



# OFFICIAL NOTICE AND AGENDA -REVISED

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Meeting of the: **FINANCE COMMITTEE**  
Date/Time: **Tuesday, October 13, 2020 at 5:00 PM**  
Location: **City Hall (407 Grant Street) - \*Council Chambers**  
Members: Lisa Rasmussen, Michael Martens, Dawn Herbst, Deb Ryan, Sarah Watson

## AGENDA ITEMS

- 1 Mall Redevelopment Presentation - WOZ
- 2 **Public Hearing:** Feedback opportunity for residents relative to the conceptual plan for Wausau Center Mall Redevelopment Presented by WOZ Group and related request for public-private partnership to fund demolition, site restoration and related infrastructure.
- 3 Discussion and possible action on Joint Powers Agreement with Marathon County regarding E911/NG-911 System
- 4 Discussion and possible action on lease agreement with Wausau Avenue Winter Farmers Market, LLC for property at 180 E. Wausau Avenue
- 5 Discussion and possible action authorizing the Wausau Police Department accept a Victims of Crime Act grant of \$300,000 per year for 4 years (an amount not to exceed \$1.2 million) to continue the Victim Response Unit
- 6 Discussion and possible action regarding budget modification and \$15,000 funding request Catholic Charities Homeless Shelter
- 7 Discussion and possible action on Budget Modification Emergency Management Planning

Adjourn

Lisa Rasmussen, Chairperson

**\*Written testimony must be submitted in advance to [leslie.kremer@ci.wausau.wi.us](mailto:leslie.kremer@ci.wausau.wi.us)**

**\*Speakers interested in giving in person testimony must register in advance with the City Clerk prior to the meeting**

**\* Individuals interested in providing testimony via webex must call in no later than 4:50 pm using the webex instructions below. The webex manager will ask your name. You will be muted until it is your turn to comment.**

**\*Due to the COVID-19 pandemic, this meeting is being held in person and via teleconference. Members of the media and the public may attend in person, subject to the social distancing rules of maintaining at least 6 feet apart from other individuals, or by calling **1-408-418-9388**. The **Access Code is: 146 463 6820 Password: wausau****

Individuals appearing in person will either be seated in the Council Chambers or an overflow room, subject to the social distancing rules. Space available will be on a first come, first served basis. All public participants' phones will be muted during the meeting. Members of the public who do not wish to appear in person may view the meeting live over the internet by <https://waam.viebit.com/?folder=ALL>, on the City of Wausau's YouTube Channel <http://www.tinyurl.com/WAAMedia>, live by cable TV, Channel 981, and a video is available in its entirety and can be accessed at <https://tinyurl.com/WausauCityCouncil>. Any person wishing to offer public comment who does not appear in person to do so, may e-mail [mary.goede@ci.wausau.wi.us](mailto:mary.goede@ci.wausau.wi.us) with "Finance Committee public comment" in the subject line prior to the meeting start. All public comment, either by email or in person, will be limited to items on the agenda at this time. The messages related to agenda items received prior to the start of the meeting will be provided to the Chair.

**This Notice was posted at City Hall and faxed to the Daily Herald newsroom 10/09/20 at 10:30 AM**

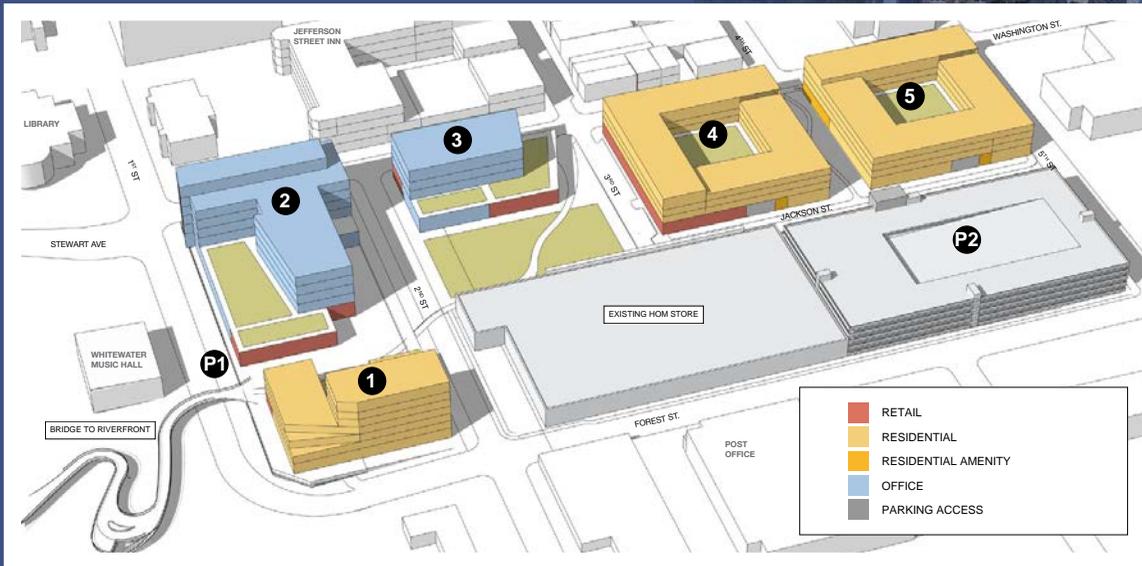
*In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261-6590 or [ADAServices@ci.wausau.wi.us](mailto:ADAServices@ci.wausau.wi.us) to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event the City of Wausau will make a good faith effort to accommodate your request*

Other Distribution: Media, (Alderspersons: Peckham, Neal, Kilian, Wadinski, McElhoney, Larson), \*Rosenberg, \*Jacobson, \*Groat, Department Heads



# GREATER WAUSAU

REGION ECONOMIC DEVELOPMENT STRATEGIC PLAN



# Unlocking our Potential

Wausau Center Mall

## Costs to the Mall Staying Open

- 1) Stagnant and decaying property in the heart of our downtown.
- 2) Continued increase in vacancies.  
Of the 385,000 sq. ft. of retail space for rent, only approximately 37,000 sq. ft. is occupied. Less than 10%.
- 3) Continuing loss of value and real estate taxes.
  - Assessed value will continue to drop along with tax revenue
  - Expected value for 2021 is \$3,000,000
  - Expected Real Estate Tax is \$75,000
- 4) Operational losses will continue to increase and expensive deferred maintenance items will have to be addressed.
- 5) Our City's support payments to operational losses will need to continue for six more years and total \$1,962,000.
- 6) Continuing sale losses will result in more job losses.
- 7) Parking revenue will remain very low while maintenance costs, utilities and misuse increases.
  - Current revenue for 1,497 cars of parking is expected to only be 45,000 in 2020. Occupancy is less than 10%.

## Opportunities to the Mall Site Becoming a “New Mixed-Use Development”

- 1) Revitalized 8 block site and the entire central business district.
- 2) The vacating of 385,000 sq. ft. of retail has the potential to be replaced with 840,000 sq. ft. of Mixed-Use.
  - Residential Area - 300+ apartment units
  - Retail / Service / Restaurants - 60,000 sq. ft.
  - Public Market - 10,000 sq. ft.
  - Offices / Condominiums - 200,000 sq. ft.
- 3) Increases in real estate tax:
  - Potential for 80 to 100 million dollars of new construction.
  - Potential for \$2,000,000 in new taxes.
- 4) Operating losses will be reduced and funds deployed to stimulate the development.
- 5) Support payments of \$1,962,000 from the city will not be required.
- 6) Job creation and lifestyle living will again occur in our downtown.
- 7) Parking ramp revenue could see increases back to 350,000 annually.
- 8) New streets will again be returning to the mall site:
  - a) 3rd Street to Jackson
  - b) Jackson Street to 5th Street
  - c) Washington Street two-way from 1st Street to 5th Street
  - d) 2nd Street from Washington to Forest Street

This will drastically improve our urban transportation plan, making it a more “walkable city” and becoming pedestrian, bike, car, and bus friendly.
- 9) 95,000 sq. ft. of roadway will be returned to our city.
  - This constitutes 33% of the land purchased by Wausau Opportunity Zone.
  - Assembled value of 95,000 sq. ft. (2.18 acres), approaches \$2,240,000.
- 10) 44,000 sq. ft. of green space will be created.
- 11) Access to the revitalized South Riverfront will enhance access north to the Athletic Park and south to Thomas Street.
  - The entire riverfront and 3rd street will be connected
- 12) Funding of the 3.5 million for the demolition and reconstruction of the mall site to prepare for development will come from existing TID revenues already being received.
  - This will make the site pad ready for new construction
- 13) Although our original TID investment will be 3.5 million to get the site pad ready, that would be offset by the \$1,962,000 savings in the support grant and the \$2,240,000 of land value from the City receiving the 95,000 sq. ft. of land for our new streets.
- 14) Proposed Changes to the Purchase and Development Agreement between WOZ, Inc. and the City.
  - a) WOZ, Inc. to surrender future grant payments from the City in the amount of \$1,962,000.
  - b) WOZ, Inc. to repay City \$660,000 in six equal payments of \$110,000 beginning in July 2022, instead of the initial loan being forgiven.
  - c) WOZ, Inc. to deed over approximately 95,000 sq.ft. of land to the City for future streets.
  - d) WOZ, Inc. to surrender its option to purchase the Sears Ramp.
  - e) WOZ, Inc. will guarantee real estate taxes for any shortfall in taxes that would be normally paid on \$7,000,000 of assessed value for the mall site beginning in 2024.
- 15) Our investment will be returned tenfold financially in a very short time and strategically advance our city for generations to come.
- 16) Local construction jobs will be created.
- 17) The mall site repurposing is a critical element in Greater Wausau's Strategic Plan for Growth.
  - GWPP is our driving force behind this initiative and others that are being advanced with much success and many wins on the horizon for our community.
- 18) New marketing programs for our City and the downtown to attract new talent and innovative companies can be initiated to inspire new residence and companies to live, play, work, invest, and raise their families in our great city.
- 19) We will see dramatic increases in local and out-of-town visitors coming to our revitalized / historic downtown to shop, relax, and enjoy our arts and events.
- 20) Clark Island will become an important location for industry 4.0 and a world-class kayak course will connect to 3rd Street.
- 21) This will become another important step toward Wausau being recognized as “The Best Small City in America”.



Please provide your input to Chuck Ghidorzi.  
chuckg@ghidorzi.com | 715.574.7282



GREATER  
**WAUSAU**  
REGION ECONOMIC DEVELOPMENT  
STRATEGIC PLAN





### City of Wausau Comprehensive Plan 2017

## WAUSAU CENTER URBAN DESIGN & TRANSPORTATION MASTER PLAN

MAY 2019

TOOLE  
DESIGN



**SOUTH RIVERFRONT MASTER PLAN**  
WAUSAU, WI • FEBRUARY • 2020



## STUDIES ON THE DOWNTOWN AREA

1. **Wausau Center Urban Design & Master Transportation Plan** (May 2019 - Toole Design)
2. **Towers Area and South Riverfront Market Analysis** (August 2019 – Place Dynamics)
3. **South Riverfront Master Plan** (Washington to Thomas) (February 2020)
4. **Towers Area Market Study** (February 2019)
5. **Fulton Street North to Winston Street, Wausau Riverlife District** (Under construction)
6. **Greater Wausau Region Economic Development Strategic Plan** (2018 – Tip Strategies)
7. **City of Wausau Comprehensive Plan** (2017)
8. **Bicycle and Pedestrian Plan** (August 2015 - Wausau Area Metropolitan Planning Org)
9. **Central Business District Planning Analysis and Long-term plan, Creative Parking Solutions** (December 2014)
10. **Merge Apartment Proposal**, Concepts by others, i.e.: 3rd Street extended to HOM Furniture, cinema on the Sears site 2017 – 2019
11. **Powerhouse Repurposing / Clark Island Plan** (2020 – GWCC)
12. **JC Penny Feasibility Study** (2020 - Iconic Structures & Design)
13. **Demographic Data Analysis Wausau Center Mall** (2018) (Place & Main Advisors LLC / Archive DS)
14. **MidAmerica WCM Redevelopment Budget** (2018)
15. **City of Wausau / WOZ Term Sheet** (2020)



**WAUSAU CENTER MALL REDEVELOPMENT**  
 Qualifications and Proposal for Planning and Design Services  
 March 13, 2020



**Qualifications for the Best Small City in America**

- Vibrant downtown
- Engaging Riverlife District
- Mecca for outdoor sports (downhill & cross country skiing, biking, kayaking, hiking, water sports, golf)
- Public and private partnerships
- City center housing and apartments
- Safety for its citizens
- Manufacturing center for job creation
- Supporting entrepreneurship and start-up
- Education (K-12, universities, technical colleges)
- Charming historic districts
- Medical centers of excellence
- High profile business headquarters
- Centers for the arts
- Microbreweries, pubs and restaurants
- Health, wellness and social centers
- Community events
- Regional and downtown airports
- Proactive Visitors Bureau
- Professional sports
- Smart city of tomorrow
- Center for industry 4.0 and the Wisconsin idea

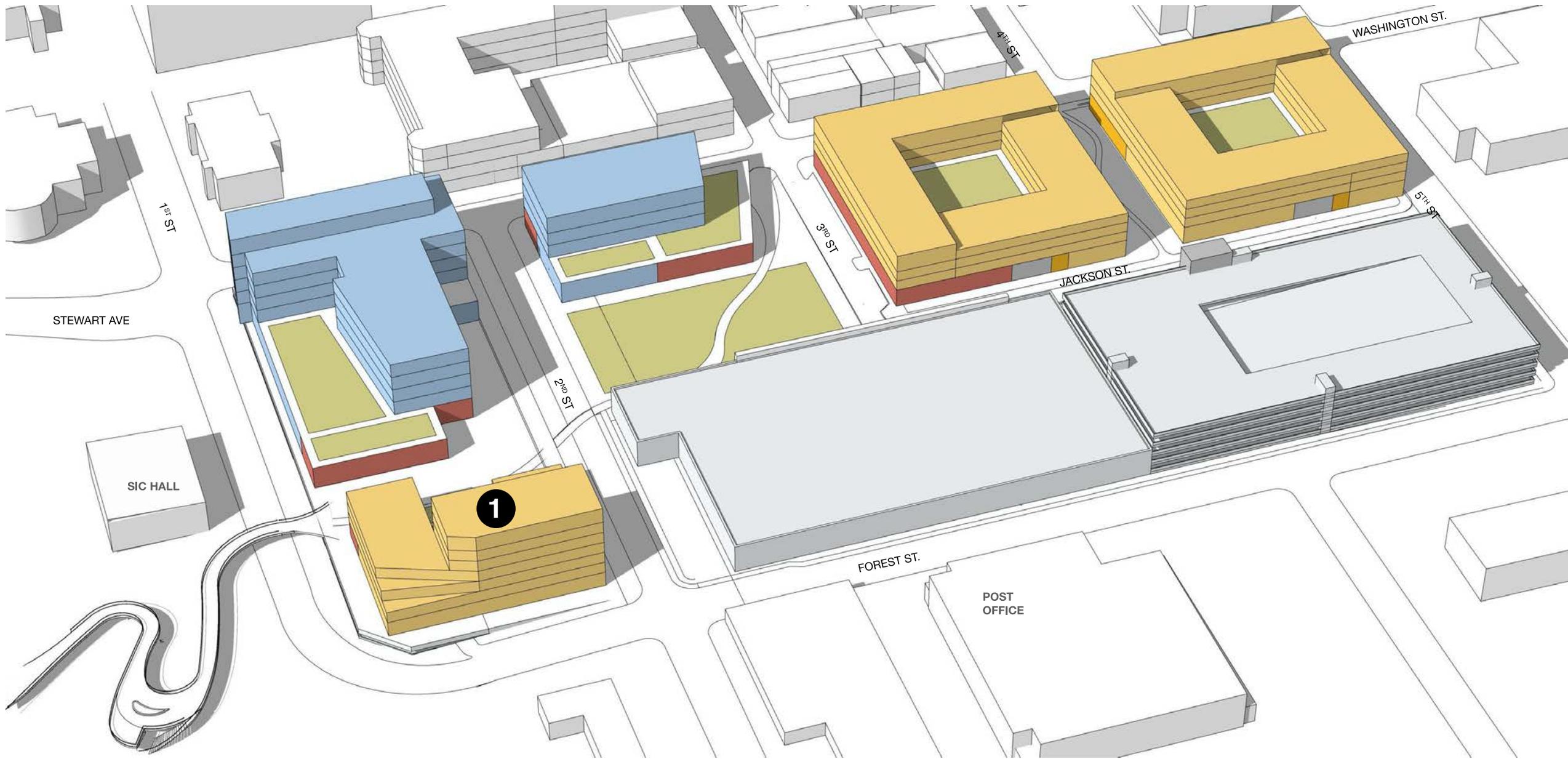


**Wausau Opportunity Zone (WOZ) Inc.** — A private corporation who's mission it is to partner and collaborate with public organizations and other private businesses to make and keep **Wausau: the Best Small City in America**, with particular focus on the downtown revitalization projects.



