

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

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.



25 Locations throughout NE Wisconsin

(920) 830-7200
communityfirstcu.com



INSIDE:

Event Schedule

Community Profiles:

- Appleton
- Green Bay
- Oshkosh
- Sheboygan and more



Green Bay will host this year's InDevelopment Conference. The city has many catalytic projects underway, including the Green Bay Public Market, scheduled for completion by spring 2025, when the city will host the NFL draft.

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Northeast Wisconsin's leader in commercial real estate solutions since 1971
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InDevelopment Conference 2–7 p.m. Sept. 17
 KI CONVENTION CENTER | GREEN BAY

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



KEYNOTE SPONSOR:



KEYNOTE SPEAKER:

Brian Johnson

President & CEO, On Broadway, Inc.

Brian Johnson is president & CEO of On Broadway, Inc., the owner and operator of the Green Bay Public Market. Johnson will provide an update on the market's progress toward a spring 2025 completion and how it will impact the historic Broadway District, a vibrant business and residential urban center in Green Bay. On Broadway, Inc. is a non-profit, community-based organization dedicated to strengthening Green Bay through economic development, historic preservation and promotion of downtown Green Bay's Broadway District and the overall downtown community.

DEVELOPER BRIEFING: 3:15 p.m.

Cheryl Renier-Wigg

City of Green Bay Development Director

Matt Buchanan

City of Green Bay Deputy Development Director

The city of Green Bay has been focusing on the development of several downtown spaces along with an aggressive housing strategy. Cheryl Renier-Wigg and Matt Buchanan will highlight some of the city's projects, including the JBS housing development as well as the Shipyard and Rail Yard developments.

PANEL DISCUSSION: 3:40 p.m.

Manny Vasquez of Pfefferle Companies will lead a panel discussion featuring Bob Huss, director of security and facilities for U.S. Venture, who will share details on the company's relocation to downtown Appleton; Jason Tadych, principal and owner of Tadych Investment Partners, who will cover urban development, including the redevelopment of the former Shopko space in downtown De Pere; and Brian Doudna, executive director of Sheboygan County Economic Development Corporation, who will provide an overview of the public-private partnership the Forward Fund and Founders' Pointe housing development.

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, repurchased buildings and more.



InDevelopment spotlights opportunities in the New North

By Brian Rasmussen, publisher, Insight Publications

Downtown redevelopment, an influx of housing and new commercial construction have all contributed to an atmosphere of optimism within 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 Green Bay — the host city for this year's InDevelopment event — the city is preparing to host another important event in 2025: the NFL draft. From the Shipyard development and the Green Bay Public Market to the 24-acre urban enclave known as the Rail Yard, impressive projects are underway that will make quite the impression on the nearly 250,000 visitors the draft is expected to attract. Turn to page 34 to learn more.

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Housing demand in Sheboygan County 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 40 to read about housing updates such as Founders' Pointe, an 11-acre subdivision in Sheboygan Falls and the first project funded by the innovative public-private partnership, the Forward Fund.

In Fond du Lac County, small business is booming. From a craft brewery to a taxidermist, entrepreneurs of all kinds are finding homes in Fond du Lac. The county is also at work reimagining the former University of Wisconsin Oshkosh-Fond du Lac campus as the new home for some county departments. Turn to page 46 for more information on the change.

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. 17 at the KI Convention Center in Green Bay. One of the highlights of InDevelopment is the networking session at which economic development leaders discuss their local opportunities. We look forward to seeing you there.

Brian Rasmussen

Johnson offers glimpse inside the Green Bay Public Market

Brian Johnson, president & CEO of On Broadway, Inc., will deliver the InDevelopment keynote presentation on the \$12.5 million Green Bay Public Market project, which is anticipated to be a catalyst for continued downtown development when it opens spring 2025. The Green Bay Public Market will include both experienced business owners and entrepreneurs from a variety of industries, featuring a minimum of 20 vendors offering locally-sourced products.

The market is expected to draw 1 million visitors annually and generate more than \$100 million in nearby development, including housing, commercial space, parking infrastructure and pedestrian friendly amenities. Analysts expect the market to generate sales taxes of more than \$550,000 and have estimated economic impact of \$65 million. Johnson will provide updates on

construction progress and tenant recruitment as well as the project's innovative fundraising and financing methods including the use of New Market Tax Credits.



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 We'll Find A Way!

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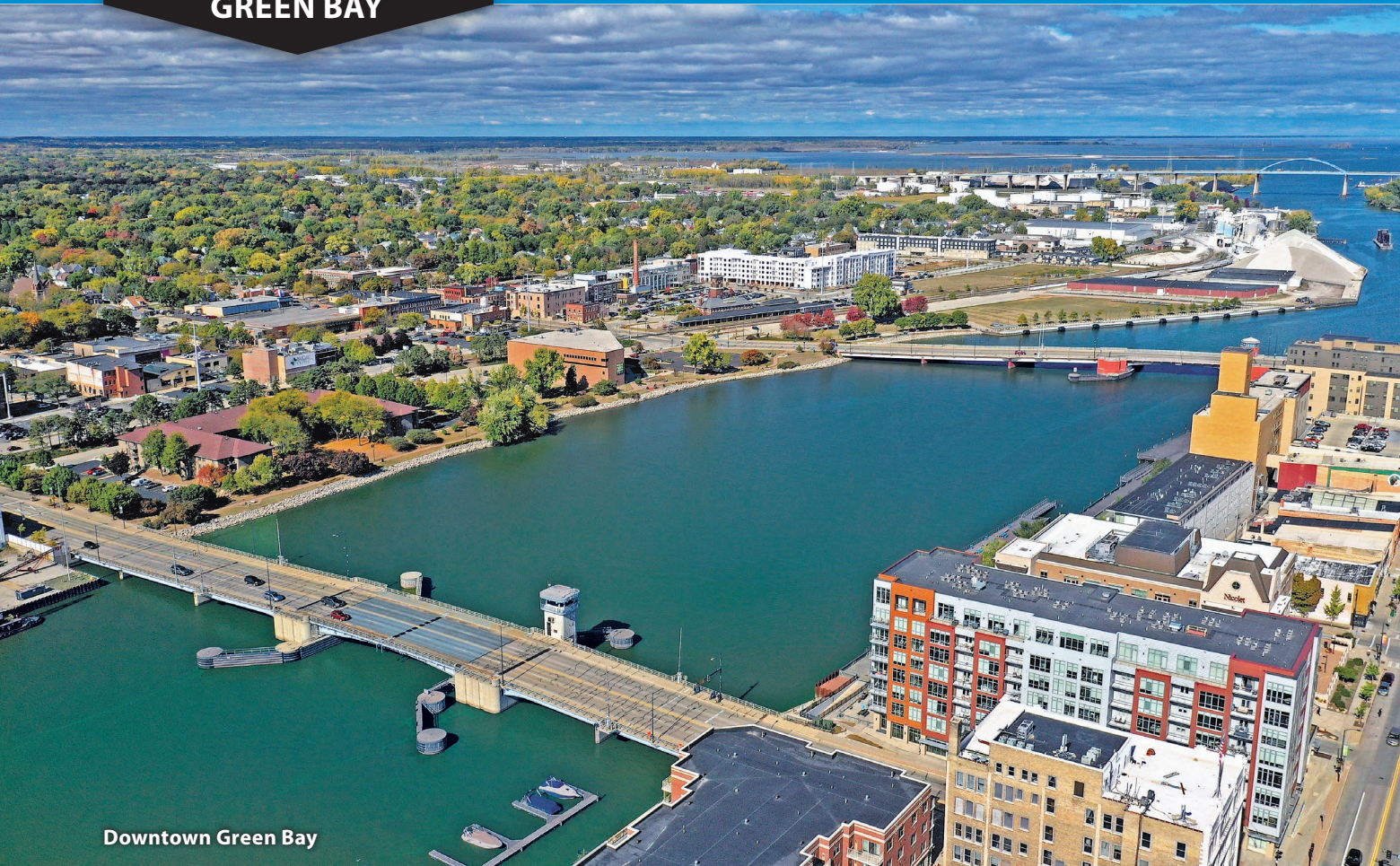
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Downtown Green Bay

