



136 North Monroe Street  
Waterloo, WI 53594  
Phone: (920) 478-3025  
Fax: (920) 478-2021  
[www.waterloowi.us](http://www.waterloowi.us)

## A MEETING OF THE WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - AGENDA

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that a public meeting will be held to consider the following:

Date: July 20, 2021  
Time: 6:00 p.m.  
Location: Municipal Building, 136 North Monroe Street (via remote phone conference for participants and public)

### Remote Access Instructions

Join Zoom Meeting: <https://us02web.zoom.us/j/88601419050?pwd=RUdWeEtTM2REMGI2bUNkL3JEMjdsUT09>  
Meeting ID: 886 0141 9050 Passcode: 841172

Dial-in by Phone +1 312 626 6799 US (Chicago)  
Meeting ID: 886 0141 9050 Passcode: 841172

1. ROLL CALL, PLEDGE OF ALLEGIANCE CALL TO ORDER &
2. MEETING MINUTES APPROVAL: June 15, 2021 and July 12, 2021
3. CITIZEN INPUT
4. UPDATES & REPORTS
  - a. Summary Report (7/17 email)
  - b. Website Revisions
    - i. Google Drive Data
    - ii. Community Welcoming Material
  - c. School District Liaison
  - d. Grant Tracking
  - e. Treyburn Farms
  - f. Economic Development Plan Implementation Progress
    - i. 333 Portland Road Development
      1. RTG Enterprise Interest In Purchasing 1.4 Acres of 333 Portland Road
  - g. Financial Reports Tax Incremental Finance Districts 2, 3 & 4 and Fund 600
  - h. 575 West Madison Street
  - i. Hawthorn & Stone Development Agreement
5. UNFINISHED BUSINESS
  - a. Implementing A Blight Policy, Hiring Code Compliance Services, Follow-up (Outreach In Progress)
  - b. Jesus and Aidhe Aranda Re-Use Support Proposals, 692 West Madison Street
  - c. Considering A Request For Proposal For Economic Development Services
  - d. 2022 Budget Deliberation Process – CDA Budget Submittal
  - e. Review Of Tax Incremental Finance – Overview & Progress Report
  - f. Request For Tax Incremental Financing Assistance, Acquisition Plan For Retail Businesses And Real Estate At 305 West Madison Street.
6. NEW BUSINESS
  - a. CDA Meetings Policy And Citizen Input
  - b. Treyburn Farms Project, Marketing Of Lot #3
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. Annual Calendar
8. ADJOURNMENT

Mo Hansen, Clerk/Treasurer

**Community Development Authority:** Soter, Petts, Kuhl, Weihert, Woods, O'Connell, Sharpe and School District Superintendent Brian Henning as non-voting School District liaison  
Posted, Mailed and E-mailed: 07/17/2021

Please note: it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may attend the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

## Mo Hansen

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**From:** Mo Hansen  
**Sent:** Saturday, July 17, 2021 9:19 AM  
**To:** Janae OConnell; Rich Weihert  
**Cc:** Mike Tschanz; Jeanne Ritter; City of Waterloo, Mayor; HenningB@waterloo.k12.wi.us; Kait Sharpe; Kuhl Charles (alderatlargea@waterloowi.us); leeannwoods@icloud.com; michellesoter@gmail.com; Petts Jeanette (alder4-5@waterloowi.us)  
**Subject:** 7/20 CDA agenda and meeting notes

CDA Chair and Vice-Chair,  
Thanks for 7/16 agenda sign-offs.

### MY SUMMARY NOTES ON 7/20 MEETING (as of 7/17/2021 9:06 AM)

- My 7/17 goal: get 7/20 CDA meeting packets distributed digitally this AM, so it won't be super heavy on written reports. **This summary email is meant to inform all CDA members about current economic development activities.**
- I will complete email outreach to parties with current/pending/possible CDA projects inquiring about new information in advance of 7/17 – so we *may* have late handouts from others.
  - o Sheehy Land – On 7/16 United Cooperative submitted doc “Waterloo Project Estimated Property Tax” which I responded to Friday with additional follow-up Monday from Mayor and I
  - o Hardware/Auto Parts -- Nothing new from Kevin Baumann submitted to date.
  - o 1.4 Acres of 333 Portland Rd -- via email I have asked Ron & Tama Griffin to work through broker Ben Filkowski RE: Griffin land interest.
  - o 692 West Madison St (former Burger King site) --
    - Jesus Aranda has share two phone updates in the last two weeks. He is negotiating at a detailed level with the representatives of the Trust that own this 0.8 acre site.
    - Todd Nelson and Blake George [multi-unit residential concept] were granted permission by the owners to take soil borings [Nelson to owner email thread *indicating project status* “...if there are soil issues it not a deal-killer but provides us with a starting point to develop a plan...”]
  - o 333 Portland Rd – Project Pipe 7/13 site visit. 40,000 sq. ft.; 40 jobs; plastic fabricator.
  - o 333 Portland Rd – Project Armament 7/14 site visit. Also 40,000 sq. ft.; 40 jobs; fire arm silencers & gun manufacturer; CNC work and metal fabrication with small “Pro-Shop” retail component.
  - o 333 Portland Rd – Project Am Farm Rubber this project and the other two above has resurfaced in the last 14 days. [Vicki Pratt, Thrive ED] met with Alan Coates, Regius Rubber on 7/14. She is fully informing Am Farm Rubber people about 333 Portland Rd.
- Economic Dev Services RFP
  - o I have extending the submittal deadline from 7/19 to 8/9.
  - o One submittal in-hand to date.
  - o RFP review meetings or extended follow-up contacts from...
    - Cedar Corp., Seth Hudson
    - Vandewalle & Associates, Scott Harrington
    - MSA Engineering, Jason Valerios & Joe DeYoung
    - Everett Butzine
    - Baker Tilly, Dan Kennelly
    - Vierbicher, Melissa Hunt
- Compliance Services RFP
  - o After prior CDA discussions, I have a sound outreach strategy, but this has fallen down the to-do list. More time needed.

- Treyburn Farms Lot #3
  - o Last week Kait Sharpe accurately brought to my attention that Lot #3 is not shown on public records as having been sold.
  - o Previously I may have reported that we have closed on all lots but #2. The accurate statement would be:
    - As of this morning,
      - we have had earnest money and an accepted Lot #3 offer to purchase for many months
        - o the accepted offer has expired
        - o a refreshed Lot #2 offer to purchase is expected shortly
      - we have closed on 17 lots;
      - Lot #2 is offered for sale and listed with Adriene, the realtor we engaged for the original set of 19.

Mo Hansen | Clerk/Treasurer | [City of Waterloo](#) | 920.478.3025

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**From:** Janae OConnell <janaeloconnell@gmail.com>  
**Sent:** Friday, July 16, 2021 4:27 PM  
**To:** Mo Hansen <mhansen@waterloowi.us>  
**Cc:** Rich Weihert <alderatlargeb@waterloowi.us>; Jeanne Ritter <jritter@waterloowi.us>  
**Subject:** Re: draft 7/20 CDA agenda for your review

Yes, it looks good to me too!  
Janae

On Fri, Jul 16, 2021 at 3:32 PM Mo Hansen <[mhansen@waterloowi.us](mailto:mhansen@waterloowi.us)> wrote:

Rich & Janae:

Please review the draft agenda below forwarding modifications or an OK to distribute. Thank you.

