1
- Apartment Building
- Apartment Building / Optional Townhouse
- Resident Pavilion
- Mixed - Use Commercial Building
- WOW Building



## DESIGN AESTHETIC

The apartment building design aesthetic south of the inflow creek, in general, is intended to have something of a resort feel, suitable for a waterfront location. Pitched roof buildings, with lighter/brighter materials and colors, a mix of siding, brick and stone using more windows with a mix of glass window-walls where appropriate, more intricately detailed elements with massing broken into smaller forms.

North of the inflow creek, perhaps the aesthetics could transition to something closer to those of the WOW Center. Edgier, more metal and glass. It will be an interesting challenge to hit the right note. A blend of more traditional design cues and harder edge techno-chic. Difficult, but very rich and nuanced when it can be achieved.

We think this development needs a cohesive look and feel that is distinct, and different from the existing downtown. We would like to create a sense of arrival and an “Oh, this is different” reaction. Some sort of entry feature. Perhaps brick and stone piers flanking the street with a metal gateway spanning the street. Not really an original idea, but it always works. Those piers could reflect the stone entry markers at Marathon Park.

The following typical apartment elevation reflects the aesthetic described above for the building located south of the inflow creek.



River East Village  
Typical Apartment Building  
Shingle Style

## ALTERNATIVE DESIGN AESTHETIC

As an alternative design concept we are presenting what can be called Urban Eclectic. It's a contemporary aesthetic characterized by rectilinear massing, low sloped "flat" roofs, aluminum glazed windows and larger glass surfaces, a mixture of materials, including: corrugated metal and flat paneled areas, brick, stone, stucco/EIFS in both muted and vibrant colors, high-tech and industrial-look light fixtures, modern site furnishings and geometrically shaped landscaping. Usually several building exterior surfaces are combined on an individual building. This is a general look that has wide appeal to twenty and thirty-somethings. It most definitely is a young, fresh aesthetic that indicates a certain independent lifestyle. It also has a decidedly "look at me" appearance. For a near in but not downtown development it feels appropriate. Think of the Trolley Flats apartments. Though background in color, it has many of the elements of the style and design that we have included.



**River East Village**  
Typical Apartment Building  
Urban Eclectic Style

## PROJECT PROPOSAL DESIGN EXAMPLE

The next two projects were designed by Mudrovich Architects that typify both contemporary and traditional design aesthetics. Materials and forms are very different. Our team will explore which aesthetics are most appropriate and desirable for River East Village as a part of our stakeholder outreach.



### Stoney River Assisted Living Marshfield, WI



#### Project Information

**Architect:**  
*Mudrovich  
Architects*  
**Description:** *New  
Construction*  
**Location:**  
*Marshfield, WI*  
**Sq Ft:** *39,906*  
**Owner:** *First  
Phoenix*





Mudrovich  
architects

www.mudrovicharchitects.com

715.848.4880

311 Financial Way



Project Information

**Architect:** *Mudrovich Architects*

**Design/Builder:** *The Samuels Group*

**Description:** *New Construction*

**Location:** *Wausau, WI*

**Sq Ft:** *42,350*

## Description

The 311 Financial Way building is a 3 story multi-tenant LEED office building. LEED guidelines were considered in all elements of the project, including site location, building envelope design, glazing amounts, roof membrane selection, finish materials, landscaping and many other areas. Pending certification, the building will be the first privately owned LEED facility in the City of Wausau.

- Sustainable design elements to achieve LEED requirements of the U.S. Green Building Council (application pending)
- Use of sustainable systems including local materials, energy-efficient products and controls, daylight harvesting, water re-use, etc.
- Water from roof is collected for landscape irrigation
- Building envelope has continuous exterior 'R' value
- Building is oriented to minimize summer heat gain for maximum energy efficiency
- Sustainable elements were featured in "Eye on America"



## PROJECT BUDGET

The nuts and bolts of rental apartment development is well known and fairly straightforward. Here is a simple chain of events in a typical project:

- Seek to understand the City's vision.
  - Determine the required unit size and market rental rates.
  - Integrate that information with density requirements.
  - Create schematic design concepts, building massing and basic construction requirements.
  - Together with contracting partners, determine anticipated cost to complete
  - Design the capital stack, which includes:
    - Construction finance
    - Permanent debt
    - Equity
    - Incentives or grants that may be available
  - Project Proforma creation: the pieces come together in a sophisticated financial analysis that is the project's game plan.
- Evaluate: Given projected revenues, costs, and net operating income, is the project "in balance?" Projects are rarely in balance from the get go. Some of the questions include: Do we have enough NOI to satisfy the bank? Will the local rents support the level of construction quality and finish that the City's vision is calling for? Are there any ways to manage building costs in a way that delivers a high quality product at an affordable rate? When it's all said and done, will the project return enough to satisfy the equity investment required in the project?
- Share: We include our stakeholder partners in reviewing and optimizing the project proforma. There is no secret here. Developing real estate is capital and labor intense and requires ingenuity, compromise and collaboration.
- Resolve: With the right ingredients, projects come together in a dynamic way and are executed upon.

Applying this process to Wausau, we provide the general feedback below. Please note that these results are preliminary and only indicative of a general assessment.

Revenue: Initial research supports a rental value of \$1.10 per square foot per month. So, a 1,000 sf, 2 bedroom apartment would lease for about \$1,100 per month. As unit sizes are adjusted, rental moves with it.

Cost: A blended "hard construction" cost is estimated to be \$135 psf. Soft costs (architects, engineers, interest fees and development fees) typically run an additional 27% of the hard cost value. Therefore, total cost is about \$171 psf.

Analysis: Presuming a standard capital structure (which are mostly dictated by FDIC insured institutions), we find that the development environment is challenging. The attached proforma shows the various elements, assuming various factors and provides outcome details.

Implications: The market rental rates, when combined with a standard capital structure (and presuming 15% local incentive support for illustrative purposes) do not allow for acceptable project economics. In bridging this perceived gap, a number of activities should be undertaken to create alternatives and reposition the project for success:

- Further evaluate market dynamics. Can the project drive its own demand a price level?
- Unit type and mixes: Would micro or efficiency units effectively yield higher incremental revenues? What optimizations can be undertaken?
- Research available support/incentive programs: Typically, City development staff will be aware of various programs that may be brought to bear on a project or series of projects. These programs may include TIF, HUD Section 108 funding, workforce incentives programs and direct subsidy investments by city, county or national entities.

Summary: The prototype project proforma provides a set of formidable, but not insurmountable outcomes. Pursuit of a solution requires collaboration between the stakeholders to drive achievement of the program goals.