Green Bay developments set the stage for 2025 NFL draft and beyond

Last year, Green Bay was ranked the No. 1 Best Place to Live by U.S. News & World Report, and next year, the city will host the 2025 NFL draft. These two momentous achievements make 2024 a pivotal time for Green Bay's development. As the city prepares to showcase itself on the international stage, a range of development projects and new opportunities are transforming the landscape. Significant public and private investments are driving unique developments that will attract tourists, offer diverse housing options, and further strengthen Green Bay's commercial and industrial sectors. These exciting new development projects, whether under construction or completed by the NFL draft, will showcase Green Bay as a vibrant and thriving community.

Green Bay Public Market

Announced by On Broadway, Inc. in 2022, the Green Bay Public Market is on track for its grand opening by the NFL draft in April 2025. Situated in the heart of the Broadway District at 211 N. Broadway, the 45,000-square-foot market will feature more than 20 merchants offering a diverse range of locally-sourced products, including prepared foods, fresh produce and artisan goods.

The Green Bay Public Market is expected to become a major tourist attraction and a regular destination for locals seeking fresh, locally-sourced food. Public markets in other communities have often served as catalysts for further development, generating millions in residential and commercial real estate investments. Behind the public market, the city owns a 1.5-acre surface parking lot that is planned for redevelopment



Green Bay Public Market

into a mixed-use structure featuring public parking and multi-family housing. The city and On Broadway, Inc. are currently coordinating the release of a request for proposals (RFP) to identify a development partner for this project. More information will be made available at greenbaypublicmarket.org and greenbaywi.gov/property.

Nova North by New Land Enterprises

In 2022, Green Bay Mayor Eric Genrich read an article about New Land Enterprises' record-breaking mass timber high-rise in downtown Milwaukee. Inspired, he tweeted New Land's Managing Director Tim Gokhman, expressing interest in having them develop in Green Bay. What began as a simple tweet has now led to the largest investment in downtown housing in the city's history. In October 2024, New Land is set to break ground at 221 Cherry Street for their newest development, Nova North. This eight-story, Class A mixed-use multifamily project will feature 268 market-rate apartments and a 5,000-square-foot restaurant on the ground floor. The property will offer residents a long list of amenities, including a third-floor rooftop pool, golf simulator, pet spa and green roof. Upon completion in 2026, the property is expected to be valued at \$38 million.

SHAWN CONNELLY PHOTO

Exciting new development projects, whether under construction or completed by the NFL draft, will showcase Green Bay as a vibrant and thriving community.



Nova North at 221 Cherry Street

JBS housing development

The City of Green Bay is rapidly advancing the development of 26.5 acres on the city's east side near Imperial Lane. The land was donated by food manufacturer JBS in 2021 to help address the community's housing shortage. Since then, the city has engaged with the public and hired consultants to design a unique neighborhood that blends multifamily and multigenerational housing to accommodate a diverse population. The development will include a mix of rental and owner-occupied homes catering to various income levels. The city has partnered with Gorman and Revel 49 for this project, which is expected to break ground in 2025, following the completion of new roads and utilities. The JBS development will also feature a destination playground, a grand boulevard with social gathering spots and an urban farm. More information is available at greenbaywi.gov/jbs.

Shipyard

By the end of this summer, residents and visitors will have a new venue for outdoor recreation along the Fox River. The first phase of the city's Shipyard development will be completed, featuring a riverfront promenade, fishing pier, floating docks, enhanced wildlife habitats, public art installations and a kayak launch. Construction of Merge Urban Development's 225 market-rate housing units is set to begin in November. The second phase of public park amenities will start construction in 2025 and include a destination playground, urban beach, dog park, splash pad and a large event lawn. The third phase will feature a shipping container park with small businesses offering food, beverages and local retail. More information is available at greenbaywi.gov/shipyard.

Rail Yard

Located within downtown Green Bay's Broadway District, this 24-acre *[continued]* »



The Fort at the Railyard

urban enclave, now known as the Rail Yard, has a rich history. Originally the Fort Howard military base, it was later redeveloped into the Larsen Green cannery and rail yard in the 19th and 20th centuries. Today, it is once again being transformed, this time into a vibrant center for entertainment, urban living, retail and Class A offices. The Rail Yard's historic brick warehouse buildings have been converted into unique spaces, housing some of Green Bay's favorite destinations, such as Tiletown Brewery's taproom and rooftop Sky Lounge. A mix of affordable and market-rate housing opportunities are being offered, including developer TWG's \$59 million, 233-unit building, dubbed The Fort. This five-story building, set to be completed

later this year, will also provide 1,300 square feet of commercial space.

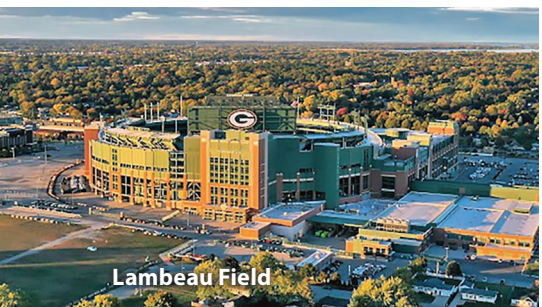
New opportunities for developers

With eyes on the future, the City of Green Bay and the Green Bay Redevelopment Authority have strategically and aggressively acquired properties to facilitate new development opportunities within the community. Ranging from small single-family infill lots to large tracts of undeveloped land to anything in between, the city has numerous opportunities to support a wide variety of uses. This includes a recent 35-acre expansion of the city's new Grandview Industrial Park located just east of I-43, southeast of E. Mason and Erie Road. To better showcase these and other development opportunities, the city

has recently launched a new available properties webpage and story map, located at greenbaywi.gov/property.

In addition to providing land, the city also supports development through a variety of funding resources. These include:

- Tax Incremental Financing
- Affordable Housing Resources:
 - HOME Grants
 - ARPA Revolving Loan Fund
 - TID Affordable Housing Grants
- Brownfields Resources
 - Assessment Grants
 - Cleanup Revolving Loan Fund
- Innovative Stormwater Improvement Grants
- Commercial Façade Grants
- Small Business Revolving Loan Funds
- Industrial Revenue Bonds



Lambeau Field

The City of Green Bay and its development partners are achieving remarkable success in constructing outstanding buildings and public spaces.