NOTES:

Mo Hansen | Clerk/Treasurer | [City of Waterloo](#) | 920.478.3025

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking  
6/9/2021 3:41 PM

**FOCUS: Industrial & Commercial**

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
IC1	Ready 17 acre industrial site (333 Portland Rd) for reuse	Pursue funding for remediation of blighted site with focus on future industrial reuse and job creation	Site ready with for reuse 1/1/2018		2016 site research; 2017 remediation; 2018 marketing
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Acquire Site	Completed		Clerk/Treasurer	
	EPA Site Remediation	Completed	12/1/2017	Clerk/Treasurer	
	Site Demo Contractor Bidding	Completed	6/7/2018	Clerk/Treasurer	
	Site Demo	Completed	6/8/2018	Contractor	
	Close Out Open DNR/EPA Files	Completed	5/1/2019	EPA / DNR contractor	
	Ready 333 Portland Rd for reuse	Completed	5/1/2019	Clerk/Treasurer	
	Publish Site Reuse RFP	Completed	10/12/2018	Clerk/Treasurer	
	Wetland delineation	Completed	6/15/2019	Clerk/Treasurer	Heartland Ecological
	Preliminary geotechnical engineering	Completed	6/15/2019	Clerk/Treasurer	SCS Engineering
	Sell land to Parker Dow	Completed	8/15/2020	Clerk/Treasurer	
	Sell land to Ron Griffin	Aborted	8/15/2020	Clerk/Treasurer	Offer and counter offer expired
	Intern / Broker Zoom Presentations	Completed	Present slide deck to broker and end-user prospects; 1 site visit 4/15/2021	Clerk/Treasurer / Intern Tyler Remmers	Slide deck reviewed by CDA 2/16/2021
	Broker Hired & Marketing	On Going	Brokerage Marketing Site	Ben Filkouski	
	Execute Developer Agreement	Not Started	TBD	Clerk/Treasurer / Attorney	

**FOCUS: Communication & Organizational Capacity**

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG1	Engage residents with expanded online presence	Expand social media with focus on new residents	2,000 FB likes by August 2018	As of 06/2021 = 1.3 k	2016-2021
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Weekly use of FB	On Going	On-going	Mo, Gabe, Kelli	Parks, Public Works, Police & Library pages also exists; not coordinated.
	Promote use of Waterloo Events Button	Used mostly by Library	On-going	Kelli, Mo	Calendar dormant

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
PRO2	Marketing databases & outreach to market area	PROJECT NEIGHBOR - Build digital market area lists for promotional opportunities	12 creative digital/social media outreach efforts		2019-2021
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Concept review	Completed		Working Group	
	Set-up sign-up box	Completed		Clerk/Treasurer	
	Assemble public data	Completed	4/10/2018	Clerk/Treasurer	
	Update data & create outreach communications 2019-2021	Aged data; progress halted	Data used for elections & dog license reminder robo-calls & letters	Clerk/Treasurer	Under utilized; used for election early voting notices

**FOCUS: Housing**

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
HOU1	Incentivize new home construction	Waive all fees for new single-family home construction		Approved Concept	2019-2021
	<b>Task</b>	<b>Status</b>	<b>Due Date</b>	<b>Assignee</b>	<b>Notes</b>
	Consider continuing for 2019	Completed	12/31/2018	City Council	
	2018 outreach efforts	Completed	3/31/2018	Sue Moe	Flyer to real estate agents
	2019-2020 Outreach (Treyburn Farms Project)	Completed	monthly reports	Mayor / Clerk-Treasurer / Summer Intern	Only Lot #2 remains available

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

6/9/2021 3:41 PM

	2021 Sell final lot (Treyburn Farms Project)	On Going	monthly reports	Clerk-Treasurer	Lot #2 remains available; one lead; earnest money may be forthcoming
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2021

# CITY OF WATERLOO

BALANCE SHEET  
JUNE 30, 2021

## 412-TIF DISTRICT 2 FUND

### ASSETS

412-11100	TREASURER'S CASH	228,014.86	
412-15800	DUE FROM AGENCY FUND TAXES	19,591.17	
	TOTAL ASSETS		247,606.03

### LIABILITIES AND EQUITY

#### LIABILITIES

412-26100	DEFERRED REVENUE	19,591.17	
	TOTAL LIABILITIES		19,591.17

#### FUND EQUITY

412-34300	FUND BALANCE	482,159.92	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	( 254,145.06)	
	TOTAL FUND EQUITY		228,014.86
	TOTAL LIABILITIES AND EQUITY		247,606.03

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 30, 2021

**FUND 412 - TIF DISTRICT 2 FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
	<u>TIF DISTRICT 2 FUND</u>					
412-41-4111-000	TAX INCREMENTS	.00	61,717.30	81,435.00	19,717.70	75.8
	TOTAL TIF DISTRICT 2 FUND	.00	61,717.30	81,435.00	19,717.70	75.8
	<u>INTERGOVERNMENTAL REVENUE</u>					
412-43-4364-000	STATE AID EXEMPT COMPUTERS	.00	.00	780.00	780.00	.0
412-43-4366-000	STATE AID PERSONAL PROPERTY	.00	3,423.20	2,030.00	( 1,393.20)	168.6
	TOTAL INTERGOVERNMENTAL REVENUE	.00	3,423.20	2,810.00	( 613.20)	121.8
	<u>MISCELLANEOUS REVENUES</u>					
412-48-4800-000	MISC REVENUES	.00	.00	50,000.00	50,000.00	.0
412-48-4830-000	SALE OF CITY PROPERTY	.00	30,000.00	.00	( 30,000.00)	.0
	TOTAL MISCELLANEOUS REVENUES	.00	30,000.00	50,000.00	20,000.00	60.0
	<u>OTHER FINANCING SOURCES</u>					
412-49-4918-000	TRANSFER FROM IMPACT FEES	.00	4.47	.00	( 4.47)	.0
	TOTAL OTHER FINANCING SOURCES	.00	4.47	.00	( 4.47)	.0
	TOTAL FUND REVENUE	.00	95,144.97	134,245.00	39,100.03	70.9



**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 30, 2021

**FUND 412 - TIF DISTRICT 2 FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
	<u>LEGISLATIVE SUPPORT</u>					
412-51-5112-325	LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	150.00	.00	100.0
	TOTAL LEGISLATIVE SUPPORT	.00	150.00	150.00	.00	100.0
	<u>ATTORNEY</u>					
412-51-5130-211	ATTORNEY ATTORNEY FEES	.00	1,449.39	150.00	( 1,299.39)	966.3
	TOTAL ATTORNEY	.00	1,449.39	150.00	( 1,299.39)	966.3
	<u>CLERK - WAGES</u>					
412-51-5142-110	CLERK SALARY/CLERK	2,215.08	13,290.48	25,000.00	11,709.52	53.2
	TOTAL CLERK - WAGES	2,215.08	13,290.48	25,000.00	11,709.52	53.2
	<u>SPECIAL ACCTG AND AUDITING</u>					
412-51-5151-214	SPEC ACCTG & AUD PROF FEES	.00	616.68	1,000.00	383.32	61.7
	TOTAL SPECIAL ACCTG AND AUDITING	.00	616.68	1,000.00	383.32	61.7
	<u>ENGINEERING AND ADMINISTRATION</u>					
412-53-5310-215	ENG & ADMIN PROF FEES	970.00	1,400.00	2,500.00	1,100.00	56.0
412-53-5310-380	TID 2 COMPUTER SUPPLY/MAINT	25.20	150.43	437.00	286.57	34.4
	TOTAL ENGINEERING AND ADMINISTRATION	995.20	1,550.43	2,937.00	1,386.57	52.8
	<u>ECONOMIC DEV-122 S. MONROE</u>					
412-56-5680-221	122 S MONROE ST ELECTRIC	.00	184.50	.00	( 184.50)	.0
	TOTAL ECONOMIC DEV-122 S. MONROE	.00	184.50	.00	( 184.50)	.0
	<u>CAPITAL PROJECT</u>					
412-57-5701-800	CAPITAL PROJ OUTLAY	.00	21,302.83	71,489.00	50,186.17	29.8
412-57-5701-806	CAPITAL PROJ IMPROVEMENT PROG	.00	10,470.50	.00	( 10,470.50)	.0
	TOTAL CAPITAL PROJECT	.00	31,773.33	71,489.00	39,715.67	44.5

