



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: **Tuesday, June 7, 2016 at 5:00 p.m.**
Location: **Board Room, 2nd Floor, City Hall**
Members: Tom Neal (C), Romey Wagner, Pat Peckham, Joe Gehin (VC) and Lisa Rasmussen

AGENDA ITEMS FOR CONSIDERATION/ACTION

- 1 Public Comment on Matters Appearing on the Agenda
- 2 Establish Regular Meeting Dates and Time for 2016-2018 Term
- 3 Discussion and Possible Action on Waiving the City's Right to Purchase Property in the Wausau Business Campus in Order to Allow the Title Transfer of 5803 Packer Drive from On the Muscle, Inc., to Wisconsin Shower Door & Supply Corporation
- 4 Discussion and Possible Action on Waiving the City's Right to Purchase Property in the Wausau Business Campus in Order to Allow the Title Transfer of 7333 Stewart Avenue from Stewart Avenue Holdings, LLC to Westside Warehousing of Wausau, LLC
- 5 Discussion and Possible Action on the Potential Sale of Property at 1300 Cleveland Avenue
- 6 Discussion and Possible Action on the Proposed Acquisition of 415 South First Avenue
- 7 Discussion and Possible Action on the Potential Senior Living Complex Project
- 8 Discussion and Possible Action on the Sale of Property Located at Approximately 7570 Stewart Avenue
- 9 Discussion and Possible Action on the Potential Acquisition of Property at 411 Washington Street
- 10 **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 Potential Sale of Property at 1300 Cleveland Avenue
 - } Discussion and Possible Action on the Proposed Acquisition of 415 South First Avenue
 - } Discussion and Possible Action on the Potential Senior Living Complex Project
 - } Discussion and Possible Action on the Sale of Property Located at Approximately 7570 Stewart Avenue
 - } Discussion and Possible Action on the Potential Acquisition of Property at 411 Washington Street
- 11 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
- 12 Discussion and Possible Action on the Proposal from Frontier for Downtown Wireless
- 13 Discussion and Possible Action Regarding the Transfer of City of Wausau Owned Property at 8 Scott Street to the Wausau Community Development Authority
- 14 Update on the Riverlife Villages Project Proposal from Frantz Community Investors
- 15 Discussion and Possible Action on the Proposals Received for Marketing and Communication Services
- 16 Discussion and Possible Action on Riverlife Branding
- 17 Discussion and Possible Action on the Wausau Branding Initiative

Adjournment
Tom Neal (ED Chair)

This notice was posted at City Hall and emailed to the media on 6/2/16

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.

RECEIVED

MAY 27 2016

Community Development Dept
City of Wausau

PIETZ, VANDERWAAL, STACKER & ROTTIER, S.C.

ATTORNEYS AT LAW
530 JACKSON STREET
P. O. BOX 1343

WAUSAU, WISCONSIN 54402-1343

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SHANE J. VANDERWAAL
GREGORY J. STACKER
STUART R. ROTTIER
PETER C. GUNTHER
LEE D. TURONIE

JOHN W. KELLEY
COLIN D. PIETZ
OF COUNSEL

E-MAIL
vanderwaal@pvsrlaw.com

May 26, 2016

VIA PERSONAL SERVICE

Toni Rayala
City Clerk
City of Wausau
407 Grant Street
Wausau, WI 54403

RE: City of Wausau's Right of First Refusal/
On the Muscle, Inc.

Dear Toni:

According to the requirements set forth in a Warranty Deed in the Marathon County Register of Deeds at Volume 192, Page 103-104, it states that:

“Should the owner of any parcel of real estate in the industrial site desire to transfer or sell said parcel or any part thereof, the City of Wausau shall have the first option to refuse to purchase the property at the price and terms the owner has been offered in a bona fide offer to purchase.

Such offer to the City of Wausau shall be made in writing and personally served on the clerk of the City of Wausau. The City of Wausau shall have thirty days to accept such offer. If the offer is not accepted in writing by the City of Wausau within such time the same shall be deemed rejected.”

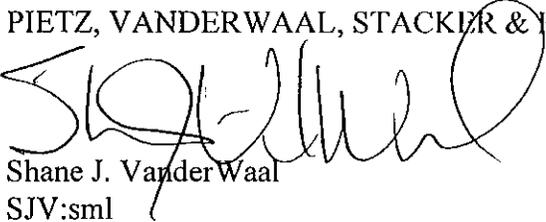
Pursuant to those requirements on behalf of On the Muscle, Inc., please consider this notice of On the Muscle, Inc.'s intent to sell said parcel. To that extent, I am enclosing herein for the City's consideration an Offer to Purchase dated March 31, 2016 and an Amendment to the Offer to Purchase dated May 24, 2016. It is my understanding that this matter is scheduled in front of the Economic Development Committee for review and recommendation to the City Council on June 7, 2016. We look forward to notification of whether the City intends to exercise its right of first refusal.

Ms. Toni Rayala
May 26, 2016
Page -2-

Thank you for your consideration.

Sincerely,

PIETZ, VANDERWAAL, STACKER & ROTTIER, S.C.



