

# IN DEVELOPMENT

CONNECTING COMMERCIAL DEVELOPERS IN THE NEW NORTH

Wednesday, March 18, 2020 | 2 - 7 p.m.

Best Western Premier Waterfront Hotel & Convention Center, Oshkosh



## KEYNOTE SPEAKER:

**Michael Belot**

*Incremental Development Alliance*

Michael Belot develops and implements the strategic real estate and business growth objectives for the Bucks' overall organization, including the 30-acre entertainment district. His responsibilities include continuing the growth of the team's retail, parking and food and beverage operations, as well as the business side of the Bucks' Wisconsin Herd G League team, and Bucks Gaming, a member of the NBA 2K League.

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To register, go to: [insightonbusiness.com/indevelopment](http://insightonbusiness.com/indevelopment) or call (920) 882-0491



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**3 PM DEVELOPER BRIEFINGS**

**Oshkosh's Gateways to Growth**

Whether by plane, train, automobile or boat, the gateway corridors in Oshkosh are evolving and are generating growth in the region. Oshkosh economic development leaders will share details about projects along the gateway corridors that will lead Oshkosh's economic growth into the future.

**Panel Discussion —  
The State of Industrial Real Estate**

An informative panel discussion about the industrial real estate market in the New North and how it impacts local and outside companies' decision to locate and expand in the region.

**4-7 PM NETWORKING & RECEPTION**

Economic development leaders from communities throughout the region will be available to share information about current projects in the works during the networking session. Confirmed participants will be from Appleton/Fox Cities, Green Bay, Oshkosh, Fond du Lac, Manitowoc, Sheboygan and more.

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# **IN** DEVELOPMENT

CONNECTING COMMERCIAL DEVELOPERS IN THE NEW NORTH

**11TH ANNUAL CONFERENCE | OSHKOSH | MARCH 18, 2020**

- Oshkosh Corp. highlights city's development
- Industrial and warehouse space in demand
- Deer District developer keynote speaker at InDevelopment

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- APPLETON
- FOND DU LAC
- GREEN BAY
- OSHKOSH
- SHEBOYGAN

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**InDevelopment Conference 2 – 7 p.m. March 18**

**OSHKOSH CONVENTION CENTER, OSHKOSH**

**REGISTRATION: 2 p.m. | KEYNOTE: 2:30 p.m.**



**KEYNOTE SPONSOR:**



**KEYNOTE SPEAKER:**

**Michael Belot**

*Milwaukee Bucks senior vice president of Bucks Ventures and Development*

Michael Belot develops and implements the strategic real estate and business growth objectives for the Bucks' overall organization, including the 30-acre entertainment district. His responsibilities include continuing the growth of the team's retail, parking and food and beverage operations, as well as the business side of the Bucks' Wisconsin Herd G League team, and Bucks Gaming, a member of the NBA 2K League.

**DEVELOPER BRIEFINGS: 3 p.m.**

**Oshkosh's Gateways to Growth**

Whether by plane, train, automobile or boat, the gateway corridors in Oshkosh are evolving and are generating growth in the region. Oshkosh economic development leaders will share details about projects along the gateway corridors that will lead Oshkosh's economic growth into the future.

**Panel Discussion — The State of Industrial Real Estate**

An informative panel discussion about the industrial real estate market in the New North and how it is impacting local and outside companies' decision to locate and expand in the region.

**NETWORKING AND RECEPTION: 4 - 7 p.m.**

Join a cocktail networking reception with members of the Northeast Wisconsin Regional Economic Partnership at the Best Western Premier Waterfront Hotel & Convention Center in Oshkosh. Learn about the hot spots for development and how you might take advantage of shovel-ready projects, industrial park space, TIF and BID districts, repurchased buildings and more.



# InDevelopment puts region's development opportunities in focus

By Brian Rasmussen, publisher, Insight Publications LLC

Driving over the Butte des Morts Bridge in Oshkosh, you can't miss the city's latest economic development win — Oshkosh Corp.'s new global headquarters. The building not only brings more than 500 corporate employees under one roof but is also spurring development nearby. A new Casey's General Store is already in place and there are plans for a nearby hotel and office building.

The Oshkosh Corp. headquarters is just one of several developments in Oshkosh. Plans are underway to build a new general aviation terminal at Wittman Airport, which serves as the city's gateway to business visitors who arrive on private jets. In the city's downtown, a food co-op is going into the Brio Building, while in the Sawdust District, the 3-year-old Menominee Arena serves as an anchor to further development. Turn to page 4 to learn more about the latest economic development opportunities in Oshkosh.

Manufacturing continues to grow in the region, but there's one drawback: There aren't enough ready-to-go options for businesses that need space and can't wait. Jessica Thiel writes about possible solutions to this problem starting on page 8.

Economic development remains strong in cities throughout the New North as they and developers turn to TIFs, opportunity zones or other funding sources to bring projects to life.

Multiple projects are on the docket in Green Bay, including Green Bay Packaging's \$580 million paper mill that will create 200 new jobs and the Rail Yard, which includes multistory townhomes and taking vacant warehouse space and turning it into office,

commercial and residential space. Read more on page 14.

In Appleton, developers are using TIFs and opportunity zones to spur residential development in the city's downtown. Away from the downtown, the city's Southpoint Commerce Park is beginning to fill up as more businesses and developers are moving ahead on their projects. See page 10 for more details.

In Sheboygan County, the FreshTech Innovation District is creating a lot of excitement as city leaders work to complete an updated master plan. While Sheboygan County businesses are doing well and adding employees, the need for additional housing continues to grow. Turn to page 16 to learn more about the area's industrial and residential housing opportunities.

Ariens Co. in Brillion is part of the public-private partnership that is taking the former Brillion Iron Works and creating a new development featuring light manufacturing, retail, commercial, mixed-use structures and residential multifamily housing. See more on page 20.

The projects and communities I mentioned above are just a snippet of what's going on throughout the New North and highlighted in this special section. You can also learn more about development in the region by attending InDevelopment on March 18 at the Best Western Premier Waterfront Hotel & Convention Center. We look forward to seeing you there.

## Belot focuses in on sports-related development

**M**ichael Belot, senior vice president of Bucks Ventures and Development for the Milwaukee Bucks, will share how the NBA team took its brand beyond the doors of the Fiserv Forum to create a new Milwaukee destination during his keynote address at this year's InDevelopment Conference.

In his presentation, Belot will share the success his organization has seen in building the Deer District and the future vision for the development in downtown Milwaukee. The district, which covers 30 acres of land that was previously used as the Park East Freeway, is designed as a neighborhood where people can live, work and play. The Fiserv Forum is the heart of the district.

Belot will discuss the organization's process in developing distinctive residential, hotel and office space with best-in-class external partners using a mix of self-development and joint ventures.

Prior to the Bucks, Belot worked for the Kohler Co.

overseeing a diverse set of businesses during his tenure. These were highlighted by hotels, spas, commercial development, real estate, retail, marketing, food and beverage, golf championships and business development. He also serves as vice chairman for the 2020 Ryder Cup. He began his career with the PGA of America and was director for the 2006 and 2009 PGA Championships, which culminated in overseeing the 2012 Ryder Cup.

