



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**
Date/Time: **Thursday, March 24, 2016 at 4:30 p.m.**
Location: **Board Room, 2nd 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 Discussion and Possible Action on the Proposed Acquisition of 415 South First Avenue
- 3 Discussion and Possible Action on the East Riverfront Frantz Community Investors Final Proposal Plan
- 4 Discussion and Possible Action on the Request for Assistance for the Properties at 601-607 North Third Street
- 5 Discussion and Possible Action on the Proposal Received for the River East Brownstones Project (1304-1308 Third Street)
- 6 **CLOSED SESSION** pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session
 - } Discussion and Possible Action on the Proposed Acquisition of 415 South First Avenue
 - } Discussion and Possible Action on the East Riverfront Frantz Community Investors Final Proposal Plan
 - } Discussion and Possible Action on the Request for Assistance for the Property at 601-607 North Third Street
 - } Discussion and Possible Action on the Proposal Received for the River East Brownstones Project (1304-1308 Third Street)
- 7 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
- 8 Update on Economic Development Indicators
- 9 Discussion and Possible Action on the Proposals Received for Marketing and Communication Services

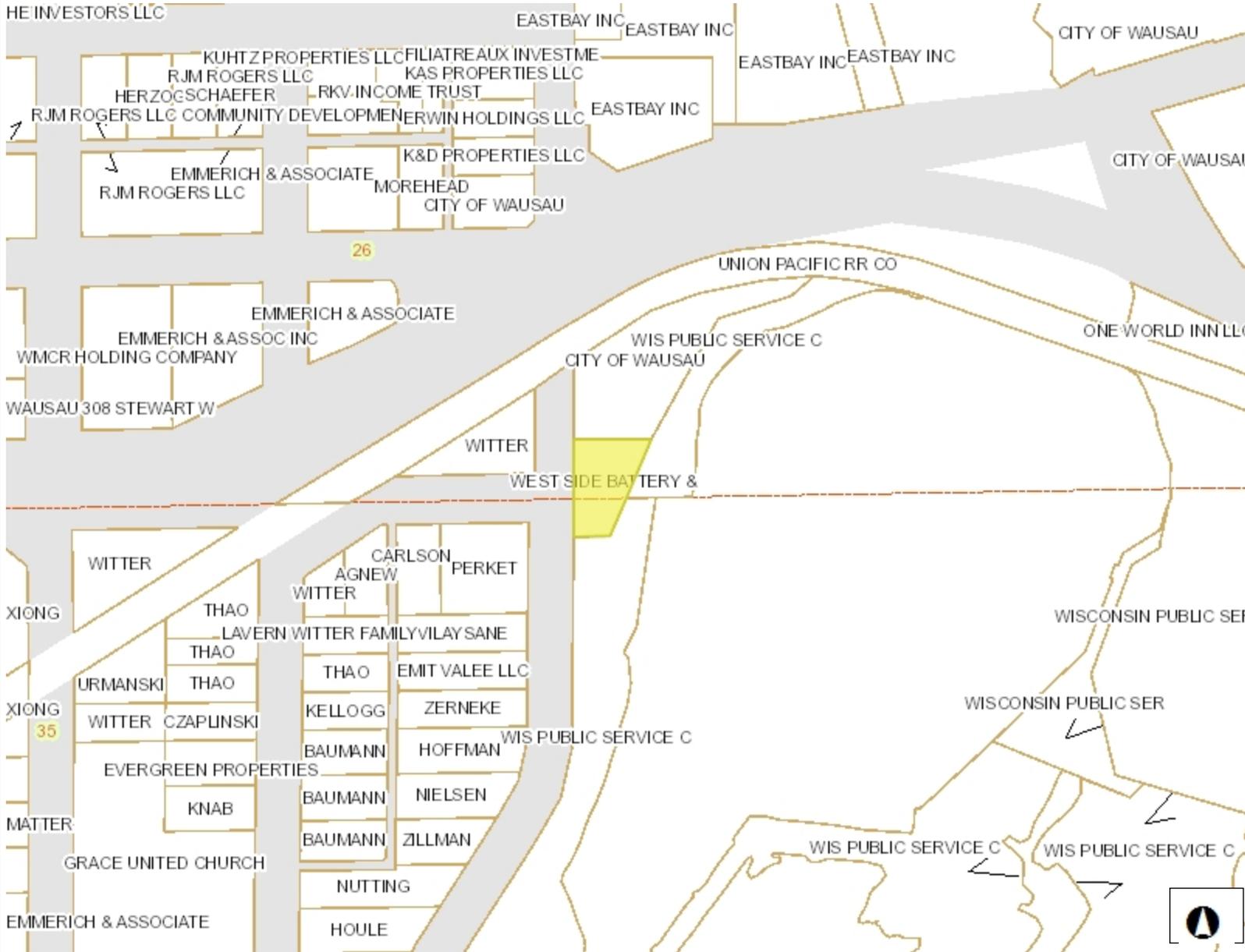
Adjournment
Bill Nagle (Chair)

This notice was posted at City Hall and emailed to the media on 3/18/16

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



Legend

- Owner Last Names
- Parcels
- Land Hooks
- Section Lines/Numbers
- Right Of Ways

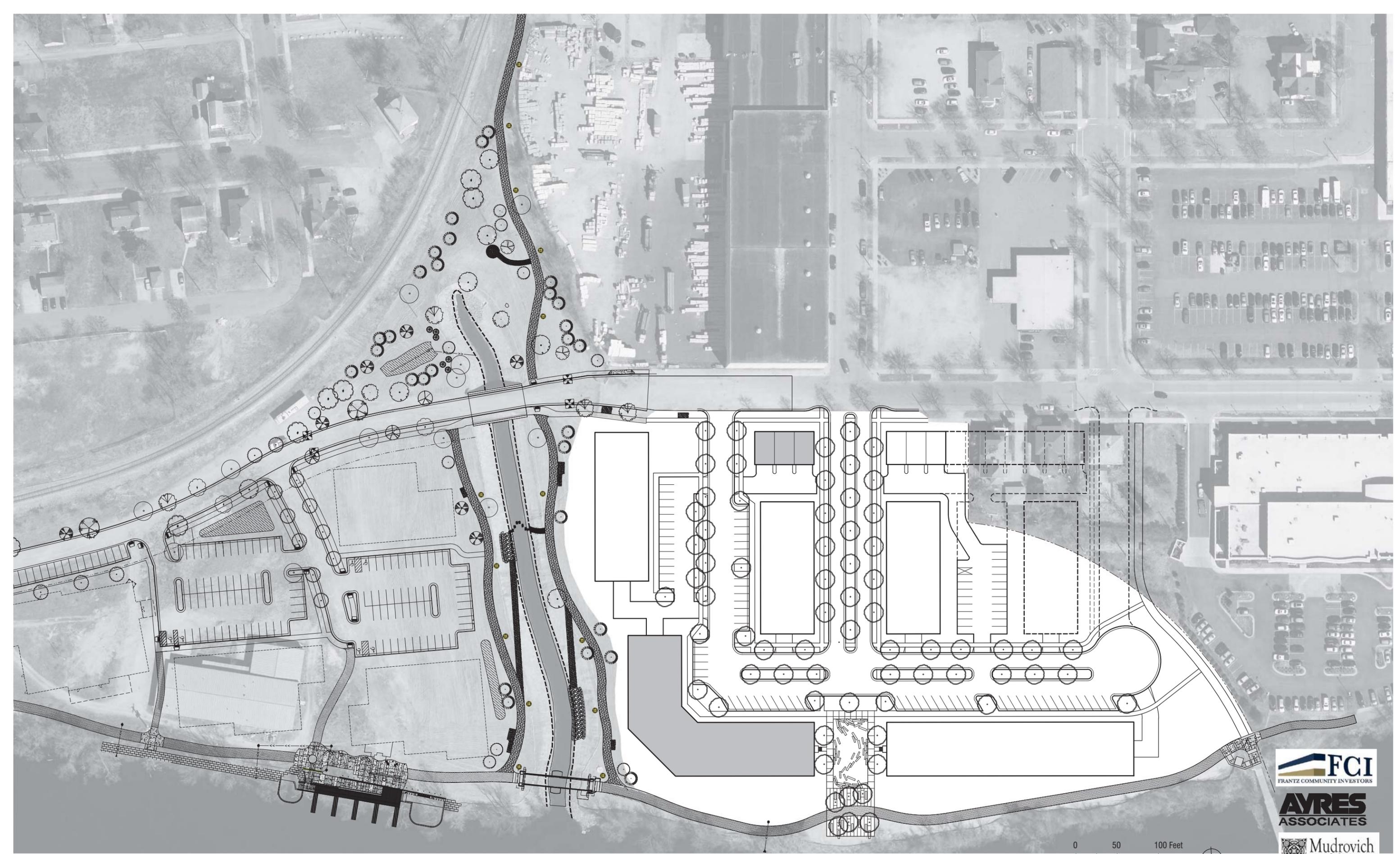
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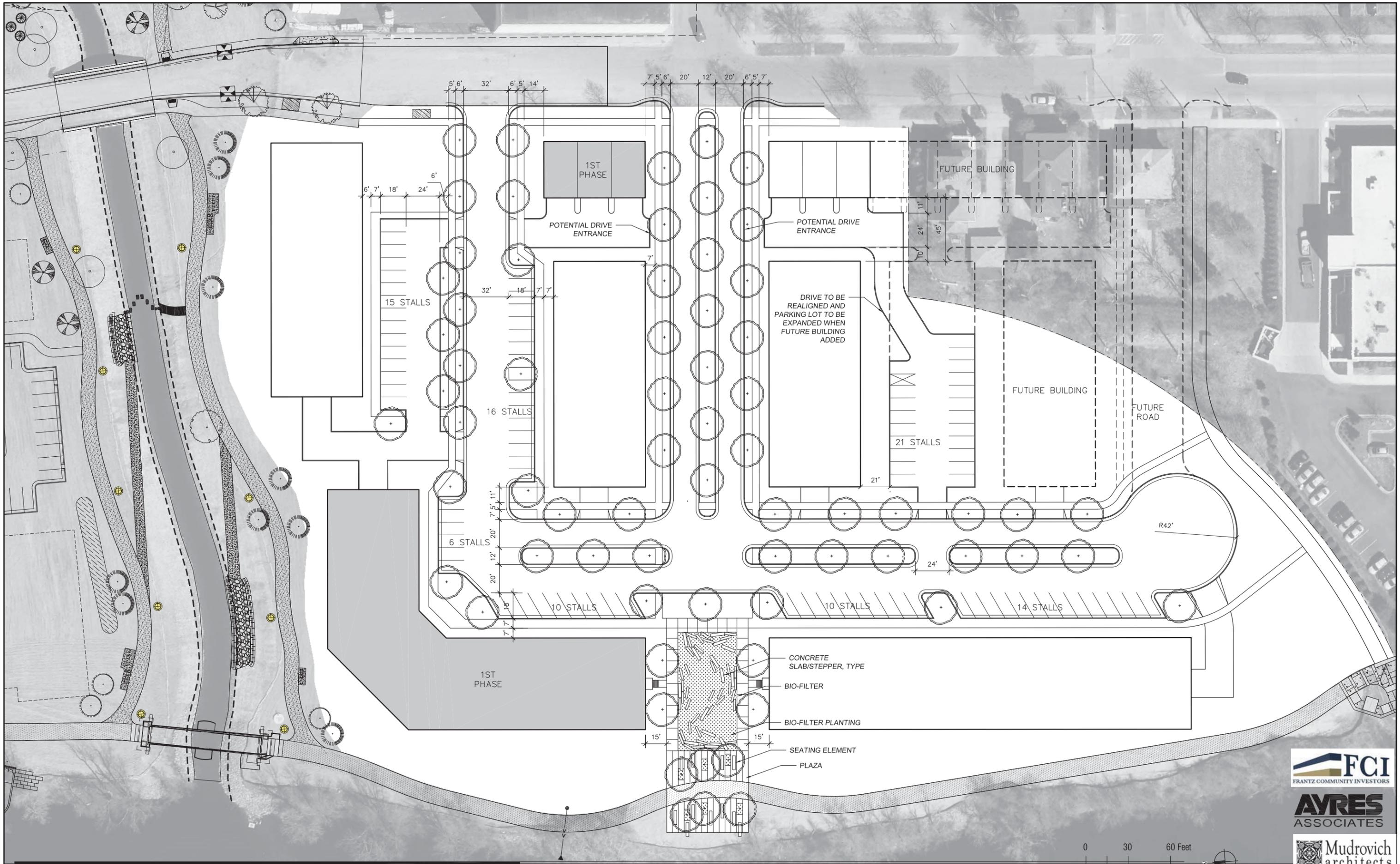
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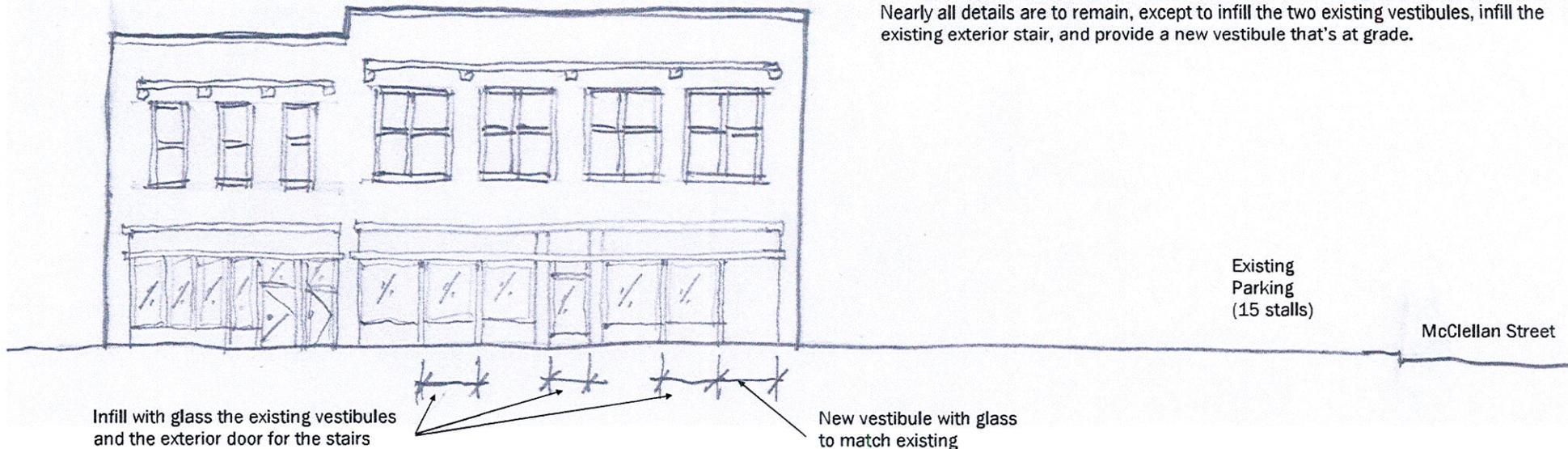
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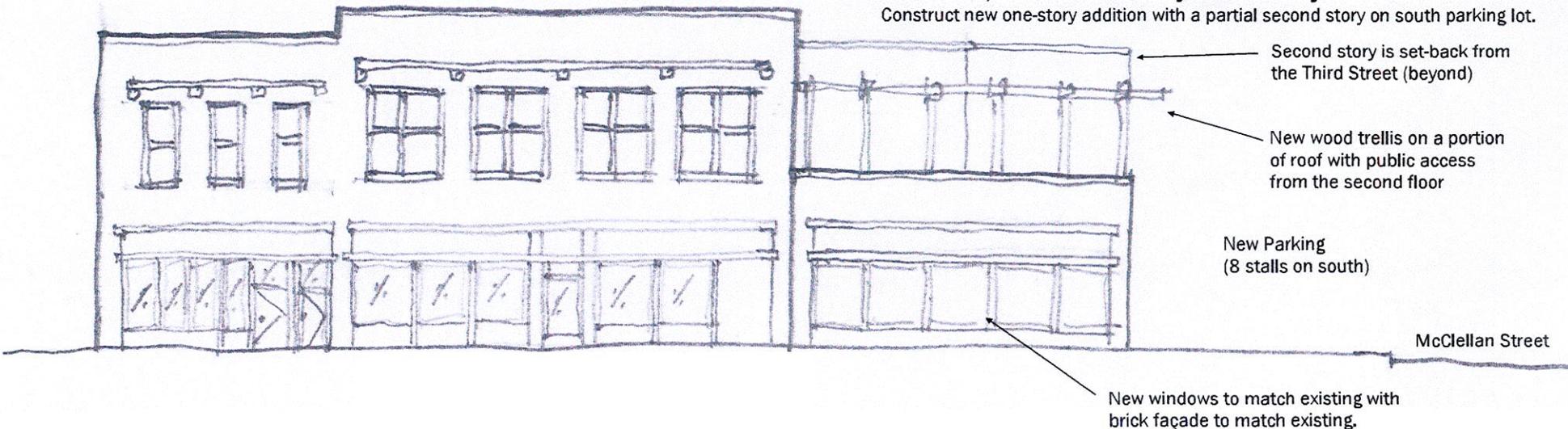
Elevation, Part A: Existing building with expansion to back