Shane J. VanderWaal
SJV:sml

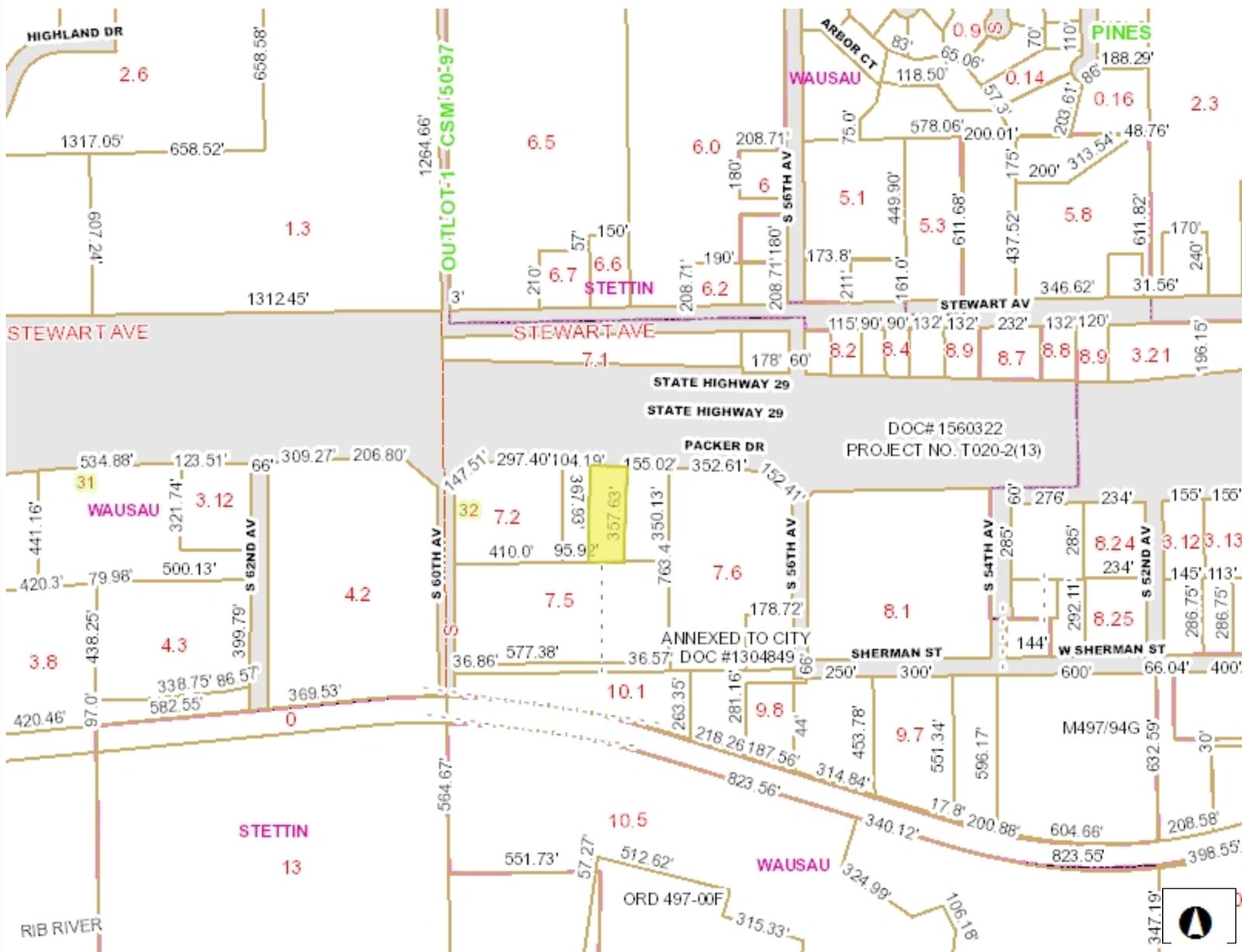
Enclosures

cc: Mr. James C. Allen (w/enc.)
On the Muscle, Inc.

Ann Werth (w/enc.)
Community Development Director
City of Wausau

Anne Jacobson, City Attorney (w/enc.)
City of Wausau

✓ Sara Marquardt (w/enc.)
City of Wausau



Legend

- Parcels
- Land Hooks
- Section Lines/Numbers
- Right Of Ways
- Road Names
- Named Places
- Municipalities

278.36 0 278.36 Feet



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THIS MAP IS NOT TO BE USED FOR NAVIGATION

Notes



June 6, 2016

VIA E-MAIL AND HAND DELIVERY

Ms. Toni Rayala
City Clerk

Ms. Anne Jacobson
City Attorney

City of Wausau
407 Grant Street
Wausau, WI 54403

Re: Stewart Avenue Holdings, LLC
Lot one (1) of CSM No. 11344, recorded in the office of the Register of Deeds for
Marathon County, Wisconsin, in Volume 48 of Certified Survey Maps on page 26 as
Document No. 1209231 (the "Property").

Dear Toni and Anne:

We represent Stewart Avenue Holdings, LLC, the owner of the above-referenced
Property.

Reference is hereby made to the deed by City of Wausau to Graebel Moving & Storage,
Inc. dated April 28, 1976, recorded in Vol. 225 on Page 728 of the records of the Marathon
County Register of Deeds as Document No. 694940 (the "Deed").

Stewart Avenue Holdings, LLC has entered into an agreement to sell the above-
referenced property to Westside Warehousing of Wausau, LLC, a Wisconsin limited liability
company, which agreement is conditioned upon the City of Wausau waiving any rights it may
have under the Deed with respect to this transaction. A copy of this agreement is attached for
your reference. Pursuant to the Deed, the City of Wausau has the right to purchase the Property
on these same terms and conditions.

Ms. Anne Jacobson
June 6, 2016
Page 2

Please consider this the offer as required by the Deed. Note that by terms of the Deed, the City of Wausau has thirty (30) days following your receipt hereof to make written acceptance of this offer.

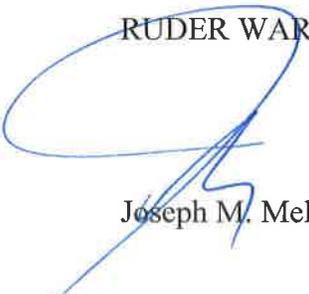
If the City of Wausau does not wish to exercise its rights, I have further included a proposed form of Waiver of Right to Purchase to be executed by authorized representatives of the City of Wausau in the presence of a notary public and returned to me for recording.

Also note that Stewart Avenue Holdings, LLC recently provided a notice to the City of Wausau regarding the sale of this property to United Properties Investment, LLC. The City of Wausau issued a Waiver of Right to Purchase pursuant to that notice. This transaction was terminated by this buyer prior to closing. Please let me know how you would like us to handle the prior waiver.

Please feel free to contact me with any questions you may have or if you require further assistance in this matter.

Very truly yours,

RUDER WARE



Joseph M. Mella

Enclosures

WAIVER OF RIGHT TO PURCHASE

Document Number

Document Title

A. The City of Wausau, a Wisconsin Municipal Corporation reserved certain rights, including a right to purchase the property under certain circumstances, in that certain Warranty Deed dated April 28, 1976, recorded April 30, 1976, with the Marathon County Register of Deeds in Micro-Record 225, Page 728 as Document No. 694940 (the "Warranty Deed") for the property described in Exhibit A attached hereto (the "Property").

B. Stewart Avenue Holdings, LLC, has received an offer to purchase the Property from Westside Warehousing of Wausau, LLC, a summary of which offer has been provided to the City of Wausau, and intends to transfer title to the Property to Westside Warehousing of Wausau, LLC (the "Transfer").

C. The City of Wausau does not wish to exercise any rights under the Warranty Deed regarding this Transfer.

Recording Area

Name and Return Address:

Joseph M. Mella, Esq.
Ruder Ware, L.L.S.C.
P.O. Box 8050
Wausau, WI 54402-8050

See attached Exhibit A

Parcel Identification Number (PIN)

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, the City of Wausau, Wisconsin, hereby waives any right to exercise its option to purchase the Property with respect to or as a result of this Transfer .

Dated as of _____.

CITY OF WAUSAU

By: _____
As its _____

ATTEST:

By: _____
As its _____

STATE OF WISCONSIN)
) ss.
COUNTY OF MARATHON)

Personally came before me this _____ day of _____, _____, _____, as the _____ of the City of Wausau, to me known to be the person who executed the foregoing instrument and acknowledged the same.

_____, Notary Public
_____, County, Wisconsin
My Commission _____.

This instrument was drafted by Joseph M. Mella, Esq., Ruder Ware, L.L.S.C., 500 First Street, Suite 8000, P.O. Box 8050, Wausau, Wisconsin 54402-8050.