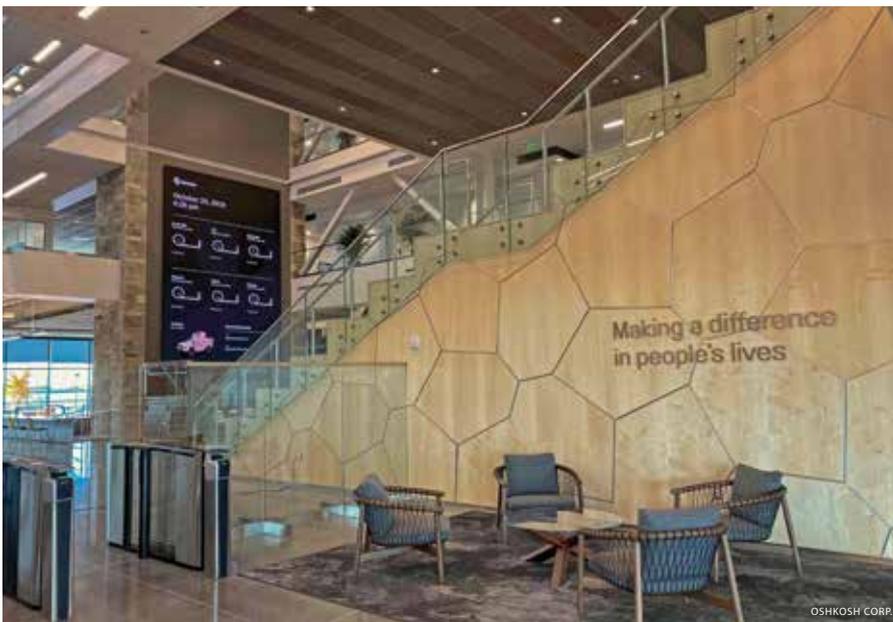
Belot's presentation comes at a time when more New North communities are recognizing the impact of sports-related tourism. The Green Bay Packers created the Titletown District, a development featuring outdoor public places along with room for businesses and multifamily residences. In the Fox Cities, the Community First Champion Center opened last fall and brings thousands of visitors to the area for sports tournaments, while in Oshkosh, the 3-year-old Menominee Nation Arena is a starting point for planned developments in the Sawdust District.

# Oshkosh's gateways to growth

*Whether by plane, train, automobile or boat, the gateway corridors in Oshkosh are evolving, generating growth in the region*



Oshkosh Corporation opened its new 191,000-square-foot global headquarters last fall. The building, which is off of Oshkosh Avenue, is spurring economic development in the area.



Oshkosh Corporation's new headquarters allowed the manufacturer to bring more than 500 corporate employees under one roof instead of being spread out at multiple locations.

## Oshkosh Corporation moves into new global headquarters

Fortune 500 company Oshkosh Corporation completed its 191,000-square-foot global headquarters project in October 2019. The project comes after the company celebrated its 100th anniversary in 2017. It allowed the company to accommodate its growth and bring more than 500 team members from multiple sites in the area under one roof. The new global headquarters is also consistent with the company's "People First" culture and aids in attracting talent from around the world. A master park plan for the remaining acreage around the global headquarters has been approved, and a river walk connecting to the Tribal Heritage Crossing Trail over Lake Butte



GREATER OSHKOSH ECONOMIC DEVELOPMENT CORP.

**The City of Oshkosh partnered with Watco Companies to build the only publicly owned transload terminal in Wisconsin. The terminal includes two railroad spurs with ramps that are able to transport in or out different commodities for regional businesses.**

des Morts and the regional WIOUWASH Trail will open this spring in front of the new headquarters. Private investment along the Oshkosh Avenue corridor started in 2019 and multiple projects are proposed for 2020 construction, making this area a busy gateway to the city.

### **City of Oshkosh Transload Terminal**

The City of Oshkosh partnered with Watco Companies to receive a Wisconsin DOT Transportation Economic Assistance grant to construct the only publicly owned transload terminal in Wisconsin. The facility is located in the city's Southwest Industrial Park and is off of the Wisconsin and Southern Railroad mainline. The terminal consists of two spurs with ramps that are able to transport in or out various commodities for regional businesses. The terminal offers a cost-effective solution for businesses in the region looking for alternate shipping options.

### **Alro Steel opens new Oshkosh location**

Alro Steel recently constructed a new 194,700-square-foot distribution and processing facility. Located on an 18.7-acre site, the building at 3970

Poberezny Road is visible on the east side of Interstate 41. The project will not only create new jobs but also help retain employees while allowing Alro to enhance services to customers in the region.



ALRO STEEL

**Alro Steel recently opened a new 194,700-square-foot distribution and processing facility on Poberezny Road in Oshkosh. The building is visible from Interstate 41.**



MARTIN RILEY ARCHITECTS AND ENGINEERS FOR WITTMAN REGIONAL AIRPORT

**Wittman Regional Airport will begin construction on a new general aviation terminal facility this spring. It will replace a building built in 1958.**

**New terminal being constructed at Wittman Regional Airport**

Wittman Regional Airport will begin construction of a new general aviation terminal facility this spring. The terminal project has been in the works for several years. Two existing structures located on 20th Avenue will be replaced by a single, right-sized facility to serve the airport, community and flying public appropriately.

The current general aviation terminal facility, built in 1958, occupies 6,254 square feet and is operated by Basler Flight Service. The adjacent 33,000-square-foot terminal was constructed in 1971 to serve commercial airline operations. Commercial airline service to Wittman ended in 2003.

Jim Schell, the director of Wittman Regional Airport, expects to have plans finalized and submitted to the Bureau of Aeronautics and the City of Oshkosh in early 2020 with project bids opening in late April. Construction of the new single-story, 12,500-square-foot terminal starts as early as May with completion expected approximately 13 months later. In addition to serving general aviation air traffic, the new building will also provide space for Basler Flight Service, airport administrative offices, a rental car operation and meeting rooms available to the general public.

**The Sawdust District**

Oshkosh’s newest redevelopment district along the shores of the Fox River and Lake Winnebago is an entertainment hub offering new multifamily housing options and niche commercial and retail opportunities.

Historically, the Sawdust District was once home to the Pioneer Resort and Marina as well as multiple businesses that manufactured wood products. As the industries in Oshkosh evolved, the city and community partners realized

the need for a redevelopment plan in this distressed area.

They created the Imagine Oshkosh Plan, which involved working with a local developer to bring the Wisconsin Herd — the Milwaukee Bucks G-League team — to a new multipurpose arena in the district. This project served as a catalyst, energizing the area, and creating additional opportunities for businesses and developers.

A local developer purchased the Pioneer Island and Marina property and is looking to redevelop the area into a mixed-use destination in 2020. The Sawdust District is becoming a gateway for visitors by boat or car leading into a revitalized area of Oshkosh destined to become a regional destination.

**Major redevelopment underway at Aviation Plaza**

A blighted 27-acre site at Oshkosh’s I-41/Highway 44 gateway formerly known as Aviation Plaza is currently under redevelopment. Located near the Experimental Aircraft Association headquarters and museum, the site is expected to generate nearly \$22 million in new investment. Last August, construction began on a new 35,626-square-foot Mineshaft



**The City of Oshkosh and its community partners are working a master plan for the Sawdust District along the shores of the Fox River and Lake Winnebago.**



KELLER FOR THE MINESHAFT

**A new Minesshaft Restaurant will open this year in Oshkosh on the former site of a Wal-Mart store, which has been vacant since 2003.**

Restaurant on the former Wal-Mart site, which has been vacant since the retailer relocated to a different site in 2003. Construction has also started on the new home for Extreme Customs, one of the fastest-growing aftermarket online wheel, tire, suspension and auto accessory businesses in the country. Extreme Customs will locate in the former J.C. Penney building, which has been vacant since 2015 and will also have an onsite retail presence.

