




Relationships Revitalize Downtowns

Jessica Wildes, City of West Bend

City of West Bend, Wisconsin




West Bend
Pop: 32,000

- Thriving historic downtown with boutique shops, service businesses, restaurants, outdoor recreation and cultural attractions
- Award-winning parks and trail system
- Sub-regional commercial center and industrial hub

Relationships Revitalize Downtowns



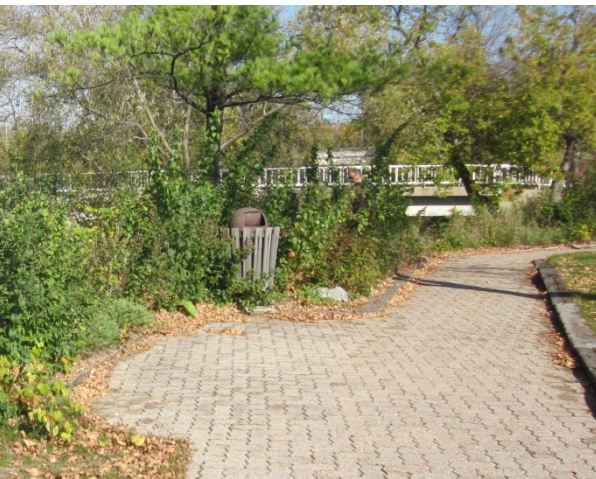
TID 12: Former Gehl Site



TID 12: Former Gehl Site



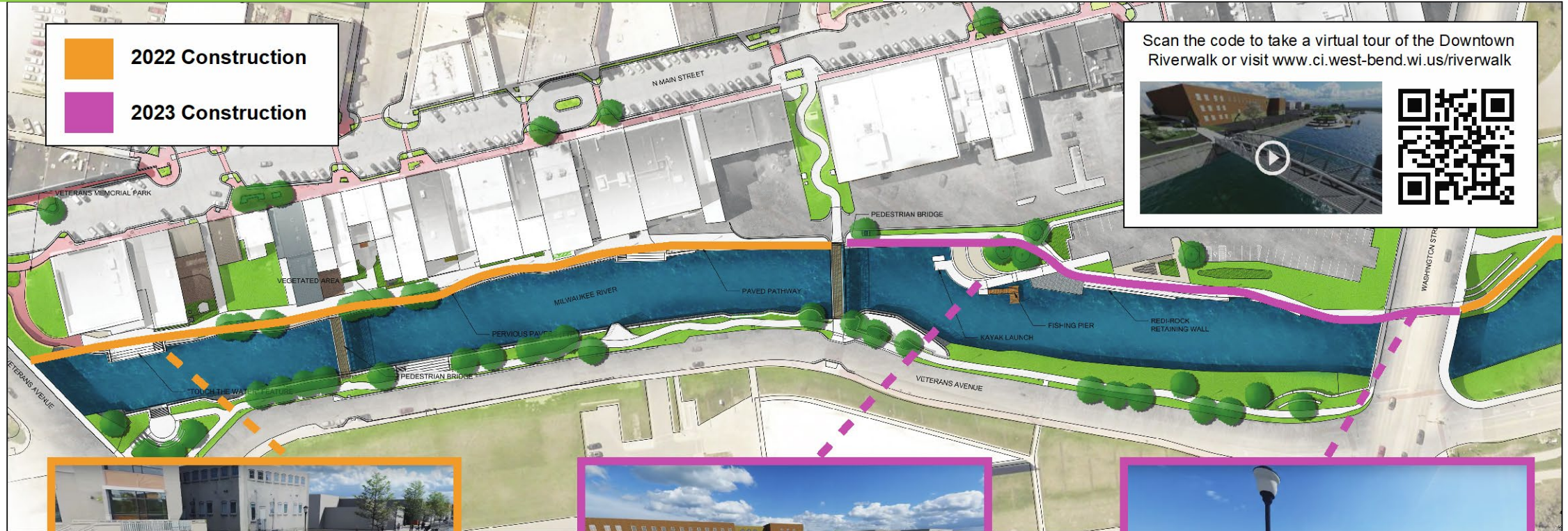
Downtown Riverwalk



Downtown Riverwalk



Downtown Riverwalk



2022 Construction
2023 Construction

Scan the code to take a virtual tour of the Downtown Riverwalk or visit www.ci.west-bend.wi.us/riverwalk



**New River Walls, Sidewalks, Railings
Steps to River, Lighting, Landscaping**



**Kayak/Canoe Launch, Dock,
Green Space, Parking**



**Pedestrian Underpass
(Below Hwy. 33/Washington Street)**

Historic Theatre



Historic Theatre



TID 15: The District



A Transformational Project

An estimated \$35M development is planned for the former brewery site in West Bend. Underutilized for over 50 years and deemed a blighted property, the project will transform the site, extend the downtown and Riverwalk, and result in positive economic impact on downtown West Bend.

The developer will receive a forgivable loan of \$1M to assist in site work and relocating utility infrastructure. The developer will also collect a PAYGO Grant of up to \$4.425M (plus interest) over 27 years. A PAYGO Grant or “pay as you go” is reimbursed funds generated from increment (tax) collected throughout the life of the TID.

The developer will purchase the property and finance the project. The developer will guarantee a minimum assessed value of at least \$25M by 2023 and \$27.5M by 2026, compared to \$777,200 in 2020.

With minimum property valuation guarantees in place by the developer, increment collected will be \$457,750 by 2023 and \$503,525 by 2026 (compared to \$14,230 in 2020)

\$35M Value = \$640,850 Increment



The project consists of developing:

TID 15 and the project afford the City of West Bend with the opportunity to:

177

townhomes and apartments for individuals—millennials to retirees—and families, resulting in significant economic impact on downtown businesses

6,500

square feet for a new 1840 Brewing Company tap room

Complete \$2.7M in Riverwalk Improvements from Vest Pocket Park north to Rivershores Dr.

