



INDEVELOPMENT

CONNECTING COMMERCIAL DEVELOPERS IN THE NEW NORTH

14TH ANNUAL CONFERENCE | OSHKOSH | SEPT. 7, 2023

INSIDE:

Event Schedule

Community Profiles:

- Appleton
- Green Bay
- Oshkosh
- Sheboygan and more



Oshkosh will host this year's InDevelopment Conference. The city continues to increase its economic strength in the areas of manufacturing, commercial development, tourism, talent efforts and housing.

CONTENTS

- 3 Publisher's Note**
Spotlight on development
- 4 Greater Oshkosh**
Oshkosh central city and development opportunities
- 8 City of Green Bay**
City of Green Bay NO. 1 PLACE TO LIVE — and keeping it that way
- 9 City of Neenah**
Downtown Neenah:
A hub of progress and prosperity
- 10 City of Appleton**
New, redevelopment projects invigorate downtown Appleton
- 11 Sponsor Message: Greenfire**
Greenfire goes beyond multi-family housing
- 12 Sheboygan County**
Updates in workforce training, entrepreneurs and housing
- 13 Guest Insights: CLA (CliftonLarsonAllen)**
Section 1031 exchange revisited
- 14 Envision Greater Fond du Lac**
Building business in the Greater Fond du Lac area
- 15 Sponsor Message: New North, Inc.**
New North region on the banks of liquid gold
- 16 Progress Lakeshore**
Waterfront opportunities abound in Manitowoc County
- 17 Sturgeon Bay**
Sturgeon Bay adapts to increased development opportunities
- 18 Calumet County**
Revitalization in Calumet County leads to future development
- 19 City of De Pere**
Authenticity and opportunity connect in De Pere
- 20 City of Menasha**
Public and private investments rejuvenate Menasha
- 21 Sponsor Message: Village of Greenville**
Wisconsin Tax Increment District #2
- 22 Shawano & Waupaca**
Cities embrace Main Streets, tourism
- 23 Sponsor Message: Community First Credit Union**
Together, we can build community
- 24 InDevelopment Sponsors**

InDevelopment Conference 2–7 p.m. Sept. 7 OSHKOSH CONVENTION CENTER

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



KEYNOTE SPONSOR:



KEYNOTE SPEAKER:

Nik Davis

Principal,
Houseal Lavigne Associates

Urban planning and geospatial design expert Nik Davis brings more than 15 years of professional design and planning experience to Houseal Lavigne Associates. As a principal, he manages much of the firm's versatile studio work, with specialization in urban design, planning, geodesign, landscape architecture, site plan development, streetscape design and zoning/code regulations.

DEVELOPER BRIEFING: 3:15 p.m.

Amy Albright

Executive director, Discover Oshkosh

The city of Oshkosh has been focusing on redevelopment of its downtown and riverfront areas for many years, but recently efforts for the central city are being connected to quality of life and attraction efforts for the community. Amy Albright will highlight some of the city's downtown development projects and how they intersect with tourism efforts.

PANEL DISCUSSION: 3:40 p.m.

Manny Vasquez, vice president at Pfefferle Companies, will lead a panel discussion focused on local market trends in the retail, industrial and office segments, as well as redevelopment, site selection and business recruitment opportunities across Northeast Wisconsin. Panelists include Terrance Wall, president and CEO of T. Wall companies, Barbara Koldos, vice president of business development at New North, Inc. and Jim Erdman, president of Team SNW.

COCKTAIL NETWORKING RECEPTION: 4–7 p.m.

Join a cocktail networking reception with members of the Northeast Wisconsin Regional Economic Partnership. Learn about the hot spots for development and how you might take advantage of shovel-ready projects, industrial park space, TIF and BID districts, repurposed buildings and more.



InDevelopment spotlights opportunities in the New North

By Brian Rasmussen, publisher, Insight Publications LLC

Downtown redevelopment, an influx of real estate projects and new commercial construction have all contributed to an atmosphere of optimism among the region's development community. If there's one thing attendees at this year's InDevelopment conference will learn, it's that economic development remains strong in the New North.

In Oshkosh — the host city for this year's event — the redevelopment of the city's downtown is spotlighted, as is the growth of corridors such as Interstate 41 and Oshkosh Avenue. Turn to page 4 to learn more about Oshkosh's latest economic development opportunities.

This year's conference will include a developer briefing hosted by the city of Oshkosh, Greater Oshkosh Economic Development Corporation and Oshkosh Chamber of Commerce featuring Amy Albright, executive director of Discover Oshkosh. Albright will highlight the city's downtown development projects and how they intersect with its tourism efforts. Furthermore, NAI Pfefferle's Manny Vasquez will moderate a panel discussion featuring Terrance Wall, president and CEO of T. Wall companies, along with Barbara Koldos, vice president of business development at New North, Inc. and Jim Erdman, president of Team SNW. Turn to page 2 for a preview of the discussion.

Housing demand in Green Bay remains incredibly high. To help address the housing crunch, the city has recently supported a wide variety of housing projects, offering new luxury, workforce and affordable units. Turn to page 8 to read about business and housing developments in Green Bay.

Along the lakeshore, development projects and opportunities are flourishing. Manitowoc County is recruiting development partners for several key sites, including both the River Point District and Bayshore Development in Manitowoc as well as the East Twin River Development in Two Rivers. Turn to page 16 to read more about Manitowoc County's growth opportunities. In Sheboygan County, the Founders' Pointe subdivision was made possible by a unique public-private partnership that includes The Forward Fund, the city of Sheboygan Falls and the Sheboygan County Economic Development Corporation. Turn to page 12 for more information on that area's projects.

Several exciting projects in De Pere — including the redevelopment of the former downtown Shopko site into a \$60 million mixed-use center — are showcased on page 19.

The projects and communities I mentioned above are just a sampling 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 Sept. 7 at the Oshkosh Convention Center. One of the highlights of InDevelopment is the networking session where economic development leaders discuss their local opportunities. We look forward to seeing you there.

Davis explores downtown development

Urban planning and geospatial design expert Nik Davis will explore the transformative potential of development, creativity and data-driven decision-making during his keynote address at this year's InDevelopment Conference.

Davis is principal at Chicago-based Houseal Lavigne Associates, an urban planning and geospatial design firm focused on powering the art of planning with science and technology.

As part of its Imagine Oshkosh Downtown planning effort, the city of Oshkosh worked with Houseal Lavigne to reimagine a future for the blighted downtown and waterfront area. The firm helped the city craft a redevelopment plan for the Sawdust District — a multi-use entertainment district concept including a basketball team practice facility, a larger arena and a

250,000-square foot office building. The city continues to work with Davis and Houseal Lavigne on the Oshkosh Downtown Redevelopment Plan.

Attendees will gain invaluable insights from Davis's experience working on projects like Oshkosh's downtown area development plan; Traverse City, Michigan's corridor master planning project; and Baltimore, Maryland's zoning code revision.

With more than 15 years of professional design and planning experience, Davis provides the connection between the planning process and document creation, focusing on concept and site design, visualizations, document layout and urban-form 3D modeling using various drafting techniques and software tools. During his keynote presentation, Davis will share insights on creating graphics and documents that gain community support.



© Greetings Tour mural on the 500 block of N. Main St.

@GREETINGSTOUR

Oshkosh central city and development opportunities

The center of Oshkosh, situated where the Fox River meets the mighty Lake Winnebago, was the center of industry in the early years of the city. Like so many cities, as transportation and technology changed, the way we did business changed as well. The movement of industrial operations to parks and near highway corridors created the opportunity for the central city and downtown to be a thriving area for life and culture. Oshkosh has been focusing on redevelopment of the downtown and riverfront areas for many years, but recently efforts for the central city are being connected to quality of life and attraction efforts for the community.