**WAUSAU Riverfront District  
Typical Building Proforma**

for Illustration Purposes Only



**Gross Building Details**

|                       |               |
|-----------------------|---------------|
| Floorplate            | 18,000        |
| Levels                | 4             |
| GBA                   | 72,000        |
| Parking               | - 18,000      |
| Gross Living Area     | <b>54,000</b> |
| Building Efficiency   | 85%           |
| Effective Living Area | <b>45,900</b> |

**Unit Details**

| Type | SF    | \$/SF | Mix | Rent/mo. |
|------|-------|-------|-----|----------|
| 2BR  | 1,000 | 1.10  | 33% | 1,100    |
| 1BR  | 800   | 1.10  | 67% | 880      |

|   |           |
|---|-----------|
| Weighted Average Unit Size              | 866 sqft. |
| Weighted Average Rental Value Per Month | \$ 953    |
| <b>Total Project Units</b>              | <b>53</b> |

|                           |     |       |                   |
|---------------------------|-----|-------|-------------------|
| <b>Construction Costs</b> |     |       |                   |
| Hard-Livable              | 125 | \$PSF | 6,750,000         |
| Hard-Parking              | 90  | \$PSF | 1,620,000         |
| Contingency               | 8%  |       | 669,600           |
| Site Costs                |     |       | 250,000           |
| Soft Costs                | 12% |       | 1,004,400         |
| <b>Total Build Cost</b>   |     |       | <b>10,294,000</b> |

|                               |            |                  |
|-------------------------------|------------|------------------|
| Equity                        | <b>10%</b> | 1,029,400        |
| Other Incentives              | <b>10%</b> | 1,029,400        |
| <b>Construction financing</b> |            | <b>8,235,200</b> |

**Proforma Income & Expense**

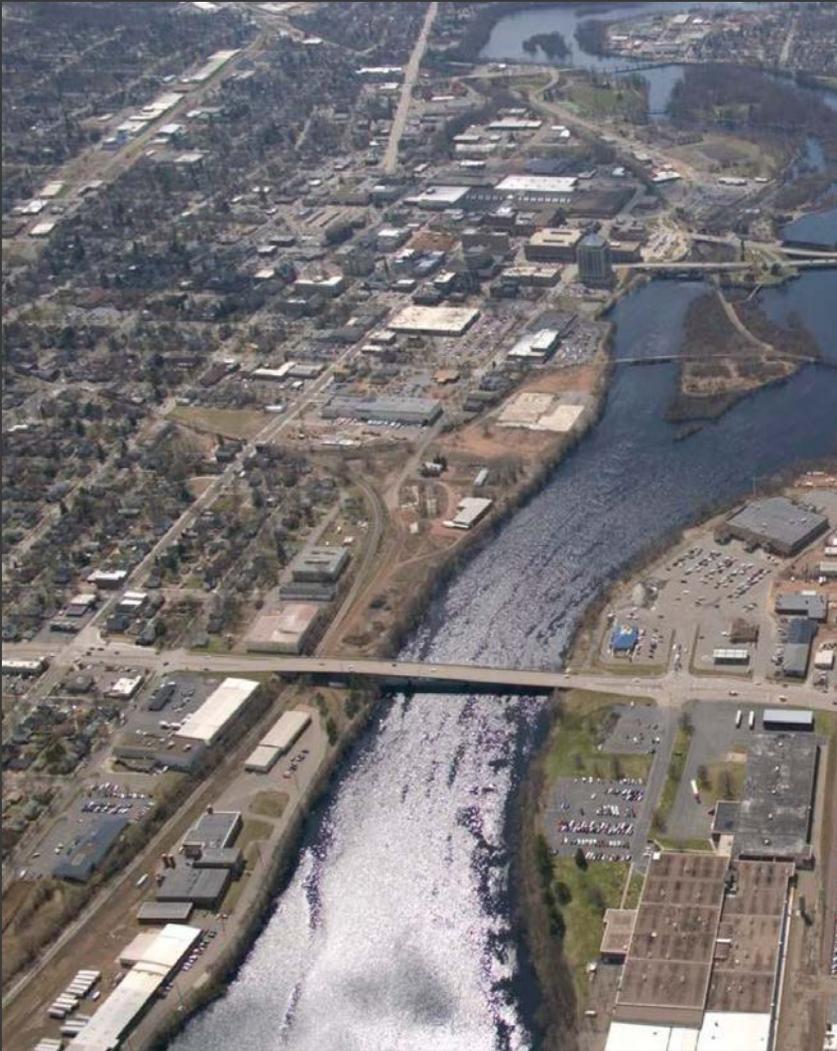
| Rental Analysis        | Units | \$/Mo | \$/Mo  |                |
|------------------------|-------|-------|--------|----------------|
| Apartment Rents        | 53    | 953   | 50,490 | 605,880        |
| Parking Fees           | 53    | 50    | 2,650  | 31,801         |
| Scheduled Rents        |       |       |        | <b>637,681</b> |
| Vacancy                |       |       | 8.0%   | - 51,015       |
| Effective Annual Rents |       |       |        | 586,667        |
| Less: Exp. Constant    |       |       | 20.0%  | - 127,536      |
| Net Operating Income   |       |       |        | <b>459,131</b> |

|                             |     |       |       |             |
|-----------------------------|-----|-------|-------|-------------|
| City Sponsored Loan         | P&I | Int.% | Years | 342,907     |
|                             |     | 1.5%  | 30    |             |
| Debt Service Coverage Ratio |     |       |       | <b>1.34</b> |

□



**S.C. SWIDERSKI, LLC**



**REDEVELOPMENT  
PROPOSAL  
RFP - 11/2/15**

**EAST RIVERFRONT DEVELOPMENT**





# S.C. SWIDERSKI, LLC

Personally devoted to serving our communities and clients by fulfilling your residential, commercial, office and retail needs.

We are a diversified, long term real estate investment company headquartered in Mosinee, Wisconsin. Our portfolio includes multi-family housing, office, retail, forest land and waterfront properties located throughout Central and Northern Wisconsin with opportunities for expansion throughout the Midwest.

S.C. SWIDERSKI, LLC is a privately held company, owned solely by Shane and Sheila Swiderski. We take pride in being a growing family business. We control our own residential and commercial development, construction, maintenance and property management to insure that we offer the highest quality service and best value available. We exclusively manage our own properties and give them our full attention. S.C. SWIDERSKI, LLC also houses our own Maintenance Department for quick response to your repair concerns.

S.C. SWIDERSKI, LLC is well known for our customer satisfaction. When you call us or if you have concerns, you can expect results!