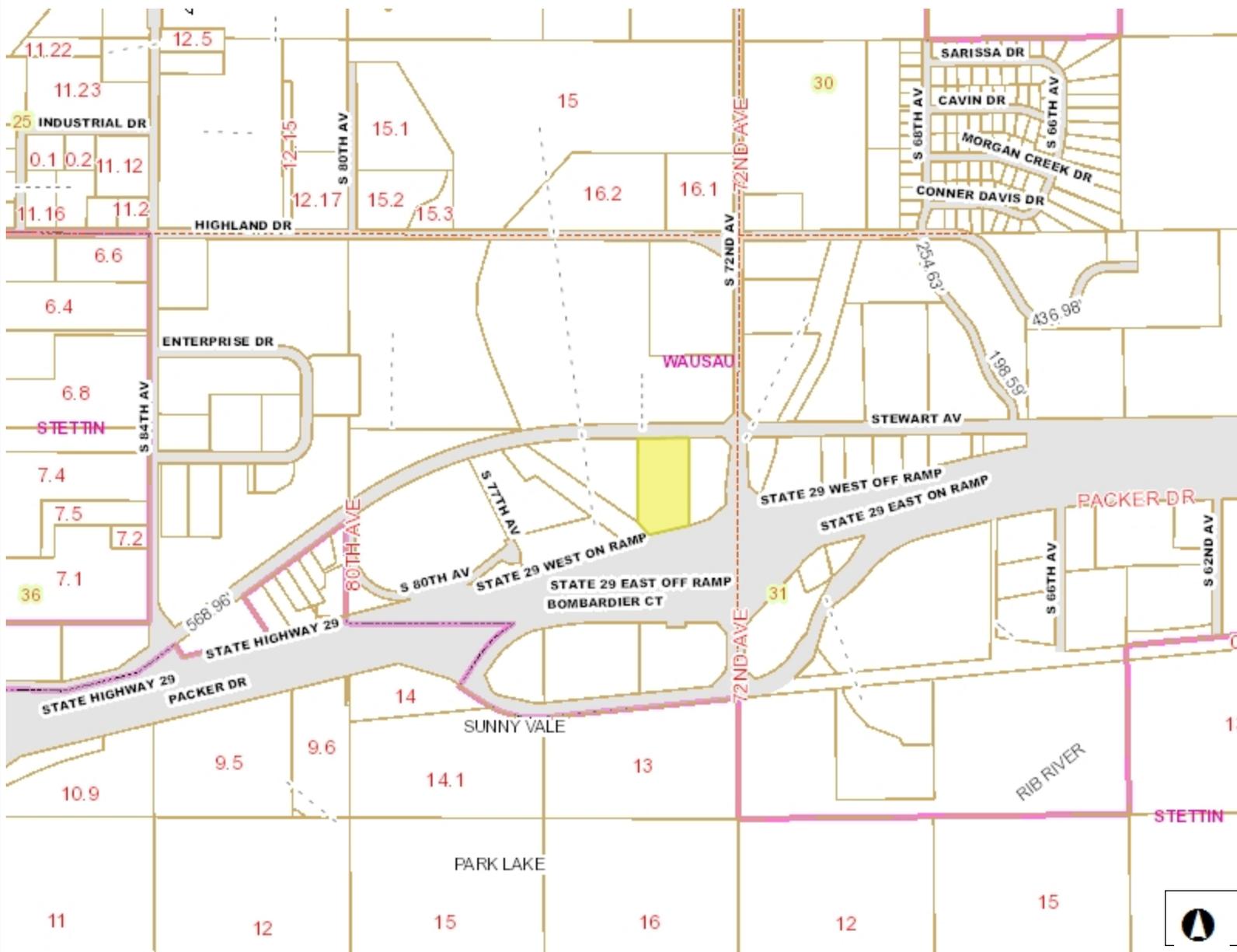
EXHIBIT A

LEGAL DESCRIPTION OF PROPERTY

Lot one (1) of Certified Survey Map No. 11344 recorded in the office of the Register of Deeds for Marathon County, Wisconsin, in Volume 48 of Certified Survey Maps on page 26, as Document No. 1209231; being a part of the Southeast quarter (SE ¼) of the Northeast quarter (NE ¼) of Section thirty-six (36), Township twenty-nine (29) North, Range six (6) East, in the City of Wausau, Marathon County, Wisconsin.

Tax Key: 2906-361-995

PIN: 37-291-4-2906-361-0995



Legend

- Parcel Annotations
- Parcels
- Land Hooks
- Section Lines/Numbers
- Right Of Ways
- Municipalities

Notes

502.91 0 502.91 Feet



User_Defined_Lambert_Conformal_Conic

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THIS MAP IS NOT TO BE USED FOR NAVIGATION



May 31, 2016

Christian Schock
Wausau Economic Development
407 Grant Street Wausau, WI 54403

Mr. Schock,

This letter is to confirm to you that Linetec is formally requesting a purchase of approximately 2 acres of land from the city. Linetec has and is experience above market growth in our business. Our recent expansions of our buildings, our production equipment and in our staffing is an outcome of all this volume growth. Linetec fulltime employment in the past year has increased by 75 employees. We continue to have additional positions to fill.

Linetec desires to purchase this strip of land (see attached diagrams) to accommodate access to the west side of our anodize facility. Our current access will be restricted as we need to expand yet again to house two new thermal lines. The building expansion to house these two lines will be on our current property but will block our current access around our facility to the west.

Linetec offers to pay the current rate, as communicated to us, of \$12,500 per acre of land in the industrial park. We desire closing to be at your earliest convenience and would be happy to come in and answer any questions you or the city would have.

Thank you for your attention to this matter and please let me know when we could discuss this further either individually, with Economic Development committee or the full Council.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Chris Menard". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Chris Menard, Linetec

60' by 1450'

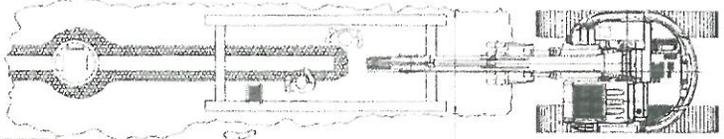
KEYED NOTES

1. INSTALL 15" DIAMETER SANITARY MAIN. SEE SHEETS PPI-PPR.
2. SANITARY MAINHOLE. SEE DETAIL A/C3.1.
3. INSTALL 115 L.F. OF 6" SANITARY BUILDING SERVICE @ 1.0% MIN. SLOPE.
4. REMOVE EXISTING SANITARY MAIN.
5. ABANDON EXISTING SANITARY MAIN PRIOR TO ABANDONING. VERIFY THAT THE LATERAL FOR 7400 HIGHLAND DRIVE HAS BEEN REROUTED.
6. SANITARY CLEANOUT BY OTHERS.
7. 234 L.F. OF 6" SANITARY BUILDING SERVICE BY OTHERS.
8. CONNECT BUILDING LATERAL TO SANITARY MAINHOLE.
9. CONTRACTOR MAY UTILIZE TIMBER MATTING TO FACILITATE TRUCK ACCESS.
10. INSTALL 12" DIAMETER SANITARY MAIN.
11. CONNECT TO EXISTING SANITARY MAIN.

GENERAL NOTES

- A GENERAL PERMIT WAS SECURED FOR THE SANITARY WORK OCCURRING WITHIN THE WETLAND AREA. MAXIMUM ALLOWABLE DISTURBANCE SHALL BE KEPT UNDER 10,000 S.F. DISTURBANCE INCLUDES EXCAVATION, AND TEMPORARY MATTING.
- CONTRACTOR SHALL PROVIDE TEMPORARY TRAFFIC CONTROL TO FACILITATE WORK IN HIGHLAND DRIVE. REFER TO SHEET D1.

WETLAND TRENCHING DETAIL
NOT TO SCALE



TOTAL MAX TEMPORARY WETLAND DISTURBANCE
1,380 SF
3' L.F.
54 SF
14.5' L.F.
61 SF
135 SF
0.790 SF
0.100 AL

*CONTRACTOR WILL NEED TO UTILIZE TIMBER MATTING FOR HAUL ROUTE DUE TO WETNESS IN WORK AREA. ONCE WORK PROCEEDS TO THE SOUTH OF THE MAINHOLE LOCATION TRUCKS CAN USE THE ADJACENT ASPHALT TO BE LOADED BY EXCAVATOR.

