

2019 ICSC/CARW RETAIL EVENT

MUNICIPALITY OVERVIEW



This packet includes an overview of the following:

- City of Appleton
- City of Brookfield
- City of Janesville
- City of Oak Creek
- City of Oconomowoc
- City of Waukesha
- Historic North Avenue Gateway Corridor, BID #28
- Kenosha County
- Milwaukee Downtown, BID #21
- Sheboygan County
- Town of Rib Mountain
- Village of Bristol
- Village of Kronenwetter
- Village of Menomonee Falls
- Village of Mount Pleasant
- Village of Pewaukee
- Village of Pleasant Prairie
- Village of Plover

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	City of Appleton
Contact Information	Name: Matt Rehbein
	Phone: 920.832.6463
	Email: matthew.rehbein@appleton.org
Mailing Information	Address: 100 N. Appleton St.
	City: Appleton
	State: WI
	Zip: 54911
Recent Economic Development Projects	U.S. Venture has announced they will be building a new headquarters in downtown Appleton, eventually bringing 1,000 new employees to the downtown. Our housing study (completed in 2016) indicated a demand for at least 465 new housing units in the downtown by 2021. Based on several projects under discussion, we anticipate meeting that demand. This added concentration of housing and employment will create opportunities for retail and services.

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

The City of Appleton is ideally located along I-41, between Green Bay and Oshkosh. With a population of approximately 76,000 within the City limits and drawing on a laborshed of approximately 350,000 the City is well suited for a number of businesses. We have Tax Incremental Financing Districts in place, an Opportunity Zone encompassing much of our downtown and "Ready to build" sites in our industrial parks.

What is your target for future economic development opportunities?

With greater density in our downtown, driven by employment and housing, there will be increased demand for services, creating opportunities in real estate. Our industrial sites are fully improved with zoning in place, all utilities and infrastructure to the site(s) and a regional stormwater system. Tax Incremental Financing Districts in the downtown, older industrial areas and older retail corridors are in place to spur new investment.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	City of Brookfield
Contact Information	Name: Todd Willis
	Phone: (262) 796-6694
	Email: willis@ci.brookfield.wi.us
Mailing Information	Address: 2000 N. Calhoun Rd.
	City: Brookfield
	State: WI
	Zip: 53005
Recent Economic Development Projects	Milwaukee Tool headquarters/campus, Conference Center, Sears Mall redevelopment (Marcus Bistroplex, Whirlyball, outlots), Community Development Investment Grant (Fiddleheads/train depot, Lifetime Fitness, Pro-Healthcare, Landmark Credit Union Headquarters, 3 new hotels

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

Currently working on updating the 2035 Comprehensive Plan to the 2050 Plan, Redevelopment opportunities in the Bishops Woods Neighborhood Plan, Marketing Target Investment Areas (11), Completion of the City Conference Center (Hospitality/Entertainment), Working with largest employers to continue steady growth, Mass transit operations on city's retail corridor (BRT), infill development, Bluemound Corridor (retail and restaurant focus)

What is your target for future economic development opportunities?

Continue to focus on marketing Brookfield as a great place for residents and visitors to Work, shop & play.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	City of Janesville
Contact Information	Name: Gale Price
	Phone: 608-755-3059
	Email: priceg@ci.janesville.wi.us
Mailing Information	Address: 18 N Jackson Street
	City: Janesville
	State: Wisconsin
	Zip: 53547
Recent Economic Development Projects	<p>Since 2016, the City has benefited from the following real estate investments:</p> <ul style="list-style-type: none"> • 400,000+ SF of Commercial, Hospitality and Retail • 893,000+ SF of Industrial and Warehousing • 147,000+ SF of Institutional and Healthcare <p>A sampling of the firms contributing toward these totals include: Cobblestone Hotel, Generac, GOEX, The Marketplace (and its tenants), Marriott, N1 Critical, Oak Park Place, Upper Lakes Foods, NaturPak Pet, SHINE Medical, United Alloy, etc.</p>

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

As the population, retail and industrial anchor of Rock County, Janesville's trade market extends throughout SC WI and into Northern IL reaching more than 330,000 consumers. Buoyed by its centralized location and close geographic proximity to larger metro areas, Janesville is positioned to become an even larger investment benefactor once the I-39/90 3rd lane project is complete.