GREATER  
**WAUSAU**  
PROSPERITY  
PARTNERSHIP

MARCH 2020 EDITION



WASHINGTON ST.

4th ST

5th ST

3rd ST

JACKSON ST.

1st St

STEWART AVE

2nd ST

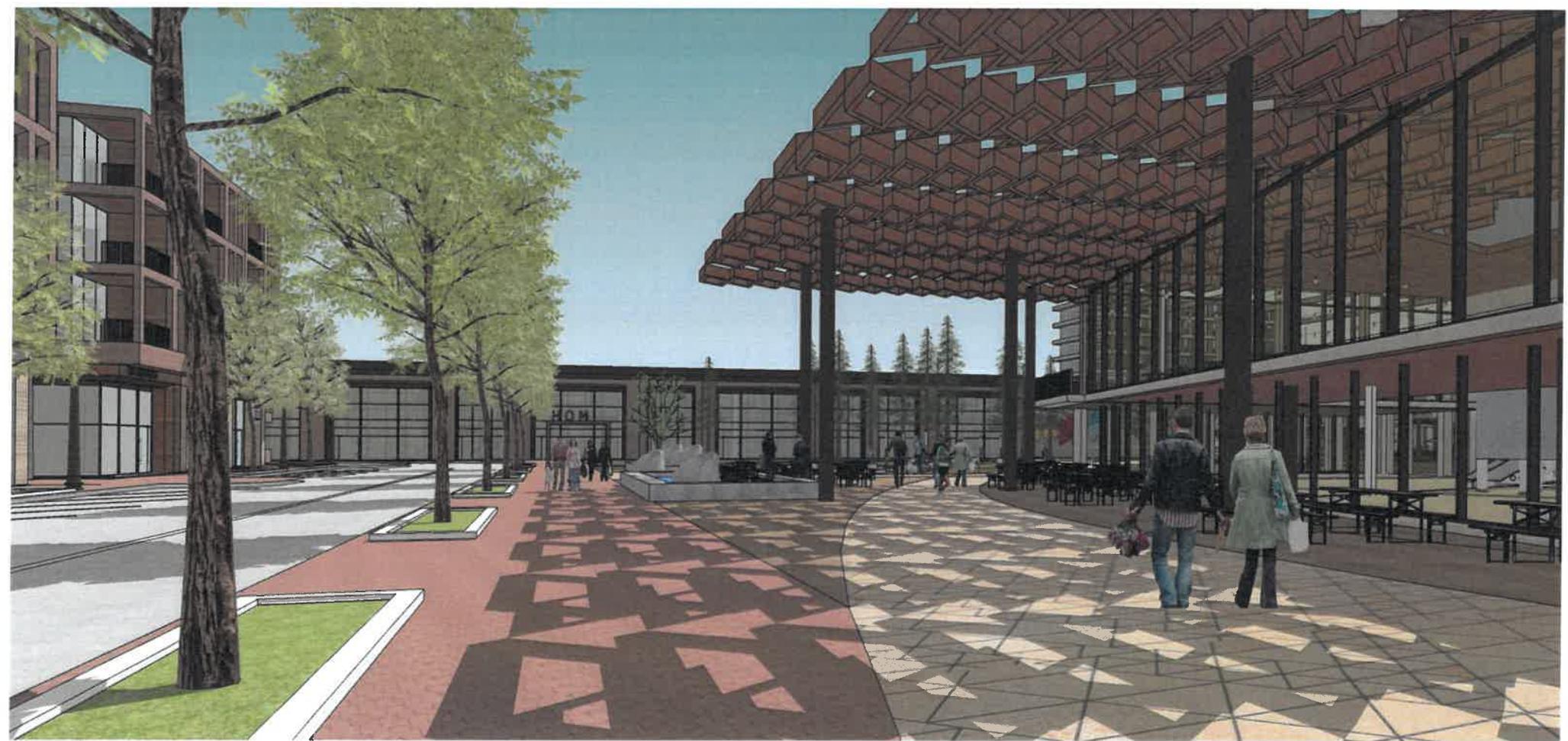
FOREST ST.

POST OFFICE

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GREATER  
**WAUSAU**  
REGION ECONOMIC DEVELOPMENT  
STRATEGIC PLAN





**TO: FINANCE COMMITTEE**

**FROM: MARYANNE GROAT**

**DATE: OCTOBER 8, 2020**

**RE: MALL REDEVELOPMENT UPDATE**

Since the last meeting Wausau Opportunity Zone, Inc. has worked to fine tune the project and now proposes financial adjustments that are beneficial to the City.

- Eliminate all future annual payments of \$327,000. This reduces the city's obligation by \$1,962,000.
- Surrender the option for possession of the Sears Parking Ramp.
- Agree to pay \$660,000 of the forgivable loan through six annual payments of \$110,000 beginning in 2022.
- Guarantee real estate taxes based upon an assessed value of \$7,000,000 beginning 1/1/2024 for the taxes collected in 2025.

Attached are three TID 12 project financial projections along with the cash flow of TID #8.

The first titled, "1 Block Developed," represents the financial impact when one block is developed with a value of \$10,000,000. This is a conservative estimate as the developer expects the improvements to range from \$18-\$21 million. As noted above, \$7,000,000 is guaranteed regardless of construction. The plan shows that increment from the project along with the TID 7 donations are sufficient to cover the costs. The financial projection includes \$4.7million of debt issued with interest only in year one. Over the following three years 78% of the debt or \$3,675,000 would be retired and the debt would be paid in full by 2029. Total interest projected at \$342,191.

The second titled, "5 Block Build Out," represents the financial impact when all five blocks are redeveloped, each with a value of \$10,000,000, over a period of 9 years. Again, this represents a conservative estimate as compared to the developer expectations of \$18-21 million per block. In this scenario we are able to retire the associated debt early. This projection presents the tax generating power of the project with \$21million of extra increment available versus the \$4.6million of extra increment with the 1 block scenario.

Both scenarios take advantage of 3 years (2023-2025) of increment allocated from TID #7. To accomplish this donation/allocation the City would complete the legal steps required to amend the project plan of TID#7 to allow for increment allocation to TID #12. This process includes a

Plan Commission public hearing and approval, Joint Review Board approval and Common Council approval. TID #7 mandated closure is 2026. This allows for early closure in 2025, allocating a fourth year of increment or using the final increment for affordable housing. I recommend the increment allocation amendment because it will reduce the early deficits and allow for accelerated debt retirement which will in turn reduce interest expense costs. Another important point to note is that the project plan amendment provides the authority to allocate increment but doesn't require the City to do so. Annually, the council can evaluate whether the allocation is necessary and terminate the allocation as determined appropriate.

The third financial scenario reflects the full build out without using TID #7 increment. This financial picture presents financial deficits in years 2022-2028. Without the TID #7 increment principal retirement is reduced resulting in a longer amortization of the debt and more than double the interest costs.

I have also enclosed the cash flow of TID #8. This district funded the original \$1,000,000 developer loan and the 2020 payment of \$327,000. The cash flow shows that the district is capable of managing these costs and the new proposed changes including the elimination of the future annual payments and the loan repayment of \$660,000.

**MALL REDEVELOPMENT TID 12  
1 BLOCK DEVELOPED**

Year	USES OF FUNDS						SOURCES OF FUNDS					
	\$4,700,000 Debt Issue			Developer Payments	Street Improvements	Total Uses of Funds	\$10,000,000 Debt Proceeds	Project Increment	TID 7 Increment Donation	Total Sources of Funds	Annual Surplus (Deficit)	Accumulated Balance (Deficit)
Principal	Interest	Total										
1 2020			-			-			-	-	-	
2 2021			-	3,500,000	1,200,000	4,700,000	4,700,000			4,700,000	-	-
3 2022		90,710	90,710			90,710			-		(90,710)	(90,710)
4 2023	1,000,000	90,710	1,090,710			1,090,710			1,270,253	1,270,253	179,543	88,833
5 2024	1,200,000	71,410	1,271,410			1,271,410			1,324,683	1,324,683	53,273	142,106
6 2025	1,475,000	48,250	1,523,250			1,523,250		263,700	1,324,683	1,588,383	65,133	207,239
7 2026	325,000	19,783	344,783			344,783		266,337		266,337	(78,446)	128,793
8 2027	365,000	13,510	378,510			378,510		269,000		269,000	(109,510)	19,283
9 2028	265,000	6,466	271,465			271,465		271,690		271,690	225	19,509
10 2029	70,000	1,352	71,352			71,352		274,407		274,407	203,055	222,564
11 2030						-		277,151		277,151	277,151	499,715
12 2031						-		279,923		279,923	279,923	779,638
13 2032						-		282,722		282,722	282,722	1,062,360
14 2033						-		285,549		285,549	285,549	1,347,910
15 2034						-		288,405		288,405	288,405	1,636,314
16 2035						-		291,289		291,289	291,289	1,927,603
17 2036						-		294,202		294,202	294,202	2,221,805
18 2037						-		297,144		297,144	297,144	2,518,949
19 2038						-		300,115		300,115	300,115	2,819,064
20 2039						-		303,116		303,116	303,116	3,122,180
21 2040						-		306,148		306,148	306,148	3,428,328
22 2041						-		309,209		309,209	309,209	3,737,537
23 2042						-		312,301		312,301	312,301	4,049,838
24 2043						-		315,424		315,424	315,424	4,365,262
25 2044						-		318,578		318,578	318,578	4,683,840
	\$4,700,000	\$342,191	\$5,042,190	\$3,500,000	\$1,200,000	\$9,742,190	\$4,700,000	\$5,806,411	\$3,919,619	\$14,426,030	\$4,683,840	

**MALL REDEVELOPMENT TID 12  
5 BLOCK BUILD OUT**

Year	USES OF FUNDS						SOURCES OF FUNDS					
	\$4,700,000 Debt Issue			Developer Payments	Street Improvements	Total Uses of Funds	Debt Proceeds	Full	TID 7	Total Sources of Funds	Annual	Accumulated
Principal	Interest	Total	Build Out					Increment	Surplus (Deficit)		Balance (Deficit)	
1 2020			-			-		-		-	-	-
2 2021			-	3,500,000	1,200,000	4,700,000	4,700,000	-		4,700,000	-	-
3 2022		90,710	90,710			90,710		-		-	(90,710)	(90,710)
4 2023	1,000,000	90,710	1,090,710			1,090,710		-	1,270,253	1,270,253	179,543	88,833
5 2024	1,200,000	71,410	1,271,410			1,271,410		-	1,324,683	1,324,683	53,273	142,106
6 2025	1,475,000	48,250	1,523,250			1,523,250	263,700	1,324,683	1,588,383	1,588,383	65,133	207,239
7 2026	425,000	19,783	444,783			444,783	266,337		266,337	266,337	(178,446)	28,793
8 2027	475,000	11,580	486,580			486,580	532,700		532,700	532,700	46,120	74,913
9 2028	125,000	2,413	271,465			271,465	538,027		538,027	538,027	266,562	341,476
10 2029	DEBT RETIRES EARLY					-	807,108		807,108	807,108	807,108	1,148,583
11 2030			-			-	815,179		815,179	815,179	815,179	1,963,762
12 2031			-			-	1,087,031		1,087,031	1,087,031	1,087,031	3,050,793
13 2032			-			-	1,097,901		1,097,901	1,097,901	1,097,901	4,148,693
14 2033			-			-	1,372,580		1,372,580	1,372,580	1,372,580	5,521,273
15 2034			-			-	1,386,306		1,386,306	1,386,306	1,386,306	6,907,579
16 2035			-			-	1,400,169		1,400,169	1,400,169	1,400,169	8,307,748
17 2036			-			-	1,414,170		1,414,170	1,414,170	1,414,170	9,721,918
18 2037			-			-	1,428,312		1,428,312	1,428,312	1,428,312	11,150,230
19 2038			-			-	1,442,595		1,442,595	1,442,595	1,442,595	12,592,825
20 2039			-			-	1,457,021		1,457,021	1,457,021	1,457,021	14,049,846
21 2040			-			-	1,471,591		1,471,591	1,471,591	1,471,591	15,521,438
22 2041			-			-	1,486,307		1,486,307	1,486,307	1,486,307	17,007,745
23 2042			-			-	1,501,170		1,501,170	1,501,170	1,501,170	18,508,915
24 2043			-			-	1,516,182		1,516,182	1,516,182	1,516,182	20,025,097
25 2044			-			-	1,531,344		1,531,344	1,531,344	1,531,344	21,556,441
	\$4,700,000	\$334,856	\$5,178,908	\$3,500,000	\$1,200,000	\$9,878,908	\$4,700,000	\$22,815,730	\$3,919,619	\$31,435,349	\$21,556,441	

### 5 BLOCK INCREMENT DETAIL

		\$10,000,000 Block 4 Increment	\$10,000,000 Block 3 Increment	\$10,000,000 Block 2 Increment	\$10,000,000 Block 1 Increment	\$10,000,000 Block 5 Increment	Total
Year	Year						
1	2020						-
2	2021						-
3	2022						-
4	2023						-
5	2024						-
6	2025	263,700					263,700
7	2026	266,337					266,337
8	2027	269,000	263,700				532,700
9	2028	271,690	266,337				538,027
10	2029	274,407	269,000	263,700			807,108
11	2030	277,151	271,690	266,337			815,179
12	2031	279,923	274,407	269,000	263,700		1,087,031
13	2032	282,722	277,151	271,690	266,337		1,097,901
14	2033	285,549	279,923	274,407	269,000	263,700	1,372,580
15	2034	288,405	282,722	277,151	271,690	266,337	1,386,306
16	2035	291,289	285,549	279,923	274,407	269,000	1,400,169
17	2036	294,202	288,405	282,722	277,151	271,690	1,414,170
18	2037	297,144	291,289	285,549	279,923	274,407	1,428,312
19	2038	300,115	294,202	288,405	282,722	277,151	1,442,595
20	2039	303,116	297,144	291,289	285,549	279,923	1,457,021
21	2040	306,148	300,115	294,202	288,405	282,722	1,471,591
22	2041	309,209	303,116	297,144	291,289	285,549	1,486,307
23	2042	312,301	306,148	300,115	294,202	288,405	1,501,170
24	2043	315,424	309,209	303,116	297,144	291,289	1,516,182
25	2044	318,578	312,301	306,148	300,115	294,202	1,531,344
		<b>\$5,806,411</b>	<b>\$5,172,409</b>	<b>\$4,550,899</b>	<b>\$3,941,635</b>	<b>\$3,344,376</b>	<b>\$22,815,730</b>

