

Proposal to Provide Professional Consulting Services for a  
The Amendment to Tax Increment District No. 15 for the

# City of Manitowoc

*Prepared For:*

Nicolas Sparacio, AICP  
City of Manitowoc  
Community Development Director  
900 Quay Street  
Manitowoc, WI 54220

*Prepared By:*

Vierbicher  
999 Fourier Drive, Suite 201  
Madison, WI 53717  
Phone: (608) 821-3967  
Fax: (608) 826-0530

*Prepared On:*

March 3, 2017

Contact Person:

Daniel Lindstrom, AICP  
Planning & Community Development  
Manager

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March 3, 2017

Nicolas Sparacio, AICP  
City of Manitowoc  
Community Development Director  
900 Quay Street  
Manitowoc, WI 54220

Re: Proposal to Provide Professional Consulting Services for the Amendment to Tax Increment District No. 15

Dear Mr. Sparacio:

On behalf of the Vierbicher team, it is my pleasure to present this proposed scope of work to amend Tax Increment District (TID) No. 15 (Harbor Town) project plan to increase the project plan expenditures to allow for a project within one-half mile of the district boundary.

We have assembled a team specifically for the City of Manitowoc which incorporates individuals with extensive Tax Increment Financing (TIF) experience, expertise in municipal finance analysis, and development agreement preparation. Our team includes staff with long-standing experience working with Wisconsin TIF law and financing in municipalities throughout the state. Each step of our proposed scope is directed toward providing the City with the expertise and assistance it needs to successfully amend the TID to accomplish the development and job retention objectives.

Our goal is to be a partner in a project which will help assist the City to grow the tax base and add jobs to the Manitowoc community. We look forward to an opportunity to meet with you and discuss this project in greater detail.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Lindstrom', followed by a horizontal line.

Daniel J Lindstrom, AICP  
Planning and Community Development Manager

A handwritten signature in black ink, appearing to read 'K. Muchow', followed by a horizontal line.

Kurt Muchow  
Project Principal



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## Description of Firm



COMMUNITY OF BISHOPS BAY



X01 UNIVERSITY AVE., MADISON, WI



DEFORREST DETENTION BASIN

## Vision to Reality

Vierbicher is a community planning and engineering firm that has become a proven partner for thriving Wisconsin communities and developers. Our long history of working with both public and private clients has earned us the reputation as a valuable connector and a firm that brings vision to reality.

Clients choose Vierbicher because we get projects done, from greenfield developments to urban revitalization. While our core service is engineering, our extensive due diligence, market-based approach and public funding expertise have resulted in success rates unmatched by other firms.

We pride ourselves on long-term relationships with clients, many spanning decades. With a multi-disciplined team of experts, we work together collaboratively and efficiently from concept to completion.

### INTEGRATED SERVICES

- Planning & Community Development
- Economic Development
- Urban Design & Landscape Architecture
- Grant Writing & TIF
- Municipal Engineering
- Civil Engineering
- Surveying & GIS
- Water Resources Engineering

# Integrated Services

## Planning & Community Development

- Comprehensive Planning
- Neighborhood Planning
- Urban Redevelopment Planning
- Outdoor Recreation Planning
- Public Facilitation
- Impact Fee Planning
- Developer Representation

## Economic Development

- Business/Industrial Parks
- Target Industry Studies
- Tax Increment Financing (TIF)
- Market Analysis
- Strategic Planning
- Fiscal and Economic Impact Analysis
- Grant Writing / Administration
- Business Recruitment/Expansion

## Water & Environmental Resources

- Floodplain Analysis
- Lake Rehabilitation & Management
- Stormwater & Water Quality Management
- Environmental Assessments
- Regulatory Compliance & Permitting
- Wetland Management

## Agricultural Engineering

- Animal Waste Management Facilities
- Regulatory Permits
- Water Runoff and Drainage Facilities
- Construction Observation and Administration

## Urban Design & Landscape Architecture

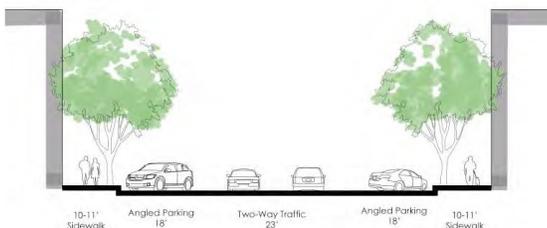
- Concept Planning
- Illustrations & Renderings
- Park & Plaza Design
- Landscaping Plans
- Streetscape Design
- Bike & Pedestrian Trails

## Municipal & Civil Engineering

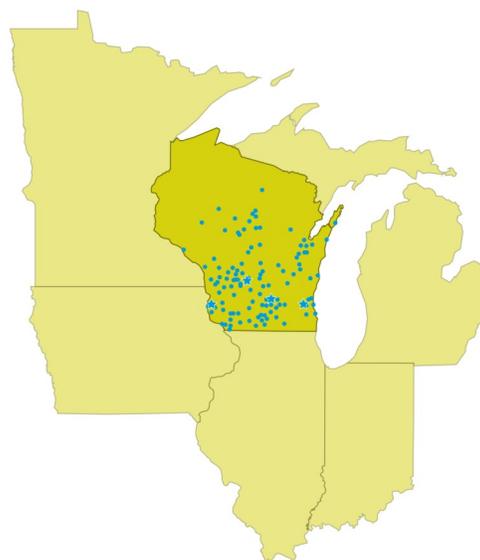
- Municipal Infrastructure Design & Studies
- Streets and Roadways
- Site Development
- Stormwater Systems
- Water Supply & Distribution Systems
- Wastewater Treatment & Collection Systems
- Construction Observation & Administration

## Surveying & GIS

- CSMs, Boundary Surveys and Legal Descriptions
- Platting: Subdivision/Condominium/ Assessor's/ Right of Way
- Topographic Surveys/Aerial Mapping Control
- Construction Staking
- ALTA/ACSM Land Title Surveys
- Easement Mapping and Descriptions
- Parcel/Utility Mapping
- Floodplain Surveys/ FEMA Elevation Certificates
- Geographic Information Systems (GIS)



Vierbicher's multi-disciplined capability and team approach enables us to combine the essential areas of expertise required to successfully complete projects. Having this broad range of in-house experience provides the valued benefits to our clients.



