



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 *AMENDED*
Date/Time: Tuesday, September 5, 2017 at 4:30 p.m.
Location: Council Chambers, 1st Floor, City Hall
Members: Tom Neal (C), Romey Wagner, Pat Peckham, Joe Gehin (VC) and Lisa Rasmussen

AGENDA ITEMS FOR CONSIDERATION (All items listed may be acted upon)

Public comments relating to an agenda item will be allowed when the specific item is considered

- 1 Approval of the Minutes from 8/1/2017
- 2 Discussion and Possible Action on the Proposed Sale of Business Campus Property at Approximately 625 South 84th *Avenue*
- 3 **CLOSED SESSION** pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session
»Discussion and Possible Action on the Proposed Sale of Business Campus Property at Approximately 625 South 84th *Avenue*
- 4 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
- 5 Discussion and Possible Action on the Phase 2 Proposal for the City of Wausau Marketing and Awareness Project
- 6 Discussion and Possible Action on the Amended Resolution for the Riverlife Villages Project Phase One
- 7 Discussion and Possible Action on the Tax Increment Financing Request Received for the Property at 301 North 17th Avenue
- 8 **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 Tax Increment Financing Request Received for the Property at 301 North 17th Avenue
- 9 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary

Adjournment
Tom Neal (Chair)

This notice was posted at City Hall and emailed to the media on 8/30/17

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

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

Other Distribution: Media, Alderpersons, Mayor, City Departments

ECONOMIC DEVELOPMENT COMMITTEE

Date and Time: Tuesday, August 1, 2017 @ 5:00 pm., Council Chambers

Economic Development Members Present: Neal (C), Rasmussen and Gehin

Others Present: Groat, Schock, Smith, Stratz, Mielke and other interested parties.

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

The Economic Development Committee meeting was called to order by Chairperson Neal at 5:02 pm.

Approval of Minutes from 6/15/17

Motion by Gehin, second by Rasmussen to approve the minutes as read. Motion passed 3-0

Discussion on Commercial Rehabilitation Loan application for the property located at 3309 Terrace Court

Stratz introduced Ron and Lauren Glaman- owners of Vino Latte. Their business was previously located at the corner of Thomas Street and Grand Avenue and is relocating to 3309 Terrace Court, Wausau. They have applied for a Commercial Rehabilitation Loan and their application is included in the packet showing the proposed exterior renovations. Based on the bids that were submitted, the Glaman's qualify for a loan in the amount of \$50,000 in addition to \$500 toward the closing costs. Rasmussen stated that this program does not need committee approval because the project is financed with Community Development funds – not TIF funds but is brought to the committee for informational purposes. She added she liked the project and wished them luck in their new location. Neal added that he was sad to see them leave their current location but also wished them luck.

Discussion on Commercial Rehabilitation Loan application for the property located at 309 McClellan Street

Stratz introduced the Commercial Rehabilitation Loan application that was received from David Hummer and his business – Wausau Museum of Contemporary Art located at 309 McClellan Street. Mr. Hummer is not making any drastic changes to the exterior due to its historic nature. However, there areas of deterioration that need to be addressed, handrail systems that need to be installed and a lot of painting. Part of the application includes bringing the plumbing/electrical and HVAC up to code. Attached is the proposed rendering of what the building will look like after the painting and renovations occur. Based on the bids that were received, this project qualifies for \$89,250 in rehabilitation expenses plus \$500 toward the closing costs. Committee members stated that they are excited to see this project completed and ready for business.

Update on the Riverlife Village Project

Mike Frantz presented multiple updates on the Riverlife project, including a construction update focusing on the ground work being done by the end of the year, final financing and environmental issues. Franz mentioned the lighting ceremony on August 20th and hopes that the Frantz/Investor billboard will be up by then. He also stated the Walker Dunlap is working on the permanent financial package in the next few weeks and the final should be ready shortly after that, including the demand and enthusiasm for the residential aspect of the project and also the 45,000 square feet of commercial office space that is expecting to be 100% leased by the end of the year. Great news regarding the optimizing of the environmental issues, as there were no unusual complications, which coincides with the desire of this project to be as "green" as possible. Tom, their construction management lead, told the council that they were working through and qualifying through all of the PACE guidelines, including energy efficiency to maximize all utility conservations and building components. Frantz also introduced his lender and equity partner, David Barker of Barker Financial who owns and manages over 3,000 units through the Midwest and has plenty of experience in the development and property management phases of these projects. His daughter, Meg, was also there to help in evaluating the project as she is heavily involved in their other projects. Barker mentioned that he was quite impressed with the site and work being done on the site currently. They are very excited about the project and Wausau. Schock then showed the council the loan payments and the amending development agreement, timeline and updated financial components that have been made through Design, Preliminary Engineering and the Financing.