Sawdust District

The city of Oshkosh was once known as the “Sawdust City” due to the nearby navigable waterways to transport wood from northern Wisconsin and the location of woodworking factories that produced furniture, doors, desks and even wood crutches. Like in many former industrial areas, when the businesses left, many of

the buildings fell into disrepair and the area was prime for redevelopment. As a homage to the city’s former nickname, the Sawdust District was created for the redevelopment area. A focused effort supported by a development plan started with Oshkosh Arena, an entertainment venue, as an anchor project. The next major project, the redevelopment of the Miles Kimball original facility into luxury apartments, MK Lofts, is nearing completion. At the same time, the Mill on Main project, a mixed-use development by T. Wall Enterprises, is set to break ground this fall. The development will add 300 apartment units over three phases and 20,000 square feet of commercial space along South Main Street.

Another impactful project, the Theda Care/Froedtert micro-hospital, will



Sawdust District Redevelopment Plan

GREATER OSHKOSH ECONOMIC DEVELOPMENT CORP.

occupy a vacant riverside property that was once formerly Morgan Door Company and Jeld Wen Windows. The facility will not only bring health services to the central city, but also create professional jobs and drive development in the adjacent areas. Over \$50 million is anticipated to be invested in the next couple of years.

Looking forward, there are additional opportunity sites within the Sawdust District for future development. Existing mixed-use sites on South Main Street and Oregon Street have opportunities for renovation and reuse. Additionally, many infill development opportunities throughout the district are currently owned by the city of Oshkosh Redevelopment Authority.

On a larger scale, the Pioneer Island site remains available for redevelopment. This seven-acre parcel with Oshkosh's best view has prime waterfront property at the mouth of the Fox River on Lake Winnebago.

Downtown Oshkosh

In 2000, partners in Oshkosh adopted a plan that implemented many key

Located along the scenic shores of Lake Winnebago, Oshkosh holds an incredible charm that finds its heart in the historic downtown district.

infrastructure assets in the downtown area. The plan was largely completed with projects including the Riverwalk, Convention Center expansion, and beautification and green space in the square. To keep the momentum going, local partners collaborated on a follow-up plan, expanding the redevelopment areas and identifying key catalyst projects. One primary focus will be on adapting office space to the changing business environment and bringing additional entertainment and residential opportunities to the area.

Complementing Corridors

Central cities cannot thrive if they do not have appropriate gateways



and corridors leading into them. The Interstate 41 corridor is a key area for any New North community, and Oshkosh is no different. Many national brands line the frontage road on both sides of I-41, and infill development continues to bring new opportunities to





The Leach Amphitheater

CITY OF OSHKOSH

Public Art and Attractions

Downtown Oshkosh has become a vibrant space of creativity due to its flourishing public art scene. The brand-new Greetings Tour Mural on the 500 block of North Main Street serves as a captivating welcome, celebrating the city's rich heritage and inviting visitors to explore all that Oshkosh has to offer. Just a few blocks away, the Emma Daisy Mural is a mesmerizing piece of art that is loaded with colorful flowers that bloom year-round. Moreover, the Algoma Alley Mural project has become a true testament to the city's commitment to public art — a once-forgotten space has been turned into a beautiful gallery centered around the theme of native

this area. Opportunities fall to the north, where the I-41 will connect residential districts with the rest of the city, and to the south, where industrial and large-scale opportunities exist.

Recent developments on Oshkosh Avenue near I-41 have established a perfect gateway to the central city. The development area started with the construction of Oshkosh Corporation's Global Headquarters along Lake Butte des Morts and has expanded. New developments include several quick-serve restaurants, Class-A office space and a TownePlace Suites by Marriott Hotel. Future developments will include a Tru by

Hilton Hotel, a Mr. Brews Taphouse and additional office space. This corridor has brought capital investment of more than \$68 million to date.

Oshkosh's corridors aren't only on roads, but the waterways and trails too. Oshkosh's unique location allows it to be connected to the entire region by trail and waterway. The riverwalks that follow along the Fox River in downtown Oshkosh are connected to the regional Wiouwash State Trail, which heads north to Outagamie, Waupaca and Shawano counties. The waterways connect Oshkosh to the Fox Cities and over to Waushara County on Lake Poygan.

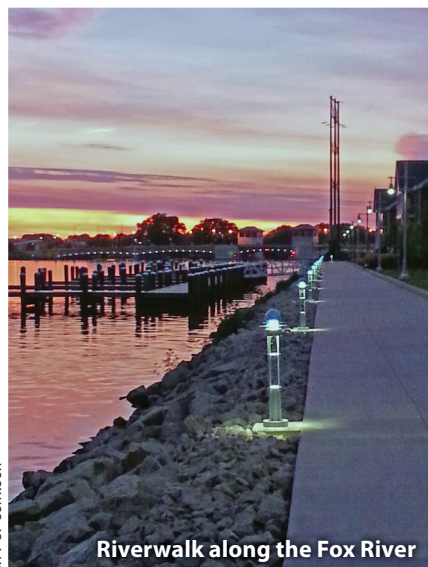
Oshkosh is not only a place of opportunity and development, but also a thriving place for tourism and entertainment. Located along the scenic shores of Lake Winnebago, Oshkosh holds an incredible charm that finds its heart in the historic downtown district. From one-of-a-kind attractions to lively restaurants and boutiques, Oshkosh's central city has something for everyone to enjoy.



THE DOWNTOWN OSHKOSH BUSINESS IMPROVEMENT DISTRICT & OSHKOSH ART COLLECTIVE

Algoma Alley Project

animals, plants and other wildlife. Through the help of community partners and local businesses, there will be multiple more murals coming to the Algoma Alley this fall.



Riverwalk along the Fox River

CITY OF OSHKOSH

Oshkosh is not only a place of opportunity and development, but also a thriving place for tourism and entertainment.



OSHKOSH ARENA

Entertainment

Whether you are a visitor or a lifelong resident, downtown Oshkosh's entertainment scene is truly one of a kind. If you're interested in a new and unique way to tour the streets of Oshkosh's central city, the Oshkosh



OSHKOSH PEDAL TROLLEY

Pedal Trolley is just for you. The 14-seat, pedal-powered, party bike will take you and your friends on a leisurely ride through the downtown streets with a drink in hand and great music playing. If you're craving a taste of culture and performing arts, The Grand Oshkosh stands as a historic gem, hosting captivating theater productions, concerts and other live performances. The Grand is not alone, however, as the Leach Amphitheater and Opera House host a variety of open-air concerts and events such as Waterfest and Music on Main. Sports enthusiasts can head to the Oshkosh Arena, home of the Milwaukee Bucks G-League

team The Wisconsin Herd, and women's professional basketball team the Wisconsin GLO. The arena also hosts numerous concerts and community gatherings for all to enjoy. Last but not least, locals and visitors can enjoy a stroll and a drink along the streets of downtown Oshkosh through the city's Designated Outdoor Refreshment Area program. These are just some of the great entertainment options Oshkosh's central city has to offer.

Kelly Nieforth, Community Development Department Director
City of Oshkosh
knieforth@ci.oshkosh.wi.us
920-236-5055

Tricia Rathermel, President & CEO
Greater Oshkosh EDC
tricia.rathermel@greateroshkosh.com
920-230-3326

Colan Tremblay, Economic Development Director
Oshkosh Chamber of Commerce
colan@oshkoshchamber.com
920-303-2265 ext. 20



THE GRAND OSHKOSH

Record numbers lead to \$170M economic impact for EAA

Approximately 677,000 people attended the Experimental Aircraft Association AirVenture in Oshkosh July 24 to 30 up from the 2022 record of 650,000.

"We had record-setting totals of campers, exhibitors, volunteers, and more. It was also a challenging year at times with weather, logistics, and other factors, which makes me even more proud of the efforts by our volunteers and staff to organize an outstanding event," said EAA CEO Jack Pelton.