Construct a Pedestrian Underpass at Hwy. 33

Collect Park Impact Fees
\$1,979 per unit
\$350,283 total

Improve Site Infrastructure (Water, Sewer and Utilities)

Guarantee Debt, Finance and Administrative Costs are Covered for the life of the TID

Invest \$1.5M in Main Street Improvements from the Project Area South to Walnut Street

Attract and Retain Residents, Visitors, Businesses and Future TID 15 Development

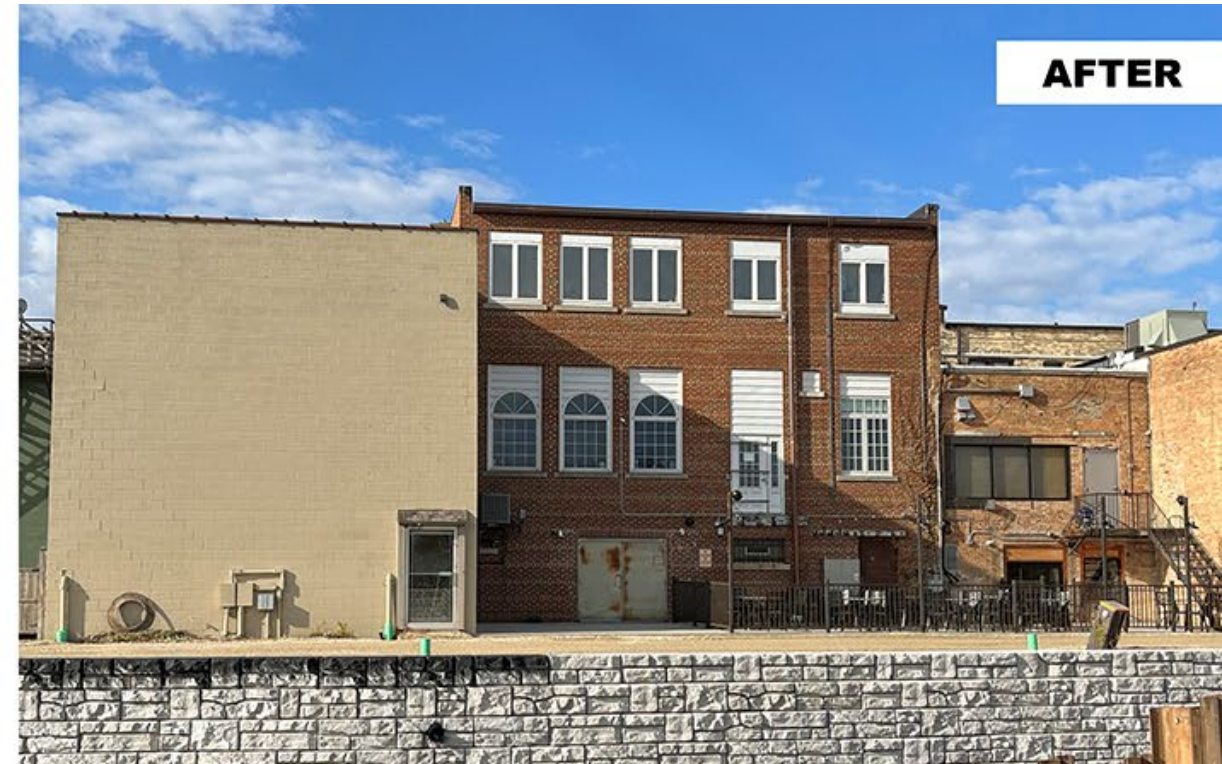
TID 15: The District



Façade Improvements

- BID Façade Grant Committee
- Private Partners/Funders
- City Cultivation of Relationships





- Left Building: Cleaning, painting, phase two includes a mural
- Right Brick Buildings: tuckpointing, copper, new door, concrete patio, string lighting
- Downtown Riverwalk improvements

If we're not sharing our own story, someone else is.



Strategies

- **Control the Message**
Joint press releases on new developments/partnerships
- **Be Pro-Development**
Welcome to West Bend posts, helpful and knowledgeable team
- **Stay Positive**
Focus on what is possible and the steps to get there

We're serious about:

- Every person has a role in economic development
- The power of communication and social media
- Being helpful and responsive
- There's a takeaway from every meeting, every coffee date, every interaction
- Culture, people, finding connections



WISCONSIN

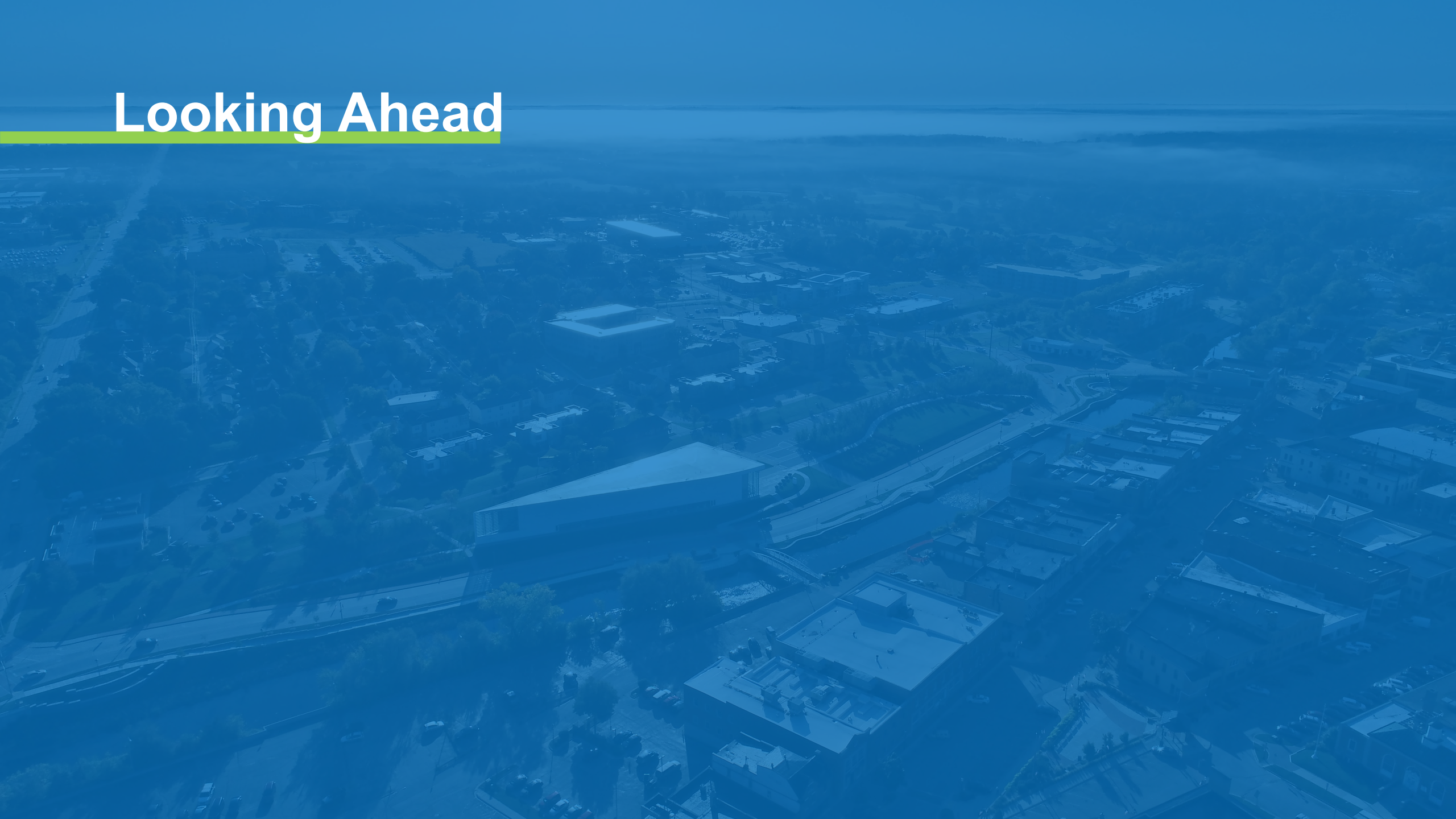
ECONOMIC DEVELOPMENT

- Assisted 115 Small Businesses with WI Tomorrow Main Street Bounceback Grant Applications
- Infused more than \$1M in local economy (since 2021)