8' WIDE TRENCH (TYP.)
TOTAL MAX TEMPORARY WETLAND DISTURBANCE (8' WIDE TRENCH CENTERED OVER TRENCH) = 54 SQ. FT.
329 L.F. OF 15" PVC @ 0.15%

TOTAL MAX TEMPORARY WETLAND DISTURBANCE (14' WIDE MATTING CENTERED OVER TRENCH) = 1,380 SQ. FT.
TOTAL MAX TEMPORARY WETLAND DISTURBANCE (14' WIDE MATTING CENTERED OVER TRENCH) = 5,089 SQ. FT.
S4E L.F. OF 5" PVC @ 0.15%

TOTAL MAX TEMPORARY WETLAND DISTURBANCE (14' WIDE MATTING CENTERED OVER TRENCH) = 1,380 SQ. FT.

TOTAL MAX TEMPORARY WETLAND DISTURBANCE (8' WIDE TRENCH CENTERED OVER TRENCH) = 61 SQ. FT.

TOTAL MAX TEMPORARY WETLAND DISTURBANCE (8' WIDE TRENCH CENTERED OVER TRENCH) = 148 SQ. FT.

TOTAL MAX TEMPORARY WETLAND DISTURBANCE (8' WIDE TRENCH CENTERED OVER TRENCH) = 3 SQ. FT.

TOTAL MAX TEMPORARY WETLAND DISTURBANCE (6' WIDE TRENCH CENTERED OVER TRENCH) = 61 SQ. FT.

444 L.F. OF 15" PVC @ 0.15%

87 L.F. OF 12" PVC @ 0.22%

SANITARY SEWER EASEMENT

190 L.F. OF 8" PVC @ 0.10% (BORED)

217 L.F. OF 15" PVC @ 0.15%

LINETEC BLDG

STEWART AVE

HIGHLAND DRIVE

HIGHLAND DRIVE

REI Engineering, Inc.
4200 N. 12TH AVENUE
WALSAU, WISCONSIN 54401
PHONE: 715.675.9794 FAX: 715.675.1100
EMAIL: MAIL@REIENGINEERING.COM

REI CIVIL & ENVIRONMENTAL ENGINEERING, SURVEYING

SCALE	DATE	REVISION	BY	CHK'D
0 50 100				

DESIGNED BY	CHECKED BY	SURVEYED BY	APPROVED BY	DATE
MEW	JWB	A.B.L.B.G.	BREHEM	2/7/2018

PROJECT NO.	DATE
2205A	2/7/2018

OVERALL UTILITY PLAN
CITY OF WALSAU
HIGHLAND DRIVE - STEWART AVENUE SANITARY RELAY
WALSAU, WISCONSIN 54401

REI No 2205A
SHEET PO



Overview

The 400 Block, located in the heart of downtown Wausau, is an active, vibrant location where a wide variety of events take place throughout the year. To provide guests with amenities are required in today's world.

This proposal is for a Wi-Fi solution that will cover the 400 block and provide access to 2500 simultaneous users for any event in any season.

Frontier values our relationship with the City of Wausau and incorporates in-kind trade in terms of Transit Advertising and signage to help offset the costs and facilitate rapid deployment for the city in this new venture.

Investments

All equipment associated with this solution would remain the property of Frontier Communications and would upon expiration of the agreement or any extension, be removed from premise.

Frontier is proud to provide the City of Wausau with 2 unique pricing options and assumes that installation and activation would take place in November 2015.

Both the three year and five year terms have a monthly MRC component and a monthly In-Kind component. The in-kind component consists of the costs associated with creating and wrapping 1 Transit Bus along with the monthly costs associated with the wrap for the period of the contract.

When a second bus becomes available, Frontier would pay the costs associated with the wrapping of the bus and the city would provide the additional bus at no/charge for a period of no less than 12 months.

This pricing also is reliant on the city providing Frontier the right to either separately or jointly with the city create signage promoting the Wi-Fi around and within the 400 block. Additionally, the splash page of the site would require an element of Frontier branding along with a support number for users to contact for help.

DETAILS

There will be 100m per access point. There is basic Reporting with this proposal. We can offer a more robust reporting with pop ups, this option would cost \$995 per year. This would be a revenue generator for the city. We can demo this product if you like.

We can turn off the service after midnight. Customer is to provide power to access points. The access points would be Adtran Bluesocket 1940 3X3 w/external antenna connectors



3 Year Pricing

Month	City Monthly (\$1,155)	In-Kind	Cost
2016	\$ 12,000	\$ 15,540	\$29,400
2017	\$ 12,000	\$ 15,540	\$29,400
2018	\$ 12,000	\$ 15,540	\$29,400

5 Year Pricing

Month	City Monthly (\$817)	In-Kind	Cost
2016	\$ 7,800	\$ 15,540	\$25,340
2017	\$ 7,800	\$ 15,540	\$25,340
2018	\$ 7,800	\$ 15,540	\$25,340
2019	\$ 7,800	\$ 15,540	\$25,340
2020	\$ 7,800	\$ 15,540	\$25,340

Considerations

- Will this be "free" internet and totally open all the time?
- Will this be "free" internet and totally open only during certain hours?
- Will it be free for a certain speed and users pay for a higher speed?
- Will it be free for X number of minutes and then users must pay for additional time?
- Will it be a 100% pay as you go with options for the users?

Thank you for the opportunity to quote this business!

Frontier is pleased to present this proposal. The service set forth in this proposal will be provided by Frontier Communications Corporation. Frontier does not consider the proposal itself to be a legally binding offer to contract. Final installed price may vary based on site survey and other factors. This quote is valid for up to thirty days from the date hereof. Taxes and surcharges are not included.

This proposal is confidential and contains proprietary information. The contents contained herein are not to be shared with parties other than the customer and employees named in this document. This document is confidential and the property of Frontier Communications Corporation.



Office of the City Attorney

TEL: (715) 261-6590

FAX: (715) 261-6808

Anne L. Jacobson
City Attorney

Tara G. Alfonso
Assistant City Attorney

MEMORANDUM

TO: Economic Development Committee Members

FROM: Anne Jacobson, City Attorney 

DATE: May 20, 2016

RE: Transfer of 8 Scott Street

Purpose: To transfer 8 Scott Street from the City to the Community Development Authority (CDA).

Background: On April 16, 2015, the City acquired approximately .67 acres located between the Dudley Towers property on the east and the Wisconsin River on the west from the Community Development Authority.

It was later determined that a Phase I Environmental investigation was not completed prior to the city taking title to the subject property. In order to continue to improve this area, a Phase I would need to be completed under the ownership of the CDA, to be eligible for grants.

The City is requesting the property be transferred back to the CDA in order for the Phase I Environmental investigation to be completed under its ownership, and upon the condition that the property be transferred back to the City upon the completion of the Phase I Environmental investigation.

Recommendation: Your approval is recommended.