Update on the Development Project Located at 2800 Stewart Avenue

Chris Ghidorzi presented the strategic retooling site plan for the property across from Menards which holds 9.2 acres. As the City approached them, letting them know that the compliance agreement for this land was coming close to its end, Ghidorzi has moved forward with pushing hard and meeting with new people to redevelop the land for retail, office space or a medical provider rather than the retail box stores that they originally planned for. Smith talked about his concern about all of the proposed office space around the area and having too much of it, especially with the mall turning JC Penney's into office space. Rasmussen argued with that point saying that the market typically dictates what type of business occurs and that the land use and competitive marketplace, including the developer and private sectors, make the decision on taking the risk or when the market is saturated enough. As the council, they are worried mainly about the tax base value and the job opportunities that the business is bringing in. People have been successful and proactive in leasing space and she is not fearful of having too much office space, as long as it's being used. Neal agrees that this project will be optimistic and that some business will benefit from being there.

Update on the Economic Development Marketing Strategy

Elizabeth Knight, from Aplomb, presented the National Proactive Marketing study and gave a brief update on the MAT marketing strategy release done in early June. The article as released and distributed on 6/9/17 and within days the article was placed on 1,067 online media outlets and seen on the website traffic by 143 million viewers within 30 days. In the report she included other statistics and what major cities picked them up. Both Schock and Knight have the full report if anyone would want to see it. The discussion then started about a second campaign and what direction it should run in, as there are still marketing funds available. Knight proposed that the current trend of this first campaign was the millennials and what Wausau is doing currently to attract them. Rasmussen suggested that we go a different direction for the second campaign and not forget about the millennials, but show different components of the area, such as; metal manufacturing, food services, technology and other new industries. She believes the expansion of industry, the water resource we have here and the Riverlife Village residential living will be a huge success to "our story". Knight agreed with these thoughts and explained that they would use the same channels of media, just more on the backend and also try to get in front of the industry and business decision makers, rather than the real estate agents and developers. She also thought that the next step would include different types of ad campaigns and social media recognition surrounding the Riverfront redevelopment and by tweaking the target audience. Neal believes that by looking at the results from the first campaign we can get great involvement and loves the second campaign's strategy so far. Nick O'Brien of MCDEVCO also commented that thought these were good topics and he would also like to see the cultural elements of the community be involved, such as momentum of the social aspect and how that has been rising, including arts and music. There is certainly a beneficial approach to lure both businesses and millennials here to Wausau now and Rasmussen agrees, as that will attract the workforce. Neal also agrees and says that the need of the mixed generations and their cultures will tie "our story" together.

Update on the Live It Up Wausau Program

The Live It Up photo opportunity at 4:15 pm happened with a new homeowner. This home is in the SE neighborhood at 124 Weston Ave, Wausau. As of this meeting, there are now 26 Business partners and 6 loans in the works just waiting for accepted offers and 3 or 4 in the pipeline to be approved. Rasmussen commented that we need to keep the loan funds fresh to continue to do this program, until we can rely solely on the loan re-payments, which may take a couple of years. She states that this program has been widely celebrated and has noticed that it was sourced and copied by other municipalities.

Discussion and Possible Action on the Draft Business Loan Subordination Policy and Procedures

Schock discussed the proposed Business Loan Subordination Policy and Procedures. Currently staff has a policy in place for other types of loans – residential and commercial rehabilitation but doesn't have one for TIF loans. Recently a subordination request came into the department and therefore, created a need to have policies in place. This policy gives staff the authorization to review a potential request of an existing TIF loan and to approve/deny based on the request and if it meets the guidelines. This will allow a quicker turnaround time for businesses to meet their financial needs and closings. If a request is out of the normal and does not abide by the policy, that request can then come before the Economic Development Committee and Council for their input and possible authorization.