\$50M is likely to be proposed in the Governor's 2023-2025 budget

Looking Ahead





Main Street Reconstruction

Main Street Reconstruction



Covered Alley

Closed 20+ Years



Covered Alley

Design Inspiration





Thank you!

Jessica Wildes, MPA, MS
City of West Bend
Communications and Economic
Development Director

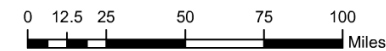
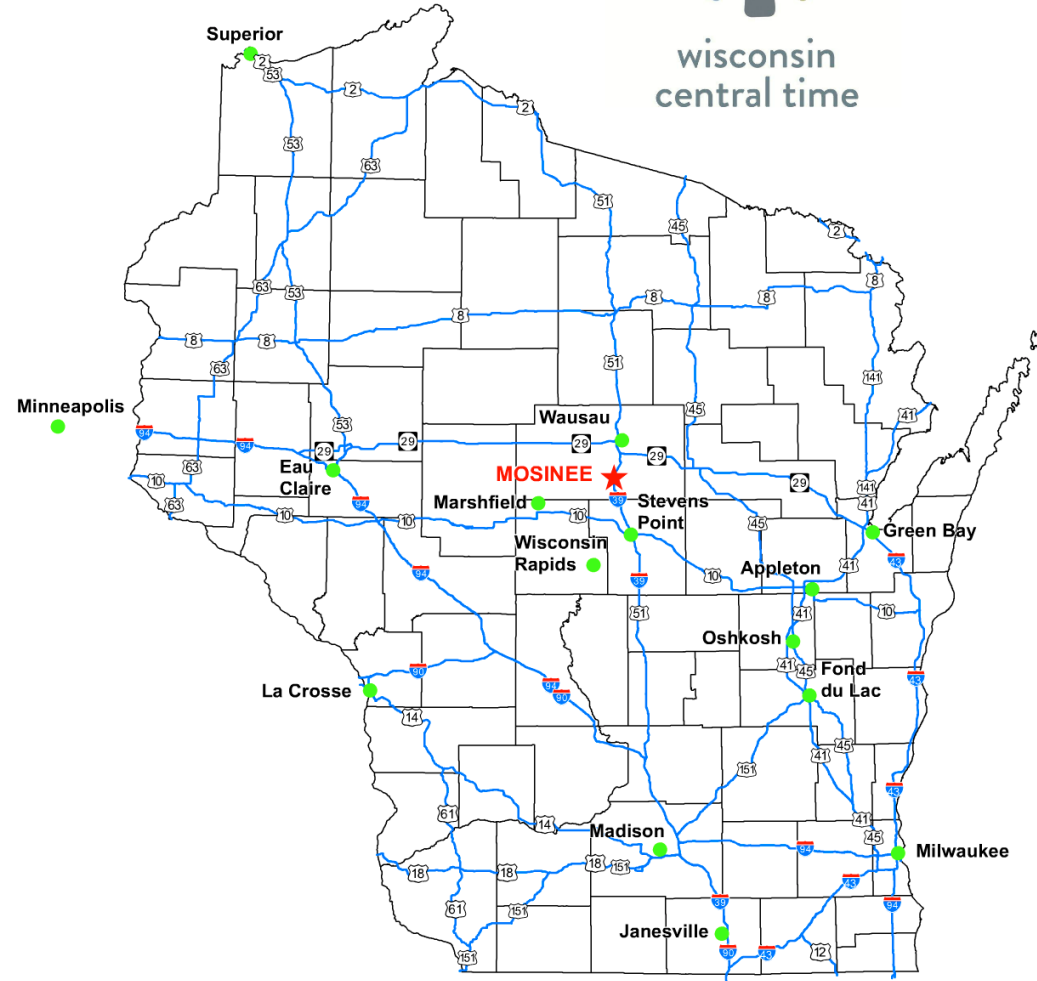


MOSINEE'S DOWNTOWN REVITALIZATION INITIATIVES

Jeff Gates – City Administrator



The City of Mosinee (pop. 4,452) is ideally located along Interstate 39/US 153 between the communities of Stevens Point and Wausau in the heart of North Central Wisconsin.



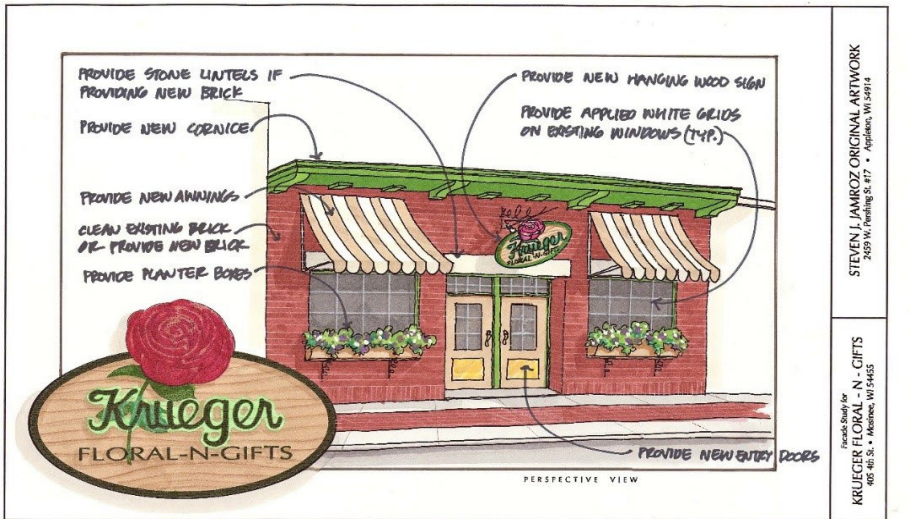
➤ **The City of Mosinee has had a long-term commitment of promoting the revitalization of our beautiful historic downtown area.**



BUSINESS IMPROVEMENT DISTRICT (BID)