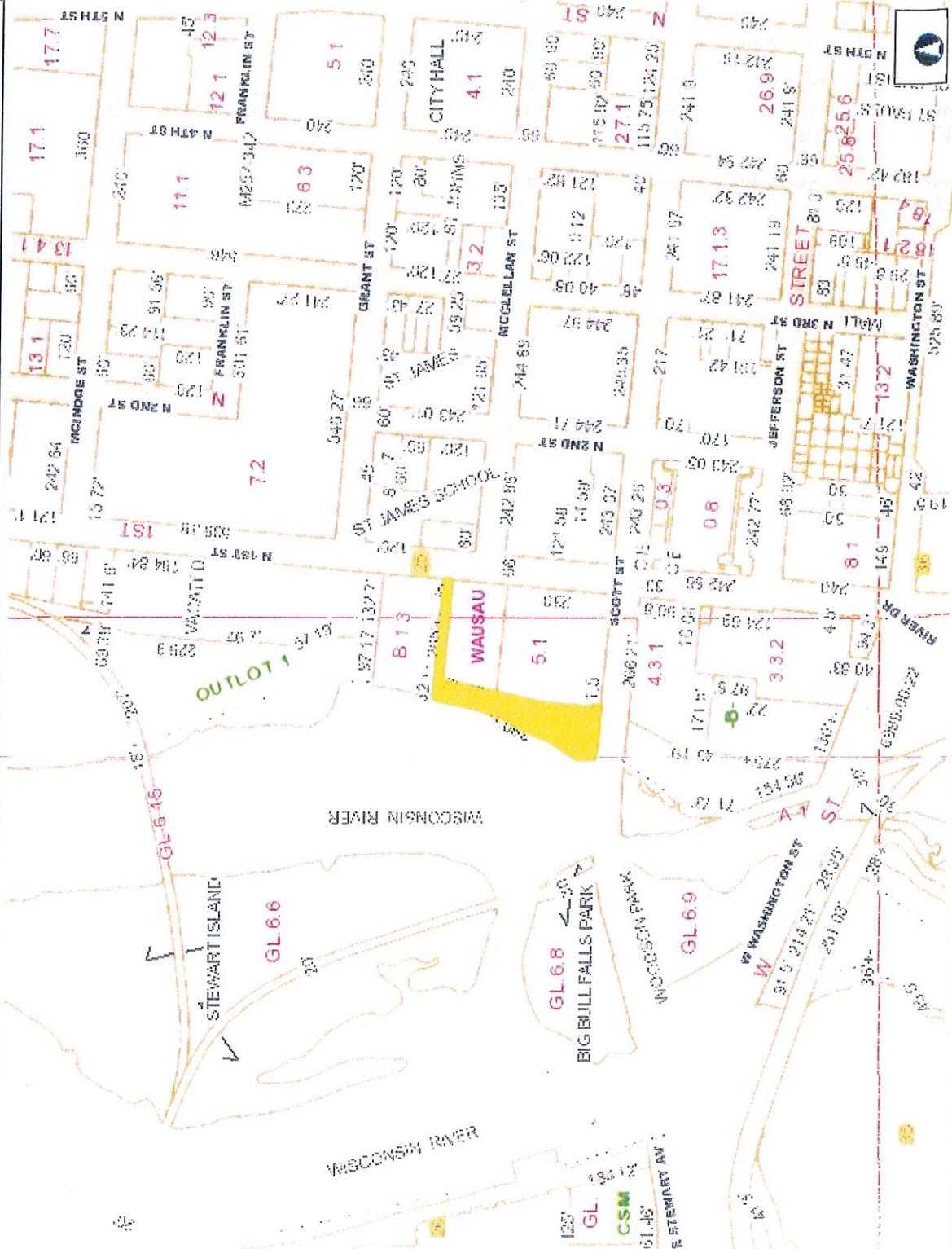
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HALSEY
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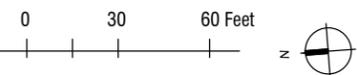
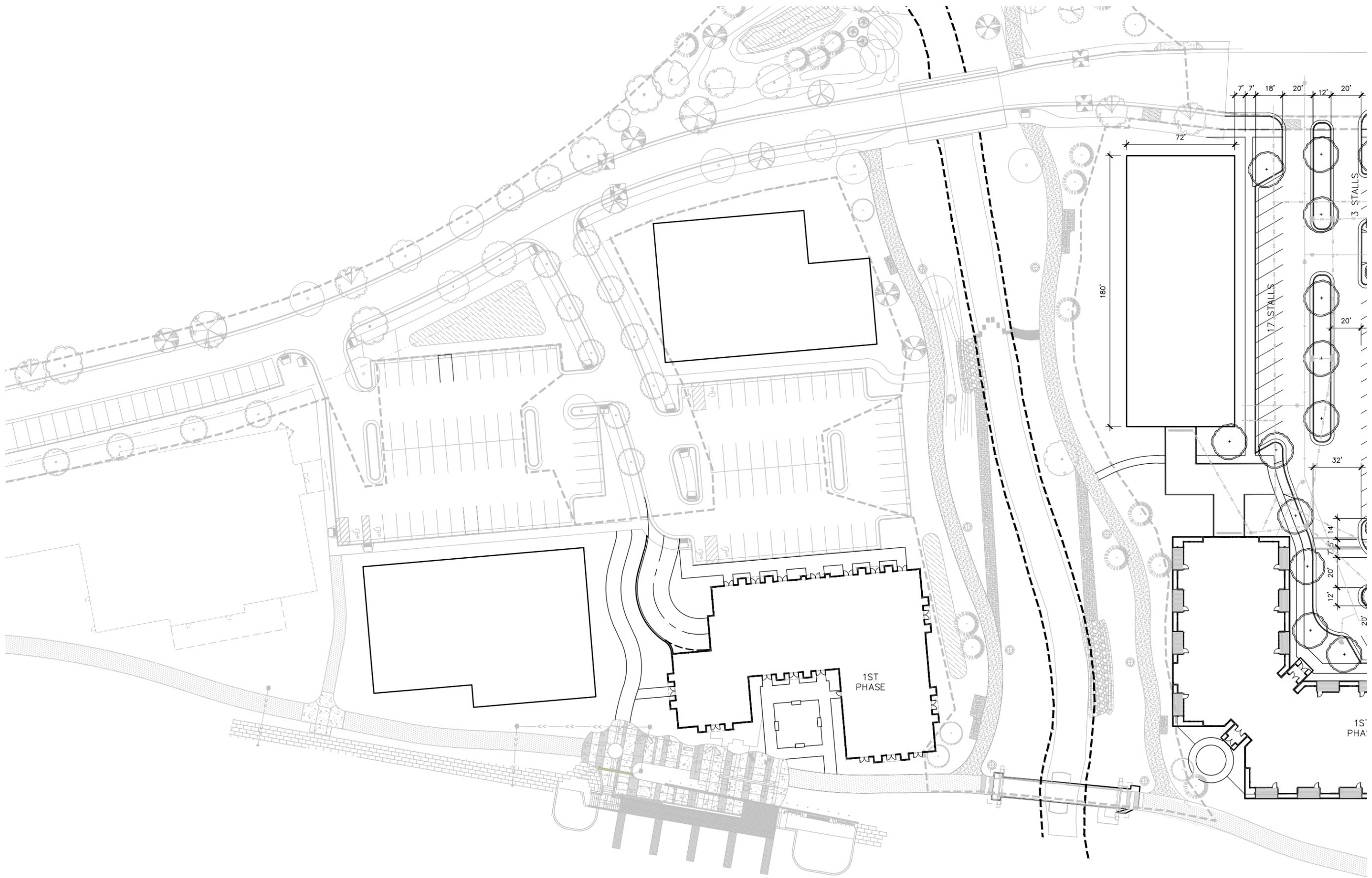
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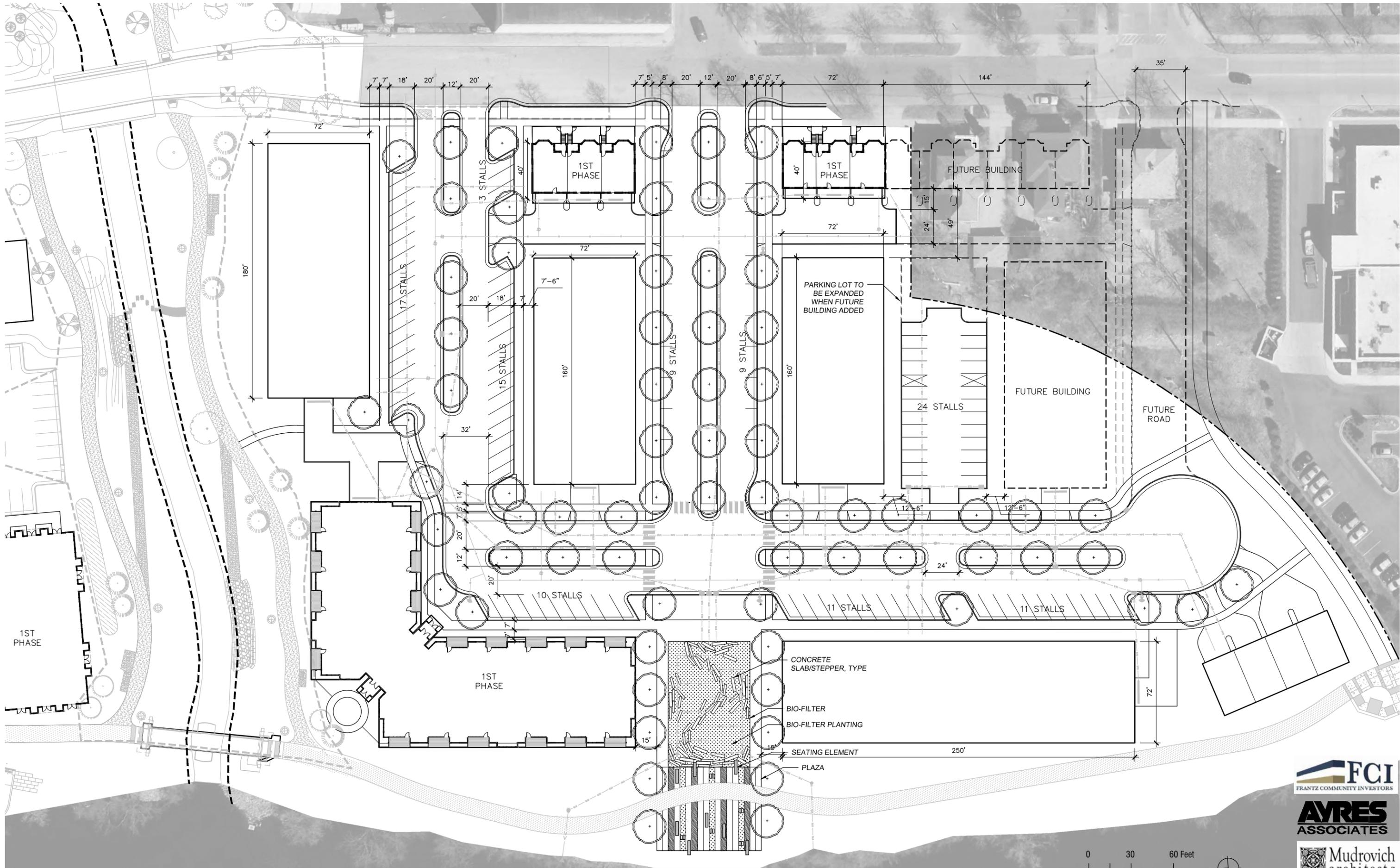
Notes