**MALL REDEVELOPMENT TID 12  
5 BLOCK BUILD OUT - NO TID 7 DONATION**

Year	USES OF FUNDS						SOURCES OF FUNDS					
	\$4,700,000 Debt Issue			Developer Payments	Street Improvements	Total Uses of Funds	Debt Proceeds	Full Build Out Increment	TID 7 Increment Donation	Total Sources of Funds	Annual Surplus (Deficit)	Accumulated Balance (Deficit)
Principal	Interest	Total										
1 2020			-			-		-	-	-	-	-
2 2021			-	3,500,000	1,200,000	4,700,000	4,700,000	-		4,700,000	-	-
3 2022		90,710	90,710			90,710		-		-	(90,710)	(90,710)
4 2023	200,000	90,710	290,710			290,710		-	-	-	(290,710)	(381,420)
5 2024	200,000	86,850	286,850			286,850		-	-	-	(286,850)	(668,270)
6 2025	200,000	82,990	282,990			282,990	263,700	-		263,700	(19,290)	(687,560)
7 2026	200,000	79,130	279,130			279,130	266,337			266,337	(12,793)	(700,353)
8 2027	200,000	75,270	275,270			275,270	532,700			532,700	257,430	(442,923)
9 2028	200,000	71,410	271,410			271,410	538,027			538,027	266,617	(176,305)
10 2029	500,000	67,550	567,550			567,550	807,108			807,108	239,558	63,252
11 2030	800,000	57,900	857,900			857,900	815,179			815,179	(42,721)	20,531
12 2031	1,000,000	42,460	1,042,460			1,042,460	1,087,031			1,087,031	44,571	65,102
13 2032	1,200,000	23,160	1,223,160			1,223,160	1,097,901			1,097,901	(125,259)	(60,158)
14 2033			-			-	1,372,580			1,372,580	1,372,580	1,312,422
15 2034			-			-	1,386,306			1,386,306	1,386,306	2,698,728
16 2035			-			-	1,400,169			1,400,169	1,400,169	4,098,897
17 2036			-			-	1,414,170			1,414,170	1,414,170	5,513,067
18 2037			-			-	1,428,312			1,428,312	1,428,312	6,941,379
19 2038			-			-	1,442,595			1,442,595	1,442,595	8,383,974
20 2039			-			-	1,457,021			1,457,021	1,457,021	9,840,995
21 2040			-			-	1,471,591			1,471,591	1,471,591	11,312,587
22 2041			-			-	1,486,307			1,486,307	1,486,307	12,798,894
23 2042			-			-	1,501,170			1,501,170	1,501,170	14,300,064
24 2043			-			-	1,516,182			1,516,182	1,516,182	15,816,246
25 2044			-			-	1,531,344			1,531,344	1,531,344	17,347,590
	\$4,700,000	\$768,140	\$5,468,140	\$3,500,000	\$1,200,000	\$10,168,140	\$4,700,000	\$22,815,730	\$0	\$27,515,730	\$17,347,590	

## TAX INCREMENTAL DISTRICT NUMBER EIGHT

### CASH FLOW PROJECTIONS

Year	USES OF FUNDS					SOURCES OF FUNDS				
	Annual Projected Debt Service	Administrative, Organization & Discretionary Costs	Developer Payments	CVS Tax Claim	Capital Expenditures	Net Debt Proceeds	Other Income	Tax Increment	Annual Surplus (Deficit)	Cumulative Balance
<b>ACTUAL</b>										
1	2012		\$7,801						(\$7,801)	(\$7,801)
2	2013		10,390						(18,071)	(25,872)
3	2014	372	5,717			190,000	183,660		131,578	105,706
4	2015	8,957	21,155			1,020,000	199,366	140,328	1,253,256	1,358,962
5	2016	118,441	96,623	275,000	42,835	1,819,722	231,968	194,502	(1,171,151)	187,811
6	2017	154,714	19,576	57,500			198,481	111,771	52,966	240,777
7	2018	159,542	9,813	-			124,821	195,888	113,098	14,810
8	2019	350,378	32,270	45,866			1,356,174	211,877	257,077	1,451,476
<b>ESTIMATED</b>										
9	2020	697,209	50,150	1,559,916		910,000	1,166,963	239,784	(1,046,468)	660,595
10	2021	750,874	15,000	540,000			255,550	233,590	(816,734)	(156,139)
11	2022	755,654	6,000	225,000			263,808	517,590	(205,256)	(361,395)
12	2023	740,388	6,000	279,000			263,808	725,590	(35,990)	(397,385)
13	2024	753,224	6,000	223,058			263,808	933,590	215,116	(182,269)
14	2025	742,510	6,000	139,600			263,808	933,590	309,288	127,019
15	2026	463,425	6,000	139,600			263,808	933,590	588,373	715,392
16	2027	459,475	6,000	69,600			257,909	933,590	656,424	1,371,816
17	2028	455,425	6,000	145,600			249,651	933,590	576,216	1,948,032
18	2029	451,163	6,000	72,000			249,651	933,590	654,078	2,602,110
19	2030	149,688	6,000				249,651	933,590	1,027,553	3,629,663
20	2031	52,113	6,000				524,651	933,590	1,400,128	5,029,791
21	2032	40,650					249,651	933,590	1,142,591	6,172,382
<b>TOTAL</b>		<b>\$7,304,202</b>	<b>\$328,495</b>	<b>\$3,771,740</b>	<b>\$42,835</b>	<b>\$4,702,153</b>	<b>\$5,642,210</b>	<b>\$5,743,957</b>	<b>\$10,935,640</b>	

## TID 8 DEVELOPER PAYOUT

		Paid			Projected							Total	
		Authorized	12/31/2020	2021 Budget	2022	2023	2024	2025	2026	2027	2028		2029
Lokre Development	G	1,700,000		450,000		104,000	249,600	249,600	249,600	179,600	145,600	72,000	1,700,000
1401 Elm Street LLC	G	601,520	-	45,000	240,000	240,000	76,520	-	-	-	-	-	601,520
Nidus Holding Co	G	50,000	-	-	50,000	-	-	-	-	-	-	-	50,000
Nidus Holding Co	L	190,000	190,000	-	-	-	-	-	-	-	-	-	190,000
Wausau Opportunity Zone, Inc.	L	1,000,000	1,000,000	-	(110,000)	(110,000)	(110,000)	(110,000)	(110,000)	(110,000)	-	-	340,000
Wausau Opportunity Zone, Inc.	G	2,289,000	327,000	-	-	-	-	-	-	-	-	-	327,000
TFB MI -LLC	L	275,000	275,000	-	-	-	-	-	-	-	-	-	275,000
TFB MI - LLC	G	287,500	146,282	45,000	45,000	45,000	6,938	-	-	-	-	-	288,220
<b>Total</b>		<b>\$ 6,393,020</b>	<b>\$ 1,938,282</b>	<b>\$ 540,000</b>	<b>\$ 225,000</b>	<b>\$ 279,000</b>	<b>\$ 223,058</b>	<b>\$ 139,600</b>	<b>\$ 139,600</b>	<b>\$ 69,600</b>	<b>\$ 145,600</b>	<b>\$ 72,000</b>	<b>\$ 3,771,740</b>

G = Grant

L = Loan

## TID 8 INCREMENT PROJECTION

	Hotel	Elm Street	Car Wash	Residential Phase 1	Residential Phase 2	Current Increment	Total
	1,000,000	10,000,000	850,000	8,000,000	8,000,000		
2021						233,590	233,590
2022	24,000	240,000	20,000			233,590	517,590
2023	24,000	240,000	20,000	208,000		233,590	725,590
2024	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2025	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2026	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2027	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2028	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2029	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2030	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2031	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2032	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2033	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2034	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2035	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2036	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2037	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2038	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2039	24,000	240,000	20,000	208,000	208,000	233,590	933,590
2040	24,000	240,000	20,000	208,000	208,000	233,590	933,590



October 7, 2020

Dear Wausau City Council,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. My organization, the Marathon County Public Library, is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,

A handwritten signature in black ink, appearing to read "ERIL", is written over the typed name.

Ralph Illick

**Library Director | Marathon County Public Library**

# Evolutions in design

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Evolutions in design  
Randy P Verhasselt  
626 N 3<sup>rd</sup> street  
Wausau WI 54403  
info@evolutionsindesign.com

October 06, 2020

Dear Wausau City Council,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. My Business, **evolutions in design llc**, is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,

Randy P Verhasselt

# Wausau Museum of Contemporary Art

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309 McClellan St  
Wausau, WI 54403  
(715) 571-6551  
david@womca.org

October 8, 2020

Dear Wausau City Council,

It is our pleasure to write a letter of support for the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. Wausau Museum of Contemporary Art is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. We believe that the redevelopment will continue to bring more culture and vibrancy to our city.

After reviewing the presentation and the Finance memo, we are enthusiastic about the plan. We fully support the efforts of Wausau Opportunity Zone and look forward to this development.

Sincerely,

David and Becky Hummer

Executive Director and Executive Administrator, Wausau Museum of Contemporary Art

# Polito's Pizza Wausau

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311 3<sup>rd</sup> St.  
Wausau, WI 54403  
(715) 298-9079  
dan@politospizza.com

October 7, 2020

Dear Wausau City Council,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. My Business, Polito's Pizza, is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,



Dan Sosnowski

# Marathon County Literacy Council, Inc. DBA; McLit

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515 N 3<sup>rd</sup> Street  
Wausau, WI 54403  
715-679-6170  
mclitofwausau@gmail.com

October 8, 2020

Dear Wausau City Council,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. My Business, McLit, is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

After site restoration would you consider a family place for entertainment/sports? The new downtown 400 Block, Grand Theater, nice restaurants, the Whitewater Music Hall, the YMCA, Historical Society, Art Museums and WOW. People could walk or bike to the enjoyable places to find fun things to do. The possibility of an indoor skating rink, miniature golf, batting cages, board games, Children's Museum, Dinosaur Museum, and the well-liked idea of a movie theater. Food courts are always a great place.

Sincerely,

Connie Heidemann

---

# AMAXIMMO

amaximmo.com

*First Class in Real Estate*

---

101 SCOTT STREET  
WAUSAU, WI 54403  
(715) 841-0015  
GEM@AMAXIMMO.COM

October 9th, 2020

Dear Wausau City Council,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. My Business, AMAXIMMO 1<sup>st</sup> Class In Real Estate, is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,

*Elena Naschke*

Elena Naschke

10/08/2020

Gizo Ujarmeli

*Gizo Ujarmeli*

10/08/2020



324 Scott St  
Wausau, WI 54403  
(715) 845-5432  
robb@shepssports.com

October 6, 2020

Dear Wausau City Council,

I'm writing in support of the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. My Business, **Shepherd and Schaller Sporting Goods** is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Survival isn't guaranteed for any business or business district these days. The WOZ plan addresses obvious pain points and offers a smart way forward. Our 71 years in this conservative yet open-minded community has taught us that flexibility and courage are key. Rolling up our sleeves and working together always yields the best results. A public-private partnership, much like the River District's Main Street Program, is a proven method to achieve community goals.

The WOZ plan will allow Downtown Wausau to maintain its reputation as a destination that combines the best of small town charm and modern convenience while addressing financial burdens in a thoughtful manner. Be brave.

Sincerely,

Two handwritten signatures in black ink. The first signature is "Robb" and the second is "Theresa Shepherd".

Robb and Theresa Shepherd

# Apartments at Riverlife (Riverlife Wausau LLC)

---

1000 N. River Drive  
Wausau, WI 54401  
(715) 261-2260  
comalley@Pfefferle.biz

October 6, 2020

Dear Wausau City Council,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. My Business, The Apartments at Riverlife (Riverlife Wausau LLC), is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,

*Corleen O'Malley*  
*Director of Property Management*  
*Pfefferle Management*

# the mccartneys photography

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325 JEFFERSON STREET  
WAUSAU, WI 54403  
(715) 551-9185  
PHOTOGDUO@ME.COM

October 8, 2020

Dear Wausau City Council,

We are writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. Our Business, **The McCartneys Photography**, is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. We support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,

Kelsy & Butch McCartney

# LA PRIMA – LLC

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529 N. THIRD STREET  
WAUSAU, WI 54403  
715-848-1260

October 07, 2020

Dear Wausau City Council,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. My Business, **La Prima**, is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,

A handwritten signature in blue ink that reads "Rollinda R. Thomas". The signature is written in a cursive style with a large, looping initial "R".

Rollinda R. Thomas  
Owner



10/06/2020

Dear Wausau City Council,

We are writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. Our business, **The Local**, is located in the Wausau River District and we believe the redevelopment of this property is critical to our downtown and community's future success. We have witnessed the prosperity and growth that other communities have seen by investing in their downtowns. With the quality schools, ample outdoor recreation activities, and vibrant art scene, this development could change the face of the city and region, for the better, for years to come. We support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Respectfully,

Bryan and Alison Magnuson

420 N. 3<sup>rd</sup> Street  
Wausau WI, 54403  
715-298-0896  
[www.TheLocalWI.com](http://www.TheLocalWI.com)



432 N. 3<sup>rd</sup> St  
Wausau, WI 54403  
ireese@cpr-stores.com

October 7<sup>th</sup>, 2020

Wausau City Council:

My name is Ian Reese, and I'm the Franchise Operations Director for CPR Cell Phone Repair in the beautiful Wausau River District. We moved to our downtown location from Rib Mountain a little over two years ago. The move has proven to be a positive step for our business, in terms of both visibility and profitability. It is my hope that we will continue to be a part of a healthy, thriving downtown business community for many years to come.

I am writing this letter in support of the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. For over a decade, I've watched the mall regress from a thriving shopping, dining, and entertainment center to a mostly empty shell of its former self. The empty suites, shuttered restaurants, deserted parking garages, and shabby façade send a clear signal that the mall's best days are in the past, and drastic changes must be made in order to promote growth, functionality, and beautification of our downtown community. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

For the past 10 years, I have watched the Wausau River District continually improve and grow, becoming a downtown community that I believe any city would be proud to have. It is my belief that this proposal will be the next step in truly making Wausau "The Best Small City in America."

Sincerely,

Ian D. Reese

October 7, 2020

To Whom It May Concern:

When the mall was built in the late 70s. Our family's dental office was destroyed and we moved to our current location at 413 Jefferson Street, Prehn Dental Office.

It was a bold initiative the city under took and politically unpopular with many people. But it clearly paved the way for economic prosperity for close to 40 years.

It's time to, once again, stand up and join private enterprise, and again, set the stage for Wausau to be a leader in towns our size with Forward thinking renovation eight city blocks. So many towns do not have the wherewithal or the foresight to take such action.

The millennials have brought a different design for the way they want to live their lives. You have had great vision with Riverfront. I encourage you to have great vision with the mall redevelopment. Having both sides of the downtown business district solid anchors for the next generation or two is paramount for our success.

I've always said, "use our tax money wisely" and in my opinion, this is a wise partnership and investment.

Please give it your strong consideration.

Sincerely,



Frederick C. Prehn, D.D.S.

# VOSStudios

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622 3<sup>rd</sup> St  
Wausau, WI 54403  
715.241.8770  
emily@vosstudios

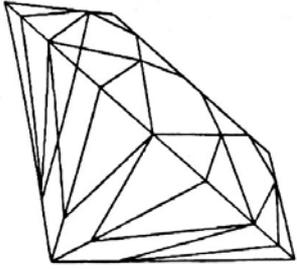
October 9, 2020

Dear Wausau City Council,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. My Business, VOSStudios is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,

Emily Voss



# Diamond By Appt

408 Third Street, Suite 202 • Wausau, Wisconsin 54403

DiamondByAppt.com • 715-845-4227

Mark McKinley, Owner

October 9, 2020

Dear Wausau City Council,

As a long-time business and property owner in Wausau's River District, I am very excited and supportive on the upcoming opportunity to improve our Downtown. Working in conjunction with the Wausau Opportunity Zone (WOZ), we can create a great some high demand properties boosting our downtown tax rolls by creating a desirable place to live and work.

As the owner of commercial and residential units, let me reassure you that the demand for residential in downtown is enormous. We created two apartments from 2<sup>nd</sup> floor office space in 2011, and we have had virtually 100% occupancy ever since. When one moves out, I've got four more wanting to move in. Just this week I had a call out of the blue asking if one of them was available. If we build more residential downtown, it will also require that more services be offered in the area for those residents, thus increasing demand for commercial space.

I strongly urge you to support the public-private partnership and to fund demolition, site restoration, and related infrastructure.

Sincerely,

Mark A. McKinley, Owner

Diamond By Appt, LLC  
The Diamond Showcase (formerly)  
Val Kryshak Properties, LLC, 301 3<sup>rd</sup> St.

# 401 Flow Yoga LLC

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300 N 3rd St, Ste 401  
Wausau, WI 54403  
(715) 302-4346  
401flowyoga@gmail.com

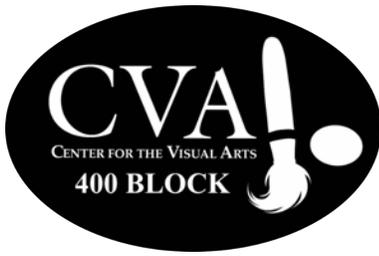
October 9, 2020

Dear Wausau City Council,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. My Business, **401 Flow Yoga LLC**, is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,

Stephanie Fandrey, Sonja Gasper, and Ashlie Zeidler



# CENTER FOR THE VISUAL ARTS

---

October 9, 2020

City of Wausau  
Attn: Wausau City Council  
407 Grant St.  
Wausau, WI 54403

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**Kelly Price**  
Executive Director

**Collin Ritzinger**  
President  
Associated Bank

**Lynne Goethel**  
Vice President  
Community Member

**Jessica Tipple, CPA**  
Treasurer  
L&S Electric Inc.

**Kelly Seils**  
Secretary  
The American  
Kettle Corn Company

**C. Ann Dietrich**  
Speech Pathologist

**Wendy Furrer**  
host: Central Wisconsin

**Mary Gallagher**  
Milk Merchant

**Bartholomew  
Hobson, MD**  
Retired Physician

**Jennifer Hockin**  
Security Health Plan

**Nicole Lipowski**  
Community Member

**Andrea Sheridan**  
Wausau School District

**Amy Stack**  
Community Member

Dear Wausau City Council,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall.