S.C. SWIDERSKI, LLC provides apartment homes and commercial space throughout Central Wisconsin and Northern Wisconsin. We are always looking for opportunities to expand throughout the Midwest.

# **S.C. SWIDERSKI, LLC**

401 Ranger Street • Mosinee, WI 54455 • 715.693.9522 • Fax: 715.693.9523

*Please visit us at [scswiderski.com](http://scswiderski.com)*

- 1. Executive Summary**
- 2. Approach**
- 3. Project Deliverables**
- 4. Project Management Approach**
- 5. Level of Investment and Financial Viability**
- 6. Successful Urban Development/Redevelopment project examples**
- 7. Development Organization's Overview**
- 8. Scope**

## **Executive Summary:**

S.C. Swiderski, LLC was founded by Shane and Sheila Swiderski in (1992) as a real estate development company. Our property portfolio at this time is in excess of \$100 million in appraised value and we currently have 614 units under various stages of construction. During this time we have built our reputation as an experienced developer/construction contractor throughout Wisconsin. We have achieved success by developing strong relationships with architects, engineers, contractors, trade partners, suppliers, real estate professionals and governing agencies and by also maintaining outstanding customer service.

As a developer, it is important for all parties involved in a project to have a common goal in creating the right development in the right area. During all of our projects, S.C. Swiderski has worked with communities throughout central Wisconsin to build and comply with the long range development plans of the communities it builds in. Per the East Riverfront Brownfields Area-Wide Plan, apartments were identified as a “preferred” development of this location to “maintain downtown Wausau as an important multi-use activity center for the community and the region including recreational, cultural, residential, retail, entertainment, office, high-tech business, and governmental land uses.” The attached proposal from S. C. Swiderski incorporates a mixed development of residential, office and retail properties on the street side and two additional apartment buildings behind. The entire site layout and building design as proposed will have an urban dwelling façade and providing quality, urbanized living quarters for citizens seeking a metropolitan residency as well as office and possible retail spaces such as a coffee shop, bakery or cafe.

We anticipate growth and excitement during phase one of the project. Based on preliminary Intel and market assessment, we believe as this project is constructed, it would stimulate demand for office space and other possible cultural ventures for spaces that would provide additional downtown employment aside from S.C. Swiderski staff utilized to operate and maintain each facility.

S.C. Swiderski is willing and capable of building multi-family, office and mixed use structures for whatever the market will consume. Our most recent office development is the S.C. Swiderski Corporate headquarters (401 Ranger St, Mosinee) as shown on page three of our corporate mission statement. As such and if awarded the proposal, S.C. Swiderski requests access to the entire developable land which will allow for successive development as conditions permit. Our plan is structured for S. C. Swiderski, LLC to own all proposed buildings, operate and lease all units and offices, however, build to suit options would be considered. There are two – three great designs in our plan for potential office space to fill the demand of needed office space in the downtown area or create multi-use buildings. The designs are flexible to meet the demands of potential clients.

**Phase I** (planned construction to begin in 2016):

**5 story, 72 unit apartment building**

- The construction will be of masonry and architectural panels with modern interior finishes.
- Level One is an at-grade enclosed parking garage.
- Levels Two through Five are market-rate apartments consisting of studio, one, two and three bedrooms.
- Stainless steel appliances, vinyl plank flooring, walk-in closets, in-unit washer/dryer, dishwasher, garbage disposal, large balcony and quartz counter tops.
- Fitness center, community room and outdoor, rooftop terrace in various buildings per plan.
- Upscale amenities and contemporary floor plans of the proposed units will provide an alternative residency choice and “unique to Wausau” option for residents.

**1<sup>st</sup> office center as a 2, 4 or 6 level structure with a 13,000 sq. ft footprint.** S.C. Swiderski, LLC would begin marketing as soon as proposal and developer agreement completed.

**Phase 2 & 3:**

**2<sup>nd</sup> and/or 3<sup>rd</sup> multi-family building with limited retail.** Depending on the demand for downtown apartments, additional levels may be added to the current proposed buildings to accommodate the need for urban apartments.

**2<sup>nd</sup> office center** with sq. footages and levels to be decided as market determines need, currently proposed as 11,900 sq. ft. footprint.

**Possible 3<sup>rd</sup> multi-use or office center** could be constructed in years 1 or beyond as market need is determined, or long term tenant secured. Currently, S.C. Swiderski has been working with interested parties in developing a History Museum/ Cultural Center. This potential mixed-use space will be developed as discussions continue. The footprint on the site plan is for reference only; size will be dependent on tenant needs.

## **Approach:**

SC Swiderski plans to build three 5 level multifamily housing structures to set the iconic downtown Wausau setting. To create depth and character to this area the buildings will maximize space with below building parking, and rooftop terraces as well as 6,000 foot retail space to bring additional business to this area, and rooftop terraces to capture the great river scenery. In addition to multi-family there will be a multi-story office center based on the need of the area with similar design of a second and/or third building to tie the project together on the north side of the waterway.

We have put together a great staff of key individuals:

- Fay Harder, Director of Operations, will lead the vision and finance (15%)
- John Donovan, Construction, Acquisitions & Development, provides construction expertise and design concepts (5%)
- Dave Jellings, Construction Manager, will be heading the construction staff (15%)
- Scott Blaney, Architect, will design the structures (15%)
- Thomas Goode, Commercial Construction Project Manager, with Project oversight (25%)
- Randy Lilla, Project Superintendent, with on-site coordination and supervision (25%)

This team will design and build these structures in a phased progression, upon completion S.C. Swiderski Leasing will maintain the buildings and lease spaces.