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 30, 2021

**FUND 412 - TIF DISTRICT 2 FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
	<u>TRANSFER TO DEBT SERVICE</u>					
412-59-5929-000	TRANSFER TO DEBT SERVICE	.00	300,275.22	103,350.00	( 196,925.22)	290.5
	TOTAL TRANSFER TO DEBT SERVICE	.00	300,275.22	103,350.00	( 196,925.22)	290.5
	TOTAL FUND EXPENDITURES	3,210.28	349,290.03	204,076.00	( 145,214.03)	171.2
	NET REVENUE OVER(UNDER) EXPENDITURES	( 3,210.28)	( 254,145.06)	( 69,831.00)		

# CITY OF WATERLOO

BALANCE SHEET  
JUNE 30, 2021

## 413-TIF DISTRICT 3 FUND

### ASSETS

413-11100	TREASURER'S CASH	38,794.40	
413-15800	DUE FROM AGENCY FUND TAXES	21,169.25	
	TOTAL ASSETS		59,963.65

### LIABILITIES AND EQUITY

#### LIABILITIES

413-26100	DEFERRED REVENUE	21,169.25	
	TOTAL LIABILITIES		21,169.25

#### FUND EQUITY

413-34300	FUND BALANCE	47,263.74	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	( 8,469.34)	
	TOTAL FUND EQUITY		38,794.40
	TOTAL LIABILITIES AND EQUITY		59,963.65

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 30, 2021

**FUND 413 - TIF DISTRICT 3 FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
	<u>TAXES</u>					
413-41-4111-000	TAX INCREMENTS	.00	66,688.94	87,995.00	21,306.06	75.8
	TOTAL TAXES	.00	66,688.94	87,995.00	21,306.06	75.8
	<u>INTERGOVERNMENTAL REVENUE</u>					
413-43-4364-000	STATE AID EXEMPT COMPUTERS	.00	.00	320.00	320.00	.0
413-43-4365-000	STATE AID PERSONAL PROPERTY	.00	323.63	904.00	580.37	35.8
	TOTAL INTERGOVERNMENTAL REVENUE	.00	323.63	1,224.00	900.37	26.4
	<u>MISCELLANEOUS REVENUES</u>					
413-48-4800-000	MISC REVENUES	.00	.00	20,000.00	20,000.00	.0
	TOTAL MISCELLANEOUS REVENUES	.00	.00	20,000.00	20,000.00	.0
	TOTAL FUND REVENUE	.00	67,012.57	109,219.00	42,206.43	61.4

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 30, 2021

**FUND 413 - TIF DISTRICT 3 FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
	<u>LEGISLATIVE SUPPORT</u>					
413-51-5112-325	LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	150.00	.00	100.0
	TOTAL LEGISLATIVE SUPPORT	.00	150.00	150.00	.00	100.0
	<u>ATTORNEY</u>					
413-51-5130-211	ATTORNEY ATTORNEY FEES	.00	1,051.50	.00	( 1,051.50)	.0
	TOTAL ATTORNEY	.00	1,051.50	.00	( 1,051.50)	.0
	<u>SPECIAL ACCTG AND AUDITING</u>					
413-51-5151-214	SPEC ACCTG & AUD PROF FEES	.00	616.66	1,500.00	883.34	41.1
	TOTAL SPECIAL ACCTG AND AUDITING	.00	616.66	1,500.00	883.34	41.1
	<u>ENGINEERING AND ADMINISTRATION</u>					
413-53-5310-215	ENG & ADMIN PROF FEES	.00	2,320.00	1,500.00	( 820.00)	154.7
	TOTAL ENGINEERING AND ADMINISTRATION	.00	2,320.00	1,500.00	( 820.00)	154.7
	<u>TRANSFER TO DEBT SERVICE</u>					
413-59-5929-000	TRANSFER TO DEBT SERVICE	.00	71,343.75	92,378.00	21,034.25	77.2
	TOTAL TRANSFER TO DEBT SERVICE	.00	71,343.75	92,378.00	21,034.25	77.2
	TOTAL FUND EXPENDITURES	.00	75,481.91	95,528.00	20,046.09	79.0
	NET REVENUE OVER(UNDER) EXPENDITURES	.00	( 8,469.34)	13,691.00		

# CITY OF WATERLOO

BALANCE SHEET  
JUNE 30, 2021

## 414-TIF DISTRICT 4 FUND

### ASSETS

414-11100	TREASURER'S CASH	87,228.08	
414-15800	DUE FROM AGENCY FUND TAXES	6,765.11	
	TOTAL ASSETS		93,993.19

### LIABILITIES AND EQUITY

#### LIABILITIES

414-26100	DEFERRED REVENUE	6,765.11	
	TOTAL LIABILITIES		6,765.11

#### FUND EQUITY

414-34300	FUND BALANCE	66,976.78	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	20,251.30	
	TOTAL FUND EQUITY		87,228.08
	TOTAL LIABILITIES AND EQUITY		93,993.19

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 30, 2021

**FUND 414 - TIF DISTRICT 4 FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
	<u>TIF DISTRICT 4 FUND</u>					
414-41-4111-000	TAX INCREMENTS	.00	21,311.36	28,119.98	6,808.62	75.8
	TOTAL TIF DISTRICT 4 FUND	.00	21,311.36	28,119.98	6,808.62	75.8
	<u>INTERGOVERNMENTAL REVENUE</u>					
414-43-4364-000	STATE AID COMPUTERS	.00	.00	239.00	239.00	.0
414-43-4365-000	STATE AID PERSONAL PROPERTY	.00	1,282.72	.00	( 1,282.72)	.0
	TOTAL INTERGOVERNMENTAL REVENUE	.00	1,282.72	239.00	( 1,043.72)	536.7
	TOTAL FUND REVENUE	.00	22,594.08	28,358.98	5,764.90	79.7

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 30, 2021

**FUND 414 - TIF DISTRICT 4 FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
	<u>LEGISLATIVE SUPPORT</u>					
414-51-5112-325	LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	150.00	.00	100.0
	TOTAL LEGISLATIVE SUPPORT	.00	150.00	150.00	.00	100.0
	<u>SPECIAL ACCTG AND AUDITING</u>					
414-51-5151-214	SPEC ACCTG & AUD PROF FEES	.00	616.66	500.00	( 116.66)	123.3
	TOTAL SPECIAL ACCTG AND AUDITING	.00	616.66	500.00	( 116.66)	123.3
	<u>ENGINEERING AND ADMINISTRATION</u>					
414-53-5310-217	ENG & ADMIN WATER DISTRICT #1	.00	1,576.12	.00	( 1,576.12)	.0
	TOTAL ENGINEERING AND ADMINISTRATION	.00	1,576.12	.00	( 1,576.12)	.0
	TOTAL FUND EXPENDITURES	.00	2,342.78	650.00	( 1,692.78)	360.4
	NET REVENUE OVER(UNDER) EXPENDITURES	.00	20,251.30	27,708.98		