Nearly all details are to remain, except to infill the two existing vestibules, infill the existing exterior stair, and provide a new vestibule that's at grade.



Elevation, Part B: One-story & two-story addition with trellis

Construct new one-story addition with a partial second story on south parking lot.



Summary of Option Y

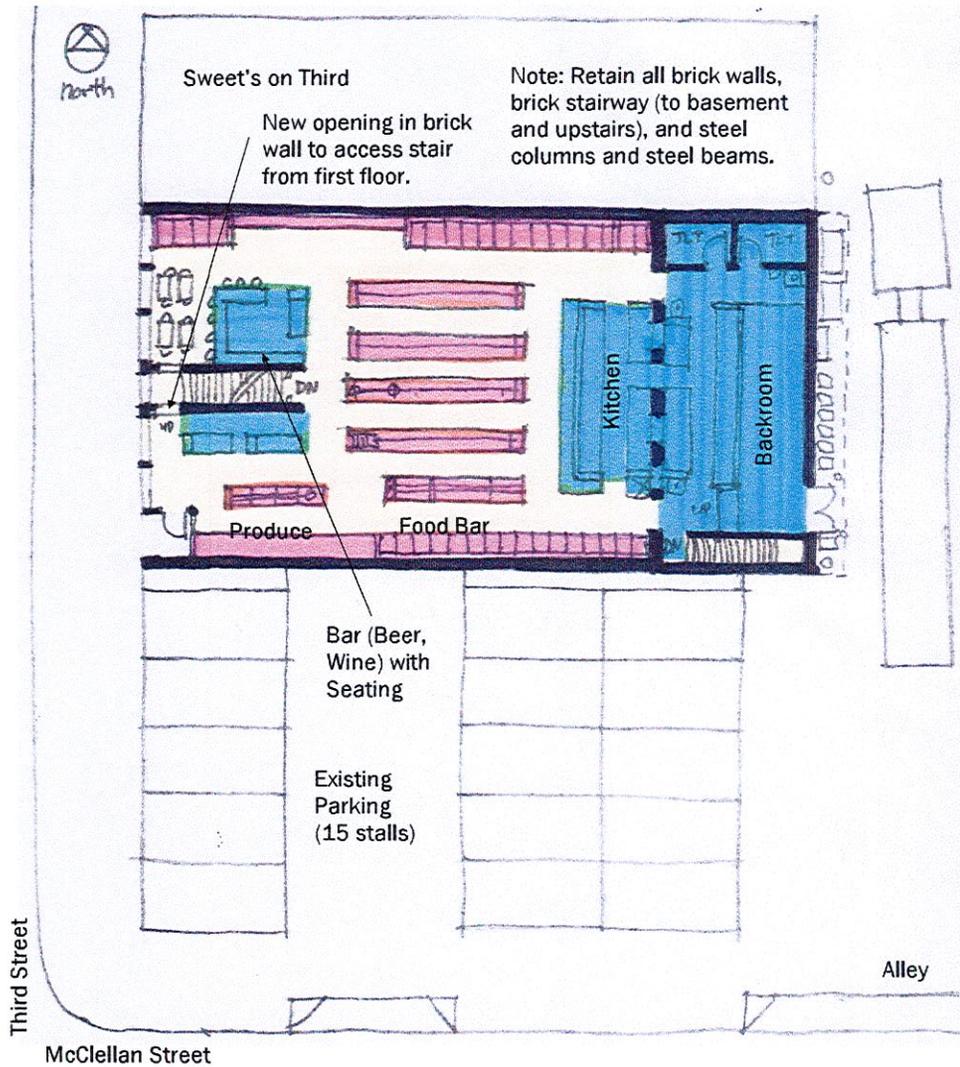
Note: Option Y retains all brick walls, brick stairway (to basement and upstairs), and steel columns and steel beams, thus removing all porous materials to reduce cleaning costs. This is a replacement project: includes replacing first floor system, second floor system, and roof system.

Downtown Grocery, 607 Third St Proposed Option Y for the existing location

Revised 3-8-2016
Prepared by Kevin Korpela 715-573-3847



Downtown Grocery



First Floor, Part A: add 1,000 SF to East

First Floor: 4,200 SF

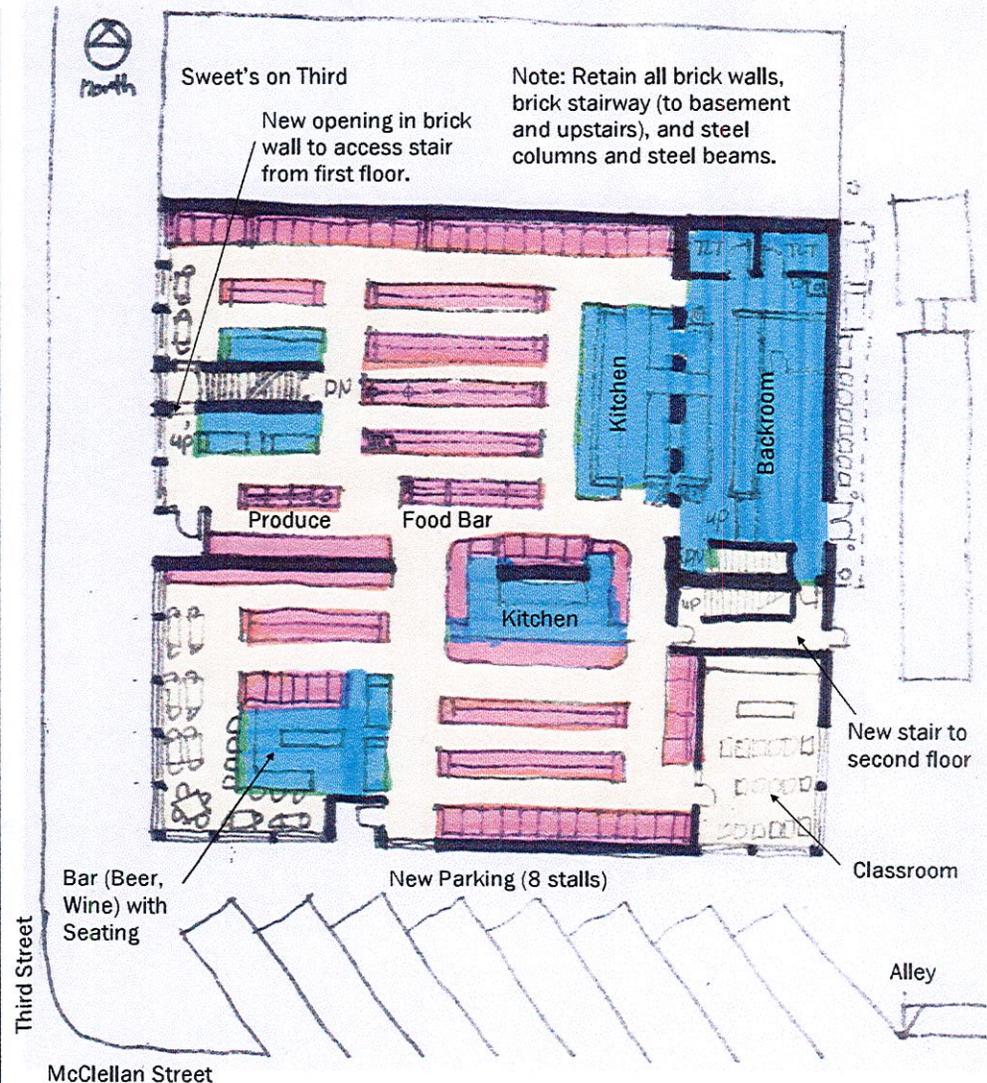
Second Floor: 1,200 SF

TOTAL: 5,400 SF

Basement: 3,200 SF (existing)

Summary of Option Y

Note: Option Y retains all brick walls, brick stairway (to basement and upstairs), and steel columns and steel beams, thus removing all porous materials to reduce cleaning costs. This is a replacement project: includes replacing first floor system, second floor system, and roof system.



First Floor, Part B: add 3,200 SF to South for total 7,400 SF

First Floor: 7,400 SF

Second Floor: 2,700 SF

TOTAL: 10,100 SF

Basement: 3,200 SF (existing)

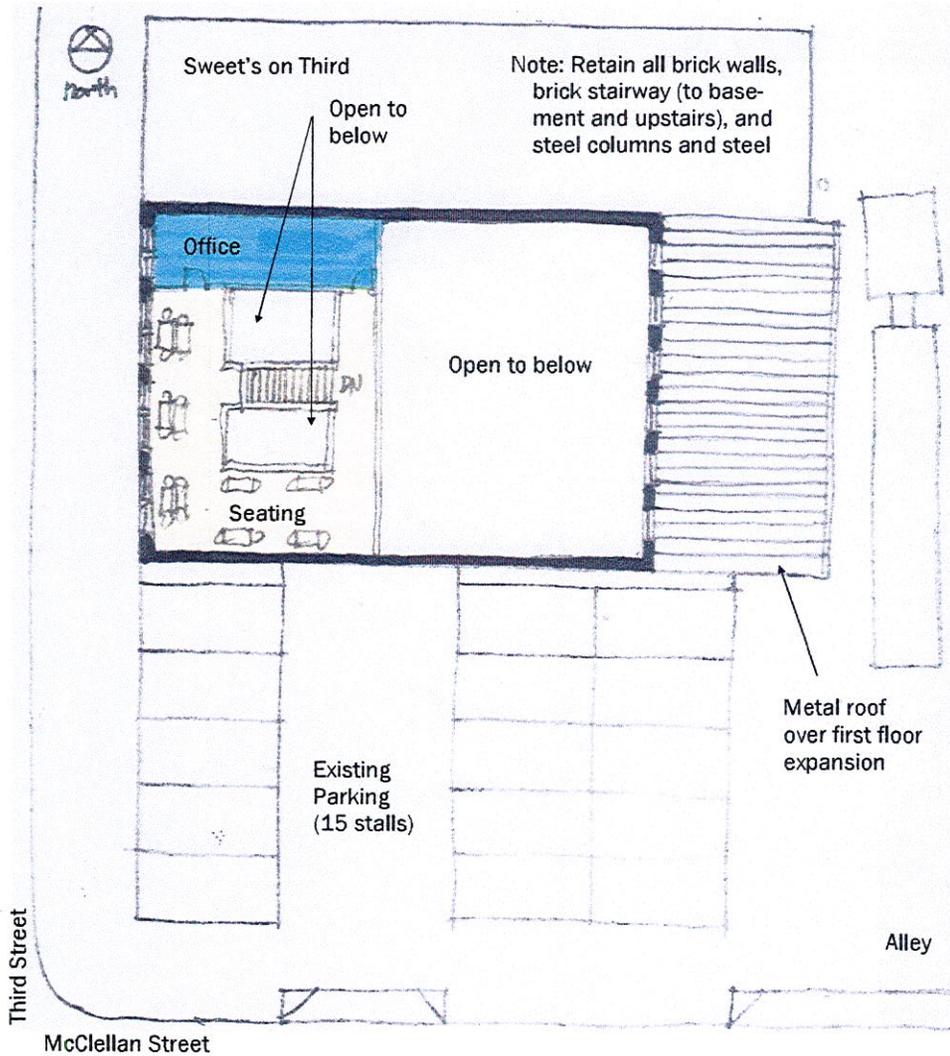
**Downtown Grocery, 607 Third St
Proposed Option Y for the existing location**

