



## Community Development Authority Board of Directors Meeting

### AGENDA

**Thursday, August 17, 2023 at 5:30 p.m.**

**Location: Municipal Building – Community Room 1<sup>st</sup> Floor  
312 W. Whitewater St., Whitewater, WI 53190  
This will be an IN-PERSON and VIRTUAL MEETING**

**Citizens are welcome (and encouraged) to join us via computer, smart phone or telephone.  
Citizen participation is welcome during topic discussion periods.**

Join from a PC, Mac, iPad, iPhone or Android device:  
Please click this URL to join.

<https://us06web.zoom.us/j/89506632483?pwd=S1hVN0MvOFBXYnh4UUUVuOG45eG5Qdz09>

Passcode: 610764

Or join by phone: 312-626-6799

Webinar ID: 895 0663 2483

Passcode: 610764

All agenda items are subject to discussion and/or action. A quorum of the Common Council may be present. This notice is given to inform the public that no formal action by the Common Council will be taken at this meeting.

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#### 1) **Administrative Items.**

a) **Call to Order.**

b) **Roll Call.**

c) **Declaration of Conflict of Interest.** Would any member(s) of the Board wish to declare any known conflict of interest with the items presented on today's CDA Board Agenda?

d) **Hearing of Citizen Comments:** No formal CDA Action will be taken during this meeting although issues raised may become a part of a future agenda. Items on the agenda may not be discussed at this time.

To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial \*6 to unmute your phone and dial \*9 to raise your hand.

2) **Approval of Minutes:** CDA Board Meeting July 20, 2023.

3) **Review and Acknowledge Financial Statements:** Period Ending July 31, 2023.

**4) Updates and Discussion:**

- a) Discussion: CDA Revolving Loan Fund Process/Guidelines – Initial draft of Whitewater Central Business District Commercial Rehabilitation Loan Program f/k/a CDA Commercial Façade Loan Program.
- b) Status of current Vacant Land Listing Contract with Twelve2 Commercial Group for sale of City-owned properties expiring 10/31/2023 and review and discussion of proposals received from Anderson Commercial Group and Legacy Realty Group.
- c) Update regarding acquisition of properties from Rod and Mary Dalee located at 104 E. Main St. and 126 N. Jefferson Street and proposed re-development of the site.
- d) Status of Recruitment for Economic Development Director Position.
- e) Update: Economic Development Activity Report.

**5) Board Member Requests for Future Agenda Items:**

- a) Create policy between the CDA and City regarding transfers of residual equity from the CDA to the City.
- b) CDA Alternative Revenue Streams.
- c) Director to visit (virtual/in-person) with Whitewater's employers.

**(The above matters may be discussed at this meeting but no substantive action will be taken.)**

**6) Adjournment.**



## Community Development Authority Board of Directors Meeting

### MINUTES

**Thursday, July 20, 2023**

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#### 1) **Administrative Items.**

- a) **Call to Order.** Chairman Singer called the meeting order at 5:30 p.m.
- b) **Roll Call.** PRESENT: Kromholz, Kachel, Singer, Schreiber, Knight, Coburn, Allen (arrived at 5:40 p.m.) ABSENT: None. STAFF PRESENT: John Weidl (City Manager), Brad Marquardt (Public Works Director); Bonnie Miller (CDA Admin. Assistant). OTHERS: CDA Consultant, Kristen Fish-Peterson, Redevelopment Resources.
- c) **Declaration of Conflict of Interest.** Would any member(s) of the Board wish to declare any known conflict of interest with the items presented on today's CDA Board Agenda?
- d) **Hearing of Citizen Comments:** No formal CDA Action will be taken during this meeting although issues raised may become a part of a future agenda. Items on the agenda may not be discussed at this time. None.

2) **Approval of Minutes:** Moved by Knight to approve the Minutes of the June 15, 2023 CDA Board Meeting; seconded by Schreiber. AYES: All by voice vote (6); NOES: None. ABSENT: Allen.

3) **Review and Acknowledge Financial Statements:** Moved by Kromholz to acknowledge the CDA Financial Statements for Period Ending June 30, 2023; seconded by Knight. AYES: Kachel, Singer, Kromholz, Schreiber, Coburn, Knight. NOES: None. ABSENT: Allen.

#### 4) **Updates and Discussion:**

a) **Discussion: Updates to Commercial Façade Loan Program Manual.** City Manager Weidl initiated discussion of matching grant option to be integrated into the existing Commercial Façade Loan Program to stimulate downtown rehabilitation activity. The existing fund has a balance of approximately \$24,229.18 and would require an infusion of funds. Weidl stated additional funds could potentially be transferred from the CDA Action Fund which has a current balance of just over \$1 million of de-federalized unrestricted funds. Kromholz was interested in first updating the program guidelines and consider the infusion of funds accordingly. City Manager Weidl recommended setting loan amount at \$25,000 and a \$25,000 matching grant amount. Kristen Fish-Peterson outlined a program used by the City of Watertown as an example that was successfully used to rehabilitate their downtown area. The Board directed Ms. Fish-Peterson to draft a new model based on the Watertown model for discussion at the next meeting.

b) **Update: Status of Vacant Land listing Contract for sale of City-owned properties.** The current

listing contract is expiring on October 31, 2023. A Request for Proposal was drafted and published seeking proposals from commercial brokers interested in listing City-owned properties for a contract to begin on November 1, 2023. The deadline for receipt of proposals is August 3, 2023. Proposals received will be presented for initial review and discussion at the August 17, 2023 CDA Meeting.

- c) **Update: Status of Recruitment for Economic Development Director Position.** Human Resources Director Sara Marquardt updated the Board regarding efforts to recruit for the Economic Development Director Position which have been unsuccessful at this time. The City contacted Public Administration Associates (Kevin Brunner) to assist in recruitment efforts to identify interested candidates, with interviews to be conducted by City Staff.
- d) **Update: Economic Development Activity Report.** City Manager Weidl provided an update regarding the purchase of the Dalee properties at 104 East Main/126 North Jefferson Street for development of a commercial development to include the property owned by Tanis at 116 East Main Street. Weidl confirmed that the due diligence process is complete, title insurance commitments have been received, and closing will be scheduled within the next two weeks.

5) **EXECUTIVE SESSION.** Moved by Singer and seconded by Allen to adjourn to Closed Session, **TO RECONVENE**, pursuant to Wisconsin Statutes 19.85(1)(e) “Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. Items to be discussed: ALDIs Development Agreement (1380-1390 West Main Street). Roll Call: AYES: Coburn, Singer, Allen, Kromholz, Knight, Schreiber; NOES: None. EXCUSED: Kachel.

6) **RECONVENE INTO OPEN SESSION.** Moved by Allen and seconded by Schreiber to reconvene to open session for possible action on Closed Session item. Motion passed by unanimous voice vote(6), noting that Kachel left the meeting prior to the Executive Session discussion. Moved by Allen to recommend that the Common Council move forward with the Developer’s Agreement with Aldi’s with a total projected valuation of the property \$3.45 million with \$500,000 provided by the CDA with tax increment financing dollars for abatement of lead and asbestos, etc. Roll Call: AYES: Allen, Singer, Coburn, Kromholz, Schreiber. NOES: None. ABSTAIN: Knight. ABSENT: Kachel.

7) **Board Member Requests for Future Agenda Items:**

- a) Create policy between the CDA and City regarding transfers of residual equity from the CDA to the City.
- b) CDA Alternative Revenue Streams.
- c) Director to visit (virtual/in-person) with Whitewater’s employers.
- d) Update regarding purchase of the Dalee properties at 104 East Main Street and 126 North Jefferson Street.

**(The above matters may be discussed at this meeting but no substantive action will be taken.)**

8) **Adjournment.** Moved by Allen and seconded by Schreiber to adjourn. Motion passed by unanimous voice vote (6). Allen adjourned the meeting at 6:10 p.m.

Respectfully submitted,  
Bonnie Miller, Recorder

Minutes Approved: \_\_\_\_\_, 2023.