**KEY:**

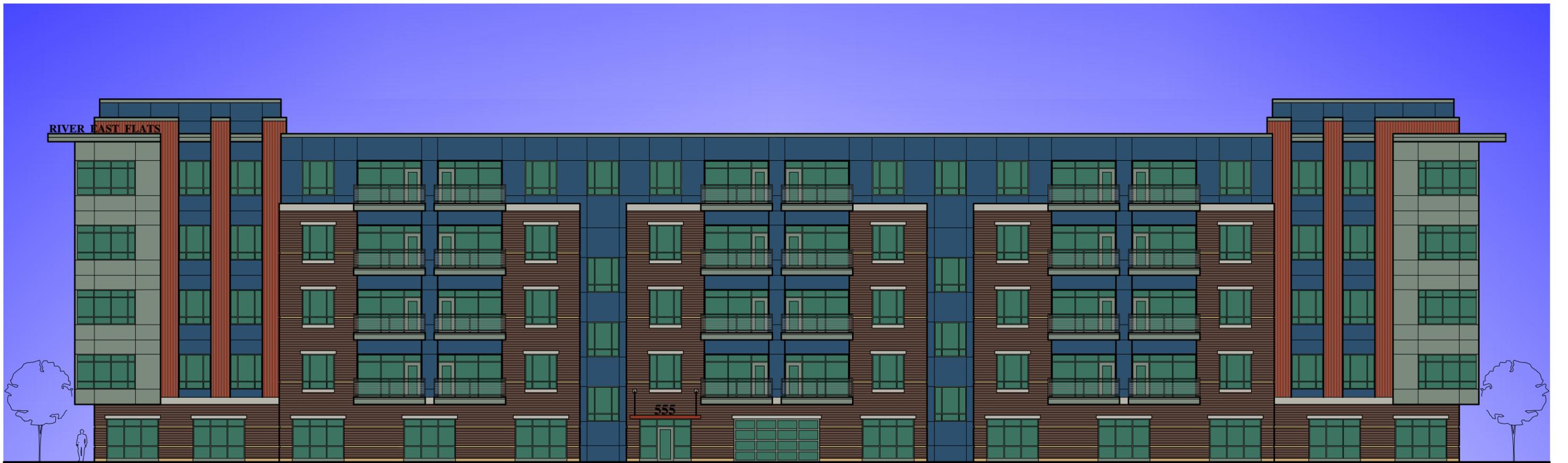
- ① - 72 UNIT APARTMENT BUILDING (5 LEVELS)
- ② - OFFICE CENTER
- ③ - 72 UNIT APARTMENT BUILDING (5 LEVELS)
- ④ - APPROX. 72 UNIT APARTMENT BUILDING (5 LEVELS) / RETAIL
- ⑤ - OFFICE CENTER
- ⑥ - MULTI-USE OR OFFICE CENTER

**SITE PLAN**  
11.02.15



**S.C. SWIDERSKI, LLC**

401 Ranger Street Mosinee, WI 54455 715.693.9522



**STREET ELEVATION**  
11.02.15



**RIVER EAST FLATS**



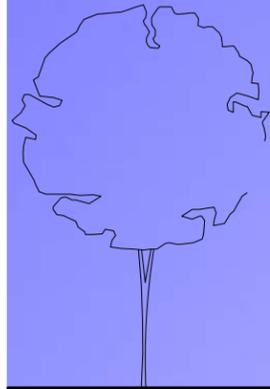
**555**



**STREET ELEVATION**  
11.02.15



RIVER EAST FLATS



555





**STREET ELEVATION**  
11.02.15



**RIVER EAST FLATS**



**555**

## **Project Deliverables:**

### Projected Building Cost

If built as proposed, the entire development for this site would be an estimated \$30 – \$50 million in constructed buildings as summarized below:

3 – Multi-family buildings at \$9.2 estimated appraised value = \$27.6 million

1<sup>st</sup> Office Center – 13,000 sq.ft. (6 levels) = 78,000 sq. ft @ \$200 = \$15.6 million

2<sup>nd</sup> Office Center – 11,900 sq. ft. (+/- 3 levels) = 35,700 sq ft. @ \$200 = \$7.14 million

Multi-use/Office Center – currently working with prospective tenant to determine needs and use of building, 16,304 footprint, future tax base to be determined based on final footprint and height.

**Total potential construction = \$50.34 million or more**

### Vulnerabilities:

- Site has been identified as a brownfield area posing liability concerns of health related contamination.
- We understand that there could be foundation issues with the site. This is a large concern and we are requesting the city consider the aide of geological testing as well as installation of structural pilings if they are needed.
- Any new city streets to be added should be at the cost of the city as well as the maintenance.
- The board walk and pier will be installed by the city and enjoyed by the community.
- If there are any needed improvements to the sanitary system or water system to accommodate this type of development should be done by the city. We would connect the buildings to the mains in the city streets.
- Current design would cover our parking needs for this development. Any additional parking that is needed would not be included in this RFP.
- The metropolitan apartments as we have proposed are a “unique to Wausau” market in that there are no current sites built to determine market rents and/or market demand. In addition to the market analysis obtained from the City of Wausau, we have researched developments in other cities such as Eau Claire, Green Bay and Madison as part of our market analysis. Rental rates in these cities have ranged from \$1.00 – 1.50/sq.ft. Below is a list of properties used in our market comparison. Although we researched comparable properties, variations in community size, locations and demographics may affect the market rents obtainable in the downtown Wausau market. Based on these variables, our anticipated financing partners may have concerns over this “unique to Wausau” unknown market unless developer incentives are available to mitigate the financial risk to the bank as well as S.C. Swiderski as the managing company of the units and office spaces. Using anticipated rent rates of \$1.05 - \$1.20 our income projection indicates a shortfall in ROI for the apartments.

S.C. Swiderski – proposed rent rates

|   |               |
|---|---------------|
| <b>Studio/Efficiency (780 sq.ft. @ \$1.05)</b>                | <b>\$820</b>  |
| <b>One bedroom (822 sq.ft. @ \$1.10)</b>                      | <b>\$905</b>  |
| <b>Two bedroom 1.5 bath (1142 sq.ft. @ \$1.10)</b>            | <b>\$1255</b> |
| <b>Two bedroom 1.5 bath (1142 sq.ft. @ \$1.23) river view</b> | <b>\$1400</b> |
| <b>Three bedroom 2 bath (1646 sq. ft. @ \$1.15)</b>           | <b>\$1895</b> |

Eau Claire – Riverfront Terrace

|   |                |
|---|----------------|
| <b>Studio/Efficiency (523 sq.ft @ \$1.28)</b> | <b>\$670</b>   |
| <b>One bedroom (740 sq. ft. @ \$1.18)</b>     | <b>\$870</b>   |
| <b>Two bedroom (1,190 sq. ft. @ \$1.26)</b>   | <b>\$1,500</b> |
| <b>No three bedroom comparison</b>            | <b>N/A</b>     |