The Minesshaft project includes more than \$16.3 million in investment while creating over 200 new jobs, and the Extreme Customs project includes an investment of \$5.6 million and will retain 35 jobs with the potential for additional job creation. The City of Oshkosh received a Wisconsin Economic Development Corp. Idle Sites grant to assist in the redevelopment project and also created a TIF district to help support infrastructure improvements on the site. The development also includes the retention of long-time tenant Rogan's Shoes.

### **Grocery store coming to downtown**

The Oshkosh Food Co-op has announced plans to open a grocery store downtown in the planned BRIO Building, a new development planned by Merge Urban Development, which will be at the intersection of Pearl

Avenue and Jackson Street. The co-op plans to occupy 8,000 square feet of space on the BRIO building's first floor and will source 20 percent of its food from local growers and producers.

This project will serve an area currently classified by the U.S. Department of Agriculture as a "food desert." Food desert neighborhoods are

low-income areas where the traditional grocery stores are more than a mile away. About 50 percent of residents in that area surrounding the food desert live below the federal poverty line.

The BRIO building will also include 53 apartments above the Oshkosh Food Co-op. A groundbreaking is expected this spring.



VISION ARCHITECTURE FOR EXTREME CUSTOMS

**Extreme Customs, an online wheel, tire, suspension and auto accessory business, is opening a physical store in the former J.C. Penney building.**



SLINGSHOT ARCHITECTURE FOR MERGE URBAN DEVELOPMENT

**The Oshkosh Food Co-op plans to build an 8,000-square-foot store in the BRIO Building in the city's downtown. It will sell local, organic and natural foods.**



CITY OF SHEBOYGAN

Sheboygan completed construction of its SouthPointe Enterprise Campus in October. It offers 140 acres of shovel-ready development sites, with options available between 2 and 100 acres. The park is aimed at helping the city become more competitive on the industrial front.

# Industrial opportunities

*Demand high, supply low for manufacturing, assembly and warehouse space*

By Jessica Thiel

**S**trong demand and a short supply have created a perfect storm in the region's industrial real estate realm.

With a vacancy rate in Northeast Wisconsin hovering around 2 to 3 percent, businesses seeking industrial space often are hard-pressed to find options that meet their needs. While the issue isn't unique to the New North, the fear is that companies will look to other regions or states if they can't find what they're seeking, says Manny Vasquez, vice president of business development for NAI Pfefferle.

"The vacancy rate hasn't been this low in quite some time, which is a good problem to have. It means that buildings are full, and companies are doing well and keeping busy," he says.

Several factors are driving the strong demand, Vasquez says. The robust economy means most manufacturers are doing well, and many are looking to

expand or modernize their operations. Online retail also continues to grow, which creates increased need for warehouse and distribution space.

Kelly Nieforth, economic development services manager for the City of Oshkosh, says many companies that approach the city about industrial space are seeking existing buildings, which are in short supply and sell quickly when they are available.

"We're fortunate that we don't have many large buildings that are vacant, but sometimes it does put us at a disadvantage when we don't have existing to offer people," she says.

One solution to the problem could lie in constructing more buildings on speculation. Right now, most industrial developments are build-to-suit projects, and Vasquez says Northeast Wisconsin traditionally has taken a conservative approach when it comes to spec buildings.

If developers were to begin to build more spec industrial buildings, these could help absorb some of the existing demand. Some projects in the pipeline are poised to add additional industrial square footage, but Vasquez questions whether companies will be willing to wait and if the projects will be enough to satisfy demand.

Nieforth says the city is having discussions with developers and the Greater Oshkosh Economic Development Corp. about constructing some spec buildings. She anticipates these facilities would fill quickly and allow space for future additions.

Economic development organization Envision Greater Fond du Lac took a creative spin on the spec building idea. It worked with Keller Inc. of Kaukauna to virtually design two buildings: one 50,000 square feet and one 100,000 square feet, both with every aspect titled

and approved. Virtual buildings allow owners to customize the space, but with approvals already in place, businesses can get a facility built quickly.

No matter the approach, Barb LaMue, executive director of New North Inc., says it's vital for all parties to take a forward-thinking attitude to industrial real estate. "It is critically important for our local partners to understand the state of the region's industrial real estate market. This helps prepare a full and quick response when New North is working with a site consultant on a project in which there are specific attributes of a building or land that the consultant's client is seeking," she says.

### Industrial park option

Investing in industrial parks provides one way for municipalities to make themselves more appealing to companies looking for new developments. The parks offer attractive locations, and many are shovel-ready with infrastructure that's already in place, Vasquez says.

"I think that's a good investment because it creates attractive land options for a company both from a cost standpoint and also an infrastructure standpoint," he says.

Last October, the City of Sheboygan completed construction of its SouthPointe Enterprise Campus business park. The investment offers approximately 140 acres of shovel-ready development sites, with options available between 2 and 100 acres, with complete infrastructure and Interstate 43 visibility. The space includes pedestrian trails to provide walkability. The city added street lighting and signage in December.

"The City of Sheboygan has been proactive in industrial development for many years. The \$15 million investment by the city in purchasing land and developing the infrastructure is a forward-thinking move to continue to be competitive in the regional market," says Chad Pelishek, director of planning and development for the city.

The city is working proactively to secure the first tenant for the park and is following

up on three possible leads for construction in 2020, Pelishek says, adding that financial incentives and revolving loan funds are available to interested developers.

Oshkosh is home to four industrial and two business parks, including its burgeoning Southwest Industrial Park and Aviation Business Park. The Southwest Industrial Park includes the Oshkosh Transload Terminal, a partnership between the city and Watco Companies and the only publicly owned transload facility in the state. The Greater Oshkosh Economic Development Corp. also works closely with the city.

Companies can use the \$2 million facility as a place to transfer goods or products from truck to rail or vice versa. Businesses that do not have access to rail can use the terminal as another affordable transport option. For example, Oshkosh Corp. uses the facility to transport its Joint Light Tactical Vehicles as well as receiving and sending trucks for repair.

Nieforth says with the Southwest Business Park's amenities and proximity to Interstate 41, the city is seeing a lot of interest from businesses wanting to locate near the facility. It's working with three prospects to purchase 60 acres of the 100 available.

"There's definitely a big interest for

folks for manufacturing, warehousing and distribution. Those are all uses in our parks that we want to encourage," she says.

The city also plans to make continued improvements in the park, Nieforth says. To make traffic function better in the park, Oshkosh applied for an Economic Development Administration grant to help build another access road in and out of a portion of the park where the transload lies and to widen an access road.

While the commercial real estate industry faces some headwinds in the form of high construction costs and a tight labor market, Vasquez says he doesn't expect the demand for industrial real estate to slow down in the foreseeable future.

"All the data that we're seeing out there is indicating that the economy is going to continue to be strong in 2020," he says.

LaMue says it's important for stakeholders to continue to come together to address the need for industrial options. "In working with our local partners and members of the real estate community, we can pull together a more comprehensive and meaningful response, with the ultimate goal of landing more development projects, thus increasing the investment in the region through capital and employment opportunities," she says.



**Industrial parks can offer an attractive option for new developments. Many are shovel-ready and offer proximity to highways, including Sheboygan's SouthPointe Enterprise Campus, near Interstate 43.**



**Avant Apartments, LLC**

**Downtown Tax Increment Financing districts and Opportunity Zone investments**

Numerous mixed-use developments have been announced and are under construction in Appleton, adding close to 200 new housing units to the market along with retail and office space. These developments followed the designation of two new Tax Increment Financing (TIF) districts in downtown Appleton along with the federally designated Opportunity Zone encompassing the downtown and area north to Wisconsin Avenue in 2017.