Revised 3-8-2016

Prepared by Kevin Korpela 715-573-3847



**Downtown
Grocery**

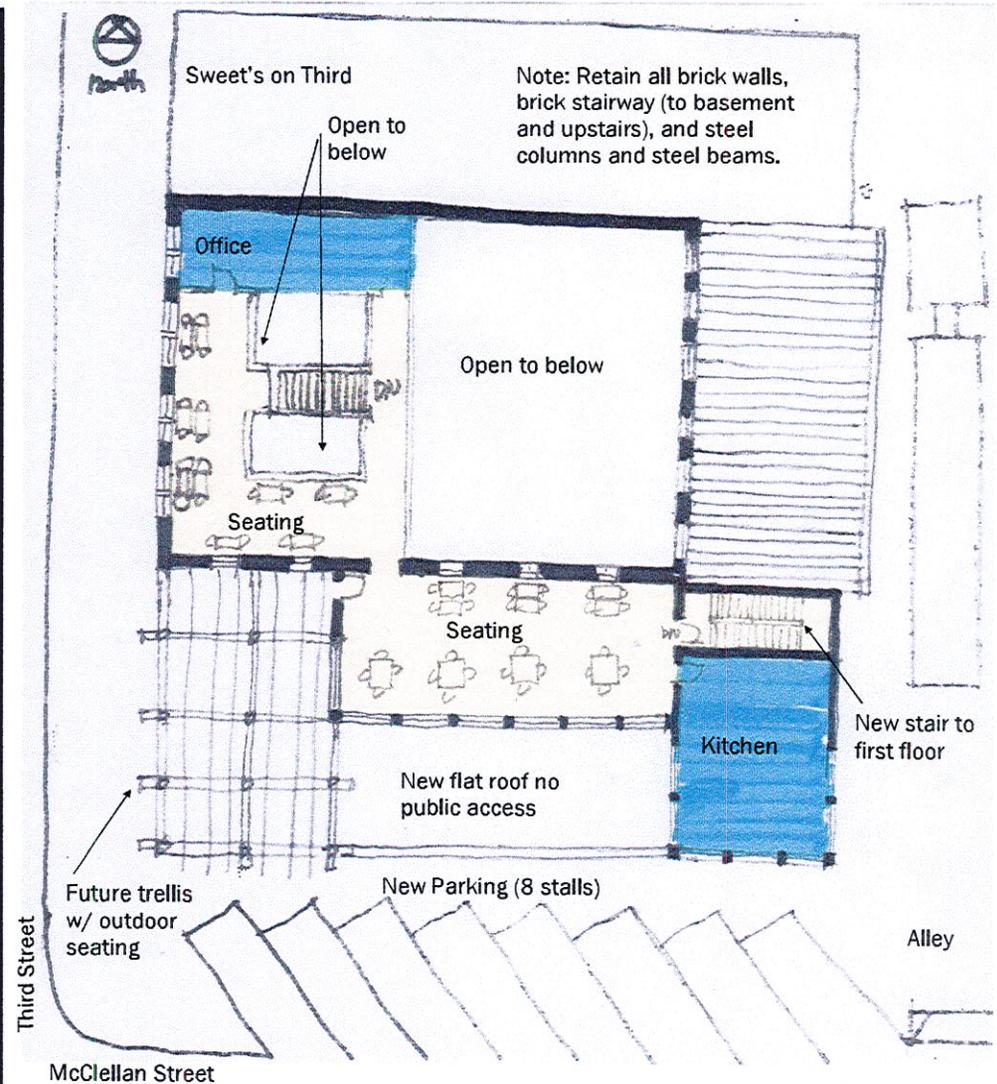


Second Floor, Part A: Total 1,200 SF

First Floor: 4,200 SF
 Second Floor: 1,200 SF
TOTAL: 5,400 SF
 Basement: 3,200 SF (existing)

Summary of Option Y

Note: Option Y retains all brick walls, brick stairway (to basement and upstairs), and steel columns and steel beams, thus removing all porous materials to reduce cleaning costs. This is a replacement project: includes replacing first floor system, second floor system, and roof system.



Second Floor, Part B: add 1,500 SF to South for total 2,700 SF

First Floor: 7,400 SF
 Second Floor: 2,700 SF
TOTAL: 10,100 SF
 Basement: 3,200 SF (existing)

Downtown Grocery, 607 Third St
Proposed Option Y for the existing location
 Revised 3-8-2016
 Prepared by Kevin Korpela 715-573-3847



**Downtown
 Grocery**



Wausau River East

Redevelopment Proposal

March 14, 2016



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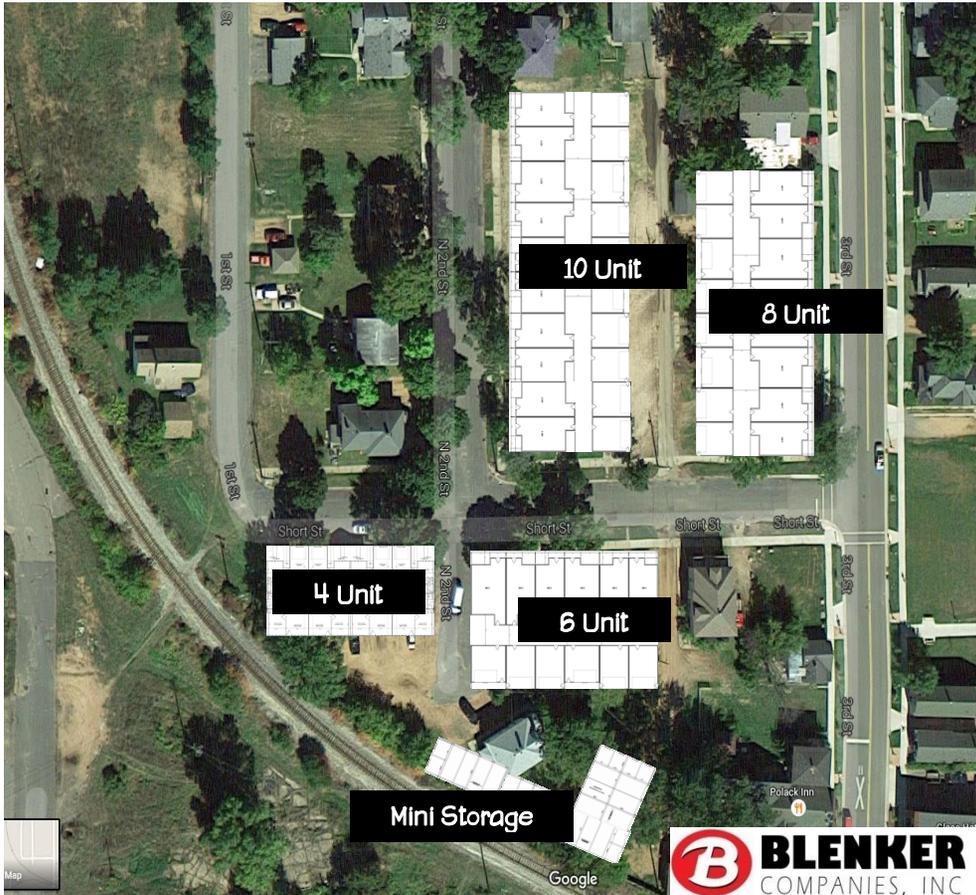
[Project Concept Plans](#)

[References](#)

Executive Summary

First, we would like to commend the Economic Development committee and the city of Wausau for being very proactive in their approach to redevelopment within the city limits. The community is fortunate to have people that have the vision and the willingness to embrace change and put the time, effort, and energy into casting a vision of what could benefit the residents and

community while adding taxable revenue to the city.



Blenker Companies is also a visionary in their field, and are excited to put together this proposal for your consideration. Blenker has a long history in central Wisconsin of building not only buildings, but relationships and friendships along the way. The Blenker family of companies will provide the development, construction, management, and sale of the proposed development. With over 40 years in the construction, manufacturing, and development business, we hope that this is an opportunity for us to engage with a likeminded city and individuals to develop a mutually beneficial project that we all can be proud of.

Our proposed vision for the site is to construct four townhome style buildings ranging from four unit buildings to a ten unit building with varying floor plans to fit a variety of demographics and lifestyles (see Project Concept Plans section). These townhomes would be marketed and offered for sale as individual homes, as we believe that if the townhomes are sold individually they will be taken

care of better in the long term, as opposed to a rental building that would have a turnover of tenants. Along the south end of the property we feel that there is room for a mini storage building for local residents who may not have the space to store their belongings to rent out additional storage space. The total value of this project, based on preliminary budgets would be somewhere between \$3.6 and \$4.6 million dependent upon final agreement and final selections of materials for the project. We feel that our project will lend itself to two main demographics: young professionals and those nearing or at retirement looking to simplify their lifestyle.



Having worked on numerous projects in the Wausau and surrounding communities, and after recently spending numerous hours canvassing the local neighborhoods to get a feel for the current style of buildings, taking into account other projects that we have worked on, we have taken a blend of traditional styling along with modern flair and amenities that will fit in well with the local surroundings. Our product would be a mix of single story units, with the ability to be ADA compliant with barrier free entries into and out of the home, along with features that would allow those with special needs that ability to navigate around the home with ease and comfort. We would blend two and three bedroom floor plans into the project to allow families of different sizes to live in the same area.

To allow for a variety of price points, we have developed several preliminary concept floor plans that would offer different features, such as individual bathrooms for bedrooms, or shared bathrooms. We also wanted to offer all of the conveniences of a single family detached home, and have provided provisions for laundry rooms, walk in showers, and outdoor living spaces.

The buildings that we are proposing to construct, while in concept at this time, would be built of the latest materials, and offer amenities that today's buyers are looking for: little to no maintenance, connectivity to the world and the community, easy access to local services, and a focus on green building products and practices that will have as minimal effect on the environment as possible. Our research tells us that varying price points from the \$120's to \$180's for a for sale townhome is affordable, marketable, and most importantly, saleable. Our intent would be to offer each unit for sale individually, with an alternative to be able to rent these units, should the for sale market not be viable, or if it is not an option for a particular buyer. Our intent would be to work closely with local realtors to develop the final sale price of the units and assist with the marketing and sale of each townhome.

We would like to work with the city of Wausau to assist us with the purchase of the lots as well as construction financing for the project, upon completion we would work with a local financial institution for the final mortgage until a sale of the unit would be made. Upon the final negotiation and acceptance of our proposal, we would be ready to begin this development late this spring of 2016 with construction commencing early this summer. We look forward to the opportunity to work closely with the city of Wausau and the Economic Development team to finalize details of the project and help bring your vision to a reality.

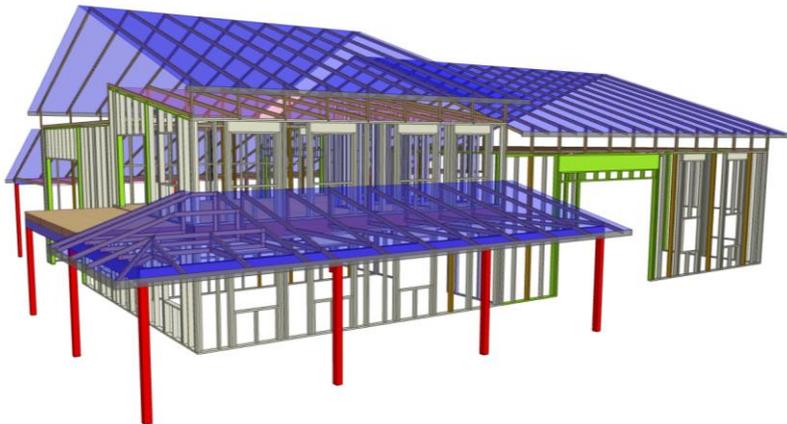
Approach

Our approach to construction projects is like no other in the industry, our attention to detail and execution have allowed us to perfect our project delivery method to make commitments to our customers that are unheard of in the industry. This project starts with Blenker Developments, LLC our development arm, responsible for securing the property and negotiating successfully with the city to ensure a viable project can be completed and that all stakeholders will be provided with a win-win solution. Blenker Developments will own, market, and sell the property to the end home buyer.



Upon award of the project, Blenker Developments will engage with a local architect to finalize all of the preliminary concept drawings and approve them with the city and the state of Wisconsin prior to commencing construction. Working closely with the architect, we will ensure the overall concept and intent of the design and work to finalize all of the selections of materials to ensure the highest quality within the project budget.

Once final plans have been completed, the development team will begin working on a marketing campaign to start getting the word out to area residents to be able to offer these units for sale. Using a combination of print, TV, radio, social media and internet marketing, they will inform and educate potential buyers about the opportunity to live in a new, energy efficient, comfortable home.



Blenker Construction, Inc. will be the general contractor responsible for collaborating, leading, and directing the symphony of subcontractors and suppliers on this project. There will be a project manager assigned to the overall project who will be responsible for overseeing all of the contracts, bids, estimates, schedules, and negotiating all of the subcontract agreements with the subcontractors. Their job will be to vet any subcontractor and hold them to our high standards of construction details, financial capabilities, and insurance requirements.