Past and Current Wisconsin Planning Clients



# Summary of Qualifications



## Tax Incremental Financing (TIF) Experience

Vierbicher has extensive experience in assisting communities in the planning, creation and implementation of TIF programs. Our experience includes the following:

- 70 Industrial Development TIDs
- 60 Blight Elimination TIDs
- 22 Mixed-Use TIDs
- Over 80 TID Amendments

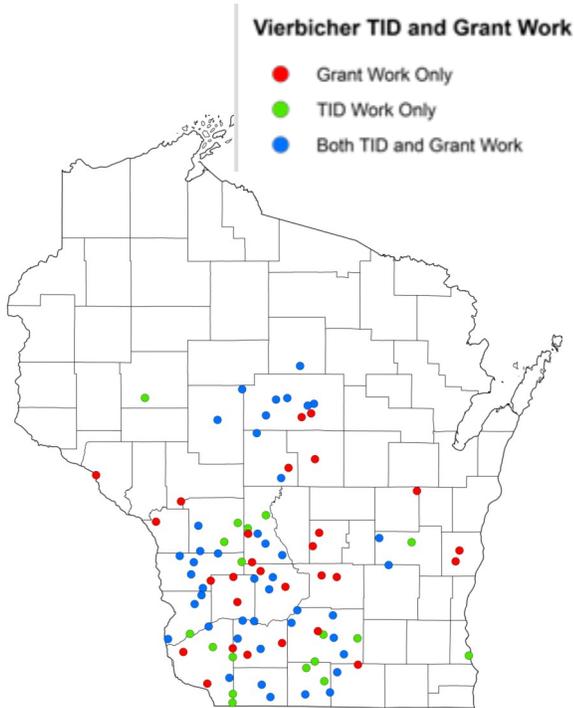
Vierbicher provides on-going TIF training to municipalities and organizations throughout the state. These presentations focus on the basics of how TIF operates within Wisconsin, and includes updates on recent legislative changes and strategies for successful operation of TIF districts.

**Leaders in Local Economic Development.** Vierbicher has deep roots and a long history in the upper Midwest and has worked with communities throughout the region on TIF and economic development issues. We continue to be leaders in industry analysis, economic development, business retention/expansion, and corridor revitalization.

**Focused on Implementation.** As you will see throughout our proposal, members of our team have been involved in the development and implementation of TIF and economic development initiatives throughout Wisconsin. Our efforts have included follow-up assistance associated with planning, developer negotiations, and targeted business attraction/marketing materials to further implement TIF, neighborhood, and redevelopment plans. This experience provides us with a strong understanding of the dynamics and structure necessary for successful implementation.

## EXPERIENCE

# Tax Increment Districts & Tax Increment Financing



### OVERALL TID CREATION AND AMENDMENT EXPERIENCE

Vierbicher has extensive experience assisting communities plan, create, and implement Tax Increment Financing programs. Our experience includes creation of:

- 70 Industrial Development TIDs
- 60 Blight Elimination TIDs
- 22 Mixed-Use TIDs
- Over 80 TID Amendments

Vierbicher has assisted communities in amending over 70 TIDs, including 23 in the last 18 months. Our experience includes amendments for the following:

- Amend District Boundaries
- Amend Project Plans to Add Projects
- Amend Project Plans to fund projects within a one-half mile radius of District
- Amend Project Plans to designate TIDs as distressed.



### SUCCESSFULLY IMPLEMENTING TIF INITIATIVES

TID creation is only the first step in implementing a successful TIF program. Vierbicher has extensive experience working with Wisconsin communities on not only creating TIDs, but managing them to maximize the benefits to the community in terms of increased property values, growing jobs, and enhancing the public realm. Our biggest successes have come in communities where we have been able to continue to assist municipalities after the TID is created. Ongoing TIF assistance has allowed us to work with municipalities to:

- Pair TIF financing with grant assistance.
- Review development agreements for financial feasibility and impacts on TIDs.
- Maintain an up-to-date picture of the financial status of TIDs.
- Recommend TID amendments to take advantage of new opportunities.
- Make sure communities are up to date on the latest TIF law changes implemented by the State.



EXPERIENCE

# TIF Implementation



Vierbicher is a leader in Wisconsin when it comes to managing established tax increment districts (TIDs) to maximize positive impacts to the community.

### DEVELOPMENT AGREEMENTS NEGOTIATION & FINANCIAL ANALYSIS

Most TIDs budget money to assist development or redevelopment projects in the district, which provides cities and villages with the capabilities to enable projects that would not otherwise happen. TIF assistance is among the most powerful tools in the economic development toolbox to attract and boost business development. However, municipalities still have a responsibility to ensure that TIF assistance only goes towards projects that would not otherwise happen without it, and to know that one project will not jeopardize the ability of the TID to carry out other worthy projects.



Vierbicher has worked hand in hand with municipal attorneys from many cities and villages to analyze developer TIF requests to determine the impact on the TID's cash flow and to determine whether the developer's request is reasonable given development pro formas and market conditions.

