



136 North Monroe Street  
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## 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: June 15, 2021  
Time: 6:00 p.m.  
Location: Municipal Building, 136 North Monroe Street (via remote phone conference for participants and public)

**Agenda And Meeting Materials Revised 6/14/2021 3:35 PM**

Remote Access Instructions

Join Zoom Meeting: <https://us02web.zoom.us/j/84327547089?pwd=Wm01WisybURUZnoxK2J0VFpxWXlWdz09>

Meeting ID: 843 2754 7089 Passcode: 723497

Dial-in by Phone: +1 312 626 6799 US (Chicago)

Meeting ID: 843 2754 7089 Passcode: 723497

1. ROLL CALL AND CALL TO ORDER
2. MEETING MINUTES APPROVAL: May 18, 2021
3. CITIZEN INPUT
4. UPDATES & REPORTS
  - a. 2021 Facility Tour
  - b. Website Revisions
    - i. Google Drive Data
    - ii. Community Welcoming Material
  - c. School District Liaison (verbal)
  - d. Grant Tracking (verbal)
  - e. Treyburn Farms (verbal)
  - f. Economic Development Plan Implementation Progress
    - i. 333 Portland Road Development
  - g. Financial Reports Tax Incremental Finance Districts 2, 3 & 4 and Fund 600
  - h. 575 West Madison Street
  - i. Hawthorn & Stone Development Agreement (verbal)
5. UNFINISHED BUSINESS
  - a. Implementing A Blight Policy, Hiring Code Compliance Services, Follow-up (Outreach In Progress)
6. NEW BUSINESS
  - a. Jesus and Aidhe Aranda Re-Use Support Proposals, 692 West Madison Street – Referred by Mayor
  - b. Community Development Authority Collaboration And Possible Liaison Person With [The Waterloo Business Association](#) (Association Members Invited)
  - c. Considering A Request For Proposal For Economic Development Services – Referred by Finance, Insurance & Personnel Committee
  - d. Stating The Pledge Of Allegiance At Each Meeting
  - e. Considering A Community Assessment
  - f. Review Of Tax Incremental Finance – Overview & Progress Report
  - g. A Recommendation To Create Tax Incremental District #5, 50+ Acres Of Buildable Land South Of Oak Hill Cemetery – Referred by Mayor
  - h. Start Of 2022 Budget Deliberation Process – CDA Budget Submittal
  - i. **RTG Enterprise Interest In Purchasing 1.4 Acres of 333 Portland Road**
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. Annual Calendar

## 8. ADJOURNMENT



Mo Hansen, Clerk/Treasurer

**Community Development Authority:** One vacancy, Petts, Kuhl, Weihert, Woods, O'Connell, Sharpe and School District Superintendent Brian Henning as non-voting School District liaison  
Posted, Mailed and E-mailed: 06/12/2021

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.

## **WATERLOO COMMUNITY DEVELOPMENT AUTHORITY -- MEETING MINUTES: May 18, 2021**

Digital audio files are archived with these written minutes additionally serving as the official record.

1. ROLL CALL AND CALL TO ORDER. CDA Vice-Chair Weihert called the meeting to order at 6:00 p.m. attended in-person & remotely. Members present: Sharpe, O'Connell, Petts, Kuhl, Weihert and Woods with one vacancy. Absent: non-voting member Henning. Others present: Richard Korth, Maureen Giese, Don Nell and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: April 20, 2021. MOTION: Moved by Petts, seconded by Woods to approve the minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
  - a. School District Liaison. No report.
  - b. Grant Tracking. A \$100,000 grant from the Greater Watertown Community Health Foundation to the Parks Department for path development was reported by Hansen. The in-hand WisDOT \$450,000 grant was also referenced. Weihert was interested in moving forward with hiring an engineer for the WisDOT grant. Petts said grant use timing had not established, but not letting time pass was important.
  - c. Treyburn Farms. Hansen said Lot #2 was available. Weihert called for a letter to Busche terminating the raffle award. Petts called for Lot #2 to be posted to social media and marketed.
  - d. Economic Development Plan Implementation Progress
    - i. 333 Portland Road Development. Hansen said Ben Filkouski's firm was marketing the site.
  - e. Financial Reports Tax Incremental Finance Districts 2, 3 & 4 and Fund 600. Noted.
  - f. Initial Development Interest 50+ Acres Of Buildable Land South Of Oak Hill Cemetery. Hansen briefed attendees on United Cooperative interest in acres south of the cemetery.
  - g. 575 West Madison Street. Hansen said the new owner was looking for lease or sale ideas.
  - h. Hawthorn & Stone Development Agreement. Hansen said Hawthorn & Stone was past due on 2020 tax increment payments. He said negotiations to modify the existing agreement had not led to an agreement, and the Mayor was looking for Hawthorn & Stone to negotiate a private arrangement for the development of market-rate dwellings as part of Phase 2.
  - i. Developer Agreement, City of Waterloo And JGP Land Development LLC, DeYoung Farm Subdivision (Remainder). Hansen said the City was waiting on a final signature from the developer. O'Connell said most of the lots currently being built were marked "contingent" meaning earnest money or similar was in-place. O'Connell said the community should watch out for current residents; trash was everywhere and a common problem. Woods added it was as if the building contractors did not have a dumpster, saying trash was thrown everywhere. She said pedestrian access was also a concern. Sharpe said the same developer acted in the same manner on Bluegrass Trail. Kuhl shared his experience with the reconstruction of Cleveland Street.
5. UNFINISHED BUSINESS
  - a. Implementing A Blight Policy, Hiring Code Compliance Services, Follow-up. Hansen asked for another month, saying he was doing out-reach based on the April concept raised by O'Connell. Petts suggested reaching out to large construction firms, engineering firms and the City of Madison staff. No action taken.
6. NEW BUSINESS
  - a. Election Of Chair and Vice-Chair. Petts nominated Weihert for Chair. The nomination was seconded by multiple attendees. O'Connell was nominated for Vice-Chair by Kuhl and seconded by Weihert. By acclamation, the body elected Weihert for Chair and O'Connell for Vice-Chair.
  - b. Comprehensive Plan Update Items. DISCUSSION: Maureen Giese outlined suggested Update changes. Noting the importance of reflecting community character, she said Spanish language communications should be incorporated into municipal business. She emphasized City Seal use. She asked for the adopted Update to be amended taking her changes into consideration. Petts said community character is important adding 30% of the school district is Hispanic. She called for diversity and creating leadership roles for those not engaged in municipal government. Kuhl said the list should be kept short. Gaining traction on blight removal was listed. He said welcome packets, community gardens and other items had come off the list over time. Petts asked, is the CDA's role to plan or to market? She raised the idea of a community assessment. Woods said asking people what their needs are, is a necessary step. She recommended using surveys, social media and other low-cost means. Petts and Kuhl expressed interest in an intern working on CDA action items. Petts said that those leading the new business association should be invited for the June meeting, with a brain-storming session top of the agenda. Hansen said Samantha Hensler had asked for a