Blenker Construction will also have a full time job superintendent responsible for all of the day to day activities that will be going on at the job site. They will oversee the workmanship and quality of the work by every subcontractor and inspect and approve all of the work that is being put into place. They will work closely with the inspection department to ensure that all national, state, and local codes are being complied with or exceeded.

Upon award of the project, Blenker Building Systems, Inc. will begin the process of producing all of the shop drawings for all of the wood framed structural building components for the structure. Utilizing a 3-D Building Information Modeling (BIM) software allows us to review all aspects of the building while it is in design to ensure that all of the components will work together seamlessly.

While work on-site continues with foundations going in and after finishing all of the shop drawings, the team at Blenker Building Systems will begin the fabrication of the structural building components in their state of the art manufacturing facility. They will be pre-building the walls panels, the floor systems, and roof systems; once they have completed the manufacturing of the structural components, they will be loaded for delivery to the job site.





Once the foundations are put into place, our experienced carpentry team will frame up the building on site, utilizing our manufactured structural components. Utilizing these components will allow us to quickly frame up the building, helping to minimize the traffic and the noise in the neighborhood.

Upon completion of the structural framing, we can begin the mechanical, electrical, and heating systems within the homes as well as working on the exterior cladding – the brick and cement board siding, along with the roofing. We then roll right into the insulation and air sealing – a critical step in the process to ensure that we have a tight building that is extremely energy efficient. Once the drywall is complete we can set loose our finish artisans to complete the finishing touches on the inside. While the inside is being complete, landscapers will put together a low maintenance yard that will be aromatic and visually pleasing.



After finishing the building, we would completely furnish one unit to be used as a display model so that people can view a finished home that has furniture to get a sense of how much space there really is within these homes. We will work with designers to put the finishing touches and make sure that any potential buyer will see the value that they are getting for their money.

Working in unison with the city of Wausau and the “Live it up Wausau” program, along with marketing and advertising, we would begin selling these units as soon as the final designs are completed with the intention that we pre-sell units prior to the completion of the building so that we can continue on into phase II and III.

Project Deliverables

At the end of the day, our goal is to deliver a project that we can be happy with. We do not foresee this project being built with the most economical (aka cheapest) materials, but rather a level of finish that is beautiful, durable, but also affordable. There is an art to determining which product to favor over another and it is a culmination of the final design, as well as what the market wants. With that in mind we have put together what our vision of this project, taking in mind the local architecture, materials and styles that we think would be an appropriate fit for the community.

Overall Project

As stated earlier, our target demographic for this project is both the young professionals, as well as the empty nesters, which while on opposite ends of the life spectrum they are both looking for similar things in today's housing market, albeit for different reasons. Young professionals want low to no maintenance, little yard work, and ease of access due to their busy work and free time activities. Empty nesters want these same things, as they have already mowed their lawn 10,000 times and no longer want the burden. They want ease of access to medical services and their children. We want to be able to deliver to both of these markets and the attached plans offer options to both markets.

Exterior

For our exterior finishes we want to have something durable, and long lasting. While we initially looked at all brick and block, we feel the added expense of this would price these out of the market, and therefore would want a mix of some brick or stone around the lower portion of the front, and then a blend of fiber cement siding along with some shakes for contrasts and beauty. Giving the cladding a long lasting product will allow it to look great for years to come.

We want to provide low to no maintenance yards, while still giving credit to outdoor living spaces. When the weather is nice, people enjoy being and entertaining outdoors, so we gave them a rear patio to enjoy the summer BBQ's on. A covered walkway would connect the garages to the houses, as after all, we do live in Wisconsin and no one likes getting rained on or snowed on if they can avoid it.



High quality, Wisconsin made vinyl windows would be used in the construction of these homes, as not many want the maintenance that comes with the wood windows any longer, vinyl windows are now being used in multi-million dollar homes across the country. Allowing as much light and ventilation in as possible, while still maintaining an energy efficient building is also an important consideration, and many of the brands we work with offer both.

Adding additional architectural elements like trim and frieze boards will help us set ourselves apart. The details are what really make a unique statement, and we will explore other options that will allow a unique look, while maintaining the features that are in demand with today's buyers.

Interior

The interior will be as nicely appointed as the exterior, with paneled interior doors, wood trim, well designed kitchens, solid surface tops, and high quality flooring. Having a designer on staff that is on top of current trends will allow us to bring our unique style to this project and offer nicely appointed interior finishes that will please the buyers.

We would offer several different styles of interior finishes, depending on the tastes of the buyers, from all wood interiors, to painted finishes, and combinations of the two. By differentiating the interiors, we are able to make spaces as unique as a person's signature so that they won't feel that they are buying a "cookie cutter" home, but something that has been thoroughly thought out down to the last detail.

In the bathrooms we intend to have highly appointed rooms, with walk-in showers vanities with plenty of storage, and quality made fixtures.

Storage

Storage is another area buyer's look for, making sure they have a space for all of their belongings, and even room for their seasonal items. We made a point to have ample storage and plenty of closets to put all of our things. The garages will have enough room for two cars along with space for other belongings.

We have also included a mini storage building in our design for two main reasons: One, people have a lot of stuff and need a place to store it, and two, the site was oddly shaped and we felt that this would make a great barrier between the development and the railroad tracks. It would primarily be marketed to residents in that neighborhood as a place to keep those extra things that they want to hold on to, but don't necessarily want to keep in the house. The finish of the storage building would be of similar materials to the buildings.



Project Management Approach

Our project management approach is one that we have developed over the last four decades and have perfected it along the way. You will find in the Development Organization Overview a bio of key team members that we will be relying on for the successful completion of this project. Each member of our team has certain skills and abilities that allow us to put together a project that will come in on time and on budget. Being a vertically integrated company, we can start with design concepts and move them quickly to completed drawings, into engineering, and then on to construction of the project.



Once we have completed the design phase, we move on to building out a construction schedule, building and maintaining a construction project schedule is not an exercise for the faint-hearted. It takes place in an environment that can quite literally change in a matter of hours. Close monitoring of schedule progress and a rigorous enforcement of change management controls are both extremely important to maintenance of a viable project schedule. In addition to the typical issues related to resources and budget, constantly shifting constraints must be juggled in order to maintain a construction project schedule and may also include a host of enterprise environmental factors such as: weather, geography, geology, environmental and other regulatory constraints, and numerous stakeholders representing a wide diversity of interests in the project.

Communication is the key to any successful project, and we rely heavily on a variety of communication tools and best practices to ensure that everyone involved has the critical information to keep the project moving forward and informed about what is going on with the project. We have weekly project meetings along with daily site meetings to review what is happening now, and what is coming up within the next few days as well as weeks. Keeping all the trade partners informed about what critical tasks are next will keep the project moving forward. Our in house production team stays in constant communications with the field team to make sure that all materials are flowing to the project in a timely and organized fashion.

Our project managers work diligently to clearly define the scopes of work required for each project, and while these may change throughout the duration of the project, or by the uniqueness of each contractor, their role is to make sure that every detail in the project is accounted for. Once the scopes have been compiled and reviewed, they will procure the necessary bids for each respective scope of work. During the bid process as well as during construction, the project manager will handle any RFI's (Request for Information) on items that need further clarification or details in order to complete the scope of work.

The jobsite superintendent is responsible for managing the day to day work out on the job site as well as keeping the overall job site neat, clean, and safe for not only the workers, but any pedestrians that may wander onto the project. Ensuring a safe job and organized job sites is a key responsibility that we do not take lightly. As hard as we try to secure the project, we understand human curiosity and want to ensure that they have safe access to the job site.

Our accounting team handles all of the account billings to ensure that the project is coming in on budget and trade allies are being paid according to their contracts, and works with them to reconcile any discrepancies that they might find.

Once the project has been completed, we have a commitment to ensuring that any warranty items are handled promptly and correctly. Our vast experience and dedicated team allow us to service any issues that may come up after the project has been completed. Having the utmost respect for someone else's home is something we take seriously, and always try to schedule any service work at the convenience of the owner.



Project Implementation and Schedule

The project implementation is one of the keys to a successful project, and driving a tight, but realistic schedule is imperative to keep a project on track and with budget. These are two of the cornerstones of all of our projects, and ones we take very seriously. We take a realistic view of the project and then drive a schedule to ensure the team meets and has the ability to exceed their goals. We like to break a project down into milestones so that we can continually review progress and measure that against our schedule. Whether it is our money on the line or a customer's, we push and hold ourselves to the highest standards. Sacrificing quality for quantity is never in the game plan, as we build projects that we will be proud of and will want to show off to our grandchildren.



As both the builder and the developer of this project, we are not only concerned with the development and construction, but also the sale and marketing of these homes.

To ensure a successful project, and keep an eye on all the details, we have broken this project down into 3 phases, **Phase I** is the 8 unit townhome located on 3rd Street, **Phase II** is the 10 unit townhome located on 2nd Street, and **Phase III** is the 4 unit, 6 unit, and mini storage building located along short street. By starting with the building on the street with the highest traffic count, we will be afforded the additional exposure of those passing by. We hope that along with our marketing plan, we will be able to garner interest in the property to be able to pre-sell the units prior to their completion.

With that in mind, our proposed schedule for the project is as follows for Phase I:

End of April 2016

Finalize negotiations and secure an agreement with the city of Wausau to move forward with our project

May 2016

Finalize designs, engineering, site plans, and submit to the state of Wisconsin and the city of Wausau for permits and approvals.

June 2016

Commence construction on the 8 unit townhome building on 3rd street. Begin marketing and advertising of units for sale, with the availability to still customize the inside of the home to your style.

July 2016

Framing, Roofing, and Mechanical Rough in of the building

August 2016

Exterior finishes applied – masonry, siding, exterior concrete. Interior insulation and drywall

September 2016

Interior finishes and landscaping, final punch list items.

October 2016

Completion by October 30, 2016

Our intention would be to begin construction of the 10 unit townhome building upon the successful closing of the fourth unit in the 8 unit building. At the point of the fourth unit being sold in the first 8 unit building, which could even happen prior to completion of the building in an ideal world, we would have the confidence in the market and the product being offered that we would be able to forge ahead to the next building.



The same approach would be taken for the final phase III, the 4 unit, 6 unit, and mini storage building. Upon the sale of all of the units in the 8 unit and half of the units in the 10 unit, we would begin construction on the remaining buildings. Ideally this would happen prior to the completion of the other projects, provided the demand is there.

We would follow a similar construction schedule on each subsequent building, a 5 month construction time from start to completion. Based on our experience and size of our company, we are comfortable that even if we sell out and have all three phases going at one time, we would not be delayed in our schedule and would be able to phase and schedule workloads to meet the timeline.



Investment & Financial Viability

The Blenker Family of companies is a four decade old company that is financially stable and has always completed every project that they have started. There have never been any bankruptcies, loan defaults, debarments, or suspensions in the history of our company, or of any of the management team. We value the relationships that we have with multiple financial institutions and rely on their expertise to help us make our financial decisions and investments.

Blenker has always been a very fiscally conservative company throughout its history, and we will only take on projects and debt that we know that we are able to make good on. We have an extremely low debt to equity ratio, and a strong balance sheet. You don't make it through turbulent times (like we had from 2008-2012) and make investments back into your company without having strong financials. We understand the importance of a dollar, and how to make every dollar count, whether it is our own or for one of our clients. We work too hard for our money to gamble with it.

We have completed every project that we have ever started, even if there are bumps along the way, such as a subcontractor failing to make good on their contract. We have always stepped in and made the job move on, even if it meant we were not able to make a profit on that particular job. We have a strong commitment to all the stakeholders we surround ourselves with. Our first loyalty is to our clients, then our employees, and then our subcontractors. It is imperative to maintain great relationships with all of these key players in our business. On certain projects we may require our trade partners to use performance, payment, or completion bonds to ensure their successful completion.

We have great, multiple, working relationships with several financial institutions that we work with on a regular basis that we work with and help our clients to find the right fit for their needs. We have such good working relationships with financial institutions that we have done work with many of them in the area: International Bank of Amherst, Associated Bank, F&M Bank, Abby Bank, to name a few. By working closely with lenders, we understand what they are looking for in a project to ensure that they are protected as well as a client. There would be nothing worse than getting partially through a project, only to find out that the numbers don't work. Having resources that understand financing, and calculating the risks involved in a project is paramount to maintaining good working relationships and having successful projects.



Proposed Budgets:

8 Unit townhome

Land:	\$1
Site Improvements:	\$20,000
Hard Construction Costs:	\$900,000
Landscaping:	\$30,000
Marketing & Selling Costs:	\$50,000
Contingencies:	\$75,000
Total:	\$1,075,001

10 Unit townhome

Land:	\$1
Site Improvements:	\$25,000
Hard Construction Costs:	\$1,200,000
Landscaping:	\$35,000
Marketing & Selling Costs:	\$70,000
Contingencies:	\$80,000
Total:	\$1,410,001

6 Unit townhome

Land:	\$1
Site Improvements:	\$20,000
Hard Construction Costs:	\$750,000
Landscaping:	\$25,000
Marketing & Selling Costs:	\$40,000
Contingencies:	\$45,000
Total:	\$880,001

4 Unit townhome

Land:	\$1
Site Improvements:	\$15,000
Hard Construction Costs:	\$420,000
Landscaping:	\$15,000
Marketing & Selling Costs:	\$25,000
Contingencies:	\$30,000
Total:	\$505,001

Mini - Storage

Land:	\$1
Site Improvements:	\$5,000
Hard Construction Costs:	\$65,000
Landscaping:	\$5,000
Contingencies:	\$7,000
Total:	\$82,000

Total Project:

\$3,952,001

Requests from the Developer to the City of Wausau

To ensure a successful public/private project collaboration, Blenker is asking for the city of Wausau to provide the following contributions to the project:

- 1. Property Sale.** The city of Wausau would convey a free and clear title and authorize the sale of the land to the developer at a cost of \$1. Helping to offset the cost of the land will allow this project to become feasible, viable and help keep the costs of the project in line with the current market.
- 2. Additional Land.** The city of Wausau would negotiate and acquire the parcel on located on the South West corner of the .54 acre available property, raze the building, and include it in the property being sold to the developer. The city would also raze any and all buildings on any other property and leave the developer with clean, vacant, buildable lots.