The Center for the Visual Arts is located in the Wausau River District and believes the redevelopment of this property is critical to our downtown and community's future success.

We support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,

Kelly Price  
Executive Director

**From:** Renae Krings [mailto:rkrings@wausauchamber.com]  
**Sent:** Monday, October 12, 2020 4:42 PM  
**To:** Leslie Kremer <Leslie.Kremer@ci.wausau.wi.us>  
**Cc:** Dave Eckmann <deckmann@wausauchamber.com>; 'Chuck Ghidorzi' <ChuckG@ghidorzi.com>; 'McIntyre, Jim' <Jim.McIntyre@greenheck.com>; Michael Loy <MLoy@norcen.org>; Renae Krings <rkrings@wausauchamber.com>  
**Subject:** [EXTERNAL] Downtown Revitalization & Wausau Center Mall Redevelopment / Letters of Support  
**Importance:** High

Greetings Leslie,

I am reaching out to provide you with the a number of items in advance of the City of Wausau Finance Meeting on October 13, 2020.

Please find the attached Letters of Support and endorsements from the Greater Wausau Prosperity Partnership, Chamber Board of Directors, Chamber Member Businesses and Community stakeholders conveying their support for the continued public-private partnership to fund demolition, site restoration, and related infrastructure of the Downtown Revitalization and Wausau Center Mall Redevelopment project.

Included with this correspondence, are the following items:

- Greater Wausau Prosperity Partnership / Letter of Support - Endorsements
- Greater Wausau Chamber of Commerce / Letter of Support – Board of Directors Endorsements
- Greater Wausau Chamber of Commerce / Letter of Support – Business & Community Organizations Endorsements
- Individual Letters of Support
- Endorsement Summary

Would you kindly circulate these items to Mayor Rosenberg and all of the City Council members in advance of the meeting?

In addition, please submit these items for the public record.

The Chamber will deliver physical copies of the Letters of Support and endorsement signatures prior to the Finance Meeting tomorrow.

Please do not hesitate to reach out with any questions or if you require additional information.

Thank you kindly in advance.

Warm regards,

**Renae M. Krings**  
Economic Development Specialist  
715.848.5942 | c. 715.370.3452  
[rkrings@wausauchamber.com](mailto:rkrings@wausauchamber.com)



October 6, 2020

Mayor Katie Rosenberg  
Wausau City Council  
c/o Becky McElhaney, Council President  
407 Grant Street  
Wausau, WI 54403



Re: Wausau Center Mall Redevelopment

Dear Mayor Rosenberg and City Council Members,

This past year community stakeholders came together to create a public-private partnership with the specific intention to secure and repurpose the Wausau Center mall property for the 21<sup>st</sup> Century economy and lifestyle. Over the course of months, the City of Wausau, Wausau Chamber of Commerce, and two local benevolent foundations worked to establish the Wausau Opportunity Zone, Inc. (WOZ) within a federal community development program, and on February 4, 2020, WOZ secured the strategic six-block property that lies at the heart of the city.

This property will play a vital role in the future of our community's economic success. The City of Wausau, the Dwight and Linda Davis Foundation, and the Judd S. Alexander Foundation provided the funding for WOZ to purchase the mall from the prior owner. Without this strong commitment to public-private partnership, the fate of Wausau Center and its accompanying real estate would have rested in the hands of a corporation outside our area. Today, under community ownership, we have an opportunity with this property to create something very special for future generations.

In the spirit of the community partnership established to secure and repurpose the Wausau Center property, the Greater Wausau Prosperity Partnership is writing to express its **strong support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center mall redevelopment plan. Further, our organization requests the City of Wausau to continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations in supporting WOZ.**

Though having served as a significant community asset for 30 years, the Wausau Center mall has been in decline for over a decade, beginning with the loss of key anchor tenants Sears, J.C. Penney, and Younkers. In today's world of online retail sales, and now with the Coronavirus pandemic, enclosed malls are in rapid decline. More and more retailers are filing for bankruptcy protection or moving their brands and products from malls to online sales platforms or geographic locations having denser consumer bases and like retail operations.

The importance of securing and redeveloping Wausau Center was identified in March 2019 by TIP Strategies, a national economic development planning firm that completed the Greater Wausau Economic Development

Plan. In its report, TIP Strategies urged community leaders to “commission a master plan that explores a range of long-term viable options for securing and redeveloping the Wausau Center Mall which includes incorporating a range of public sector investment strategies, foundations interests, and private sector into planning for redevelopment.”

The WOZ, Inc. plan, crafted by the internationally renowned urban design firm Eppstein-Uhen Architects (EUA) of Madison, Wisconsin, establishes a vision and plan for the future of this key real estate in downtown Wausau. EUA's expertise in urban design and its understanding of the 21<sup>st</sup> Century mindset of consumers and citizenry have been blended with numerous studies (Toole Design Group, Neighborhood Planners, etc.) commissioned in recent years by the City of Wausau to support the execution of the City of Wausau Comprehensive Plan. Many elements of the Toole study and various plans for north-to-south riverfront development have been taken into account. Essentially, EUA's design melds the numerous investments in city planning efforts with both the opportunity to shape a new future for the Wausau Center mall property and to create a vibrant downtown economic center.

Challenging as it will be, why is this repurposing of the mall property important to an organization like the Greater Wausau Prosperity Partnership? From the perspective of business, industry, and economic development, we feel it is imperative that the City of Wausau continue as a financial partner in the effort to transform the Wausau Center mall property. Here are reasons the City should stay involved:

- Businesses, the heart of community survival, are required to innovate, thrive, and grow in a very competitive global economy. More than ever, today they are in a race to retain and attract current and next-generation talent. These companies and their employees seek out inviting communities with a vibrant city center that includes market-based housing; dining and drinking establishments; arts, culture, and leisure opportunities; boutique businesses; and green space.

As other communities around the country make needed investments in an effort to retain and attract people and companies, so must Wausau. This community has a long history of successful public-private partnerships and is blessed with generous foundations and strong business support. They are aligned with the City of Wausau for a bright future!

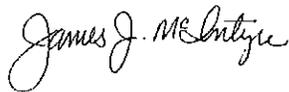
- Retired or nearly-retired people also seek a vibrant downtown environment, especially one offering a quality of life that provides a convenient, connected array of services. For people of all ages, the WOZ redevelopment plan balances nicely with the library, churches, Riverfront Walkway, the Y, senior center, and Grand Theater already in the area. An easy-to-navigate, intimate downtown community appeals to seniors wanting to remain in the area and to those moving here to be near children and grandchildren.
- The City of Wausau has much to gain financially from the sustained partnership with WOZ, Inc. to transform the Wausau Center property. As the EUA-designed plan moves forward, Wausau will benefit from enhanced revenue opportunities to replace failing mall revenue. Further, through its

partnerships, the City will breathe new life and confidence into a large number of downtown businesses adversely impacted by Covid-19 and mall store closings.

- Due to the pandemic and the expansion of remote working, national trends show employees, employers, and entrepreneurs are seeking high-quality, low-crime communities in which to work and live. The Wausau area is already blessed with many attributes for people of all ages, including great schools, an excellent medical system, extensive parks and recreation facilities, a nationally-renowned art museum, quality entertainment and cultural programming, and affordable housing. We need to take advantage of these amenities and add to them.

By working together to build Wausau as America's Best Small City and a place that attracts and retains talented people and companies, we are optimistic that Wausau will begin to grow in population and business base, thereby generating new and additional revenues to support the public good we all enjoy today and into the future. The WOZ plan will shine brightly as an example of progress in an age when companies and talented people seek communities that are committed to the place they call 'home.'

Sincerely,



Jim McIntyre  
Chairperson



David Eckmann, Ed. D.  
Executive Officer

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: BEI  
By: Jerry Neuenhuis + Handel  
Organization: \_\_\_\_\_  
By: \_\_\_\_\_

Organization: NPS  
By: Tom Neuenhuis  
Organization: \_\_\_\_\_  
By: \_\_\_\_\_



### LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: *Peoples State Bank*  
By: *Scott M. Carter, CEO*

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Church Mutual Insurance

Organization: Company S.I.  
By: Richard V. Paine President and CEO

Organization: \_\_\_\_\_  
By: \_\_\_\_\_



LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Ruder Ware, L.L.S.C.

By: Matthew D. Rourke

Organization: Ruder Ware, L.L.S.C.

By: Stewart L. Epton

Organization: \_\_\_\_\_

By: \_\_\_\_\_

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: MARATHON CHEESE COOP.  
By: Jim H. Henry CEO

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: <u>EO Johnson Business Technologies</u>	Organization: _____
By: <u>Mary Johnson - CEO/owner</u>	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: <u>EO Johnson Co. / Locknet</u>
By: _____	By: <u>Mary Johnson - CEO/owner</u>
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: <u>EO Johnson Business Technologies</u>
By: _____	By: <u>Mary Johnson - CEO/owner</u>
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: <u>EO Johnson Business Technologies</u>	Organization: _____
By: <u>Mary Johnson - CEO/owner</u>	By: _____

**LETTER ENDORSEMENTS**

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Hsu's Ginseng Enterprises Inc

By:



Organization: \_\_\_\_\_

By:

LETTER ENDORSEMENTS

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Organization: GUPP-Place-making Chair Organization: \_\_\_\_\_  
By: Chris Glidorzi  By: \_\_\_\_\_

Organization: Glidorzi Companies Organization: \_\_\_\_\_  
By: Chris Glidorzi -  By: \_\_\_\_\_

Organization: \_\_\_\_\_ Organization: \_\_\_\_\_  
By: \_\_\_\_\_ By: \_\_\_\_\_

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Miron Construction Co., Inc.  
By: Craig Uhlenbraund  
Senior V.P. of Wausau operations

Organization: Miron Construction  
By: Hearts Shtts

Organization: Miron Construction  
By: Tyler Shtts

Organization: Miron Construction  
By: Tomya Brewster

Organization: Miron Construction  
By: Jenny Weerner

Organization: Miron Construction  
By: Stephanie Kodencel

Organization: Miron Construction  
By: Jill Kucha

Organization: Miron Construction  
By: Mark Shtts

Organization: Miron Construction, Inc.  
By: John D. Santag

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

Organization: MIRON CONSTRUCTION  
By: Paul Lawrence

Organization: Miron Construction  
By: [Signature]

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

LETTER ENDORSEMENTS

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Organization: Northcentral Tech. College  
By: Li A. Lynn - President

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: UW-Stevens Point

By: *Bernice A. Peterson*

Organization: \_\_\_\_\_

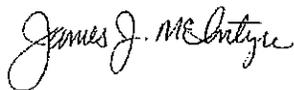
By: \_\_\_\_\_

partnerships, the City will breathe new life and confidence into a large number of downtown businesses adversely impacted by Covid-19 and mall store closings.

- Due to the pandemic and the expansion of remote working, national trends show employees, employers, and entrepreneurs are seeking high-quality, low-crime communities in which to work and live. The Wausau area is already blessed with many attributes for people of all ages, including great schools, an excellent medical system, extensive parks and recreation facilities, a nationally-renowned art museum, quality entertainment and cultural programming, and affordable housing. We need to take advantage of these amenities and add to them.

By working together to build Wausau as America's Best Small City and a place that attracts and retains talented people and companies, we are optimistic that Wausau will begin to grow in population and business base, thereby generating new and additional revenues to support the public good we all enjoy today and into the future. The WOZ plan will shine brightly as an example of progress in an age when companies and talented people seek communities that are committed to the place they call 'home.'

Sincerely,



Jim McIntyre  
Chairperson



David Eckmann, Ed. D.  
Executive Officer

As a member of the GWPP advisory committee and an active participant with a number of educational partnerships designed to attract and develop the talent needed in the greater Wausau region, I wholeheartedly support the efforts underway to implement the Wausau Opportunity Zone and accompanying Wausau Center mall redevelopment plan. This effort will significantly enhance the educational partnerships we are pursuing to attract and retain the talent base needed for the Wausau community to foster growth and prosperity. I am therefore proud to sign on to this letter authored by Jim McIntyre and David Eckmann.



**Dr. Robert Meyer**

Chancellor Emeritus, UW-Stout  
And Senior UW System Consultant

## LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: UW SYSTEM

By: 

Organization: \_\_\_\_\_

By: \_\_\_\_\_

## LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Ansay & Associates, LLC  
By: 

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Sunset Council  
By: [Signature]

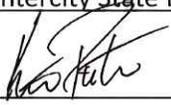
Organization: \_\_\_\_\_  
By: \_\_\_\_\_



**LETTER ENDORSEMENTS**

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Organization: Intercity State Bank

By: 

Organization: \_\_\_\_\_

By: \_\_\_\_\_



October 6, 2020

Mayor Katie Rosenberg  
Wausau City Council  
c/o Becky McElhaney, Council President  
407 Grant Street  
Wausau, WI 54403

Re: Wausau Center Mall Redevelopment

Dear Mayor Rosenberg and City Council Members,

This past year community stakeholders came together to create a public-private partnership with the specific intention to secure and repurpose the Wausau Center mall property for the 21<sup>st</sup> Century economy and lifestyle. Over the course of months, the City of Wausau, Wausau Chamber of Commerce, and two local benevolent foundations worked to establish the Wausau Opportunity Zone, Inc. (WOZ) within a federal community development program, and on February 4, 2020, WOZ secured the strategic six-block property that lies at the heart of the city.

This property will play a vital role in the future of our community's economic success. The City of Wausau, the Dwight and Linda Davis Foundation, and the Judd S. Alexander Foundation provided the funding for WOZ to purchase the mall from the prior owner. Without this strong commitment to public-private partnership, the fate of Wausau Center and its accompanying real estate would have rested in the hands of a corporation outside our area. Today, under community ownership, we have an opportunity with this property to create something very special for future generations.

In the spirit of the community partnership established to secure and repurpose the Wausau Center property, the Greater Wausau Chamber of Commerce is writing to express its **strong support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center mall redevelopment plan. Further, our organization requests the City of Wausau to continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations in supporting WOZ.**

Though having served as a significant community asset for 30 years, the Wausau Center mall has been in decline for over a decade, beginning with the loss of key anchor tenants Sears, J.C. Penney, and Younkers. In today's world of online retail sales, and now with the Coronavirus pandemic, enclosed malls are in rapid decline. More and more retailers are filing for bankruptcy protection or moving their brands and products



from malls to online sales platforms or geographic locations having denser consumer bases and like retail operations.

The importance of securing and redeveloping Wausau Center was identified in March 2019 by TIP Strategies, a national economic development planning firm that completed the Greater Wausau Economic Development Plan. In its report, TIP Strategies urged community leaders to “commission a master plan that explores a range of long-term viable options for securing and redeveloping the Wausau Center Mall which includes incorporating a range of public sector investment strategies, foundations interests, and private sector into planning for redevelopment.”

The WOZ, Inc. plan, crafted by the internationally renowned urban design firm Eppstein-Uhen Architects (EUA) of Madison, Wisconsin, establishes a vision and plan for the future of this key real estate in downtown Wausau. EUA’s expertise in urban design and its understanding of the 21<sup>st</sup> Century mindset of consumers and citizenry have been blended with numerous studies (Toole Design Group, Neighborhood Planners, etc.) commissioned in recent years by the City of Wausau to support the execution of the City of Wausau Comprehensive Plan. Many elements of the Toole study and various plans for north-to-south riverfront development have been taken into account. Essentially, EUA’s design melds the numerous investments in city planning efforts with both the opportunity to shape a new future for the Wausau Center mall property and to create a vibrant downtown economic center.

Challenging as it will be, why is this repurposing of the mall property important to an organization like the Greater Wausau Chamber of Commerce? From the perspective of business, industry, and economic development, we feel it is imperative that the City of Wausau continue as a financial partner in the effort to transform the Wausau Center mall property. Here are reasons the City should stay involved:

- Businesses, the heart of community survival, are required to innovate, thrive, and grow in a very competitive global economy. More than ever, today they are in a race to retain and attract current and next-generation talent. These companies and their employees seek out inviting communities with a vibrant city center that includes market-based housing; dining and drinking establishments; arts, culture, and leisure opportunities; boutique businesses; and green space.

