



"...meeting community needs...enhancing quality of life."

MEMORANDUM

TO: Community and Economic Development Committee (CEDC)
FROM: Karen Harkness, Director
DATE: March 31, 2015
RE: Wisconsin Economic Development Corporation's (WEDC) Community Development Investment Grant (CDI)

Wisconsin Economic Development Corporation's (WEDC) Community Development Investment Grant Program was created to support urban, small city and rural community re/development efforts by providing financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community driven efforts. Grants up to \$500,000 are available for implementation projects. This program operates through a competitive process and applications are due April 17, 2015. Grants must be submitted by the municipality where the project is located. Grant recipients must demonstrate significant, measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners.

Awardees from the first round:

<u>Recipient</u>	<u>Project</u>	<u>Grant</u>	<u>Amount Leveraged</u>
City of Menomonie	Menomonie Market Food Co-op	\$500,000	\$3,399,580
City of Edgerton	Tobacco Warehouse Redevelopment	\$489,000	\$2,105,422
City of Milwaukee	Walnut Way Wellness Commons	\$430,000	\$1,295,000
Milwaukee County	Harbor District Planning	\$40,000	\$120,000
Village of Waunakee	Creative Economy Branding and Marketing	\$11,800	\$35,450
City of Stoughton	Riverfront Redevelopment Planning	\$10,000	\$30,000
Village of Sister Bay	Downtown Marketing and Recruitment	<u>\$6,250</u>	<u>\$18,750</u>
		\$1,487,050	\$7,004,202

513 West College, LLC has requested to partner with the City of Appleton to apply for this round of CDI Grants for their proposed project at 513 West College Avenue - appropriately named "513". Staff has been working with them to review their project and to complete the grant application for submittal on or before April 17, 2015. See the attached letter and bios of the LLC.

The April schedule of CEDC (4/6) and Council (4/22) meetings require us to seek approval of applying for the grant prior to the application being completed. We will share the finished grant with committee.



March 6, 2015

To Whom It May Concern:

As members of 513 West College, LLC, we are pleased to introduce our proposed project at 513 W. College Avenue in downtown Appleton—appropriately named “513.”

513 will be the Fox Valley’s first seed-to-fruit business workspace, giving entrepreneurs the ability to start a company in the simplest of workspaces and expand in-house as the company grows. Start with rented table space; move up to a private office; and then to a market-rate office suite all while never changing your address!

This is not your typical 25,000-square foot office building. 513 will become “home base” for the local entrepreneurial community, housing small business owners who have a goal of growing their own businesses and the business climate of Northeast Wisconsin. Partnerships with local industry leaders, non-profit and educational representatives, will create a “go-to” atmosphere for the local business and entrepreneurial communities.

What also makes this property different is that as 513 West College, LLC, we are forging this opportunity as a for-profit venture. We are renovating a frequently-vacant downtown Appleton building into “Class Funk” office space, mixing market-rate office tenants with a heavily-subsidized co-working space to foster the business incubator environment critical to start-ups. And we are not shy about this fact, as it is why we are pursuing a partnership with the City of Appleton and the WEDC—to help create what many non-profits and well-intentioned community leaders have tried but been unable to do: financially underwrite a risky co-working space endeavor and make it sustainable.

With the assistance of the City of Appleton and WEDC’s Community Development and Investment (CDI) Grant, it *will* be sustainable, and a force by which the business, entrepreneurial, IT and tech communities can all flourish and make our region smarter and stronger. This is only the beginning!

With your help, we will structure a project that satisfies lender, investor, and entrepreneurial demands, resulting in a project that will foster and grow the next generation of great Fox Valley businesses for years to come. We ask for your support so that we can apply for the CDI grant by April 17, 2015.

Respectfully submitted and with appreciation for your consideration,

513 West College, LLC:

Garritt R. Bader
Brad Cebulski
Neil Mix
Peter Nugent
Brandon Wentland

So who are we?!



Garritt R. Bader
Principal, GB Real Estate Investments

Garritt R. Bader is a self-employed commercial real estate broker and developer in Green Bay. He has brokered and developed retail, multi-family and office properties since starting his company in 2007. Garritt is a graduate of Marquette University and the University of Florida, and is a member of the Downtown Green Bay & Olde Main Committees, and on the board of On

Broadway, Inc.



Brad Cebulski
Owner/President, BConnected, LLC

Brad graduated from UW-Eau Claire in 2011 with a degree in Entrepreneurial Management. Since then, he has channeled his passion for small businesses by founding BConnected, LLC, to help small businesses navigate the confusing social media landscape. When not helping small businesses, he listens to music and eats copious amounts of sushi. He also thrives, runs, and operates on coffee.



Neil Mix
Entrepreneur, Engineer, Investor

Neil Mix, Appleton resident, is a Silicon Valley entrepreneur and engineer who helped build Pandora Radio from the ground up and co-founded a company acquired by Microsoft. More recently he's been connecting with local startups as an investor and advisor.