Rasmussen agreed with the policy and the ability for a business to receive quicker answers for such requests and not having to wait possibly months to go through committees and council.

Rasmussen moved to approve the Business Loan Subordination Policy and Procedures as proposed. Gehin seconded. Motion approved 3 – 0.

Special Instructions or Directives to Staff:

Schock reported that there is a possible Business Campus land purchase to happen before the next September Council meeting so Sara will poll the Council members and see if a September 5, 2017 meeting would work prior to the September 12, 2017 Council meeting.

Rasmussen moved to adjourn the meeting. Gehin seconded. Motion approved 3-0.

Adjournment Time: 5:50 p.m.

Pickruhn Limited Partnership
626 North Lane
Athens, WI 54411

August 21, 2017

Regarding: Land Purchase in the Wausau West Industrial Park

Project: Bay Towel

Christian,

Pickruhn Limited Partnership is interested in purchasing the property located in the south east corner of Enterprise Drive and 84th Avenue, just north of Bennet Hardwoods. See the attached site plan for approximate lot size. We are looking for approximately 3 acres at a cost of \$12,500.00 per acre. We understand the exact lot size will be determined when the City of Wausau subdivides the existing lot.

The land will be used to provide a building for Bay Towel which has out grown its current facility. The proposed building will be 10,000 square feet with provision to allow the building to be expanded up to 20,000 square feet.

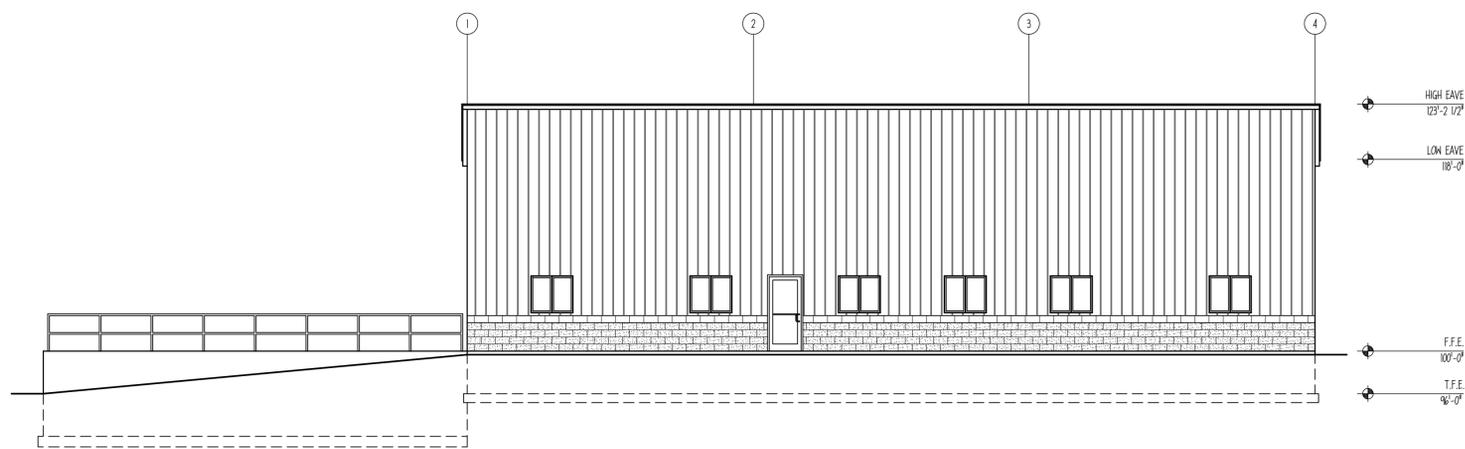
Please contact me if you require additional information regarding this purchase. Bay Towel needs to be out of their existing building by February 1st of 2018 so time is of the essence. We need to start breaking ground for this project by the end of September.