Significant opportunities remain for additional investment in Appleton's Opportunity Zone, especially north of College Avenue.

"Appleton completed a market analysis for new housing units downtown, and while we have seen significant investment in new rental units at both market rate and affordable price points, the market remains open for new townhouse style and single-family-style homes north of College Avenue including ownership opportunities," says Karen Harkness, director of community and economic development for Appleton.

Downtown development projects adding to this new housing market include:

- **Gabriel Lofts, LLC**  
Complete spring 2020  
21 residential units  
First floor commercial
- **Avant Apartments, LLC**  
Complete summer 2020  
33 residential units

- **320 E. College**  
28 residential units
- **800 Block, LLC**  
Construction starting spring 2020  
20 residential units  
First floor commercial
- **Crescent Lofts**  
69 residential units  
58 low- to moderate-income (LMI units) of the 69 total units  
Construction starting spring 2020
- **Zuelke Building**  
10 residential units on the top floors  
Floors 3 to 9 will be office space  
First floor retail



**Southpoint Commerce Park**

Industrial buildings in the Southpoint Commerce Park grew substantially in 2019 with five new projects. This 360-acre municipal industrial park provides fully improved lots, including regional stormwater, utilities in the street and concrete streets. Southpoint is designed for light manufacturing, warehousing and distribution uses with easy access to Highway 441. The park has a variety of small to large lots available. Given the current business climate, "shovel-ready" sites have been more important than ever. The amenities listed above along with current wetland delineations and a demonstrated ability to customize each transaction to meet the needs of the client has resulted in several recent projects.

An early January aerial photo shows building activity in Southpoint Commerce Park, including the following developments along with some recent land sales:

- **Custom Offsets'** second building is under construction at approximately 21,000 square feet.
- **New Morning Coffee Roasters** started construction in 2019 and is near completion. Its initial build is approximately 20,000 square feet with room to expand on its 4.21 acre parcel.
- 200,000-square-foot **Veritiv warehouse and distribution center** completed in 2019 on a 14-acre parcel.



**Southpoint Commerce Park**



**800 Block, LLC**



CITY OF APPLETON

- **Messenger Property Management** purchased 3.25 acres of land and plans to break ground in spring 2020 on a new food manufacturing/packaging facility.
- **F Street Development** has approximately 50 acres under contract for speculative warehouse/distribution building(s). The first anticipated building will be 200,000 square feet with a total anticipated investment of up to \$40 million in all phases of the 50-acre development.

“We are excited to continue investing and helping to grow the Appleton market, specifically the Southpoint Commerce Park. We were immediately attracted to this site, as it provides great access to the nearby highway system, and is close to many nearby amenities and businesses,” says Scott Lurie, president of F Street Development. “With a strong surrounding labor force, low vacancy in the industrial market and immediate demand for quality Class A product, we are confident we’ll be able to deliver a top-class facility to satisfy this need in the marketplace.”

#### CONTACT

##### **Karen Harkness**

*Director of Community & Economic Development, City of Appleton*  
[karen.harkness@appleton.org](mailto:karen.harkness@appleton.org)  
 920-832-6468

# We are in this together

By Mayor Tim Hanna



I have learned much and enjoyed being the mayor of Appleton for the past 24 years. One of the universal concepts I have relied on during my tenure as mayor is that we share our local economy with our neighbors. Economic wins and losses reverberate across our local economy regardless of the municipal borders in which they occur.

I am proud of the regional assets we have developed collaboratively, such as New North Inc., the Fox Cities Performing Arts Center, the Fox Cities Exhibition Center, the Community First Champion Center, the Fox Cities Regional Partnership and many more. The list is too long to enumerate, but each of these entities, projects or events has made our regional community attractive for business growth, an increasing, educated and skilled workforce, and created a welcoming environment inviting to tourists, families and new businesses.

The more we can spend our time on economic development that supports a regional economy rather than a transfer of tax base between municipalities, we as the Fox Cities, will be stronger financially, culturally and socially.

It has truly been my honor and privilege to serve the people of Appleton and the Fox Cites as the mayor for almost a quarter of a century. Thank you for placing your trust in me!

*Hanna decided not to seek re-election this April, ending 24 years as Appleton's leader.*



CITY OF NEENAH



The City of Neenah is located within the Fox Cities (Appleton metropolitan statistical area). Neenah is home to several companies including Jewelers Mutual Insurance, M Corp. and Bergstrom Automotive, a community that is forward t

**Available business and industrial sites — Southpark Industrial Center**

Located conveniently along Interstate 41, the Southpark Industrial Center expansion area includes approximately 65 acres of undeveloped land suitable and zoned for business or industrial uses. This shovel-ready site is completely owned by the City of Neenah and is divisible into sites between 5 acres and 30 acres. Public infrastructure (water, sanitary sewer, storm sewer and stormwater retention) and private infrastructure (gas, electric, phone and fiber) are available adjacent to the site. Interstate access is less than two minutes from the Breezewood Lane interchange. Land incentives are available to qualified projects.

The city has seen a significant investment in

**DOOR COUNTY**

**Door County is getting its first new hotel in 20 years**

Built in downtown Sister Bay, the Dörr Hotel will have 47 rooms and 4,300 square feet of retail space. The Wisconsin Economic Development Corp. is providing a \$250,000 Community Development Grant for the \$8.1 million project, which should be finished in 2021. The hotel will employ 10 to 15 people.

Bayland Buildings Inc. is the contractor for the site and says the project is intended to complete Sister Bay's downtown area by developing a lot that's been vacant for more than nine years and fill a gap in the number of local hotel rooms since Helm's Four Season Hotel closed. That site was then transformed into the current Sister Bay bandshell and public beach.

"For the past dozen years, the Village of Sister Bay has been executing a progressive plan to enhance the



DÖRR HOTEL

**Sister Bay's Dörr Hotel will have 47 rooms and 4,300 square feet of retail space.**

vibrancy of the community, and the results have been unmistakable," said Jim Schuessler, who was the executive director of the Door County Economic Development Corp. when the announcement was made. "Not only is the addition of Dörr Hotel the next logical step toward continuous enhancement of the community, but the hotel will in many ways serve as the centerpiece for Sister Bay's growing four-season economy."

Another new project in the county is one being proposed by Northpointe Developments that would transform the old West School in Sturgeon Bay into a 40-unit apartment building. The affordable housing project would be called Sawyer School Lofts. The goal is for the project to be ready for the building's 100th birthday in 2021. It has sat empty for about 20 years.

The goal is to save the building while addressing the area's need for affordable housing. A recent Door County housing

along the western shores of Lake Winnebago (ton) region and is part of the Oshkosh. With a population of over 25,000, Neenah headquarters including Menasha Corp., Neenah Foundry, Alta Resources, Plexus Motive Group. Neenah is a progressive thinking and business friendly.

manufacturing and business expansion over the last several years, including the construction of Menasha Corp.'s corporate headquarters, Menasha Packaging's preprint facility expansion, Plexus' 400,000-square-foot manufacturing facility and the Horseshoe Beverage project in the Southpark Industrial Center.

#### CONTACT

**Brad Schmidt, AICP**  
*Community Development  
 Department, City of Neenah*  
 BSchmidt@ci.neenah.wi.us  
 (920) 886-6126

study found 285 affordable housing units should be built in the area. Ten of Sawyer School Lofts' 40 units would be in the old school and 30 would be built new, attached to the school.