I Heart GB sculpture on the north end of the CityDeck



Shipyards murals at 100 W. Mason Street

Transforming great spaces into vibrant places: the vital role of Green Bay's business improvement districts

The City of Green Bay and its development partners are achieving remarkable success in constructing outstanding buildings and public spaces. But once construction is complete, it's the city's four business improvement districts (BIDs) that transform these spaces into vibrant places that attract people, energy and economic investment. The dedicated staff and volunteers working with Downtown Green Bay, Inc., Olde Main Street, Inc., On Broadway, Inc., and Military Avenue, Inc.

significantly contribute to Green Bay's quality of life. They host unique special events, invest in diverse forms of public art and placemaking, and actively promote businesses and investment opportunities within their respective districts. These efforts not only enhance the appeal of Green Bay but also foster a thriving, interconnected community.

During the 2025 NFL draft, the BIDs will showcase Green Bay's unique charm and vitality to an international

During the 2025 NFL draft, the business improvement districts will showcase Green Bay's unique charm and vitality to an international audience.

audience, highlighting the very qualities that earned Green Bay the title of the No. 1 Best Place to Live. This coordinated effort will not only demonstrate the city's strengths but also attract further interest and investment. To learn more about the city's four BIDs, please visit downtowngreenbay.com and militaryave.org.

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Green Bay skyline on the Fox River



222 Building Renovation for U.S. Venture Headquarters



Appleton Transit Center

Development momentum continues in Appleton

The city of Appleton continues to see new development and redevelopment in its beautiful downtown. Ongoing planning and investments are also opening up new opportunities on the northside and in Southpoint Commerce Park. It is exciting to see recent projects come to fruition, just in time for the next one to begin. These projects are adding housing, bringing jobs and enhancing quality of life in the community.

Notable projects that will wrap up or near completion in 2024 include Rise Apartments, Fox Commons and Southpoint Commerce Park Phase 4. These projects have already proven to be catalysts for additional development throughout the city.

2024 project highlights include: U.S. Venture making positive impact on the community

U.S. Venture is moving into the heart of Appleton's downtown which will be an investment that will impact downtown businesses and individuals alike. With at least 600 employees expected to work onsite, not only will existing businesses feel the love, but it will promote new development downtown. The company has plans to renovate the Historic 222 Building into its corporate headquarters. In addition to interior office renovations, modern and exterior elements are slated

to make the space an inviting atmosphere for onsite employees. U.S. Venture wants to make a positive impact on the community and this move will do just that. Bringing U.S. Venture downtown is a great success that will bring jobs downtown, grow the tax base, generate additional revenue for the parking utility and result in spinoff development in the surrounding area.

RAISE grant awarded for Joint Development Project

The city will receive a \$25 million grant through Rebuilding American Infrastructure with Sustainability and Equity (RAISE), which is a program through the U.S. Department of Transportation. This grant will enable the city and Valley Transit to replace the current transit center and support affordable housing through a joint development with a private developer.



The project will be a new, more energy-efficient facility that includes 14 bus bays, public restrooms, covered waiting areas, indoor waiting areas, a police dispatch substation and affordable housing built above the transit center. The city of Appleton is extremely grateful and excited for this project. The Appleton Common Council has proactively set aside \$1.8 million in

American Rescue Plan Act (ARPA) funding to support the affordable housing component of the project. A request for proposals will be released, and the developer will be chosen through specific criteria in partnership with Valley Transit.

Thrivent campus development planning underway

The city of Appleton has been working closely with Thrivent and Land by Label Development Co. on their master plan for the development of the 580-acre property owned by Thrivent. This large property is situated along Interstate 41 and Ballard Road on the city's northside. After a considerable amount of community engagement in late 2023, Thrivent has prepared a concept master plan that is compatible with existing, adjacent properties. As proposed, the property will be converted into a mixed-use development featuring a wide range of residential units and commercial uses, as well as a variety of open spaces and trails. This development will likely be completed in phases considering its size and may evolve over time. It is a tremendous opportunity for growth and development within the community.

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GREENFIRE MANAGEMENT SERVICES

Trust and transparency are more than words at Greenfire

By Maureen Carlson, regional business development manager



The Common Place, Ashwaubenon

When it comes to construction, trust is vital. You want to find a company that you can trust with some of your most valuable assets. You want to connect with their people. You want to have a mutual understanding of the end goal. You want to receive the keys to your building and walk through the door confidently.

Trust is fundamental.

At Greenfire Management Services, trust is one of the core values. Deciding to do a construction project — whether it's a new building, a renovation, or an addition — is a big deal. Each project is built on mutual trust between the owner and Greenfire.

Transparency is another core value and is evident from the moment Greenfire starts working with clients. Greenfire is a native-owned company that provides preconstruction and construction management services for all commercial markets. Throughout preconstruction every trade is bid out, as the firm does not self-perform. Greenfire works with local and proven subcontractors. The owner receives clear and detailed documents outlining budgets and schedules of the project so that everyone is on the same page from day one.

Having core values is one thing, but finding people that live by them every day is another. Greenfire has a robust team of professionals including project managers and superintendents that have decades of experience. They all have one thing in common — they chose to come to Greenfire. Whether it's the mission to provide innovative construction solutions, or the ability to help the Forest County Potawatomi Community be sustainable, each team member brings their expertise to the table and leads with integrity, communication and teamwork.

Reach out to Maureen Carlson, Regional Business Development Manager, for your next project. From multi-family to industrial and from hospitality to office, Greenfire is *Building the Future*.



Zuelke Building, Appleton



GREENFIRE
BUILDERS OF THE FUTURE

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Malibu Apartments

Sheboygan County spotlights housing initiatives, development progress

Malibu Apartments

Malibu Apartments is a new development in Sheboygan designed to revitalize an old DNR brownfield site, supporting the city's Comprehensive Master Plan and addressing housing shortages. The project offers luxury apartments with beautiful views of Lake Michigan and easy access to "Kite Beach," helping to establish the area as "the Malibu of the Midwest." With amenities like a lakefront pool, fitness center and outdoor recreation, Malibu Apartments provides high-quality living while enhancing the beach community. The project will include 210 residential units and a waterfront restaurant for residents and the community to enjoy.