### TID PROJECT PLAN IMPLEMENTATION

Vierbicher not only assists communities in establishing tax increment districts, but also in implementing projects included in TID plans. We have helped our clients implement a full range of TIF-related projects, including:

- Streetscaping.
- Road and utility reconstruction.
- Community Development Authority/Redevelopment Authority staffing.
- Building/housing improvement programs.
- Affordable housing assistance.
- Development agreement financial analysis.
- Neighborhood/redevelopment planning.
- Market analysis/marketing of TIDs.
- Redevelopment RFPs.
- Grant writing and administration.



### TIF LEGISLATION MONITORING

TIF law in Wisconsin changes almost every year. As a top consultant in the state on TIF-related issues, Vierbicher stays on top of the latest TIF legislation at the state level to help our clients keep up with evolving state statutes. Knowing the latest on TIF means our clients can make full use of TIF legislation to boost local development, redevelopment, and revitalization.

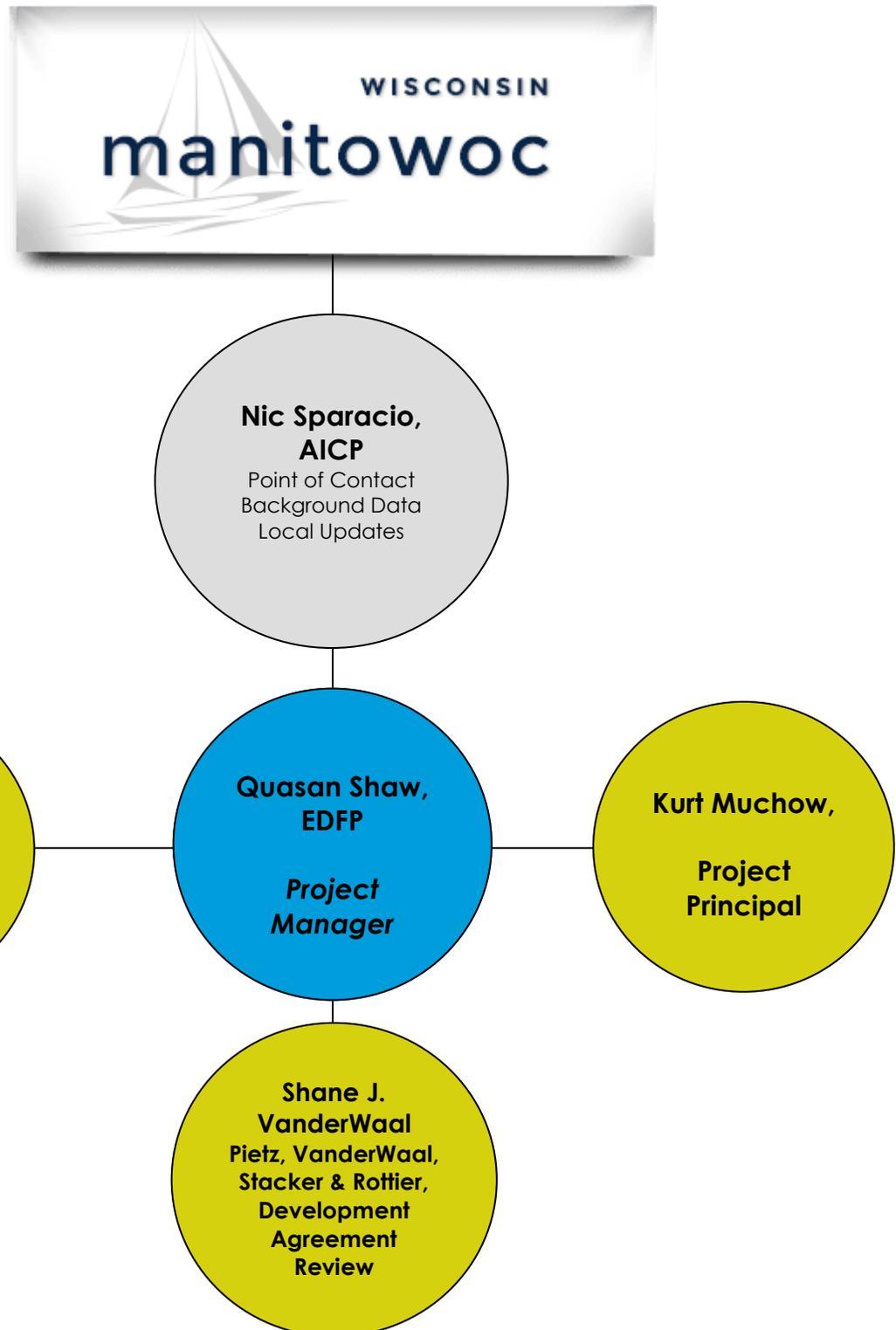


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# Key Personnel

Our project team has been selected specifically for this TID amendment project. The team offers strong expertise in state TIF law; TID creation, amendment and analysis; and financial advising. Staff resumes are located on the following pages.



# Key Staff



## **Quasan Shaw, ED FP**

*Project Manager*

Quasan is a community development planner with experience and knowledge in integrating market and design approaches to community development. Quasan has worked with clients throughout Wisconsin on economic analysis, tax increment financing, redevelopment, and strategic planning

Quasan will lead the TID amendment efforts for Vierbicher. He will be the primary point of contact.



## **Kurt Muchow**

*Project Principal & Public Funding*

Kurt has over 36 years of experience providing consulting services to local units of government. He has extensive experience with planning and implementation of community development programs with a particular emphasis on industrial development, downtown revitalization, capital improvements planning, funding research, grant & loan applications, grant administration and tax incremental financing.

Kurt will be responsible for project oversight.



## **Daniel Lindstrom, AICP**

*Project Quality Assurance and Quality Control (QA/QC)*

Daniel is the manager of the Vierbicher Planning and Community Development Team and is a community planner with experience and knowledge in integrating participatory approaches to community development. Daniel's project experience includes numerous TID creations, amendments, and administration efforts for communities throughout Wisconsin. Daniel will act as the Project QA/QC Planner to ensure the project meets the project expectations.