While the Milton Ave. (STH 26) and Humes Road (USH 14) Corridor, which leverages the Marketplace at Janesville and the Pine Tree Plaza, represents a strong business case the City's downtown ARISE plan is drawing equally significant amounts of attention. That's why various projects are already in motion, with others in the que, to reach a \$10 Million goal in catalytic public/private investments.

Overall, the City's economic development goal is to remain laser focused on facilitating continued economic growth and diversification. To accomplish this, the City maintains a strong working relationship with stakeholders whom represent commercial, industrial and housing interests. In addition, the City is actively engaged with providing Tax Increment Financing and/or other creative assistance mechanisms to foster investment activities.

What is your target for future economic development opportunities?

Priority number one is to retain and expand existing business, while simultaneously creating a welcoming environment that encourages new investments and entrepreneurial activities. Simultaneously, keeping a creative eye on the 600,000 SF Janesville Mall and the redevelopment of the 250-acre former GM Janesville Assembly Campus remains important focal points too. Lastly, the City will continue to invest strategically in its physical infrastructure, operational processes and business / industrial parks to ensure that it can accommodate future development opportunities.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	City of Oak Creek
Contact Information	Name: Doug Seymour
	Phone: 414-766-7025
	Email: dseymour@oakcreekwi.org
Mailing Information	Address: 8040 S. 6th Street
	City: Oak Creek
	State: WI
	Zip: 53154
Recent Economic Development Projects	Amazon Fulfillment Center Ryan Business Park IKEA Oakview Business Park Drexel Town Square Lake Vista lakefront redevelopment Astronautics corporate relocation

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

Currently, the City's retail focus is on several exciting projects, including:

- destination retail and entertainment at the Drexel Avenue interchange with I-94/41 (IKEA)
- seeking users for the final retail phase at Drexel Town Square
- Ryan Business Park (Amazon) retail opportunity at I-94/41 and Ryan Road
- Health and fitness

What is your target for future economic development opportunities?

The City of Oak Creek is proud to partner with the development community on projects that further our strategic objectives for Thoughtful Development and a Prosperous Economy, including:

- the 27th Street corridor
- destination retail, entertainment and hospitality uses at the Drexel Avenue interchange
- redevelopment areas along the lakefront adjacent to the new Lake Vista Park
- business park development
- new residential development to support regional retail activity

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	City of Oconomowoc
Contact Information	Name: Bob Duffy
	Phone: 262-569-2185
	Email: rduffy@oconomowoc-wi.gov
Mailing Information	Address: 174 E. Wisconsin Ave
	City: Ocnomowoc
	State: WI
	Zip: 53066
Recent Economic Development Projects	<p>Downtown Development: Fowler Lake Village Mixed-use condominiums and retail/restaurant on ground level Parc on Lac La Belle Condos Eagles Landing Condos</p> <p>New Mills Fleet Farm has opened at Pabst Farms, other retail and restaurant developments at Pabst Farms and in STH 67 Corridor</p>

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

- Downtown Revitalization
- Business Retention and Expansion
- Investment and Development Attraction
- Public/Private Partnerships
- Branding and Place Making
- Tourism Initiatives

What is your target for future economic development opportunities?

The City has approved 144 modestly-priced apartments to be developed in the former Olympia Resort main building. Wangard may have the ability to expand the number of units, based on performance of the first phase. The City is working with the owners of the 300 acre Olympia Resort and Golf Course to plan for a mix of development that will assist the City's continued growth in this active corridor. The City is also working on redevelopment in the East Wisconsin Avenue corridor east of Downtown. A new energy is evident in the Downtown area as 90 new high-end condominiums come on line, and retail and restaurants continue to vie for downtown locations.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	City of Waukesha
Contact Information	Name: Jennifer Andrews
	Phone: 262-524-3753
	Email: jandrews@waukesha-wi.gov
Mailing Information	Address: 201 Delafield St. Room 200
	City: Waukesha
	State: WI
	Zip: 53188
Recent Economic Development Projects	<p>The City of Waukesha has partnered in numerous economic development projects in recent years. We have worked with developers to redevelop vacant and underutilized parcels in the downtown, and throughout the City.</p> <p>30 apartments at the former Waukesha County Courthouse/Waukesha County Museum are nearing completion. Clearpoint Apartments completed 64 apartments along the riverfront in the Downtown and developer interest remains high in that area. The City is working with Habitat for Humanity and Bear Development to continue redevelopment along White Rock Avenue, an important gateway to the downtown area.</p>

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

The City of Waukesha's economic development focus is density and maximizing value. The City invites density in all forms from residential counts to maximizing commercial density on a site. The City recognizes that there are underutilized parcels in the City and is focused on redeveloping that maximizes value. We are also working on attracting family supporting jobs and projects that will attract workforce to the City. We enjoy a strong and diverse workforce, but continue to work toward a strong economy and strong, diverse housing sector. By partnering in transformative projects we believe the community will retain its strong economic position and enhance the business and housing mix already found in the City.