**CITY OF WHITEWATER**  
**REVENUES WITH COMPARISON TO BUDGET**  
**FOR THE 7 MONTHS ENDING JULY 31, 2023**

**ECONOMIC DEVELOPMENT FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>OTHER FINANCING SOURCES</u>					
900-49265-56 TRANSFER TID #4 AFFORD HOUSING	.00	50,000.00	50,000.00	.00	100.0
900-49266-56 TRANSFER TID #11-ADMIN	.00	.00	5,000.00	5,000.00	.0
900-49267-56 TRANSFER TID #12-ADMIN	.00	.00	5,000.00	5,000.00	.0
900-49268-56 TRANSFER TID #13-ADMIN	.00	.00	35,000.00	35,000.00	.0
900-49290-56 GENERAL FUND TRANSFER	.00	32,500.00	32,500.00	.00	100.0
900-49300-56 FUND BALANCE APPLIED	.00	.00	63,244.84	63,244.84	.0
<b>TOTAL OTHER FINANCING SOURCES</b>	<b>.00</b>	<b>82,500.00</b>	<b>190,744.84</b>	<b>108,244.84</b>	<b>43.3</b>
<b>TOTAL FUND REVENUE</b>	<b>.00</b>	<b>82,500.00</b>	<b>190,744.84</b>	<b>108,244.84</b>	<b>43.3</b>

**CITY OF WHITEWATER**  
**EXPENDITURES WITH COMPARISON TO BUDGET**  
**FOR THE 7 MONTHS ENDING JULY 31, 2023**

**ECONOMIC DEVELOPMENT FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>CDA</u>					
900-56500-111 SALARIES	.00	4,950.00	83,999.92	79,049.92	5.9
900-56500-115 WAGES/PART-TIME/PERMANENT	1,822.50	12,929.09	23,063.04	10,133.95	56.1
900-56500-151 FRINGE BENEFITS	141.43	2,575.62	34,079.72	31,504.10	7.6
900-56500-210 PROFESSIONAL DEVELOPMENT	.00	60.00	3,535.00	3,475.00	1.7
900-56500-212 LEGAL SERVICES	.00	.00	12,625.00	12,625.00	.0
900-56500-215 PROFESSIONAL SERVICES	8,524.50	17,285.74	2,525.00	( 14,760.74)	684.6
900-56500-219 AUDIT FEES	.00	.00	4,040.00	4,040.00	.0
900-56500-222 COUNTY/REGIONAL ECON DEV	.00	.00	9,342.50	9,342.50	.0
900-56500-223 MARKETING	787.50	1,272.50	2,525.00	1,252.50	50.4
900-56500-224 SOFTWARE/HARDWARE MAINTENANCE	788.56	4,221.74	7,012.02	2,790.28	60.2
900-56500-225 TELECOM/INTERNET/COMMUNICATION	558.48	1,725.60	2,210.34	484.74	78.1
900-56500-310 OFFICE & OPERATING SUPPLIES	91.44	281.46	606.00	324.54	46.5
900-56500-311 POSTAGE	.00	32.28	202.00	169.72	16.0
900-56500-320 DUES	.00	11,179.00	1,191.80	( 9,987.20)	938.0
900-56500-325 PUBLIC EDUCATION	.00	195.00	50.50	( 144.50)	386.1
900-56500-330 TRAVEL EXPENSE	.00	.00	3,737.00	3,737.00	.0
900-56500-341 MISC EXPENSE	.00	202.00	.00	( 202.00)	.0
<b>TOTAL CDA</b>	<b>12,714.41</b>	<b>56,910.03</b>	<b>190,744.84</b>	<b>133,834.81</b>	<b>29.8</b>
<b>TOTAL FUND EXPENDITURES</b>	<b>12,714.41</b>	<b>56,910.03</b>	<b>190,744.84</b>	<b>133,834.81</b>	<b>29.8</b>
<b>NET REVENUE OVER EXPENDITURES</b>	<b>( 12,714.41)</b>	<b>25,589.97</b>	<b>.00</b>	<b>( 25,589.97)</b>	<b>.0</b>

Report Criteria:  
 Report type: GL detail  
 Invoice Detail.GL account = 9001000000-9009999999,9101000000-9109999999

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
900									
07/23	07/06/2023	95433	6643	REDEVELOPMENT RESOURCE		JUNE 2023 CDA EXECUTIVE DIR WORKS	1014	900-56500-215	2,712.00
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	900-56500-310	11.87
07/23	07/20/2023	95513	6643	REDEVELOPMENT RESOURCE		MARCH 2023 ECON DEV DIRECTOR WORK	0992	900-56500-215	3,412.50
07/23	07/20/2023	95513	6643	REDEVELOPMENT RESOURCE		MAY 2023 ECON DEV DIR WORK	1006	900-56500-215	2,400.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-NEI-TU	2023 GENEVA LAKE VISITORS GUIDE AD	JULY 2023	900-56500-223	787.50
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-SQ *ESPRE	CDA-ED meeting	JULY 2023	900-56500-310	6.00
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-LINKEDIN J	CDA DIRECTOR AD	JULY 2023	900-56500-310	53.82
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-STERI	SHREDDING SVCS	JULY 2023	900-56500-310	19.75
Total 900:									9,403.44
Grand Totals:									9,403.44

**CITY OF WHITEWATER  
BALANCE SHEET  
JULY 31, 2023**

**ECONOMIC DEVELOPMENT FUND**

		BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>					
900-11100	CASH	47,001.45	( 12,714.41)	23,157.92	70,159.37
900-19000	GASB 68-WRS NET PENSION ASSETS	15,657.39	.00	.00	15,657.39
900-19021	GASB 68-WRS DOR	30,592.68	.00	.00	30,592.68
900-19999	GASB 68-PENSION CLEARING ACCT	3,479.00	.00	.00	3,479.00
TOTAL ASSETS		96,730.52	( 12,714.41)	23,157.92	119,888.44
<u>LIABILITIES AND EQUITY</u>					
<u>LIABILITIES</u>					
900-21100	ACCOUNTS PAYABLE	906.21	.00 (	906.21)	.00
900-21106	WAGES CLEARING	1,525.84	.00 (	1,525.84)	.00
900-29011	GASB 68-WRS DIR	36,871.45	.00	.00	36,871.45
TOTAL LIABILITIES		39,303.50	.00 (	2,432.05)	36,871.45
<u>FUND EQUITY</u>					
900-34300	PROPRIETARY CAPITAL	57,427.02	.00	.00	57,427.02
UNAPPROPRIATED FUND BALANCE:					
REVENUE OVER EXPENDITURES - YTD					
		.00	( 12,714.41)	25,589.97	25,589.97
BALANCE - CURRENT DATE		.00	( 12,714.41)	25,589.97	25,589.97
TOTAL FUND EQUITY		57,427.02	( 12,714.41)	25,589.97	83,016.99
TOTAL LIABILITIES AND EQUITY		96,730.52	( 12,714.41)	23,157.92	119,888.44

**CITY OF WHITEWATER**  
**REVENUES WITH COMPARISON TO BUDGET**  
**FOR THE 7 MONTHS ENDING JULY 31, 2023**

**CDA PROGRAMS FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>CAPITAL CAT-SEED FUND REV</u>					
910-43015-00	CAPCAT INT-BLUE LINE \$64,614	.00	1,447.05	.00 ( 1,447.05)	.0
910-43017-00	CAPCAT INT-BLUE LINE \$36,600	.00	5,724.83	.00 ( 5,724.83)	.0
	<b>TOTAL CAPITAL CAT-SEED FUND REV</b>	<b>.00</b>	<b>7,171.88</b>	<b>.00 ( 7,171.88)</b>	<b>.0</b>
<u>ACTION LOAN REVENUE</u>					
910-46001-00	INT INC-ACTION-LRN DEPOT \$41K	78.81	594.66	.00 ( 594.66)	.0
910-46003-00	INT INC-ACTION-BIKEWISE \$23K	.00	30.64	.00 ( 30.64)	.0
910-46006-00	INT INC-ACTION-BLUELINE \$34K	.00	336.47	.00 ( 336.47)	.0
910-46007-00	INT INC-ACTION-BLUELINE \$45K	.00	434.91	.00 ( 434.91)	.0
910-46008-00	INT INC-ACTION-SAFEPRO \$100K	.00	100.00	.00 ( 100.00)	.0
	<b>TOTAL ACTION LOAN REVENUE</b>	<b>78.81</b>	<b>1,496.68</b>	<b>.00 ( 1,496.68)</b>	<b>.0</b>
<u>MISCELLANEOUS REVENUE</u>					
910-48103-00	INTEREST INCOME-FACADE	104.37	639.60	.00 ( 639.60)	.0
910-48104-00	INTEREST INCOME-HOUSING	60.75	372.28	.00 ( 372.28)	.0
910-48108-00	INTEREST INCOME-SEED FUND	225.05	474.16	.00 ( 474.16)	.0
910-48109-00	INTEREST INCOME-ACTION FUND	4,594.61	27,635.27	.00 ( 27,635.27)	.0
910-48601-00	MISC INCOME	.00	33.51	.00 ( 33.51)	.0
910-48605-00	RENTAL INCOME-CROP LEASES	.00	15,876.00	.00 ( 15,876.00)	.0
910-48680-00	ADMINISTRATION FEE-LOANS	.00	13,305.00	.00 ( 13,305.00)	.0
	<b>TOTAL MISCELLANEOUS REVENUE</b>	<b>4,984.78</b>	<b>58,335.82</b>	<b>.00 ( 58,335.82)</b>	<b>.0</b>
	<b>TOTAL FUND REVENUE</b>	<b>5,063.59</b>	<b>67,004.38</b>	<b>.00 ( 67,004.38)</b>	<b>.0</b>