3. Construction Financing. The city of Wausau would provide the developer with a 1% interest construction loan for the construction and site improvements of the development. Upon the sale of the first unit in the first unit built, the developer would then payback the construction loan with a mortgage from a local financial institution. Construction of the second building would begin upon the sale of at least four units of the first eight townhome building, with the city of Wausau providing the construction financing at 1% interest. Upon the sale of all of the homes in the eight townhome building and one unit of the ten townhome building, the developers would pay off the construction loan and provide a mortgage on the property through a local financial institution. Upon the sale of all of the eight townhome building and four of the homes in the ten townhome building, the developer would commence construction on the four townhome building, the six townhome building, and the mini storage building, with the city of Wausau providing construction financing at 1% percent interest until the sale of two of the homes in either the four or six unit building, at which time the developer would provide the end financing upon occupancy.

As part of the construction financing the city of Wausau would rebate any and all property taxes assessed on the project that have not been sold at 100% back to the developer for the first 2 years after commencement of construction on a building, after the initial 2 years the rebates would drop to 75% for the next year, and 50% for the subsequent year, with the rebates ceasing after year 4 on any unsold units. These rebates would be per unit, and would commence upon construction of each particular building. All taxes would be rebated on property that has not been developed. Once a unit is sold, the taxes on that unit would be the responsibility of the owner, and no rebate would be transferred to the owner of the townhome, and no rebate would be payable from the city to the developer, except for the pro-rata share not paid by the new owner of the unit. Should, in the unlikely event, the developer choose to not to offer the units for sale, but rather chooses to rent out the units, property taxes would be rebated according to the schedule outlined above.

4. Marketing. The goal of both the developer and the city of Wausau is to revitalize this area and provide new housing stock for growth within the city. Marketing and advertising is a key ingredient to getting the word out within the community and to surrounding communities, as well as letting local businesses know that there are new options available in the marketplace. The city of Wausau would assist the developer in marketing of the properties through its existing relationships, advertising outlets, and media sources. The city of Wausau and the developer would co-op and marketing and advertising for the project and the units on a 75/25 split, with the developer paying the 75% of the cost of advertising, and the city proving 25%. This marketing may include, but is not limited to: newspaper advertising, press releases, TV ads, social media ads, live events, etc. Any additional advertising or marketing that the city would like to provide at no additional cost to the developer would be welcomed and appreciated.

5. Live it up Wausau. The “Live it up Wausau” campaign appears to be an excellent idea and a great opportunity to incentivize those to move within the city limits. The city of Wausau would make this program available to those purchasing a home in this development, and would agree that this development would fall into the historic district category. If this proposal is approved, the developer will agree to contribute \$7,500 per year over the next 5 years towards this campaign to assist in its success.

Successful Projects

Westlawn Gardens – Milwaukee, WI – 2013 – A revitalization project

Westlawn Gardens is Wisconsin's largest public housing development to date, encompassing over 75 acres. There were over 250 units that including townhomes, side by side homes, as well as apartment complexes on the initial 37 acre redevelopment.

Westlawn Gardens has been recognized as a world model for healthy and sustainable neighborhood design. In 2013, it was certified LEED-ND Stage 3 Silver (v2009), the highest LEED-rated neighborhood in the world at the time. It also received LEED Platinum for Homes certification in 2013, the first such certification in the City of Milwaukee and one of only six such certifications in the State of Wisconsin. The neighborhood has an extensive storm water management system and other innovative energy efficiency features, including Milwaukee's first streetlight system that utilizes LED lighting.



Blenker was awarded the framing and windows contract for this unique revitalization project in Milwaukee's northwest side between 60th and 64th Streets and Silver Spring Drive. Blenker worked closely with Construction Manager and the General Contractor to bring this project in on time and on budget. The awarded contracts to Blenker were in excess of \$4.6 million.



Mountain View Apartments – Wausau, WI – 2006-2009



Located on Wausau's West side, the Mountain View apartments are situated to take advantage of the views.

Blenker was awarded the framing and windows contract for this project and worked closely with the General Contractor to bring this project in on time and on budget. The awarded contracts to Blenker were in excess of \$3 million.



Adventure 212 Fitness – Stevens Point, WI – 2008

Adventure 212 Fitness provides a unique fitness offering for all ages and lifestyles. This was a Design-Build project that we were the General Contractors for. We worked closely with the owners to develop a unique building that would house several fitness centers, a spa, a bistro, as well as a kid zone.

This was also a fast track construction project, completing the design and construction of the building all within 6 months.

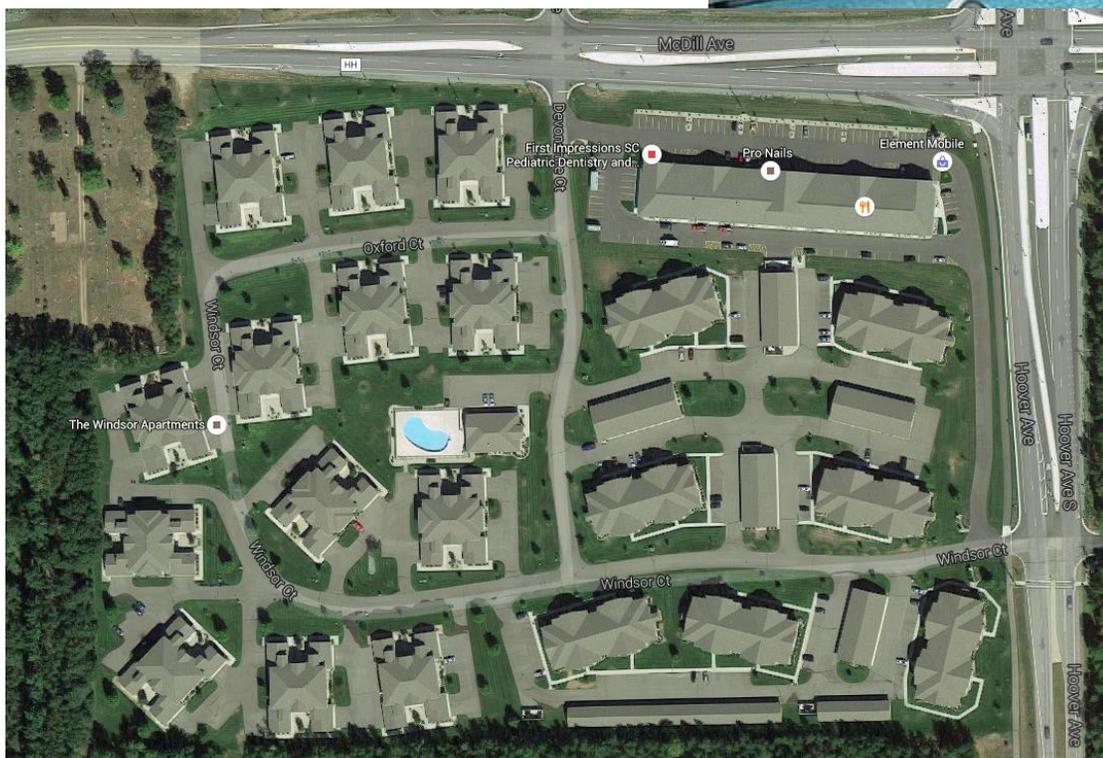
Blenker worked closely with the owners to bring this project in on time and on budget. The awarded contracts to Blenker were in excess of \$5.5 million.



The Windsor – Plover, WI – 2008 – Apartment Development

The Windsor is a premiere luxury apartment complex including 216 units along with a community room, clubhouse, and pool. Located just off of I-39 on Plover's north side, this community offers convenience to anywhere in central Wisconsin.

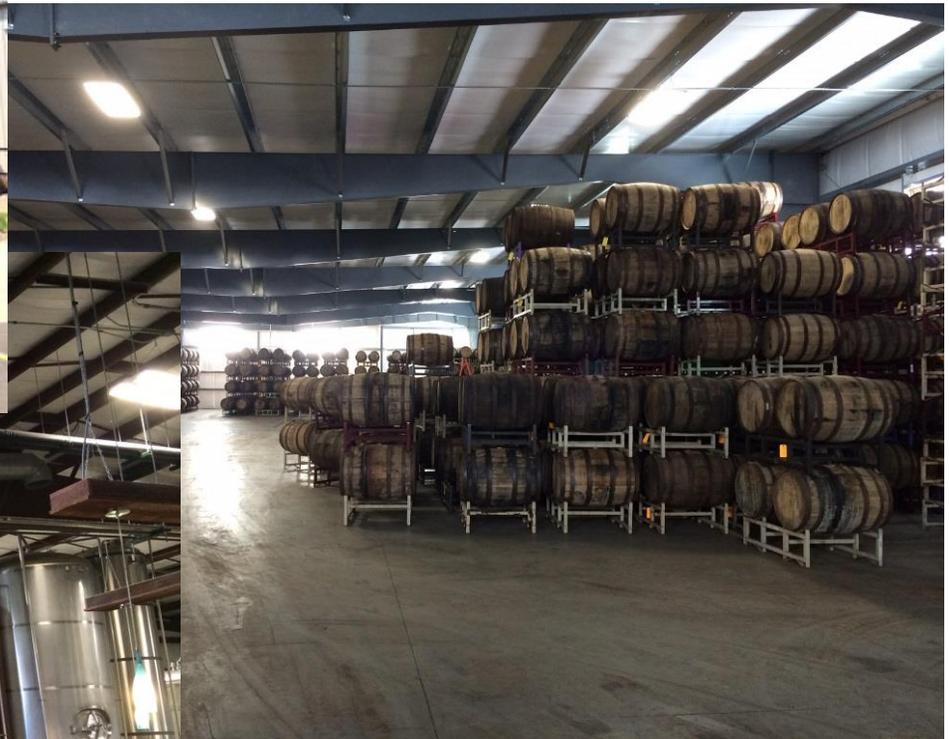
Blenker was awarded the framing and windows contract for this project and worked closely with the General Contractor to bring this project in on time and on budget. The awarded contracts to Blenker were in excess of \$5 million.



Central Waters Brewing Company – Amherst, WI – 2006 - ?

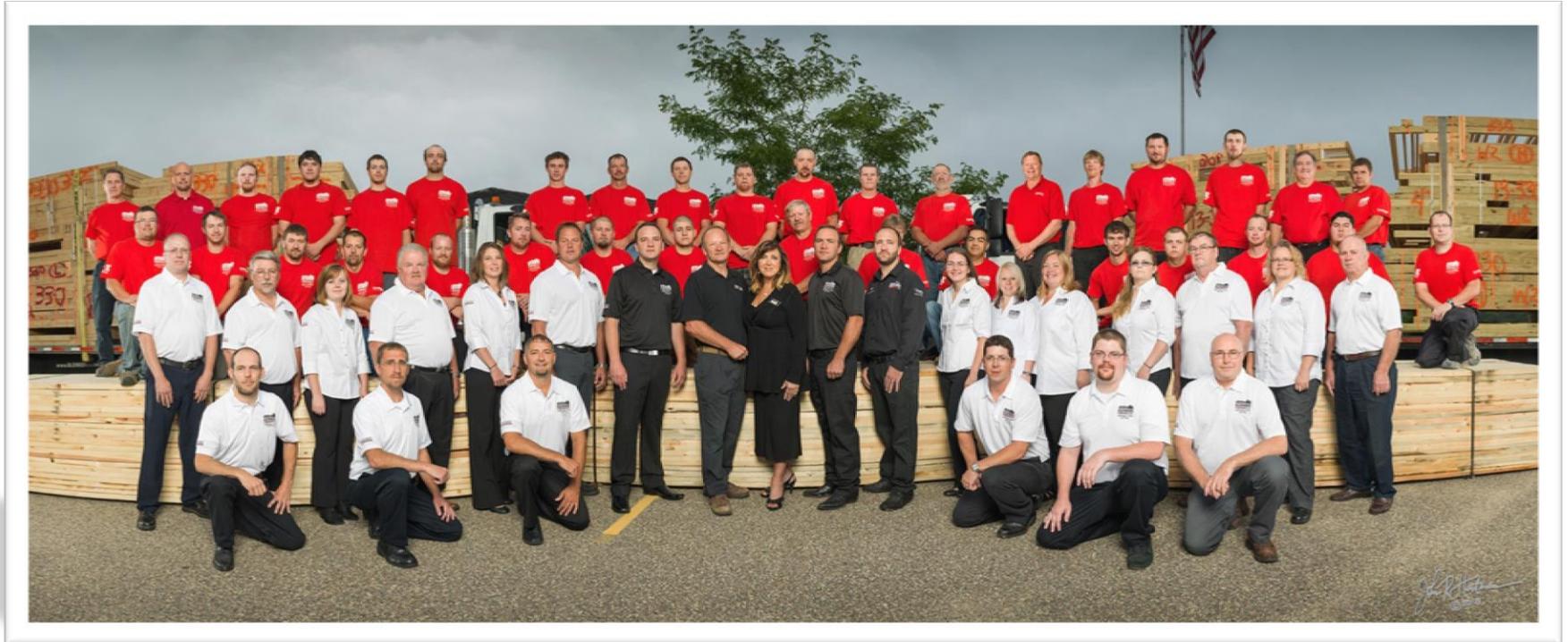


Central Waters Brewery moved to Amherst in 2006 and has since become an annual client, as we have put an addition on to their building in every year since. All of these projects have been Design – Build, where Blenker provided all of the design work as well as providing the general contracting and building services. Our team enjoys the end of the day Friday while working on the brewery and enjoying a fresh, award winning, Central Waters craft brew.



Development Organization Overview

The Blenker Team



Developer: Blenker Developments, LLC
Contractor: Blenker Construction, Inc.
Structural Component Supplier: Blenker Building Systems, Inc.