## **Shane J. VanderWaal**

*Pietz, VanderWaal, Stacker & Rottier, S.C.*

Shane is a partner of Pietz, VanderWaal, Stacker & Rottier, S.C. and represents and advises clients in the area of municipal law. As the attorney for many cities, town, villages and multijurisdictional municipal entities he has extensive experience in handling all aspects of municipal law including: drafting ordinances, resolutions, contracts and agreements.

Shane will conduct the legal review of the development agreement(s) prior to distribution to the City.



**PROJECT MANAGER**

**Quasan Shaw, EDFP**

**EDUCATION:**

M.S. Urban & Regional Planning  
The University of Wisconsin – Green  
Madison (2003)

B.S. Urban and Regional Studies  
The University of Wisconsin – Green  
Madison (1997)

**PROFESSIONAL EXPERIENCE**

Vierbicher Associates, Inc.  
Planner/Community Development  
Consultant (2016-Present)

Northeast Wisconsin Technical  
College  
Economic Development  
Coordinator (2012-2016)

City of Appleton  
Economic Development Specialist  
(2011-2012)

City of Green Bay  
Business Development Planning  
Specialist (2009-2011)

**PROFESSIONAL CERTIFICATIONS**

Economic Development Finance  
Professional (EDFP)

National Development Council  
(2014)

Green Bay Packers Mentor-Protégé  
Program

International Council of Shopping  
Centers (ICSC)

Wisconsin Economic Development  
Association (WEDA)

**FOCUS**

Project Management  
Economic Development  
Tax Incremental Financing  
Business Recruitment  
Market Assessment  
Strategic Planning  
Public Policy

**Background Information**

Quasan is a community planner and economic development professional with experience providing strategic planning, business recruitment and retention planning to community development. Quasan's project experience includes comprehensive, downtown, corridor, area, and neighborhood planning, real estate development, urban redevelopment planning and grant writing. In addition, Quasan has extensive experience in project management, public participation planning, public meeting facilitation, business recruitment, financing strategies, site design, and a variety of economic development efforts.

Quasan is also a long time lecturer and adjunct faculty in the Urban Studies Department at the University of Wisconsin—Green Bay. His areas of expertise and classes taught include; Real Estate Development, Environmental Design Studio, Regional Planning, and intro to Urban Studies.

**Primary Projects**

LEGENDS DISTRICT MASTER PLAN

CITY OF GREEN BAY, WI

*PROJECT MANAGER*

Quasan is managing the Legends District project, which is a commercial/mixed use area plan to serve the City of Green Bay's stadium entertainment district. This mixed-use core will be attractive to the surrounding neighborhoods (existing and future) while serving the needs of the district and complementing the Lambeau Field redevelopment area.

Tax Increment District No. 9

CITY OF KAUKAUNA, WI

*PROJECT/TIF PLANNER*

Quasan is project manager for the TID 9 Project Plan for the City of Kaukauna to become the catalyst for new development along its far north side. Quasan's role was to provide management of public meetings and project action plan.

VILLAGE CENTER PLAN AND COMPREHENSIVE PLAN, VILLAGE OF HARRISON, WI

*PROJECT MANAGER*

Quasan led the task of updating the Comprehensive Plan and designing a new Village Center project, - a commercial/mixed use area plan to serve the Village's commercial and social center. The update plan and creation of a village center will be attractive to the surrounding neighborhoods and will serve the needs of the larger Village and region.

## PROJECT PRINCIPAL

# Kurt Muchow

## Project Principal

### EDUCATION

Madison Area Technical College  
Associate Degree, Civil Engineering  
(1975)

Fox Valley Technical College  
Associate Degree, Natural  
Resources (1976)

### PROFESSIONAL EXPERIENCE

Vierbicher Associates, Inc. (1980)  
Principal  
Board of Directors  
Community Development  
Consultant

Terrametrics Engineering, Ltd.  
(1978)  
Engineer Technician, Land Surveyor

Wisconsin DNR - Bureau of Water  
Regulation & Zoning; Flood Plain  
(1976)

USDA Forest Service (1976)  
G.S. 4 Engineer Technician

Sauk County Planning & Zoning  
(1975)

### REGISTRATIONS, CERTIFICATIONS, TRAINING, AND CONTINUING EDUCATION

Certified Economic Development  
Finance Professional—National  
Development Council

Attend numerous conferences and  
seminars annually.

### PROFESSIONAL AFFILIATIONS

Wisconsin Economic Development  
Association

Wisconsin County/City Manage-  
ment Assn.

### COMMUNITY INVOLVEMENT

Board Member—Sauk County De-  
velopment Corporation

Board Member— Reedsburg Area  
Medical Center

Town Board Supervisor

### Background Information

Kurt has over 36 years of experience providing consulting services to local units of government. He has extensive experience with planning and implementation of community development programs with particular emphasis on industrial development, downtown revitalization, grant writing and tax incremental financing. His experience includes:

- Business/Industrial Parks
- Downtown Revitalization
- Development & Marketing Plans
- Grant Writing
- Tax Incremental Financing
- Community Development Authorities
- Business Recruitment
- Development Agreements

### Community Development

- Business/Industrial Parks
- Downtown Revitalization
- Business & Developer  
Recruitment
- Development Agreements

### Public Funding Services

- Capital Improvements Planning
- Funding Research & Analysis
- Grant & Subsidized Loan Applications
- Grant & Loan Administration
- Tax Incremental Financing
- Redevelopment Authorities

### Representative Grant & Loan Program Experience

Kurt has assisted Clients obtain over \$60 million in grant funding and has significant experience with the following funding programs and/or agencies:

- Community Development Block Grant (CDBG) Program
- Wisconsin Department of Natural Resources
- Wisconsin Department of Transportation
- Wisconsin Department of Tourism
- Wisconsin Economic Development Corporation
- USDA Rural Development
- US Economic Development Administration

- |                |                  |                    |
|----------------|------------------|--------------------|
| • Avoca        | • Gays Mills     | • New Lisbon       |
| • Brodhead     | • Greenwood      | • Ontario          |
| • Boscobel     | • Hazel Green    | • Prairie du Chien |
| • Camp Douglas | • Loganville     | • Reedsburg        |
| • Cuba City    | • Lone Rock      | • Reedstown        |
| • Cazenovia    | • Lyndon Station | • Rothschild       |
| • Coon Valley  | • Marathon City  | • Sauk City        |
| • DeForest     | • Marshfield     | • Sparta           |
| • Evansville   | • Mauston        | • Soldiers Grove   |
| • Fennimore    | • Nekoosa        | • Stratford        |



## PROJECT QA/QC

# Daniel Lindstrom, AICP

### EDUCATION:

M.S. City and Regional Planning  
The Ohio State University (2009)

B.S. Urban and Regional Studies  
The University of Wisconsin – Green Bay (2007)

### PROFESSIONAL EXPERIENCE

Vierbicher Associates, Inc.  
Planner/Community Development  
Consultant/ Planning & Community  
Development Team Manager  
(2016)

Vierbicher Associates, Inc.  
Planner/Community Development  
Consultant (2015)

City of Green Bay  
Planner II (2014)  
Planner I (2009)

City of Dublin  
Research and Design Assistant  
(2008)

ACP Vision + Planning, Ltd.  
Community Planning Intern (2007)

### PROFESSIONAL CERTIFICATIONS

American Institute of Certified  
Planners (AICP)

Professional Affiliations  
American Planning Association  
Wisconsin Chapter of the American  
Planning Association

Wisconsin Economic Development  
Association (WEDA)

## Background Information

Daniel is a community planner with experience and knowledge in integrating participatory approaches to community development. Daniel's project experience includes comprehensive, downtown, corridor, area; and neighborhood planning, recreational area planning and grant writing. In addition, Daniel has extensive experience in project management, public participation planning, public meeting facilitation, design charrettes, site design, Geographic Information Systems (GIS) mapping, and a variety of economic development efforts.

His professional drive stems from finding the balance between community development, sustainability, and urban design as seen through the lens of community participation. Daniel received his professional certification in 2012 from the American Institute of Certified Planners and regularly attends conferences and events hosted by the American Planning Association and the Wisconsin Chapter of the American Planning Association. Daniel regularly is a guest lecturer at local high schools and universities to discuss the field of participatory urban planning and design.

## Recent Projects

Village of Shorewood Hills, WI  
*Village Planner/TIF Planner*

Daniel has been the Village planner since 2015. Vierbicher has served as Village Planner for Shorewood Hills since early 2008. Daniel helped the Village review and implement two master plans that Vierbicher drafted for the Village immediately following the recession. Daniel helped revise and draft ordinance text, facilitated public meetings, and routinely makes presentations to the Plan Commission and Village Board.

Daniel also assists the Village in grant writing, zoning ordinance revisions, completion of the Village Comprehensive Plan revisions, and performed reviews of several redevelopment proposals and TIF requests. Finally, Daniel led the efforts to amend and create additional tax increment districts.

## Recent TIF Project Clients

- City of Lodi — Tax Increment District creation and administration
- City of Maple Bluff — Tax Increment District administration
- City of Brodhead — Tax Increment District creation, review, and administration
- Village of Kronenwetter — Tax Increment District creation and review
- City of Marshfield — Tax Increment District creation
- City of Shawano — Tax Increment District creation

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# Project Understanding, Approach & Cost



## **Project Understanding**

The Client wishes to encourage new investment in the immediate area around the successful TID No. 15 (Harbor Town). The proposal is to increase the project plan to allow for a project within one-half mile of the district boundary. Vierbicher will also help facilitate the creation of up to two development agreements related to the project.

## **TID Amendment Project Approach**

Consultant proposes to undertake the following activities:

1. Attend a kick-off meeting with the City to review the proposed development concepts, develop a preliminary project list, and finalize the TID schedule.
2. Prepare and coordinate publishing of notices and agendas for public meetings and public hearing related to the TID amendment process.
3. Coordinate with the Client, Technical College, School District, and County on Joint Review Board representation, meeting schedule, and Tax Increment Financing information.
4. Facilitate Joint Review Board Meeting No.1. The activities include coordinating with the Joint Review Board members on a meeting date. Generate Joint Review Board agenda and work with staff to mail draft TID amendments to the Board for review.

## PROJECT APPROACH

5. Draft TID Project Plan for discussion at the Plan Commission Public Hearing shall include:
  - i. Statement of any additional types and location of the proposed public works or improvements within the district.
  - ii. Economic feasibility study.
  - iii. Detailed list of estimated project costs.
  - iv. Description of finance methods and estimated timeline for costs or monetary obligations.
  - v. Proposed changes in zoning ordinances.
  - vi. Present potential value of property.
  - vii. Comparison of program to the master plan, official map, building codes, and local ordinances.
  - viii. List of estimated non-project costs.
  - ix. Statement of a proposed method for the relocation of any displaced persons.
  - x. Statement indicating how creation of the TID promotes the orderly development of the community.
6. Present a summary of the TID creation/amendment at the public hearing and be available to respond to questions or issues that arise from the Plan Commission during the hearing.
7. Prepare final Project Plan and boundary map as recommended by the Plan Commission.
8. Prepare City Council adoption resolutions and required findings. Provide final Project Plan draft to City for discussion by the City Council.
9. Present final TID No. 15 project plan amendment to City Council for consideration.
10. Facilitate a meeting of the Joint Review Board to obtain a final decision regarding creation of the TID.
11. Submit a copy of the Project Plan, TID map, legal notices, and Legal Requirements Reports to the Department of Revenue and the Client.
12. Submit two (2) copies of the final TID Project Plan to the Client, along with an electronic copy suitable for reproduction.