Green Bay – City Deck Landing

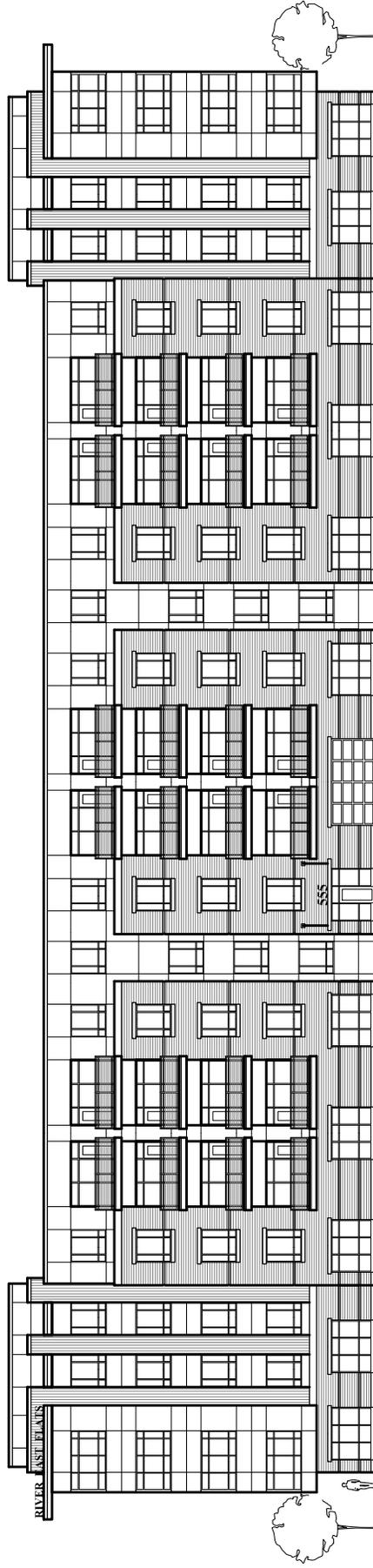
|   |                    |
|---|--------------------|
| <b>Studio/Efficiency (612 sq.ft @ \$1.26 - \$1.38)</b>      | <b>\$760-845</b>   |
| <b>One bedroom (690-844 sq. ft @ \$1.07-\$1.46)</b>         | <b>\$865-1075</b>  |
| <b>Two bedroom 1.5 bath (906-1030 sq. ft @ \$1.31-1.49)</b> | <b>\$1250-1450</b> |
| <b>Two bedroom 2 bath (1043-1270 sq.ft. @ \$1.13-1.87)</b>  | <b>\$1350-1960</b> |
| <b>Three bedroom, 3 bath (1377 sq.ft. @1.81)</b>            | <b>\$2,500</b>     |

Madison – The Vue

|  |                    |
|--|--------------------|
| <b>Studio/Efficiency (508-524 sq.ft. @ \$1.67-1.69)</b>    | <b>\$850-885</b>   |
| <b>One bedroom (720-830 sq.ft. @ \$1.39-1.40)</b>          | <b>\$1005-1150</b> |
| <b>Two bedroom 2 bath (1141-1246 sq.ft. @ \$1.24-1.38)</b> | <b>\$1420-1725</b> |
| <b>Three bedroom 2 bath (1356 sq.ft. @ \$1.29-1.38)</b>    | <b>\$1755-1870</b> |

*Proposed Counter Measures:*

The Developer is requesting, as part of this proposal, an incentive of \$2 - \$3 million from the city in the early phase of development. The proposed incentive would be used to initiate a marketing campaign of available office space and residential units as well as offset construction issues related to a brownfield site development. Once the first apartment building is open, more information regarding market demand and obtainable market rent rates will be available to inspire



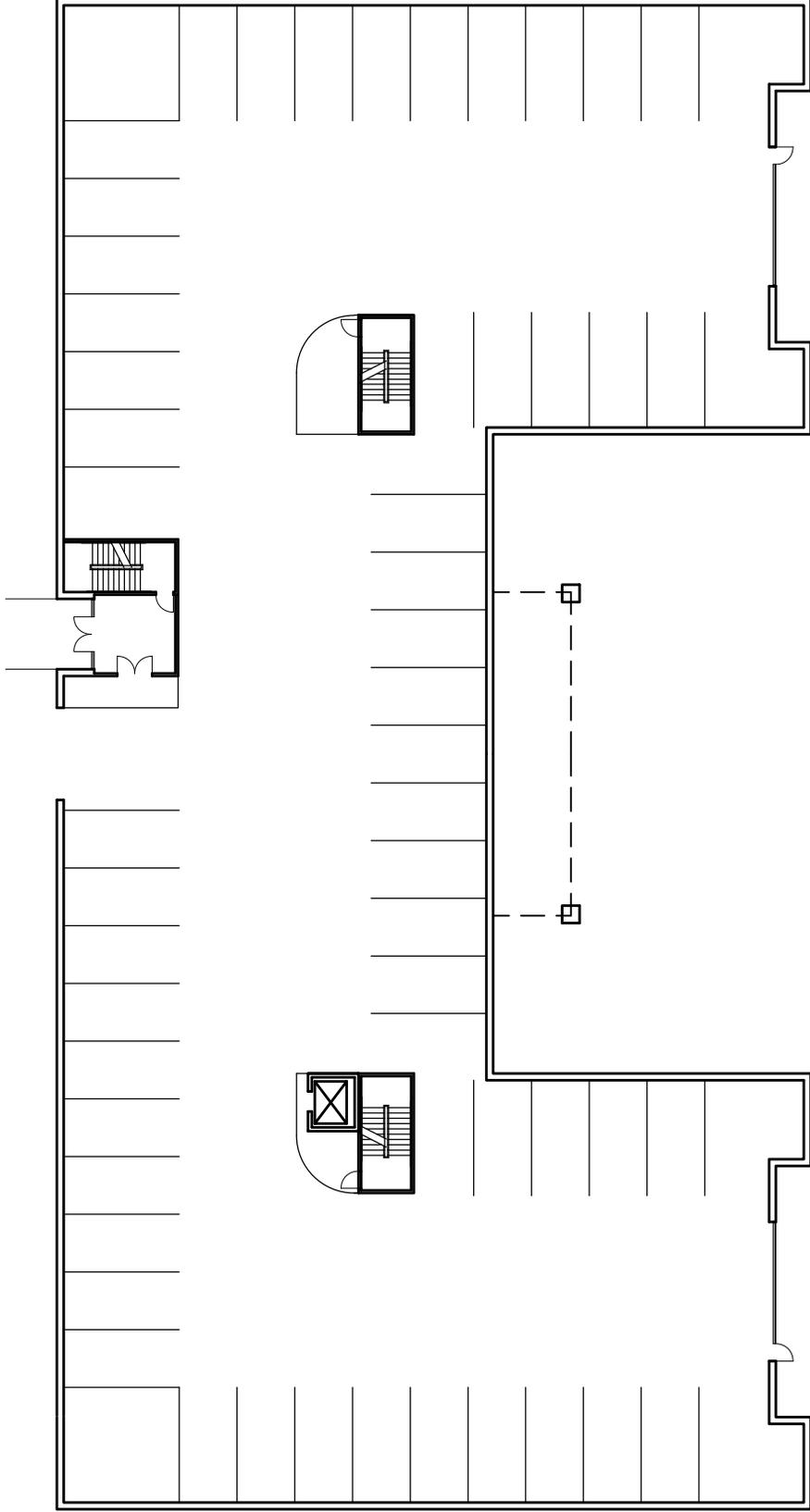
**72 TOTAL UNITS**  
**STUDIO = 7**  
**1 BEDROOM = 30**  
**2 BEDROOM = 33**  
**3 BEDROOM = 2**