More than 13,000 sites in aircraft and drive-in camping accounted for an estimated 40,000 visitors. About 5,500 volunteers contributed 250,000 hours.

International visitors returned in a big way in 2023, with 2,372 attendees registering the International Visitors Tent from a record-tying 93 countries outside the U.S. Adding a significant number of international visitors who do not register at the tent when they arrive, the actual total is much higher.

The economic impact was estimated at \$170 million for the five counties in the Oshkosh region (Winnebago, Outagamie, Fond du Lac, Calumet, and Brown). That is based on a 2017 University of Wisconsin Oshkosh economic impact study.

More than 10,000 aircraft arrived at Wittman Regional Airport in Oshkosh and other airports in east-central Wisconsin. At Wittman alone, there were 21,883 aircraft operations in the 11-day period from July 20-30, which is an average of approximately 148 takeoffs/landings per hour when the airport is open.

"We'll start planning for EAA AirVenture 2024 a little later in August, but we are already looking at a number of big activities, including the 100th anniversary of the Royal Canadian Air Force," Pelton said. "Plenty of ideas have also been forwarded to us from EAA members and others that will be part of the planning for 2024."



Gentle Vet Animal Hospital



Green Bay Public Market



City of Green Bay NO. 1 PLACE TO LIVE — and keeping it that way

Gentle Vet Animal Hospital broke ground July 6 on their new veterinary clinic, which will be located at 2560 University Avenue. Owners Dr. Dan and Martha Gray will be investing more than \$4 million in this project and are planning to add six new full-time positions, as well as 4,000 additional square feet, with a targeted completion date of February 2024. Gentle Vet Animal Hospital proudly serves local organizations like the Bay Beach Wildlife Sanctuary and NEW Zoo. The city of Green Bay is proud to support this growing business, which was the recipient of a \$150,000 loan from the city's Community Development Revolving Loan Fund.

to helping food and beverage entrepreneurs build stronger, more sustainable businesses. We're excited to welcome the six new businesses — Irie Jamaican Food, Honey Ham and Cream Café, FiveThumbsUp, Olive's Pizza and Sandwiches, Colombian Flavors and Titledown Brewing. The Cannery will keep the six culinary businesses for 18 to 24 months, preparing those small business owners for their next stage of growth.

Green Bay Public Market is becoming a reality. The building is purchased, the design is determined, and the business model is set as a food-focused facility that creates space for entrepreneurs to connect product to people. On Broadway, Inc. is spearheading the fundraising campaign to develop the market, which will host more than 20 small businesses that will benefit from a space that provides retail and food sales, hosts events and creates a dynamic public space.

Housing demand in Green Bay remains incredibly high. To help address the housing crunch, the city of Green Bay has recently supported a wide variety of housing projects, offering new luxury, workforce and affordable units.



The Cannery Market ribbon cutting

The Cannery Market, a popular restaurant space, has been transformed into the newest dining option in downtown Green Bay's Broadway District. This project was made possible through a collaboration of the Green Bay Chamber of Commerce and Proof Incubator, a company dedicated



Green Bay Public Market



222 Cherry Street

222 Cherry Street

A six-story, mixed-use building is being planned in downtown Green Bay at 222 Cherry Street. The development will include 10,000 square feet of first-floor commercial space with 57 market rate apartments on the upper floors. The developer, 222 Cherry Street, LLC, expects the project to be completed in 2025.

Bay City Lofts

A new WHEDA-supported project has been approved at 2510 University Avenue, where Gorman & Company plans to build 48 affordable units. The developer is partnering with Lutheran Social Services to provide on-site supportive housing services.



Bay City Lofts

City East

MF Housing Partners is building a new mixed-use building at 1165 E. Walnut. The WHEDA-supported project will include 43 units and 5,000 square feet of office and community space for Brown County United Way to provide on-site services for emerging needs.



City East Center

University Heights

Construction is underway at 2580 University Avenue, where Toonen Properties plans to build 12 new apartment buildings with 209 market rate apartments. The development is anticipated to be valued at \$25.3 million when fully completed.

For project information and development opportunities please contact:

Wendy Townsend

Project and Program Manager

City of Green Bay

wendy.townsend@greenbaywi.gov

920-448-4086

Matt Buchanan

Senior Economic Development Specialist

City of Green Bay

matthew.buchanan@greenbaywi.gov

920-448-3396

greenbaywi.gov

Downtown Neenah: A hub of progress and prosperity

As the city of Neenah celebrates its 150th anniversary, we reflect on the role downtown Neenah has played in the city's success. Throughout those years, downtown has been the identity and heart of Neenah. A series of recent projects have breathed new life into downtown, attracting new residents, businesses and visitors alike.

201 West

One of the most noteworthy additions is the contemporary marvel, 201 West. This mixed-use development boasts 39 stylish residential units, providing a dynamic living experience for urban enthusiasts.

201 West will welcome two new businesses expected to open in fall. Urban Market Neenah will offer a diverse selection of local produce and artisanal goods. Not to be outdone, Bona Fide Juicery complements the urban lifestyle with fresh, healthy and invigorating beverages.

201 W. Wisconsin Ave.



ThedaCare Regional Medical Center

The commitment to the community's wellbeing is evident with the expansion of ThedaCare Regional Medical Center. The substantial \$100 million investment in modernizing the hospital has significantly improved health care facilities, ensuring residents have access to state-of-the-art medical services and making Neenah an attractive destination for families and entrepreneurs alike.

The Plaza at Gateway Park

The success of The Plaza ice rink has added a touch of enchantment to downtown Neenah, creating a welcoming winter wonderland for all to enjoy. The Plaza has become a focal point of community engagement throughout the entire year, fostering a vibrant social scene and one-of-a-kind experience. The Plaza embodies the spirit of togetherness, strengthening the sense of community that defines downtown Neenah.



Neenah Next: Downtown Master Plan

The city has adopted the "Neenah Next: Downtown Master Plan." The plan provides a vision for downtown Neenah that builds on its strengths and explores opportunities for improvement. Several development concepts were included to provide a look at what's possible. Additionally, the plan provides modifications to the street network to improve traffic flow and safety. Finally, significant focus was placed on improving the pedestrian and bicyclist experience by connecting local and regional trail networks to and through downtown Neenah.

www.ci.neenah.wi.us/departments/community-development/downtownmasterplan

CONTACT

Brad Schmidt, AICP

Community Development

Department, City of Neenah

BSchmidt@NeenahWI.gov

920-886-6126



The redevelopment of City Center Plaza into Fox Commons will be a catalyst for Appleton's downtown.

New, redevelopment projects invigorate downtown Appleton

Downtown Appleton continues to see investment in new and redevelopment projects, further enhancing living options downtown, revitalizing existing buildings and providing opportunities for new business.

Exciting developments have been taking place in downtown Appleton, making it a thriving hub for business, residents and visitors alike. With its rich history, vibrant culture and innovative spirit, downtown Appleton continues to evolve, offering a unique and dynamic experience.

The lane reconfiguration of College Avenue aims to establish a more welcoming downtown for pedestrians, cyclists and shoppers alike. Moreover, the city has made significant strides in enhancing its walkability and sustainability. Pedestrian-friendly streets, bike lanes and green spaces have been incorporated into the urban design, encouraging residents and visitors to explore the area by foot or by bike. This commitment to a greener and healthier lifestyle aligns with the evolving preferences of the community and sets downtown Appleton apart as a forward-thinking city.

Projects approved in 2023 include:

Chase Bank

The Chase Bank Building in downtown Appleton is undergoing a significant renovation to provide 24 residential units on the top two floors and commercial space on the first floor. Chase Bank will remain in approximately half of the first floor. A venue for a unique entertainment space is available on the lower level as well.