- **In October 1997, the City approved a petition from local business owners for the creation of a Business Improvement District (BID) which encompassed an approximately 5 block area.**
- **The initial BID Operating Plan authorized the following four types of expenditures:**
 - 1. Architectural Study.**
 - 2. Façade & Landscaping Improvement Matching Fund.**
 - 3. Bury Overhead Utilities.**
 - 4. Marketing & Promotion of BID**
- **To assist the BID with starting, the City secured a 5-year loan of \$20,000 for the completion of an architectural study.**
- **The BID had an annual budget of \$30,000 over five (5) years to cover \$140,000 cost of the façade grant fund and \$10,000 for promotional expenses.**
- **Facade grant fund: 1/3 project cost not to exceed \$7,500.**

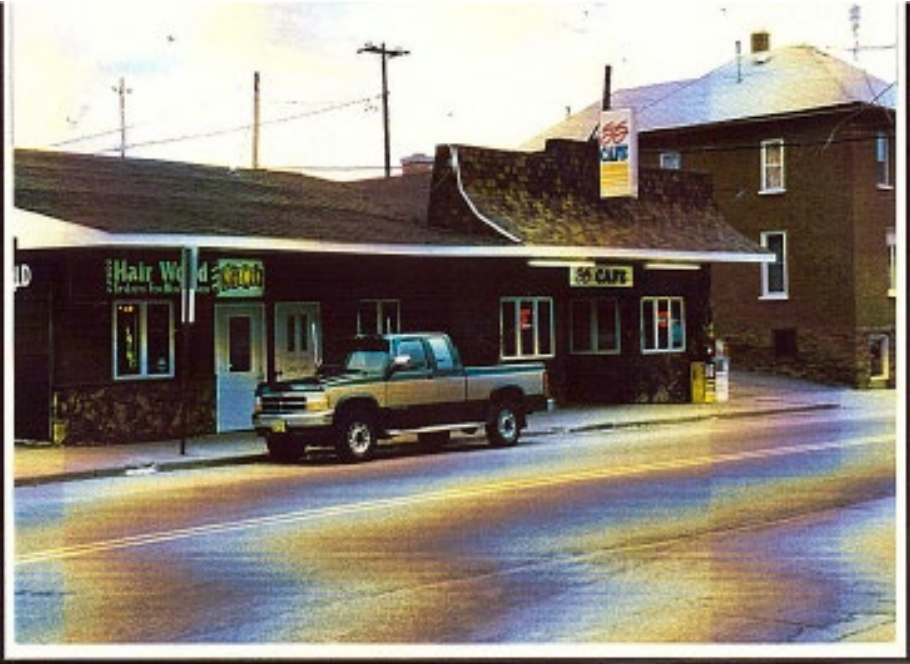
BID IMPROVEMENT PROJECTS



STEVEN J. LAMROZ ORIGINAL ARTWORK
2639 W. Pentling St. #17
Appleton, WI 54914

Architectural Studio for
KRUEGER FLORAL - N - GIFTS
405 So. S. • Appleton, WI 54915

BID IMPROVEMENT PROJECTS



NEW LIGHTING (SIGNAGE)
 NEW SIGNAGE
 NEW CORNICE
 NEWSIDING
 NEW BRICK, AWNINGS, & FLOWER BOXES
 NEW DOOR
 APPLIED WINDOW TREATMENTS
 PERSPECTIVE VIEW
 PRELIMINARY NOT FOR CONSTRUCTION

DATE	02-14-10
PROJECT NO.	51
REVISION	
DATE	
HOFFMAN 357 WEST 10TH AVENUE PHOENIX, AZ 85001 PHONE (602) 931-2312 FAX (602) 931-2325 WWW.HOFFMAN-ARCHITECTS.COM INC. © 2010	
PREPARED BY PROJECT STUDY FOR S & S CAFE 318 MAIN ST. HOVENS, PA 16405	
SCALE	SK-1
PROJECT NO.	98100

BID IMPROVEMENT PROJECTS



Architectural drawing showing a perspective view of a building facade. The drawing includes annotations such as: "REPAIR EXISTING BRICK BENEATH WOOD FACADE OR PROVIDE NEW BRICK VENEER", "NEW PAINTED WOOD SUNDAGE", and "NEW WINDOWS & STOREFRONT AS SHOWN". The drawing is labeled "PERSPECTIVE VIEW" and includes a title block with the following information:

HOFFERMAN CORPORATION
 3724 N. HARRIS ST. #114
 WILSONVILLE, OR 97158
 TEL: (503) 737-2333
 FAX: (503) 737-2333
 STREET 1977

PACKAGE STUDY FOR
 FORMS SPECIALTIES, INC.
 401 Main St.
 Portland, OR 97208

10
 K-1
 98100

PRELIMINARY NOT FOR CONSTRUCTION

BUSINESS IMPROVEMENT DISTRICT

- The BID tax assessment rate in 2000 was \$10.04/thousand.
- Assessed value of BID Increased from \$3.83 million in 1999 to \$4.88 million in 2004 (27% increase).
- BID had a balance at the end of the original 5-year term (January 1, 1998 – December 31, 2002). As a result, BID was extended for additional 5-year term (Jan. 2003 – Dec. 2007). There were no levies in 2nd BID term.
- BID expired on December 31, 2007, and remaining balance was refunded to property owners.
- BID PROGRAM RESULTS:
 - 26 Building Facade Improvement Grant Projects = \$97,939
 - Downtown Aesthetic Projects = \$41,000