Sincerely

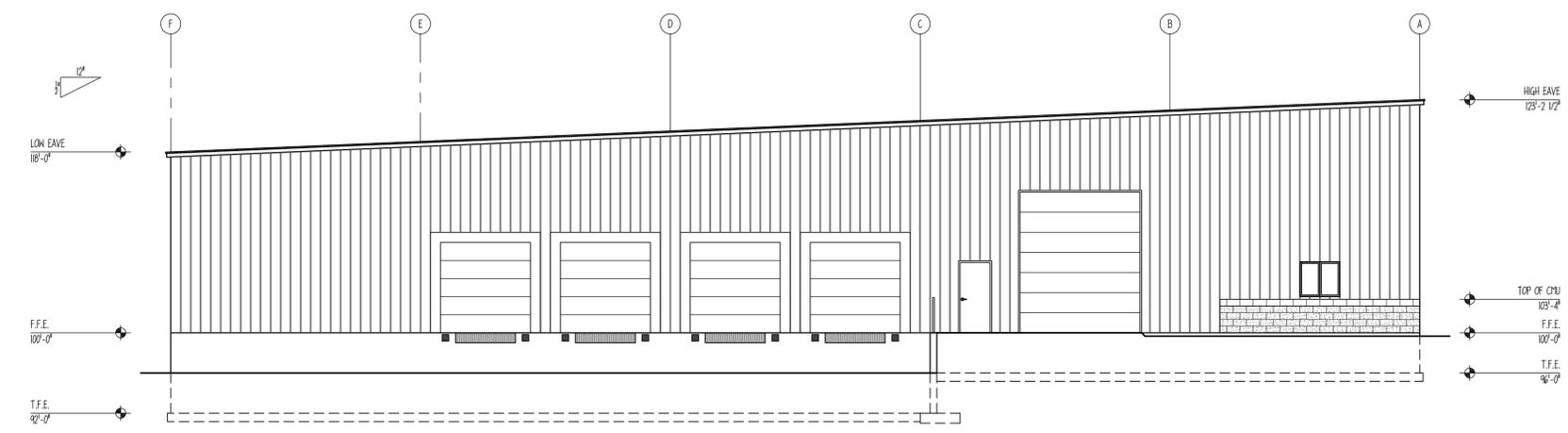
Dale Pickruhn

Cell: 715-571-7780

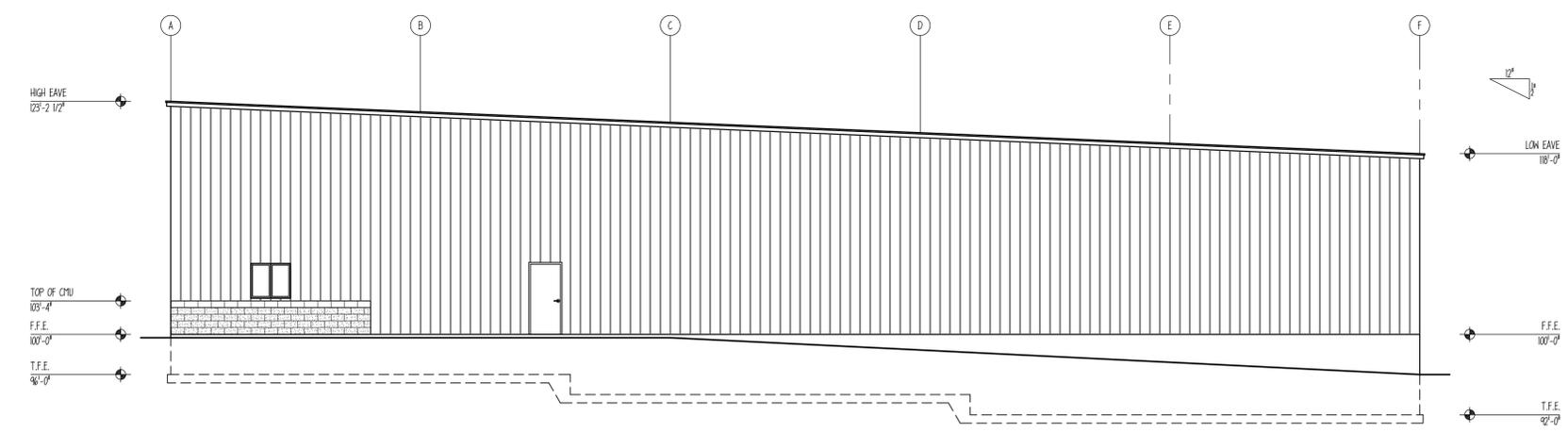
Email: dpickruhn@urbanconstructionco.com