As other communities around the country make needed investments in an effort to retain and attract people and companies, so must Wausau. This community has a long history of successful public-private partnerships and is blessed with generous foundations and strong business support. They are aligned with the City of Wausau for a bright future!



- Retired or nearly-retired people also seek a vibrant downtown environment, especially one offering a quality of life that provides a convenient, connected array of services. For people of all ages, the WOZ redevelopment plan balances nicely with the library, churches, Riverfront Walkway, the Y, senior center, and Grand Theater already in the area. An easy-to-navigate, intimate downtown community appeals to seniors wanting to remain in the area and to those moving here to be near children and grandchildren.
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By working together to build Wausau as America's Best Small City and a place that attracts and retains talented people and companies, we are optimistic that Wausau will begin to grow in population and business base, thereby generating new and additional revenues to support the public good we all enjoy today and into the future. The WOZ plan will shine brightly as an example of progress in an age when companies and talented people seek communities that are committed to the place they call 'home.'

Sincerely,

A handwritten signature in black ink that reads "Michael Loy".

Michael Loy  
Chair of the Board of Directors

A handwritten signature in black ink that reads "David Eckmann".

David Eckmann, Ed. D.  
President/CEO



## LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Marshfield Clinic Health System

By: *Jennifer Hoch*

Organization: \_\_\_\_\_

By: \_\_\_\_\_

LETTER ENDORSEMENTS

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*Chamber of Commerce*  
Organization: *Bd. Member*

By: *Paul S. David*

Organization: \_\_\_\_\_

By:



**GREATER WAUSAU  
CHAMBER OF COMMERCE**

**LETTER ENDORSEMENTS**

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Church Mutual  
By: Dawn Bernatz Ins.

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

LETTER ENDORSEMENTS

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Organization: Northcentral Tech. College  
By: Li A. Lynn - President

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

Organization: NTC : Chamber Executive  
By: Jeanie Worden Committee

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

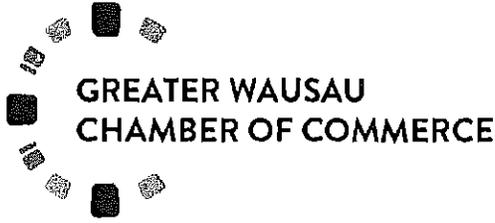


LETTER ENDORSEMENTS

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Organization: Greenbrook  
By: [Signature]

Organization: \_\_\_\_\_  
By: \_\_\_\_\_



LETTER ENDORSEMENTS

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Organization: <u>Wausau School District</u>	Organization: _____
By: <u>[Signature]</u>	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
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Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____



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Organization: HOPE LIFE CENTER  
By:

Organization: \_\_\_\_\_  
By: \_\_\_\_\_



GREATER WAUSAU  
CHAMBER OF COMMERCE

LETTER ENDORSEMENTS

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Organization: WSAW/WZAW

By: *[Signature]*

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

Organization: \_\_\_\_\_

By: \_\_\_\_\_

Organization: \_\_\_\_\_

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Organization: \_\_\_\_\_

By: \_\_\_\_\_



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Organization: <u>GPSEmployment Group</u>	Organization: _____
By: <u>M. Williams</u>	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
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Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____



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Organization: <u>PAF / The Grand Theater</u>	Organization: _____
By: <u>[Signature]</u>	By: _____
Organization: <u>SEAN WRIGHT, Executive Director</u>	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
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By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____



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Organization: Ameriprise Financial  
By: Ted Fox

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

## Renae Krings

---

**From:** Keri Anne Connaughty <kanne@samuelsgroup.net>  
**Sent:** Friday, October 9, 2020 10:52 AM  
**To:** Renae Krings  
**Subject:** Letter of Support - Wausau Center Mall Redevelopment

October 9, 2020

Mayor Katie Rosenberg  
Wausau City Council  
c/o Becky McElhaney, Council President  
[407 Grant Street](#)  
[Wausau, WI 54403](#)

Re: Wausau Center Mall Redevelopment

Dear Mayor Rosenberg and City Council Members,

I'm writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. I believe the redevelopment of this property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

I welcome further discussion on how we local contractors may add value to these initiatives as well. I look forward to connecting.

Sincerely,

Keri Anne Connaughty  
Greater Wausau Chamber Board of Directors  
715-350-9285

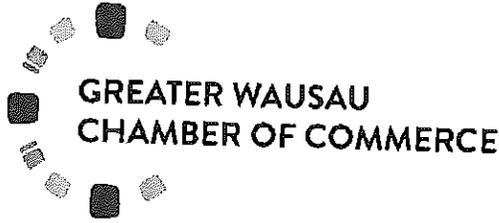




### LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: _____ By: <i>[Signature]</i> Organization: _____ By: _____	Organization: _____ By: _____ Organization: _____ By: _____
Organization: _____ By: _____	Organization: _____ By: _____
Organization: _____ By: _____	Organization: _____ By: _____
Organization: _____ By: _____	Organization: _____ By: _____
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Organization: _____ By: _____	Organization: _____ By: _____



### LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: <u>Incredible Bank</u>	Organization: _____
By: <u>John Draeger</u>	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
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By: _____	By: _____
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By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____



October 6, 2020

Mayor Katie Rosenberg  
Wausau City Council  
c/o Becky McElhaney, Council President  
407 Grant Street  
Wausau, WI 54403

Re: Wausau Center Mall Redevelopment

Dear Mayor Rosenberg and City Council Members,

This past year community stakeholders came together to create a public-private partnership with the specific intention to secure and repurpose the Wausau Center mall property for the 21<sup>st</sup> Century economy and lifestyle. Over the course of months, the City of Wausau, Wausau Chamber of Commerce, and two local benevolent foundations worked to establish the Wausau Opportunity Zone, Inc. (WOZ) within a federal community development program, and on February 4, 2020, WOZ secured the strategic six-block property that lies at the heart of the city.

This property will play a vital role in the future of our community's economic success. The City of Wausau, the Dwight and Linda Davis Foundation, and the Judd S. Alexander Foundation provided the funding for WOZ to purchase the mall from the prior owner. Without this strong commitment to public-private partnership, the fate of Wausau Center and its accompanying real estate would have rested in the hands of a corporation outside our area. Today, under community ownership, we have an opportunity with this property to create something very special for future generations.

In the spirit of the community partnership established to secure and repurpose the Wausau Center property, the Greater Wausau Chamber of Commerce is writing to express its **strong support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center mall redevelopment plan. Further, our organization requests the City of Wausau to continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations in supporting WOZ.**

Though having served as a significant community asset for 30 years, the Wausau Center mall has been in decline for over a decade, beginning with the loss of key anchor tenants Sears, J.C. Penney, and Younkers. In today's world of online retail sales, and now with the Coronavirus pandemic, enclosed malls are in rapid decline. More and more retailers are filing for bankruptcy protection or moving their brands and products



from malls to online sales platforms or geographic locations having denser consumer bases and like retail operations.

The importance of securing and redeveloping Wausau Center was identified in March 2019 by TIP Strategies, a national economic development planning firm that completed the Greater Wausau Economic Development Plan. In its report, TIP Strategies urged community leaders to “commission a master plan that explores a range of long-term viable options for securing and redeveloping the Wausau Center Mall which includes incorporating a range of public sector investment strategies, foundations interests, and private sector into planning for redevelopment.”

The WOZ, Inc. plan, crafted by the internationally renowned urban design firm Eppstein-Uhen Architects (EUA) of Madison, Wisconsin, establishes a vision and plan for the future of this key real estate in downtown Wausau. EUA’s expertise in urban design and its understanding of the 21<sup>st</sup> Century mindset of consumers and citizenry have been blended with numerous studies (Toole Design Group, Neighborhood Planners, etc.) commissioned in recent years by the City of Wausau to support the execution of the City of Wausau Comprehensive Plan. Many elements of the Toole study and various plans for north-to-south riverfront development have been taken into account. Essentially, EUA’s design melds the numerous investments in city planning efforts with both the opportunity to shape a new future for the Wausau Center mall property and to create a vibrant downtown economic center.

Challenging as it will be, why is this repurposing of the mall property important to an organization like the Greater Wausau Chamber of Commerce? From the perspective of business, industry, and economic development, we feel it is imperative that the City of Wausau continue as a financial partner in the effort to transform the Wausau Center mall property. Here are reasons the City should stay involved:

- Businesses, the heart of community survival, are required to innovate, thrive, and grow in a very competitive global economy. More than ever, today they are in a race to retain and attract current and next-generation talent. These companies and their employees seek out inviting communities with a vibrant city center that includes market-based housing; dining and drinking establishments; arts, culture, and leisure opportunities; boutique businesses; and green space.

As other communities around the country make needed investments in an effort to retain and attract people and companies, so must Wausau. This community has a long history of successful public-private partnerships and is blessed with generous foundations and strong business support. They are aligned with the City of Wausau for a bright future!



- Retired or nearly-retired people also seek a vibrant downtown environment, especially one offering a quality of life that provides a convenient, connected array of services. For people of all ages, the WOZ redevelopment plan balances nicely with the library, churches, Riverfront Walkway, the Y, senior center, and Grand Theater already in the area. An easy-to-navigate, intimate downtown community appeals to seniors wanting to remain in the area and to those moving here to be near children and grandchildren.
- The City of Wausau has much to gain financially from the sustained partnership with WOZ, Inc. to transform the Wausau Center property. As the EUA-designed plan moves forward, Wausau will benefit from enhanced revenue opportunities to replace failing mall revenue. Further, through its partnerships, the City will breathe new life and confidence into a large number of downtown businesses adversely impacted by Covid-19 and mall store closings.
- Due to the pandemic and the expansion of remote working, national trends show employees, employers, and entrepreneurs are seeking high-quality, low-crime communities in which to work and live. The Wausau area is already blessed with many attributes for people of all ages, including great schools, an excellent medical system, extensive parks and recreation facilities, a nationally-renowned art museum, quality entertainment and cultural programming, and affordable housing. We need to take advantage of these amenities and add to them.

By working together to build Wausau as America's Best Small City and a place that attracts and retains talented people and companies, we are optimistic that Wausau will begin to grow in population and business base, thereby generating new and additional revenues to support the public good we all enjoy today and into the future. The WOZ plan will shine brightly as an example of progress in an age when companies and talented people seek communities that are committed to the place they call 'home.'

Sincerely,

A handwritten signature in black ink that reads "Michael Loy".

Michael Loy  
Chair of the Board of Directors

A handwritten signature in black ink that reads "David Eckmann".

David Eckmann, Ed. D.  
President/CEO

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: WoodTrust Bank  
By: Clare, Pres.

Organization: Woodson YMCA Foundation  
By: Clare, Pres.

Organization: \_\_\_\_\_  
By: \_\_\_\_\_





**LETTER ENDORSEMENTS**

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial

Organization: UMR *Scott Hogan*  
By: Scott Hogan, President & CEO  
October 9, 2020

Organization: \_\_\_\_\_  
By: \_\_\_\_\_

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Schuetz IDC

By: 

Organization: \_\_\_\_\_

By: \_\_\_\_\_

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: O'Malley Cadillac Honda

By:

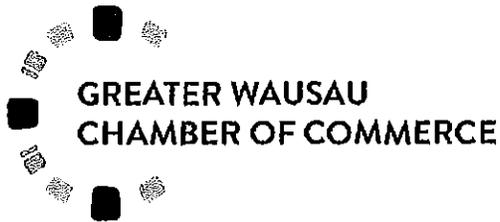


Organization: \_\_\_\_\_

By:

Text Organization: \_\_\_\_\_

By:



LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: <u>Boys &amp; Girls Club</u>	Organization: _____
By: <u>OF the Wausau Area</u>	By: _____
Organization: <u>Matt Jameson</u>	Organization: _____
By: <u>MATT Jameson,</u>	By: _____
Organization: <u>CEO</u>	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
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Organization: _____	Organization: _____
By: _____	By: _____

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Ruder Ware, L.L.S.C.  
By: Matthew D. Rouse

Organization: Ruder Ware, L.L.S.C.  
By: Stewart L. Effen

Organization: \_\_\_\_\_  
By: \_\_\_\_\_



**LETTER ENDORSEMENTS**

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Ruder Ware, L.L.S.C.

By: *Shanna N. Yonke*  
Shanna N. Yonke, Attorney

Organization: \_\_\_\_\_

By: \_\_\_\_\_

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: BEI  
By: Jerry Neuenhuis + Jandel  
Organization: \_\_\_\_\_  
By: \_\_\_\_\_

Organization: NPS  
By: Tom Neuenhuis  
Organization: \_\_\_\_\_  
By: \_\_\_\_\_



**GREATER WAUSAU  
CHAMBER OF COMMERCE**

**LETTER ENDORSEMENTS**

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: <u>Wausau Coated Products, Inc.</u>	Organization: _____
By: <u>[Signature]</u>	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: <u>Wausau Coated Products</u>	Organization: _____
By: <u>[Signature]</u>	By: _____
Organization: <u>Wausau Coated Products</u>	Organization: _____
By: <u>[Signature]</u>	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
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By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: _____	Organization: _____
By: _____	By: _____



**LETTER ENDORSEMENTS**

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Linetele  
By: Jon Close - President

Organization: Linetele  
By: Jammy Schredler - Marketing Mgr

Organization: \_\_\_\_\_  
By: \_\_\_\_\_



**GREATER WAUSAU  
CHAMBER OF COMMERCE**

**LETTER ENDORSEMENTS**

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: CEONCW

By: \_\_\_\_\_

Organization: \_\_\_\_\_

By: \_\_\_\_\_

Organization: Ji Parker

By: \_\_\_\_\_

Organization: Sue O'Don

By: \_\_\_\_\_

Organization: Jenna Weir

By: \_\_\_\_\_

Organization: Pam Edmann

By: \_\_\_\_\_

Organization: Karla Sadler

By: \_\_\_\_\_

Organization: \_\_\_\_\_

By: \_\_\_\_\_

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: Miron Construction Co., Inc.

By: Craig Uhlenbrauch  
Senior V.P. of Wausau Operations

Organization: Miron Construction

By: Heath Stites

Organization: Miron Construction

By: Tyler Hill

Organization: Miron Construction

By: Janya Brunsto

Organization: Miron Construction

By: Jenny Weener

Organization: Miron Construction

By: Stephanie Kodencal

Organization: Miron Construction

By: Jal Kacha

Organization: Miron Construction

By: Mark A. Burt

Organization: Miron Construction, Inc.

By: Judy D. Santag

Organization: \_\_\_\_\_

By: \_\_\_\_\_

Organization: \_\_\_\_\_

By: \_\_\_\_\_

Organization: MIRON CONSTRUCTION

By: Paul Lawrence

Organization: Miron Construction

By: [Signature]

Organization: \_\_\_\_\_

By: \_\_\_\_\_



Mayor Katie Rosenberg  
Wausau City Council  
c/o Becky McElhanev  
Council President  
407 Grant Street  
Wausau, WI 54403

Dear Mayor Rosenberg,

This past year CWIMMA (The Central Wisconsin Metal Manufacturer's Alliance) was invited to be involved in the stakeholder discussions, in conjunction with the Greater Wausau Chamber of Commerce, Area Foundations, and the Wausau Opportunity Zone (WOZ), for our support and input in regards to the economic redevelopment plan of the Wausau Community.

On behalf of the 68 manufacturers, who are members of CWIMMA, as well as our twenty plus associate partners, we want to announce our support of the Wausau Center Mall Redevelopment. Part of this plan announces a plan for the Clark Island Industry 4.0 center. Industry 4.0 is recognized as the 4<sup>th</sup> industrial revolution for the economy, it is expected to last for 60 years. With 25% of our workforce slated to retire in the next 2-3 years and another 25% slated to retire in the next 8-10, we feel it is vital to the vitality, infrastructure, and success of our industry to be allocated that resource, to ensure the long-term vitality and growth of our industry and to maintain and grow its economic impact on our region's economy.

In addition to the Industry 4.0 facility, the mall development plan is critical to improving our community tax structure and to talent attraction and retention. The revitalized green space, riverfront, proposed condominiums, apartments, and retail space investment will play a major role in a flood of traffic and attraction to area, assisting in the further growth of our communities, and aiding in the talent attraction our region desperately needs.