Town of Sheboygan – North Town development

North Town Partners and the town of Sheboygan are making significant progress on the 99-acre North Town development, set to blend residential, retail and commercial spaces northeast of the I-43 and WI-42 interchange. The first phase of the development features

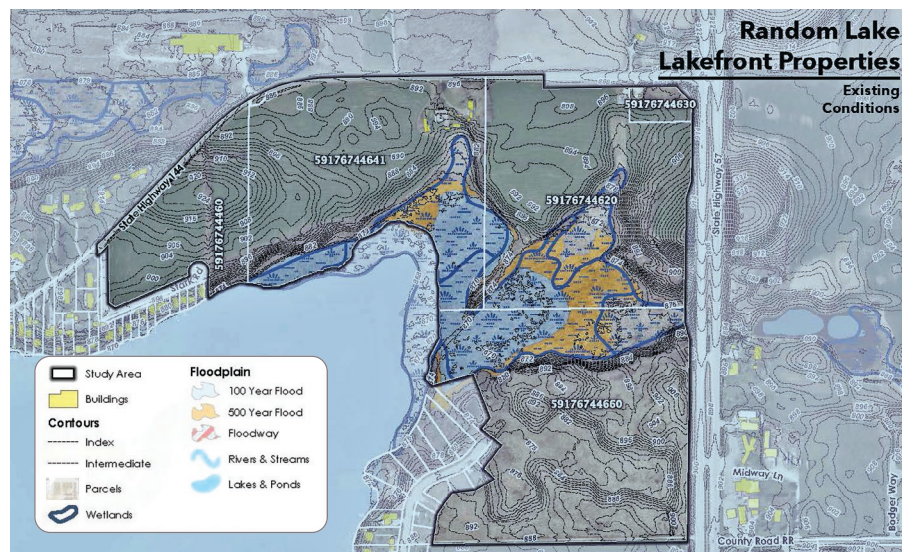


Town of Sheboygan – North Town development

a 93-room Hilton Home2 Suites, 170 apartments in mixed-use buildings, 34 townhouses and single-family homes,

Random Lake master plan being developed

The village of Random Lake is nearing the completion of a master plan to guide future development proposals along the Highway 144 and 57 corridors. In Fall 2023, the village hired GRAEF to create a



and 16,000 square feet of commercial space. A new town square is also planned, with underground infrastructure complete and landscaping in progress.

framework for future development. The plan will recommend potential land uses for more than 150 acres with Highway 144 and 57 frontage including sites with lakefront access. The goal of the Random Lake master plan is ensuring residents had input into creating a vision for the land use of these parcels that will be key to growing the local economy and attracting new residents while creating and enhancing the destinations within the village. The master plan provides recommendations on placemaking strategies and redevelopment opportunities for both public and private lands downtown. To implement the placemaking plans, a Community Enhancement Fund has been created through a charitable donation of \$1 million to the SCEDC Foundation. Applications for the Enhancement Fund will be accepted upon completion of the master plan.

H.C. Laack Building



Plymouth downtown

Sargento's Gentine family signed purchase agreements for both the historic 52 Stafford building and the H.C. Laack building and will plan to renovate the properties restoring their prominence in the heart of downtown Plymouth. The 52 Stafford Building was placed on the National Register for Historic Places in 1985. As part of this redevelopment effort, the city of Plymouth will be considering the creation of a Tax Incremental District to support this and other redevelopment efforts in the downtown area.



Founders' Pointe — Sheboygan Falls

Sheboygan County housing initiative

Founders' Pointe, an 11-acre subdivision in Sheboygan Falls, is the first project constructing much-needed entry-level homes in Sheboygan County. The SCEDC housing initiative is funded by the Forward Fund. The Forward Fund was capitalized by generous donations of \$2 million each from Johnsonville, Kohler Co., Masters Gallery Foods, Inc. and Sargento. In addition, Sheboygan County has provided \$2 million in ARPA funds and the city of Sheboygan Falls has been a strong partner in advancing this project. The SCEDC will construct all 54 homes by the end of the first quarter of 2025. Twenty homes have already been sold with 40% being sold to people moving into the county and 70% being first-time home buyers. The second project, Founders' Pointe Neighborhood, is a 41-lot pocket neighborhood subdivision. Plans for the third subdivision project have started with the rezoning of 32 acres in the city of Plymouth.

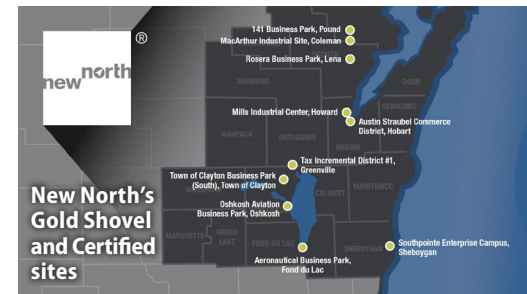
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Time is money

When Benjamin Franklin coined the term "Time is money," he might as well have been peering into the crystal ball of site selection. In today's fast-paced business landscape, responding to RFIs (Request for Information) within tight deadlines — often just two weeks or less — is critical. Knowing which parcels and buildings are available along with their utility capabilities becomes paramount.

New North partnered with Site Selection Group (SSG) and our region's major power providers — Alliant Energy and WE Energies | WPS — to host a webinar on "Site Readiness in Site Selection" earlier this year. The intent was to share insights when responding to RFIs from the perspective of Site Selectors and Utility Partners. Peering into the crystal ball of site selection, SSG predicted even quicker turnarounds while leveraging automation for evaluation.



New North's Gold Shovel and Certified sites

To address tight timelines and ensure comprehensive responses for automated evaluations, two programs stand out: New North's Gold Shovel and Wisconsin Economic Development Corporation's (WEDC) Certified Sites. WEDC's Certified Sites program

establishes consistent standards for the certification of industrial sites, putting in place all the key reviews, documents, and assessments, making them attractive to developers and valuable to communities.

Key features include:

- Completed assessments: Engineering companies have completed due diligence assessments like wetland delineation and Phase 1 environmental.
- Mock site visits: The program includes a mock site visit from SSG to help communities learn and prepare for actual site visits from prospective companies.

New North's Gold Shovel program is aimed to gather uniform site information without requiring extensive assessments, adopting a "certified-light" approach. For instance, instead of fully engineered wetland delineations, the program requests a map of known wetlands.

Drone videos and Site Alignment Analysis for each of the Gold Shovel and Certified Sites were completed earlier this year — value-adds to actively market the sites.

While we don't have an actual crystal ball to predict when RFIs are released and how long we have to turn them around, having readily available information through these programs is essential when time is of the essence in responding to RFIs. Together, through WEDC's Certified Sites and New North Gold Shovel programs, we're propelling our region and state Forward – Faster.



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Lake Butte Des Morts development

On the rise: downtown Oshkosh, tourism drive growth

Housing progress In Oshkosh

Following a 2022 housing study, significant progress has been made towards increasing housing availability in the greater Oshkosh region. In the city's downtown, Mackson Corners completed the first building while MK Lofts redeveloped the original Miles Kimball facility in the Sawdust District. Red Earth LLC broke ground on its first phase of many to build market-rate apartments for the northwest side of the city. Additional projects are in the works for Sawyer Creek Crossing on the city's west side and expansion of Oregon Place on the south side. In all, more than 1,000 units are in various phases of development, adding much needed inventory.

The focus is not entirely on multi-family. Recently the village of Winneconne started improvements to allow for the Wolf Run single-family development. In the city of Oshkosh, single-family lots will replace a recently vacated elementary school, matching the character of the existing neighborhood.

Industrial expansion and opportunity

Industrial expansion in the area continues to drive economic growth for greater Oshkosh. In the past year, 4imprint broke ground on an expansion to its distribution center located in Oshkosh's Southwest Industrial Park.

This \$20 million expansion not only increases their existing product services, it also increases their solar array to support the expansion. In the village of Winneconne, Switchgear acquired additional property and is nearing completion on its production area expansion as the need for electrical equipment grows. The Industrial Parks in the city of Oshkosh and the village of Winneconne still boast available properties with ample room for business relocation or expansion.