**STREET ELEVATION**

11.02.15

**S.C. SWIDERSKI, LLC**

401 Ranger Street Mosinee, WI 54455 715.693.9522

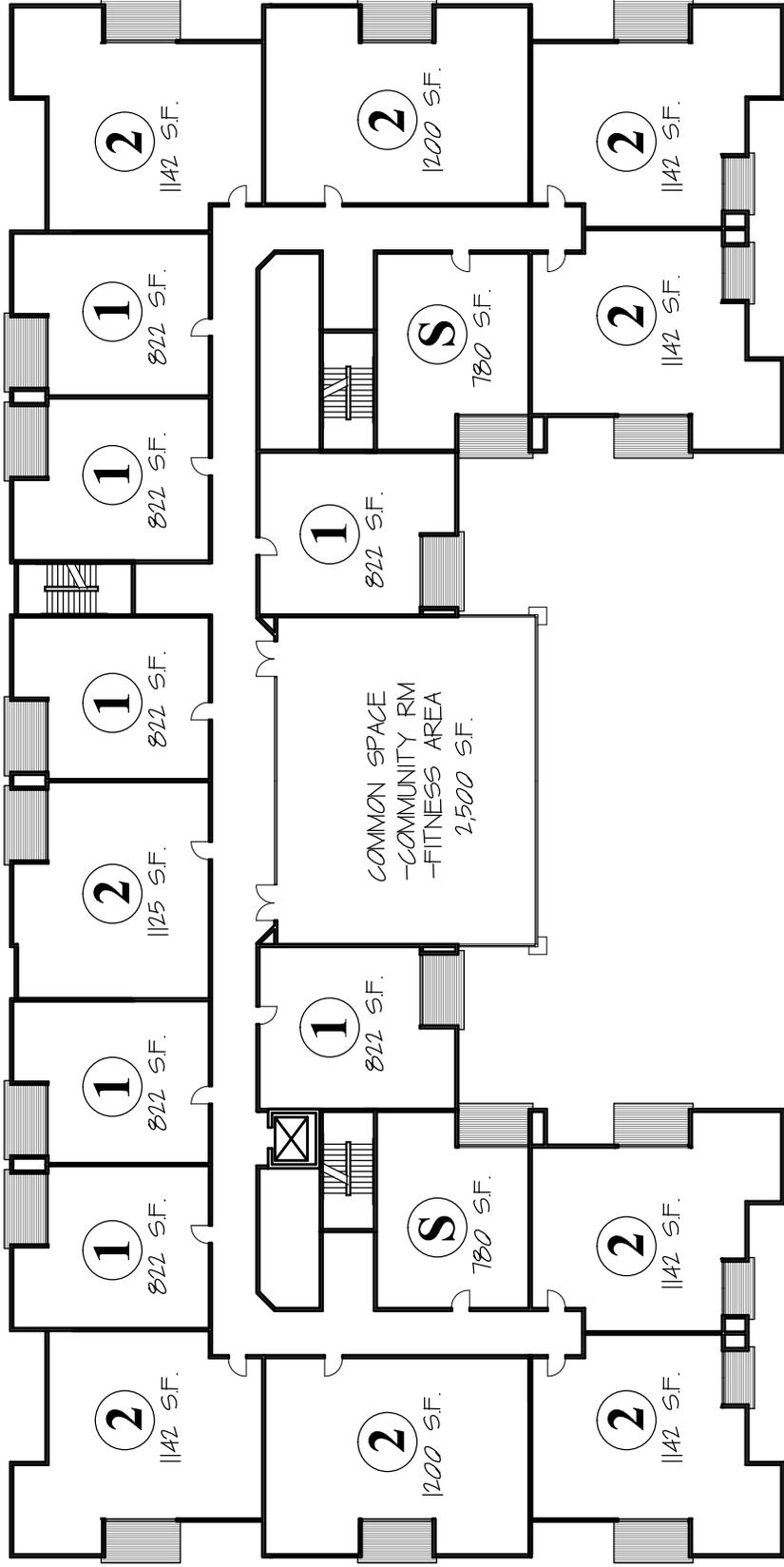


**1ST FLOOR**

11.02.15

**S.C. SWIDERSKI, LLC**

401 Ranger Street Mosinee, WI 54455 715.693.9522



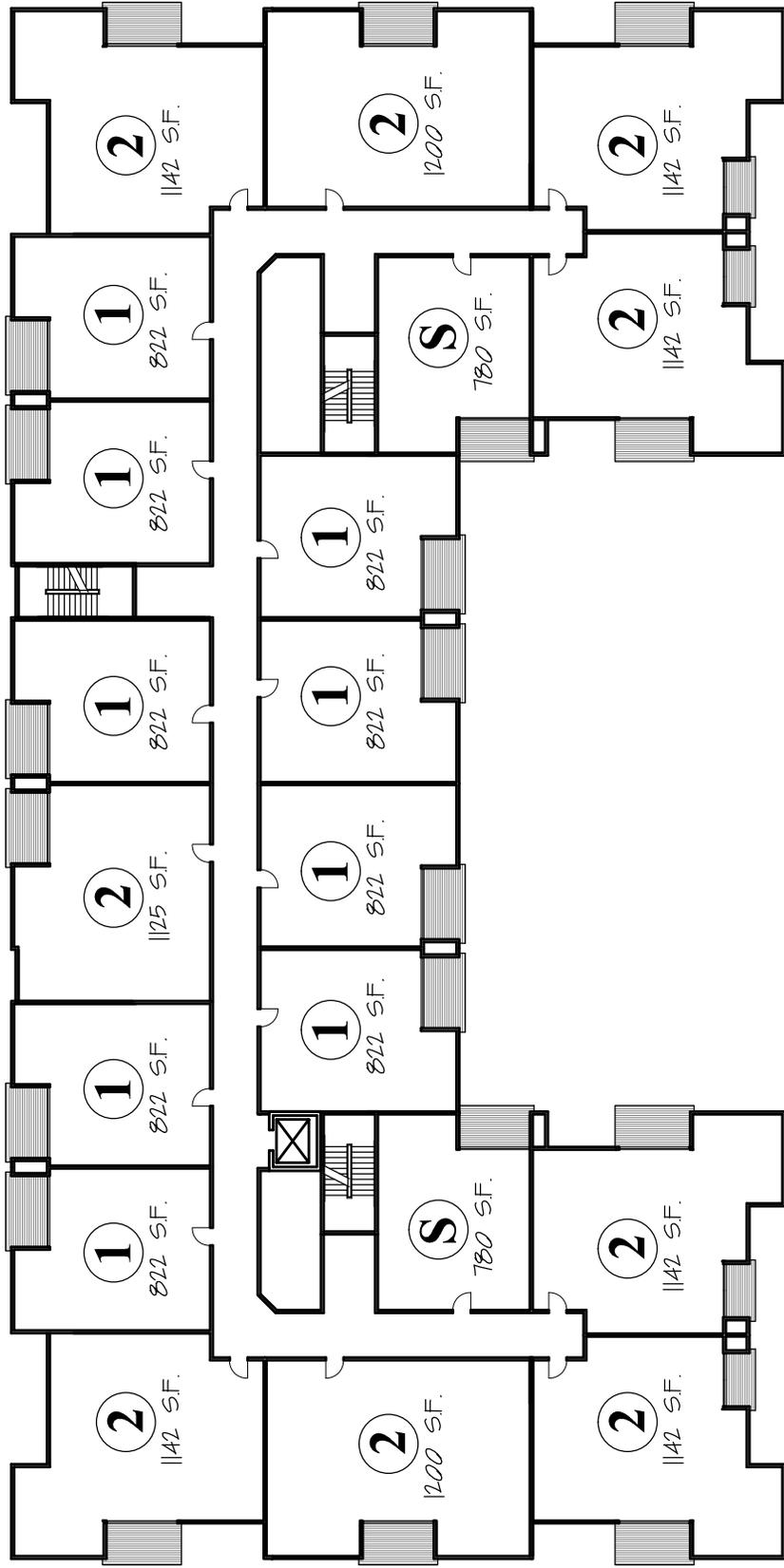
**2ND FLOOR**

11.02.15

**S.C. SWIDERSKI, LLC**

401 Ranger Street Mosinee, WI 54455 715.693.9522





**4TH FLOOR**

11.02.15

**S.C. SWIDERSKI, LLC**

401 Ranger Street Mosinee, WI 54455 715.693.9522



**5TH FLOOR**

11.02.15

**S.C. SWIDERSKI, LLC**

401 Ranger Street Mosinee, WI 54455 715.693.9522

# S.C. SWIDERSKI, LLC

## *Construction services*



*Personally devoted to serving our communities and clients by fulfilling your residential, commercial, office and retail needs*

### **Our Mission:**

*To provide the highest level of cost-effective construction management and contracting services to our valued clients. Our Design Build construction team's goal is to exceed your expectations.*



*Please call us today for all of your construction needs!*

## *Plan*

- Site Selection
- Development Assistance
- Zoning/Annexation
- Real Estate Services
- Own/Build to Lease

## *Design*

- Architectural/Design Build
- Engineering/Surveying
- Interior Design & Space Planning
- Landscape Design

## *Build*

- Pre-Construction Planning
- Construction Management
- State/Local Permitting

S.C. SWIDERSKI LLC  
401 Ranger Street  
Mosinee, WI 54455

Ph. 715-693-9522  
Fax 715-693-9523

[www.scswidierski.com](http://www.scswidierski.com)

**Project Management Approach:**  
No bonding will be required on this job.

**Staff assigned to this project:**



**Fay Harder, Director of Operations**

Graduated from the University of Stevens Point in 1999 with an Accounting degree. She has a combined 26 years of accounting experience with progressive responsibilities. Fay has her CPA and worked as an auditor with Virchow Krause (Baker Tilly) for five years, then began employment at S.C. Swiderski in 2011, was promoted to Director of Operations in the beginning of 2014. As Director of Operations, Fay oversees the leasing, construction, maintenance and finance departments and works closely with the owner on financing and project development.



**John Donovan, Construction, Acquisitions & Development**

Has over 25 years of experience with land acquisitions, land development and has successfully owned, managed and constructed multi-million dollar residential communities and office buildings in southeastern Wisconsin. At S.C. Swiderski, LLC, he is responsible for Business Development, Land Approval & Entitlements, Construction Project Management and Marketing.