municipal loan to fund the business association Weiner & Kraut Day activities. Several attendees said they would attend in-person at the next meeting for this meeting topic and the others. No action taken.

- c. Evaluate CDA Progress Measures. See above in addition to these discussion notes.
  - i. Petts called for an assessment process.
  - ii. Woods called for surveys.
  - iii. O'Connell called for web-based welcome packet consisting for map & business directory.
  - iv. Kuhl called for making accessible information on the CDA google drive.
  - v. Kuhl and Petts expressed interest in having a liaison person from the new business association.
  - vi. Petts called for a general invitation to the new business association to attend the next meeting.
  - vii. Petts called for Hansen to present an overview on Tax Incremental Finance for the CDA.

## 7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS

- a. Annual Calendar. Noted.
- b. Future Agenda Item: Stating the Pledge of Allegiance at each meeting [Weihert]
- c. Hansen invited all to the municipal facility tour May 27 from 4-6 pm.

8. ADJOURNMENT. MOTION: Moved by Petts, seconded by Weihert to adjourned. VOICE VOTE: Motion carried. Approximate time was approximately 7:40 p.m.

Attest:



Mo Hansen  
Clerk/Treasurer

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; <b>1 site visit 4/15/2021</b>	Clerk/Treasurer / Intern Tyler Remmers	Slide deck reviewed by CDA 2/16/2021
	<b>Broker Hired &amp; Marketing</b>	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  
MAY 31, 2021

## 412-TIF DISTRICT 2 FUND

### ASSETS

412-11100	TREASURER'S CASH	231,225.14	
412-15800	DUE FROM AGENCY FUND TAXES	19,591.17	
	TOTAL ASSETS		<u>250,816.31</u>

### 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	( 250,934.78)	
	TOTAL FUND EQUITY		<u>231,225.14</u>
	TOTAL LIABILITIES AND EQUITY		<u>250,816.31</u>

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 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	3,423.20	3,423.20	2,030.00	( 1,393.20)	168.6
TOTAL INTERGOVERNMENTAL REVENUE	3,423.20	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	3,423.20	95,144.97	134,245.00	39,100.03	70.9



**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 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	11,075.40	25,000.00	13,924.60	44.3
	TOTAL CLERK - WAGES	2,215.08	11,075.40	25,000.00	13,924.60	44.3
<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	430.00	430.00	2,500.00	2,070.00	17.2
412-53-5310-380	TID 2 COMPUTER SUPPLY/MAINT	25.17	125.23	437.00	311.77	28.7
	TOTAL ENGINEERING AND ADMINISTRATION	455.17	555.23	2,937.00	2,381.77	18.9
<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 5 MONTHS ENDING MAY 31, 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	2,670.25	346,079.75	204,076.00	( 142,003.75)	169.6
NET REVENUE OVER(UNDER) EXPENDITURES	752.95	( 250,934.78)	( 69,831.00)		

# CITY OF WATERLOO

BALANCE SHEET  
MAY 31, 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		<u>59,963.65</u>

### 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		<u>38,794.40</u>
	TOTAL LIABILITIES AND EQUITY		<u>59,963.65</u>

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 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	323.63	323.63	904.00	580.37	35.8
TOTAL INTERGOVERNMENTAL REVENUE	323.63	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	323.63	67,012.57	109,219.00	42,206.43	61.4

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 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	617.50	1,051.50	.00 ( 1,051.50)	.0
	TOTAL ATTORNEY	617.50	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	1,200.00	2,320.00	1,500.00 ( 820.00)	154.7
	TOTAL ENGINEERING AND ADMINISTRATION	1,200.00	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	1,817.50	75,481.91	95,528.00	20,046.09 79.0
	NET REVENUE OVER(UNDER) EXPENDITURES	( 1,493.87)	( 8,469.34)	13,691.00	

# CITY OF WATERLOO

BALANCE SHEET  
MAY 31, 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		<u>93,993.19</u>

### 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		<u>87,228.08</u>
	TOTAL LIABILITIES AND EQUITY		<u>93,993.19</u>

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 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	1,282.72	1,282.72	.00	( 1,282.72)	.0
TOTAL INTERGOVERNMENTAL REVENUE	1,282.72	1,282.72	239.00	( 1,043.72)	536.7
TOTAL FUND REVENUE	1,282.72	22,594.08	28,358.98	5,764.90	79.7

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 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	1,282.72	20,251.30	27,708.98		



# CITY OF WATERLOO

BALANCE SHEET  
MAY 31, 2021

## 600-COMMUNITY DEVELOP AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	48,334.57	
600-15800	DUE FROM AGENCY FUND TAXES	1,133.29	
	TOTAL ASSETS		<u>49,467.86</u>