*Vierbicher anticipates City staff to complete the following tasks:*

1. Provide Vierbicher with existing City and TID data and any related studies.



## PROJECT APPROACH

2. Production of maps showing updates to the existing land use, proposed land use, existing and proposed zoning, conditions of the property, and proposed improvements within the TID boundary.
3. Printing, mailing, and publishing of all related TID and notice materials.
4. Review of TID program materials and schedule meetings and public hearings in a timely manner.
5. Attorney to review all elements of the TID creation process and project plan; and provide an opinion whether the plan is complete and complies with state statutes required by Wisconsin Statute 66.1105.

### **Development Agreement Preparation**

Consultant proposes to undertake the following activities related to the preparation of a development agreement.

1. Attend a meeting with representatives with the City of Manitowoc to review any initial discussions between potential developers and the City.
2. Prepare an initial draft of a development agreement based on the agreed upon terms between the developer and the City. Terms could include, but are not limited to:
  - i. Cash grant development incentives.
  - ii. Development revolving loans.
  - iii. Grant applications.
  - iv. Assisting with other applicable funding, training, and data resources as needed.
  - v. Performance guarantees.
3. Coordinate a legal review of the development agreement prior to distribution to the City.

### **Project Cost**

The fixed fee to provide the scope of services described herein is:

- TID amendment: ..... \$8,500
- Development agreement preparation: ..... \$2,500  
(per agreement)

### **Project Timeline**

See the proposed timeline on the following page.

**CITY OF MANITOWOC**  
**TAX INCREMENT DISTRICT No. 15 AMENDMENT**

Preliminary Summary of Activities and Timetable  
3/3/2017

Action	Party Responsible	Date Range
1. <b>City Council Meeting:</b> Authorization to proceed with creation/amendment of TID.	City Council	3/20/2017
2. Staff meeting and site visit (concurrent with first plan commission meeting)	City Staff/ Vierbicher	3/22/2017
3. <b>Plan Commission Meeting:</b> •Overview of the proposed work	City Staff / Plan Commission	3/22/2017
4. Prepare Draft TID Project Plan, resolutions, preliminary TID budget (this includes revisions during the process)	Vierbicher	3/20/2017 to 5/15/2017
5. Letters to taxing jurisdictions confirming JRB	Vierbicher	3/24/2017
6. Send JRB notice to the newspaper.	Vierbicher	3/29/2017
7. Send Public hearing notice to the newspaper.	Vierbicher	3/29/2017
8. JRB packets to the City	Vierbicher	4/2/2017
9. Send hearing notices to taxing entities (with step 5)	Vierbicher	3/24/2017
10. Publish notice for TID JRB meeting ( <i>Class I</i> ) – 5 Days min	Newspaper	3/31/2017
11. Publish notice for TID Project Plan public hearing ( <i>Class II</i> )	Newspaper	3/31/2017 & 4/14/2017
12. <b>JRB – First Meeting on TID Creation/Amendment:</b> Confirm chairperson and at-large member, discuss draft TID Project Plan and boundary ( <i>at least five days after publication of JRB meeting notice; within 14 days after first notice of Public Hearing</i> )	Vierbicher / City Staff / JRB	4/5/2017 to 4/12/2017
13. <b>Plan Commission Meeting:</b> • Public hearing – TID Project Plan ( <i>at least seven days after the last insertion of public notice</i> ) • Consider adoption of TID boundary and Project Plan, refer to City Council for Approval	City Staff / Plan Commission	4/26/2017
14. Provide information to City Attorney for attorney opinion letter.	Vierbicher	5/5/2017
15. <b>City Council Meeting:</b> • Review TID boundary and Project Plan • Consider approval of TID boundary and Project Plan ( <i>Not less than 14 days after public hearing</i> )	City Staff / City Council	5/15/2017
16. JRB notice to newspaper	Vierbicher	TBD
17. Mail out JRB packets.	Vierbicher	TBD
18. Publish JRB meeting notice.	Newspaper	TBD
19. <b>JRB – Final Meeting on TID Creation/Amendment:</b> Approval of TID Project Plan by JRB ( <i>At least five days after publication of meeting notice and within 45 days of City Council approval</i> )	City Staff / JRB	TBD
20. Notify DOR of TID creation/amendment.	City Staff	Following JRB
21. Submit TID boundary and Project Plan package to Wisconsin Department of Revenue (with \$1,000 certification fee)	City Clerk/ Assessor	June 30, 2017

The official newspaper of the City of Manitowoc is the Manitowoc Herald Times Reporter, published seven days a week. Notices should be sent at least a day before publication (by 2: 00 pm) 1- 888-774-7744. Plan Commission meets the 4<sup>th</sup> Wednesday of each month at 6:00 pm. The City Council meets 3<sup>rd</sup> Monday of each month at 6:30 p.m.



REPRESENTATIVE  
EXPERIENCE

# City of Reedsburg - TID Amendment & Economic Development Services



**CLIENT**  
City of Reedsburg

**PROJECT LOCATION**  
Reedsburg, Wisconsin

**CONTACT INFORMATION**  
Steve Zibell, Director  
of Public Works  
134 S. Locust St.  
Reedsburg, WI 53959  
(608) 768-3355

szibell@ci.reedsburg.wi.us

**PROJECT DESCRIPTION:** Vierbicher has provided community development and engineering services to the City of Reedsburg since 1976. Over the years, Vierbicher assisted the City create eight tax increment districts (TIDs), of which six are still active. To capitalize on TIF legislation changes, Vierbicher assisted the City with numerous amendments including designating two TIDs as distressed. The distressed TID work included declaring TID No. 3 and No. 6 as Distressed TIDs. TID No. 3 is a blight elimination TID, which includes the downtown and adjacent blighted area. TID No. 3 is an industrial development TID, which includes the expansion of the heavy industrial park. TID No. 4 and No. 5 were declared Donor TIDs and are projected to generate adequate surplus revenue to pay off the obligations of the Distressed TIDs.