Downtown focus and tourism driving growth

A collaboration of Oshkosh partners completed a plan to highlight potential projects in downtown. The plan, which expects to drive improvements over the next 10-20 years, focuses on catalyst sites, walkability and beautification. This initiative aims to enhance downtown Oshkosh's appeal, both inviting local residents and attracting tourists to experience the vibrant atmosphere and scenic waterfront. Oshkosh already enjoys a strong economic impact from tourism and is now poised to welcome more guests to the



Tru by Hilton

region. Redevelopment is underway transforming the downtown waterfront hotel into a Marriott to accompany the recently announced renovation of the historic Oshkosh Northwestern Building boutique hotel project. A second hotel is set to open on the development accompanying the Oshkosh Corporation headquarters, with a Tru by Hilton set to open later this year.

CONTACT

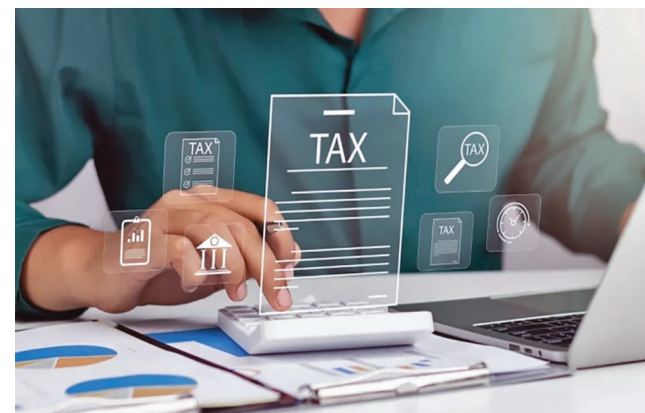
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SPONSORED CONTENT GUEST INSIGHTS

Brandon Hill, JD, CPA, Principal, CLA (CliftonLarsonAllen LLP)

What does IRA credit transferability mean for tax equity?



Tax credit transferability under the *Inflation Reduction Act* (IRA) has changed the landscape for monetizing federal clean energy tax credits. Historically, extracting credits from a renewable energy developer required a long-term investment through nuanced ownership structures. However, the IRA has created an attractive alternative to these investments by allowing credits to be directly transferred, creating a burgeoning credit marketplace for companies hungry for tax savings.

Transferability under the IRA

The IRA permits tax credit transfers of several types of green energy tax credits. Any "eligible taxpayer" may transact, but the opportunity is generally most beneficial to for-profit corporations. While the landscape is still evolving, the marketplace facilitates purchasing discounted credits with a shortened investment period and streamlined process as compared to traditional "tax equity" investments.

The tax credit purchase price can vary based on the seller's creditworthiness, project size, credit type and amount, and existence of tax insurance. Credit purchases must be made in cash by an unrelated party and can only be sold once. The credit is transferred via a tax credit transfer agreement and a transfer election statement is attached to the seller's and purchaser's tax return for the applicable tax year.

Which strategy to pursue

There should continue to be a robust market for both traditional tax equity and tax credit transferability transactions. Developers remain incentivized to pursue tax equity investments to monetize tax depreciation benefits that are not included in transferability transactions.

In either scenario, the investor should perform due diligence and consider tax insurance to limit risk. Ultimately, each developer and investor must make an independent determination which strategy makes sense for their specific situation.

How we can help

CLA's energy services team can help you evaluate strategies to meet your clean energy and tax-saving objectives. From cash flow modeling to tax credit monetization, our team advises on end-to-end planning for renewable energy project developers and investors.

For more information on IRA Energy Credits, contact Brandon Hill at brandon.hill@CLAconnect.com or 816-671-8914 or Michael DePrima at michael.deprima@claconnect.com.

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 (CLA) to the reader. For more information, visit CLAconnect.com.



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Brandon is a Tax Principal within CLA's Federal Tax Strategies and Energy Services team. Brandon brings over 14 years of public accounting and renewable energy industry experience in the areas of renewable energy tax credits, tax equity transactions, cross border mergers and acquisitions, and tax planning strategies.



The views and opinions expressed in this article are those of the author and do not necessarily reflect the official policy or position of Insight Publications, LLC.



Your place on the water: Menasha offers livability, accessibility, opportunity

Nestled in the heart of the Fox Cities, the city of Menasha is a true hidden — and developing — gem of the region. Continuously funding 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 several years, the city has added more than 100 new market-rate apartment units are spurring new life into the historic

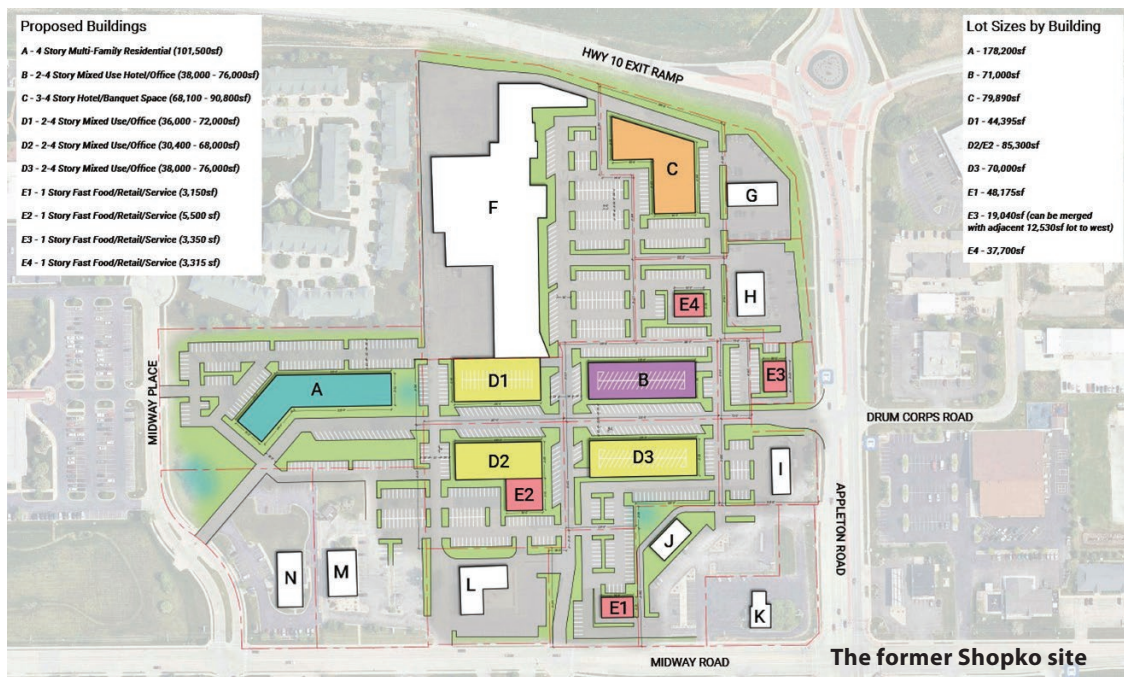
commercial core and economic validity into small and large businesses that make up this great community. "Having fixed boundaries, Menasha has prioritized the responsible and high-quality economic growth of our city while working hand in hand with the development community bringing market demanding projects to fruition," stated Mayor Austin Hammond.