Find out more online at: www.blenkerco.com

Project & Authorized Agent Contact: Jason Blenker

Address: P.O. Box 40
500 Lorry St.
Amherst, WI 54406
Phone: 715-824-5665
Fax: 715-824-5663

Email: jason.blenker@blenkerco.com

Genesis

From humble beginnings, a husband and wife decided to set out to become an entrepreneurial building team. Peter Blenker and Pamela Jewell were married in 1972 and shortly thereafter moved to quaint village of Amherst, WI. In 1974 after Peter had successfully completed a carpentry apprenticeship, they decided to venture out on their own and started Peter Blenker Construction. Starting out with himself, some basic tools, and a rusty old telephone truck he took on basic additions and remodels for local residents needing construction services.

Peter would work out on the job sites all day long, and then return to his home office to work on any proposals or bids that may need to be done. In addition to working as a registered nurse at the King Veterans home in Waupaca, Pamela would utilize her schooling in interior design to assist clients in putting their ideas and dreams on to paper so that it could be built. Slowly and steadily, together they were building more projects and were adding team members to help with the construction.



The 80's

By the late 70's they added new construction to their portfolio of work, completing a few houses a year in the central Wisconsin market. By the 80's they were building more houses a year and also started building apartment buildings and commercial structures throughout the region. Adding masonry services and a metal building dealership allowed them to expand their offerings and completed many structures for homeowners and business owners alike. From grocery stores and fire stations to homes and apartments, the general contracting business was evolving. Peter continued to manage the field crews as well as all of the estimating, scheduling, and project management for the growing company.

The 90's

In 90's Peter & Pamela saw their three sons start working summers in the business while they were in high school, but would they continue down the same path in the construction field? Only time would tell. The 90's also brought about some changes to their building process, when in 1994 they built a 15,000 shop that would become their first production facility for manufacturing pre-built wood framed walls. Peter had always appreciated the pre-engineered metal buildings, where all the components were

fabricated off site and then erected on site, as it was a big time saver to the construction process. They brought their wood framing operation indoors and started building the walls that were once built on site – in the snow or the rain – into a controlled environment. They could better control their costs of materials, labor, as well as control the building schedule more efficiently. By this time, they were building between 10-15 homes a year, and used the pre-built walls exclusively for their own projects.



The 00's

In 2001, Peter and Pamela's oldest son, Jason returned home from working out in Virginia for one of the nation's largest production builders in the county, Centex Homes. Jason quickly immersed himself in the family business and looked at the areas of opportunity for growth within this 9 person company. He fixated on the building components, as there were very few competitors out there offering these types of services at the quality level that they produced. Relying on his experience of the construction company, along with the times he worked in lumberyards during college, Jason evolved the business into Blenker

Building Systems, which would offer not only structural building components, but would also offer other building materials and installation services to area builders and contractors.



Jason spent his time working with local builders to help understand their business needs and helped them with their projects, relying on his expertise in the building business. Reaching out to the surrounding areas, the new company found itself framing projects in Appleton, Wisconsin Rapids, Stevens Point, Wausau, and occasional projects further out.

As the industry started to recognize the superiority of their product, business expanded, and the company had to make some decisions as to how to handle their growing demand. In 2003, at the Thanksgiving dinner table, the family decided it was time to take the next step and build a new manufacturing facility to allow the continued growth of the business. In 2005 they completed a new, state of the art, structural building component manufacturing facility with over 100,000 square feet of space. With this new facility, they were able to start producing roof and floor trusses, while expanding their capacity for wall and floor panels.

The late 2000's saw the single family home market come crashing down, and with it, the growth of their business came to a halt and declined like many industries at the time. Faced with some difficult decisions, the family pressed on.

The 10's

The early 2010's were a challenge for many businesses, in the midst of an economic downturn that hasn't existed since the great depression, and the housing industry's worst downturn on record. The state of Wisconsin saw its 25 year average housing start decline from over 20,000 a year to around 6,500 in just 2 years. Being fully committed to the building industry in 2010 wasn't a good thing, and while many others closed their doors or made sizeable adjustments, the Blenker's went a different direction and doubled down on their business.

The leadership team spent the first 6 month of 2010 interviewing employees, customers, past customers, vendors, and subcontractors, trying to find out what this new market needed in order for them to survive. A dedicated team was put together to come up with a plan that would help them survive this market downturn. They explored new markets, new products, new techniques in order to come up with something that would help them not only to survive this, but thrive coming out of it.



Out of the countless hours of meetings and planning sessions, the team laid out a proposal: 1. Expand our market to new areas, there was already a great product, let's go farther and offer it to more people, 2. Restructure the team to make it function and work together better, and 3. Start a new division of the company that is focused on

helping residential with their biggest weakness – sales, marketing, and back office support – a new division named Envision. Home at Last was created, which would provide a dealer type network that would provide home plan design, estimating, sales support and marketing collateral to these builders in markets around the mid-west.

The changes that were made in 2010 slowly started to show signs of improvement in the business, and by 2012 they had surpassed their previous annual sales record. By 2013 the company was exceeding goals and was firmly back on its feet with new products and an expanded reach able to provide products in many new markets.

Summary

What started out as a man, a truck, and a dream has turned into a multi-faceted enterprise today. With the second generation sternly at the helm, Blenker operates a multitude of businesses: Blenker Companies, Inc. the parent company to Blenker Construction, Inc.- a full service turnkey Design-Build contractor, Blenker Building Systems, Inc. – a structural building component manufacturer that services builders in 7 mid-western states with top quality building materials, Envision. Home at Last[®], a dealer network of single family builders throughout the Midwest that we provide materials and services to, and Blenker Developments, Inc. – a development company that focuses on central Wisconsin on opportunities to create unique developments for the residents of each market. Aside from the construction type businesses the Blenker family also owns, manages, and operates Our House Limited – a regional trucking company that provides primarily flatbed trucking services to customers within the mid-west, along with Amherst Leasing, Ltd which holds and leases assets to other companies, as well as Blenker Properties, LLC which owns and manages rental property and land.

The Blenker family of companies has grown over the years from a single employee to over 80 employees today, and increasing as the market and expansion plans allow. Blenker is firmly committed to providing its team members with high quality employee benefits, top pay, bonuses, and growth opportunities within the company.

Blenker is also very active in philanthropic activities within the communities that it serves. They are regular contributors in not only time, but with their talents and treasure to a variety of organizations such as: United Way, the Boys and Girls club, the YMCA, Operation Finally Home, Habitat for Humanity, the Amherst Area Foundation, UW-Stout Foundation, the Schierl Companies Foundation, the UWSP foundation, Ministry Health Care Foundation, Operation Bootstrap, and many other smaller organizations. If there is a need in a community the team and family of Blenker Companies is willing to step up to the challenge and assist in some way. They believe that they not only build buildings, but more importantly, build relationships and friendships of those they serve.

This story is only the beginning of what will continue to be a world-class company with a world-class team that will be able to service the Midwest and beyond with exceptional products and even better customer service. Charles Darwin once said, “It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.” Blenker is an ever changing, forward thinking company that invests in its team, its company, and its community for the future. We would like to introduce you to a few of the members of our team, and while we would like to introduce you to them all, we have kept this a summary of some of our key team members:



Peter Blenker - CEO of Blenker Companies. Peter started a construction business in 1974 as a general contracting business that has evolved over the years to several different, but related business that are in place today. He served a carpentry apprenticeship and combined that with additional education at MSOE in engineering. Peter stays involved with the construction industry and is actively involved with the Associated Builders and Contractors, and is currently serving on the apprenticeship committee.

Pamela Jewell - Queen. Pamela has extensive experience in building design, and utilizes her creativeness to produce efficient and clean designs that make each building unique and functional. Pamela attended the interior architecture program at UWSP, and has had involvement with the university ever since attending, recently serving on the UWSP foundation as its president. Pamela has also been involved with the Wisconsin Builders association, and is currently the immediate past president of that association.



Jason Blenker - President. Jason has been involved in the family business since he was old enough to walk. Jason was hands on throughout high school and college, understanding building construction from the inside. Jason graduated UW-Stout in 1999 with a degree in Construction Management and Engineering with a minor in business. After graduation, Jason spent some time on the east coast working for the largest production builder in the country at the time, Centex. Jason moved back home in the early 2000's and began building Blenker Building Systems, a structural building component manufacturing company that now serves builders and developers in 7 states

with pre-manufactured wall panels, roof trusses, floor panels, and floor trusses. Jason has been involved with the Structural Building Components association, serving as chairman on many different committees within the organization. He is also actively involved with Operation Finally Home, an organization that provides mortgage free homes to wounded and disabled veterans.

Justin Blenker - VP Operations. Justin oversees the estimating and engineering functions within the company, as well as leading the IT initiatives. Justin has a BS and an MS in Civil Engineering and Construction management from the University of Wisconsin Madison. Justin keeps his team current in best practices and leads the department.



Don Rogers – Engineering. Don is our Engineering/Detailing Supervisor. As a 40 plus year veteran of the construction design industry, he has worked his way through many challenging projects over the course of his career. With an early education in Design, Engineering, and estimating, Don has the knowledge to deliver on any project that comes his way.

Rick Martin – Production. As Production Manager, Rick brings to the table over 20 years of experience in the Building Systems industry, with 18 of them with Blenker Building Systems. Rick began working in Architectural and Structural Design & Production and moved on to performing jobsite quality control. His broad range of experience affords him an important position in the company. Rick is a very driven individual when it comes to getting the job done right and on schedule. His educational background includes an Associate's Degree in Residential Design from NTC in Wausau.





Kristifer Blenker – Welder. Kristifer is our metal crafter. He is a certified welder, a certified diver, and is also a certified underwater welder, that can create just about anything out of any metal. He has a degree from MATC in welding, and a degree commercial underwater welding from the National Polytechnic College of Engineering and Oceanering in California. He also does some CAD in addition to his mad welding skills.

Marc Duske - Project Manager. Marc is a 40 year veteran of the construction industry and has managed all types of projects from single family homes, to multi-million dollar assisted living facilities. Marc oversees all of the details of the project, being involved in the early planning phases of the projects to ensure adherence to the budget and the schedule.

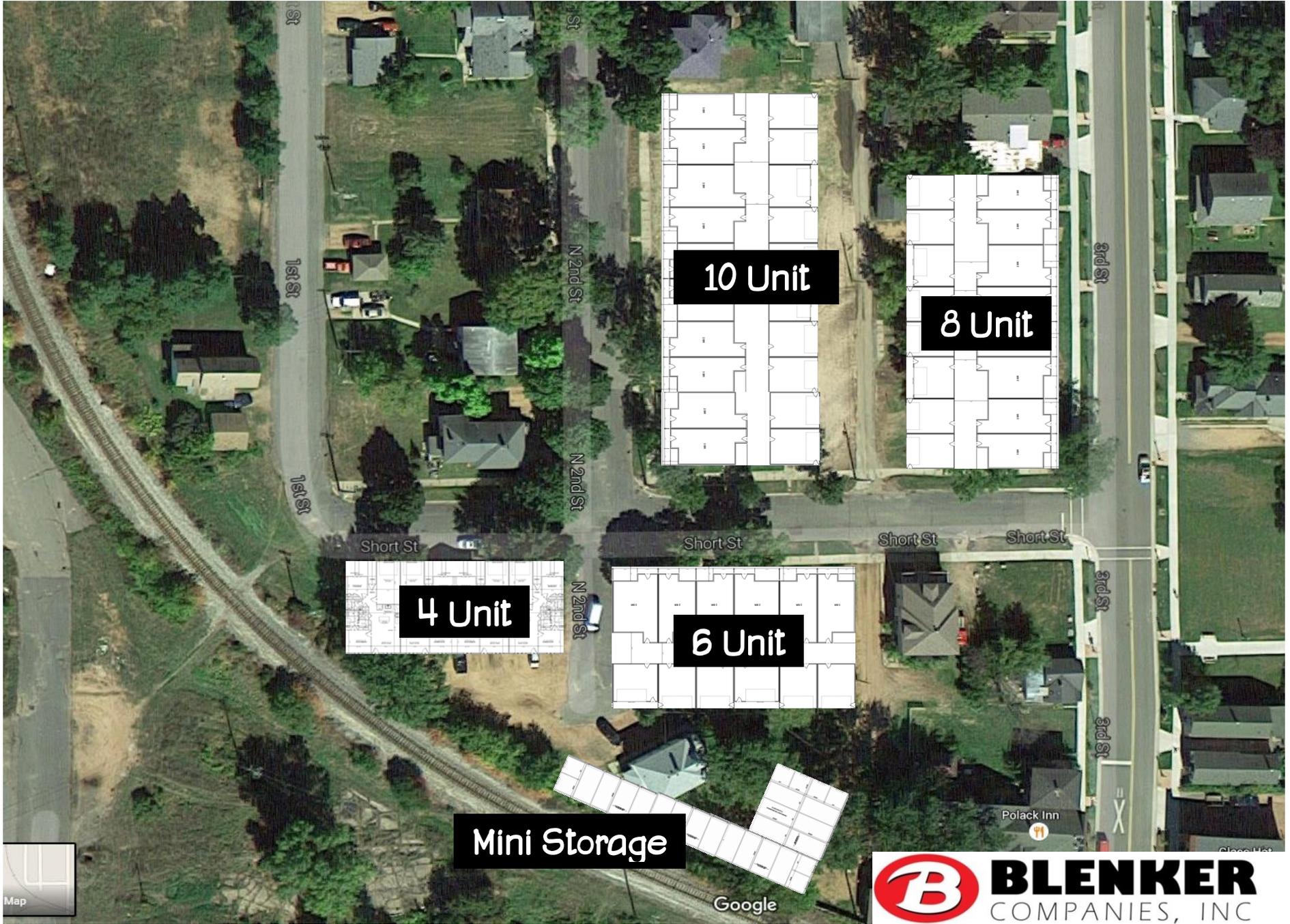


Mike Blanke - Superintendent. Mike started with Blenker in 1979 after graduating from SPASH, he went on to complete his carpentry apprenticeship and has continued to work his way up in the company and runs the job site on a day to day basis. Mike has vast knowledge of the building industry, working on everything from concrete to finish carpentry.