### 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	2,977.76	
	TOTAL FUND EQUITY		<u>48,334.57</u>
	TOTAL LIABILITIES AND EQUITY		<u>49,467.86</u>

# CITY OF WATERLOO

DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 5 MONTHS ENDING MAY 31, 2021

## FUND 600 - COMMUNITY DEVELOP AUTHORITY

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET</u>	<u>UNDER(OVER)</u>	<u>% OF</u>
<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	.00	1,150.00	2,400.00	1,250.00	47.9
TOTAL PUBLIC CHARGES FOR SERVICE	.00	1,150.00	2,400.00	1,250.00	47.9
TOTAL FUND REVENUE	.00	4,666.71	7,050.00	2,383.29	66.2

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 2021  
**FUND 600 - COMMUNITY DEVELOP 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	21.37	87.78	1,000.00	912.22	8.8
600-51-5162-222 MAUNESHA BUSINESS HEAT	20.97	304.71	750.00	445.29	40.6
600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER	93.46	285.50	698.00	412.50	40.9
600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA	40.00	160.00	1,160.00	1,000.00	13.8
600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN	205.00	850.96	.00	( 850.96)	.0
TOTAL MAUNESHA BUSINESS CENTER	380.80	1,688.95	3,608.00	1,919.05	46.8
<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	380.80	1,688.95	4,233.00	2,544.05	39.9
NET REVENUE OVER(UNDER) EXPENDITURES	( 380.80)	2,977.76	2,817.00		

**WATERLOO, WISCONSIN**  
 575 West Madison Street

- ✓ Beautiful 3 acre campus
- ✓ Three floor, 51,000 square feet building
- ✓ Extraordinary indoor and outdoor amenities



**Douglas Bain**     **Andrew Jajack**  
 212-906-1001     203-890-0581  
 doug.bain@crc.net     ajajack@crc.net

- ✓ 20 Minutes from Madison
- ✓ One of the most skilled workforces in the country
- ✓ Growing tech hub

1

**Table of Contents**

Property	3
Amenities	
Kitchen and Showers	4
Underground Parking	5
Outdoor Decks	6
Security	7
Productivity and Financial Benefits	8
Sources	9
Floor Plans	10

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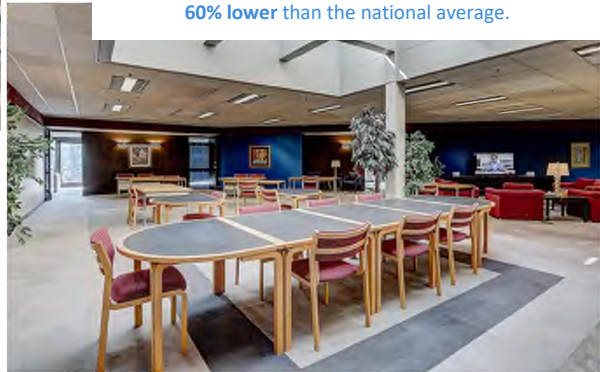
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### Come work in beautiful Waterloo, Wisconsin!

Just a half hour away from the University of Madison, Waterloo has access to one of America's most skilled workforces, with special strengths in agriculture, bioscience, and tech.



A safe and affordable city, Waterloo has crime rates 60% lower than the national average.



- ✓ Underground parking garage and two floors of office space.
- ✓ Glass walls provide plenty of natural light.
- ✓ Enjoy a view of the woods whether you're working at your desk or sipping a cup of coffee in the kitchen.
- ✓ Expansive patio space allows for outdoor work and leisure.
- ✓ You can rest on the deck or walk down to a stream right in the office backyard!
- ✓ Our facial recognition system ensures top-notch security.

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doug.bain@crc.net

Andrew Jajack 203-  
890-0581  
ajajack@crc.net

## AMENITIES

### Kitchens and Showers



- ✓ Spacious Kitchens on first and second floors
- ✓ Multiple Showers

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## AMENITIES

### Underground Parking



- ✓ Elevator Access parking garage with its own ventilation system

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5

5

## AMENITIES

### Outdoor Decks and Natural Surroundings



- ✓ Backyard river
- ✓ Multiple patios for work and leisure
- ✓ Ample green space
- ✓ Nearby bike trails and camping grounds



- ✓ Glass-enclosed atrium.
- ✓ Great natural light and beautiful view.
- ✓ Glass walls and overhangs allow daylight in, collect heat when needed, and provide shade during the summer months.
- ✓ Beautiful outdoor environment.
- ✓ Beautiful campus-like setting with its own stream in the back.

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6

6

# SECURITY



### Easy Entry

Unlock doors using facial recognition, RFID tags, or pin codes.



### AI-Powered Facial Recognition

Generate time and attendance reports.

Get alerts when unknown or authorized people are detected.



### Modern Visitor Access

Visitors simply say the name of the person or company they are trying to reach.

We connect you to the visitor via a phone call and send a picture of the visitor to your phone.

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7

# PRODUCTIVITY AND FINANCIAL BENEFITS



- ✓ 78% of employees say access to natural light and views improves their well being
- ✓ Access to natural light resulted in a 51% decrease in the incidence of eyestrain
- ✓ Access to natural light resulted in a 63% drop in experiencing headaches
- ✓ Access to natural light resulted in a 56% reduction in drowsiness
- ✓ While there are financial benefits to the building having a very low cost of HVAC and extremely flexible zoning, the true major benefits is having happier, more productive employees.