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 to 5 acres), the former Shopko site (10 to 20 acres) and several off-market

historic downtown developments. Many of our opportunities are located within existing tax increment financing districts or an adjacent district that can be expanded, opportunity zone districts, have direct water frontage, 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 in forming a larger community vision.

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University of Wisconsin Oshkosh, Fond du Lac Campus

Entrepreneur boom: Fond du Lac County gains business momentum

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.

Hoya Hop House

Consumer demand for craft beer has seen a significant increase over the years, driven by various factors such as consumer preferences, market trends and industry dynamics. The five equity owners of Hoya Hop House in Waupun have been paying attention.

Hoya Hop House is a neighborhood craft brewery and tap room that will operate on Main Street in Waupun. This brewery looks to cater to the local market and serve as a destination for visitors. From distinctive flavor profiles in craft beers, sours and seltzers to individually

kegged cocktails, Hoya Hop House can appeal to any palette.

The brewery will initially operate with a 12-tap brewing system, offering a wide array of modern drinks married with traditional brews. What goes well with a great brew? Food, of course! Hoya Hop House will partner with a local vendor to provide special food offerings, pizzas and charcuterie platters.

The brewery is looking to open to the public October 2024. Future plans include adding a canning line to expand retail distribution as well as a full-service kitchen to create a true brewpub setting.

Fond du Lac County Campus

In October 2023, the announcement was made to discontinue learning at the University of Wisconsin Oshkosh, Fond du Lac Campus. This decision provided Fond du Lac County with the opportunity to reimagine the space.

When the academic year officially closed June 30, 2024, Fond du Lac County made public their plan to enhance this current facility to include updates to fiber optics and Wi-Fi; updating utilities; updating exterior infrastructure; a public safety training facility; new equipment and furniture; maintenance equipment; event center renovations; and exterior and interior signage.

There is also going to be the consolidation of some county



departments. Human services departments (DSS, ADRC, Senior Services and Economic Support), the Land and Water Conservation Department and the State of Wisconsin Workforce Development will move from their current stand-alone locations, which will be sold, to the former campus.

The event space (commons, food service, and Prairie Theater) will remain and be available for rent. Additionally, the gymnasium will be open for clubs, organizations and individuals to rent.

There is a dialogue of other entities and amenities being housed at this facility. These additional plans will be incorporated into the plan as it moves forward.

Continued Growth within Fond du Lac County

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

Board & Brush opened a location in downtown Fond du Lac in June. This creative studio is a place where people of all ages can express their unique style through painting. Cowlicks Cones & Floats also opened in Fond du Lac. This business serves not only mouthwatering ice cream, but also healthy energy drinks and locally produced products. Beans & Bites in North Fond du Lac continues to grow; they added a food/coffee truck and are now partnering with Marian University on their on-campus coffee shop.

The new businesses were not only in the capital city. In Waupun, guests can find a delightful bookstore, Charming Reads, just off Main Street. In Eden, Grahl Grounds Hydro Excavating opened. Crimson Cactus Boutique opened in Friendship. Oakfield saw the opening of Pope Taxidermy. Campbellsport is now home to Rowe Cocktail Lounge & Event Space. Ripon has seen growth over the last year with Kensington Gardens duplex additions and LeRoy Meats, as well as the groundbreaking and construction of its first-ever Boys and Girls Club.

Momentum

Things are never slow in Fond du Lac County. So far in 2024, Envision has provided technical assistance to more than 120 entrepreneurs (and climbing) throughout the county. Economic development is a long game; there are currently several new and existing businesses throughout the county growing, expanding and developing new ideas.

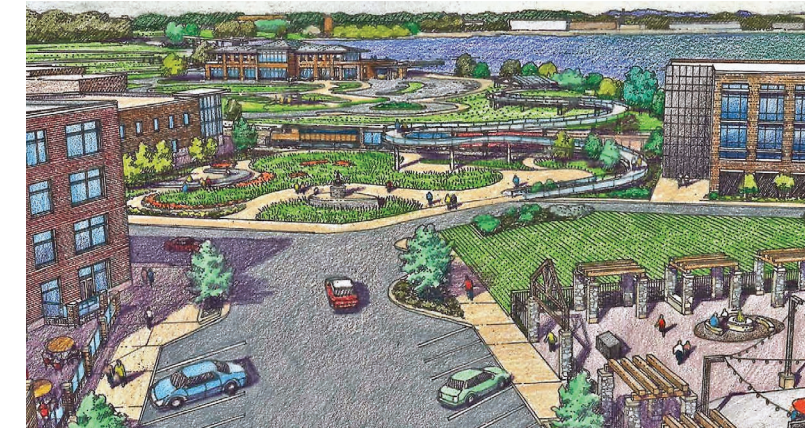
Future

The future remains bright in Fond du Lac County. Envision Greater Fond du Lac has its 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.

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Arrowhead: downtown Neenah's waterfront expansion



Downtown Neenah is often celebrated for its charm, vibrancy and walkability. Over the past five years, new developments including The Plaza at Gateway Park, residential additions like Solaris on Main and 201 West, and increasing employment opportunities have fueled its success.

Building on the NeenahNext Downtown Master Plan, Mayor Lang and Neenah's common council have set their sights on Arrowhead, a 30-acre area along Little Lake Butte Des Morts. Historically overlooked, Arrowhead is now primed for transformation following the removal of former industrial uses and the construction of the Loop the Lake trestle bridges, making it a premier destination with strong connections to downtown Neenah.

The Arrowhead Master Plan, completed in early 2024 with the expertise of RDG Planning and Design and input from community leaders and stakeholders, outlines a vision for recreational opportunities, enhanced access to and from downtown Neenah, and waterfront amenities including a possible restaurant, boardwalk, amphitheater, additional trails, several community buildings and nature-inspired open space.

Executing the Arrowhead Master Plan will require proactive leadership from city officials and the community. This plan provides a roadmap to realizing the vision, fostering new opportunities and enhancing the development appeal of adjacent properties. Arrowhead will significantly bolster the west end of downtown Neenah, which serves as the main entrance, by connecting the heart of downtown to its periphery through the conceptual development layouts outlined in the NeenahNext Downtown Master Plan.

- **Arrowhead Master Plan:**
www.NeenahWI.gov/arrowhead-master-plan
- **NeenahNext Downtown Master Plan:**
www.NeenahWI.gov/departments/community-development/downtownmasterplan/

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Manistowoc Marina

Manistowoc County: lakeshore gem offers strategic developments and future opportunities

Situated on the western shores of Lake Michigan, Manistowoc County offers stunning waterfront communities and lively downtown areas. The region is rich in arts and entertainment options, boasts a variety of restaurants and breweries, and provides year-round outdoor recreation. With a comparatively low cost of living, it attracts both visitors and new residents. The area supports a diverse economy through housing and business developments, innovative industries and exceptional services backed by a skilled workforce.

The waterfront has always been a focal point in Manistowoc County, renowned for its maritime heritage that includes ship and submarine building. Today, this legacy continues with the NOAA-designated National Marine Sanctuary, yacht building, the Wisconsin Maritime Museum, abundant charter fishing, a bustling commercial cargo and heavy lift port, and seasonal daily crossings of S.S. Badger car ferry across Lake Michigan.