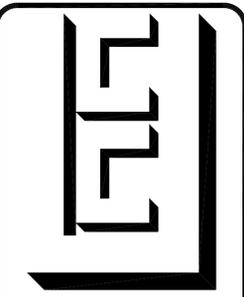
1 WEST ELEVATION
A200 1/8" = 1'-0"



2 NORTH ELEVATION
A200 1/8" = 1'-0"



3 SOUTH ELEVATION
A200 1/8" = 1'-0"



**URBAN
CONSTRUCTION
COMPANY**

5909 N 39th Avenue
Wausau, WI 54401
TEL: 715-675-9425
FAX: 715-675-9781

OWNER:

Bay Towel

LOCATION:

Wausau, WI

PROJECT:

Proposed Building

CONSULTANT:

REVISIONS:

#	Date	Description
0	8-8-2017	Original Release

DRAWING #: PRELIMINARY

PROJECT #: Preliminary

DRAWN BY: DJP

CHECKED BY:

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PLOT DATE:

8/8/2017 Preliminary

9:11 AM for Bid

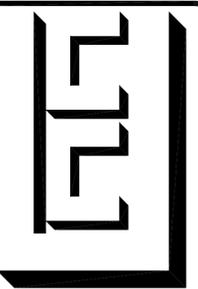
for Construction

SHEET TITLE

Exterior Elevations

A200

SHEET OF



**URBAN
CONSTRUCTION
COMPANY**

5909 N 39th Avenue
Wausau, WI 54401
TEL: 715-675-9425
FAX: 715-675-9781

OWNER:

Bay Towel

LOCATION:

Wausau, WI

PROJECT:

Proposed Building

CONSULTANT:

REVISIONS:

#	Date	Description
0	8-2-2007	Original Release
1	8-8-2007	Changed Building Location
2	8-14-2007	Changed Building Location and Driveway

DRAWING #: PRELIMINARY

PROJECT #: Preliminary

DRAWN BY: DJP

CHECKED BY:

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PLOT DATE:

8/14/2017
12:23 PM

- Preliminary
 for Bid
 for Construction

SHEET TITLE

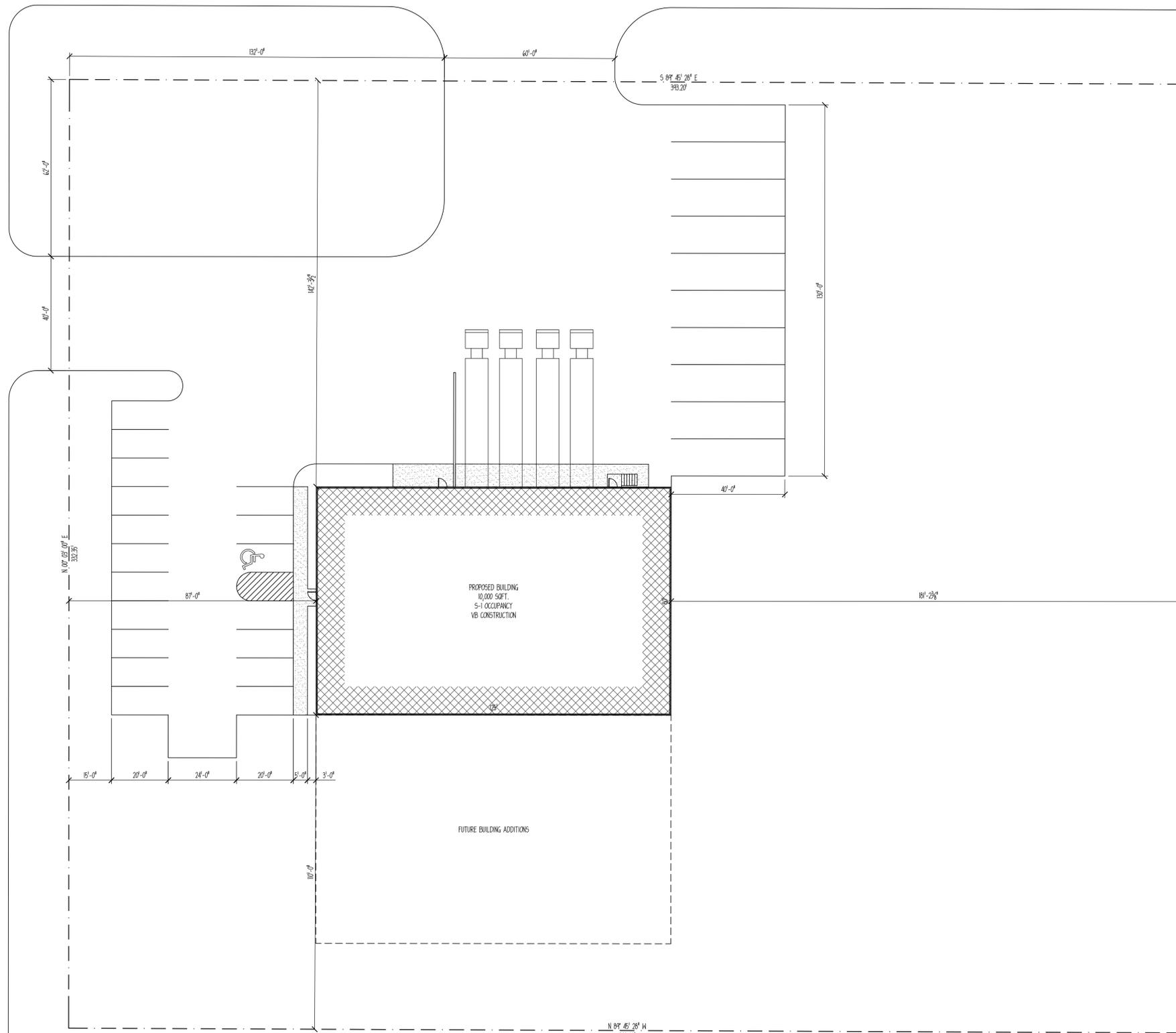
Site Plan and Details

C100

SHEET OF

ENTERPRISE DRIVE

84th AVENUE



1 SITE PLAN
C100 1" = 20'-0"





City of Wausau Proposal
Phase 2: Awareness marketing & PR pitching

August 21, 2017

Our Approach

Building on phase 1 of the project, we will continue to position the city's brand while generating awareness about key economic development initiatives on a regional and national scale. To best meet the goals of the campaign, we are suggesting targeting traditional print trade magazines as well as online newspaper placements. We present the following three project options for consideration:

Option 1: Personal pitches to trade magazines and regional newspapers only

We'll start by developing one story angle for pitching to pre-selected national trade magazines (example: Inc., Forbes). As discussed during the August ED Committee meeting, we'll focus on a manufacturing theme but tie in cultural elements. More research is needed, but one potential angle is the following:

Wausau is creating an ecosystem of entrepreneurship in an environment where it isn't as likely (Wisconsin has placed 50th among the 50 states in startup activity as measured by the Ewing Marion Kauffman Foundation for three straight years). What is the city doing to attract businesses and in turn, skilled employees/residents?

In addition to developing the pitch, we will also research and identify journalists at national trades that have a similar beat to the story we are pitching. We'll then reach out and make the pitch on behalf of the city, with ongoing follow-up in the days following. We will also reach out to appropriate journalists in our target regions (Milwaukee, Madison, Des Moines, Chicago and Minneapolis) that we contacted in the first phase of the project to see if this story idea is a better fit. It's worth noting, this is all organic outreach, one-on-one with journalists, and therefore no placements can be guaranteed.

Option 2: Mat release only

Using the same story angle as outlined in option 1, we'd further develop the story and fully write one mat release, targeting 450-550 words. For distribution, we'd utilize BrandPoint's distribution service to guarantee online placements. (Note: Using a mat release during phase 1, the City of Wausau received 1,067 online placements (site audience= 143,102,279) and 13 print placements (print circulation=130,705).)

We'll provide project management for the entire project, including development of the article, editing and review, distribution, and monitoring of placements. We will also provide consultation on updates to the city's landing page, suggested next steps for maximizing exposure of the content produced, as well as assistance in selecting the featured image to be distributed with the release.

Option 3: Personal pitches + mat release

This option provides everything as outlined in option 1 and 2: Development of one pitch for national trades and a mat release distribution. This option guarantees placements with the mat release, but will also target key trade publications that aren't included with the mat release distribution. We'll manage all of the details as outlined in option 1 and 2 to best position the city's message in both national trade magazines as well as national and regional newspapers.

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.