Chase Bank Building



Rise Apartments

Rise Apartments broke ground on a project providing 48 much needed affordable housing units downtown. This project will include a 40-unit multifamily building and eight townhome units. Financing for affordable housing is incredibly difficult, and this project leveraged partnerships with WHEDA, ARPA and the use of Tax Incremental Financing (TIF) to come to fruition.

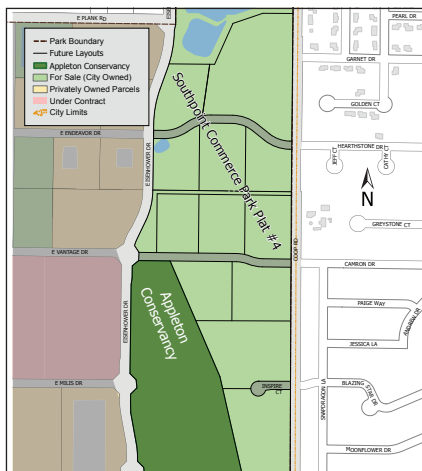
Fox Commons

The redevelopment of City Center Plaza into Fox Commons will be a catalyst for Appleton's downtown. This mixed-use project will revitalize the underutilized City Center Plaza, injecting new life into the heart of the city. This project will blend residential, health care and commercial spaces, creating a vibrant community hub that attracts both residents and visitors.

Tenants announced thusfar include Mosaic Health, Prevea Health and housing for Lawrence University on the top two floors. The relocation of Mosaic will also open up feasibility for development on the “bluff” site south of Lawrence Street.

Southpoint Commerce Park

Recent investments by F Street Development have resulted in more than 470,000 square feet of manufacturing/industrial/warehouse/distribution space in two buildings, with a third 250,000 sq. ft. building under construction.



Given the significant development seen in Southpoint, the city has created TID 13 to install infrastructure — unlocking another approximately 80 acres for industrial development in the area between Coop Road and Eisenhower Drive. Installation of infrastructure in this area is planned to begin in spring 2024, with lots available for sale fall 2024. This will provide opportunities for new and existing manufacturers wishing to locate or expand in the city. Additionally, approximately 30 acres of land has been identified as high-quality wetland and will be utilized for passive trails and recreation. This will be a welcome amenity to businesses that choose to locate in Southpoint.

CONTACT

Matt Rehbein

Economic Development Specialist

matthew.rehbein@appleton.org

920-832-6463

appleton.org

GREENFIRE MANAGEMENT SERVICES

Greenfire goes beyond multi-family housing

By Maureen Carlson, regional business development manager



Zuelke Building, Appleton

We all know there is a need for housing, especially affordable housing. Greenfire Management Services is partnering with multiple developers to lessen the current housing burden by building new multi-family housing like Mackson Corners and the Brio in Oshkosh and renovating historic buildings like the Zuelke Building in Appleton.

Greenfire is a minority-owned construction management firm with two offices in Wisconsin and projects throughout the Midwest. Greenfire is a subsidiary of the Potawatomi Business Development Corp, the investment arm of the Forest County Potawatomi Community. Greenfire provides a variety of services from preconstruction estimating services to bidding to project management through a transparent and collaborative approach so that the clients receive the highest value for their project.

Multi-family housing projects make up about half of the projects Greenfire does each year. The other portion is diversified between tribal projects (for the Forest County Potawatomi and other tribes throughout the Midwest), commercial, offices/tenant improvements, industrial, health care, senior living, educational and public sector projects.

Greenfire's team is made up of construction industry professionals that understand the current environment when it comes to bidding, qualifying subcontractors, supply chain issues, long lead items and of course Midwest weather conditions. Team members maintain open and honest communication, provide insights and alternatives when appropriate and manage projects to the client's budget and schedule. But every construction company can say that.

So, what makes Greenfire unique? The mission is to be a trusted leader in construction and provide sustainability for the Forest County Potawatomi tribe for seven generations and beyond. Contact us today to learn more.

CONTACT

Maureen Carlson, *Regional*

Business Development Manager

maureen.carlson@greenfire.com

715-210-5356

greenfire.com



The Common Place, Ashwaubenon



Masters Gallery Foods



Founders' Pointe



Kids In Combat Boots

WHITE NIGHT PHOTOGRAPHY

Sheboygan County efforts in workforce training, entrepreneurs and housing

Sheboygan County Economic Development Corporation (SCEDC) provided aid to various local companies to secure Wisconsin Fast Forward grants from the Wisconsin Department of Workforce Development. These grants aimed to support worker training programs, which could lead to job opportunities with increased wages.

Using its \$299,220 grant, Masters Gallery Foods Inc. is partnering with Midwest Engineered Systems Inc., Somic Packaging Inc., Quest Industrial LLC, BW Packaging Systems/Hayssen and Coprodev Plus to provide training to 30 unemployed individuals and 70 incumbent workers. Following the training, incumbent workers could receive a wage increase of 29 cents or more per hour.

Using its \$369,275 grant, Nematik USA is partnering with Semoto to train 40 incumbent workers in die casting. Coursework will provide up-skill training, leading to the advancement of production staff into die casting. In addition, the die cast production supervisors will receive corresponding training to enable their enhanced support for the die casting positions. Following the training, incumbent workers could receive a wage increase of \$1.24 or more per hour.

Using its \$96,165 grant, Old Wisconsin Sausage is partnering with multiple training providers including UW-Madison Extension, Kuhlman, MRA-The Management Association, Cabinplant and Crucial Learning to provide training to 92 incumbent workers. Training will lead to UW-Madison certification in manufacturing of meat snacks as well as up-skilling line production and improving management skills. Incumbent workers could receive a wage increase of 65 cents or more per hour.

Founders' Pointe subdivision

SCEDC has advanced its housing initiatives by breaking ground on an 11-acre subdivision: Founders' Pointe. The SCEDC has partnered with the city of Sheboygan Falls on its first project to construct entry-level three-bedroom homes.

A groundbreaking ceremony May 8 launched the construction of 54 single-family homes on Happy Lane in Sheboygan Falls — a significant step toward transforming the property into a space where middle-income, working families can live and thrive. The project is made possible by a public-private partnership that includes The Forward Fund, the city of Sheboygan Falls and the SCEDC.

The mission of The Forward Fund — a \$10 million community development investment by Johnsonville LLC, Kohler Co., Masters Gallery Foods Inc., Sargento Foods Inc. and Sheboygan County — is to provide funding to address short- and long-term workforce development barriers and initially being used to drive the construction of entry-level homes.

"Founders' Pointe is not a traditional subdivision," said Don Hammond, board chair of the SCEDC. "This project came to fruition through the commitment of Kohler, Sargento, Masters Gallery Foods, Johnsonville, Sheboygan County and the city of Sheboygan Falls. The SCEDC is proud to take this important first step forward as we are committed to growing our workforce and our communities."

Information on the homes and purchasing will be available through SomeplaceBetter.org/Homes.

SCALE

This year the SCEDC launched SCALE (Sheboygan County Accelerator for Learning Entrepreneurship), a new program in collaboration with Lakeland University and sponsored by the Wisconsin Economic Development Corporation (WEDC). SCALE supports startups from all industries, helping them reach the stage for equity-based accelerators or funding from angels, crowd investing or pre-sales.

In 2023 SCALE invested in six early-revenue startups, providing a \$10,000 technical assistance grant and a 10-week program curriculum of meetings, networking and community partnerships.

"When we had the idea for Kids In Combat Boots, we had an idea and nothing more. With SCALE, we were able to take our vision, develop a plan, and watch it become a reality. It's not an understatement to say the idea behind Kids In Combat Boots would not be this far along without the guidance of SCALE," said Deanne Herber, SCALE participant and co-founder and director of communications for Kids In Combat Boots.