Norbert Trzebiatowski - Superintendent. Norb has been with Blenker since 1985 and oversees all of our finish carpentry. Norb has a keen eye for detail and treats every project as if it was his own home.

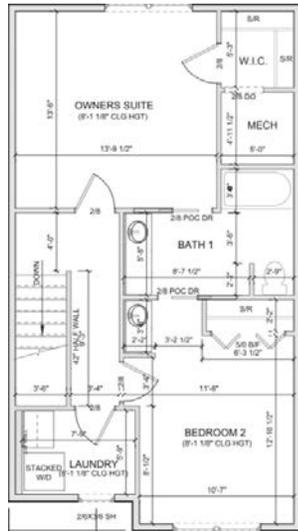


Project Concept Plans

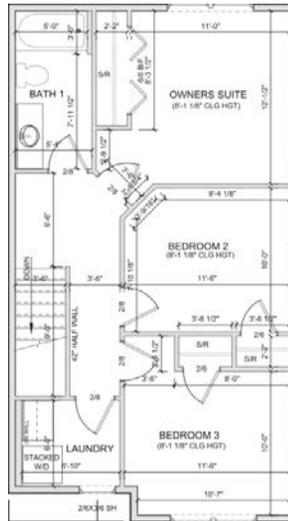




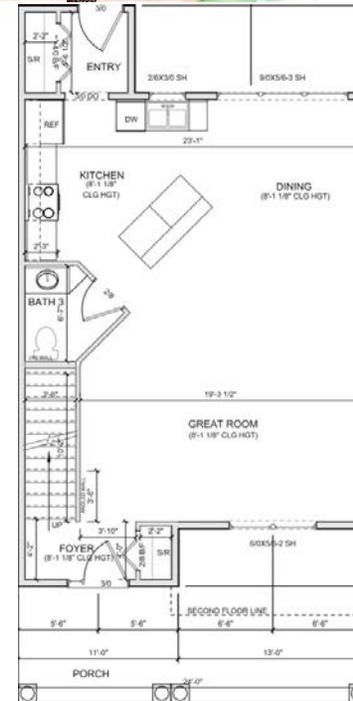
1st Floor – Type A



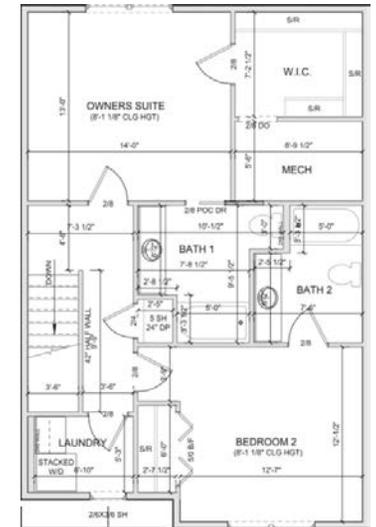
2nd Floor
2 Bedroom
Type A



2nd Floor
3 Bedroom
Type B



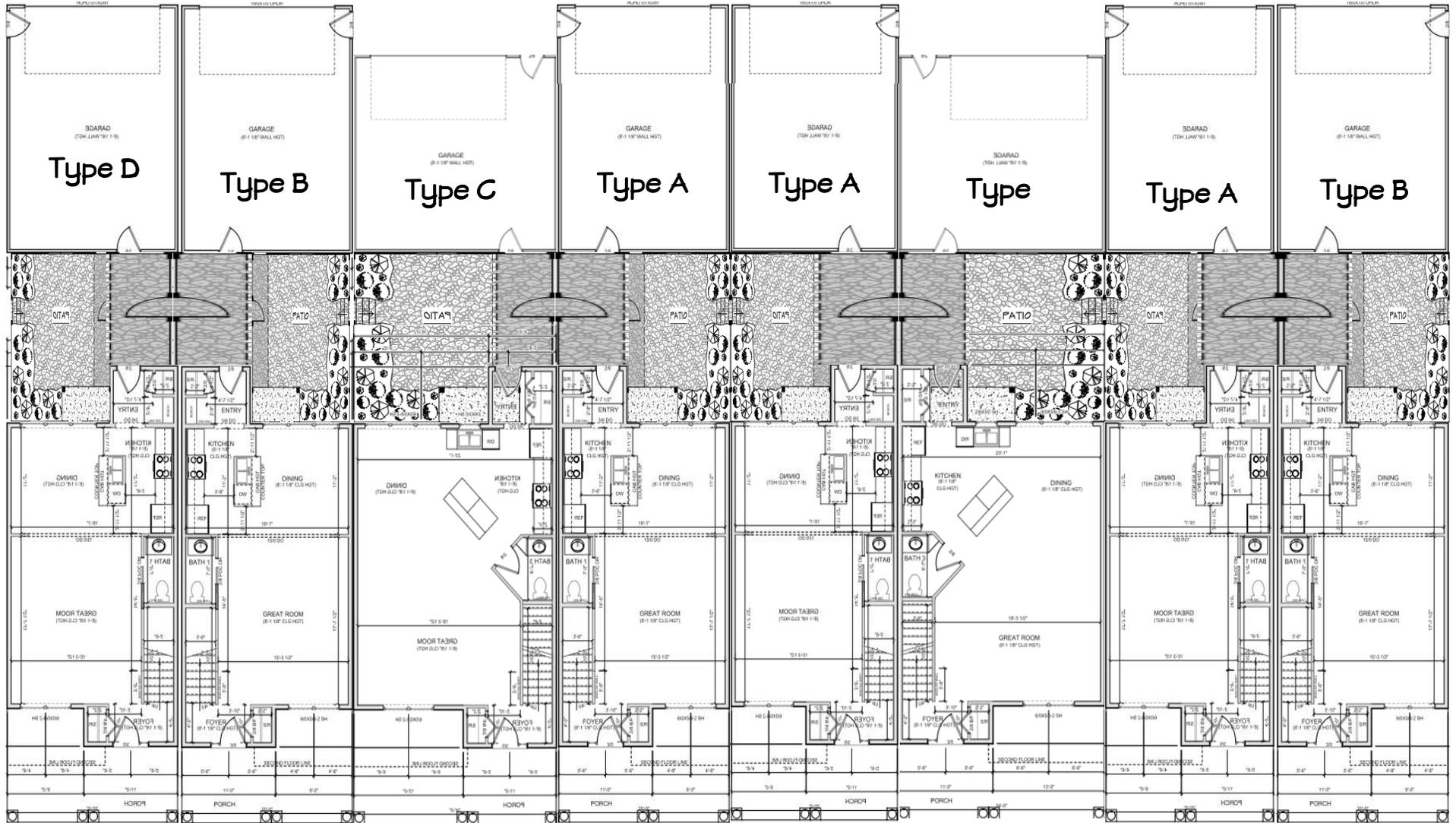
1st Floor – Type C



2nd Floor
2 Bedroom
Type C



1st Floor Street Level – 8 Unit (10 unit & 6 unit similar)

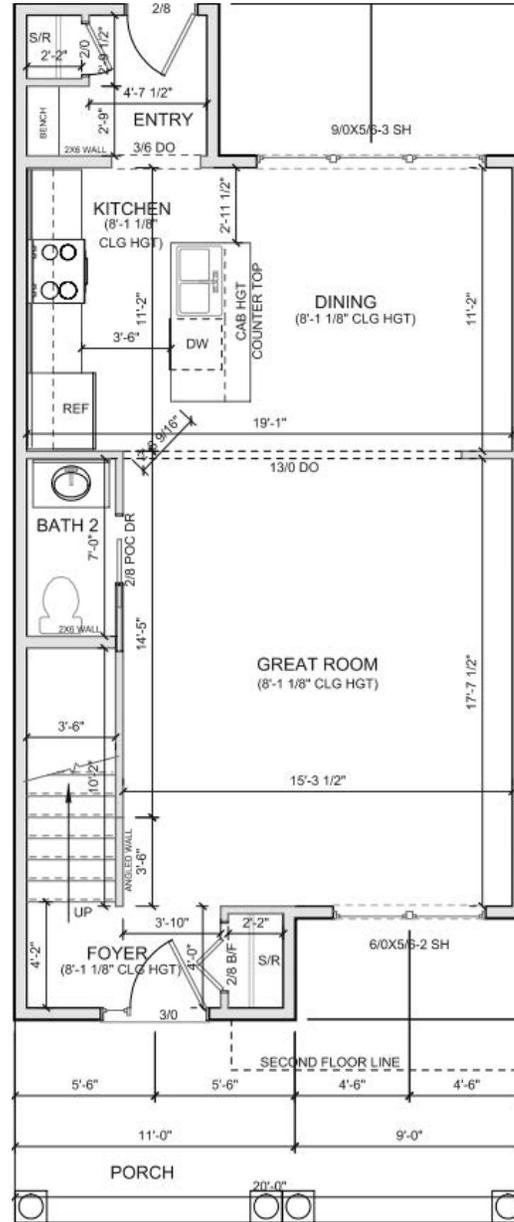


PRELIMINARY Proposed Development
RIVER EAST - 2nd, 3rd, & Short St. Wausau, WI
 Zero Lot Line Townhomes – For Sale Units
 Approx. 1400 square feet per Unit 2 & 3 bedroom units