Land Information Mapping System



164.01 0 164.01 Feet
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City of Wausau RFP Response

It is with gratitude that we submit the following proposal in response to your recent RFP for the new "Local Pride–Wausau, Wisconsin" campaign.

Client: City of Wausau

Campaign: "Local Pride"

Projects: Print ads, press releases, social media, video, and printed literature

- 1. Print ads:** Design magazine and newspaper ads for local, state, and regional publications. (Ads to include one image from local photographer, additional images available at \$75 each)
\$1,450 each (includes one re-sizing and publication submission)
- 2. News Articles and Press Releases:** Includes research, coordination, and interviewing of local officials and residents. Submissions to include artist renderings and photos of past, present, and future developments. Includes local, state, and regional media submissions. Coordination with local, state, and regional editors, news directors, tourism and commerce officials.
\$500–\$600 per article / release
- 3. 3–5 minute video "Local Pride–Wausau, Wisconsin":** Project inclusive of all production elements including research, concept, story boarding, script writing, voice over talent, interviewing of local officials and residents, coordination, scheduling, video shooting, b-roll library, pre and post video production work, submission to YouTube, website, and other pertinent outlets.
\$4,000–\$6,000
- 4. Social Media:** Research, design, and execute up to six social media posts per month with client provided topics.
\$100–\$200 per month
- 5. Printed Literature:** Includes map(s), project overview, photos of Trolley Flats, and other current and future projects.

OPTION A: 2-Sided Flyer (8-1/2" x 11")

Design: \$1,595

Printing:

500 = \$480

750 = \$504

1,000 = \$528

OPTION B: 4-Panel Brochure (8-1/2" x 11")

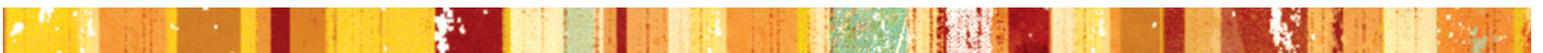
Design: \$2,485

Printing:

500 = \$564

750 = \$606

1,000 = \$648





City of Wausau
Awareness marketing & PR pitching proposal

May 26, 2016

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Situation Appraisal and Sample

Studies have shown that the most valuable content pieces are earned. Credible, reliable content written by third party sources builds trust. What's more, earned media amplifies your brand's story —uplifting search rankings and brand visibility.

The City of Wausau's Economic Development Committee is considering the launch of a marketing awareness project to cultivate earned media stories promoting recent city developments. The committee sees this as an opportunity to build organic interest and awareness related to recent positive developments in Wausau, including Live It Up Wausau, the East Riverfront Redevelopment, the River East Brownstones development, and other stories showcasing what makes Wausau a great place to work, live, invest and do business.

The committee has requested a sample of our work or earned media we think is representative of a similar project. We offer both.

Sample #1

Washington Post Online. May 10, 2016

One city's solution to drinking water contamination? Get rid of every lead pipe.



Washington Post online

This article expertly positions the city of Madison as a progressive leader in resident health and safety given their response to discovering slightly elevated levels of lead in their water supply. Rather than cut corners and take the EPA's suggestion of injecting phosphate into the city's water, Madison chose to remove every lead pipe within city limits (approximately 8,000).

Not only does the article position Madison as a progressive thought leader dedicated to tackling tough problems, it also emphasizes their commitment to resident health - a critical part of the city's brand. Madison is known as a health conscience, green city, and its vibrant art, music, food, and outdoor recreation offerings lands the city on numerous best-of lists year

after year. This article beautifully supports their brand and further strengthens the city's position as a leader in health and green initiatives.

In addition, the article suggests that Madison's strategy could help guide cities across the country as they consider taking action to protect their own water supplies. The article positions the city as *the* act to follow. From a branding, development and positioning angle, this story is a home run.