Ray York, a business counselor at SCEDC and SBDC @ UWGB, enthusiastically endorsed SCALE, stating: "This program offers a golden opportunity for startup entrepreneurs. It not only imparts knowledge but also expedites their growth by connecting them with our vibrant innovation community's abundant resources."

CONTACT

Brian Doudna
Executive Director, SCEDC
920-946-9378
doudna@sheboygancountyedc.com



Ken Zacharias, Principal, CLA (CliftonLarsonAllen LLP)

Section 1031 exchange revisited

The Section 1031 tax deferred exchange is alive and well. It's a tax planning technique for moving from one business or investment real estate property to another while deferring tax payment and allowing more capital to remain invested.

Most tax deferred exchanges are transacted as forward exchanges and orchestrated through a qualified intermediary (QI). A property is relinquished, the replacement property is identified within 45 days, and then the replacement property is acquired within 180 days of the relinquished property closing.

Section 1031 is a detailed and process-driven code section. Professional assistance is advised.

Unpack the rules, understand the opportunities

There are rules governing exchange agreement structure, who can function as a QI, how to identify and transfer relinquished and replacement properties, and more. In addition to these rules, consider some lesser-known opportunities in the tax deferred exchange provisions.

Scenarios around exchanging properties

When exchanging multiple relinquished properties for a single replacement property (or vice versa), pay special attention to identification and property transfer timing.

Exchanging a relinquished property for a property that does not yet exist is commonly known as a build-to-suit exchange. In this case, the QI steps in the shoes of the taxpayer and acquires land and constructs improvements on behalf of the taxpayer.

Acquiring replacement property prior to transferring the relinquished property is known as a reverse exchange and entails use of special property parking arrangements and the services of an exchange accommodation title holder.

Partnership interests

Fee simple property can be exchanged into a co-ownership arrangement such as a tenant-in-common holding or a more formalized fractional ownership structure such as a Delaware Statutory Trust. However, a taxpayer is not allowed to exchange real estate for a partnership interest. A tenant-in-common arrangement can be treated as a partnership for tax purposes in some circumstances, so proper structuring is critical to qualifying for the tax deferral.

Partners often want to go their separate ways when a property is sold. This can be accomplished through various arrangements, but these are quite technical and require proper seasoning.

Looking to the future

Many taxpayers look for opportunities to exchange a business or investment real estate project for a property that may become a future personal residence after a period of continued business or investment use. This occurs so frequently the IRS dedicated a revenue procedure (Rev. Proc. 2008-16), creating a recipe to follow — and an advisor can help you structure such an exchange following IRS guidelines.

Cost segregation of replacement property

Cost segregation is a common depreciation-related technique used to allocate real estate costs to shorter-lived assets, accelerating depreciation and qualifying assets for "bonus" depreciation. The tax lives of the replacement property are generally fixed by the asset lives of the relinquished property, so there is less benefit of doing a cost segregation on property acquired in an exchange than property purchased outside of an exchange. There may be an opportunity, however, to do a cost segregation on the excess cost (trade-up element) in an exchange.

• Example

Value of relinquished property: \$2 million

Value of replacement property: \$2.5 million

Excess cost potentially eligible for cost segregation:
\$500,000

Involuntary conversion statute

Property acquired by a governmental entity through eminent domain proceedings is governed not by Section 1031, but rather by Section 1033, which is the involuntary conversion statute. Rules around property replacement under eminent domain are much more flexible than Section 1031 tax-deferred exchange rules.

CLA has a real estate industry team ready to assist.

For more information on tax opportunities, contact Ken Zacharias at ken.zacharias@CLAconnect.com or 920-455-4207.

The information contained herein is general in nature and is not intended, and should not be construed, as legal, accounting, investment, or tax advice or opinion provided by CliftonLarsonAllen LLP (CliftonLarsonAllen) to the reader. For more information, visit [CLAconnect.com](https://www.CLAconnect.com).

CLA exists to create opportunities for our clients, our people and our communities through our industry-focused wealth advisory, digital, audit, tax, consulting and outsourcing services. CLA (CliftonLarsonAllen LLP) is an independent network member of CLA Global. See [CLAGlobal.com/disclaimer](https://www.CLAGlobal.com/disclaimer). Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, an SEC-registered investment advisor.



TNT Fitness and Sports Performance



TNT Fitness and Sports Performance

Building business in the Greater Fond du Lac area

Envision Greater Fond du Lac, the combined chamber of commerce and economic development organization, has the distinct pleasure of working with businesses throughout the county on expansion and redevelopment projects.

TNT Fitness and Sports Performance

In 2015, Steven Knuth and Chad Kollman began the story of TNT Fitness and Sports Performance. This business was focused on offering professional strength and conditioning, coaching, individual attention, community connection and a quality experience for each member. This brick-and-mortar gym operates with several membership options. Since opening, the business has grown considerably.

In 2022 TNT embarked on an expansion project that would include a new facility on a nearly 4.5-acre parcel in Eden, Wisconsin. The new site is less than one mile away from the current gym, bringing the business more visibility due to its proximity to Interstate 41.

The new gym space will allow TNT to be the anchor tenant, with the flexibility to create space for additional wellness professionals and services including massage therapists, physical therapists, chiropractors, yoga instructors, food service options and club sports.

FLASH

Sometimes timing is everything in economic development. This was the case for FLASH, a Green Lake County trucking

and logistics company looking to expand its current operations in Fond du Lac County.

The family-owned interstate transportation company with 48-state and Canadian authority specializes in the transportation of dry bulk commodities. These include, but are not limited to, sand, bentonite, lime, fly ash, cement, plastic and food grade products.

FLASH approached the city of Ripon in spring 2022 looking for information on available land, on rail, in the Ripon Business Park. Envision Greater Fond du Lac was made aware of the outreach shortly after; oftentimes there are grants or incentives for these types of projects.

Within days of this inquiry, a call came in to Envision from the president of a

company in Spokane, Washington that makes magnesium hydroxide (think Milk of Magnesia on a really large scale). They were looking for 5,000 square feet of warehouse space, on rail, to receive product in powder form.

The two companies met and, frankly, the rest is history. FLASH is offering a completely turnkey operation and will have a stable end user for the foreseeable future.

Continued growth within Fond du Lac County

Within the last year, Fond du Lac County has seen several businesses — whether local, small business or restaurant or service groups — open within the geographical footprint.



Copper Cock Tavern



Tropical Smoothie opened on the east end of Johnson Street. Caribou Coffee opened two locations: one on East Johnson and the other on South Main.

Hang 10 Poké moved to a permanent location on South Main Street, whereas Copper Cock Tavern renovated a historical building downtown.

Fond du Lac does more than food though. Fondy Axe Throwing, Mirrorball and P.S. Beauty Lounge all opened new storefronts in the downtown Fond du Lac corridor.

Future momentum

Things are never slow in Fond du Lac County. So far in 2023, Envision has provided technical assistance to more than 110 entrepreneurs (and climbing) throughout the county. New business formations in Wisconsin, as well as Fond du Lac County, increased during the pandemic. This momentum continues and those seeking assistance from Envision are at the highest in the history of the organization.

The future remains bright in Fond du Lac County. Envision Greater Fond du Lac has their sights on attracting, growing and retaining business and talent to the area. The goal is to position Fond du Lac County as a great place to live and play; once an individual or family sees all there is to offer, career opportunities are bountiful and available in nearly every employment level and industry.

CONTACT

Sadie Vander Velde

President/CEO

Envision Greater Fond du Lac

920-322-2285

svandervelde@envisiongreaterfdl.com

Envisiongreaterfdl.com

NEW NORTH

New North region on the banks of liquid gold

By Barb LaMue, president & CEO, New North, Inc.