<b>910.11600 HOUSING RLF / XXX553</b>	<b>Total Deposit</b>	<b>Debit</b>	<b>910-11600</b>	-	
HO# 1 Payment	Principal	Credit	910-14027		
HO# 11 Payoff	Principal	Credit	910-14037		
<b>910.11800 ACTION-BUSINESS DEV / XX</b>	<b>Total Deposit</b>	<b>Credit</b>	<b>910-11800</b>	1,987.57	
PAUQUETTE CENTER LOAN RECV	PrincipAL	Debit	910-13500	(1,289.52)	07/05/2023 ACH PAYMENT
ACTION-MEEPER TECH-\$97,907	Principal	Credit	910-13504		REQUESTED TO HAVE ALL PAYMENTS STOPPED
INT INC-ACTION-MEEPER \$97K	Interest	Credit	910-46004-00		REQUESTED TO HAVE ALL PAYMENTS STOPPED
ACTION-MEEPER-\$82,310	Principal	Credit	910-13505		REQUESTED TO HAVE ALL PAYMENTS STOPPED
INT INC-ACTION-MEEPER \$82K	Interest	Credit	910-46005-00		REQUESTED TO HAVE ALL PAYMENTS STOPPED
ACTION-LEARNING DEPOT \$41,294	Principal	Credit	910-13501	(619.24)	07/10/2023 ACH PAYMENT
INT INC-ACTION-LRN DEPOT \$41K	Interest	Credit	910-46001-00	(78.81)	07/10/2023 ACH PAYMENT
ACTION-SAFEPRO TECH \$100K	Principal	Credit	910-13509		
INT INC-ACTION-SAFEPRO \$100K	Interest	Credit	910-46008-00		
<b>910.11900-CAP CATALYST-ASSOC. BANK</b>	<b>Total Deposit</b>	<b>Credit</b>	<b>910-11900</b>	-	
RENTAL EXPENSES			910-56500-408	760.00	2022-306 CRAVATH ST MOWING/MULCH JP'S SNOW REMOVAL
LEGAL/PROFESSIONAL/MARKETING			910-56500-212		
LAND			910-18350		
ACTION-BUS DEV-BUS PARK-XXX127			910-11800	(760.00)	2022-306 CRAVATH ST MOWING/MULCH JP'S SNOW REMOVAL
FACADE CKING-1ST CIT- XXX442			910-11702		
FACADE-BOWERS HOUSE LLC \$50K			910-16008		

**CITY OF WHITEWATER  
BALANCE SHEET  
JULY 31, 2023**

**CDA PROGRAMS FUND**

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>LIABILITIES</u>				
910-22000 ACCUM DEPREC-BUILDING	1,461,118.56	.00	.00	1,461,118.56
910-25100 DUE TO GENERAL FUND	3,698.00	.00 (	3,698.00)	.00
910-26101 DEF REVENUE-FD 610-CDBG	851,866.00	.00	.00	851,866.00
<b>TOTAL LIABILITIES</b>	<b>2,316,682.56</b>	<b>.00 (</b>	<b>3,698.00)</b>	<b>2,312,984.56</b>
<u>FUND EQUITY</u>				
910-30110 CONTRIBUTED CAPITAL	456,815.37	.00	.00	456,815.37
910-34300 PROPRIETARY CAPITAL	6,481,055.26	.00	.00	6,481,055.26
910-34400 RESERVE FOR LAND PURCHASES	238,031.94	.00	.00	238,031.94
UNAPPROPRIATED FUND BALANCE: REVENUE OVER EXPENDITURES - YTD	.00	8,663.59	56,860.14	56,860.14
<b>BALANCE - CURRENT DATE</b>	<b>.00</b>	<b>8,663.59</b>	<b>56,860.14</b>	<b>56,860.14</b>
<b>TOTAL FUND EQUITY</b>	<b>7,175,902.57</b>	<b>8,663.59</b>	<b>56,860.14</b>	<b>7,232,762.71</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>9,492,585.13</b>	<b>8,663.59</b>	<b>53,162.14</b>	<b>9,545,747.27</b>

**CITY OF WHITEWATER  
BALANCE SHEET  
JULY 31, 2023**

**CDA PROGRAMS FUND**

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>				
910-11600 CDBG-HOUSING CHK-1CSB XXX450	13,790.70	60.75	372.28	14,162.98
910-11702 FACADE CKING-1ST CIT- XXX442	23,693.95	104.37	639.60	24,333.55
910-11800 ACTION-BUS DEV-BUS PARK-XXX127	261,460.54	5,822.18	118,693.80	380,154.34
910-11801 ACTION-LAND PURCHASE-XXX127	702,295.93	.00 (	11,000.00)	691,295.93
910-11900 CAP CAT-ASSOC BK XXXXX3734	9,134.66	225.05	108,860.04	117,994.70
910-13500 PAUQUETTE CENTER LOAN RECV	127,371.52	( 1,289.52)	( 9,026.64)	118,344.88
910-13501 ACTION-LEARNING DEPOT \$41,294	27,317.14	( 619.24)	( 4,291.69)	23,025.45
910-13503 ACTION-BIKEWISE-\$23,099	4,716.24	.00 (	4,716.24)	.00
910-13504 ACTION-MEEPER TECH-\$97,907	81,791.63	.00 (	81,791.63)	.00
910-13505 ACTION-MEEPER-\$82,310	71,814.49	.00 (	71,814.49)	.00
910-13506 ACTION-BLUE LINE \$34,520	25,975.45	.00 (	25,975.45)	.00
910-13507 ACTION-BLUE LINE \$45,457	35,039.56	.00 (	35,039.56)	.00
910-13508 ACTION-FINE FOOD ARTS \$31,810	30,000.00	.00	.00	30,000.00
910-13509 ACTION-SAFEPRO TECH \$100K	100,000.00	4,360.00	4,360.00	104,360.00
910-13510 ACTION-SWSPOT/GILDEMEISTER 54K	54,000.00	.00	.00	54,000.00
910-13999 ACTION LOAN-LOAN LOSS RESERVE	( 153,606.12)	.00	153,606.12	.00
910-14000 CDBG HOUSING-MO301	8,220.00	.00	.00	8,220.00
910-14001 CDBG HOUSING-A8416	10,203.84	.00	.00	10,203.84
910-14003 CDBG HOUSING-B935	18,420.02	.00	.00	18,420.02
910-14006 CDBG HOUSING-C932	8,062.00	.00	.00	8,062.00
910-14009 CDBG HOUSING-J8802	10,818.00	.00	.00	10,818.00
910-14011 CDBG HOUSING-M8501	11,000.90	.00	.00	11,000.90
910-14013 CDBG HOUSING-P954	11,000.00	.00	.00	11,000.00
910-14016 CDBG HOUSING-V902	12,504.15	.00	.00	12,504.15
910-14025 CDBG HOUSING-M0801	18,422.00	.00	.00	18,422.00
910-14026 CDBG HOUSING-B0803-0901	34,448.00	.00	.00	34,448.00
910-14030 CDBG HOUSING-HO#13-2016	8,000.00	.00	.00	8,000.00
910-14031 CDBG HOUSING-HO#4	37,795.00	.00	.00	37,795.00
910-14038 CDBG HOUSING-HO#14	18,000.00	.00	.00	18,000.00
910-14039 CDBG HOUSING-HO#15	36,815.00	.00	.00	36,815.00
910-14040 CDBG HOUSING-HO#18	4,235.00	.00	.00	4,235.00
910-15000 CAP CAT-SLIPSTREAM-\$102,500	102,500.00	.00	.00	102,500.00
910-15003 CAP CAT-SLIPSTREAM-\$42,000	42,000.00	.00	.00	42,000.00
910-15004 CAP CAT-MEEPER TECH-\$102,000	102,000.00	.00 (	102,000.00)	.00
910-15006 CAP CAT- ROYAL-INVENT-27.5K	27,500.00	.00	.00	27,500.00
910-15011 CAP CAT-ROYAL-SCANALYTICS-95K	97,500.00	.00	.00	97,500.00
910-15012 CAP CAT-ROYAL-INVENTALATOR-75K	77,500.00	.00	.00	77,500.00
910-15015 CAP CAT-BLUELINE BATT-\$64,614	64,614.00	.00 (	64,614.00)	.00
910-15017 CAP CAT-BLUELINE BATT \$36,600	36,600.00	.00 (	36,600.00)	.00
910-15018 CAP CAT-RECRUITCHUTE \$51,050	51,050.00	.00	.00	51,050.00
910-15999 CAP CAT-LOAN LOSS RESERVE	( 102,000.00)	.00	102,000.00	.00
910-16008 FACADE-BOWERS HOUSE LLC \$50K	75,000.00	.00	.00	75,000.00
910-17002 UDAG-SLIPSTREAM-LOC	12,500.00	.00	.00	12,500.00
910-17999 UDAG-LOAN LOSS RESERVE	( 12,500.00)	.00	.00 (	12,500.00)
910-18103 LOAN DUE FROM FD 610-CDBG	851,866.00	.00	.00	851,866.00
910-18350 LAND	275,171.53	.00	11,500.00	286,671.53
910-18360 REAL ESTATE	6,128,544.00	.00	.00	6,128,544.00
<b>TOTAL ASSETS</b>	<b>9,492,585.13</b>	<b>8,663.59</b>	<b>53,162.14</b>	<b>9,545,747.27</b>