# CITY OF WATERLOO

BALANCE SHEET  
JUNE 30, 2021

## 600-COMMUNITY DEVELOPMENT AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	49,040.56	
600-15800	DUE FROM AGENCY FUND TAXES	1,133.29	
	TOTAL ASSETS		50,173.85

### LIABILITIES AND EQUITY

#### LIABILITIES

600-26100	DEFERRED REVENUE	1,133.29	
	TOTAL LIABILITIES		1,133.29

#### FUND EQUITY

600-34300	FUND BALANCE	20,356.81	
600-34310	PROFESSIONAL SVCS CARRYOVER	25,000.00	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	3,683.75	
	TOTAL FUND EQUITY		49,040.56
	TOTAL LIABILITIES AND EQUITY		50,173.85

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 30, 2021  
**FUND 600 - COMMUNITY DEVELOP AUTHORITY**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
	<u>TAXES</u>					
600-41-4111-000	LOCAL TAX-GENERAL FUND	.00	3,516.71	4,650.00	1,133.29	75.6
	TOTAL TAXES	.00	3,516.71	4,650.00	1,133.29	75.6
	<u>PUBLIC CHARGES FOR SERVICE</u>					
600-46-4674-000	MBC BUILDING RENTAL	400.00	1,550.00	2,400.00	850.00	64.6
	TOTAL PUBLIC CHARGES FOR SERVICE	400.00	1,550.00	2,400.00	850.00	64.6
	TOTAL FUND REVENUE	400.00	5,066.71	7,050.00	1,983.29	71.9

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 6 MONTHS ENDING JUNE 30, 2021  
**FUND 600 - COMMUNITY DEVELOPMENT AUTHORITY**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
	<u>SPECIAL ACCTG COSTS</u>					
600-51-5151-399	SPECIAL ACCTNG COSTS - MISC	.00	.00	375.00	375.00	.0
	TOTAL SPECIAL ACCTG COSTS	.00	.00	375.00	375.00	.0
	<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	34.28	122.06	1,000.00	877.94	12.2
600-51-5162-222	MAUNESHA BUSINESS HEAT	10.50	315.21	750.00	434.79	42.0
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	94.23	379.73	698.00	318.27	54.4
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	40.00	200.00	1,160.00	960.00	17.2
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	( 485.00)	365.96	.00	( 365.96)	.0
	TOTAL MAUNESHA BUSINESS CENTER	( 305.99)	1,382.96	3,608.00	2,225.04	38.3
	<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220	PROJECT CDA PROGRAMS	.00	.00	250.00	250.00	.0
	TOTAL PLANNING AND CONSERVATION	.00	.00	250.00	250.00	.0
	TOTAL FUND EXPENDITURES	( 305.99)	1,382.96	4,233.00	2,850.04	32.7
	NET REVENUE OVER(UNDER) EXPENDITURES	705.99	3,683.75	2,817.00		

## Mo Hansen

---

**From:** Mo Hansen  
**Sent:** Thursday, June 03, 2021 3:10 PM  
**To:** aranda206.ja@gmail.com  
**Subject:** City of Waterloo follow-up 692 West Madison Street

Jesus and Aidhe Aranda,

Thanks for meeting with me about your interest in re-using for former fast-food restaurant as laundromat.

Mayor Quimby has asked that project submittal information be routed to the Community Development Authority which next meets on June 15 at 6 pm in the Council Chambers. If you wish for municipal project considerations as we last discussed, please forward information via email, as a PDF. You may also send printed material if you wish. Your submitted information will be included as part of the Community Development Authority's meeting agenda on June 15<sup>th</sup>.

During our discussion you indicated interest in:

- Making a request to make 692 West Madison Street an eligible property for the existing Façade and Interior Grant Programs, which are currently limited to the downtown area.
- Municipal acceptance of an upfront grant, based upon new taxes generated by improvements you intend to make to the blighted property.

Any background information and specifics about your interests may be submitted in advance of the meeting. We typically distribute meeting materials one-week in advance. Receipt of information on or before June 9<sup>th</sup> will enable us to distribute information such that meeting participants can review it in advance of the meeting.

The role of the Community Development Authority would be to make a recommendation to the City Council.

Mo Hansen | Clerk/Treasurer | [City of Waterloo](#) | 920.478.3025

April 30, 2021

Mr. Jesus Aranda  
(920) 248-1629

Re: Property at 692 W. Madison Street, Waterloo, WI

Mr. Aranda,

After meeting on site with your wife and Josh Koval from Wash Laundry, completing a walk-thru and referencing recent historical information on renovation cost of similar projects my recommendation is as follows –

- Based on the condition of the existing structure, visible deterioration, mold issues and taking into account the amount of time the building has been empty, at best there may be an additional \$25,000 worth of value within the existing structure in addition to the value of the improved lot, utilities run to the building and concrete work.
- This is primarily due to the fact that the existing building interior would have to be gutted to the exterior studs, exposed roof trusses and concrete floor. At that point sheathing that would need to be replaced would ensue and the mold remediation would take place. Upon a more detailed inspection of the roof system, leaks and mechanical equipment we fully expect that those items would need replacing as well.
- Keep in mind that the \$25,000 worth of perceived value in the existing structure is a best case. Once we would do a full evaluation with our remediation team we would clarify.
- Our recommendation would be to make an offer based on the value of the improved lot and concrete work that is existing. In today's dollars the value of the site work, utilities and concrete work would be approximately \$125,000 - \$150,000 – to that I would add the perceived value of the property location.
- For reference, to rebuild the structure from the foundations up with the laundromat build-out would run approximately \$500,000 - \$525,000 without the equipment provided by Wash Laundry.

If you have additional questions don't hesitate to give me a call to discuss. Thank you for the opportunity and look forward to assisting in any way that I can!

*Mark Rukamp*

Sales/Principal  
Alliance Construction & Design, Inc.

# ***RICHTER***

***Heating & Air Conditioning Inc.***

**421 Water Tower Ct. Watertown, WI 53094  
Bill & Adam Richter 920-988-7050 [RichterHVAC@gmail.com](mailto:RichterHVAC@gmail.com)  
RichterHVAC.com**

## ***Proposal for Jesus Aranda***

***Service Address: Laundromat. 692 W. Madison St., Waterloo  
920-248-1629 [aranda206@charter.net](mailto:aranda206@charter.net)***

***Date Submitted 3/29/2021***

**HVAC Budget Numbers for Remodel to Laundromat. Replace two Roof-top Units. All ductwork, supply & return runs and registers. Add exhaust fans and intake for dryers.**

- Two Roof-top Units capable of 10 tons Cooling and 250,000 BTU Heating
- Two Thermostats
- Ductwork & Insulation
- Supply pipe, intake, and registers
- Gas piping
- Venting of exhaust fan & bath fans (bath fans provided by others)
- Misc. materials
- State Approvals
- Engineering Fees
- Proper Removal of old Roof-top Units
- Proper Start-up of new Roof-top Units

**Check/Cash Price = \$66,700.00\***

**\*Does Not Include:**

- High voltage wiring
- Temporary heat

***If paying with a credit card add 3% convenience fee to the total cash/check price.***

**Changes can be made through change request forms.**

## Tax Incremental Finance

Since the 1970's, Wisconsin Municipalities have been afforded the opportunity to create tax increment districts (TIDs) as the most widely used economic development tool. As communities grow and/or are in need of redevelopment/rehabilitation, the tax incremental finance law is the single most important economic development tool available to assist in providing assistance to cause the development or redevelopment to occur.