2011 – DOWNTOWN DEVELOPMENT PLAN

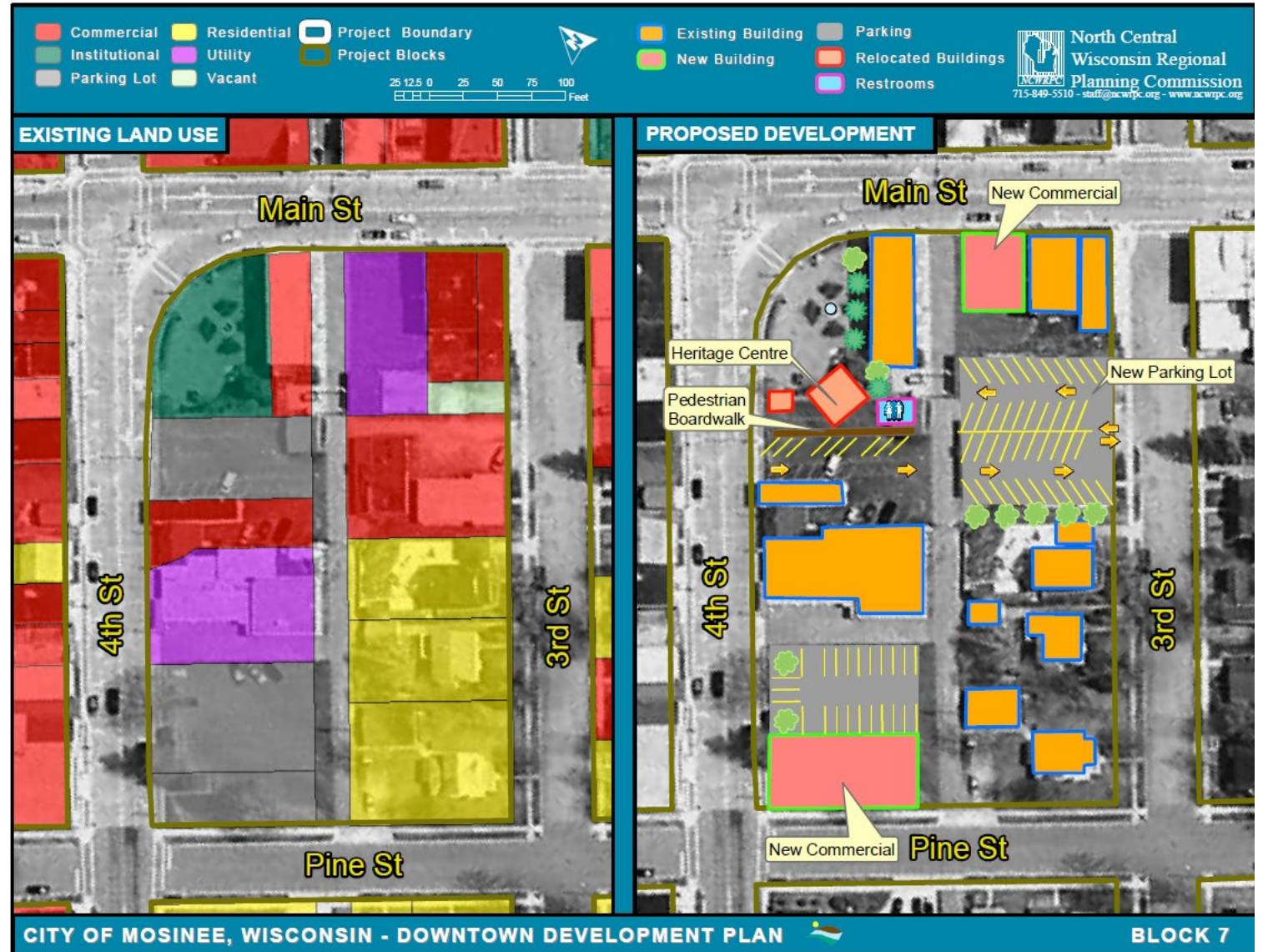
In 2010 WisDOT completed a Traffic Study which recommended the implementation of a one-way pair system on Highway 153 in the downtown area. The anticipated future Highway 153 traffic pattern changes within the downtown area provided a unique opportunity for the City to properly plan for and also promote potential future redevelopment opportunities that would likely occur within the downtown area as a result of the recommended traffic flow transformation.

The City contracted with the North Central Wisconsin Regional Planning Commission to develop a Downtown Development Plan that would be utilized as a formal land use planning and economic development tool to ensure the future viability of our downtown.



The Downtown Development Plan that was adopted in September 2011 included the following key elements:

- * *Assessment of Existing Land Use & Buildings.*
- * *Assessment of Transportation Network (including non-motorized).*
- * *Assessment of Downtown Business Mix.*
- * *Identification of Redevelopment & Development Opportunities.*
- * *Prioritization of Development Opportunities within a 4-Phase Implementation Schedule.*
- * *Identification of Redevelopment & Development Financing Sources.*



DOWNTOWN DEVELOPMENT PLAN ACTION STEPS

5. Implementation

The Mosinee Downtown Development Plan outlines the community's vision and priorities for the downtown over the next decade. Many of the various projects identified will require further analysis before they can be implemented, while others will need to wait for sufficient funding and/or staffing.

The plan prioritized development opportunities in four phases, therefore the implementation strategies are also presented in phases. This section of the plan describes the action steps that should be pursued to advance the community's vision for the downtown.

Phase 1: Action Steps

- Purchase of underutilized land – This phase identified properties on block 7 that the City should purchase or work with the owners to assist them selling property directly to a developer. The 4th and Pine Street location is highly visible and would be an ideal location for commercial/retail space, rather than its current use as seldom used parking.
- Public Parking – The city should explore options to purchase lot 3 on block 7 to provide a public parking lot for existing businesses in the downtown.
- Downtown Transportation Network – Engage WisDOT officials in discussion regarding implementation of one-way pair options along STH 153 through the Downtown.

Phase 2: Action Steps

- Facade Improvements – Some existing buildings in the downtown were identified as “eyesores” and others were identified as needing some repair. Currently the City of Mosinee does not have a facade improvement program for the downtown. However, there are two programs that can be accessed to address this issue. One is the North Central Wisconsin Development Corporation's (NCWDC) Community Development Loan Fund - Facade Improvement program. The City of Mosinee should contact NCWDC to complete the municipal application identifying the downtown as the target area. When that is completed, local building owners can apply for loans up to \$7,500 to complete facade improvements. The other

program is the Central Wisconsin Economic Development (CWED) Fund, which is finalizing a facade improvement program that should be available later this year. Promotion of these programs with downtown businesses and property owners is critical for making opportunities.

- Trailhead Development – The Wisconsin Riverwoods Trail was built in 2009 and extends from the downtown to Chuck's Landing along the Wisconsin River. The trail then turns west to connect to county and regional trails. The development of a trailhead in the downtown area would be an opportunity to bring more people downtown. A trailhead was identified in on Block 1, Lot 13 along the river. More study would be needed to see if a crossing could be made under the bridge, otherwise it would need to be at grade.
- Marketing downtown properties – Currently the commercial space in downtown Mosinee is experiencing about a 15% vacancy rate. The city has done a good job marketing listed sites on the city website, as well as other statewide websites. The city should continue to market available properties. The big challenge is to work with property owners in the downtown area to market vacant spaces that aren't currently being marketed. The downtown property owners should be consulted on a regular basis to track vacant and available spaces in the downtown.

Phase 3 Action Steps

- Create Downtown TIF- The city should take the steps to create a TIF district in the downtown area. The total equalized value for the city is over \$291 million and the creation of a downtown TIF would not exceed the 12% of the city's equalized value. The funds from the TIF would be used for a variety of purposes, including property assembly and infrastructure. A TIF plan would need to be creative and flexible to allow for numerous uses, such as using TIF funds as grants to private property owners for facade improvements provided that there is a developers agreement with the city and property owner.
- Create the Heritage Centre – This will become the recognizable landmark of the downtown and more importantly bring visitors. Using one existing building and the relocation of two other buildings, from across the street, a clustered historic center is created. Each building could have functions and could be sponsored by local organizations. As part of this is a Parking Plaza that would provide off-street parking and allow for a gathering space. A detailed site plan needs to be completed for this project, including cost estimates. This should be TIF eligible.