LIABILITIES AND EQUITY

**CITY OF WHITEWATER**  
**EXPENDITURES WITH COMPARISON TO BUDGET**  
**FOR THE 7 MONTHS ENDING JULY 31, 2023**

**CDA PROGRAMS FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>CDA PROGRAMS</u>						
910-56500-212	LEGAL/PROFESSIONAL/MARKETING	( 4,360.00)	( 4,316.00)	.00	4,316.00	.0
910-56500-219	PROFESSIONAL SERVICES	.00	13,700.24	.00	( 13,700.24)	.0
910-56500-408	RENTAL EXPENSES	760.00	760.00	.00	( 760.00)	.0
TOTAL CDA PROGRAMS		( 3,600.00)	10,144.24	.00	( 10,144.24)	.0
TOTAL FUND EXPENDITURES		( 3,600.00)	10,144.24	.00	( 10,144.24)	.0
NET REVENUE OVER EXPENDITURES		8,663.59	56,860.14	.00	( 56,860.14)	.0

ACTION FUND		ORIGINAL	06/30/2023		07/31/2023		Payments		NOTES
ACCT #	CLIENT	LOAN	BALANCE	PRINCIPAL	INTEREST	BALANCE	To Date	Written Off	
910-13500	PAUQUETTE CENTER LOAN REC	\$158,320.00	\$119,634.40	1,289.52	0.00	\$118,344.88	\$39,975.12		Current
910-13501	ACTION-LEARNING DEPOT \$41,294	\$41,294.63	\$23,644.69	619.24	78.81	\$23,025.45	\$18,269.18		Current
910-13508	ACTION-FINE FOOD ARTS \$31,810	\$30,000.00	\$30,000.00	0.00	0.00	\$30,000.00	\$0.00		First pymt due 12/15/2022-Certified Demand Letter Sent 12/01/2
910-13509	ACTION-SAFEPRO TECH \$100K	\$104,360.00	\$104,360.00	0.00	0.00	\$104,360.00	\$0.00	\$400.00	On 08/10/2023 paid all past due amounts, authorized monthly withdrawals for all future loan paymtns
910-13510	ACTION-SWSPOT/GILDEMEISTER 54K	\$54,000.00	\$54,000.00	0.00	0.00	\$54,000.00	\$0.00		On 08/10/2023 paid all past due amounts, authorized monthly withdrawals for all future loan paymtns
910-17002	UDAG-SLIPSTREAM-LOC	\$12,500.00	\$12,500.00	0.00	0.00	\$12,500.00	\$0.00		In Default/Strive On-Still in Business
910-13503	ACTION-BIKEWISE-\$23,099	\$23,099.36	\$0.00	0.00	0.00	\$0.00	\$23,099.36		Paid Off
910-13504	ACTION-MEEPER TECH-\$97,907	\$97,907.69	\$0.00	0.00	0.00	\$0.00	\$16,116.06	\$81,791.63	Written off in Default 03/31/2023
910-13505	ACTION-MEEPER-\$82,310	\$82,310.00	\$0.00	0.00	0.00	\$0.00	\$10,495.51	\$71,814.49	Written off in Default 03/31/2023
910-13506	ACTION-BLUE LINE \$34,520	\$34,520.75	\$0.00	0.00	0.00	\$0.00	\$34,520.75		Paid off April 2023
910-13507	ACTION-BLUE LINE \$45,457	\$45,457.82	\$0.00	0.00	0.00	\$0.00	\$45,457.82		Paid off April 2023
<b>TOTALS</b>		<b>\$683,770.25</b>	<b>\$344,139.09</b>	<b>\$1,908.76</b>	<b>\$78.81</b>	<b>\$342,230.33</b>	<b>\$187,933.80</b>	<b>\$154,006.12</b>	
910-13999	ACTION LOAN-LOAN LOSS RESERVE		\$0.00	0.00	0.00	\$0.00			
910-17999	UDAG-LOAN LOSS RESERVE		(\$12,500.00)	0.00	0.00	(\$12,500.00)			

FAÇADE LOAN		ORIGINAL	06/30/2023		07/31/2023		Payments		NOTES
ACCT #	CLIENT	LOAN	BALANCE	PRINCIPAL	INTEREST	BALANCE	To Date	Written Off	
910-16008	FACADE-BOWERS HOUSE LLC \$50K	-	75,000.00	-	-	75,000.00			New loan April 2022/first payment due 04/11/2024
<b>TOTALS</b>		<b>\$ -</b>	<b>\$ 75,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 75,000.00</b>			

CAPITAL CATALYST		ORIGINAL	06/30/2023		07/31/2023		Payments		Amount	NOTES
ACCT #	CLIENT	LOAN	BALANCE	PRINCIPAL	INTEREST	BALANCE	To Date	Written Off		
910-15000	CAP CAT-SLIPSTREAM-\$102,500	\$102,500.00	\$102,500.00	0.00	0.00	\$102,500.00	\$6,275.00			interest only-last payment received 10/31/2016
910-15003	CAP CAT-SLIPSTREAM-\$42,000	\$42,000.00	\$42,000.00	0.00	0.00	\$42,000.00	\$0.00			annual net revenue royalty-no payments have been received.
910-15006	CAP CAT- ROYAL-INVENT-27.5K	\$27,500.00	\$27,500.00	0.00	0.00	\$27,500.00	\$500.00			annual net revenue royalty-only payment rec'd 08/26/2020
910-15011	CAP CAT-ROYAL-SCANALYTICS-95K	\$97,500.00	\$97,500.00	0.00	0.00	\$97,500.00	\$8,125.27			annual net revenue royalty-only payment rec'd 04/02/2019
910-15012	CAP CAT-ROYAL-INVENTALATOR-75K	\$77,500.00	\$77,500.00	0.00	0.00	\$77,500.00	\$1,386.77			First payment received -last payment rec'd 08/26/2020
910-15018	CAP CAT-RECRUITCHUTE \$51,050	\$51,050.00	\$51,050.00	0.00	0.00	\$51,050.00	\$0.00			annual net revenue royalty-no payments have been received.
910-15004	CAP CAT-MEEPER TECH-\$102,000	\$102,000.00	\$102,000.00	0.00	0.00	\$0.00	\$0.00	\$102,000.00		Written off in Default 04/30/2023
910-15015	CAP CAT-BLUELINE BATT-\$64,614	\$64,614.00	\$64,614.00	0.00	0.00	\$0.00	\$64,614.00			Paid off April 2023
910-15017	CAP CAT-BLUELINE BATT \$36,600	\$36,600.00	\$36,600.00	0.00	0.00	\$0.00	\$36,600.00			Paid off April 2023
<b>TOTALS</b>		<b>\$601,264.00</b>	<b>\$601,264.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$398,050.00</b>	<b>\$117,501.04</b>	<b>\$102,000.00</b>		
910-15999	CAP CAT-LOAN LOSS RESERVE		\$0.00							