The New North region is fortunate to share a border with Lake Michigan, one of the Great Lakes which is known as the world's largest surface freshwater ecosystem. The Great Lakes comprise 84% of North American's surface fresh water and 21% of the world's supply of surface fresh water. So why is this important? As more regions of the country suffer from severe drought conditions affecting human health and commerce, Wisconsin is becoming more attractive to business and talent attraction. Water is the new currency — liquid gold as my father used to say.

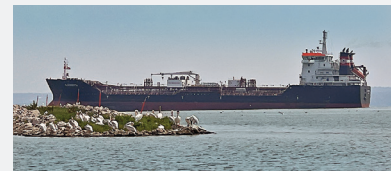
Besides having direct access to Lake Michigan and the Bay of Green Bay, our region is also known as the largest freshwater estuary in the world — National Estuarine Research Reserve System (NERR). An estuary



is a biological and physical environment that develops when a river with nutrients meets large bodies of water. In our case, the Fox River which empties into the Bay of Green Bay creates natural runoff filters and provides shelter to many species of fish, birds and other animals. This estuary also is a natural

disaster barrier as it soaks up excess water from floods and supports vegetation to help soil erosion. While the Bay of Green Bay physically touches the shores of Door, Kewaunee, Brown, Oconto and Marinette counties, its feeder of the Fox River canvases the New North region.

The University of Wisconsin-Green Bay is leading the designation of the NERR for the region. The Bay of Green Bay NERR will focus on research, place-based education, stewardship and training. I recently had the opportunity to accompany UWGB team members to view areas of priority for the estuary. It was astonishing to see the estuary providing a safe haven and home to small fish, shellfish and migrating birds, all while the Algoberta barge made its way out of the port after delivering valuable commodities for business activity. This is a great example of wildlife, recreation and commerce effectively co-existing.



Our region is fortunate to have many environmental assets. Hosting the largest freshwater estuary in the world will bring additional research, funding and notoriety to Northeast Wisconsin. It will also ensure that our precious resources are protected through stewardship, innovation and education.



CONTACT

Barb LaMue, President & CEO

New North, Inc.

920-336-3860

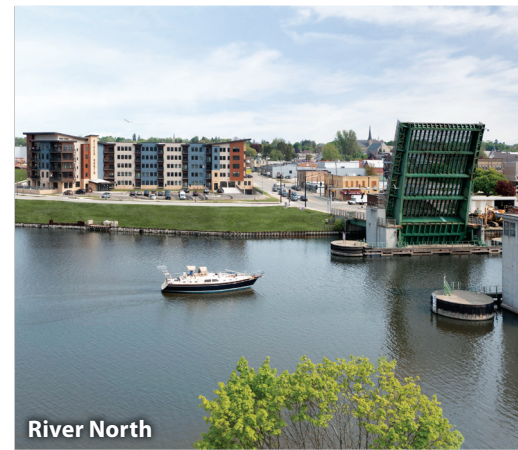
barb.lamue@thenewnorth.com

thenewnorth.com



River North

Unique, quality amenities support a relaxed, healthy and active lifestyle while offering the best of small town life on the lakeshore. Mariners Trail, a 5.5-mile recreational trail connecting the cities of Manitowoc and Two Rivers, showcases the scenic shoreline for walkers, joggers, bikers and skaters. Downtown business developments, park enhancements, marinas, outdoor markets, music venues and beach amenities provide entertainment and unique cultural and sporting events throughout the year along the county's coast.



River North

Waterfront development opportunities

River Point District, city of Manitowoc:

The completion of River North — a market-rate apartment complex adding 87 units to downtown Manitowoc with panoramic views of the downtown, Manitowoc River and Lake Michigan — is proving to be a catalytic project for the River Point District. Redevelopment of the former CN Peninsula includes additional opportunities for housing or mixed-use development along the Manitowoc River and the future Mariners Trail path extension. The additional public improvements — including bicycle and walking trails, an ADA-accessible floating dock, kayak launches, parks and access to the river — make this waterfront district a prime location for development.

Waterfront opportunities abound in Manitowoc County

Situated on the western shores of Lake Michigan, and with a wealth of beautiful inland lakes, Manitowoc County boasts beautiful waterfront communities, vibrant and bustling downtowns, plentiful arts and entertainment options, restaurants and breweries, four seasons of outdoor recreation, and a lower cost of living. This makes the area a destination for visitors and new residents alike. Housing and business developments, along with innovative industries, provide exceptional services and the skilled workforce to

support a diverse economy.

The waterfront has always been center stage in Manitowoc County, known for its maritime heritage that includes ship and submarine building. Today that heritage lives on with a NOAA-designated National Marine Sanctuary, yacht building, the Wisconsin Maritime Museum, abundant charter fishing, and an active commercial cargo and heavy lift port. The S.S. Badger car ferry's trips across the great lake are officially designated as the route of U.S. Highway 10.



River Point looking west



Bayshore

Bayshore Development, city of Manitowoc:

Join BayCare Clinic, Angelus Senior Living, Rivers Edge Apartments and Community First Credit Union on the shores of Lake Michigan along the main corridor between Manitowoc and Two Rivers. The unobstructed waterfront views make the available property perfect for housing, a corporate headquarters or prime office suites.



Two Rivers

East Twin River Development, city of Two Rivers:

The city of Two Rivers is turning toward the waterfront and embracing the beauty of the East and West Twin Rivers that flow into Lake Michigan. The city owns 3.5 acres of land with frontage on the East Twin River and is negotiating for another 12 acres of waterfront that will provide more fantastic views of Lake Michigan. These are prime locations for new residential development, public walkways along the waterfront, open space, additional boat dockage and more.

CONTACT

Jamie Zastrow

Executive Director

Progress Lakeshore

(920) 482-0540

jamie@progresslakeshore.org



Bay Pointe Apartments

Sturgeon Bay adapts to increased development opportunities

The city of Sturgeon Bay continues to aggressively pursue new commercial and residential development, as well as redevelopment opportunities throughout our vibrant waterfront community.

The city has been actively involved in providing a diverse supply of much-needed housing for our community's workforce. More than 550 housing units in Sturgeon Bay were recently built, are under construction or approved for construction, or are in the approval process. Sturgeon Bay is a partner in many of these projects through various financial incentives, infrastructure installation and flexible PUD zoning approvals. Of note, the city recently approved a development agreement and financial incentives for a workforce housing subdivision of 24 single-family homes on city-owned land.

Sturgeon Bay works with developers to provide flexibility regarding development challenges, recently amending its zoning code to enable smaller lots, increased density, reduced setbacks and smaller housing units. The zoning changes, along with TIF assistance, were crucial for The Muse, a new venue approved for downtown Sturgeon Bay. The Muse will be the home of a nonprofit organization dedicated to musical education, including a performance venue. The top floor will have 11 studio apartments to create another downtown living opportunity.

On the industrial front, Sturgeon Bay is planning a new flex building in the city's industrial park. With more than 50 businesses employing 1,500 skilled professionals, the Sturgeon Bay Industrial Park continues to grow and city-owned sites are available. The 50,000-square-foot flex facility is proposed along South Neenah Avenue in the heart of the industrial park. It is intended to have space for multiple tenants.

The city partners with the Door County Economic Development Corporation (DCEDC) to

promote Sturgeon Bay as the premier location for residents and businesses. Sturgeon Bay welcomes development partners. Contact DCEDC for a full list of development opportunities!

CONTACT

Michelle Lawrie

Executive Director

DCEDC

920-743-3113

michelle@doorcountybusiness.com



Ariens Nordic Center

Ariens Co

dropping anchor to enjoy great fishing or bask in the beauty of an amazing sunset on Lake Winnebago, the entirety of the county offers great year-round opportunities.