Steve Jenkins was recently hired to replace Schuessler, who took a job in Arizona earlier this year, as executive director of the DCEDC. Jenkins most recently served as a special business consultant with ThriveED, a two-county economic development corporation serving Jefferson and Dodge counties. He also led the Fond du Lac County Economic Development Corp. from 2012 to 2017.

#### CONTACT

**Steve Jenkins, Executive Director**  
*Door County Economic  
 Development Corporation*  
 steve@doorcountybusiness.com  
 (920) 421-3777  
 www.doorcountybusiness.com  
 www.livedoorcounty.org



## FOX COMMUNITIES CREDIT UNION

### To rent or to buy, that is the question

By Scott Yukel

#### To rent or to buy, that is the question

My apologies to William Shakespeare, but this question arises quite often with business owners. The almost universal response from lenders is "it depends."

There is no right or wrong answer for all business owners. The following are some of the areas to consider when faced with this decision:

#### Available capital

How much cash do you have to invest in real estate? While commercial real estate financing has been widely available since 2012, it generally requires a 20 percent down payment, plus closing costs. If you have recently started your business, cash can be in short supply even if you are turning a profit. Businesses that are rapidly growing may also decide to rent in order to maintain cash reserves for funding expansion of inventory and accounts receivable.

#### Return on assets and cash flow

Use a spreadsheet to project occupancy expenses and cash-flow under both the renting and buying scenarios. You will have to make numerous estimates to do so. Chart expenses for renting and compare to charted expenses for owning. Also consider the potential for capital appreciation of the building under the ownership scenario. Don't forget to also compare monthly occupancy expenses to ensure you are able to comfortably afford the payments.

#### Fixing occupancy costs

Some of the advantages of owning your business' office or shop is to "lock-in" a portion of your occupancy expenses. Once the purchase has been made, the ongoing cost of the land and building have been locked in. Of course, other occupancy expenses such as real estate taxes and insurance continue to increase, but your primary occupancy expense is now under your control.

#### Pride of ownership

Most business owners would say ownership is "priceless" while a few say "worthless." These topics of consideration can help you determine which path is best for you.

*Scott Yukel is the vice president of business services at Fox Communities Credit Union.*

[www.foxcu.org/business](http://www.foxcu.org/business)



Located east of Lambeau Field and the Resch Center, The Legacy Green Bay will be an all-suites boutique hotel.



CITY OF GREEN BAY

TWG Development will begin construction later this year on a new \$44 million project in the Rail Yard. The Broadway + Kellogg project will include a five-story residential structure with 225 studio, one-bedroom and two-bedroom market-rate rental units.

**The City of Green Bay continues its positive momentum of development projects into 2020**

**Legacy Hotel.** Located in the Legends District, east of Lambeau Field and the Resch Center, The Legacy Green Bay will be starting construction of a five-story boutique, all-suites hotel of approximately 90,000 square feet, along with parking, landscaping, lighting and other related improvements. This \$33 million project elevates the level of hospitality services within the city.

**One Astor Place.** Located along the Fox River, between downtown and the historic Astor neighborhood, Miller Land Investments demolished a set of abandoned warehouses in 2019 and will be relocating approximately 700 feet of Fox River Trail this spring. The second phase of the \$20 million project involves construction of a four-story residential structure with approximately 100 market-rate rental units.

**The Rail Yard.** This 15-acre former canning factory brownfield on the near west side continues to make substantial progress. DDL Holdings installed the first phase of infrastructure improvements



Located along the Fox River, construction will begin in 2020 on the \$20 million One Astor Place, which will include approximately 100 market-rate rental units.

and completed its first set of owner-occupied, multi-story townhomes in 2019. It will continue to rehabilitate 100,000 square feet of vacant, historic warehouse space into office, commercial, and residential space this year.

**Broadway Lofts.** TWG Development began construction of a much-needed workforce housing project in the Rail Yard. This \$20 million project involves construction of a new four-story residential structure with 93 affordable rental units as well as construction of two, two-story residential townhome structures with seven affordable rental units each. Completion is set for later this year.

**Broadway + Kellogg.** TWG Development will start construction on a new \$44 million mixed-use project in the Rail Yard later this year. This new five-story residential structure will contain 225 studio one-bedroom and two-bedroom market-rate rental units, residential amenities including a roof deck, and approximately 7,000 square feet of first-floor retail space along Broadway.

**Monroe + Cherry.** The RDA is moving forward with a proposal from Gorman and Company to transform an entire city block of surface parking, located between downtown and the Whitney Park neighborhood, into a mixed-use, mixed-income development. This \$18 million project will add 80 residential units and a 24,000-square-foot grocery



store (Maurer's Market), a much-demanded amenity on the near east side.

**The Shipyard.** Based on public feedback, the Redevelopment Authority shifted its focus from a small-scale stadium to a mixed-used recreation and entertainment facility for concerts, festivals and other events. Phased in over the next few years, it will also provide an urban beach, playground and splash pad, and a "container park" that provides a place for food, beverage and retail entrepreneurs to start and grow their business.

**Green Bay Packaging.** The company continues to make progress on construction of a \$580 million state-of-the-art liner board and medium paper mill that will double its production capabilities and will create over 200 new jobs. An example of environmental innovation, the project replaces a coal-fired boiler with two new natural gas ones, operates with a reclaimed water system, and uses 100 percent recycled paper.

The City of Green Bay welcomes prospective residents, businesses and investors to our community. We look to continue our successful track record of public-private partnerships through tax increment financing, brownfields assessment assistance, a small business revolving loan fund, neighborhood enhancement funds, and façade and demolition grants.

## CONTACT

**Kevin J. Vonck, Ph.D.**  
 Development Director  
 City of Green Bay  
[kevinvo@greenbaywi.gov](mailto:kevinvo@greenbaywi.gov)  
 (920) 448-3395

# WISCONSIN ECONOMIC DEVELOPMENT CORPORATION



## WEDC programs aid redevelopment

By Mary Gage

The Wisconsin Economic Development Corporation (WEDC) and the City of Oshkosh have worked well together in support of the numerous redevelopment projects that have transformed and continue to transform the community's physical landscape. Planning for redevelopment can be simplified to three questions – where are we now; where do we want to go; and how are we going to get there? When Oshkosh looked for answers to the last question, WEDC programs often were one of them. Here are some examples:

- Redevelopment sites often have environmental issues. The **Site Assessment Grant Program** provides grants of up to \$150,000 to define the degree and extent of groundwater and soil contamination along with identifying and assessing vapor intrusion issues. The **Brownfields Grant Program** provides grants of up to \$500,000 for further investigation or remediation activities including soil removal, capping and demolition.
- The **Idle Sites Redevelopment Program** offers grants of up to \$500,000 to Wisconsin communities for the redevelopment of sites that have been idle, abandoned or underutilized for a period of at least five years. Approved projects can use funds for demolition, environmental remediation, infrastructure or site-specific improvements to advance the site to shovel-ready status or enhance the site's market attractiveness.
- The **Community Development Investment Grant Program** supports redevelopment efforts by providing grants of up to \$250,000 for shovel-ready projects with an emphasis on downtowns. Funded activities should lead to measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners.

As you think about the redevelopment projects you have in your community, consider which of the above programs may be part of the answer in how you are going to get there.

*Mary Gage is vice president of Business and Community Development at WEDC. For more information on WEDC programs, contact your regional economic development director online at <https://wedc.org/inside-wedc/contact-us/#regional>*

[www.wedc.org](http://www.wedc.org)



The City of Sheboygan recently completed a \$15 million project to prepare the SouthPointe Enterprise Campus for tenants.