Other TID amendments work has included adding territory and amending project plans to fund projects within the one-half mile radius of the TID. Over the years Vierbicher has provided on-going TIF support services to assist the City to maximize the benefit to the community.

In conjunction with the implementation of projects, Vierbicher also assisted the City create a Community Development Authority, Business Improvement District and multiple Redevelopment Districts. We also assisted the City obtain over \$12 million in grants including CDBG, DOT-TEA, EDA and DNR Stewardship.

# City of Monona - Economic Development and TIF Services

## REPRESENTATIVE EXPERIENCE



### CLIENT

City of Monona  
Community  
Development Authority  
& City of Monona

### PROJECT LOCATION

Monona, Wisconsin

### CONTACT INFORMATION

Patrick Marsh,  
Administrator (former)

**PROJECT DESCRIPTION:** Vierbicher has provided staff services to the Monona Community Development Authority (CDA) since 2006. During this time, Vierbicher has assisted the City in creating four tax increment districts (TIDs) and carrying out four TID amendments. Vierbicher has provided ongoing support to the CDA, assisting in development agreement negotiations (for offices, apartments, and senior housing), TIF cash flow analysis, implementation of a TIF funded façade improvement program, and creation of the "Renew Monona" program to use funds from the closing TID #3 to support housing revitalization throughout the City.

The City's and CDA's most recent TIF success story is along the East Broadway Corridor, which fronts the Beltline Highway (USH 12/18) and Stoughton Road (USH 51). This area had been facing declining property values and a general lack of investment in properties. The CDA, after successfully working with Vierbicher to facilitate a \$14 million housing redevelopment project, turned its attention to revitalization of this highly visible gateway corridor into Monona.

Realizing that private redevelopment projects would not be initiated without City investment in the area, the CDA, working with Vierbicher, created a Tax Increment District to enable project development assistance and initiate upgrades the corridor's infrastructure. Seeing the CDA's and City's proactive interest in revitalizing the area, two medical facilities approached the City and CDA with their interest in constructing new clinics in the corridor. The CDA worked with two area property owners to facilitate transactions with Meriter and UW Health. Vierbicher assisted the CDA with property owner negotiations and TIF assistance negotiations with the developers of each property. The two properties—which will remain on the tax rolls—are expected to be valued at over \$20 million.

PLANNING & COMMUNITY DEVELOPMENT, ECONOMIC DEVELOPMENT, CIVIL ENGINEERING, TIF



REPRESENTATIVE  
EXPERIENCE

# City of Stoughton

## TIF Services & Economic Development



**CLIENT**

City of Stoughton

**PROJECT LOCATION**

City of Stoughton,  
Wisconsin

**CONTACT INFORMATION**

Rodney Scheel,  
Planning Director  
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ci.stoughton.wi.us

**PROJECT DESCRIPTION:** Vierbicher has worked with the City of Stoughton and the Stoughton Redevelopment Authority for more than 15 years to help revitalize downtown Stoughton and the adjacent "Rail Corridor" area. During this time, Vierbicher and the City have:

- Created Tax Increment District (TID) #4 to fund reconstruction of Main Street/USH 51.
- Formed a Redevelopment Authority (RDA) to better promote redevelopment and revitalization in the downtown and surrounding area.
- Created and administered a downtown façade improvement program.
- Amended the TID #4 boundary and plan to provide matching funds for a DNR grant to remediate an abandoned gas station.
- Applied for and received a Community Based Economic Development grant to study the feasibility of a business incubator.
- Created TID #5 and Redevelopment Area #1 to assist in redevelopment and revitalization of the City's Rail Corridor area.
- Facilitated property acquisition and applied for and received a \$200,000 Blight Elimination and Brownfield Redevelopment (BEBR) grant from the Wisconsin Department of Commerce to ready a site along the Yahara River for redevelopment.
- Assisted in development agreement analysis for a 33-unit WHEDA funded affordable apartment project by Movin' Out, Inc. that sets aside units for people with disabilities.

**SERVICES PROVIDED:**

PLANNING & COMMUNITY DEVELOPMENT; ECONOMIC DEVELOPMENT, URBAN DESIGN & LANDSCAPE ARCHITECTURE, MUNICIPAL ENGINEERING, SURVEYING & GIS, WATER & ENVIRONMENTAL RESOURCES

# City of Prairie du Chien

## TIF & Economic Development Services

### REPRESENTATIVE EXPERIENCE



#### CLIENT

City of Prairie du Chien

#### PROJECT LOCATION

City of Prairie du Chien,  
Wisconsin

#### CONTACT INFORMATION

Garth Frable, Planner  
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Prairie du Chien, WI  
53821  
(563) 880-1788  
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prairieduchien-wi.gov

**PROJECT DESCRIPTION:** Vierbicher has provided community development and engineering services to the Prairie du Chien the City of Prairie du Chien since 1988. From 1988 to 1996, Vierbicher assisted the City in creating seven tax increment districts (TIDs). To capitalize on TIF legislation changes, Vierbicher assisted the City amend four TIDs in 2005 and amended six TIDs in 2008. Over the years Vierbicher has provided on-going TIF support services to assist the City to maximize the benefit to the community.