Manistowoc County offers unique, high-quality amenities that support a relaxed, healthy and active lifestyle, providing the best of small-town life on the lakeshore.



Mariner's Trail

Downtown business developments, park and trail enhancements, marinas, outdoor markets, music venues and beach amenities offer entertainment and unique cultural and sporting events throughout the year along the county's coast.

To support development projects, the city of Manistowoc's partnership for Commercial Plan Review offers full-scale delegation for plan review of unlimited-sized structures, which streamlines the submission process, improves customer service and offers expedited plan review options.



River Point District development

Downtown Manistowoc

The city of Manistowoc's River Point District is a mixed-use center that has established itself as a downtown destination for employment, housing, entertainment, recreation and tourism. The completion of River North, a market-rate apartment complex adding 87 units to downtown, has been a catalytic project for the area.

The recent redevelopment of the former CN Peninsula into the River Point District includes opportunities,



River North apartment complex

already limited, for housing or mixed-use development along the Manistowoc River and Mariners Trail path extension. Additional public improvements, such as bicycle and walking trails, an ADA-accessible floating dock, kayak launches, parks and river access, make this waterfront district a prime location for development. The city of Manistowoc demonstrates that thoughtful utilization of its resources and partnerships with development professionals effectively achieves strategic development goals.

Lakeshore Development

Bayshore Development, located on the shores of Lake Michigan along the main corridor between Manistowoc and Two Rivers, offers unobstructed waterfront views, making it an ideal location for housing, a corporate headquarters or prime office suites.

Also along the Memorial Drive corridor in Manistowoc is more than 36 acres that were formerly the Lakeshore



Bayshore Development



Former Lakeshore Mall development

Mall. Recently purchased by the city, this property is currently being cleared and is a significant redevelopment opportunity for a blend of mixed-use development in a TIF district.

I-43 corridor opportunities within TIF districts

The Interstate 43 corridor is a hub for mixed-use developments, combining residential, commercial, and industrial uses, enhancing Manistowoc County's vibrant communities.

The Village of Cleveland created a new 53-acre, mixed-use TIF district along I-43. This highly visible location boasts an excess of 22,000 cars per day, direct access to I-43 and is located less than a mile from Lakeshore Technical College.



ClearSky Rehabilitation Hospital Lakeshore rendering

Currently under construction, ClearSky Rehabilitation Hospital Lakeshore is a catalyst project for this district.

The city of Manistowoc has expanded its opportunities for industrial development in a Tax Incremental District with the Hecker Viebahn industrial park. Infrastructure design includes improved roadways, water, sewer and regional stormwater to accommodate users ranging from seven to 50 acres.

Located on the north side of Manistowoc County in the village of Maribel is a business-zoned property ready for development. Consisting of more than 20 acres in a TIF district, this is an excellent build-to-suit opportunity off Interstate 43 and County Road Z with heavy traffic in both directions. The district currently hosts a gas station and a restaurant among its business operations.

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Geneva Ridge subdivision

Sturgeon Bay: a beacon of opportunity for development

The city of Sturgeon Bay is a destination for visitors and a community that residents love to call home. The city's proactive development team continuously collaborates with developers on new housing, commercial and industrial developments.

In its assertive pursuit of development opportunities, Sturgeon Bay has established six new Tax Incremental Districts (TIDs) since 2021. Sturgeon Bay also strives to maximize flexibility, recently changing its zoning code to enable smaller lots, increased density and reduced setbacks.

Recognizing the demand for attainable housing, the city collaborated with developers to launch the Geneva Ridge subdivision on city-owned land. Featuring 24 single-family homes, it broke ground in October 2023. The home sales are limited to employees of Door County businesses, with prices lower than market rate.

In downtown Sturgeon Bay, MUSE, a new music school and event venue, was completed with the city's financial assistance. The project has also diversified Sturgeon Bay's rental housing by adding 11 second-floor studio apartments. MUSE opened its doors to new residents July 2024.

Several downtown property owners have renovated their properties, providing modernized opportunities for retailers and restaurants. Prime areas throughout the city, including sites within TIDs and waterfront properties, are now poised for new commercial development.

Sturgeon Bay's industrial sector continues to experience growth. Therma-Tron-X, Inc., a designer, fabricator and installer of customized industrial finishing systems, is currently expanding by 88,200 square feet to meet the growing needs of its customers.

An exciting project is the Sturgeon Bay Business Center, a public-private partnership with Immel Construction. Tenants are sought for this proposed multispace flex building to be located on city-owned property in the industrial park.

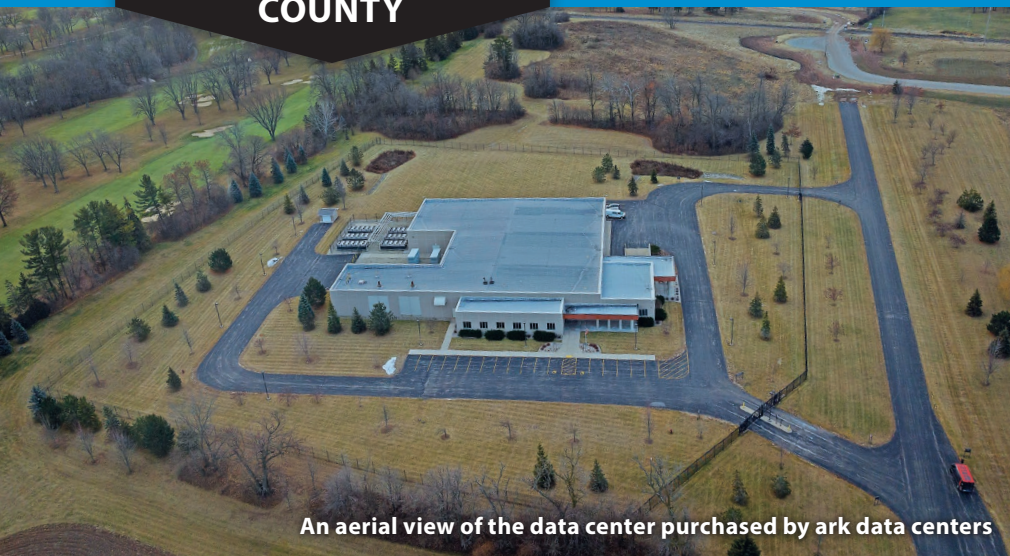
The city partners with the Door County Economic Development Corporation (DCEDC) to promote the many development opportunities in Sturgeon Bay. Contact DCEDC for more information on Sturgeon Bay.



MUSE music school and event venue

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An aerial view of the data center purchased by ark data centers

Revitalization in Calumet County leads to future development

Don't let our rolling hills, pristine waters, and sweeping vistas fool you. Calumet County delivers more than a peaceful and relaxing recreational paradise, with access to Wisconsin's largest inland lake (viewable from space, so it's BIG!) and great dining at supper clubs (where everyone is a welcome member!). Calumet County is all this and more!

As Wisconsin's fastest-growing county, conveniently located between two major Interstates with two international airports and ports minutes away, Calumet County provides amenities other communities will never be able to offer to both employees and employers, making it the preferred choice for business, manufacturing, and workers alike.