HOUSING		ORIGINAL	06/30/2023		07/31/2023	
ACCT #	CLIENT	LOAN	BALANCE	PRINCIPAL	INTEREST	BALANCE
910-14000	CDBG HOUSING-MO301	\$8,220.00	\$8,220.00	0.00	0.00	\$8,220.00
910-14001	CDBG HOUSING-A8416	\$10,203.84	\$10,203.84	0.00	0.00	\$10,203.84
910-14003	CDBG HOUSING-B935	\$18,420.02	\$18,420.02	0.00	0.00	\$18,420.02
910-14006	CDBG HOUSING-C932	\$8,062.00	\$8,062.00	0.00	0.00	\$8,062.00
910-14009	CDBG HOUSING-J8802	\$10,818.00	\$10,818.00	0.00	0.00	\$10,818.00
910-14011	CDBG HOUSING-M8501	\$11,000.90	\$11,000.90	0.00	0.00	\$11,000.90
910-14013	CDBG HOUSING-P954	\$11,000.00	\$11,000.00	0.00	0.00	\$11,000.00
910-14016	CDBG HOUSING-V902	\$12,504.15	\$12,504.15	0.00	0.00	\$12,504.15
910-14025	CDBG HOUSING-M0801	\$18,422.00	\$18,422.00	0.00	0.00	\$18,422.00
910-14026	CDBG HOUSING-B0803-0901	\$34,448.00	\$34,448.00	0.00	0.00	\$34,448.00
910-14030	CDBG HOUSING-HO#13-2016	\$8,000.00	\$8,000.00	0.00	0.00	\$8,000.00
910-14031	CDBG HOUSING-HO#4	\$37,795.00	\$37,795.00	0.00	0.00	\$37,795.00
910-14038	CDBG HOUSING-HO#14	\$14,671.00	\$18,000.00	0.00	0.00	\$18,000.00
910-14039	CDBG HOUSING-HO#15	\$21,090.00	\$36,815.00	0.00	0.00	\$36,815.00
910-14040	CDBG HOUSING-HO#18	\$4,235.00	\$4,235.00	0.00	0.00	\$4,235.00
<b>TOTALS</b>		<b>\$228,889.91</b>	<b>\$247,943.91</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$247,943.91</b>
910-14999	CDBG HOUSING-LOAN LOSS RESERVE		\$0.00			
910-35000	GENERAL LOAN LOSS RESERVE		\$0.00			

Account Name	CDA Operating	Action Bus Dev (UDAG) Checking	Façade Checking	CDBG Housing	Capital Cat Checking
Fund Account Number	Fund 900	Fund 910 xxx-127	Fund 910 xxx-442	Fund 910 xxx-450	Fund 910 xxxxxx3734
Bank	1st Citizens	1st Citizens	1st Citizens	1st Citizens	Associated
Interest Rate	5.07%	5.07%	5.07%	5.07%	2.27%
GL Account Number(s)	900-11100	910-11800 910-11801 910-11806	910-11702	910-11600	910-11900
<b>GL Balance as of:</b>					
08/31/2022	12,479.29	944,815.37	48,393.66	13,670.67	1,109.57
09/30/2022	9,778.45	947,454.93	48,473.61	13,693.25	1,109.80
10/31/2022	70,610.54	941,037.42	48,570.01	13,720.48	1,110.04
11/30/2022	51,923.25	956,241.31	23,627.48	13,752.01	9,132.72
12/31/2022	47,001.45	963,756.47	23,693.95	13,790.70	9,134.66
01/31/2023	36,477.13	960,234.63	23,776.15	13,838.54	9,136.60
02/28/2023	26,218.59	966,150.05	23,852.75	13,883.13	9,138.35
03/31/2023	20,101.00	987,360.80	23,943.44	13,935.92	9,140.29
04/30/2023	9,695.75	1,052,763.81	24,027.83	13,985.04	117,528.05
05/31/2023	88,433.28	1,059,350.30	24,130.92	14,045.04	117,552.26
06/30/2023	82,873.78	1,065,628.09	24,229.18	14,102.23	117,769.65
07/31/2023	70,159.37	1,071,450.27	24,333.55	14,162.98	117,994.70
<b>Outstanding items</b>					
<b>Current Bank Balance</b>	<b>70,159.37</b>	<b>1,071,450.27</b>	<b>24,333.55</b>	<b>14,162.98</b>	<b>117,994.70</b>
<b>Difference:</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

Monthly GL bank balances may not agree with the actual month end bank account balances due to outstanding items.

**July 2023 Interest Income**

ACTION-BUS DEV-BUS PARK-XXX127	910-11800	4,594.61	July 2023 Interest Income
FACADE CKING-1ST CIT- XXX442	910-11702	104.37	July 2023 Interest Income
CDBG-HOUSING CHK-1CSB XXX450	910-11600	60.75	July 2023 Interest Income
CAP CAT-ASSOC BK XXXXX3734	910-11900	225.05	July 2023 Interest Income
INTEREST INCOME-ACTION FUND	910-48109-00	(4,594.61)	July 2023 Interest Income
INTEREST INCOME-FACADE	910-48103-00	(104.37)	July 2023 Interest Income
INTEREST INCOME-HOUSING	910-48104-00	(60.75)	July 2023 Interest Income
INTEREST INCOME-SEED FUND	910-48108-00	(225.05)	July 2023 Interest Income



## CDA Agenda Item

Meeting Date: August 17, 2023

Agenda Item: CDA Revolving Loan Fund Process/Guidelines

Staff Contact (name, email, phone): John Weidl, City Manager  
[jweidl@whitewater-wi.gov](mailto:jweidl@whitewater-wi.gov)  
262-473-0104

### BACKGROUND

(Enter the who, what when, where, why)

The CDA received a \$54,500 Rural Business Enterprises Grant in July 1998 and was the source of funding for the Commercial Façade Loan Program which has been utilized by developers for façade improvements in the Downtown District as part of the Wisconsin Main Street Program. The fund has a current balance of \$24,333.55 and one existing loan outstanding in the amount of \$75,000 awarded to the developer of the Bower's House Project (formerly The White Elephant).

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The loan program is in need of updating to meet current needs.

### FINANCIAL IMPACT

(If none, state N/A)

### STAFF RECOMMENDATION

The attached CDA Revolving Loan Fund Process/Guidelines drafted by Kristen Fish-Peterson of Redevelopment Resources to serve as a guide for discussion of proposed updates for your consideration.

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

CDA Revolving Loan Fund Process/Guidelines  
(Internal Document: August 2023)

# CDA Revolving Loan Fund Process/Guidelines

Internal document: August 2023

**Purpose:** The Whitewater Commercial Rehabilitation Program is a loan program designed to stimulate rehabilitation and redevelopment of commercial real estate within downtown Whitewater, which will in turn, increase property values and improve the overall economy. Redevelopment objectives include:

1. Fostering new or expanding businesses
2. Ensuring the highest and best use of commercial property
3. Facilitating development of high quality upper-story residential units
4. Attracting people into downtown

**Capitalization of Loan Fund:** The CDA has contributed \$XXX,XXX from XXXXXXXXX for the purposes of providing a grant and/or guarantee to each commercial rehab loan. A consortium of local banks each agree to make available a \$XXX,XXX line of credit at 1% interest for this program through the Whitewater Community Development Authority (CDA), as a source of capital contribution participation to the loan fund. Interest charged on the loans will be 2%, with 1% paid to the bank and 1% paid to the CDA. The CDA may seek additional grant funds (from State or other sources) for matching purposes to be used for grants and/or guarantees.

**Loan Committee:** A loan committee established by the CDA will have the opportunity to participate on the loan review committee in a volunteer (non-paid) capacity, lending technical assistance and experience to the review process. The loan committee should, if possible, include a banker from each participating bank, an accountant, one or two members of the CDA, and an alderman, appointed by the Chair of the CDA.

**Type of Funding:** The program provides low interest loans to be administered by and subject to approval from the Community Development Authority (CDA). Loans shall be offered as funding is available.