A recent world-class addition to the county's recreational landscape is the Ariens Nordic Center. Inspired by the Ariens family's sponsorship of the U.S. Biathlon team, the center, which is open to the public, includes 5 kilometers of lighted trails for cross-country skiing designed by internationally acclaimed Morton Trails. It also is home to a state-of-the-art pioneering 20-point Kurvinen Biathlon Target System and includes a robust snowmaking system covering all trails, a 3K paved roller ski loop, a 10 million gallon pond for snowmaking and so much more.

Another impressive venue is High Cliff State Park. Named for a limestone cliff of the Niagara Escarpment, High Cliff is fixed on Lake Winnebago's northeastern shore. Boating, sailing, year-round fishing and swimming opportunities are as abundant as the trails for hiking, biking, horseback riding, cross country skiing, snowshoeing and snowmobiling.



High Cliff State Park

Revitalization in Calumet County leads to future development

Calumet County is growing. The Wisconsin Department of Workforce Development's 2023 Workforce Profile Report clearly shows the success that is occurring. Some facts include:

- Population growth in Calumet County was nearly 4 percentage points greater than the statewide rate, increasing by 4.9%
- Employment in Calumet County increased by 5.4% compared to 2.4% statewide
- Unlike most counties in the state, all of Calumet County's 11 local industries registered growth
- Construction was Calumet County's most rapidly growing industry

Additionally, at the time of writing, Calumet County ranked second in the state in unemployment at 1.6%.

This growth will continue, highlighted by the fact Calumet County was recently awarded a \$1 million U.S. EPA Coalition Assessment Grant with coalition members Outagamie County and Fox Cities Greenways, Inc. This grant provides funds for environmental assessment and revitalization planning as steps toward redeveloping vacant, blighted

brownfield sites into public amenities such as parks and trails, as well as to new commercial, retail, industrial or residential projects. Brownfield sites that may benefit from the grant include:

- Brillion Iron Works
- Former Chilton Plating
- Former Tecumseh site in New Holstein
- Former Quinney Plating in Stockbridge
- Former rail yard sites along the Fox River converted to trails.

Even with this growth, Calumet County continues to provide a unique quality of life that provides quick access to dozens of direct flights all over the United States, is conveniently located between two U.S. Interstates, and remains literally only a few minutes from Broadway theatrical productions and what is arguably one of the most historic and successful professional sports franchises in the world. Calumet County is home to a different pace; friendly, hardworking people; and an abundance of hidden gems filled with outdoor recreational activities. Whether biking or hiking through the Niagara Escarpment,

Additionally, within the park area are both shaded and exposed cliff habitats and talus slopes supporting wet-mesic forest. Outstanding examples of conical and effigy mounds are located above the escarpment as well as a 40-foot observation tower offering a spectacular view of Lake Winnebago and its surrounding landscape.

And what is the best way to end a fun-filled day of Calumet County recreation? How about the fine dining experience of an area supper club; a unique recreational experience all its own. Calumet County is the "Supper Club Capital of the Midwest." Like fingerprints, each unique supper club is a one-of-a-kind place to gather with friends, share a meal and live an experience.

Imagine a simpler pace, an exceptional quality of life, only minutes from robust industry. Strong economic performance isn't out of reach. In fact, in Calumet County it is closer than you think.

CONTACT

Jason Pausma, *Community Economic Development Director*
Calumet County
jason.pausma@calumetcounty.org
920-849-1680



FOX CITIES CONVENTION AND VISITORS BUREAU

Authenticity and opportunity connect in De Pere

Genuine. Rooted in strong values. Forward-thinking. Down to earth.

These words tell De Pere's story — a story of authenticity and opportunity drafted by residents, visitors and businesses during the 2018 Strategic Visioning & Branding Initiative. Ninety-seven percent of respondents gave De Pere a positive rating.

So, what's next for De Pere? According to Mayor James Boyd: "We want the city to be a place that provides a variety of new retail and residential opportunities, while encouraging business growth, embracing and enhancing open space, and coordinating unique activities that enliven our sense of community."

Over the past two years, De Pere has added over \$140 million increment in the tax increment districts. These goals and efforts continue to translate into opportunities. Here's a sample of what's coming in 2023 and 2024:



Construction of Mulva Cultural Center

- Opening of the one-of-a-kind Mulva Cultural Center; set to become a leading institution for civic and creative engagement in the Midwest
- Groundbreaking of the redevelopment of the former downtown Shopko into a nearly \$60 million mixed-use center
- St. Norbert College groundbreaking the new Donald J. Schneider School of Business & Economics
- Comprehensive housing study to understand how to fill gaps in the housing market
- Platting of several new residential constructions at all scales, projected to add nearly \$150 million in value to the city
- Negotiations and redevelopment plans to infill city-owned lots for mixed-use and affordable housing
- Funding an affordable housing stock improvement program
- Lobbying and support to help further progress of developing a new southern transportation corridor that crosses the Fox River and connects 1-41 and 1-43 — slated for construction between 2025 and 2030, opening up nearly 500 acres for future development

De Pere proactively supports business and development through city-owned land, tax increment financing districts, a brownfield redevelopment fund, a locally funded revolving loan program and a robust downtown façade grant program. To simplify development, the city now provides in-house site plan review for all projects and in-house commercial plan review for small to medium projects, drastically reducing time required to obtain a building permit. Contact us to explore your De Pere opportunity.

CONTACT:

Dan Lindstrom
Development Services Director
City of De Pere
dlindstrom@deperewi.gov
920-339-2371
deperewi.gov



Discovery Point



Banta Lofts



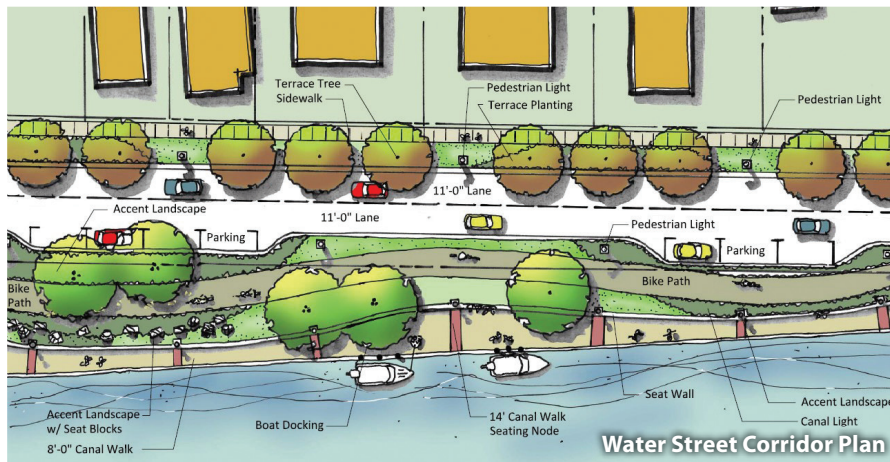
Harbor Lofts

Public and private investments rejuvenate Menasha

Nestled in the heart of the Fox Cities, the City of Menasha is a true hidden and developing gem of the region. Continuously investing heavily in public amenities and recreational facilities around the community, Menasha has created a sense of place where people want to live, work and invest. We're branded "Your Place on the Water" not only for the endless shores, but for the livability,

accessibility and opportunity that the City has created around these assets.

Through public and private investment and community support, the City of Menasha has made leaps to rejuvenate our community. Over the past year the City has added 75 new market rate apartment units just in the downtown, with an additional 43 units under construction. These units are bringing new life to the historic



Water Street Corridor Plan



commercial core and economic vitality to small and large businesses.

"Menasha's willingness to partner with developers along with reinvesting additional resources into transportation, recreation and housing continues to show through the high-quality redevelopment projects within our City," Mayor Don Merkes said.