On behalf of the 68 manufacturing members of CWIMMA, we offer our endorsement of the proposed Wausau Mall Redevelopment Plan, and strongly urge your needed and valued approval.

Sincerely,

A handwritten signature in black ink, appearing to read "Derek Heikkinen".

Derek Heikkinen  
Executive Director  
CWIMMA

# HOM FURNITURE

HOM Furniture, Inc.  
10301 Woodcrest Drive NW  
Coon Rapids, MN 55433  
763.767.3600  
homfurniture.com

October 9<sup>th</sup>, 2020

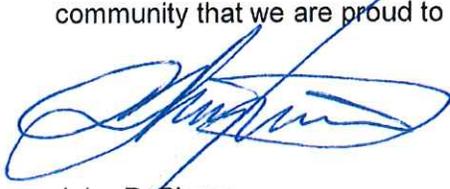
To Who it May Concern,

The fact that the Wausau Center Mall has operated many years longer than most downtown malls is a testament to the strength of Wausau's downtown central business district. Most malls today in similar markets that were developed in retail growth corridors are failing and having to be repositioned while the retail corridor they are in continues to grow.

As a Retailer, we operate in cities just like Wausau and have had great successes being a part of those redevelopments where a downtown mall is no longer viable. The redevelopment plans of Wausau Center Mall presented by the Wausau Opportunity Zone are much superior to what's in place today and we're excited to see what the future holds in Wausau. Most cities continue to piecemeal a redevelopment like this together all the while attempting to maintain a struggling mall until the mall becomes no longer viable and you're left with a redeveloped district that doesn't seem very thought out in the end.

Our investment in Wausau proves that private investment is willing to come into the downtown district, but it will take good planning and great cooperation to reposition the complete mall space into the potential that you have seen proposed by the Wausau Opportunity Zones new mixed-use development.

It would be a shame to let the needed changes of yesterday's world pass by such a vibrant community that we are proud to be part of.



John P. Pierce

Real Estate Director

HOM Furniture  
10301 Woodcrest Dr NW  
Coon Rapids MN 55433

Gabberts

  
WORLD RUGS

SEASONAL  
CONCEPTS

sleep  express



**Corporate Headquarters**  
900 Alderson Street | PO Box 110  
Schofield, WI 54476

Call: 715-393-4100  
Fax: 715-355-8444  
[www.merrillsteel.com](http://www.merrillsteel.com)

October 2, 2020

Dear Wausau City Council,

On behalf of the Owners and President of Merrill Steel in Schofield, I am writing this letter to show support for the Wausau Opportunity Zone (WOZ) proposal for the redevelopment of the Wausau Center Mall. Merrill Steel is located near the Wausau River District and we believe the redevelopment and vitality of this area is critical to our area's future success. We appreciate the efforts that are being done and wish them continued success.

Warm Regards,

Matt Ohrt  
VP of HR and Medical Services



## **Renaë Krings**

---

**From:** DeLoye, Dennis <Dennis.DeLoye@associatedbank.com>  
**Sent:** Friday, October 9, 2020 3:20 PM  
**To:** blake@wausauriverdistrict.org; Renaë Krings  
**Subject:** Redevelop the Mall!!!

Dear Rene and Blake:

I'm writing in support of the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. I serve as President of Associated Bank in Central and Northern WI. As you know, we have many colleagues in the market and have one branch location in the Wausau River District. I firmly believe redevelopment of the mall property is critical to our downtown and community's future success. I support the continued public-private partnership to fund demolition, site restoration, and related infrastructure. Please let me know if I can help in any way.

Many thanks,  
Dennis



**Dennis DeLoye, President**

Central and Northern Wisconsin/Community Markets  
Office: 715-848-4740 | Mobile: 715-571-7475  
2010 Stewart Ave | Wausau, WI 54401  
dennis.deloye@associatedbank.com

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1110 Greenheck Drive  
POB 410  
Schofield, WI 54476  
MS IC-1

The Robert C. Greenheck Innovation Center  
Advanced Materials & Strategic Technology

From the desk of  
Tom Frank

Wausau City Council  
407 Grant Street  
Wausau WI, 54403

Attention Leslie Kremer  
Wausau City Clerk  
[leslie.kremer@ci.wausau.wi.us](mailto:leslie.kremer@ci.wausau.wi.us)

**RE: Downtown Revitalization and Wausau Center Mall**

Dear Council Members,

I have been a resident of the city of Wausau since 2014 shortly after I arrived in town to work at Greenheck. The downtown revitalization and Wausau Center Mall project is an important community project that I wholeheartedly support as a resident of Wausau, but also as an employee at Greenheck where I serve as a Sr. Director in the Robert C. Greenheck Innovation Center.

It is important that you understand my perspective that leads to the strong support of this project.

First, I came to Wausau from Appleton, which I would describe as a progressive city with plenty of things to do for the entire family. My family is from the Fox Valley, which was my birth place and home. What differentiates Wausau from Appleton and the Fox Valley is simply this; Appleton is a great city, but *Wausau is a great community!*

Secondly, for Wausau and our community to grow and prosper we must attract new talent. And while I might describe my status as senior talent, I want to emphasize young professionals. To be more specific, we need to attract young single professionals' as much as young married professionals. We need to create an environment where they can meet, socialize, and grow deep roots in our community. To start a family, and call Wausau home. The downtown revitalization and Wausau Center Mall project is exactly what we need.

To do nothing is a decision to stay the course. You have a chance to make a very positive step forward for Wausau, the entire community, and all of the businesses in the region. Keep the "community" in Wausau, attract additional people to the area, and lead the entire region into a prosperous future.

**Please support this project.**

Tom Frank  
120 Fountain Hills Blvd  
Wausau, WI  
54403



## **Downtown Revitalization & Wausau Center Mall Redevelopment**

Greater Wausau Prosperity Partnership & Greater Wausau Chamber of Commerce  
Sign-On Letters of Support

### **Greater Wausau Prosperity Partnership - Endorsements:**

1. Jim McIntyre, CEO, Greenheck
2. Dave Eckmann, President/CEO, Greater Wausau Chamber of Commerce
3. Jeny Nieuwenhuis Hardel, President/Owner, REI Engineering Inc
4. Scott Cattnach, President/CEO, Peoples State Bank
5. Rich Poirier, President, Church Mutual Insurance Company, S.I.
6. Matt Heywood, President/CEO, Aspirus
7. Matthew Rowe, Attorney-at-Law, Ruder Ware LLSC
8. John Skoug, Chairman & CEO, Marathon Cheese Corp
9. Mary Jo Johnson, CEO, EO Johnson Business Technologies / Locknet Managed IT Support
10. Will Hsu, President, Hsu's Ginseng Enterprises Inc
11. Chris Ghidorzi, Director of Property Development, Ghidorzi Companies
12. Paul Lapree, Vice President - Business Development, Miron Construction Co Inc
13. Lori Weyers, President/CEO, Northcentral Technical College
14. Bernie Patterson, Chancellor, University of Wisconsin – Stevens Point
15. Robert Meyer, Chancellor Emeritus, University of Wisconsin - Stout
16. Pete Valiska, Board Chairperson, Wausau Events Inc, Ansay & Associates LLC
17. Janice Watson, Boy Scouts of America - Samoset Council
18. Jeff Sargent, Executive Director/CEO, United Way of Marathon County Inc
19. Kevin Porter, Assistant Vice President Loan Officer, Intercity State Bank

### **Greater Wausau Chamber of Commerce - Board of Directors - Endorsements:**

1. Michael Loy, CEO, North Central Health Care
2. Jennifer Hockin, Chief Operating Officer, Security Health Plan
3. Paul David, Assistant General Counsel, Aspirus
4. Dawn Bernatz, Director of Corporate Communications, Church Mutual Insurance Company, S.I.
5. Jeannie Worden, Vice President of Student Services, Northcentral Technical College
6. Tom Frank, Senior Director - Advanced Materials & Strategic Technology, Greenheck
7. Keith Hilts, Superintendent of Schools, Wausau School District
8. Jack Hoogendyk, Executive Director, Hope Life Center
9. Allan Lancaster, Vice President/General Manager, WSAW/WZAW
10. Nicole Williams, Director of Sales, QPS Employment Group
11. Sean Wright, Executive Director, Performing Arts Foundation Inc, The Grand Theater
12. Ted Fox, Chief Executive Officer, Ameriprise Financial / Cornerstone Advisors
13. Keri Anne Connaughty, Director of Human Resources, The Samuels Group Inc
14. Cory Tomczyk, President, IROW Shredding Recycling & Consulting
15. Bill Gleason, Retired
16. JoAnn Draeger, VP of Business Banking, IncredibleBank



## **Downtown Revitalization & Wausau Center Mall Redevelopment**

Greater Wausau Prosperity Partnership & Greater Wausau Chamber of Commerce  
Sign-On Letters of Support

### **Business / Community - Endorsements:**

1. Chad Kane, President/COO, WoodTrust Bank
2. Mark Matthiae, President, Crystal Finishing Systems Inc
3. Scott Hogan, President & CEO, UMR
4. John Peterson, President/Owner, Schuette Inc
5. John O'Malley, President, O'Malley Cadillac Honda
6. Matt Jameson, CEO, Boys & Girls Club of the Wausau Area
7. Stewart Etten, President, Ruder Ware LLSC
8. Shanna Yonke, Attorney-at-Law, Ruder Ware LLSC
9. Jay Nieuwenhuis, President/Owner, Northwest Petroleum Service Inc
10. Ben Reif, President, Wausau Coated Products Inc
11. Bill Schein, CFO, Wausau Coated Products Inc
12. Gretchen Kray, National Account Manager, Wausau Coated Products Inc
13. Jon Close, President, Lintec
14. Tammy Schroeder, Marketing Manager, Linetec
15. Tim Parker, President/CEO, Community Foundation of North Central Wisconsin Inc
16. Sue Nelson, Program Officer, Community Foundation of North Central Wisconsin Inc
17. Jenna Weix, Director of Marketing, Community Foundation of North Central Wisconsin Inc
18. Pam Eckmann, Accountant, Community Foundation of North Central Wisconsin Inc
19. Karla Lodholz, Director of Donor Services, Community Foundation of North Central WI Inc
20. Craig Uhlenbrauck, Senior Vice President, Wausau Operations, Miron Construction Co Inc
21. Jennifer Wegner, Project Administrator, Miron Construction Co Inc
22. Joelle Kocha, Project Administrator, Miron Construction Co Inc
23. Toby Sontag, Miron Construction Co Inc
24. Stephanie Rodencal, Project Administrator, Miron Construction Co Inc
25. Tonya Brewster, Miron Construction Co Inc
26. Tyle Trembl, Miron Construction Co Inc
27. Heather Stoffel, Miron Construction Co Inc
28. Mark Burt, Miron Construction Co Inc
29. , Miron Construction Co Inc

### **Individual Letters of Support:**

1. Derek Heikkinen, Executive Director, CWIMMA, on behalf of 68 manufacturing members
2. John Pierce, Real Estate Director, HOM Furniture
3. Matt Ohrt, HR Director, Merrill Steel
4. Dennis DeLoye, President, Associated Bank
5. Tom Frank, Senior Director - Advanced Materials & Strategic Technology, Greenheck

## Leslie Kremer

---

**From:** Lisa Rasmussen  
**Sent:** Friday, October 9, 2020 4:10 PM  
**To:** Leslie Kremer  
**Subject:** Fw: Downtown Revitalization & Wausau Center Mall Letter of Support

Please record this email for Tuesday's hearing as public comment.

Thanks.

Lisa

---

**From:** Chad D. Kane <chad.kane@woodtrust.com>  
**Sent:** Thursday, October 8, 2020 2:52 PM  
**To:** leslie.kremer@ci.wausau.wi.org; Katie Rosenberg; Lisa Rasmussen  
**Cc:** Bryan Bailey (bbailey@woodsonymca.com); Jim McIntyre (Jim.McIntyre@greenheck.com); David Eckmann (deckmann@wausauchamber.com); Jeff Stubbe (jstubbe@dandldavisfoundation.com); garyfreels@alexanderprop.org; chuckg@ghidorzi.com; Chris Ghidorzi (chris@ghidorzi.com)  
**Subject:** [EXTERNAL] Downtown Revitalization & Wausau Center Mall Letter of Support

**To:** Mayor Rosenberg and the Wausau City Council, c/o Lisa Rasmussen  
**RE:** Wausau Opportunity Zone, Inc. (WOZ) and Downtown Wausau Revitalization

With apologies, my schedule will not allow me to attend the upcoming October 13 City of Wausau Finance Committee meeting in person – I will be out of town. Accordingly, I respectfully request that this email be submitted into the record of the meeting.

My name is Chad Kane and I am the president of WoodTrust Bank which has Wausau offices in the Dudley Tower and on the corner of Bridge Street and 3<sup>rd</sup> Street. I also serve as the president of the Woodson YMCA Foundation which, as you are aware, recently completed a successful 4-year, \$25 million expansion and renovation project in downtown Wausau that was privately-funded by various individuals and organizations that care deeply for the Wausau community. The city of Wausau was a large part of this project success, providing infrastructure, engineering, advisory and other support that has paved the way for a best-of-class health and wellness campus, which will soon welcome a new Aspirus Clinic to the area.

I am an enthusiastic supporter of the fine planning and execution of multiple “move the needle” projects that have taken place in downtown Wausau the past number of years and applaud the collaborative approach often taken between government, business, individuals and the non-profit community. We have before us yet another opportunity which may have the potential to be the most impressive to-date.

I urge you to work proactively with the WOZ, the Dwight and Linda Davis Foundation, the Judd S. Alexander Foundation, the GWPP, the Wausau Chamber – as well as many other interested parties – to execute on the proposed redevelopment of the Wausau Center. Dying malls are a national problem that will not reverse, but that reality provides great opportunity for communities willing to think big about the next 40 years in a transformational way. How fortunate we are to have such dedicated non-profit and volunteer leaders in Wausau who are willing to donate their time, energy, expertise and money to initiatives that serve the greater good.

Please do everything in your power to embrace this opportunity.

Sincerely,

Chad Kane

**CHAD D. KANE**

**PRESIDENT**

500 FIRST STREET, SUITE 1000

PO BOX 1725

WAUSAU, WI 54402-1725

715-301-1607 (PHONE) 715-845-8959 (FAX)

[chad.kane@woodtrust.com](mailto:chad.kane@woodtrust.com)

<http://www.woodtrust.com>

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## Leslie Kremer

---

**From:** Bryan Bailey <bbailey@woodsonymca.com>  
**Sent:** Monday, October 12, 2020 11:33 AM  
**To:** Leslie Kremer  
**Cc:** Katie Rosenberg  
**Subject:** [EXTERNAL] Letter of Support  
**Attachments:** WOZ letter of support.pdf

Hi Leslie,

I will not be able to be at tomorrow's Finance Committee meeting but request that the attached support letter be submitted into the records.

Thank you,

Bryan

Bryan Bailey  
CEO/Executive Director  
Woodson YMCA  
707 3<sup>rd</sup> St  
Wausau, WI 54403  
715-841-1807  
[www.woodsonymca.com](http://www.woodsonymca.com)

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October 12, 2020

**To: Mayor Rosenberg and the Wausau City Council**  
**Re: Wausau Opportunity Zone, Inc. and Downtown Wausau Revitalization**

Dear Mayor Rosenberg and Wausau City Council Members:

My name is Bryan Bailey and I am the CEO of the Woodson YMCA located on 707 3<sup>rd</sup> St., Wausau WI 54403.

I am writing to you today to support the Wausau Opportunity Zone (WOZ) proposal to redevelop the Wausau Center Mall. The Woodson YMCA is located near the Wausau River District and my board of directors and myself believe that the redevelopment of the mall property is critical to our downtown and community's future success.

This project along with the many other outstanding downtown projects in recent years (YMCA \$25 million expansion, Athletic Park upgrades, Riverlife developments, the soon to start Aspirus Clinic, and Dudley Tower just to name a few) are and will continue to make Wausau an outstanding place to live. From seniors to millennials, downtown Wausau can attract and maintain individuals in our community and truly be the best small city in America.

Please support the continued public-private partnership to fund demolition, site restoration, and related infrastructure.