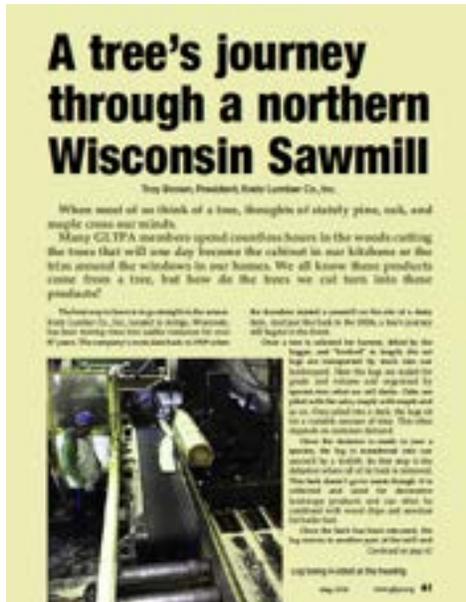
Link to full text:

https://www.washingtonpost.com/national/health-science/one-citys-solution-to-drinking-water-contamination-get-rid-of-every-lead-pipe/2016/05/10/480cd842-0814-11e6-bdcb-0133da18418d_story.html?postshare=3471462970497345&tid=ss_tw-bottom

Sample #2

Great Lakes TPA magazine. May 2016 A tree's journey through a northern Wisconsin Sawmill

Aplomb PR has guided numerous clients in getting their stories told in both regional and national outlets. One sample that has ties to the project the city is considering is a public relations campaign we recently launched with Kretz Lumber Company.



Great Lakes TPA magazine story placement

Leaders from Kretz Lumber Company contacted us requesting help in identifying new strategies to share their story. They have relied on traditional advertising and word of mouth referrals in the past, but were ready to take a new approach in order to further their reach, strengthen their position in the market, and increase awareness of their services.

We launched a public relations campaign targeting select editors and journalists throughout a statewide region. Aplomb PR researched and developed a list of appropriate outlets to pitch and began reaching out to build relationships while identifying placement opportunities. We worked side-by-side with Kretz Lumber Company foresters to develop story angles and sample articles. One of the placements included a feature story in May's Great Lakes TPA magazine. This magazine is distributed throughout Kretz Lumber's target market, as well as nationally, and has been recognized as a leader in the forest industry market for over 65 years.

We positioned the article as a day in the life of a tree moving through Kretz Lumber Company's sawmill. It allowed us to strategically tie-in hints of what makes Kretz Lumber Company different without being self-promotional. As landowners and loggers read the article, our goal is to plant the seed that they should consider using Kretz Lumber's services during harvest. Our strategy and work resulted in a number of story placements. We intend to repurpose each piece on the company blog, web site, social media channels and newsletter in order to further publicize the message and continue emphasizing the value Kretz Lumber can offer their customers.

We realize this sample doesn't necessarily highlight a city, however we felt it is a good representation of the strategy we would use for Wausau's project.

Our Approach

At Aplomb PR, we love telling our clients' stories. Using our experiences, knowledge, relationships, and drive, we will uncover interesting pitch concepts and share those ideas with journalists and editors who are best positioned to reach your target audience. While the project scope will become more clearly defined once we have a few conversations together, our initial game plan consists of the following three phases:

Phase I: Strategy & Research

We start all of our public relations projects by outlining a content strategy. The reason that content marketing is sometimes ineffective is because people don't realize what it's intended to do. We will identify our target audience and uncover engaging story angles to be used in our pitches. We will also identify the project's goals, objectives and any strengths we can leverage as well as weaknesses we need to understand. The more we know, the better.

Additionally, we need to uncover the human interest side of the city's developments and lead with the impact(s) the development is having on actual people. This will greatly increase the likelihood of getting a story placed. Rather than lead with the development itself, we would lead with a problem it has solved (or is solving) or a person (or group of people) it has impacted. At this stage, the goal is to appeal to the target audience (investors and developers), and reach individuals that aren't necessarily familiar with the Wausau market or haven't considered it as a place to invest. The content needs to be useful and engaging.

At the same time, we'd also begin researching appropriate media outlets, reporters and journalists based on the stories we see developing. This stage takes time and diligence as we reach out, build relationships, and follow up. We ask questions to find out what types of stories the journalists are interested in receiving, and package our pitch to meet their interest and needs. We anticipate targeting approximately five regional areas (Milwaukee, Madison, Des Moines, Chicago and Minneapolis) and identifying 2-3 individuals or outlets to pitch within each region.

At the conclusion of this stage, we will provide:

- A brief describing our understanding of the project's goals and parameters;
- A campaign content strategy document delivering our recommendations for executing the project, sample story angles ideas, as well as a list of outlets and individuals we anticipate pitching;
- A schedule to guide the process.

Phase II: Implementation

All the planning in the world is wasted without proper execution. During this phase our strengths shine as we use our pay-attention-to-every-detail work style to ensure all elements come together. We begin finalizing our story angles and package them for distribution to our journalists. Sometimes this is as simple as an email, other times the journalists request drafted articles. Again, building coverage and earning media requires time and diligence. We will work the telephone to follow up and make sure pitches are received while continuing to move the process forward.

During this stage we will provide:

- Bi-weekly status updates related to our outreach activities and responses
- Ongoing outreach and support to journalists to increase the likelihood of story placement

Phase III: Project Completion

Once we have contacted the identified journalists and completed the project, we will provide a brief outlining our efforts, story placements, and any suggestions for repurposing content within other city marketing channels (newsletters, social media, web site).

Project Budget Estimate

The following estimate is preliminary based on the scope of work as outlined in this proposal. If additional services are requested or the scope of work changes, Aplomb PR will provide an updated estimate.

Strategy & Research. Includes:

- Ongoing consultation and discussions with key stakeholders
- Creation of the content strategy as well as research and development of story angles
- Research, outreach, and list building of key journalists and editors for pitching

Implementation. Includes:

- Finalization of story angles and pitch ideas
- Distribution of pitches to journalists
- Ongoing follow-up to media outlets
- Bi-weekly status updates
- Recommended repurposing strategies for content

Estimate for services as outlined in this proposal..... \$2,200

Expenses: The client is required to pay any expenses above and beyond the services of our agency, including, but not limited to all printing expenses, advertising fees, postage expenses and any services related to the project outside of our creative service offering.

Payment: Upon acceptance of this proposal, our first step will be to schedule our initial meeting with appropriate stakeholders to outline the project and identify goals, strategies and timelines. A 30% retainer is requested at this stage. The remaining balance can be paid at day 30 and 60 from the launch of the project.

Timing

Timing of the project needs to be determined and will require additional conversations with the city based on when you would like to launch. Story placements will be at the discretion of each outlet's editorial calendar.

Thank You

Thank you for the opportunity to submit this proposal. We welcome the opportunity to discuss our ideas in person or answer any questions you have. Best wishes!

Contact

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Wausau, WI 54403

P: (715) 612-7508

Elizabeth Knight
E: elizabeth@aplombpr.com

Why Aplomb PR?

Aplomb PR is a creative marketing, communications and public relations agency that listens to your ideas and develops strategies and tactics that exceed your goals. We do whatever it takes to ensure your message is strong and gets in front of the people who need to hear and see it. Tell your story. Engage your audience. And do it all with aplomb.

What can Aplomb PR do for you? Our capabilities include:

- Communication strategy and market planning;
- Brand development;
- Public and media relations;
- Print collateral design including: annual reports, brochures, and corporate communications
- Custom writing services, including blogs, articles, and tip sheets

Lead Project Manager: Elizabeth Knight. She's our Captain of Making It Happen.