- ✓ The average worker in a business will improve productivity by 5.2 to 5.9 hours more per week in a building with natural light.
- ✓ 74% of urban office space had inadequate natural light
- ✓ 73% of people that use computers and mobile devices agree that having a visual break and views of the outdoors makes them more productive and happy
- ✓ Happy workers are 13% more productive



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8

## PRODUCTIVITY AND FINANCIAL BENEFITS SOURCES

- ✓ 78% of employees say access to natural light and views improves their well being
  - ✓ Access to natural light resulted in a 51% decrease in the incidence of eyestrain
  - ✓ Access to natural light resulted in a 63% drop in experiencing headaches
  - ✓ Access to natural light resulted in a 56% reduction in drowsiness
- Jeanne C Meister, "[The #1 Office Perk of Natural Light](#)," *Harvard Business Review*, September 9th, 2018.

- ✓ The average worker in a business will improve productivity by [5.2 to 5.9 hours more per week](#) in a building with natural light.
  - ✓ 73% of people that use computers and mobile devices agree that having a visual break and views of the outdoors makes them more productive and happy
- Hackernoon, "[How Much Time Do People Spend on Their Mobile Phones in 2017?](#)" May 9th, 2018.

- ✓ Happy workers are 13% more productive
- University of Oxford, "[Happy Workers are 13% More Productive](#)," October 24, 2019.

- ✓ 74% of urban office space had inadequate natural light
- Imrak Turan, Andrea Chegut, Daniel Fink, and Christopher Reinhart, "[The Value of Daylight in Office Spaces](#)," Massachusetts Institute of Technology, November 22nd, 2019.

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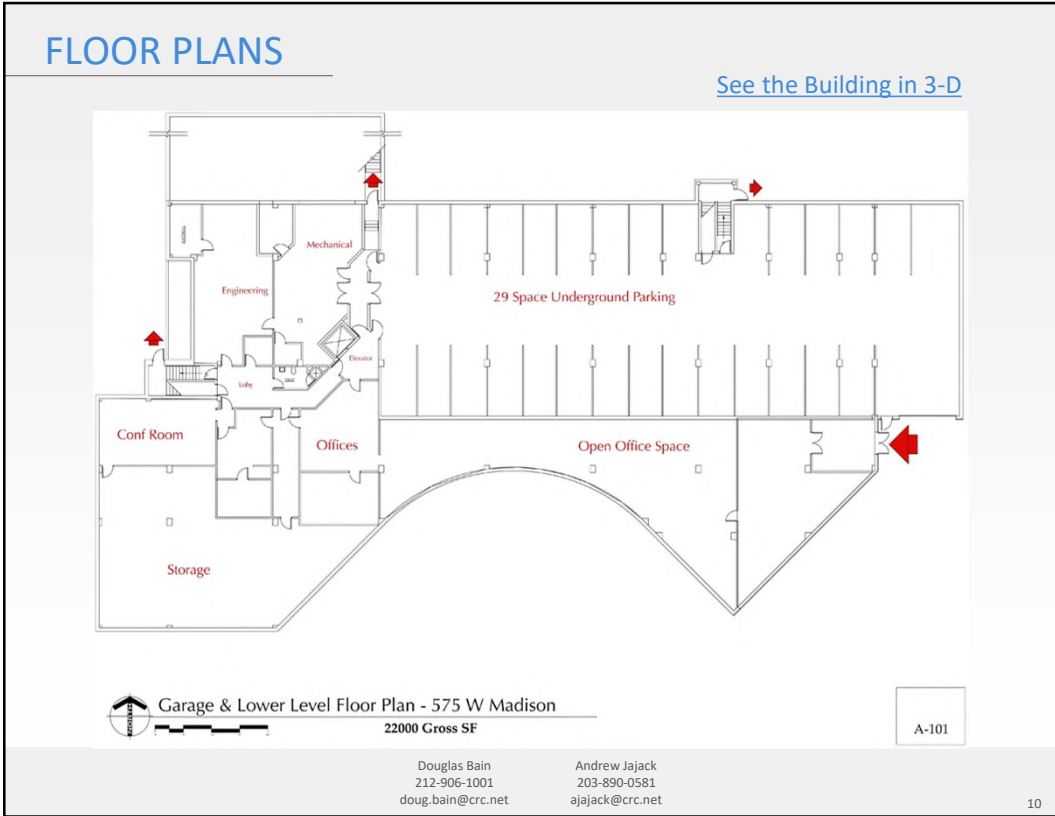
575 West Madison Street Matterport

<https://my.matterport.com/show/?m=NHzbV5gHThR>

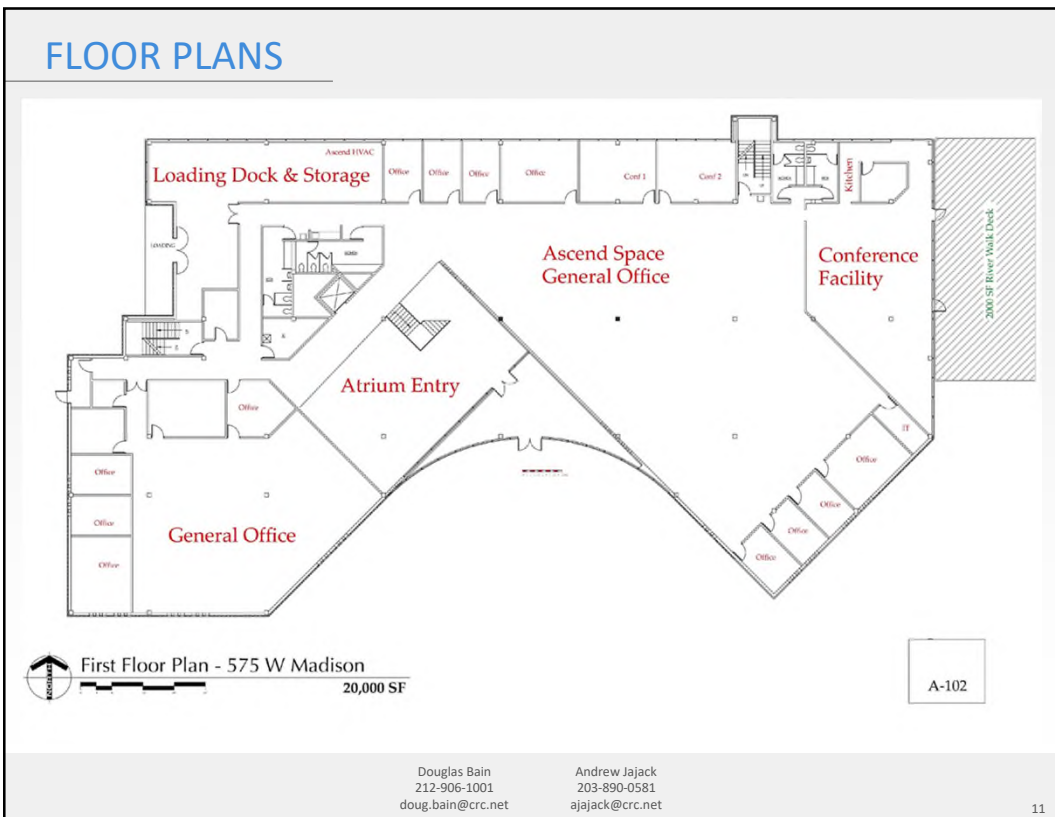
Click the above link to view a 3D visualization of the property