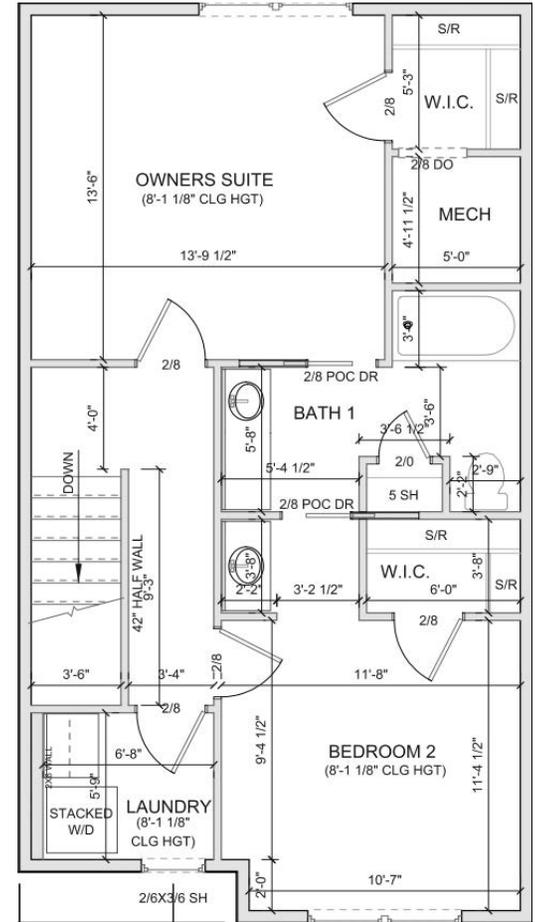




Front Elevation



1st Floor Type A

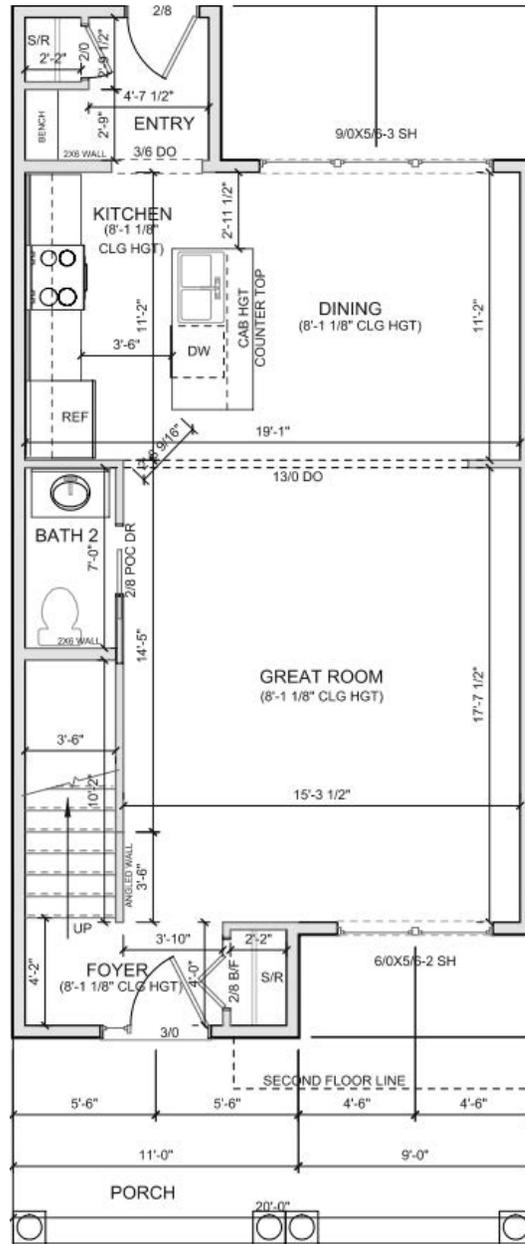


2nd Floor Type A - 2 Bedroom

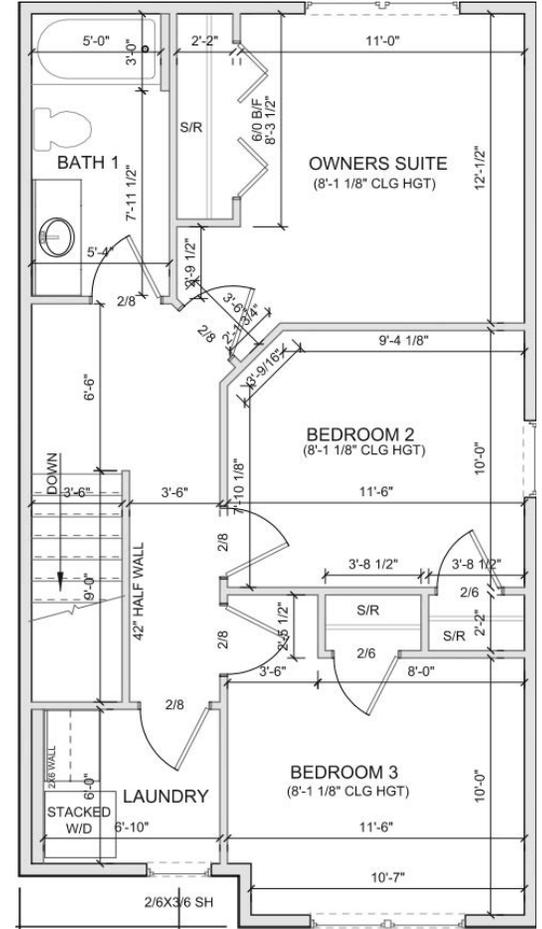




Front Elevation



1st Floor
Type B

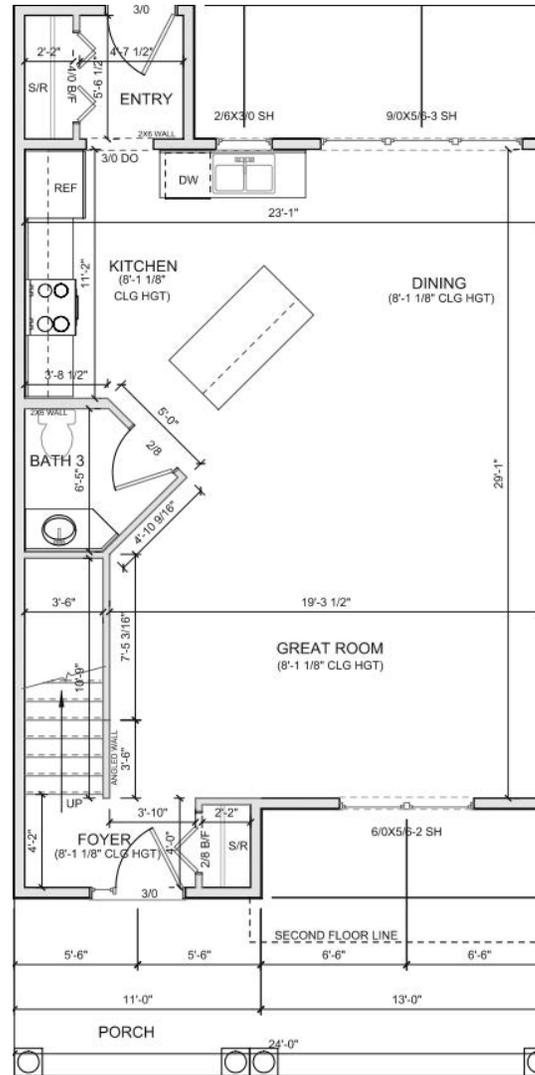


2nd Floor
Type B - 3 Bedroom

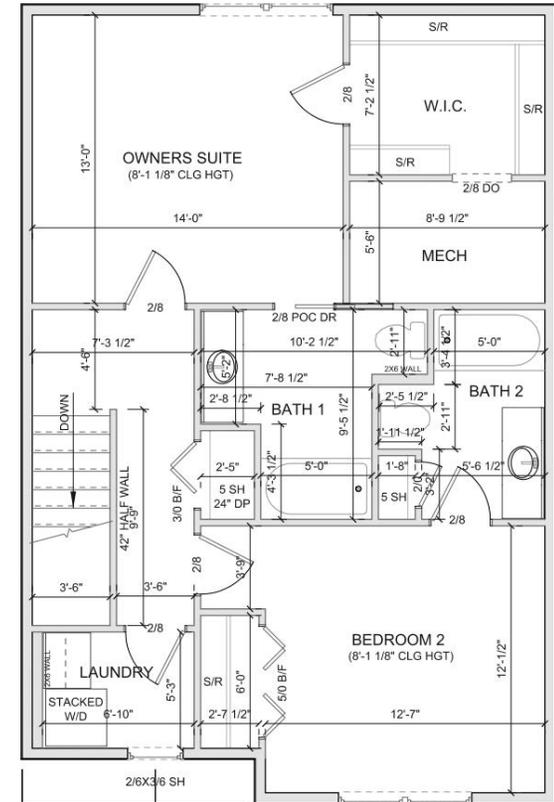




Front Elevation



1st Floor
Type C

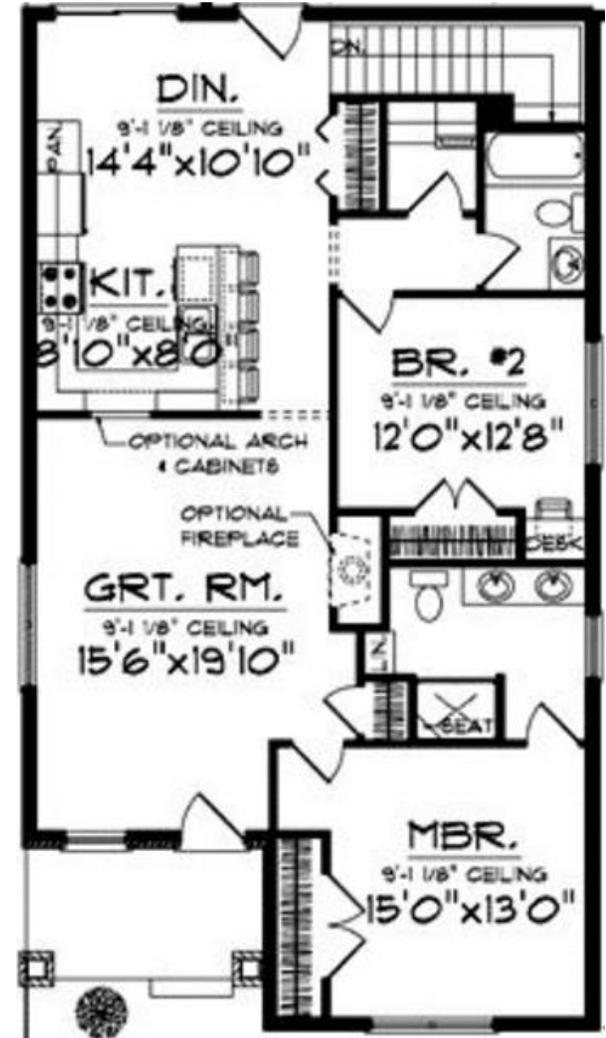


2nd Floor
Type C - 2 Bedroom





Front Elevation

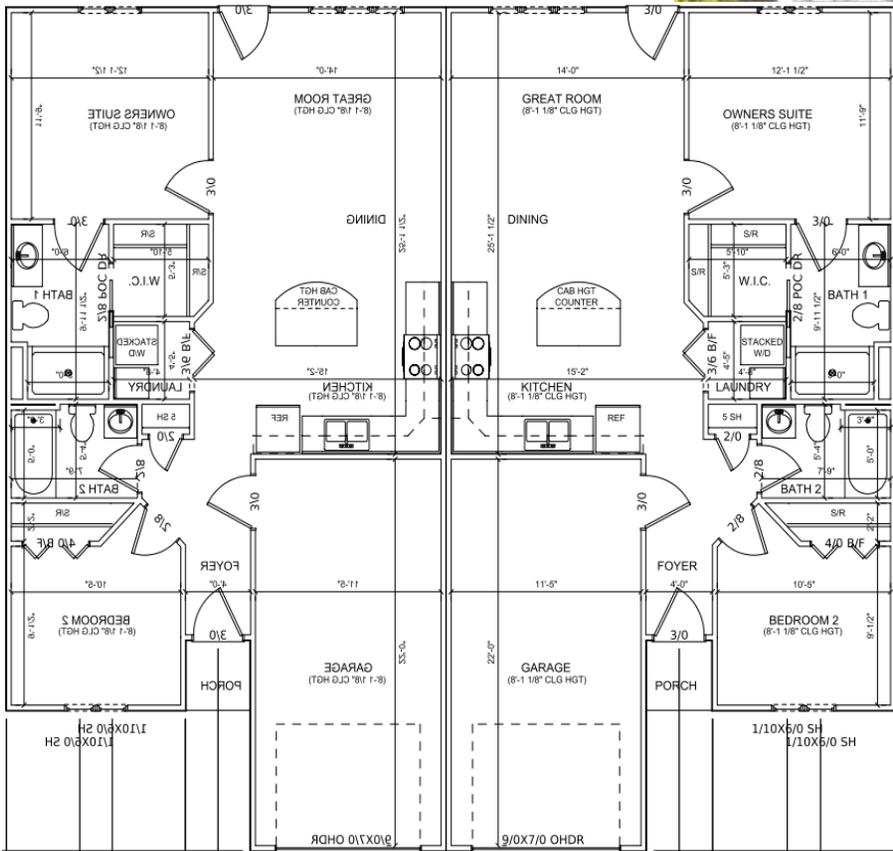


1st Floor
Type D



Partial 4 Unit

- 2 Bedroom
- 2 Bathroom
- ADA Compliant
- Attached garage
- Rear Yard



Proposed Development Wausau River East

PRELIMINARY

**Zero Lot Line Townhomes
– For Sale Units**
Approx. 1000 square feet per Unit



References

Richard Pavelski – 30+ year client

Phone: 715-343-0212

Michael Bembenek – Building Inspector

Phone: 715-570-8378

Andrew Halverson – Former Mayor of Stevens Point, current VP of Business Development for Ellis Construction

Phone: 715-321-2556

Aaron Gundlach – Client - Horizon Design Build

Phone: 608-354-0840

Ron Skrenes – Client & Attorney

Phone: 715-344-0890

Jeff Peterson – Client & Accountant

Phone: 715-344-4984

Butch Pomeroy – Client & Banker

Phone: 715-824-3325

John Evans – Associated Bank

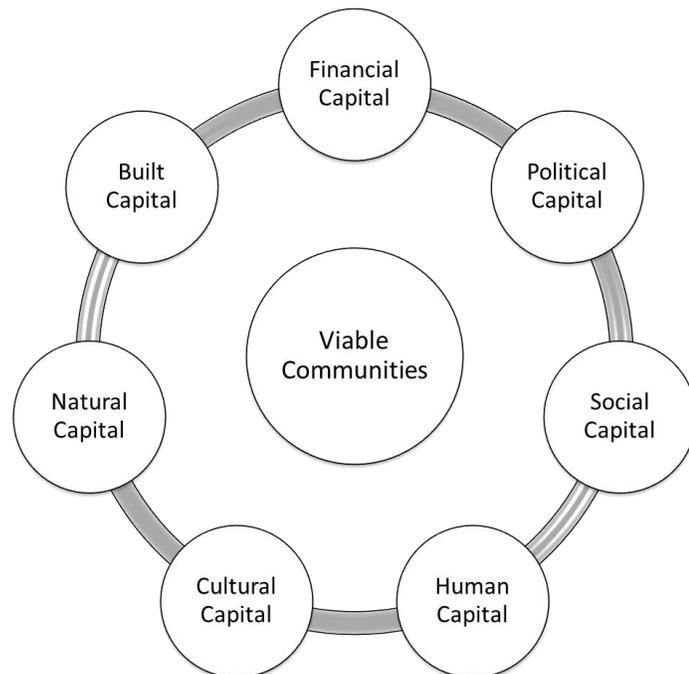
Phone: 715-848-4749

Chad Curtis – Associated Bank

Phone: 715-389-7259

A Paradigm for Community Development: The Floras' Community Capitals

One of the fundamental problems with a systems thinking approach to community economic development is the difficulty in being able to “get one’s head around the whole thing”. Thinking holistically by viewing the community as a system may result in one too many balls in the air increasing the odds of one being dropped. To help community scholars and practitioners better understand the puzzle comprising the community system Jan and Nel Flora and their colleagues offered the “Community Capitals” framework. There are seven capitals, or pieces to the puzzle: human, social, political, financial, built, natural and cultural capitals.



Cultural capital: Reflects the way people “know the world” and how to act within it. Cultural capital

includes the dynamics of who we know and feel comfortable with, what heritages are valued, collaboration across races, ethnicities, and generations, etc. Cultural capital influences what voices are heard and listened to, which voices have influence in what areas, and how creativity, innovation, and influence emerge and are nurtured. Cultural capital might include ethnic festivals, multi-lingual populations or a strong work ethic.

Natural capital: Those assets that abide in a location, including resources, amenities and natural beauty.. As we become wealthier as a society, many economists argue that natural amenities is becoming increasingly important. Indeed, some people and businesses may be willing to forgo higher incomes and profits to consume higher levels of natural amenities.

Human capital: The skills and abilities of people, as well as the ability to access outside resources and bodies of knowledge in order to increase understanding and to identify promising practices. Human capital also addresses leadership's ability to "lead across differences," to focus on assets, to be inclusive and participatory, and to be proactive in shaping the future of the community or group.

Social capital: Reflects the connections among people and organizations or the social glue to make things happen. *Bonding social capital* refers to those close ties that build community cohesion such as ties between members of a common church, or social or business association.. *Bridging social capital* involves weak ties that create and maintain bridges among organizations and communities. A community council of ministers that aim to bring different religious groups within the community together is an example of investing in bridging social capital.

Political capital: The ability to influence standards, rules, regulations and their enforcement. It reflects access to power and power brokers, such as access to a local office of a member of Congress, access to local, county, state, or tribal government officials, or leverage with a regional company.

Financial capital: The financial resources available to invest in community capacity building, to underwrite businesses development, to support civic and social entrepreneurship, and to accumulate wealth for future community development.

Built capital: The infrastructure that supports the community, such as telecommunications, industrial parks, mainstreets, water and sewer systems, roads, among others. Built capital is often a focus of community development efforts.

Other types of capital that have been suggested include leadership and entrepreneurial to name just two.