With an eye for detail and a passion for helping businesses and organizations effectively communicate and market themselves, Elizabeth has dedicated herself to helping her clients achieve success. Her experiences have had her on all sides of the table, from her beginnings as a non-profit PR director to senior corporate communications and marketing counsel. Elizabeth founded Aplomb PR in 2009, building the business on the idea that small businesses and organizations shouldn't have to sacrifice expert marketing and communication strategy just because they are small or non-profit. Since then, Aplomb PR has grown to a full service agency servicing clients throughout numerous industries across the country.

Elizabeth resides in Wausau, Wisc. and is a tried-and-true Wisconsinite. She is a big believer in using one's talents to make the world a better place, and consequently serves on numerous boards and committees throughout the region, including Wausau Events, Choose Aftercare, and Tomahawk Music on the River.

Additionally, Elizabeth and her husband purchased their first home in the City of Wausau over seven years ago after relocating from the western part of the state. Having now planted her roots here, Elizabeth has a solid understanding of what makes Wausau great and can leverage her understanding of the city and the area during this project.

A few of our favorite brands (aka recent clients) include:

Non-Profit

Blessings in a Backpack
 Choose Aftercare, Inc.
 St. Mary's Parish

"The logo is perfect! Exactly what I had in mind. Thanks for nailing this project so well...You totally get me!" Heather Burt, Hiking with Heather

Education

George Washington University
 University of Wisconsin-Eau Claire

"With Aplomb PR's help, my website and newsletter content is more clear and concise. Their suggestions for SEO have led to an increase in the number of visitors finding my site. Aplomb PR also assisted me in improving my Facebook and LinkedIn presence by providing ideas to improve my content and engagement with fans. Working with Elizabeth has been an exceptional experience." Kim LePine, Travel Unlimited

Healthcare

Align
 Living Life Solutions
 Caring Transitions, Inc.

Commercial & Professional Services

County Materials
 Kretz Lumber Company
 BTC Sales Development
 Richard Bawden Law
 Soul to Sole Choreography
 Travel Unlimited
 Hiking with Heather
 Sugar 'n Spice Cheesecakes

"I never understood the importance of marketing until I began working with Aplomb PR. It didn't take long to see how a marketing strategy and efficient branding was exactly what my business needed. My business is far better off thanks to their skills. I would recommend Aplomb PR to anyone in need of that extra little boost of energy, creativity, and drive in their marketing efforts." Hannah Steege, Sugar 'n Spice Cheesecakes

Recent public relations and earned media samples:



National earned media
 McKnight's (Healthcare)



National earned media
 ECPAT USA (Human interest)



Regional earned media
 SRA Post (Forestry)

A tree's journey through a northern Wisconsin Sawmill

Troy Brown, President, Kretz Lumber Co., Inc.

When most of us think of a tree, thoughts of stately pine, oak, and maple cross our minds.

Many GLTPA members spend countless hours in the woods cutting the trees that will one day become the cabinet in our kitchens or the trim around the windows in our homes. We all know these products come from a tree, but how do the trees we cut turn into these products?

The best way to learn is to go straight to the source. Kretz Lumber Co., Inc., located in Antigo, Wisconsin, has been turning trees into usable resources for over 87 years. The company's roots date back to 1929 when

the founders started a sawmill on the site of a dairy farm. And just like back in the 1920s, a tree's journey still begins in the forest.

Once a tree is selected for harvest, felled by the logger, and "bucked" to length, the cut logs are transported by truck into our lumberyard. Here the logs are scaled for grade and volume and organized by species into what we call decks. Oaks are piled with the oaks, maple with maple and so on. Once piled into a deck, the logs sit for a variable amount of time. This often depends on customer demand.

Once the decision is made to saw a species, the log is transferred into our sawmill by a forklift. Its first stop is the debarker where all of its bark is removed. This bark doesn't go to waste though. It is collected and used for decorative landscape products and can often be combined with wood chips and sawdust for boiler fuel.

Once the bark has been removed, the log moves to another part of the mill and

Continued on page 62



Log being 4-sided at the headrig.



Cant being sawn into lumber at the resaw.

Continued from page 60

is sent through the headrig. This is a circular saw that spins at 650 revolutions per minute. As the tree travels through the saw, four round sides of the log are removed and we are left with a square, four-sided “cant” of wood that ranges in size from 10” x 10” up to 19” x 19”. From here, the square cant of wood travels to a secondary saw called a resaw. The resaw is a large band saw that reduces larger sections of the cants into smaller boards. As the lumber moves through the saw, the resaw peels boards off the square to the desired thickness the resaw operator has set according to market demand. The resaw has much thinner blades when compared to the head rig. By using a thinner blade, there is less sawdust generated and the operator can get more boards out of the cant.

Even though we are using a thin saw to reduce sawdust as much as possible, there is still some created. Interestingly, just like the bark of the tree, this green sawdust is not wasted. In fact, some of this sawdust is used to flavor a few of your favorite foods. Maple-smoked bacon, hickory-smoked sausages and other wood-flavored food products receive their unique taste from this sawdust. Additionally, the wood pellet industry uses this sawdust to make pellets.

From here the boards are classified. All of the boards that were taken off of the big square a little bit ago travel through our grading station where a lumber grader determines the grade and footage of each board. Based on this determination, the boards are then placed into inventory.

How does the grading system work? Higher grades generally have fewer knots and yields the most clear wood. This is referred to as FAS grade. This is generally your most desirable wood and is used for door trim, crown moulding, base boards and casings around windows. The next highest grade is 1 Common. This is generally most used by the cabinet industry and your cabinet doors, drawers and face frames come from this grade of lumber. 2 Common is the next highest grade and is used most often in the flooring industry. Whatever doesn’t fall into these first three grades is then used for furniture frame stock, pallet stock and railroad ties. No part of the tree is wasted.

Once cut and graded, FAS, 1 Common and 2 Common lumber is put into dry kilns. The most common species found in our kilns are hard maple, soft maple, red oak, white and yellow birch,

Continued on page 64



Edging wane off the boards.

Continued from page 62

basswood and cherry. On average, the lumber dries in the kiln for 11-14 days but there are a lot of variables, such as time of year, that can change this timeline. Basswood is generally kiln dried for much less time, 5-7 days, because it is a less dense hardwood than maple, oak and the others. It therefore doesn't require as much time in the kiln.

The journey of the tree into a usable product is almost over. Once out of the kiln, the boards are sent through a planer to get surfaced to the customers desired thickness. From here another grade is given to the board. Why a new grade? Because sometimes a board can change during the drying process. The board will shrink approximately 7%. And from time to time, the kiln drying process can create surface defects, such as a crack in the board. Thus a new grade is given using the best side of the board. Using this grade, the lumber is sorted and prepared for the customer.

While each sawmill has different customers, at Kretz Lumber Co, Inc., our lumber is used domestically as well as exported throughout the world. Local and regional orders are delivered via truck. West coast and east coast orders are transported via train. Overseas orders are pushed into

a container in our lumberyard and then delivered to a rail yard by truck. The train takes the container to a port and it is shipped across the ocean to its

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destination in Asia or Europe.

Once the lumber arrives at its destination, it is distributed to numerous types of manufacturers, including cabinet makers, flooring and window producers, even building contractors and construction workers. And just as the tree's journey with our sawmill comes to an end, it is just beginning with those that use the lumber to produce a product.

About the Author

Troy Brown is the President of Kretz Lumber Co., Inc and the treasurer of the GLTPA. For more information about Kretz Lumber Company's sawmill or forestry services, contact Troy at 1-800-352-1438 or visit www.kretzlumber.com. ▲



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