Ehlers & Associates, Inc. has been building better communities by providing municipalities with assistance in studying, creating, amending and managing TIDs.

Currently, there are several different types of TIDs that municipalities can create:

- Industrial
- Mixed Use
- Blight Elimination
- Conservation/Rehabilitation
- Environmental Remediation

To create a TID, statute requires that at least 50% of the land within the boundary of a TID be suitable for one of the above general classifications of TIDs.

Dependent upon the type of district, the maximum life of a TID can vary. Currently districts have life cycles of between 20 and 27 years.

### TID Premise

The premise behind the use of TID is that "...but for the use of TID the development would not occur..." The above is known as the key underpinning test of TIDs. The test been applied in a variety of ways, some of which are as follows:

- would not occur at all;
- would not occur in the same time frame;
- would not occur with the same value;
- would not occur with the same amenities; or
- would not occur with the same job creation."

With the positive application of the "but for" test, there is no loss in tax revenues by the various taxing jurisdictions due to the development not being there without the use of a TID.

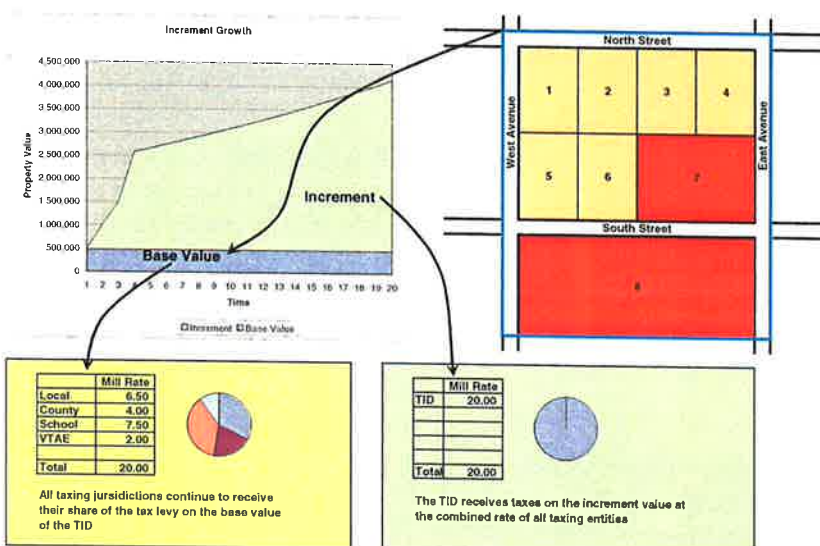
### How TIF Works

When creating a TID the first step in the process is to define the boundary of the proposed district. Once the boundary is defined, a value of the real and personal property of the TID is established which is called the "base value".

The base value of the TID continues to be taxed by all taxing

jurisdictions (school district, vocational district, county and municipality); in other words, each taxing jurisdiction continues to receive their piece of the tax "pie."

With the authority of a TID, the municipality "causes" development to occur through the installation of infrastructure, development incentives, land acquisition, environmental remediation, etc. As development, and/or redevelopment occur the value that is created is called the **increment**. The increment is then taxed **at the same rate** as the base value; however, the tax revenues that the incremental value generates are received by the TID to pay for the improvements that "caused" the development.



"But for the use of TID development:

## Types of TID Projects

Tax increment districts have been used for a variety of projects throughout its 30+ year history. Common projects that municipalities include within districts include any infrastructure to support the development. Infrastructure typically includes sewer & water mains, roadways, storm sewers, electrical and communication grids.

Municipalities have also used TID to purchase raw land for industrial development, purchase blighted and/or dilapidated properties for redevelopment, write down the cost of land for a third party (direct development incentive), etc.

When development within a TID causes the need to construct major infrastructure items, TID has been used to pay for all, or a portion of wastewater treatment plant expansion, interceptor sewers, water supply infrastructure, water storage, water treatment plants, electrical substations, etc.

There have been instances where TID has been used to develop industrial incubator buildings, clean-up environmental contamination, traffic controls and other street amenities, and purchase of specialized equipment to service the district, and provide direct development assistance to private entities.

Overall, projects can be broadly defined provided the “but for” question can be answered positively that development is assisted by the expenditure of public funds through a TID.

## TID Process

Although the process varies by type of district and whether you are creating a new district or amending an existing district; statute dictates several steps necessary in the process. The standard steps municipalities must undertake to create and/amend a TID are as follows:

- Form a joint review board (JRB) prior to holding a public hearing
- Hold a public hearing on the creation or amendment of a TID by Planning Commission (PC) or Community Development Authority (CDA)

- Approval of creation or amendment of TID by PC/CDA
- Council/Board approval of creation or amendment of TID
- JRB approval of creation or amendment

The process from start to finish will take between 45 and 90 days, dependent upon type of action and meeting schedule.

Once a district is created, the boundaries of the district may be amended (additions or subtractions) four times. The project plan (types projects and/or cost of projects) can be amended throughout the life of the district.

Expenditures within the district can be made up to five years prior to the standard statutory closure of the district.

## Ehlers TID Assistance

Limited staff time and resources make it difficult for a community to respond to these challenges. The financial advisors at Ehlers have thorough knowledge of and extensive experience in tax increment financing.

At Ehlers, we provide a full spectrum of services to help you through the complexities of tax increment financing. Our services afford you with the “one stop” TID assistance your community needs including:

- Project Planning
- Create scheduling time-line
- Coordinate documentation process
- Prepare TID project plan
- Conduct development *pro forma* analysis
- Assist in development agreement negotiation
- Develop analysis for proving the “but for” test
- Prepare state reporting forms
- Pre-audit compliance reports
- Maintain project finance reporting & case records
- Assist in public participation process required by statute

Whether you are looking at amending an existing district or creating a new district, the expertise of Ehlers can guide you smoothly through the process. From initial planning to project financing, Ehlers is your expert partner.



## **ACQUISITION PLAN FOR NEITZEL HARDWARE CITY OF WATERLOO**

### **Talking Points**

- Kevin has identified a potential lead lender who will finance all the current hardware and auto parts inventory (valued at \$400,000) plus provide a \$200,000 allowance for additional inventory to accommodate anticipated growth.
- The lender is also considering providing a line of credit totaling a minimum \$50,000 to assist with cash flow needs during the transition and help accommodate sales growth in early 2022.
- The lender is not willing to provide financing for real estate acquisition totaling \$100,000 to meet Mike Neitzel's total asking price of \$500,000 for the business.
- Kevin would like to long term split the businesses into the two separate business units at different locations. The preferred plan is to:
  - Build a new auto parts store on property adjacent to K&B Auto and move that business unit out of the current location.
  - Expand the hardware store into the vacated space.
  - Kevin would also like to explore options for acquiring property behind the current hardware store (if it is available) to accommodate potential longer term expansion.
- Kevin is able to raise \$50,000 in equity to acquire the real estate, leaving a gap of \$50,000.
- A key question and discussion point for the meeting: Is the City willing to provide \$50,000 out of TIF funds to fill this gap?
  - This would allow Kevin to fill the gap without securing a second lender.
  - This simplifies the deal, particularly regarding shared collateral, and allows us to get to a quicker close.
  - Mike Neitzel has told Kevin he has a hard stop on August 31, 2021.
  - This would give us our best chance of accommodating Mike's timeline.