Sheboygan County has benefited from robust development. The county's largest commercial project to date — a \$324 million hospital — and its largest housing project to date — 248 workforce housing rental units — are underway. These developments are being fueled by one of the fastest-growing workforces in Wisconsin, outpacing even Dane County (Madison). These successes are before 500 million households will watch the world's second-largest sporting event, the Ryder Club, which is being held at Whistling Straits, north of Sheboygan, in September. Since 2017, the county has been the state's fastest-growing tourism market.

Outstanding development opportunities still await those who wish to take advantage of the state's most strategically focused metropolitan area with a proven track record of development return on investment.

Calculated development opportunities for Sheboygan County include:

### FreshTech Innovation District

Companies are a collection of people. Encouraging individuals to interact, solve problems and collaborate is a key strategy of supporting local entrepreneurship and new product development.

The FreshTech Innovation District is an area located in the City of Sheboygan's opportunity zone designated as waterfront property. The district will concentrate

professionals to create serendipitous meetings. Opportunities for mixed-use development increase as the City of Sheboygan is completing a second version of its master plan in early 2020. See more at [FreshTechInnovation.com](http://FreshTechInnovation.com).

### Town seeks partner on 99 acres — TIF possible

The Town of Sheboygan is looking for a visionary developer to partner with it on a mixed-use development of 99 acres. The property is surrounded by utilities, and the town is one of only a handful which can create a Tax Increment Financing (TIF) district. Uses may be commercial, residential, mixed-use or retail.

### New 150-acre interstate business campus

The City of Sheboygan just completed a \$15 million investment constructing the SouthPointe Enterprise Campus, which has the potential for a mile of interstate exposure.

Industrial lots are also available in Plymouth, Sheboygan Falls and Oostburg.



SHEBOYGAN COUNTY ECONOMIC DEVELOPMENT CORPORATION

Tannery Falls Apartments in Sheboygan Falls will bring much needed housing to the area.

### Ongoing housing need

Recent studies indicate a conservative need for Sheboygan County to construct 450-plus housing units every year. A few unique opportunities include:



The Town of Sheboygan has 99 acres ready for a mixed-use development project.

- Developer needed to restart 100-plus approximately 0.15 acre lot modular home development. The area is platted and zoned by the Town of Sheboygan. Water and sewer are accessible to the site.
- The City of Plymouth has a housing concept plan for 79 acres that includes single-family and mixed-use development on partner-owned



**The City of Plymouth has a housing concept plan for 79 acres that includes single-family and mixed-use development.**

land. Developer(s) sought to turn concept into reality.

### Here's a look at our upcoming developers' tour dates:

- Sheboygan Falls – May
- Plymouth – August
- Sheboygan – October

Contact Dane Checolinski at (920) 452-2479 if you would like to attend.

Want to stay updated on economic development in Sheboygan County? Sign up for our newsletter at [SheboyganCountyEDC.com/Newsletter](http://SheboyganCountyEDC.com/Newsletter)

### CONTACT

**Dane Checolinski**, *Director*  
Sheboygan County  
Economic Development Corp.  
[Checolinski@SheboyganCountyEDC.com](mailto:Checolinski@SheboyganCountyEDC.com)  
(920) 452-2479



## NEW NORTH INC.

### Microlending helps entrepreneurial launches in area downtowns

By Barb LaMue

Two critical economic development principles are knowing the importance of business startups in our communities and supporting diversity. New North has been working with the Wisconsin Economic Development Corp. on a new program that is a positive collision between the two.

Owners of businesses in Wisconsin's Main Street Districts and Connect Communities are now able to benefit from matching funds from WEDC to complement the microloan funds they receive through the Kiva.org crowdfunding site, helping them reach their fundraising goals more quickly.

In addition to connecting borrowers with capital, Kiva connects individuals with these budding companies by allowing people to become lenders for amounts as low as \$25. Lenders can browse the Kiva website to pick their favorite projects in Wisconsin and our region and decide how their funds will be used. The Kiva microloan is a no-interest loan up to \$5,000, which is matched with an additional interest-free loan of \$5,000.

To qualify for the new allocation of matching funds, an applicant must be a woman-owned, minority-owned or veteran-owned business within specific downtown districts. In the New North, there are currently nine Connect Communities and 13 Main Street Districts, all identified on our New North website. These are special designations coming from WEDC after the communities have been successfully granted this status based on applications.

Business owners interested in getting more information can reach out to their local Main Street or Connect Communities organization, or can contact Errin Welty at (608) 210-6832 or [errin.welty@wedc.org](mailto:errin.welty@wedc.org), or our New North office.

As New North continues to identify resources for startup companies and work with existing companies on diversity and inclusion strategies, the Kiva program is another tool that can help us attract and develop talent and grow our business community.

*Barb LaMue is the executive director of New North, Inc., the 18-county regional marketing and economic development corporation serving Northeast Wisconsin.*

[www.thenewnorth.com](http://www.thenewnorth.com)



LEGACY EXPRESS, LLC

### Legacy Express has grown to 53 tractors, 100 trailers and 65 employees.

Envision Greater Fond du Lac is the chamber, workforce and economic development organization serving the greater Fond du Lac area. The organization is proud to have assisted in these and many other recent projects:

#### Legacy Express expansion

Started in 2011, Brandon Gerwin and Jeff O'Brien launched Legacy Express, LLC starting with two trucks and one customer. By 2018, Legacy Express had grown to 53 tractors, 100 trailers and 65 employees.

Last spring, Legacy Express completed the remainder of its parking area for trucks and trailers. A current project will complete paving in the remaining areas and add electricity to it as well, which will be used for stations for trucks to plug into as well as lighting. Once the expansion is complete, Legacy will have the capacity to double the size of its fleet and accommodate future business growth.

In addition to transportation, Legacy has a warehouse division. The business is in the process of adding 24,000 square feet to support continued growth of the warehousing operations and accommodate a growing dispatch department for the trucking business unit. With its

additional space and an increase in business, Legacy may add up to another 80 employees during the next three years.

#### Johnstone Supply joins market

In 2019, Milwaukee-based Johnstone Supply made the decision to open a branch in Fond du Lac. Johnstone Supply, a heating, ventilation, air conditioning and refrigeration supply company that supplies parts and equipment to the residential, light commercial and industrial markets,

is building a new 25,000-square-foot facility in the Northgate Business Park in North Fond du Lac. Construction is scheduled to be complete this summer.

While Johnstone Supply waits for its new home to be finished, the company is leasing space elsewhere. The business's experience is one reason Envision Greater Fond du Lac took the unusual step of working with Keller Inc. of Kaukauna to virtually design two buildings for its Northgate Business Park and Fox Ridge Business Park: one totaling 50,000 square feet and one totaling 100,000 square feet, that have everything titled and approved. The building can be customized for the owner, but with approvals already taken care of, the business could get its facility quickly built.

#### C.D. Smith debuts new headquarters

C.D. Smith Construction opened its new 50,000-square-foot headquarters building in the Ledgeview Business Park in Fond du Lac during 2019. The building showcases the company's quality craftsmanship, environmental stewardship and innovation in design and construction.



C.D. SMITH CONSTRUCTION

C.D. Smith Construction's new headquarters is in the Ledgeview Business Park.

The building features state-of-the-art virtual construction technologies and a wide range of sustainable features that focus on occupant comfort, water efficiency, energy savings, the betterment of human health and the environment.

The premier location off of Interstate 41 and the building's features support initiatives to recruit top talent to Fond du Lac by offering superior employee amenities, such as a collaborative work environment, high-end fitness center and outdoor spaces.