**Eligible Expenditures:** Funds are to be used for physical improvements including but not limited to exterior facade and necessary structural, electrical, plumbing and other building system components, including reactivation of upper-level residential units. Fees and other project related expenses, such as required design/architectural/engineering costs, title insurance, credit report and recording fees are considered project eligible costs and will be added on to the loan amount.

**Program Boundaries:** Eligible properties include those which are within and are immediately adjacent to the boundary Tax Increment District #12, attached. Other Economic Development Commercial Rehab projects outside this area will be considered on a case-by-case basis.

**Additional Guidelines:** Property must be in good standing with the City of Whitewater, with taxes current and no outstanding code violation citations. Rehabilitation projects shall be completed in accordance with and subject to applicable city codes and ordinances.

**Application Process:** Applications are reviewed on a first-come, first-served basis. An application fee of \$50.00 will be received from the applicant before CDA can process the application. Origination fees and closing costs will be the responsibility of the borrower.

### Application process:

Every attempt will be made to be as responsive as possible to loan applicants. Entire process from application to approval is designed to take between 45-60 days.

1. Applications will be initially reviewed by staff for alignment with CDA priorities, and forwarded to CDA Board with recommendation to authorize Loan committee to proceed with underwriting. Applications reviewed, authorized and forwarded to the loan committee within 14 days of receipt.
2. Authorized applications will be submitted to CDA Loan committee.
3. Committee will review and discuss structure within 14 days of receipt from Board.
4. Loans will be underwritten on a rotating basis by participating banks or outsourced to independent underwriter for credit and collateral analysis.
5. Underwriting report prepared within seven (7) days and returned to loan committee.
6. Loan committee meets within seven (7) days of receipt to review and approve or recommend restructuring.
7. Upon recommendation, summary report is provided to Chairman, and CDA board will meet (by phone, in person, via video conference or email) to approve within 7 days. Board makes final approval by simple majority vote.

### Payment process:

Payments will be received and managed by Whitewater Finance department.

Based on loan approval terms, ACH payments will be set up to be received from borrow; lump sum principal reduction payments may be made upon request (to allow for prepayment but not create undo administrative burden)

In the event of unsuccessful ACH payment, past due notice is sent by Treasurer to borrower within 10 days. A list of any past due payments greater than 10 days will be provided to the Board. Payments in default greater than 30 days will be addressed following consultation on next collection steps with City Attorney.

### Relationship with Participating Banks

Local banks have been asked to participate via authorizing a revolving line of credit to the CDA for the purposes of lending to downtown property owners wishing to make impactful improvements to properties in Tax Incremental Financing District #12.

For each loan made by the CDA to a client, the CDA will draw funds equally from participating bank lines of credit. The CDA will make semi-annual interest payments and principal reductions (as funds allow). Principal reductions will be distributed evenly to participating banks.

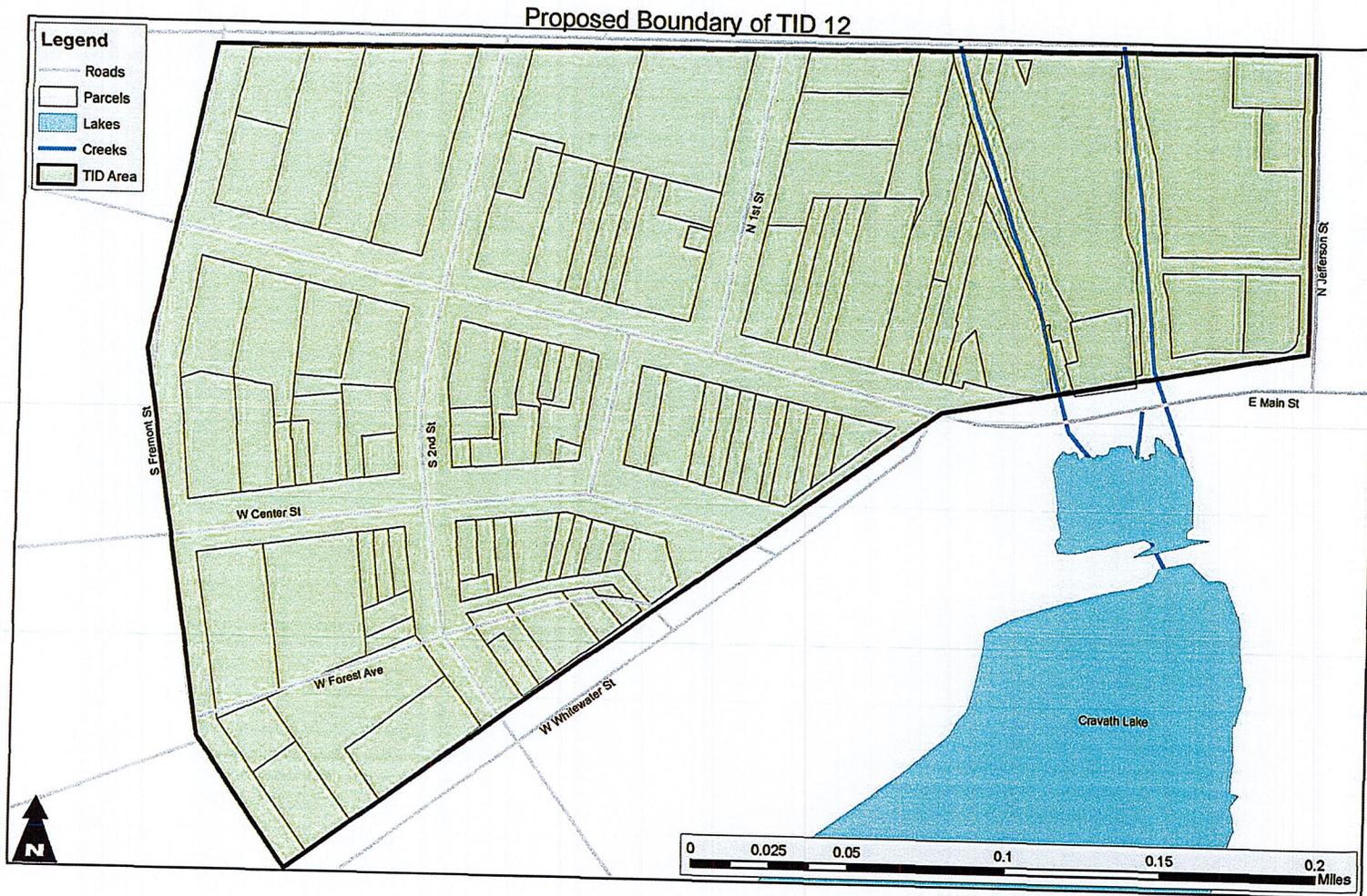
Term of the line of credit to CDA is 1% annually fixed-rate with a rolling 6 year commitment, \$100,000, unsecured. Additional line of credit funds, if requested by CDA, would require collateral/guarantee from City.

The CDA will provide annually to participating bank:

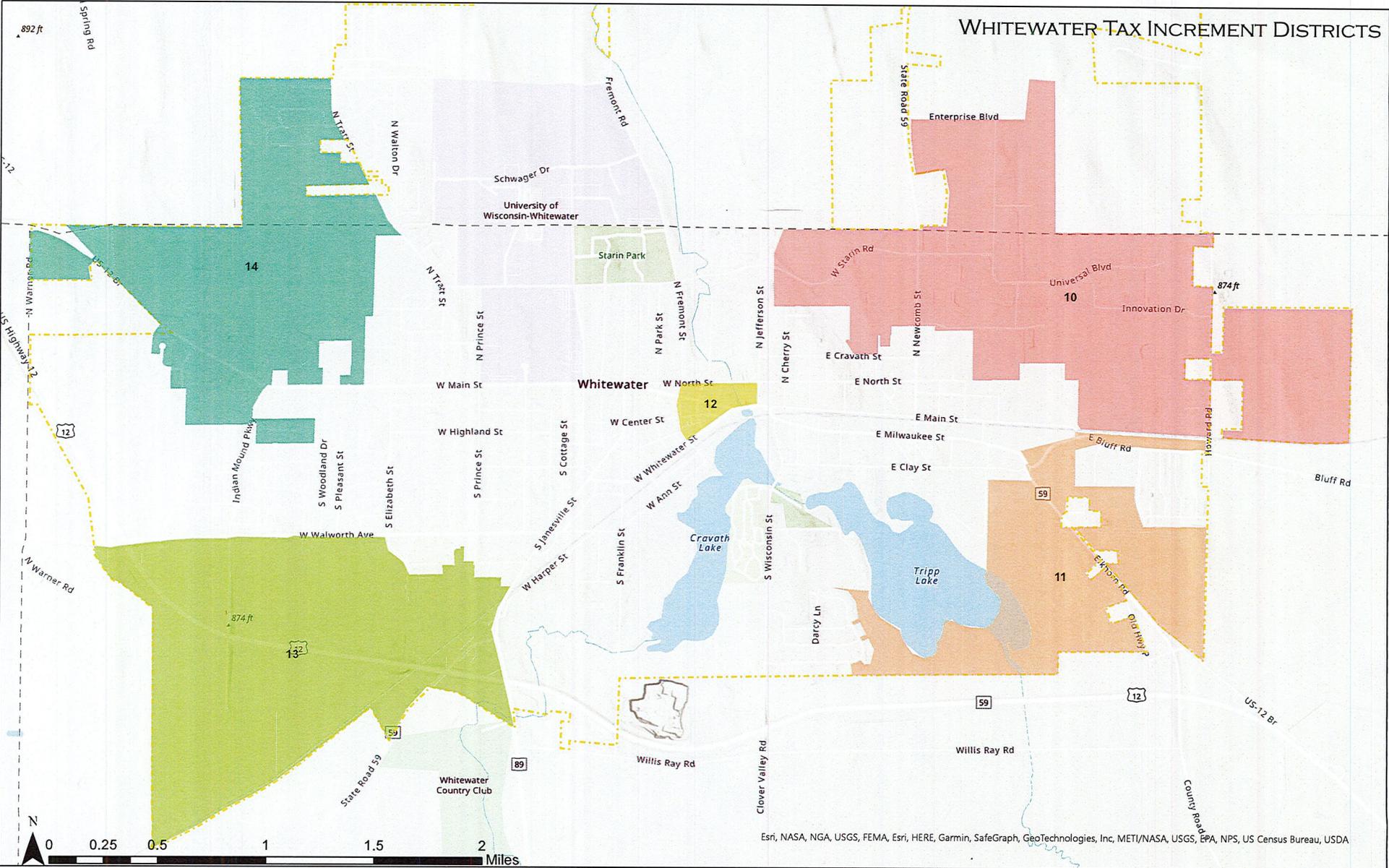
- a. list of loans outstanding, terms, payment performance;
- b. copy of audited statements within 90 days of completion;
- c. CDA financials (Profit/loss and Balance Sheet)

## Matching Grant

1. Qualifying projects must exist within TID #121 or be within ½ mile of the boundary. Priority will be placed on projects within the district.
2. Projects must meet the goals the CDA has for the loan program:
  - a. Fostering new or expanding businesses
  - b. Ensuring the highest and best use of commercial property
  - c. Facilitating development of high quality upper-story residential units
  - d. Attracting people into downtown
3. A project applying for grant funds will be eligible to receive up to 10% of qualifying project costs, not to exceed \$10,000.
4. Proof of work completed will be necessary to receive grant fund payment. CDA staff will inspect work and/or invoices for work completed prior to releasing funds.
5. Grants are made on a first come first served basis, dependent on available funds.
6. If project funding is a loan from a bank or funded through owner cash, personal and business supporting financial documents are not required to be supplied by the property owner.
7. CDA staff and chair of the loan review team will review documents submitted and provide a written recommendation to the board for approval.



# WHITEWATER TAX INCREMENT DISTRICTS



Esri, NASA, NGA, USGS, FEMA, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA



## CDA Agenda Item

Meeting Date: 08-17-2023

Agenda Item: Update Regarding Expiration of Vacant Land Listing Contract

Staff Contact (name, email, phone): John Weidl, City Manager  
[jweidl@whitewater-wi.gov](mailto:jweidl@whitewater-wi.gov)  
262-473-0104

### BACKGROUND

(Enter the who, what when, where, why)

The CDA entered into a Vacant Land Listing Contract with Twelve2 Commercial Group for the sale of City-owned land, which contract expires on October 31, 2023. The CDA issued a Request for Proposal on July 3, 2023 seeking proposals for a listing contract beginning November 1, 2023. The CDA received two proposals for consideration by the Board.

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

### FINANCIAL IMPACT

(If none, state N/A)

### STAFF RECOMMENDATION

Staff is requesting a preliminary review and discussion of the two proposals received, to be followed by an in-person interview of the two firms at the September 21, 2023 CDA Meeting, with final consideration and selection at the Agenda for the October 19, 2023 CDA Meeting.

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

Request for Proposals (RFP) – Listing and Brokerage Services for City of Whitewater, Wisconsin.  
Proposal received July 25, 2023 from Anderson Commercial Group.  
Proposal received August 3, 2023 from Legacy Realty Group.



Brokerage

Management

Development

Investment



City of Whitewater

## Municipal Representation Proposal

### **Presented By:**

Anderson Commercial Group LLC  
Ray Goodden-Senior Vice President  
Kristen Parks-Vice President

5000 S Towne Drive, Suite 100  
New Berlin, WI 53151

(P) 414.425.2700

(F) 414.425.2877

acgwi.com

## **Anderson Commercial Group Municipal Representation Proposal**

Anderson Commercial Group, LLC is a team-based real estate firm that manages diverse commercial real estate transactions, including residential and commercial development projects. ACG has been a leader in the Southeast Wisconsin market for over twelve years. Their philosophy is to serve clients with broker teams supported by administrative partners, enabling them to dedicate extraordinary attention to each client and deal to reach the best possible outcomes. With ACG, every client has devoted brokers who oversee the marketing, administrative work, negotiations, timelines, and preparations for closing.

In today's market, sales experience and a proven team are only some of the key components to ensuring successful municipal development and growth. Vigilant following of current marketing trends, extensive local networking, and creative solutions are important tools that Anderson brings to the table. Their sales and leasing history within Whitewater, involvement with other municipalities in the immediate area, their robust marketing plan, and their team members' diverse backgrounds all serve as crucial components in what they can bring to Whitewater's economic development success.

Ray Goodden and Kristen Parks have worked together as a team with ACG for over four years. In addition to their experience in commercial real estate, their partnership generates an efficiency and effectiveness that sets them apart from other agents.

Kristen's role within their team focuses on identifying properties and buyers; overseeing the marketing for each site; supervising administrative tasks related to listings, contracts, and offer timelines; and preparing parties for closings. She also closely monitors market updates, attending both public and private meetings. Kristen, has brought these roles to their representation with the City of Elkhorn over the past couple years.

Ray is the Senior Vice President at ACG. He has served as the company's leader in development for over twelve years. He works with both developers and municipalities in designing site plans, negotiating developer agreements, and public funding solutions. Ray has been hired by the Village of Mukwonago, Village of East Troy, and the City of Elkhorn for work on substantial developments, often procuring end tenants or the sale of municipal-owned lots. He works closely with municipal staff, attending regular market- and deal-update meetings and presenting opportunities to developers and buyers.

## **Anderson Commercial Group's Municipal Representation Marketing Plan and Consultation Services**

Anderson Commercial Group's method of municipal representation has proven incredibly effective over the years. They understand that communication and active participation in the community are essential for proper representation of any municipality. The following is their plan of action for representation of the City of Whitewater.

- ACG will offer support and consultation services to administration staff and their legal representation. This includes, but is not limited to initial market analysis, market updates, weekly meetings, identifying and procuring opportunity sites, assisting with site planning, negotiating developers' agreements and public funding programs such as TIFs with buyers, and assisting both sides in preparation for closing.
- ACG will create a customized marketing plan for each property to procure developers and businesses from within and outside of the community.

### **Individualized, Robust Marketing Plan:**

When working with ACG, clients rest assured that their team has a marketing plan that is modern and aggressive. Their strategies are constantly evolving to match the latest technologies and trends, capturing the largest audience to accomplish their clients' end goals quickly. The following is a detailed outline of the various marketing techniques their team employs:

- **Individualized Marketing Plan:** Each property will have a marketing plan customized to its unique characteristics and needs. This ensures that, not only do their marketing efforts reach the largest audience, but their agents spend significant time getting to know their properties, creating the best chance of success.
- **Information Flyer:** Every property, whether for lease or sale, has a professionally designed promotion flyer with important information, maps, and professional photos.
- **Online Listing Services:** All ACG properties have a dedicated page on their website. They are also listed on subscription-based commercial real estate marketing platforms including, but not limited to CoStar, CREXI, MLS, 42 Floors, LoopNet, TenX, and Catalyst.