Whether it be multifamily residential, mixed-use, infill development, a corporate office or general commercial, the City has multiple prime and available redevelopment sites ready for investment. These sites include the former Banta Publishing site (5+ acres), the former Gilbert Paper site (5+ acres), the former Whiting Paper site (2-5 acres), the former Shopko site (10-20 acres) and several off-the-market historic downtown developments. Many of our opportunities are located within existing tax increment financing districts or an adjacent district that can be expanded,



Downtown Menasha



Lakeshore Ridge Phase 2



Trestle Trail

are located in opportunity zone districts, have direct waterfrontage, and/or are adjacent to major highway corridors.

Menasha offers competitive development assistance for high quality and desirable projects. In addition, as a public power community you can expect to see savings of 20% or more on your electric bill, lowering your cost of operations. Contact the Community Development Director to learn more about these opportunities and schedule a tour to see how these many singular investments stitch together to form a larger community vision.

CONTACT

Sam Schroeder

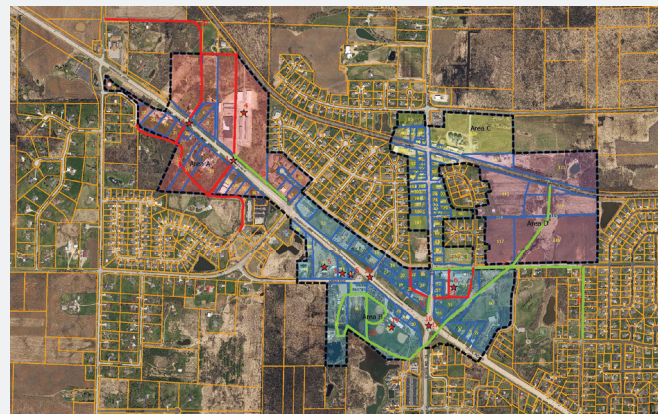
Community Development Director
City of Menasha
sschroeder@menashawi.gov
100 Main St., Suite 200, Menasha
920-967-3651
menashawi.gov

VILLAGE OF GREENVILLE

Village of Greenville adopts second TID

By Mark Mommaerts, village planner, Village of Greenville

In 2020 the Village of Greenville underwent development and adoption of its second Tax Increment District (TID #2) for its Heritage District in order to encourage additional economic growth and development.



Greenville Tax Increment Finance District #2 Projects



TID #2 has been broken out into four project areas, each focusing on specific public improvement projects within those areas. The intent with TID #2 is for some of the public improvements/projects to be paid



for and installed by the village, with the remainder to be paid for and installed by developers with financial incentives that will be provided to offset the public improvement costs over time — better known as a Pay-Go TID. There are also other development incentives or cash

grants available for developments that do not have public improvement needs; they would operate on a Pay-Go basis as well. A project map and list have been provided in the project plan, which has an estimated improvement value of \$30 million over the course of the TID.

ON THE WEB

The TID #2 project plan can be viewed at
<https://bit.ly/3QSpzAK>

The final sub-area planning document can be found at
<https://bit.ly/3AoKRRf>

In addition, a market study was completed to justify the planning process and recommendation. View the study at <https://bit.ly/3pnTyOE>



CONTACT

Mark Mommaerts

Village Planner
Village of Greenville
mmommaerts@greenvillewi.gov
920-757-5151 ext. 2000



Downtown Waupaca has seen millions of dollars in investments over the last two years. With a completed streetscape and full storefronts, it now looks to add housing.

Lake life lives large

Shawano, Waupaca embrace Main Streets, tourism

By Kate Bruns

Summers in Shawano and Waupaca mean an influx of vacationers, and this year both communities are poised for boosts not only in boat and trail traffic, but Main Street business traffic, too.

"Probably the toughest piece of real estate to get in our county [right now] would be a place on Main Street," says Peter Thillman, chief economic development officer for Shawano County Economic Progress, Inc. "It's become quite a destination — we've had a number of retailers move in from the Green Bay area and done quite well."

Last year the City of Waupaca reconstructed its Main Street, replaced water and sewer lines and improved sidewalks. The project added lighting and sound systems, new art installations, and a wildly popular flower program with 12 sets of planters that is now garnering donations to sustain it. In addition,

Waupaca recently offered grants for downtown businesses to not only improve their façades, but also make capital improvements to the aging structures.

"[The grant program] was the brainchild of the mayor [Brian Smith], and it was more successful than we could have predicted," says Aaron Jenson, Waupaca city administrator, adding that the \$900,000 program resulted in a total investment of \$2.3 million after matching funds. "If there's a vacant storefront right now, it's only because it's under construction through the grant program and there's already somebody in line to get in there."

In Shawano, Thillman says, specialty foods retailer The Stock Market, Stubborn Brothers Brewery and the recently completed open-air plaza known as The Naberhood are anchoring a thriving downtown district. And,

he notes, the state's Main Street Bounceback grants helped further fill out Shawano's downtown by supporting the refurbishment of second-floor properties.

"The city's been really focused on getting that second-floor residential back into play, so you're seeing more of that," Thillman says, adding that the county's recent housing study identified a strong need, particularly for market rate and higher-end properties. The county's housing situation, he says, has left some professionals with no choice but to commute into Shawano, which inevitably leads to long-term workforce retention problems.

"In almost every rural community you look at, they're going to have a lack of market rate housing, but what that is really saying is you have people living in affordable housing that should be in market rate housing," Thillman explains. "They need a place to move up."

Waupaca is also facing a housing shortage after a "dry period" of about 10 years, says Community and Economic Development Director Jarod Rochu. The city is also eyeing second-floor renovations downtown and recently leveraged American Rescue Plan Act funds to provide home repair grants, which led to 37 approved projects at homes built in 1970 or earlier. And, Rochu says, the ongoing community improvements have attracted the development of new housing, including the downtown renovation of St. Mary's Church into 30 market-rate apartments.

Waupaca's biggest development, however, is River North — 80 repurposed acres of city-owned industrial land on the east side of town. Light commercial and retail businesses have already moved into the neighborhood, and now plans are coming together to add hundreds of homes — both single and multifamily. The project will be bolstered by a WHEDA tax credit announced last month.

"[From] our businesses, what we're really hearing is that there's not enough housing for workers," Rochu says. "Their workers tell them, 'if there was enough housing available we would just live here.'"

Together, we can build community.

Building
community
together.



BUSINESS & CONSTRUCTION FINANCING PARTNER

*"I'm so glad to have
Community First on
my side. The people
who take care of me
and my business are
always outstanding."*

**- Curtis W.,
Business Owner &
Community First
Member-Owner**

StorageHub

Putting the community first is at the heart of what we do. We're owned by the community, so we consistently reinvest into local projects that improve the quality of life in the place we call home.

It's also why we work hard to partner with businesses like yours to **build community together.**

Our specialized business team has decades of experience providing the banking solutions required for companies both big and small.

Work with us and you'll discover a locally-focused partner with all the creativity, flexibility and reach of a large-scale national financial.

**Let's talk soon about how we can
build community together.**



COMMUNITY FIRST
CREDIT UNION

We'll Find A Way!

25 Locations throughout NE Wisconsin

(920) 830-7200

communityfirstcu.com

THANK YOU

OUR 2023 INDEVELOPMENT SPONSORS

KEYNOTE SPONSOR



HOST SPONSORS



TECHNOLOGY SPONSOR



PROGRAM SPONSORS



BUILDERS OF THE FUTURE

COLLABORATOR



RECEPTION SPONSORS



von Briesen & Roper, s.c. | Attorneys at Law

DRINK TICKET SPONSORS



PARTNER SPONSORS



2023 INDEVELOPMENT REPORT
COORDINATED AND PRODUCED BY



INSIGHT PUBLICATIONS

2800 E. College Avenue | Appleton, WI 54915
920-882-0491 | www.insightonbusiness.com