## Mo Hansen

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**From:** Mo Hansen  
**Sent:** Friday, July 09, 2021 12:59 PM  
**To:** K&B Auto (kandbauto@hotmail.com); Craig Kettleson (ckettleson@madisonregion.org)  
**Cc:** City of Waterloo, Mayor; HenningB@waterloo.k12.wi.us; Janae OConnell; Kait Sharpe; Kuhl Charles (alderatlargea@waterloowi.us); leeannwoods@icloud.com; michellesoter@gmail.com; Petts Jeanette (alder4-5@waterloowi.us); Rich Weihert (alderatlargeb@waterloowi.us)  
**Subject:** Waterloo Community Development Authority follow-ups in advance of 7/12

Kevin & Craig,

Thank you for your work on a potential business and real estate acquisition involving the Neitzel Hardware & Auto Parts businesses, and the associated real estate.

To aid the Community Development Authority's Monday 7/12 meeting -- based on hearing from CDA members -- I am sharing ideas/questions formulated since our municipal building visit. Monday fast approaches. My expectations are not that responses will be provided prior to the meeting. Rather my intent is to present items (perhaps a partial list...) for all to contemplate in preparation for the meeting.

1. Please be aware of the [adopted City of Waterloo Tax Incremental Finance Policy](#).
2. What alternatives to a \$50,000 zero interest loan have been pursued?
  - a. What efforts have taken place to raise the needed \$50,000 in project equity?
  - b. Has a land contract with existing owner been raised?
  - c. What existing personal or company assets are obligated to this project?
3. With this request taxpayers become *a partner* in a business acquisition. How can you demonstrate financial viability to pay back a loan? What guarantees can you provide?
4. Can a performance based incentive rather than a day-1 upfront loan fit the deal you are putting together? Are incentives based on performance, or completion of components listed in a TIF agreement, and option?

Mo Hansen | Clerk/Treasurer | [City of Waterloo](#) | 920.478.3025



136 North Monroe Street  
Waterloo, WI 53594  
Phone (920) 478-3025  
E-mail ( [cityhall@waterloowi.us](mailto:cityhall@waterloowi.us) )

**TO:** COMMUNITY DEVELOPMENT AUTHORITY  
**FROM:** CLERK/TREASURER  
**SUBJECT:** KEVIN BAUMANN REQUEST FOR A \$50,000 LOAN TO SERVE AS GAP FINANCING FOR AN ACQUISITION PLAN FOR NEITZEL HARDWARE AND AUTO PARTS BUSINESSES AT 305 WEST MADISON STREET  
**DATE:** JULY 2, 2021

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#### THE ASK.

The applicant, Kevin Baumann (and any associated corporate entity he may create as part of this acquisition plan), requests a \$50,000 zero interest loan with a term not to exceed the life of tax incremental finance district #2.

The District's maximum life is July 21, 2038. To allow for these loaned dollars to have the potential to be further recycle/reused for another future district project, I recommend a loan with the following terms:

Loan Amount: \$50,000  
Interest Rate: 0.00%  
Term: Seven equal annual payments on or before a date of Baumann's choosing  
Municipal Loan Position: Secondary to a primary lender

#### DOES THIS TYPE OF ASSISTANCE FIT WITHIN THE APPROVED PROJECT PLAN?

The approved project plan allows for developer cash grants within the district. In this case a zero interest loan is proposed. The request fits within the approve project plan.

#### THE RAMIFICATIONS FOR TAX INCREMENTAL FINANCE DISTRICT #2.

- This project is likely to NOT generate any new taxable property value. Please note: the original project plan anticipated \$3,860,000 in *expenses* over the district's lifetime – along with -- \$8,600,000 in *projected new tax base*. [Meaning: Every tax dollar invested is to generate \$2.23 in new taxable property value]
- There is **cash-on-hand to fund this request**. In a scenario whereby no new taxable property value is created this request uses dollars that otherwise would be intended to create new taxable property value.

**CITY OF WATERLOO**  
BALANCE SHEET  
MAY 31, 2021  
412-TIF DISTRICT 2 FUND

ASSETS	
412-1100 TREASURER'S CASH	331,225.14
412-1000 DUE FROM AGENCY FUND TAXES	19,581.17
<b>TOTAL ASSETS</b>	<b>350,806.31</b>
LIABILITIES AND EQUITY	
LIABILITIES	
412-2600 DEFERRED REVENUE	19,581.17
<b>TOTAL LIABILITIES</b>	<b>19,581.17</b>
FUND EQUITY	
412-3400 FUND BALANCE	481,199.92
REVENUE OVER/UNDER (EXPENDITURES - YTD)	1 226,904.10
<b>TOTAL FUND EQUITY</b>	<b>201,225.14</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>350,806.31</b>

- The desired outcome is to retain and potentially grow a Waterloo anchor commercial business (hardware & auto parts retailer). If the hardware store closes, the likelihood of a similar retail establishment locating in Waterloo is minimal.
- This project creates a 2021 precedent for the next project seeking a similar public benefit. As I have in the past, I recommend aggressive support of all of those seeking to invest private dollars in Waterloo to build tax-base and family-supporting jobs.

## BACKGROUND ABOUT TAX INCREMENTAL DISTRICT #2

The original approved project plan anticipated \$3,860,000 in expenses over the district's lifetime. As of 12/31/2020 expenditures total to \$2,030,058 with \$126,839 in 2020. Major expenses to date include:

- Water, sewer & roadway improvements to East Madison Street as part of the WisDOT STH 19 Reconstruction Project.
- Incentives to Hawthorn & Stone Inc. to demolish and redevelopment a twelve acre site formerly a 330,000 sq. ft. printing facility.
- Incentives to Rediscovered LLC for improvements to 575 West Madison Street and its 60,000 sq. ft. of office space.
- Incentives to Movin' Out and Monroe Street Apartments LLC for redevelopment of a 1.38 acre site converting it to a 3-story 60,156 sq. ft. residential facility.
- A downtown commercial façade grant program and interior build-out grant program which has leveraged private investment in maintaining/rehabilitation eight downtown commercial properties.

## DISTRICT MAP.

This district was originally defined as the downtown and adjacent properties, **shown in green**. In 2013 the district was expanded to include the area **shown in red**.



## ASSISTANCE FROM CRAIG KETTLESON.

Approximately 90 days ago, the City put Kevin Baumann in contact with Madison Region Economic Partnership Enterprise Development [Director Craig Kettleson](#) to aid Kevin in exploring his interest in acquiring the hardware and auto parts businesses located at 305 West Madison Street. In collaboration with Mike & Deb Neitzel, Craig has reviewed existing business records and generally has been consulting with Kevin Baumann to structure a deal whereby Baumann takes ownership of the businesses and real estate.

Craig served as a Waterloo municipal consultant in years past assisting local businesses (Jim's Cheese, Custom Plastics, Lannoy's Piggly Wiggly, Neitzel Hardware and others) with a direct one-on-one confidential business analysis relating to ownership transition, financing and similar business retention and growth matters.

## **CITY OF WATERLOO TAX INCREMENT FINANCE POLICY**

### **PURPOSE**

The purpose of this policy is to set forth the City's approach to the use of tax incremental financing (TIF) for private development. This policy will be used to process and review requests for tax incremental finance assistance. TIF supported projects must comply with applicable state statutes. The City of Waterloo is governed by the limitations established in Wisconsin Statutes 66.1105, the Wisconsin Tax Increment law.