In conjunction with the implementation of projects, Vierbicher also assisted the City obtain five WDOT TEA grants, two CDBG-PFED grants, two DOT Enhancement grants, three DNR Stewardship grants and a WDOT Infrastructure Bank Loan. In addition, we created an Environmental Remediation TID and obtained a WDNR Brownfield Ready for Reuse Loan in 2007 to clean-up a site in an old industrial site.

As a member to the Prairie du Chien economic development team Vierbicher has assisted the City in successfully recruiting numerous businesses and with business expansion projects. We were actively involved with the recruitment of Cabela's to construct a destination retail store and distribution center. The project involved the initial recruitment, plus four subsequent expansions. Other projects included: Oxford Speaker, Bennett Hardwoods, Design Homes, Prairie Industries, Pink Automotive, Opportunity Center and Universal Forest Products. Over the years that Vierbicher has worked with the City, over 1,500 jobs have been created. In 2009, the City of Prairie du Chien was the recipient of WEDA's annual Economic Development Award.

#### SERVICES PROVIDED:

PLANNING & COMMUNITY DEVELOPMENT; ECONOMIC DEVELOPMENT, URBAN DESIGN & LANDSCAPE ARCHITECTURE, MUNICIPAL ENGINEERING, SURVEYING & GIS, WATER & ENVIRONMENTAL RESOURCES



REPRESENTATIVE  
EXPERIENCE

# Shorewood Hills TIF & Economic Development



**CLIENT**  
VILLAGE OF  
SHOREWOOD HILLS

**PROJECT LOCATION**  
SHOREWOOD HILLS, WI

**PROJECT DESCRIPTION:** Faced with redevelopment proposals for two specific areas along University Avenue, Shorewood Hills decided to develop two neighborhood plans to help guide redevelopment. Vierbicher assessed existing conditions in and around both areas, held two public workshops for each neighborhood, and developed a plan for each area that addressed Plan Commission and resident concerns.

The Village also voted to create two tax increment districts to implement investments that were recommended as part of each neighborhood planning process. Vierbicher assisted the Village in creating both tax increment districts, applied for grant funding for projects, designed park landscaping, and worked with an ad-hoc Village committee to implement streetscaping improvements within Tax Increment District #3.

Vierbicher continues to provide on-going support to the Village for their planning and zoning needs. Because the Village is a land-locked community, projects have mainly involved redevelopment planning and implementation along the University Avenue corridor. Vierbicher has worked closely with Village staff and the Village attorney in reviewing development submittals for the Village to ensure compliance with Village ordinances and provide professional analysis of the proposals. Plan reviews have included such projects as single-family residence variance requests, proposals for new professional office buildings, and proposals for new multifamily residential development.

**SERVICES PROVIDED:**

PLANNING & COMMUNITY DEVELOPMENT; ECONOMIC DEVELOPMENT; URBAN DESIGN & LANDSCAPE ARCHITECTURE

# Kronenwetter

## Economic Development Services

REPRESENTATIVE  
EXPERIENCE



**CLIENT**  
Village of  
Kronenwetter

**PROJECT LOCATION**  
Kronenwetter,  
Wisconsin

**PROJECT DESCRIPTION:** Kronenwetter is a rapidly growing community of 7,500 located just south of Wausau, Wisconsin. The community has a significant concentration of construction and manufacturing entities which were hit hard by the economic downturn. An additional challenge for the Village was the presence of four competing tax increment districts, which were developed to fund infrastructure but which had not succeeded in attracting subsequent commercial development.

Vierbicher worked with the Village on an 8-month project to develop an Economic Development Strategic Plan for the Village moving forward. The plan addressed fiscal, organizational and oversight issues while also identifying potential strategic partnerships, marketing initiatives and procedural improvements to assist the Village in improving their regional reputation, leverage scarce resources and better coordinate work flow to provide a seamless process for responding to economic development prospects.

The planning process included input by the Economic Development and Marketing Committee, a community values survey and extensive stakeholder input from local business and property owners as well as regional partners to gauge the current position and future opportunities within the Village.

## REPRESENTATIVE EXPERIENCE

# Village of Johnson Creek - TID Amendment & Planning Services



### CLIENT

Village of Johnson Creek

### PROJECT LOCATION

Johnson Creek, WI

### CONTACT INFORMATION

Mark Johnsrud,  
Administrator  
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Johnson Creek, WI 53038  
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Markj@  
johnsoncreekwi.org

**PROJECT DESCRIPTION:** In 2012 Vierbicher worked with the Village to amend two tax increment districts (TIDs). Looking ahead, the Village knew that TID #3, which was created in 1995, would likely not be able to pay off its obligations before its mandated closing year of 2023 due to a variety of factors, such as declining property values, infrastructure investments that had not attracted development, delinquent property taxes, and unmet development agreement obligations. Vierbicher collaborated with the Village and the Village's financial advisor, PFM Group, to project TID income for the remaining TID #3 life. TID #3 projections, which illustrated a likely shortfall in the final year of the TID's life, were used as the basis for declaring the TID to be distressed. The distressed designation added 10 years to the TID's lifespan and enabled it to receive donations from other TIDs.

Concurrent with the TID #3 amendment, the Village, Vierbicher, and PFM Group reviewed projections for TID #2, which was found to have a projected surplus of \$2 million prior at its mandated closing date. Vierbicher worked with the Village to amend TID #2 to donate funds to TID #3. The amendments were done on the same timeline to minimize needed meetings and enable the overlying taxing jurisdictions to consider the TID amendment requests holistically. Vierbicher managed both TID amendment processes, scheduling and attending meetings, developing plan amendment language, providing TID resolutions for Plan Commission and Board consideration, and distributing materials to the Joint Review Board.

Vierbicher has also served as Village Planner, performing site plan reviews and attending Plan Commission meetings as needed.



vierbicher  
planners | engineers | advisors