What is your target for future economic development opportunities?

The new City Hall to be developed on the current site will be a catalytic project. A site immediately across Delafield Street from City Hall has garnered three proposals from developers for a mix of housing and potentially commercial opportunities. Developer interest remains high in sites in the Downtown, especially along the Fox River and the City's Riverwalk. The City remains committed to being an active partner in redevelopment opportunities and invites creative approaches to specific sites.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Historic North Avenue Gateway Corridor (BID 28)
Contact Information	Name: Kelly S. Felder
	Phone: 414-975-9256
	Email: Kellysfelder@gmail.com
Mailing Information	Address: 2247 N. 31 Street
	City: Milwaukee
	State: WI
	Zip: 53208
Recent Economic Development Projects	<p>Gateway BID collaborated with UWM Design Solutions architectural students to create a 20 block rendering for future development projects.</p> <ul style="list-style-type: none"> -Dominos Pizza -AK Development is building a business hub. -Philwaukee Investments LLC has a coffee shop underway.

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

Historic North Avenue Gateway Corridor is proud to be listed as an Opportunity Zone. This area has approximately 15 City owned properties that has great development potential for residential, commercial or mixed-use.

Our 2019 Operating Plan is geared to target developers locally and nationally to build and expand their brands with us.

What is your target for future economic development opportunities?

We have put together a strategic operating plan to market this area as a great place to invest. Investments made in this corridor would create a extreme boost in economic sustainability for the community and the City of Milwaukee. Our district is surrounded around a large residential community. A targeted area ideal for retail shops and restaurants.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Kenosha County
Contact Information	Name: Heather Wessling Grosz
	Phone: 262 605 1100
	Email: hwessling@kaba.org
Mailing Information	Address: 5500 6th Ave Suite 200
	City: Kenosha
	State: WI
	Zip: 53142
Recent Economic Development Projects	<p>Haribo is to break ground in 2019 - \$242,000,000 capital investment to build a 500,000 state of the art confectionary processing plant;</p> <p>Recent wins include Paasche Air Brush, Edible Cuts, Fresenius Kabi;</p> <p>Boutique Hotel - The Stella - is to open April 1, 2019. \$25,000,000 historical renovation project in downtown Kenosha.</p>

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

Kenosha County and the Kenosha Area Business Alliance support private and public/private investments to ready industrial park land along the I-94 corridor. Lakeview Corporate Park, the Business Park of Kenosha, the Salem Business Park, Kenosha Corporate Park, Midwest Transportation Center, First Park 94 house hundreds of companies operating or headquartered in the County. This strategy has allowed Kenosha County to diversify its job and industry base attracting advanced manufacturing, food processing and transportation based businesses into the County. In the past five years, Kenosha County has attracted more than \$1.5 Billion in capital investment and announced more than 11,000 new jobs, largely due to the investment in the infrastructure and land capable to support the relocation and expansion of these companies.

What is your target for future economic development opportunities?

We'd like to target housing and mixed use opportunities to support the growing job base in the County. We'd also like to continue to support the development of a downtown concept for the Village of Pleasant Prairie, increased retail opportunities for the Villages of Somers, Bristol and Salem Lakes. We are strong advocates for Downtown Kenosha and support Main Street efforts as well as the new and expanding businesses making investments in Kenosha's downtown.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Milwaukee Downtown, Business Improvement District #21
Contact Information	Name: Matt Dorner
	Phone: 414.238.2243
	Email: mdorner@milwaukeedowntown.com
Mailing Information	Address: 600 East Wells Street
	City: Milwaukee
	State: WI
	Zip: 53202
Recent Economic Development Projects	<p>Administration of a low interest loan pool that has successfully assisted several small businesses open or expand commercial operations in downtown Milwaukee.</p> <p>Market and promote development and lease opportunities in Downtown Milwaukee.</p> <p>Update market statistics to tell the story of unprecedented momentum underway in downtown Milwaukee.</p> <p>Creation of several public space improvement projects including new murals to create an attractive environment for private investment</p>

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

Milwaukee Downtown, BID #21 manages an area that encompasses approx. 500 blocks of downtown Milwaukee. Since 2010, over \$2.9 billion has been invested in completed private and public projects and more than \$2.7 billion is currently under construction or proposed to start soon, spurring significant momentum that has re-established downtown as the vibrant economic center of Wisconsin. This adds to the more than \$2 billion invested between 2005 and 2010. This development has taken place across all sectors including office, retail, hospitality and housing. Alongside of this impressive investment there are numerous development opportunities that exist in Opportunity Zones as well as along The Hop streetcar route.