### **CITY'S OBJECTIVES FOR USE OF TAX INCREMENTAL FINANCING**

This program exists to achieve the following objectives, in no particular order:

1. Remove blight and/or encourage redevelopment in the commercial and industrial areas of the City in order to encourage high quality development or redevelopment and private investment.
2. To retain and/or increase the number and diversity of quality jobs (e.g. stable employment and/or attractive wages and benefits).
3. To encourage additional unsubsidized private development in the areas, either directly, or through secondary "spin-off" development.
4. To offset increased costs of redevelopment (e.g. contaminated site clean-up), over and above those costs that a developer would incur in normal urban or suburban development.
5. To achieve development on sites which would not be fully developed to the full potential envisioned by the Waterloo Comprehensive Plan without this assistance.
6. To increase and diversify the tax base of the City to ensure the ability of the City to provide adequate services for its residents while reducing reliance on the residential property tax base.
7. To meeting other uses of public policy, as adopted by the City Council from time to time, including the promotion of quality urban design, quality architectural design, mixed use new urbanism development consistent with the adopted comprehensive plan, energy conservation, protection and conservancy of green space, decreasing the capital and operating costs of local government, etc.

### **PROGRAM ELIGIBILITY CRITERIA**

1. The project must be consistent with the City's Comprehensive Plan, zoning ordinances and other municipal ordinances.
2. The project must meet at least two of the City objectives listed above.
3. It must be demonstrated that the project would not be financially feasible "but for" the public assistance to be provided.
4. The developer must agree to provide guarantees to the City to cover any shortfalls in costs not paid by the increment, unless the project is a "pay as you go" agreement. These may include assessment agreements, letters of credit, personal or corporate guarantees and minimum payment agreements.
5. A minimum ratio of private development increment to tax increment expenditure of 3:1 is generally expected. At a minimum, the Net Present Value (NPV) of TID revenue should equal two times the amount of any redevelopment assistance requested.
6. For projects in Redevelopment Districts, preference will be given to those that constitute rehabilitation, and those that enhance overall value and appearance of the district as well as specific removal of undesirable situations.

### **PROJECT COSTS WHICH MAY QUALIFY FOR TAX INCREMENTAL FINANCING ASSISTANCE**

1. Property acquisition

2. Land clearance
3. Relocation and demolition of structures
4. Site preparation
5. Soils correction, removal of hazardous wastes or remediation of site contamination
6. Installation of utilities, including fiber optics and digital technologies
7. Construction of public or private improvements
8. Administrative costs directly related to the identified parcels
9. Design fees
10. Surveys
11. Environmental studies
12. Relocation of building occupants
13. Special assessments and TIF application filing fee
14. Promotions and marketing
15. Other costs allowed by Wisconsin Statutes

### **TAX INCREMENT PROJECT EVALUATION PROCESS**

The following four methods of analysis for all proposals will be used:

- A) Consideration of project meeting basic qualifications.
- B) Consideration of project meeting desired qualifications.
- C) Project meets "but-for" analysis and statutory qualifications.
- D) Project is deemed consistent with City adopted plans.

### **APPLICATION PROCESS**

The City's tax increment financing program will be administered by the Waterloo Common Council with the assistance from the Plan Commission and the Community Development Authority as directed. The Waterloo Common Council will require a non-refundable application fee in the amount of \$200 for its processing of the application. The fee shall be payable to the City of Waterloo at the time of an application submittal. Fees and applications are accepted in the Clerk/Treasurer's office and are subject to change without notice.

#### Step 1

- Complete and submit a TID Application (application requirements found below) with supporting documents (Initial submittal may be in rough form for preliminary discussion purposes) to Clerk/Treasurer's office, 136 North Monroe Street, Waterloo, Wisconsin 53594
- Schedule a meeting with staff for initial review of the application.

Staff will work with applicant to develop the most appropriate TID application according to City adopted policies. Once a developer and/or staff believe the initial application is ready, the request is sent to the Common Council for review and comments. A resolution from the Council will approve, deny, or approve with stipulations the conceptual tax incremental district proposal. Stipulations found as part of conceptual approvals will usually relate to adopted policies and may or may not consist of the following: Further solidification of numbers (Appraisals, Letters of Intent, Developer Agreements, etc); Making the TID proposal payoff in a lower number of years; and/or higher ratio of Developer dollars to TID dollars, etc.

NOTE: The Common Council will determine what body (Plan Commission, CDA or Council) will be the future recommending authority for the proposal TID at the time of concept approval.

#### Step 2

- Complete and submit a Final TID Application with supporting documents.
- Schedule a meeting with staff for review of the application.

- Staff then begins the TID approval process by taking it to the recommended body and beginning the statutory TID process.
- Developer must comply with requirements of all approving bodies (Plan Commission, Community Development Authority, Common Council and Joint Review Board) throughout the process.

#### Application Requirements

- General Information including: date, project name, tax parcel numbers involved and the TID district number the project is affiliated with, if within an existing TID.
- Applicant information including: legal business name, title, company, address, phone and email contact purposes. Include a list of all owners, officers, directors, investors, members and/or partners. Also include information about all support firms working on the project (attorney, engineer, etc...).
- Project plan information including: project incentives that are to result from the TID. These incentives must in turn demonstrate that they will be paid back once completed by an increase in tax increment within the district. The project plan must outline the following:
  - Developer vision
  - How the project relates to the variables found in the City's adopted TIF policy.
  - Detailed outline of the TID incentive requests
    - Incentive requests/costs
    - Reasons why the incentives pass the "but for" test
    - Anticipated project costs
    - Base values (appraisals will be required to support base values)
    - Anticipated value added to TID as result of the project
    - A Pro Forma analysis for the life span of the project showing proposed annual property taxes paid, debt service on TIF loans and debt outstanding
    - Timeline
  - Project narrative, site plan, landscaping plan, grading plan and infrastructure plan
  - Job creation information

## Mo Hansen

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**From:** Mo Hansen  
**Sent:** Saturday, July 17, 2021 10:58 AM  
**To:** Stacy Riege; ampearsall23@gmail.com  
**Cc:** Jeanne Ritter  
**Subject:** FW: City of Waterloo follow-ups / Lot 3  
**Attachments:** Lot 3 Earnest Receipt.pdf; Lot 3 Accepted Offer - doc set.pdf

Stacy & Adam,  
This is my follow-up to a prior July 2021 phone conversation with Adam regarding Lot 3.

Current status?

- Earnest money in-hand, \$3,000 (6/26/2020 receipt attached).
- An expired Accepted Offer To Purchase signed by the Mayor on 8/12/2020 (complete document set with counter-offer and associated documents, attached).
- NOTE: There has been no changes in the overall terms and conditional by which the City will sell the land.
  - o [LINK TO: Buyer/Builder Information](#)
- The current market climate means lots such as #3 are in high demand. Further closing date deferral may lead the City to consider alternate avenues to sell this lot.

Your options.

1. Seek to amend the existing expired Accepted Offer To Purchase by submitting a new offer ( LINK TO: [WB-40 Amendment To Offer To Purchase](#) ) to the City for its renewal consideration.
  - a. Submit to: [cityhall@waterloowi.us](mailto:cityhall@waterloowi.us) or use our 24/7 drop box outside of the municipal building at 136 North Monroe Street.
2. Submit no new offer, and no longer pursue the Lot #3 project with your earnest money reverting to the City.
3. Submit no new offer, request a mutual cancellation agreement between you and the City. If the City were to agree to your written mutual cancellation request, your earnest money would be returned.
4. Any other steps you wish to take, not listed here.

I am available via email or phone if you have questions. Thank you.