- **Social Media Presence:** Advertisements, videos, and photos are regularly posted to their firm’s social media accounts, including Facebook, Instagram, Tik Tok, YouTube, and LinkedIn.
- **Targeted E-mail Marketing:** Their team will set up targeted email blasts to send property information to specific groups of buyers. After the email has been sent and the results have been processed, a campaign data summary guides their agents to follow up with highest-quality leads to maximize outreach efficiency.
- **Community Networking:** Their brokers spend significant, crucial time in and around the community identifying businesses and potential buyers who may be interested in their listings. Brokers personally reach out to prospects to provide their marketing materials and additional information.
- **Signage:** Each property will have a large, commercial sign appropriately placed for the best possible visibility. They have a wide variety of signage types at their disposal to attract buyers and tenants.

### **Brokerage and Agents’ Commitment:**

Anderson Commercial Group and its brokerage team understand the commitment that municipal representation requires. Their team-based culture and devotion to personalized service ensure that they offer the attention required to achieve the best results for the City of Whitewater. The following outlines ACG’s commitment to the city while serving as its dedicated representation:

- The representation of a municipality and the sale of its properties is a complex relationship. This service requires a brokerage that is experienced, with resources and a marketing plan that is comprehensive and aggressive. All agents of Anderson Commercial Group collectively represent the municipality and its available properties.
- Their team is knowledgeable and fully experienced in development processes and representation of municipalities. They are fully and enthusiastically prepared for the time and dedication required to provide superior service to the municipality.
- Their firm is fully committed to utilizing its wealth of resources in service of the City, including full-time administration staff, property managers, and marketing specialists to assist brokers with clerical work, advertising, and maintenance of the municipality.

**Contract Fee Schedule:**

Anderson Commercial Group and its brokers will advertise and offer consulting services for the city at no up-front cost. All expenses for marketing and administration within ACG are covered by the firm. No fees accrue until there is a closed sale on a city-owned property.

Because each municipality has different goals and objectives, we typically offer two fee structure options for municipal representation:

- A. The Firm's commission from a fully executed sale shall be 10% of the original list price or adjusted higher list price, whichever is greater, per tax key as identified in the listing contract. The sale shall not be considered final until the sale is approved by the City, which has full discretion to accept or reject a sale for any reason.
- B. The Firm's commission from a fully executed sale shall be a set amount for each parcel. The sale shall not be considered final until the sale is approved by the City, which has full discretion to accept or reject a sale for any reason.



## **Anderson Commercial Group's Representation Experience**

### **City of Whitewater Representation Experience:**

- 255 S Wisconsin St, Whitewater, WI 53190 - Seller's Representation/Sale
- 1065 Universal Blvd, Whitewater, WI 53190 – Landlord's Representation /Husco Lease
- 1121 Universal Blvd, Whitewater, WI 53190 - Seller's Representation/Sale
- 1202-1208 Bluff Rd, Whitewater, WI 53190 – Seller's & Buyer's Representation/Sale
- 1204 Bluff Rd, Whitewater, WI 53190 - Landlord's Representation/Lease
- 135 W Center St, Whitewater, WI 53190 - Seller's Representation/Sale & Landlord's Representation/Lease
- JNT's Marine Pros Portfolio: Seller's Representation
  - N7660 State Park Dr, Whitewater, WI 53190 - Sale
  - N8066 County Road P, Whitewater, WI 53190 - Sale
  - W7983 Highway 12, Whitewater, WI 53190 - Sale
- 234 N Prince St, Whitewater, WI 53190 - Buyer's Representation/Sale

### **Current Listings:**

- 848 E Commercial Ave, Whitewater, WI 53190 - For Sale
- 146 W Main St, Whitewater, WI 53190 - For Sale

### **Current Ownership/Property Management:**

- 1202-1208 Bluff Rd, Whitewater, WI 53190
- 234 N Prince St, Whitewater, WI 53190
- 135 W Center Ave, Whitewater, WI 53190

### **Other Municipal Representation Experience:**

- Mukwonago, WI
  - Chapman Farms: Worked with the Village of Mukwonago to procure a developer.
  - The Pointe Apartments: Procured a developer and led the process to completion of the comprehensive plan amendment and re-zoning of property.
  - Mukwonago Industrial Park: Procured numerous tenants within the industrial park.
- East Troy, WI
  - East Troy Industrial Park: Worked alongside the Village of East Troy to procure a developer for the park. Helped lead the process of establishing the current TID.

- Elkhorn, WI
  - Represents the City of Elkhorn in the sale of their green-field and shovel-ready sites. Working to identify land within the City's opportunity zones for residential and commercial developments.

**References:**

- Mikko Erkamaa, local developer, and property owner
- Eileen Suhm, Village of East Troy Administrator/Treasurer/CDA Executive Director
- John Weidl, City of Whitewater City Manager
- Adam Swann, City of Elkhorn Administrator  
(Additional references available upon request.)





# Project Proposal

Listing and Brokerage Services for City  
of Whitewater, Wisconsin

AUGUST

**2023**

**Presented To**

City of Whitewater – City Manager’s Office  
Attention: CDA Administrative Assistant  
312 West Whitewater Street  
P.O. Box 178  
Whitewater, WI 53190

**Presented By**

Legacy Realty Group  
Tim Vandeville Jr.  
401 N Milwaukee St # 1,  
Waterford, WI 53185

# Executive Summary

Legacy Realty Group LLC is excited to submit our proposal to provide expert real estate brokerage services to the City of Whitewater, Wisconsin. As a firm, we bring experience, local market insights, and a commitment to serve the city's unique needs. Our owner and broker, Tim Vandeville Jr., will personally manage this project, applying his years of experience in both residential and commercial real estate to secure the best outcomes for the City of Whitewater.





# About Our Firm

Established in 2018, Legacy Realty Group LLC has grown to a team of 8 full-time Realtors specializing in residential and commercial real estate. Our Managing Broker, Tim Vandeville Jr., has experience working with local government entities, including the Village of Waterford and the Village of Union Grove, and has represented large companies, including PRE/3, a multi-family developer and property management company.



# Proposed Team and Experience

Tim Vandeville Jr., our Broker/Owner, will be the sole representative assigned to this project. An award-winning realtor and respected member of the community, Tim's accomplishments include the Emerging Leader Award in 2018, Rising Star in 2019, Realtor of the Year in 2022, and top 40 under 40 in the Milwaukee area in 2022. He has successfully worked on apartment developments, single-family developments, commercial developments, and land acquisition, bringing invaluable experience to this project.

# Understanding of Local Real Estate Market

Tim Vandeville Jr.'s expertise extends to the Whitewater real estate market. He has successfully facilitated residential sales and is currently negotiating on a proposed project of over 100 apartment units in Whitewater. He understands the local market's unique challenges, such as lack of inventory, and will employ creative solutions to navigate these issues.



# Marketing Strategies and Market Analysis

Our marketing strategy aims to match local developers and expanding businesses with the right opportunities. We will conduct an in-depth market analysis to determine the best approach, factoring in the complexity of the TID and the City's long-term vision. Past successful campaigns, such as assisting a local restaurant in Waterford with a \$2 million expansion, testify to our strategic and efficient approach.



# Handling Inquiries, Showing Properties, and Negotiations

Tim will personally handle all inquiries, ensuring the right buyer matches the right opportunity. He will conduct timely property showings and follow up with potential buyers, facilitating a smooth and efficient process. During negotiations, Tim's experience with municipalities and understanding of TID complexities will prove invaluable. He will work closely with the City manager to represent the City's best interests, aligning negotiations with the City's long-term vision.

# Fee Structure

We propose a commission rate of 4.5% based on the asking price of each parcel. This rate will cover all marketing expenses, including photos and videos of various locations. The commission is based on the list price and remains fixed regardless of the final sale price, providing predictability for the City. Any additional, non-traditional marketing expenses will be discussed and agreed upon prior to initiation.

## References

### **Zeke Jackson**

Village of Waterford Administrator  
262-806-1750

### **Chris Slater**

Owner of Hartland Shores  
262-349-0020

### **Peter Turke**

Attorney at Turke & Strauss  
262-758-7100





# Thank You

We look forward to the opportunity to work with the City of Whitewater and support its real estate objectives.