Sincerely,

Bryan Bailey  
CEO – Woodson YMCA

## Leslie Kremer

---

**From:** Kevin J. Porter <KevinP@intercitystatebank.com>  
**Sent:** Tuesday, October 13, 2020 10:32 AM  
**To:** Leslie Kremer  
**Subject:** [EXTERNAL] RE: 10-13-2020 finance committee  
**Attachments:** Letter to Wausau City Council re Wausau Center Mall (W2571260xA1F97).pdf

Hello Ms. Kremer,

Attached is a Letter of Support for the WOZ discussion that we would like to share with the Finance Committee today. This letter includes the names of 84 young professionals that have voiced their support for the redevelopment project, along with the 5 drafting members of the letter.

- We've established a young professional's cohort, in conjunction with the Greater Wausau Prosperity Partnership (GWPP), to help represent the young professionals in the Wausau area and help drive economic development and growth of the community.

Please confirm receipt and advise if any additional steps are needed to provide this letter of support to the Finance Committee today. Can you also please confirm that the meeting is still being held today at 5pm at City Hall? Please and thank you!

Best regards,  
Kevin

---

**From:** Leslie Kremer <Leslie.Kremer@ci.wausau.wi.us>  
**Sent:** Thursday, October 8, 2020 1:42 PM  
**To:** Kevin J. Porter <KevinP@intercitystatebank.com>  
**Subject:** RE: 10-13-2020 finance committee

Thank you!

Leslie M. Kremer  
City Clerk  
407 Grant Street  
Wausau WI 54403  
715-261-6622, fax 715-261-6626  
2013 Estimated Population 39,180

*2020 is a Presidential Election year, which means you may receive voter registration and absentee ballot request forms via USPS. **These mailings are not from our office**, even though they may appear to be. To ensure you are properly registered or to apply for an absentee ballot, please visit [myvote.wi.gov](http://myvote.wi.gov) or contact the Clerk's office at 715-261-6620 or email [clerk@ci.wausau.wi.us](mailto:clerk@ci.wausau.wi.us)*

October 13, 2020

VIA E-MAIL

[leslie.kremer@ci.wausau.wi.us](mailto:leslie.kremer@ci.wausau.wi.us)

Wausau City Council  
Attn: Leslie Kremer, City Clerk  
407 Grant Street  
Wausau WI 54403

Re: Wausau Center Mall

Dear Council Members:

In 1983, Wausau stakeholders partnered to create something significant. They came together to develop an establishment—the Wausau Center Mall—that, during its prime, was one of the busiest malls in the country. It anchored a thriving downtown for over three decades. However, the mall has now run its course, leaving the greater Wausau area at a pivotal moment.

Wausau Opportunity Zone, Inc. (“WOZ”) has presented a bold new vision for our downtown. Representing a partnership between the City of Wausau, local philanthropic organizations, and private business, it has brought the mall property back under local control and has set the table for the next step in Wausau’s history.

As young stakeholders who live, work, and are raising families in the greater Wausau area (many of whom moved here after spending time in larger cities), we are invested in the future of our community. We support WOZ’s redevelopment proposal. It represents months of thoughtful and thorough planning in partnership with the public and private sectors of the greater Wausau area. The public money requested is a long-term investment that would lay the groundwork necessary for further development. It could catapult our downtown’s growth, giving the City of Wausau a strong return on its investment.

We have chosen to become part of the greater Wausau area because of the vibrant community that it is, and, maybe more importantly, its outstanding potential. We believe WOZ's redevelopment plan is a strong step in unlocking that potential. We ask that you vote in favor of WOZ's redevelopment plan.

Very truly yours,



Tyler Furger



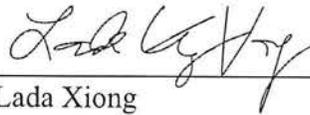
Andrew Koehl



Kevin Porter



Ben Streckert



Lada Xiong

Joined by:

Frank Barnett	Cole Gustke	Nate Bartz	Jon Wendorf
Lora Bladow	Tou bee Yang	Dana DeMeio	Mason Stangl
Matt Foss	Nathan Yonke	Victor Douangboupha	Nicole Stangl
Ed Merchant	Jordyn Wadle-Leff	Phillip Larkin	Austin Solomon
Miranda Merchant	Jenna Stainbrook	Derek Hawley	Jessie Schira
Shanna Yonke	Pang Xiong	Ashley Hawley	James Schira
Owen Jones	Mat Parkin	Adam Keuler	Jacqueline Schira
Sue Xiong	Justin Plunkett	Taylor Keuler	Noel Furger
Jared Boyle	Adam Mueller	See Xiong	Rick Furger
Erik Thompson	Steve Carrico	Ben Laska	Keaton Schultz
Noah Phillips	Jesse Maas	Alex Forer	Derek Hoff
Brett Milbradt	Phenix Engum	Christine Forer	Travis Hoffman
Jacob Mizgalski	Daphne Barrales	Charlie Sann	Andrew Brown
Gaoly Xiong	Corey Barnes	Meganne Sann	Andrew Dunst
James Ison	Zach Hassberg	Andrew Welles	Paul Pagel
Josh Yonke	Jordan Monette	Elizabeth Welles	Megan Holtz
Harsh Patel	Tuan Uong	PaHnia Thao	Matt Brewer
Korey Konietzki	Chad Otte	Adam Karcz	Tiffany Koss
Mindy Hoppe	Kelly Price	Bryan Magnuson	Samuel Zimmerman
Michael Heinrich	Samantha Diedrich	Mike Bump	Mike Korpela
Josh Gorski	Beth Kohnert	Andrew Raymonds	Andrew Shallow

**Mary Goede**

---

**From:** Erin H <erinebh@gmail.com>  
**Sent:** Tuesday, October 13, 2020 12:25 PM  
**To:** Mary Goede; Debra Ryan; Katie Rosenberg; Tom Kilian; Leslie Kremer  
**Subject:** [EXTERNAL] Finance Committee Public Comment

For Wausau Center Mall Public Hearing

We are unable to attend this meeting.

\*\*\*\*\*

Dear Wausau:

Mall shopping is still happening. There are many benefits to shopping in a mall, and our Wausau Center Mall in particular.

1. Our mall is located in the center of town, right by the main bus terminal – a whole variety of stores accessible by everyone.
2. With parking ramps and numerous stores all under one roof, there is no need to worry about driving all around town, from store to store, finding parking, and battling the weather. It could be raining, snowing, or 100° outside, but you can go from store to store without an umbrella, winter coat, or melting under the heat.
3. The center of our mall provides an indoor space for events. In the past, it has held everything from Santa and the Easter Bunny to fashion shows and elementary student art shows.
4. The Wausau Center Mall is a special feature to downtown, and the entire downtown is considered the 4th anchor of our mall.

Our research of why stores closed in our mall notes that if the anchor spaces are recreated or reimagined, then the rest of the mall synergy will return. We have various options of how to fill the anchor spaces without the need to tear down the whole mall. Instead, the existing infrastructure that already exists in the mall would be used, with only basic remodeling, and minimal disruption to the downtown area. By using the existing infrastructure our return on investment is 1 year.

We believe our mall vision (mall, Sears, & JCP spaces) re-imagined in the existing buildings would be assessed at: \$36,700,000.

**Re-Imagined Mall**

1. There could be housing above the Sears and JCP spaces;
2. A food court & food hall could exist in the food court wing;
3. There are plenty of national and some local retailers that love to be here;
4. The JCP space could become 2 off-price retailers and 2 full service restaurants;
5. The Sears space could become a 7-screen first-run and 3-screen second-run movie theater, an entertainment company, and 4 stores or 1 medical office -- all with direct Sears Ramp access after Mall hours.

Nobody has ever said that there was a parking problem at the Mall. However, even though the Jefferson St. Ramp exists behind Malarky's, many still complained about a parking problem in front of Malarky's and The Mint. There may be a parking problem with WOZ's proposal.

Of course there are many details that need to be worked out with the Re-Imagined Mall, but if we want to keep our Mall, then it is worth pursuing! We would love a chance to work with you to create a new design for the Wausau Center Mall.

We look forward to a Re-Imagined Mall,

Erin & Fred Heider  
1306 Spruce St, Wausau WI 54401



---

**From:** Mark Craig [mailto:Mark@CompassProperties.com]  
**Sent:** Tuesday, October 13, 2020 3:01 PM  
**To:** Lisa Rasmussen <Lisa.Rasmussen@ci.wausau.wi.us>; Leslie Kremer <Leslie.Kremer@ci.wausau.wi.us>  
**Subject:** [EXTERNAL] FW: Signatures of Support from Businesses in the 300 Block

Lisa & Leslie,

Please see the attached signatures of support from all of the businesses that were open today in the 300 Block of 3<sup>rd</sup> Street, supporting our efforts for the Mall redevelopment:

Merle Norman  
Ugly Mug  
Jalapeno's  
Tundra Land  
Polito's  
Cheryl's Framing  
HT Cobblery  
Lamplighter  
Isaac's Fine Apparel

Tuan from Lemongrass wasn't open today, but supports this.  
Adam from Ciao wasn't in today, but supports this.

Ken from Campbell & Haines supports the concept but wasn't willing to sign today because his partner, Patrick, wasn't there today.

Mark

Mark Craig  
General Manager  
Compass Properties  
300 N 3<sup>rd</sup> Street, Ste 214  
Wausau, WI 54403  
(office)715-849-8480  
(cell)715-340-3077



[www.CitySquareWausau.CompassProperties.com](http://www.CitySquareWausau.CompassProperties.com)  
[www.ThirdStreetLife.CompassProperties.com](http://www.ThirdStreetLife.CompassProperties.com)  
[www.PalladianWausau.com](http://www.PalladianWausau.com)  
[www.CompassProperties.com](http://www.CompassProperties.com)  
[www.JeffersonStreetInn.com](http://www.JeffersonStreetInn.com)



GREATER WAUSAU  
CHAMBER OF COMMERCE

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: <u>Meredith Norman Cosmetics</u>	Organization: _____
By: <u>Deb Kempf</u>	By: _____
Organization: <u>Meredith Norman Cosmetics</u>	Organization: _____
By: <u>Deb Kempf</u>	By: _____
Organization: <u>The Ugly Mug</u>	Organization: _____
By: <u>Stalowski</u>	By: _____
Organization: _____	Organization: _____
By: _____	By: _____
Organization: <u>Jalapeno's</u>	Organization: _____
By: _____	By: _____
Organization: <u>Mundruenell</u>	Organization: _____
By: <u>Ken Campbell deliv B.</u>	By: _____
Organization: <u>Politos</u>	Organization: _____
By: <u>Jus Li</u>	By: _____
Organization: <u>Cheryl Framing</u>	Organization: _____
By: <u>CA Sauer</u>	By: _____
Organization: <u>HT Cobbley</u>	Organization: _____
By: <u>Tom R Koss</u>	By: _____
Organization: <u>The Lamplighter</u>	Organization: _____
By: <u>Craig Peters</u>	By: _____
Organization: <u>Isaac's Fine Apparel</u>	Organization: _____
By: <u>Jammy Dahms</u>	By: _____



October 12, 2020

Mayor Rosenberg and  
City Council Members  
407 Grant Street  
Wausau, WI 54403

Re: Wausau Center Mall Redevelopment

Dear Mayor Rosenberg and City Council Members,

I am writing to express my support of the Wausau Opportunity Zone (WOZ) Wausau Center mall redevelopment plan. In addition, I request the City of Wausau to continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundation in supporting WOZ.

Your support on this important initiative to bring the mall property into the 21<sup>st</sup> Century economy and lifestyle would be appreciated.

Regards,

A handwritten signature in black ink, appearing to read "Todd Nagel", written over a large, stylized, scribbled-out signature.

Todd Nagel  
President and CEO

## Mary Goede

---

**From:** Leslie Kremer  
**Sent:** Tuesday, October 13, 2020 5:24 PM  
**To:** Mary Goede; Becky McElhaney; Dawn Herbst; Debra Ryan; James Wadinski; Lisa Rasmussen; Lou Larson; Michael Martens; Patrick Peckham; Sarah Watson; Tom Kilian; Tom Neal  
**Cc:** Katie Rosenberg  
**Subject:** FW: [EXTERNAL] Re: WOZ Mall proposal

Please see below for another public comment received.

Thanks!

**Leslie M. Kremer**

City Clerk  
407 Grant Street  
Wausau WI 54403  
715-261-6622, fax 715-261-6626  
2013 Estimated Population 39,180

*2020 is a Presidential Election year, which means you may receive voter registration and absentee ballot request forms via USPS. **These mailings are not from our office**, even though they may appear to be. To ensure you are properly registered or to apply for an absentee ballot, please visit [myvote.wi.gov](http://myvote.wi.gov) or contact the Clerk's office at 715-261-6620 or email [clerk@ci.wausau.wi.us](mailto:clerk@ci.wausau.wi.us)*



**From:** Lon Groth [mailto:lgrothdesigns@gmail.com]  
**Sent:** Tuesday, October 13, 2020 4:21 PM  
**To:** Leslie Kremer <Leslie.Kremer@ci.wausau.wi.us>  
**Subject:** [EXTERNAL] Re: WOZ Mall proposal

No... The city should not be funding the WOZ vision.

First, there seems to be no other funding on the table from them, or anyone. There are no assurances that any of this will ever show a return, or be competitive in the market, Ghidorzi said it himself at the meeting at Riverside

Park. Zero assurances equates to pure liability at our expense, not theirs. It's not a comprehensive plan, it's nothing more than a vision with pretty pictures, and no substance.

Secondly, the plans of retail, office, and apartments have little value to Wausau. Retail is dead, the mall is already retail space that can't be filled, so why would we invest in that? Office space is available everywhere, and businesses are learning to work remotely due to the pandemic. Many will take advantage of this cost savings after the health crisis is over, meaning there will be even less demand. More apartments? There are probably 30 apartments available for every home ownership opportunity in the city. Do we not want long term commitments to our city? Do we want Wausau's future held hostage forever in the rental market, and fail at attracting new residents, or keeping current ones wanting to own homes? Everything has a balance point, when you go too far in one direction, you lose all opportunities to grow in others. Once properties enter the rental market, it's hard to get them back.

Thirdly, our city had a poverty rate approaching 20% prior to the pandemic, and I'm sure when the dust settles, with many smaller businesses tightening up, or closing, it will get worse. What purpose does it serve to spend millions more for amenities that we already have an abundance of, driving the cost of housing even higher, while purchasing power decreases? Shouldn't our city leaders be striving to make this an affordable community to live in? With the trend Wausau is setting in the housing market, it's almost like saying we have an income requirement to live here.

And finally, what about the city services that our taxes are supposed to go towards? With winter upon us once again, there will be snow removal, and road maintenance expenses, which have fallen far short of being adequate in recent years, and getting worse. Our city is understaffed, the garage facilities are outdated. Services like this, police, fire, etc, is what taxes are designated for, how can real estate deals trump services? It's time the city took a step back and focused on the actual needs of the city for a while. WOZ owns the mall now, it's their responsibility to solicit investors, not just stand with their hand out for city money. I propose denying the funding, at least until a time comes when plans are more defined, and some evidence that end goals are in place showing prospective tenants, other investors, developers, something more substantial than a few renderings showing how pretty it can be.

Lon J Groth  
1038 S 7th ave



---

Office of the City Attorney

TEL: (715) 261-6590  
FAX: (715) 261-6808

---

Anne L. Jacobson  
City Attorney

Tara G. Alfonso  
Assistant City Attorney

Nathan Miller  
Assistant City Attorney

## Memorandum

**From:** Anne Jacobson *aj*  
**To:** Finance Committee  
**Date:** October 7, 2020  
**Re:** Joint Powers Agreement with Marathon County for E911/NG-911 System

---

Purpose: To obtain your approval of a Joint Powers Agreement with Marathon County for the E911/NG-911 system.

Facts: On November 18, 1992, pursuant to state statutes, the City and Marathon County entered into a Joint Powers Agreement for an E9-1-1 system, approved by Council, effective January 15, 1993 for a period of one year automatically renewable annually unless terminated.

Another agreement was executed on September 19, 2013; however this agreement did not receive Council approval.

The County is again requesting an agreement be entered into which would be effective September 1, 2020 and continue for a period of one year until 9/1/2021.

Recommendation: Approval, as this is a request for reaffirmation of an existing relationship and agreement.