10



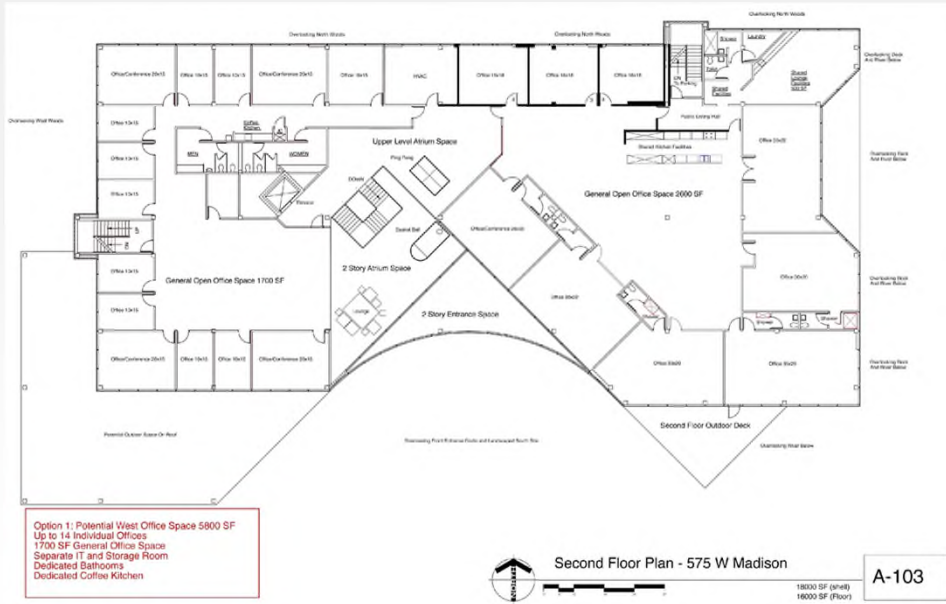


11



12

# FLOOR PLANS



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ajajack@crc.net

## 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.

# CITY OF WATERLOO

## Request For Proposal

### **Economic Development Services Focusing On Tax Incremental Finance Project Plan Implementation And Comprehensive Plan Implementation**

Saturday, June 12, 2021

Prepared by:  
Mo Hansen  
Clerk/Treasurer  
City of Waterloo  
136 North Monroe Street  
Waterloo, WI 53594

v- 920-478-3025  
f- 920-478-2021  
email – [mhansen@waterloowi.us](mailto:mhansen@waterloowi.us)  
web – [www.waterloowi.us](http://www.waterloowi.us)

## **PURPOSE**

The City of Waterloo is seeking bids from qualified companies or individuals to provide economic development services for a minimum one-year period. The selected consultant will work closely with the Clerk/Treasurer with a focus on implementing the City's Tax Incremental Finance Project Plans and relating Comprehensive Plan items.

## **BACKGROUND**

The City of Waterloo intends to become a *Green and Healthy* Community. Being a *Green and Healthy* community means taking a system-wide perspective for resolving community issues and promoting community growth and health.

Waterloo is located in the northwest corner of Jefferson County. It encompasses four square miles and has nearly 3,400 residents. The City is the home of numerous established businesses including one of Jefferson County's largest employers, Trek Bicycle. It has a mix of businesses with a focus on manufacturing. It has a small commercial business sector.

Waterloo's adopted Comprehensive Plan has recently been updated with a focus on implementation. A successful approach to achieving economic health depends upon building the economy around local and regional assets, strengths and partnerships. The Comprehensive Plan and the recent Update can be viewed at <https://www.waterloowi.us/plan-commission>

## **SCOPE OF WORK**

The following scope is broken into four focus areas intended to coordinate economic development services for the Client for a one-year period. Activities will also include solicitation of grants and other funding sources which are identified as candidates to fund program elements.

### **A. Business Retention & Expansion**

Activities associated with business retention and expansion including visits and communication with key community business stake-holders.

### **B. Business Recruitment & Entrepreneurship**

Activities associated with recruitment and formation, consisting of marketing of available properties, planning new developments or redevelopment and continuation of existing programs. Activities include following up on all development leads shepherding projects from concept to implementation.

### **C. Marketing & Outreach**

Activities intended to increase local and regional knowledge of Waterloo, its amenities and local businesses with a purpose of growing private investment in the community.

### **D. Office Hours & Meetings**

Consultant will conduct office hours in Waterloo. Consultant will provide up to 12 hours per week in Waterloo, primarily communicating with property owners, business stake-holders and potential project partners. Consultant will attend up to two public municipal meetings a month.