Peter Nugent
Founder, The Docking Station and President, Enlighten Financial

Peter Nugent founded Enlighten Financial, a risk management firm working with community banks throughout the Midwest. He is co-founder of The Docking Station, a shared office and collaborative space in Green Bay. He resides in Green Bay and is a graduate of St. Norbert College. Peter believes a strong entrepreneurial base is key to creating the cities of the future and is working to ensure that Northeastern Wisconsin is on the leading edge.



Brandon Wentland
Founder and President, Optimal

Brandon Wentland is the founder and President of Optimal, a local digital and internet marketing company. He is passionate about making Northeast

513 West College Avenue – WEDC Application

03.31.15

Listed below are goals, objectives, and policies from the City of Appleton's *Comprehensive Plan 2010-2030* that relate to and support the proposal.

Chapter 4: Issues and Opportunities

Goal 8 – Economic Development:

Appleton will pursue economic development that brings good jobs to the area and supports the vitality of its industrial areas, downtown, and neighborhood business districts.

Chapter 7: Utilities and Community Facilities

Objective 7.1 – Provide a pattern of development that minimizes impacts to municipal services and utilities.

Chapter 8: Agricultural, Natural, Historic, and Cultural Resources

Objective 8.3 – Continue and expand efforts to preserve, restore, and interpret important features of Appleton's rich history.

Policy 8.3.2 – Educate property owners and encourage context-sensitive restoration of Appleton's historic and potentially historic properties.

Chapter 9: Economic Development

Objective 9.2 – Create the resources and culture in which entrepreneurial development is encouraged.

Policy 9.2.1 – Develop a program for entrepreneurial development comprised of networking, financial assistance, training, and supportive services for all types of entrepreneurs.

Objective 9.3 – Ensure the continued vitality of downtown and the City's neighborhood commercial districts.

Objective 9.4 – Encourage new development and redevelopment activities that create vital and attractive neighborhoods and business districts.

Objective 9.5 – Create a community environment that is conducive to attracting and retaining the creative class.

Policy 9.5.2 – Encourage the creation of vibrant mixed-use urban areas in the downtown and along the Fox River that are both walkable and bicycle-friendly.

Chapter 10: Land Use

Objective 10.2 – Encourage redevelopment to meet the demand for a significant share of future growth, and to enhance the quality of existing neighborhoods.

Chapter 11: Intergovernmental Cooperation

Objective 11.2 – Work with the State of Wisconsin and federal agencies on issues of concern to the City of Appleton.

Policy 11.2.3 – Seek available opportunities for grant funding and programs that can help to develop capital facilities or improve delivery of municipal services, acquire parks and open space land, or stimulate economic or cultural development.

Chapter 14: Downtown Plan

Initiative 4 – Business and Office Development:

Strategy 4.5 – Encourage entrepreneurial business development in the downtown.

GRANT TRACKING FORM



PART #1: Notification of Grant Funds

(email to lisa.remiker@appleton.org)

APPLICANT DEPARTMENT: Community and Economic Development Department **DATE:** 3/30/2015

APPLICANT DEPARTMENT GRANT CONTACT NAME/TITLE: Karen Harkness/Director

COMMITTEE OF JURISDICTION: Community and Economic Development Committee

NAME OF GRANT/FUNDING SOURCE: Community Development Investment Grant/WI Economic Development Corp

AMOUNT OF GRANT REQUEST: \$up to \$500,000 **LOCAL MATCH REQUIREMENT:** \$0

SOURCE OF MATCH: General Fund Non-General Fund Not Applicable

TIMEFRAME OF GRANT: 4/17/2015 - submittal through / /

TYPE OF GRANT REQUEST: Monetary Other (explain under 'purpose of grant')

PURPOSE OF GRANT (summary): The grant will support urban, small city and rural community redevelopment efforts by providing financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community-driven efforts.

How does the grant meet City/Department/Program goals? See attachment

What are the personnel requirements (include both existing and new staff) of the grant? 0

DEPARTMENT HEAD SIGNATURE: Karen E. Harkness

PART #2: Request to Accept Grant Funds

(complete after notification of grant award; email to lisa.remiker@appleton.org)

AMOUNT OF GRANT AWARD: \$ _____ **FEDERAL/STATE ID #:** _____

LOCAL MATCH REQUIREMENT: \$ _____

Please describe the source of match, if applicable: _____

Please describe any major changes in proposed grant-funded activities: _____

PART	TO:	DATE:	TO:	DATE:	TO:	DATE:
#1: Request to Apply	Finance Dept		COJ – Info/Action		FAC – Info/Action	
#2: Request to Accept	Finance Dept		COJ – Action		FAC – Action	

COJ = Committee of Jurisdiction

FAC = Finance and Administration Committee