**David Jellings, Construction Manager**

After receiving a degree in Business from Upper Iowa University, Dave served 20 years in the US Army Reserves as a construction manager, serving 3 active years of duty overseas and stateside. He performed over \$200 million in projects in the great Bagdad area. He is currently ranked as a platoon sergeant. His other experiences include; twenty plus years in the construction industry working in many different trades and positions, such as; owner and operator of a residential home company for six of those years. In addition, Dave worked as a superintendent for large commercial jobs in the state of Minnesota, such as; DOT offices & garages and school district additions and remodels and most recently, worked as a government liaison for multiple projects at Fort McCoy, Wisconsin. At S.C. Swiderski he oversees the construction division for multi-family and commercial projects.

**Staff Cont.**



**Scott Blaney, Architect**

has been practicing architecture since graduating from UW-Milwaukee grad school in 1989. Born and raised in Green Bay, Wisconsin, Scott has been lucky enough to travel to many great cities & countries; including living in England and studying in both Paris and Barcelona. He has worked for both nationally recognized architectural firms and smaller scale homegrown firms. His experience includes the designs of many retail, educational and residential facilities. Since joining S.C. Swiderski, Scott has been key to creating site and building designs for many multi-family housing projects, as well as assisting in developing a commercial market for the company.



**Thomas W. Goode, Commercial Construction Project Manager**

brings over twenty years of experience in design and project management. Tom spent ten years with Mudrovich Architects, Wausau where he was involved in many project types and was responsible for all aspects of the projects from design through construction. His most significant role was that of Project Manager for the nearly total interior remodeling of Wausau City Hall. That project entailed redesign of every City department, new building circulation, ADA and code upgrades, heating system upgrades, all new lighting, telecommunications, walls, finishes and security systems for the 63,575 square foot building. At S.C. Swiderski, he is responsible for Business Development, Design, Estimating and Project Management of commercial projects.



**Randy Lilla, Construction Site Superintendent**

has over 35 years of construction industry experience, starting with his own General Contracting company and running that for 21 years. They built a vast group of light commercial and residential buildings, such as Rib Mountain Glass and the Trail Center Gas Complex. Randy has been a site superintendent with for companies, overseeing the building of 29 Supermarket and Black River Industries in Medford. He has, in the last 5 years, become our Lead Construction Superintendent and has overseen many multifamily projects, as well as the Resort in Three Lakes, Northernaire, and our new Corporate Office building in Mosinee. Randy is OSHA trained and is very proficient in all trades.