## **Client Responsibilities**

- Provision of office and meeting space for Consultant office hours and public meetings.
- Timely review and feedback.
- Timely provision of existing and previous studies or community information.

## SELECTION CRITERIA

The evaluation and selection process will consist of a review of Request For Proposal submittal by staff and the Community Development Authority. A recommendation to the City Council will be made based on the following criteria:

- Experience in working with communities on similar projects and qualifications
- Demonstrated ability to meet project schedules and budgets

The successful firm or individual will submit a response to this RFP detailing the following information:

- Demonstrated consulting experience in Tax Incremental Finance over the last five or more years.
- Example(s) of ability to leverage a community's or entity's digital economic development assets for the long-term economic benefit of said community or entity.
- Examples of past project successes.
- An outline for how the bidder plans to succeed in Waterloo.
- Project cost.

## TENTATIVE SCHEDULE

MM DD, 2021	RFP Submittal Deadline
Week of MM DD, 2021	Consultant Interviews
MM DD, 2021	Contract approval/Project Start

## SEALED SUBMISSION REQUIREMENTS

**Due Date:** No later than MM DD, 2021 at 4:00 p.m.

**Bid Document:** A PDF or printed material are to be submitted using information below with subject heading: "ED Services Submittal"

**E-mail or Deliver To:** Waterloo City Hall  
Attn: Mo Hansen, Clerk/Treasurer  
136 North Monroe Street  
Waterloo, WI 53594  
Email: mhansen@@waterloowi.us

**Contact Person:** Mo Hansen, Clerk/Treasurer  
Telephone: 920/478-3025  
Email: mhansen@@waterloowi.us

The City retains the right to reject any or all of the submissions as it deems in its best interest. Waterloo reserves the right to waive any irregularities or technicalities when it deems the public interest will be served thereby. The successful firm/individual must enter into a contract with the City, which specifies requirements for indemnification, insurance and other applicable policies.



# 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.

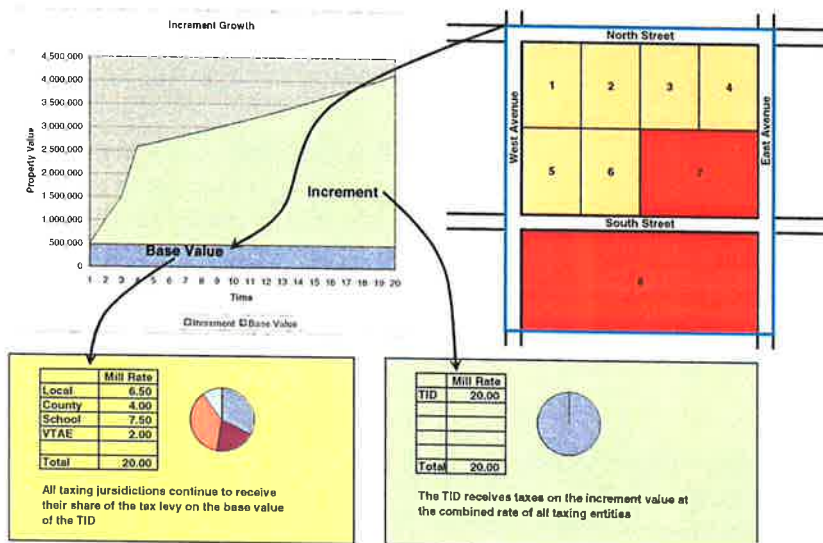
## TID Premise

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:

"But for the use of TID development:

- 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.

## 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.

**City of Waterloo Tax Incremental District No. 2**

Detailed Schedule of Sources, Uses and Status of Funds  
From Date of Creation Through December 31, 2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Totals	Project Plan Estimate
<b>Sources of Funds</b>												
Tax increments	\$ -	\$ -	\$ 1,976	\$ 803	\$ -	\$ 706	\$ 45,628	\$ 60,894	\$ 43,357	\$ 51,248	\$ 203,103	\$ 6,662,540
Exempt computer aid	-	-	1,053	-	-	-	754	765	783	783	6,445	-
Intergovernmental grants	-	-	-	-	-	-	-	21,780	530,082	2,036	553,898	-
Subsidy from TIF No. 1	-	-	-	-	-	-	404,465	789,860	522,147	-	1,716,472	900,000
Sale of property	-	-	-	-	-	-	1,100	-	-	3,800	4,900	-
Developer guarantees	-	-	-	-	-	-	73,725	60,361	60,552	32,013	226,651	-
Miscellaneous revenues	1,000	1,000	94,410	8,318	1,002	-	-	-	5,994	-	111,724	1,000
Long-term debt issued	-	-	900,000	-	-	-	-	-	-	-	900,000	2,645,000
<b>Total sources of funds</b>	1,000	1,000	997,439	9,121	1,800	706	525,672	933,660	1,162,915	89,880	3,723,193	10,314,594
<b>Uses of Funds</b>												
Capital expenditures	1,491	-	208,221	51,744	2,263	194,997	76,056	2,380	-	19,099	556,251	1,830,000
Administration (in-house)	-	-	-	-	-	-	-	-	-	26,581	26,581	-
Developer incentives	-	-	800,000	-	150,000	-	-	89,414	-	388,000	1,407,414	3,340,000
Professional services, planning, engineering, other	21,619	83,986	203,093	54,194	58,800	3,353	18,495	21,272	44,883	17,643	527,338	338,793
Interest and fiscal charges	-	-	17,427	-	22,388	20,216	17,874	15,524	13,110	10,657	117,196	1,327,091
Principal on long-term debt	-	-	-	85,923	80,962	83,134	85,475	87,826	90,240	92,693	606,253	2,645,000
<b>Total uses of funds</b>	23,110	83,986	1,211,314	209,288	314,413	301,700	197,900	196,416	148,233	554,673	3,241,033	9,480,884
<b>Fund balance, December 31, 2020</b>											<u>\$ 482,160</u>	