Mo Hansen | Clerk/Treasurer | [City of Waterloo](#) | 920.478.3025

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**From:** Mo Hansen  
**Sent:** Tuesday, July 13, 2021 8:59 AM  
**To:** Stacy Riege <[stacy.riege@gmail.com](mailto:stacy.riege@gmail.com)>  
**Cc:** Jeanne Ritter <[jritter@waterloowi.us](mailto:jritter@waterloowi.us)>  
**Subject:** RE: City of Waterloo follow-ups / Lot 3

Stacy,  
Please call to discuss Lot #3.

Mo Hansen | Clerk/Treasurer | [City of Waterloo](#) | 920.478.3025

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**From:** Stacy Riege <[stacy.riege@gmail.com](mailto:stacy.riege@gmail.com)>  
**Sent:** Tuesday, March 02, 2021 11:42 AM  
**To:** Mo Hansen <[mhansen@waterloowi.us](mailto:mhansen@waterloowi.us)>  
**Subject:** Fwd: City of Waterloo follow-ups / Lot 3

Thank you for the information. I will get this to the builder.



Stacy Riege

On Tue, Mar 2, 2021 at 11:18 AM Mo Hansen <[mhansen@waterloowi.us](mailto:mhansen@waterloowi.us)> wrote:

Stacy,

Thanks for your 2/26 phone call.

1. ADDRESS ASSIGNMENT. Lot #3 is 1145 & 1155 Bluegrass Trail. Please see attached for more.
2. PLAT OF SURVEY. The City's engineering firm, Kunkel Engineering Group, has information regarding survey work done when the street was put in. Below is a screen shot from Jefferson County Land Information Office showing that a certified survey map is recorded with the register of deeds office (see Lot #3 oval).
3. CONTACT LIST. This roster may aid in contacting individuals during your construction.

Mo Hansen | Clerk/Treasurer | [City of Waterloo](http://www.cityofwaterloo.org) | 920.478.3025

Building Official	Chris Butschke	608.576.6371	<a href="mailto:cbutschke@safebuilt.com">cbutschke@safebuilt.com</a>	<a href="https://www.w">https://www.w</a>
Building Inspection Line	Inspections need to be called in by 4 pm for next business day	608.688.0997		
Mayor	Jenifer Quimby	920.478.3025	<a href="mailto:mayor@waterloowi.us">mayor@waterloowi.us</a>	<a href="https://www.w">https://www.w</a>
Clerk/Treasurer	Mo Hansen	920.478.3025	<a href="mailto:mhansen@waterloowi.us">mhansen@waterloowi.us</a>	<a href="https://www.w">https://www.w</a>
Utility Superintendent (water, sewer & electric)	Barry Sorenson, Waterloo Utilities	920.478.2260	<a href="mailto:bsorenson@wppienergy.org">bsorenson@wppienergy.org</a>	<a href="http://www.waterloo">www.waterloo</a>
Public Works Director	Chad Yerges	920.478.9797	<a href="mailto:dpw@waterloowi.us">dpw@waterloowi.us</a>	<a href="https://www.w">https://www.w</a>
Badgerland Disposal		608.580.0580	<a href="mailto:townservice@badgerlanddisposal.com">townservice@badgerlanddisposal.com</a>	<a href="https://www.b">https://www.b</a>
Jefferson County Environmental Health Consortium (restaurant permitting)	Holly Hisel, Kaylie Mason or Tyler Kubicek	920.262.8094	<a href="https://www.jeffersoncountyiwi.gov/contact_us/index.php">https://www.jeffersoncountyiwi.gov/contact_us/index.php</a>	<a href="http://Jefferson Count">Jefferson Count</a>
WLOO Station Director (video production capabilities, quality advertising online or via Spectrum/Charter Cable channels 991 & 992)	Jesus Burgos	920.478.3025	<a href="mailto:wloocatv@waterloowi.us">wloocatv@waterloowi.us</a>	<a href="http://www.waterloo">www.waterloo</a>
City Engineer	Mitch Leisses, Kunkel Engineering	920.210.6330	<a href="mailto:mleisses@geo-logic.com">mleisses@geo-logic.com</a>	<a href="http://www.ku">http://www.ku</a>
WE Energies (natural gas)	Central Group Services	262.574.6400	<a href="mailto:co-non-design-central@we-energies.com">co-non-design-central@we-energies.com</a>	
Waterloo Post Master	Rachel Cayce	920.478.4335	<a href="mailto:rachel.m.cayce@usps.gov">rachel.m.cayce@usps.gov</a>	
Fire/EMS Chief	Wes Benisch	920.478.2535	<a href="mailto:wbenisch@waterloofd.com">wbenisch@waterloofd.com</a>	<a href="http://www.wa">http://www.wa</a>
Police Chief	Denis Sorenson	920.478.2343	<a href="mailto:dpsorenson@waterloowi.us">dpsorenson@waterloowi.us</a>	<a href="https://www.w">https://www.w</a>
Library	Kelli Mountford	920.478.3344	<a href="mailto:mountford@waterloo.lib.wi.us">mountford@waterloo.lib.wi.us</a>	<a href="https://www.w">https://www.w</a>
Parks & Recreation	Gabe Haberkorn	920.478.3025	<a href="mailto:parks@waterloowi.us">parks@waterloowi.us</a>	<a href="https://www.w">https://www.w</a>
Municipal Website currently under build- out... (news, info, service sign-up options & more...)				<a href="http://www.waterloo">www.waterloo</a>

# Waterloo Community Development Authority -- Annual Calendar

Preferred meeting night: 3<sup>rd</sup> Tuesday of month at 6:00 pm

Recurring monthly review and action (1) CDA Implementation Plan Progress; (2) Grant Application Tracking

<b>JANUARY</b> <ul style="list-style-type: none"><li>- evaluate CDA Progress Measures</li><li>- finalize prior year Annual Report</li></ul>
<b>FEBRUARY</b> <ul style="list-style-type: none"><li>- notify Mayor of member reappointment interest</li><li>- align/modify CDA Progress Measures as needed</li><li>- submit Annual Report to City Council</li></ul>
<b>MARCH</b> <ul style="list-style-type: none"><li>- notify Mayor of member reappointment interest</li><li>- Push to closeout incomplete prior year items</li></ul>
<b>APRIL</b> <ul style="list-style-type: none"><li>- Mayoral appointments</li><li>- Push to closeout incomplete prior year items</li></ul>
<b>MAY</b> <ul style="list-style-type: none"><li>- CDA election of Chair and Vice Chair</li><li>- evaluate CDA Progress Measures</li></ul>
<b>JUNE</b> <ul style="list-style-type: none"><li>- start future year budget submittal</li><li>- review of tax increment finance district progress</li></ul>
<b>JULY</b> <ul style="list-style-type: none"><li>- review of tax increment finance district progress</li><li>- future year budget planning</li><li>- align CDA Progress Measures with budget planning</li><li>- reaffirm or jettison all active programs and projects</li></ul>
<b>AUGUST</b> <ul style="list-style-type: none"><li>- future year budget submittal to Finance, Insurance &amp; Personnel Committee, including tax incremental finance funds</li></ul>
<b>SEPTEMBER</b> <ul style="list-style-type: none"><li>- evaluate CDA Progress Measures</li></ul>
<b>OCTOBER</b> <ul style="list-style-type: none"><li>- <u>s</u>trength, <u>w</u>eaknesses <u>o</u>pportunities &amp; <u>t</u>hreats (SWOT) exercise</li></ul>
<b>NOVEMBER</b> <ul style="list-style-type: none"><li>- community outreach</li></ul>
<b>DECEMBER</b> <ul style="list-style-type: none"><li>- community outreach</li><li>- review staff draft, Annual Report to City Council</li><li>- update calendar</li></ul>