DOWNTOWN DEVELOPMENT PLAN ACTION STEPS

Phase 4 Action Steps

- Pine and 3rd Street Redevelopment – The final phase of the plan identifies potential long-term redevelopment along Pine and 3rd Street, when the unbalanced one way pair is completed for Highway 153. The city should explore the purchase of homes and relocate property owners along Pine and 3rd Streets in blocks 6 and 7 to make way for the highest and best use of the land.

On-going Downtown Action Steps

- Housing - The city should work with property owners to rehabilitate housing units in the mixed use buildings throughout the downtown. The city should pursue Community Development Block Grant small cities housing program from the Wisconsin Department of Commerce to fund this effort.
- Promotion – It is important that the downtown has continued promotion and events to maintain interest. Working with the Chamber of Commerce and other local groups would be encouraged.
- Business Improvement District - The City of Mosinee previously had a Business Improvement District (BID) but the organization has become inactive. Efforts to reestablish a BID would be helpful in marketing and promoting downtown Mosinee.
- City Park – The city should explore opportunities to use the open space at City Park to enhance economic development in the downtown area. City Park, which is 1.5 acres, is located directly behind City Hall. The park has the potential to hold events (i.e. farmers market) that would attract people into the downtown area.



IMPLEMENTATION OF DOWNTOWN DEVELOPMENT PLAN RECOMMENDATIONS

- **September 2013 – The City created Downtown Tax Increment District No. 3**

- **The Downtown TID Project Plan included the following potential downtown redevelopment project expenditures:**
 - **Property Acquisition**
 - **Development Incentives**
 - **Building Facade Grants**
 - **Parking Lot Improvements**
 - **Wayfinding Signage**
 - **Streetscaping Improvements (i.e.: decorative light pole banners)**
 - **City Park Improvements**
 - **Development of a City Heritage Center**
 - **Street Reconstruction Improvements**
 - **Bike Trailhead Development**

TID NO. 3 PROJECTS

2014 - Downtown Building Improvement Grant Program

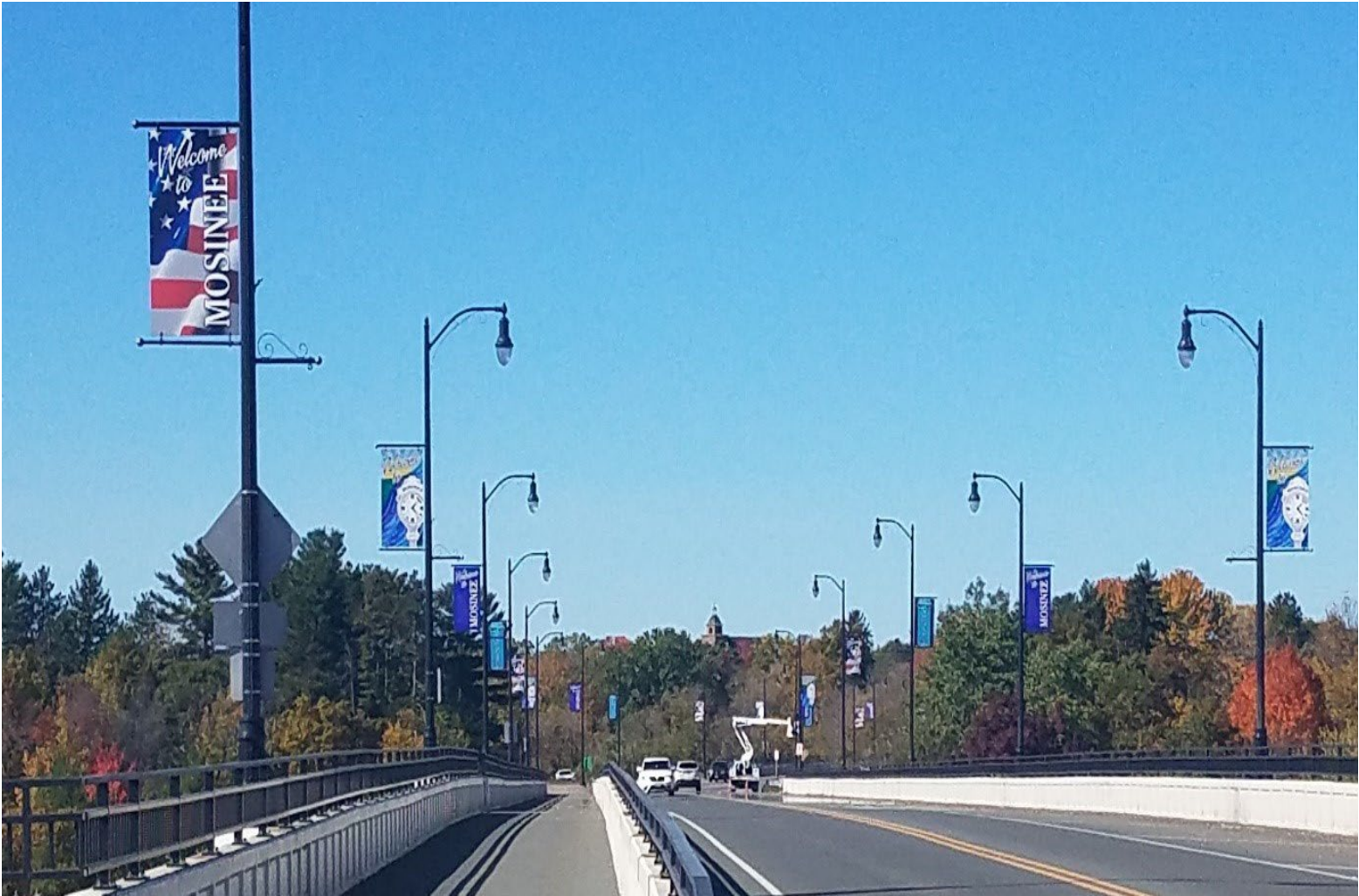
- The City Common Council approved the initiation of a Downtown Building Facade Improvement Grant Program that was developed to inspire and assist property owners with the maintenance and rehabilitation of our community's downtown commercial buildings.
- The grant program provides funding for up to 50% of an approved project's total cost with a maximum grant award of \$30,000 per applicant (the funding limitations may be modified by the City Common Council on a case-by-case basis).
- **Grant Program Results:**
 - **12 Building Improvement Grants Approved**
 - **Total Project Investment: \$408,000+**
 - **Current Grants Total: \$238,000+**

2016 – MOSINEE FLOORING CENTER

Project Cost = \$79,000 / City Grant = \$59,120



2015 - BRIDGE & ROUNDABOUT WELCOME BANNERS



2016 – 4th STREET MUNICIPAL PARKING LOT DEVELOPMENT

The City purchased a small vacant building with an adjacent private parking area in July 2012 and the building was demolished in 2015.