**City of Waterloo Tax Incremental District No. 3**

Detailed Schedule of Sources, Uses and Status of Funds

From Date of Creation Through December 31, 2020

	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total	Project Plan Estimate
<b>Sources of Funds</b>											
Tax increments	\$ -	\$ -	\$ 5,416	\$ 43,391	\$ 26,841	\$ 23,680	\$ 31,104	\$ 18,973	\$ 89,163	\$ 238,568	\$ 3,157,659
Exempt computer aid	-	-	-	915	590	308	312	320	320	2,765	-
Intergovernmental grants	-	-	-	-	-	-	-	62,282	904	63,186	-
Sale of property	-	-	-	-	-	-	-	-	530	530	-
Developer guarantees	-	-	-	-	-	-	-	20,000	27,272	47,272	-
Investment income	-	-	-	-	-	-	-	-	-	-	5,049
Long-term debt issued	-	-	-	-	-	1,038,283	-	919,615	1,725,000	3,682,898	2,165,000
<b>Total sources of funds</b>	-	-	5,416	44,306	27,431	1,062,271	31,416	1,021,190	1,843,189	4,035,219	5,327,708
<b>Uses of Funds</b>											
Capital expenditures	5,241	-	-	41,000	285	21,555	479,941	22,919	-	570,941	1,575,000
Professional services, planning, engineering, other	17,581	4,034	10,586	1,731	7,271	42,216	67,985	7,080	8,209	166,693	104,500
Developer incentives	162,000	-	-	-	-	938,887	-	-	-	1,100,887	462,000
Debt issuance costs	-	-	-	-	-	-	-	-	68,775	68,775	-
Interest and fiscal charges	-	-	-	-	-	-	-	61,890	49,855	111,745	984,088
Interest on advances	-	1,889	1,959	1,963	1,784	1,802	1,620	-	-	11,017	-
Principal on long-term debt	-	-	-	-	-	-	-	1,038,283	919,615	1,957,898	2,165,000
<b>Total uses of funds</b>	184,822	5,923	12,545	44,694	9,340	1,004,460	549,546	1,130,172	1,046,454	3,987,956	3,125,588
<b>Fund balance, December 31, 2020</b>										<b>\$ 47,263</b>	

**City of Waterloo Tax Incremental District No. 4**

Detailed Schedule of Sources, Uses and Status of Funds

From Date of Creation Through December 31, 2020

	2013	2014	2015	2016	2017	2018	2019	2020	Totals	Project Plan Estimate
<b>Sources of Funds</b>										
Tax increments	\$ -	\$ -	\$ -	\$ -	\$ 15,917	\$ 22,008	\$ 21,170	\$ 25,891	\$ 84,986	\$ 631,728
Exempt computer aid	-	-	-	-	229	232	321	238	1,020	-
Investment income	-	-	-	-	-	-	-	-	-	1,705
Long-term debt issued	-	-	-	-	-	-	-	-	-	430,000
<b>Total sources of funds</b>	-	-	-	-	16,146	22,240	21,491	26,129	86,006	1,063,433
<b>Uses of Funds</b>										
Capital expenditures	-	-	-	-	-	-	-	-	-	373,000
Professional services, planning, engineering, other	12,500	3,000	650	650	774	638	249	568	19,029	40,000
Interest and fiscal charges	-	-	-	-	-	-	-	-	-	188,850
Principal on long-term debt	-	-	-	-	-	-	-	-	-	430,000
<b>Total uses of funds</b>	12,500	3,000	650	650	774	638	249	568	19,029	1,031,850
Fund balance, December 31, 2020									\$ 66,977	



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:** RECOMMENDING THE CREATION OF TAX INCREMENTAL DISTRICT #5  
**DATE:** JUNE 11, 2021

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## Recommending The Creation Of Tax Incremental District #5

I am asking the Community Development Authority to recommend to the City Council, the creation of Tax Incremental District #5 to facilitate industrial development in a 50+ acres of buildable area south of the Oak Hill Cemetery. This action will have the following benefits:

- Demonstrates to all private parties, the City's tangible intent to advance development.
- Creates a mechanism for revenues and expenses to be accounted for, for preliminary engineering considerations which are a municipal obligation.
- Aid in expediting considerations by multiple private parties currently looking at the site for development.

Recommendation components:

1. Engaging Ehler's & Associate for services in establishing a new district
2. Defining the district map
3. Defining a district project plan, goals and objectives.

