



PRESS CONFERENCE RELEASE

City Contact:

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The City of Wausau announces new leadership and management, pending acquisition of the Sears building and cure of the previous notice of non-performance related to Wausau Center

New owner, new leadership

The City of Wausau is pleased to welcome Mid America Asset Management to the Wausau Center Mall. "We are pleased to be chosen to manage and help revitalize Wausau Center," says Daniel Rosenfeld, principal at Mid-America Real Estate – Wisconsin. "Wausau is a vibrant community, and the great work the City has done to beautify downtown is truly encouraging. We look forward to working together to enhance the property and better serve the retail needs of the community." Mid America Asset Management was engaged by Florida based Rialto Capital Management who is acting as the servicer to the current mortgage. Mid-America will focus immediately on new marketing, maintenance, re-leasing of existing tenants and proactive recruitment of new tenants for Wausau Center. As one of the leading retail real estate firms in the Midwest, Mid America Asset Management brings extensive experience and knowledge in shopping center management to the project.

Future anchor, a path forward

I, Mayor, on behalf of the City and subject to approval of the Common Council, has signed an offer to purchase the former Sears building and associated leasehold from Sears Holdings Corporation.

- The City approached Sears Holdings Corporation and has been working with them over the past couple months to discuss options for the site's redevelopment. We are appreciative of the outstanding cooperation of Sears Holdings Corporation staff in working with the City to see this completed as quickly as possible.
- The City is currently in the process of completing due diligence steps, the final details of a potential acquisition including the final sales price will be publicly shared and agendized when this due diligence is complete, likely at a September Common Council meeting.
- Funding for the acquisition will not come from the City's general fund and will be part of a redevelopment strategy for the site.
- Since the City is the ultimate owner of the property as overlandlord, we wanted to ensure the property not remain vacant and that the City has current control and a



say in its potential reuse. The City plans to release a redevelopment Request for Proposals (RPF) process immediately following a potential real estate close.

CBL and City square up

The City also announces the cure of the previously issued notice of non-payment and non-performance to Wausau Center LLC and its then parent CBL Associates. CBL has now completed the required audits and the City is in receipt of those payments required under those audits. I thank CBL for complying with the notice that we issued, as they noted they would, and for making those payments to the City before the transfer of ownership.

Open and transparent

As I've noted previously, I will hold Wausau Center Mall LLC accountable and ensure that any plan is practical for Wausau Center's future and the Wausau taxpayers. The City will continue to take next steps carefully and fully through the public process.

- Staff and I were pleased to recently meet with the store owners and managers in the Mall- we remain appreciative of their patience and positive attitude as these steps are undertaken.
- Staff and I have been working in unison with the Council President and Alderpersons, keeping the entire Council updated in closed sessions as the multistep process continues.
- I pushed for a quick leadership transition at the Mall and we are excited about a new ownership team as prestigious as Mid America leading the Mall's repositioning.
- I am confident there is positive interest and good momentum for the redevelopment of the former Sears site, I hope everyone can appreciate that we are unable to comment on specific opportunities at this time- but we are pleased with the progress for new leadership at the Mall and excited about new opportunities.

As we've noted before, with more information, everyone can better appreciate the City's position in this process. The City has established a Mall information line which is available to answer your questions, receive feedback, and consider your ideas- the number is 715-261-6688 or send an email to: mall@ci.wausau.wi.us.