A new 15-stall municipal public parking lot area was developed on the site in 2016.



2016 – ROUNDABOUT LANDSCAPING IMPROVEMENT PROJECT

Landscape plantings within the center island area of the State Highway 153 roundabout that was constructed in 2010 and which leads into the City's downtown area never matured to the desirable effect that was envisioned when the original landscape plan for the roundabout was developed.





EVERY SMALL DOWNTOWN
NEEDS TO HAVE AN
“ANCHOR”

2018 - MOSINEE
BREWING COMPANY

- City signed a Development Agreement for the renovation of a 1920 vacant 8,629 s.f. building located in the center of downtown.
- The Development Agreement stipulates that the City will provide an annual cash development grant of \$22,500 plus the available property tax increment specifically generated by the development for a period of 10 years.
- The City also obtained a \$250,000 Community Development Incentive (CDI) Grant from the Wisconsin Economic Development Corporation (WEDC) for the building renovation project



2018 – MOSINEE BREWING COMPANY



2018 – MOSINEE BREWING COMPANY

Brewery Project Cost was \$1,500,000+
Brewery Assessed Building Valuation Increase =
\$1,225,100+



2019 – CASA MEZCAL RESTAURANT

2022 Assessed Building Value - \$515,700



- In 2017 the City purchased a 11,000 s.f. vacant parcel at the south end of the Downtown Business District.

- Acquisition of the parcel provided City with the opportunity to control development of this key visible parcel.
- City sold parcel in 2018 and a new 3,6668 s.f. Mexican restaurant was opened after construction was completed in March 2019.



2020 – LAMPLIGHT SESSIONS

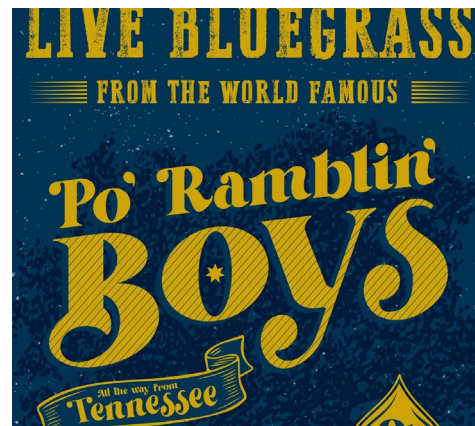
Estimated Project Cost = \$73,400 / City Grant = \$55,100





live, integrated music sessions by
mainly nationally touring artists

- OPENED JUNE 2022
- INTIMATE VENUE CAPACITY = 99
- SHOWS IN 2022 = 23
- VENUE IS ALSO AVAILABLE FOR
SMALL WEDDINGS



lamplight
sessions



2022 – MISSION COFFEE HOUSE MOSINEE

PETER'S LAWS ~ THE CREED OF THE PERSISTENT & PASSIONATE MIND

#19: "YOU GET (ALBEIT SOMETIMES UNEXPECTEDLY!) WHAT YOU INCENTIVIZE".

2019 – 2020 MAIN STREET REDEVELOPMENT



- In late 2019 the City retained a consultant to conduct a Building Assessment of three long-term vacant commercial buildings located in the 200 Block of Main Street. The Building Assessment report indicated that the renovation of the three buildings would cost \$489,000 - \$615,000.
- City purchased the three buildings in April 2020 for the purpose of site redevelopment.

2019 – 2023
COBBLESTONE
HOTEL & SUITES

TWO DOWNTOWN “ANCHORS” ARE BETTER THAN ONE!



- For over 10+ years the City had been attempting to recruit hotel developers/franchises to construct a new hotel in the vicinity of the Interstate 39 @ Wisconsin State Highway 153 interchange.
- During a January 2020 meeting with *Cobblestone Hotels* pertaining to their interest in constructing a new hotel in the vicinity of the interstate interchange, the City inquired if *Cobblestone Hotels* would be willing to consider building their “*Main Street Model*” hotel in the City’s downtown area, instead of the interstate interchange area. *Cobblestone Hotels* indicated that they would be willing to consider locating a hotel in the downtown area if a suitable site was available and with City tax increment financing assistance.
- After receiving two TIF development incentive proposals (one for the construction of a new hotel at the interstate interchange site and one for the construction of a new hotel in the 200 Block of Main Street) in February 2020, *Cobblestone Hotels* indicated that they would like to proceed with the proposed downtown hotel development site.
- After the first Development Agreement expired due to lack of investors, the City signed a second Development Agreement in September 2021 with *Cobblestone Hotels* pertaining to construction of a 54-room 4-story Cobblestone Hotel & Suites Main Street Model hotel in the 200 Block of Main Street.

COBBLESTONE HOTEL & SUITES

- The Cobblestone Hotels Development Agreement stipulates that the City will provide a development incentive/cash grant of up to \$1,260,000 to assist with the hotel construction.
- The Development Agreement requires that the construction of the new Cobblestone Hotel & Suites must be completed by June 30, 2023.
- The City obtained a \$250,000 Community Development Incentive (CDI) Grant from the Wisconsin Economic Development Corporation (WEDC) for the hotel project.
- The estimated assessed valuation of the new hotel is \$5,400,000.
- The preliminary site plan for the new Cobblestone hotel indicated that additional land to the south of the hotel site would need to be acquired to accommodate the building canopy and off-street parking for the hotel.



COBBLESTONE HOTEL & SUITES

- In July 2020 the City Council authorized the exercise of a March 2020 Option to Purchase the property located immediately south of the hotel site which was used as a short-term rooming house. The City closed on the property purchase in September 2020 and the building was demolished at the end of 2020.





2021 – 3rd STREET MUNICIPAL PARKING LOT DEVELOPMENT

- In September 2020, the City purchased a private unimproved parking lot located on the west side of 3rd Street which is directly across the street from the hotel site and also directly across the alley from the 4th Street municipal parking lot.
- The City constructed a new 18-stall municipal parking lot in the summer of 2021.