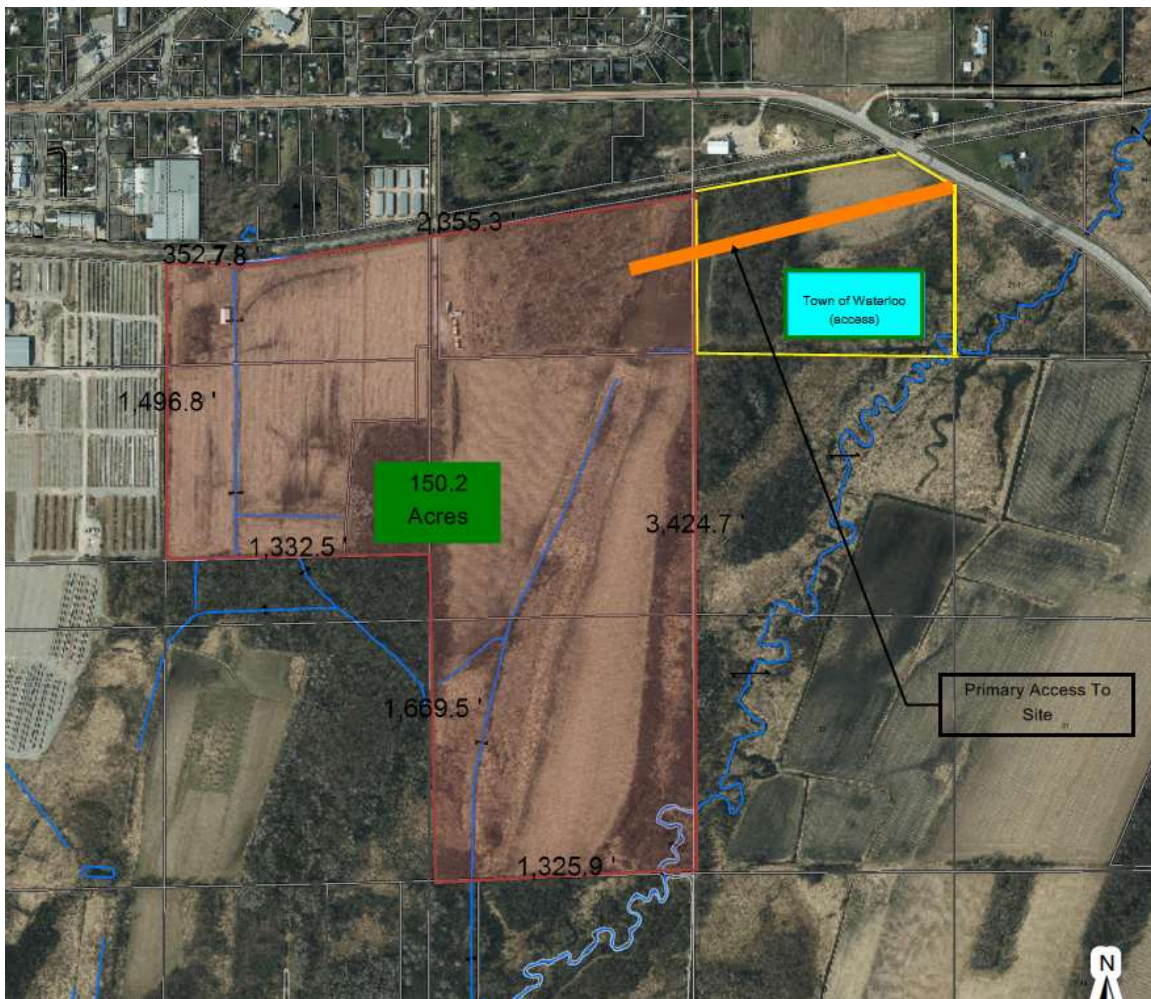
### 1. [Ehler's & Associates](#).

Waterloo has a strong working relationship with Dawn R. Gunderson Schiel, a Senior Municipal Advisor with this firm, which has assisted in prior district creations. Ehler's has knowledge about the state statutory process to be followed, and first-hand Waterloo experience.

### 2. **A Proposed District Map.**

I am recommending defining the district as shown below (150.2 acres). The type of district would be Industrial. The buildable area is estimated at 65 acres. This quantity of bare ground acres, adjacent to a rail corridor, within a city providing suitable municipal water pressure and sanitary sewer service -- is relatively rare in southern Wisconsin. It includes land currently owned by John Sheehy and the Schoeffel Family. The district (shown in **red below**) is south of the rail corridor in the City's southeast quadrant. It is unimproved and currently zoned Agricultural. It would be served by a new access route connecting the district directly to State Highway 89. Water, sewer and electric service would need to be extended south from the intersection of Fischer Road and State Highway 89 to the district.

As part of the creation process the zoning would be change to Industrial. As a result of the district's creation, I estimate, based on current prior site interest, the potential exists to increase Waterloo's tax base by \$10 million or 4.5%. The potential also exists to create family-supporting employment. All prospective projects for the site would be vetted by the Community Development Authority and require other municipal approvals.



A note on the district in relation to the Town of Waterloo. There is land in the Town of Waterloo, owned by John Sheehy, which is being considered for a primary roadway access point to serve the proposed district. This land in the town may serve as an access point, but would not be physically in the proposed municipal district.

### 3. Defining a district project plan, goals and objectives.

The specific district project plan would be drafted by Ehler’s staff in a generic fashion to enable the maximum flexibility for municipal decision-makers in determining which type of industrial projects are best suited for the district. An industrial district has a 20 year life-span and can be amended up to four times over the course of its life-span. The Wisconsin [Department of Revenue TIF Manual](#) is the go-to source for background on district creation requirements and other tax incremental financing questions.

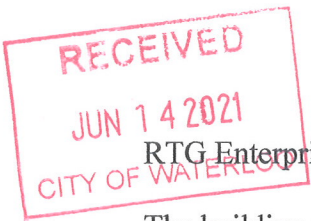
### Proposed Plan, Goals And Objectives

Plan. Facilitate the district’s industrial development, providing family-supporting jobs and tax base growth promoting Waterloo’s general welfare.

#### Generic Goals/Objectives.

- The recruitment of industrial end-users at an overall cost to the district well less than the up-front municipal investment to attract the end-users.
- A maximum ten-year payback to cover all district up-front municipal investments.
- Establish long-term improved vehicle access to district to enhance truck access for new and existing businesses.

6-13-21



RTG Enterprise would like to purchase about 1.4 acres on the north and west side of

The building at 347 Portland Road from the 333 Portland Road. We would like

To pay \$7,500 for the 1.4 acres. This would give us access to get around the building

And more space to park trucks. We have six businesses working from this building.

We bought the building 20 years ago and have been paying the taxes.

I have a map to show the land we own and the land we would like to buy.

We would like a copy of the clean up to 333 Portland Road.

RTG Enterprise ( Ron and Tama Griffin)

*Ronald T. Griffin*  
*Tama J. Griffin*





40ft

434,505.84551 2,240,992.43343 Feet

# 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>