### Continuing growth

Envision Greater Fond du Lac continues to take steps to attract, grow and retain businesses. Some steps the organization took in 2019 include:

- Helped create a new loan fund to provide critical gap financing to businesses on the Dodge County side of the City of Waupun.
- Reached out proactively to 35 county businesses to build relationships and provide support, leading to two new expansion projects.
- Hosted more than 2,300 seventh and eighth grade students at the Career Connections Academy, one of the state's largest hands-on career expos.
- Envision also continues to serve as the hub organization for the multi-partner IGNITE! Business Success Network. Of the more than 50 entrepreneurs who connected with IGNITE! in 2019, Envision served in the role of coach for 30 clients, resulting in one new business.

### CONTACT

**Jim Cleveland**, interim president and CEO/lead economic developer  
[jcleveland@envisiongreaterfdl.com](mailto:jcleveland@envisiongreaterfdl.com)  
 (920) 921-9500  
[envisiongreaterfdl.com](http://envisiongreaterfdl.com)



## CLA (CliftonLarsonAllen)

### Take advantage of Opportunity Zone tax incentives

By Jamie Brown

Discover ways to realize investment opportunities, position yourself for tax benefits and foster community redevelopment with Opportunity Zones. CLA has deep experience across a broad spectrum of potential Opportunity Zone fund stakeholders so we can help translate how these incentives, established in the Tax Cuts and Jobs Act, apply to you.

Our CPAs and wealth advisors are immersed in the real estate field, the investment market, tax reform, and the industries our clients operate businesses in. We can help you make clear decisions and realize the full benefits of the Opportunity Zone program. Whatever road leads you to Opportunity Zones, CLA is right there with you.

Learn more at [CLAconnect.com/opportunityzones](http://CLAconnect.com/opportunityzones).

*About the author: Jamie Brown is a principal in the real estate industry with CLA (CliftonLarsonAllen). He focuses primarily on tax planning, compliance, and business consulting for closely held businesses and individuals.*

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ARIENS CO.

**Ariens Co. Plant 1 is undergoing a \$30 million transformation to meet the growing demand for zero-turn lawn mowers.**

Ariens Co. and Sargento Foods, the county's two largest employers, are at it again. Both companies have announced expansions of their local manufacturing operations.

By this summer, Ariens Co. will complete a \$30 million transformation of its 320,000-square-foot Plant 1 on U.S. 10 in Brillion. The project will allow Ariens to meet the growing demand for zero-turn mowers, one of its most popular products.

In Hilbert, Sargento Foods is also undertaking an expansion. The Plymouth-based company is adding over 20,000 square feet — a nearly \$5 million investment — for offices for plant management, an employee health and wellness facility and space

for an expanded company store.

Residential growth continues as well. The county boasts the second-highest population growth rate in Wisconsin, second only to Dane County, with 8.26 percent growth. The majority of the county's population additions are occurring in the county's urban northwest Appleton and suburbs, primarily in the Village of Harrison.

Redevelopment of the 144-acre former Brillion Iron Works site in Brillion, initiated in 2018 when the city acquired the property in a public-private partnership with Brillion Works, LLC, has continued into 2020. Most of the Brillion Iron Works buildings have been demolished, and the remaining buildings will be incorporated into the site redevelopment plan. The Brillion Works development project intends to incorporate light manufacturing, retail, commercial and mixed-use structures

## CITY OF MENASHA

### New life for former Brin site

A team of developers, architects and contractors is planning a \$10 million potential investment for the former Brin Theatre site in Menasha. The idea was first presented to the City of Menasha Common Council in December, where the proposed development from RF Development Group was unanimously approved to move on to the next steps.

The potential investment in the downtown will include a three-story, mixed-use building, a four-story residential building, community gathering spaces and connectivity to the water and trails on the corner of Main and Tayco streets, serving as key gateway into the downtown.

"The City of Menasha has a fantastic downtown district, one that is unique in the country. We are looking to create projects with the goal of showcasing the community," said Grant Fisk,

co-founder of RF Development Group.

The new development will have 8,000 square feet of flexible and available commercial space, adding to the walkable downtown.

Sam Schroeder, community development director of Menasha, described the proposal as "an iconic and influential project that will lead a path of urban renewal and growth in our downtown."

Common Council members were excited when the renderings for the future site were revealed.

"This project was designed to be uniquely Menasha and create a destination to engage the community with integrated public spaces and a



**The new development, referred to as The Brin, gives ode to the site's former building that was built in 1928.**

connection to the water and trails. We were able to balance historic elements and give them a fresh, modern feel with a vision for the future," said Amy James, partner at Vision Architecture. "Our goal is always to design with the community and its surroundings in mind so that when new buildings become part of a historic downtown, they have a sense of belonging."

along with residential multifamily housing, health care, and child care. See [www.brillionworks.com](http://www.brillionworks.com) for details.

New Holstein, Chilton and Hilbert continue to pursue opportunities to redevelop brownfield sites in their communities, offering opportunities for local growth and development.

### Tourism

Calumet County continues to experience growth and increased interest in its tourism sector, renowned for its natural beauty on land and water and rural arts experiences. For more information, see [www.travelcalumet.com](http://www.travelcalumet.com).

### CONTACT

**Mary Kohrell**, *Community Economic Development Director*  
Calumet County  
[mary.kohrell@calumetcounty.org](mailto:mary.kohrell@calumetcounty.org)  
(920) 849-1680  
[www.calumetcounty.org](http://www.calumetcounty.org)

The new development, referred to as The Brin, gives ode to the site's former building that was built in 1928 and had a rich history in the community.

CR Structures has been named as the contractor for this development with a tentative completion date in 2021. "We are excited to participate in this team to revitalize downtown Menasha. I am passionate about improving where I live and raise my family," said Kip Golden, co-owner of CR Structures and a Menasha resident.

### CONTACT

**Sam Schroeder**  
*Community Development Director*  
City of Menasha  
[sschroeder@ci.menasha.wi.us](mailto:sschroeder@ci.menasha.wi.us)  
100 Main St., Suite 200  
Menasha, WI 54952  
(920) 967-3651  
[www.cityofmenasha-wi.gov](http://www.cityofmenasha-wi.gov)

## Omro Industrial Park offers developed 1- and 2-acre parcels

Planning to open, relocate or expand your business? Take a look at what the Omro area has to offer.

Together, the Omro Area Development Corp., Future Omro Chamber – Main Street program and the City of Omro are committed to economic development, engaging in ongoing development efforts to attract new businesses, creating jobs and assisting local businesses. Economic growth helps reduce the tax burden — thus, strengthening the workforce, school system, housing market and more. A better quality of life for all of us is the goal; we recognize economic development is the driving force to accomplish this.

Delays cost money and time. In Omro, we strive to provide assistance and answers within a reasonable time frame. If the project fits our community, we'll work hard to minimize the time it takes to go from permits to turning dirt. There are a variety of sites and development incentives available for the right projects.

Omro Industrial Park offers one- to two-acre parcels in its 25-acre addition. The light industrial-zoned lots are \$10,000 per acre and have city utilities in place, no retaining ponds required, immediate highway access and access to high-speed cable. Loan programs with flexible terms are offered for qualifying projects in the industrial park.

"It was more cost effective for me to build in the Omro Industrial Park than it was to buy an existing building," says Dave Kersztyn, president of Keenline Conveyor Systems. "Now I have a state-of-the-art facility in a great location."