One organization that chose Calumet County is ark data centers,

a modern digital infrastructure brand that delivers agile, scalable, enterprise-class solutions. In late 2023, it announced plans to expand its recently acquired Harrison location to a 24.5-acre site to create a campus with up to 20 megawatts of capacity. This commitment is the largest for the organization, which has 12 other data center locations throughout the United States.

Because of moderate temperatures, attractive tax incentives and the designation of Wisconsin as an official Regional Tech Hub, Calumet County makes for the ideal location for ark data centers to expand on a very large scale. With the area boasting large health care organizations, manufacturers and financial institutions, the market presents a strong and stable growth opportunity for ark data centers.



An aerial view of the proposed new ark data center, which will connect to the existing facility when fully-built out to 20-MW capacity

Another organization, Grande, chose Calumet County for expansion and will renovate and expand their newly acquired facility in Chilton. Located in Southeastern Wisconsin, Grande serves as a premier manufacturer of fine Italian cheese and specialty whey and lactose products. They are committed to sourcing the highest quality milk through dedicated producer partners and support independent operators (pizzerias and fine Italian restaurants) across the country, recently expanding into new international markets. In addition to the foodservice division, they boast a robust specialty whey and lactose product portfolio in their custom ingredients group, providing ingredient solutions to both small and large food manufacturers across the globe.

The Chilton property supports this growing and thriving business and is a reflection of Grande's commitment to ongoing investment in operations, the Chilton community, and the financial security of dedicated Associates.

Because of Calumet County's strong growth, S.C. Swiderski, LLC, a comprehensive real estate development company, saw an opportunity in Calumet County. Working with officials from the city of Chilton, S.C. Swiderski developed a project creating 102 market rate apartment homes on a 13-acre parcel located on the southeast corner of Chilton. The property features 15



S.C. Swiderski developed 102 market-rate apartments on a 13-acre parcel located on the southeast corner of Chilton

multifamily buildings and offers 16 different floor plans of one, two, and three bedrooms to accommodate different housing preferences, allowing residents the option of upper level or main level living. All apartment homes are equipped with private entrances, private laundry, and a private deck or patio. These pet-friendly locations feature green space throughout the site with on-site management ready to respond to the needs of tenants.

A recent world-class addition to the recreational landscape of Calumet County was Ariens Nordic Center. The world class Biathlon and Nordic ski training facility was named an Official U.S. Biathlon National Training Center. This prestigious designation by the United States Biathlon Association places Ariens Nordic Center amongst the top training centers in the country. Additionally, the U.S. Biathlon Masters Nationals and NorAm Masters Championships have been created in collaboration with Biathlon Canada as an annual event complementing other races in North America and around the world.

A simpler pace, an exceptional quality of life, all in a location offering a fast-growing workforce, robust industry, and strong economic performance. Calumet County awaits.

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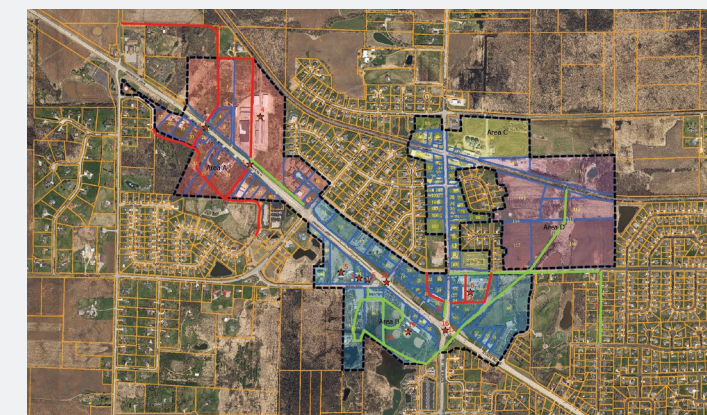


The front entrance of the proposed new ark data center

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

Projects: Public Accommodations, Public Road/Utilities, Site Specific Project Locations, TID #2 Boundary, TID #2 Parcels, Greenville Parcels, Parcel Reference Number, Project Areas (Area A, Area B, Area C, Area D), and TID #2 Project ID.

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>



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Waupaca downtown 4th of July celebration



Proposed mural for the Churchill Street Commercial Corridor

This small town is turning heads — and we are just getting started. We are Waupaca.

From an award-winning rebuild of its Main Street to breaking ground on hundreds of new workforce housing units, the city of Waupaca has accomplished much in the last few years. But there's more to come in this small town with big dreams. The city of Waupaca invites you to contact us to learn more about why Waupaca is the perfect choice for your next residential, commercial or industrial project.

Waupaca's River North Development

The city of Waupaca is working creatively with its development partners to provide more quality housing for everyday people in the River North Neighborhood Development. This 80-acre TIF district with access to the Waupaca River and within walking distance to the

Waupaca Foundry, Fox Valley Technical College, Sunny Day Child Care Center, and numerous parks and trails will soon offer hundreds of housing units. Now in the first phase of a multiphase development, Howard-based Tycore Built is preparing to break ground on the construction of 124 apartment units and 32 single-family homes with starting prices of \$249,900. In future phases, Tycore Built anticipates construction on 76 owner-occupied housing units and 120 apartment units for a total value of \$69 million.

Also in the River North Neighborhood Development, occupancy is expected this fall for the 45-unit River North Cottages developed by Mosaic Ventures, LLC. Made possible with competitive 9% housing tax credits awarded by the Wisconsin Housing and Economic Development Authority, this project will do even more to address an unprecedented housing shortage in Waupaca. Stemming from a history of underbuilding, Waupaca today has a job-to-housing unit ratio of 1.9 jobs for every housing unit — far in excess of a normalized ratio of 1.3-1.5. Waupaca's historic investment in workforce housing will be complemented by the city's new resident recruitment campaign (WeAreWaupaca.com) to promote the many reasons to call Waupaca home.



Utility extension for commercial and industrial expansion — Runway Drive

Runway Drive sewer extension

The city of Waupaca will soon complete a significant expansion of its sanitary sewer system, bringing critical infrastructure to an underdeveloped area surrounding the Waupaca Municipal Airport. The sanitary sewer extension — a condition of a multimillion dollar industrial development project near the airport — will open up adjacent plots for commercial, industrial and/or residential development. With proximity to the airport and easy access to — and visibility from — U.S. Highway 10 (average annual daily traffic of 20,300), Waupaca's Runway Drive is ready for development.



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Bank of Brodhead has been a strong, stable community bank for over 128 years and has upheld the highest standards of trust, security, and service in providing financial solutions.

bankofbrodhead.com



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- *Real Estate loans, and much more!*

We are excited to announce that we are extending our strong, reliable banking experience by backing Vault.Bank, an innovative fully digital bank exclusive to Wisconsin residents.

Along with the stability and experience from Bank of Brodhead combined with the startup mindset of Vault.Bank has created the best of both worlds aimed at making the financial industry better.

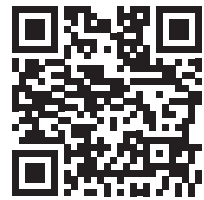
... *Coming soon!*



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