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

**RESOLUTION OF THE FINANCE COMMITTEE**

Authorizing Joint Powers Agreement with Marathon County regarding E911/NG-911 system

Committee Action: Pending

Fiscal Impact: None

File Number: 92-1135

Date Introduced: October 13, 2020

**FISCAL IMPACT SUMMARY**

<b>COSTS</b>	<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>
<b>SOURCE</b>	<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> <span style="float: right;"><i>Annual Retirement</i></span>
	<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 and Marathon County have participated in an E911 system for several years; and

**WHEREAS**, Wis. Stats. §256.35(9)(a) through (c) mandates that public agencies participating in an E911/NG-911 system enter into a joint powers agreement; and

**WHEREAS**, your Finance Committee, at their October 13, 2020 meeting recommended approving the Joint Powers Agreement between Marathon County and the City of Wausau pursuant to the terms and provisions of Wis. Stats. §256.35(9)(a) through (c); and

**WHEREAS**, the attached Joint Powers Agreement is in conformity with the requirements of said statute.

**NOW, THEREFORE, BE IT RESOLVED** by the Common Council of the City of Wausau that the proper city officials are hereby authorized and directed to execute the attached Joint Powers Agreement.

Approved:

\_\_\_\_\_  
Katie Rosenberg, Mayor

**JOINT POWERS AGREEMENT  
MARATHON COUNTY E911/NG-911 SYSTEM**

IT IS HEREBY AGREED by and between Marathon County, a municipal body corporate and public agency as defined in Wis. Statutes: 256.35(9)(a) through (c), and City of Wausau, a Wisconsin municipal corporation and a public agency as defined by Wis. Statutes 256.35(9)(a) through (c) that:

1. This Joint Powers Agreement is entered into pursuant to Wis. Statutes: 256.35(9)(a) through (c), and in strict conformity therewith.
2. This agreement shall be effective September 1, 2020 and continue in full force and effect for a period of one year until 9/1/2021, unless either party notifies the other in writing of this intent to cancel or renegotiate said agreement. Said written notice must be given not less than ninety (90) days prior to the expiration date. This agreement is intended to reaffirm the intent of the parties to annually enter into a joint powers agreement, which began in January, 1993 and has been continuous since that time. All previous versions of this agreement are hereby superseded effective September 1, 2020.
3. This agreement shall be applicable on a daily basis.
4. If an emergency service vehicle is dispatched in response to a request through the E911/NG-911 system, such vehicle shall render its services to the person(s) needing the service regardless of whether the vehicle is operating outside the vehicle's normal jurisdictional boundaries.
5. The definitions of Wis. Statutes 256.35(9)(a) through (c) are incorporated by reference as if set forth in full and shall be applicable in the interpretation of this Joint Powers Agreement.
6. A copy of this Joint Powers Agreement shall be filed with the Wisconsin Department of Justice as required by Wis. Statute 256.35(9)(c).

Dated and signed this \_\_\_\_ day of \_\_\_\_\_, 2020

MARATHON COUNTY

BY: \_\_\_\_\_

Lance Leonard  
County Administrator

Dated and signed this \_\_\_\_ day of \_\_\_\_\_, 2020

CITY OF WAUSAU

BY: \_\_\_\_\_

Katie Rosenberg  
Mayor



Planning, Community and Economic Development

**To: City of Wausau Finance Committee**

**From: Sean Fitzgerald, Business Development Specialist**

**RE: Staff memo on Lease for Winter Farmers Market (180 E. Wausau Avenue)**

In August 2020, City of Wausau Mayor Katie Rosenberg asked the Community Development Department staff to assist in identifying a location for the Wausau Winter Farmers Market for the coming 2020-21 season. In September, the staff and prospective buyers Wausau Barrel House and Cannery LLC identified the city-owned property at 180 E. Wausau Avenue.

Principals from Wausau Area Winter Farmers Market LLC toured the facility and agreed to terms of a basic lease while the city is in the process of selling the property to Wausau Barrel House and Cannery. The principal from Wausau Barrel House and Cannery welcomes the farmers market to the property leading up to his group's acquisition of the building, and provided written support for the farmers market to take over the space for the coming season. He's also confirmed he would continue the lease with the farmers market in the event the city conveys the property to Wausau Barrel House and Cannery while the lease is still in force.

Wausau Winter Farmers Market is an important cultural institution in Wausau which extends the outdoor summer farmer's market into an every-week, year-round event for Wausau area residents. It also attracts visitors from other communities, and provides an inexpensive retail outlet for dozens of small business owners across the region.

City of Wausau Community Development staff recommends a lease to Wausau Winter Farmers Market of the 180 E. Wausau Avenue property for \$1 per month from October 26, 2020 through April 31, 2021. Terms of the lease agreement require Wausau Winter Farmers Market to place the utilities within their name and pay associated utility charges, as well as provide all snow removal on the property during the coming winter season. The city is also requiring a \$500 security deposit, as well as liability and fire insurance coverages commiserate with previous leases of city-owned property.

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

<b>RESOLUTION OF THE FINANCE COMMITTEE</b>	
Approving lease agreement with Wausau Area Winter Farmers Market, LLC for property at 180 E. Wausau Avenue	
Committee Action:	Pending
Fiscal Impact:	\$1 per month rent
<b>File Number:</b>	20-1013
<b>Date Introduced:</b>	October 13, 2020

<b>FISCAL IMPACT SUMMARY</b>			
<b>COSTS</b>	<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>
<b>SOURCE</b>	<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> <span style="float: right;"><i>Annual Retirement</i></span>
	<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**, Wausau Area Winter Farmers Market, LLC is looking to relocate the winter farmers market from the Boys and Girls Club; and

**WHEREAS**, city staff identified the property at 180 E. Wausau Avenue (formerly owned by Wausau Chemical) as a potential site; and

**WHEREAS**, the city is in the process of selling the property to Wausau Barrel House and Cannery and the company supports the lease to Wausau Area Winter Farmers Market, LLC and if they are still occupying the building when the property is conveyed to Wausau Barrel House and Cannery, they will honor the lease; and

**WHEREAS**, your Finance Committee, at their October 13, 2020 meeting, discussed and approved entering into a lease agreement with Wausau Area Winter Farmers Market, LLC to allow for a winter farmers market at 180 E. Wausau Avenue.

**NOW, THEREFORE, BE IT RESOLVED** by the Common Council of the City of Wausau that the proper City officials are hereby authorized and directed to execute a lease agreement with Wausau Area Winter Farmers Market, LLC to allow for a winter farmers market at 180 E. Wausau Avenue, from October 26, 2020 through April 30, 2021 in substantial compliance with the lease terms attached hereto.

Approved:

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Katie Rosenberg, Mayor



# Wausau Police Department

515 Grand Ave

Wausau, WI 54403

Ph. 715-261-7800

## STAFF MEMO

October 5, 2020

Re: Acceptance of Victims of Crimes Act (VOCA) Grant Funding

To whom it is concerned,

On September 25, 2019, the Wausau Police Department was awarded a federal grant under the Victims of Crime Act (VOCA) in the amount of \$300,000 per year. The grant supports the Wausau Police Department's Victim Resource Unit (VRU), which was created with grant funding in October, 2016. The grant cycle for the 2019 award is as follows:

- Year 1: 2019-2020 Competitive Grant Announcement and Application
- Year 2: 2020-2021 Continuation Application Grant Year
- Year 3: 2021-2022 Continuation Application Grant Year
- Year 4: 2022-2023 Continuation Application Grant Year for same project with potential decrease in budget, depending on federal funding levels
- Year 5: 2023-2024 Continuation Application Grant Year for same project with potential decrease in budget, depending on federal funding levels

This grant is a 5-year grant. The Wausau Police Department is required to submit a non-competitive grant application in years 2, 3, 4, and 5 in order to receive continued funding. The Office of Crime Victim Services (OCVS) manages the Federal VOCA funds in a way which helps to ensure the continuity and sustainability of subgrants for multiple years. It is the intent of OCVS to award the Wausau Police Department \$300,000 per year for 4 more years, however, awards are contingent upon the availability of federal funds. As noted above, there is a potential for a decrease in funding in years 4 and 5.

On September 10, 2019, the City Council approved a Resolution of the Finance Committee authorizing the Wausau Police Department to accept anticipated VOCA grant funding in the amount of \$300,000 to continue the Victim Resource Unit. It did not, however, address recurring awards in years 2 through 5.

On September 29, 2020, the Wausau Police Department was again awarded \$300,000 after approval of its 2020-2021 continuation grant application. We are seeking from the Finance Committee and City Council the appropriate approvals to receive the \$300,000, in addition to recurring awards in years 3, 4, and 5.

### Request

The Wausau Police Department is seeking authorization to accept a Victims of Crime Act grant of \$300,000 per year for 4 years (an amount not to exceed \$1.2 million) to continue the Victim Resource Unit.

Benjamin Bliven  
Chief

Matthew Barnes  
Deputy Chief

Todd Baeten  
Patrol Captain

Benjamin Graham  
Detective Captain



# Wausau Police Department

515 Grand Ave

Wausau, WI 54403

Ph. 715-261-7800

## Match Requirements (Budget Impact)

A minimum local match requirement of 20% of the total VOCA project cost is required (approximately \$75,000).

The Wausau Police Department currently provides \$28,310 in annual match (cash and in-kind), or 8.62% of the total VOCA project cost.

In prior years, a match waiver has been granted for the remaining percentage (in this case 11.38%), and we anticipate a waiver in subsequent years in the amount of \$46,690.

Cash or in-kind match includes 10% of the Captain's wages and benefits, volunteer time rendered by an advisory committee, and costs associated with providing office space for the unit.

In summary, match is being met by waiver, staff time, volunteer time, and office space.

## More about the Victim Resource Unit

The Victim Resource Unit operates within an established system intentionally designed to provide a comprehensive and seamless continuum of immediate, medium-term, and long-term integrated services and care for victims. Funding supports a Victim Resource Therapist (100% VOCA-funded), a Crime Response Specialist (100% VOCA-funded), and a Victim Resource Officer (50% VOCA-funded). This three-person resource unit provides timely direct services and coordinates community-based services to: (1) respond to the emotional, psychological, and physical needs of crime victims; (2) assist victims to stabilize their lives after victimization; (3) assist victims to understand and participate in the criminal justice system; and (4) restore a measure of safety and security for the victim.

Respectfully submitted,

Captain Ben Graham  
Wausau Police Department  
715-261-7801  
[benjamin.graham@ci.wausau.wi.us](mailto:benjamin.graham@ci.wausau.wi.us)

**RESOLUTION OF THE FINANCE COMMITTEE**

Authorizing the Wausau Police Department to accept a Victims of Crime Act grant of \$300,000 per year for 4 years (an amount not to exceed \$1.2 million) to continue the Victim Resource Unit.

Committee Action: *Pending*

Fiscal Impact: \$1,200,000 over 4 years

**File Number:** 16-1110

**Date Introduced:** October 13, 2020

**FISCAL IMPACT SUMMARY**

<b>COSTS</b>	<i>Budget Neutral</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
	<i>Included in Budget:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Budget Source:</i>
	<i>One-time Costs:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount:</i>
	<i>Recurring Costs:</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<i>Amount:</i>
<b>SOURCE</b>	<i>Fee Financed:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount:</i>
	<i>Grant Financed:</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<i>Amount: \$1,200,000</i>
	<i>Debt Financed:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount Annual Retirement</i>
	<i>TID Financed:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount:</i>
	<i>TID Source: Increment Revenue <input type="checkbox"/> Debt <input type="checkbox"/> Funds on Hand <input type="checkbox"/> Interfund Loan <input type="checkbox"/></i>		

**RESOLUTION**

**WHEREAS**, the City of Wausau Police Department (“WPD”) is the recipient of a four year federal grant award under the Victims of Crime Act (“VOCA”) in the amount of \$300,000 per year; and

**WHEREAS**, the WPD will use the grant funding to continue the Victim Resource Unit with the focus of identifying victims of crime who would benefit from immediate access to mental health treatment and therapy, providing access to immediate mental health therapy for those victims, facilitating referrals to the appropriate resources in the community, and finding creative solutions to make victims as whole as possible in the most efficient way possible; and

**WHEREAS**, your Finance Committee, at its October 13, 2020 meeting has reviewed and recommended approval of the grant;

**NOW THEREFORE BE IT RESOLVED**, by the Common Council of the City of Wausau, that the WPD is authorized to accept the four year Victims of Crime Act grant of \$300,000 per year for 4 years (an amount not to exceed \$1.2 million)

Approved:

\_\_\_\_\_  
Katie Rosenberg, Mayor

**RESOLUTION OF THE FINANCE COMMITTEE**

Approving the 2020 budget modification for \$15,000 contribution to the Catholic Charities homeless housing project and related payment

Committee Action: Approved

Fiscal Impact: \$15,000

File Number: 19-1109

Date Introduced: October 13, 2020

**FISCAL IMPACT SUMMARY**

<b>COSTS</b>	<i>Budget Neutral</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
	<i>Included in Budget:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Budget Source:</i>
	<i>One-time Costs:</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<i>Amount: \$15,000</i>
	<i>Recurring Costs:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount:</i>
<b>SOURCE</b>	<i>Fee Financed:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount:</i>
	<i>Grant Financed:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount:</i>
	<i>Debt Financed:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount</i> <span style="float: right;"><i>Annual Retirement</i></span>
	<i>TID Financed:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount:</i>
	<i>TID Source: Increment Revenue <input type="checkbox"/> Debt <input type="checkbox"/> Funds on Hand <input type="checkbox"/> Interfund Loan <input type="checkbox"/></i>		

**WHEREAS**, homelessness was listed as the top priority by council during the 2021 budget survey; and

**WHEREAS**, Catholic Charities is planning on developing additional homeless housing opportunities and is seeking financial contributions; and

**WHEREAS**, the location selected is the lower level of the Methodist Church but many alterations including plumbing for shower and washing machine hook up is required; and

**WHEREAS**, building permit related revenue of \$455,351 has exceeded budget by \$168,841 to date; and

**WHEREAS**, the General Fund is expected to have a surplus at yearend; and

**WHEREAS**, your Finance Committee has reviewed and recommends a budget modification to increase the revenue estimate and fund a contribution to the improvements in the amount of \$15,000:

Increase	110-81083210	Building Permits	\$ 15,000
Increase	110-25097200	Grants to Others	\$ 15,000

**NOW, THEREFORE, BE IT RESOLVED**, that the proper city officials modify the budget as presented above and publish the budget modification in the official city newspaper.

**BE IT FURTHER RESOLVED**, that the proper city officials perform the necessary tasks to donate \$15,000 for the warming center.

Approved:

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Katie Rosenberg, Mayor

**RESOLUTION OF THE FINANCE COMMITTEE**

Approving the 2020 budget modification for \$10,000 for emergency government consulting services

Committee Action:     Approved

Fiscal Impact:         \$10,000

**File Number:**         19-1109

**Date Introduced:**     October 27, 2020

**FISCAL IMPACT SUMMARY**

<b>COSTS</b>	<i>Budget Neutral</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
	<i>Included in Budget:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Budget Source:</i>
	<i>One-time Costs:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount:</i>
	<i>Recurring Costs:</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<i>Amount: \$10,000 is also included in the 2021 budget</i>
<b>SOURCE</b>	<i>Fee Financed:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount:</i>
	<i>Grant Financed:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount:</i>
	<i>Debt Financed:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount</i> <i>Annual Retirement</i>
	<i>TID Financed:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Amount:</i>
	<i>TID Source: Increment Revenue <input type="checkbox"/> Debt <input type="checkbox"/> Funds on Hand <input type="checkbox"/> Interfund Loan <input type="checkbox"/></i>		

**WHEREAS**, the COVID 19 pandemic has exposed the need for more emergency planning for Wausau and Marathon County; and

**WHEREAS**, Marathon County proposes the two units of government work collaboratively to develop the necessary plans; and

**WHEREAS**, building permit related revenue of \$455,351 has exceeded budget by \$168,841 to date; and

**WHEREAS**, the General Fund is expected to have a surplus at yearend; and

**WHEREAS**, your Finance Committee has reviewed and recommends a budget modification to increase the revenue estimate and fund emergency government consulting services in the amount of \$10,000:

Increase	110-81083210	Building Permits	\$	10,000
Increase	110-71092990	Emergency Government Consulting Services	\$	10,000

**NOW, THEREFORE, BE IT RESOLVED**, that the proper city officials modify the budget as presented above and publish the budget modification in the official city newspaper.

**BE IT FURTHER RESOLVED**, that the proper city officials work collaboratively with Marathon County to hire a consultant to assist in the development of comprehensive emergency plans for the community.

Approved:

\_\_\_\_\_  
Katie Rosenberg, Mayor