Omro's historic downtown is situated next to the Fox River on a major thoroughfare, which attracts customers from surrounding rural communities and adjacent metro areas. Omro has identified retail opportunities and is looking for partners in the fields of clothing, personal care, general merchandise and full-service restaurants.

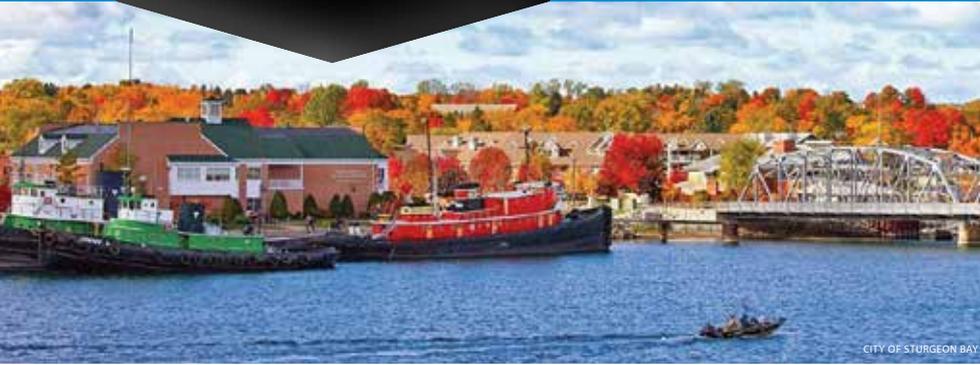
We look forward to talking with you about opening, relocating or expanding your business in Omro. For more information about the local business environment, business assistance and incentive programs, contact Future Omro Chamber – Main Street at (920) 685-7005 or visit [FutureOmro.org](http://FutureOmro.org). We'd love to show you why your business should call the community of Omro home.



**Omro's historic downtown has several opportunities for business.**

### CONTACT

**City of Omro Community and Economic Development**  
*Future Omro Chamber | Main Street*  
(920) 685-7005 x 22  
130 W. Larrabee St. Omro, WI 54963  
[omro-wi.com](http://omro-wi.com) | [FutureOmro.org](http://FutureOmro.org)



CITY OF STURGEON BAY

## Housing

Sturgeon Bay added four new multifamily residential projects in 2019. These projects, totaling 168 units of varying sizes, locations and styles, are seeing phenomenal absorption rates. In addition, the renovation of a former elementary school into a 40-unit low-income tax credit housing project is expected to begin later this year.

More housing is still needed. The amazing success of these recent projects confirms the conclusions of the 2019 Door County Housing

Analysis, which identified a market shortfall of 335 apartments in the Sturgeon Bay region and an additional 175 units needed by 2023. Sturgeon Bay has identified numerous available sites for new housing projects.

## Waterfront development

The west waterfront redevelopment will see significant progress this year. Construction on the Door County Maritime Museum's expansion, including a 10-story lighthouse tower, is underway with completion planned for October.

The city is also undertaking the first phase of improvements for a new waterfront park next to the museum. This phase involves a promenade along the water and improved access. Overlooking the new public space is city-owned land slated for private development. This highly visible downtown site is a tremendous opportunity for developers of retail, office, housing and mixed-use buildings.

## Catalytic downtown sites

Situated in the heart of the 3rd Avenue



CITY OF STURGEON BAY

## Manitowoc County — Continued growth on the Coolest Coast

Progress Lakeshore and area municipalities are partnering with CoolestCoast.com to attract talent to the area. Operated by Vagabond Creative, CoolestCoast.com uses engaging videos and social media to highlight all that makes living, playing and doing business in Manitowoc County so great. Already popular with current residents, CoolestCoast.com will expand to attract new residents to Manitowoc County.

## Growth is occurring across the county

### Two Rivers

The city is planning for growth by updating its comprehensive plan, rolling out a visioning and branding initiative,



The expansion of Riverside Foods is one of many projects underway in Manitowoc County.

and soliciting proposals for the reuse of the 26-acre property at 606 Parkway Boulevard (formerly Paragon).

Growth is already underway with the expansion of Riverside Foods' facility on Wilson Street. New restaurants are moving into the downtown area, and a new hotel will be completed by spring 2020.

### Manitowoc

The city is preparing the CN Peninsula for commercial and residential development and has acquired 97 acres along I-43 for a new industrial

park. Redevelopment of the Lakeview Mall is sought.

Meijer is opening this spring. The Bayshore development facing Lake Michigan includes a BayCare Clinic plus commercial and residential development. The historic Schuette building downtown will open this year with commercial and residential space available.

### Kiel

Kiel is commissioning a housing study to assist with multifamily development, and the Nash Estates subdivision is developing single-family

shopping district, the former Younkers department store represents a fabulous redevelopment opportunity. With over 22,000 square feet between two buildings, there are endless possibilities for renovation or redevelopment.

Last year, Nicolet Bank cut the ribbon on its new branch building in Sturgeon Bay, which opened its previous site, the former Baylake Bank headquarters, for redevelopment. The building has more than 36,000 square feet of finished space on three floors with plenty of onsite parking. A number of new uses, including housing, are possible.

Contact us to learn more about these opportunities and obtain a booklet of prime available sites.

#### CONTACT:

**Marty Olejniczak**

Community Development Director  
molejniczak@sturgeonbaywi.org  
(920) 746-6908

homes. Opportunities for development include the Lulloff property downtown and space in the Rockville Industrial Park. Additionally, the Kiel Dam and the former mill will be redeveloped.

#### Mishicot

A Dollar General opened in February 2020. The new owners of the Fox Hills Resort have renovations planned, and the village is seeing reuse of downtown buildings and the development of new parks and recreation space.

There is lots of activity and optimism in Manitowoc County. Progress Lakeshore is proud to help advance our communities.

#### CONTACT

**Peter A. Wills**, Executive Director  
Progress Lakeshore  
Peter@progresslakeshore.org  
202 N. 8th St., Suite 101  
Manitowoc, WI 54221-0813  
(920) 482-0540  
www.ProgressLakeshore.org

## EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION



### Commuter service along I-41 corridor comes into focus

By Nick Musson

*This column is a follow-up to a story that ran in the August 2019 issue of Insight.*

In 2019, the East Central Wisconsin Regional Planning Commission (ECWRPC) undertook a study to determine the feasibility of providing a new commuter service along the I-41 corridor between Green Bay and Lomira.

A commuter service would create a regional connected transportation system to attract new employee talent and businesses, create more vibrant communities and provide an overall better quality of life. The steering committee project partners include the Bay-Lake Regional Planning Commission, Brown County, Wisconsin Department of Transportation, Winnebago County Health Department, Fox Valley Technical College, Town of Greenville, City of Appleton, Green Bay Metro, Valley Transit, GO Transit, Fond du Lac Area Transit, area chambers of commerce and economic development corporations.

The study confirmed the feasibility of a new commuter service and provided a roadmap to develop the new service including administrative needs, route scenarios and financial planning. Beginning in 2020, implementation activities will start with oversight by a steering committee including transit agencies, municipal staff and representatives from user groups.

The benefits of the commuter service include getting employees to and from work, students to school, and people to the many cultural and entertainment events along the I-41 corridor. Additionally, the commuter service should help ease congestion along I-41 between Grand Chute and De Pere.

ECWRPC staff will have a booth at Insight's 11th annual InDevelopment Conference on Wednesday, March 18 in Oshkosh. Stop by to learn more about commuter service along the I-41 corridor.

*Nick Musson is the principal transportation planner for East Central Wisconsin Regional Planning Commission. He can be reached at nmusson@ecwrpc.org or (920) 751-4770*

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