## **Level of Investment and Financial Viability:**

**Current Corporation Status:** The S. C. Swiderski Company consists of four LLC's under private ownership of Shane & Sheila Swiderski.

- S. C. Swiderski Management Corporation – Executive operations and corporate office
- S. C. Swiderski, LLC – Property management and leasing
- S. C. Swiderski Construction, LLC – Commercial and multi-family construction
- S. C. Swiderski Land Company, LLC – recreational land development

S. C. Swiderski, LLC was created on July 31, 1998 in the State of Wisconsin. The Management Corporation, the Construction and the Land Company LLC's were created January 12, 2015 in the State of Wisconsin. The separate LLC's were created to position the company for future growth and development as well as manage the activities related to each operation of the Company.

The Swiderski's began their career in property construction and management in 1992 by building a duplex in their home town of Mosinee, Wisconsin. Quality management, business acumen and successive reinvestment allowed the acquisition of more units and locations with larger structures.

From 1992 – 1998 their hard work, persistence and the owner's capacity to understand and identify business opportunities, necessitated the creation of the S. C. Swiderski, LLC.

From 1998 to present, the company proceeded to accumulate or construct the estimated \$100 million in assets currently under ownership. There is an additional \$32 million of property in various stages of development.

On May 1, 2004 the first employee was hired. Hiring support staff to take over the daily transactions and operations allowed the owner to focus their efforts on developing the organization and expanding into construction management with the first construction staff hired on March 1, 2009. Currently 75 employees are employed by all LLCs includes 62 full-time and 13 part-time staff employed in all aspects of management, leasing, maintenance, construction, acquisition and real estate development.

To date, there have been no debarments, suspensions, bankruptcies or loan defaults.

## Successful Urban Development/Redevelopment project examples:

*River Trail Estates* is a 10 acre site with 18 apartment buildings and infrastructure to provide a successful living community.



S.C. SWIDERSKI'S premier property, River Trail Estates, is located in Weston's professional district near St. Claire's Hospital. Perfectly situated just off Ryan Street and Schofield Avenue, this elite property, just built in 2014-2015, provide two and three bedroom apartments with views of the Eau Claire River. With access to the Mountain Bay Trail and Eau Claire River Trail, along with shopping, schools, and churches nearby, River Trail Estates is a fantastic place to call home.

These elite apartment homes will include; private entrances, appliances - refrigerator, range, dishwasher and air conditioner, in-unit full size washer and dryer, ceiling fans in all bedrooms, spacious living area - ranging from 940-1,742 square feet, large master bedrooms and nice size second bedrooms, 1 ¾ - 2 ½ baths, two-stall attached garage with door opener - private and secure with keyless entry, private deck or patio, snow & trash removal, lawn care and depending on the floor plan some utilities.

This property is located in Marathon County and resides where the Eau Claire and Wisconsin Rivers meet, in the Village of Weston. The township consists of over 15,000 residents and before this property was finished it was just a small unfinished area. Weston has been growing so rapidly that now the residents have all of the amenities of a big city and a small town.

Besides this property being extremely close to Mountain Bay Elementary School, D.C. Everest Middle School and various parks, you are also directly situated next to the 83-mile Mountain Bay State Bike Trail. The history of this trail occupying the old rail corridor of the former Chicago & Northwestern Railroad that runs between Green Bay and Rib Mountain. This land had great existence and now can be appreciated by many more; from families to active retired tenants of River Trail Estates.

We are extremely proud of this property and are excited to expand on our locations and different designs and floor plans in the very near future.

*Pine View, Kronnenwetter* is a 12 acre redevelopment site with 13 buildings and infrastructure to provide a successful living community.



S.C. SWIDERSKI'S latest development site is located centrally between Kronnenwetter & Mosinee, WI. This land is approximately 4 miles from the Central Wisconsin Airport (CWA) and close to many restaurants, hotels and other businesses. The 12 acres of land being built into multi-family apartment homes is only 1 mile from Interstate Hwy 39 and is convenient for all residents living in this area.

These impressive apartment homes include; private entrances, appliances - refrigerator, range, dishwasher and air conditioner, in-unit full size washer and dryer, ceiling fans in all bedrooms, 958-1328 sq.ft. of living space, walk-in closet, one-stall detached and enclosed garage with door opener - private and secure with keyless entry, a private deck or patio and utilities (heat, sewer & water, and trash removal).

This property was once a mobile home park, named Crestline Park, and had been abandoned for years. Residents and business owners of the area were extremely pleased when they found out about S.C. Swiderski's plan to demolish and start fresh with new apartment buildings. The Village of Kronnenwetter was formed recently in 2002. Kronnenwetter & Mosinee were once combined, but due to rapid growth of the area, the Village of Kronnenwetter was born and is now the largest village by size in the State of Wisconsin.

We were happy to build near our corporate office and improve the look of that specific area between Kronnenwetter & Mosinee. This property has been extremely popular, as most buildings were fully rented out before opening, due to the location and need of multifamily living. The growth in this area has been a great excitement for us and the tenants of Pine View Estates.

## **Development Organization's Overview:**

**Current Corporation Status:** The S. C. Swiderski Company consists of four LLC's under private ownership of Shane & Sheila Swiderski.

- S. C. Swiderski Management Corporation – Executive operations and corporate office
- S. C. Swiderski, LLC – Property management and leasing
- S. C. Swiderski Construction, LLC – Commercial and multi-family construction
- S. C. Swiderski Land Company, LLC – recreational land development

S. C. Swiderski, LLC was created on July 31, 1998 in the State of Wisconsin. The Management Corporation, the Construction and the Land Company LLC's were created January 12, 2015 in the State of Wisconsin. The separate LLC's were created to position the company for future growth and development as well as manage the activities related to each operation of the Company. S.C. Swiderski, LLC has been in operation over 18 years and involved in property management and construction throughout its lifespan. We currently manage multi-family and office construction in over 20 locations throughout central Wisconsin.

SIC # 1522/1542/6513

### **Primary Contact:**

Fay Harder, Director of Operations  
401 Ranger St  
Mosinee, WI 54455

Direct phone: 715-693-7808  
Fax: 715-693-9523

### **Ownership:**

Shane Swiderski, Owner  
401 Ranger St  
Mosinee, WI 54455

Phone: 715-693-9522  
Fax: 715-693-9523

**Scope:**

- December negotiations and execution of developer agreement
- 4 – 6 months of predevelopment, marketing, design and engineering
- 1 – 2 year actual construction per phase
- Operating under construction management concept