COBBLESTONE HOTEL & SUITES

HOTEL IS ANTICIPATED TO OPEN IN APRIL/MAY 2023



TID NO. 3 – EARLY RESULTS

- 2013 BASE EQUALIZED VALUE = \$8,228,900
- 2022 EQUALIZED VALUE = \$13,760,300
- EQUALIZED VALUE INCREASE = \$5,531,400 (+67%)
- 2023 INCREMENT (INCL. PERS. PROP) = \$122,000+

FUTURE REDEVELOPMENT INITIATIVES

SQUARE PARK & PUBLIC PARKING PLAZA ENHANCEMENT PROJECT



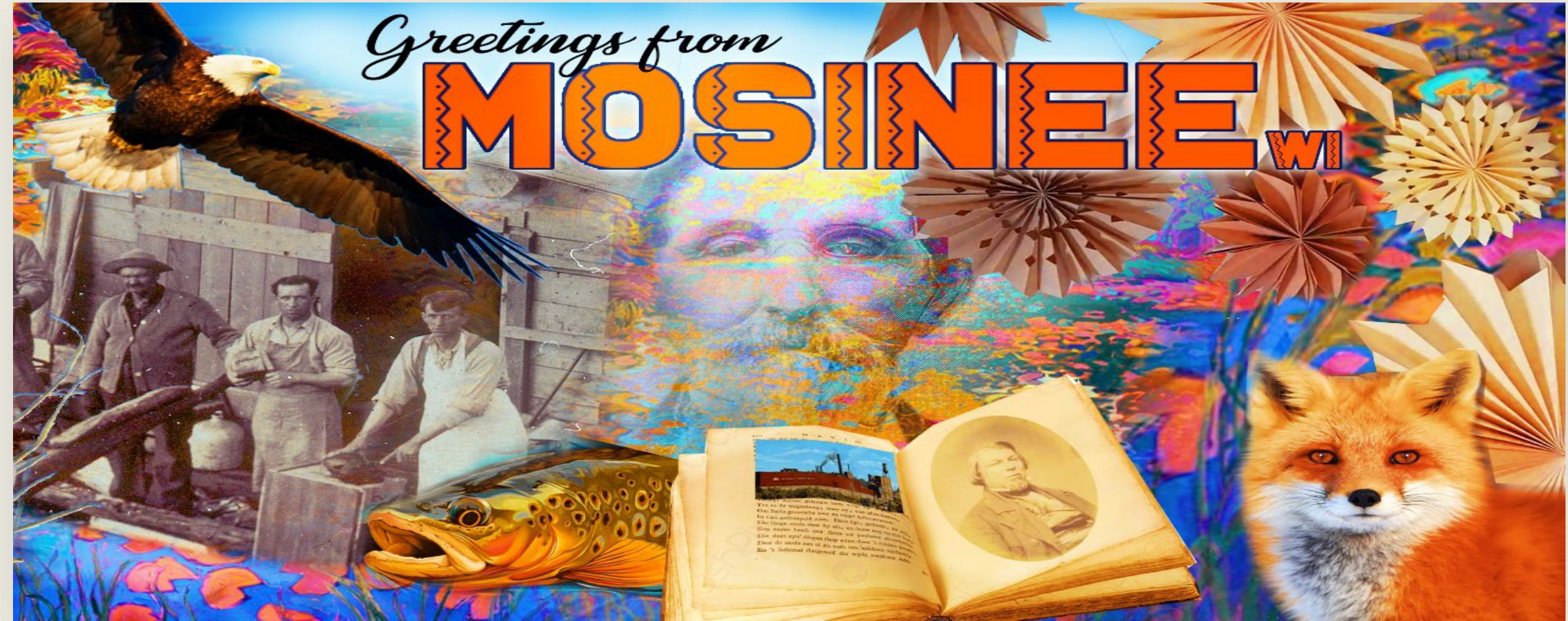
SQUARE PARK & PUBLIC PARKING PLAZA ENHANCEMENT PROJECT

➤ PROJECT AMENITIES:

- STRING LIGHTING ABOVE PARK
- POSTCARD WALL MURAL
- CONVERT STORAGE GARAGE INTO A COMMUNITY PAVILION
- DECORATIVE PARKING LOT LIGHTING WITH PLACEMAKING BANNERS
- PARKING LOT WAYFINDING BANNERS



SQUARE PARK POSTCARD WALL MURAL





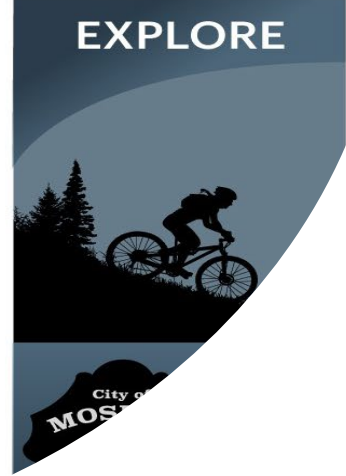
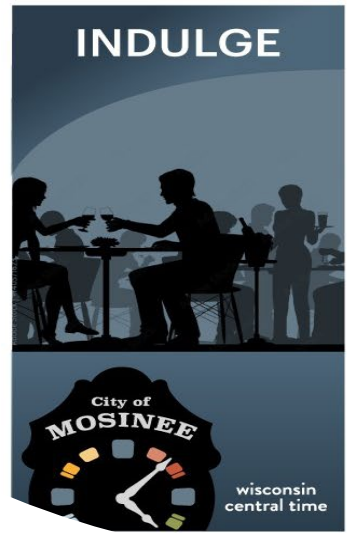
PARKING PLAZA PAVILION CONVERSION

PUBLIC PARKING PLAZA

PLACEMAKING

&

WAYFINDING AMENITIES





SQUARE PARK & PUBLIC PARKING PLAZA ENHANCEMENT PROJECT

- **ESTIMATED PROJECT COST = \$198,410**
- **IDENTIFIED PROJECT FINANCING SOURCES:**
 - ~ TID NO. 3 FUNDS
 - ~CITY TOURISM COMMISSION PROJECT FUNDS
 - ~ WEDC VIBRANT SPACES GRANT {APPLICATION SUBMITTED}



DOWNTOWN TOWNHOME DEVELOPMENT RECRUITMENT

- CITY HAS IDENTIFIED THAT THE FUTURE REDEVELOPMENT OF OLDER RESIDENTIAL PROPERTIES WITHIN THE CENTRAL BUSINESS DISTRICT WITH MARKET RATE TOWNHOMES WOULD BE A CONTRIBUTING FACTOR TO THE LONG-TERM ECONOMIC VITALITY OF THE DOWNTOWN AREA.
- CITY RECENTLY AMENDED ZONING REGULATIONS TO ALLOW 3-6 UNIT RESIDENTIAL TOWNHOMES IN THE B-4 ZONING DISTRICT AS A CONDITIONAL USE.



City of Mosinee

www.mosinee.wi.us

Jeff Gates

CITY ADMINISTRATOR

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Email: cityadm@mosinee.wi.us