Option 1: Personal pitches

- Creation of content strategy, research and development of pitch
- Media list building (up to 10 national trades and 6 regional trades/newspapers)
- Distribution of pitches, follow-up, and reporting

Estimate for option 1 \$1,400

Option 2: Mat release

- Development of one article for Brandpoint's mat release distribution network
- Project management of editing, distribution, and monitoring of placements
- Consultation on city's strategy for enhancing landing page, as well selection of release image

Estimate for option 2 \$700

Option 3: Personal pitches + mat release

- Development of one pitch as well as one fully written mat release
- Research and list building of appropriate journalists at both national trade magazines as well as our five targeted regions
- Distribution of pitches and mat release
- Follow-up with journalists and reporting

Estimate for option 3 \$1,900

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, BrandPoint distribution services, and any other services related to the project outside of our creative service offering.

Payment: Upon acceptance of this proposal, we request 50% payment. The remaining 50% will be invoiced at the conclusion of the project.

Timing

We'd get to work at acceptance in order to finalize the pitch and/or mat release and distribute this fall (ideally late September or early October) in order to avoid the Thanksgiving and Christmas holidays. 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. Please contact Elizabeth Knight at (715) 612-7508 with any questions or comments.

CITY OF WAUSAU, 407 Grant Street, Wausau, WI 54403

**RESOLUTION OF THE
ECONOMIC DEVELOPMENT COMMITTEE**

City to include Barker Financial as developer of the Riverlife Villages (Phase 1) project and amend the development agreement and finalize groundlease documents for construction to begin this year.

Committee Action:

Fiscal Impact:

File Number:

Date Introduced:

FISCAL IMPACT SUMMARY

COSTS	<i>Budget Neutral</i>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
	<i>Included in Budget:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Budget Source:</i>
	<i>One-time Costs:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount:</i>
	<i>Recurring Costs:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount:</i>
SOURCE	<i>Fee Financed:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount:</i>
	<i>Grant Financed:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount:</i>
	<i>Debt Financed:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount</i> <i>Annual Retirement</i>
	<i>TID Financed:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount:</i>
	<i>TID Source: Increment Revenue</i> <input type="checkbox"/> <i>Debt</i> <input type="checkbox"/> <i>Funds on Hand</i> <input type="checkbox"/> <i>Interfund Loan</i> <input type="checkbox"/>			

RESOLUTION

WHEREAS, the City of Wausau has a long track record of successful public-private partnerships to facilitate quality redevelopment activities that increase economic benefits to the City of Wausau and further economic development goals; and

WHEREAS, the City requested proposals through a public Request For Proposal (RFP) process from July 29th through November 2nd of 2015, then selected Frantz Community Investors to proceed on February 23rd, 2016 and final plan and proposal was approved on July 12th, 2016, and

WHEREAS, the Frantz Community Investors (FCI) team has worked to design a plan and buildings with community, staff and Council input thru a series of meetings including consultation with the Economic Development Committee and Planning Commission to develop the Riverlife Villages master plan; and

WHEREAS, the Riverlife Villages master plan and loan incentives were approved and Council reviewed the development incentive request and found the following:

- That the Riverlife Villages project proposed for the East Riverfront Redevelopment Area would not occur without the financial assistance from the City of Wausau financed from Tax Increment District Number Three and Twelve.
- That the financial assistance will be supported by a development agreement and other related documents signed by Barker Financial.
- That the development incentives such as loans and developer payments are eligible expenses under the tax increment financing laws.
- That the Riverlife Villages plan furthers the purposes of tax increment financing and the objectives of Tax Increment District Number Three and Twelve.
- That the development incentives were listed as project plan costs within the Tax Increment District Three and Twelve Project Plans.
- That the City's developer incentive to Barker Financial is necessary and convenient to effectuate the purposes for which Tax Increment District Number Three and Twelve were created and amended.
- That redevelopment of the East Riverfront Redevelopment Area in the long and short term is in the vital and best interest of the City and its residents in accordance with the public purpose and conditions of applicable state and local laws and the standards under which the tax increment district was undertaken and implemented; and

BE IT RESOLVED, that the Mayor and other proper city officials are authorized and directed to work on behalf of the City of Wausau to complete the groundlease documents for Phase 1 and amend the existing development agreement between the City and Frantz Community Investors to reflect new commencement and completion dates with Barker Financial.

Approved:

Robert B. Mielke, Mayor