What is your target for future economic development opportunities?

Continue to leverage the ongoing investment momentum and promote development and lease opportunities in downtown Milwaukee including infill projects on underutilized parcels and buildings. Opportunities exist in a variety of locations and scenarios including:

- Along The Hop streetcar route, which has already attracted a significant level of private sector investment
- In Opportunity Zones that include vacant land in the former Park East Corridor
- Leasable space of all sizes in existing renovated commercial building as well as new construction

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Sheboygan County, Wisconsin
Contact Information	Name: Dane Checolinski, Director - SCEDC
	Phone: 920-946-9378
	Email: Checolinski@SheboyganCountyEDC.com
Mailing Information	Address: 508 New York Ave., Room 209
	City: Sheboygan
	State: WI
	Zip: 53081
Recent Economic Development Projects	<ul style="list-style-type: none"> • ACUIITY Expansion - \$100M, >1M sf • Johnsonville New HQ - \$46M, 48 Jobs • Aurora New Hospital - \$324M • Masters Gallery Plant - \$61M, 150 Jobs • Merck KGaA - \$64M, 175 Jobs • Kohler Golf Course - \$25M, 227 Jobs • 1,436 Apartment units built, under construction or proposed in last 18 months. Some projects are by PRE/3, LCM Funds, Oakbrook, Northern Management, Doneff, Gorman, KGC Development, Cardinal Capital, and Horizon Capital Group. • Two business park expansions including available interstate frontage lots. • Creation of Wisconsin's Original Innovation District. Efforts underway to create 1) Makerspace, 2) Innovation hub, 3) Internet of Things (IoT) business association and 4) Intrepreneurship programs.

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

Sheboygan County, located between Milwaukee and Green Bay, has 3,400 available jobs and is home to some of Wisconsin's largest manufacturing HQ including Kohler Co., Bemis Mfg., Johnsonville Sausage and Sargento Foods.

Economically our challenge is to meet the insatiable housing demand of our employers and is our top priority and market opportunity. Sheboygan County has sustained faster GDP growth than State and National averages over the last several years. In the last three years, Sheboygan County workforce growth has been faster than all other Wisconsin communities, including out pacing Madison.

As Sheboygan County is home to dozens of HQ including new product development and files a patent every 3 days, the City of Sheboygan is looking to built the first small-metro Innovation District entitled FreshTech. New co-working space, innovation hub, apartments and condos are being planned.

What is your target for future economic development opportunities?

1. Housing (more walkable the better)
 - Condos | 2 bedroom, 2 bath, 2 car garage (per REALTORS & Tracy Cross Study)
 - waterfront sites, urban and rural locations, usage of TIF likely
 - Townhomes | 3 bedroom rent-able (per REALTORS and company feedback)
 - Single Family | 3 bedroom, 2 bath, 2 car garage, entry-level (housing data)
 - sites identified, special assessments to finance infrastructure improvements
 - Apartments | Studio/loft style, market rate
2. Urban co-working spaces
3. Spec or virtual industrial buildings
3. Retail / entertainment
 - clothing stores, urban grocery, extended stay hotel, shoe store, sporting goods (per Retail Coach study)

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Town of Rib Mountain
Contact Information	Name: Steve Kunst, Director of Community Development
	Phone: 715-842-0983
	Email: skunst@townofribmountain.org
Mailing Information	Address: 3700 North Mountain Road
	City: Wausau
	State: WI
	Zip: 54401
Recent Economic Development Projects	Hilton Garden Inn, Dick's Sporting Goods, Red Robin Restaurant, Five Guys Restaurant, Kay Jewelers, The Men's Warehouse, BioLife Plasma Services, Discount Tire, Panda Express, Kwik Trip, Gustave A Larson

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

Rib Mountain is the largest retail corridor in Central Wisconsin. Located at the crossroads of Interstate 39, US Highway 51 and State Highway 29, Rib Mountain experiences some of the highest traffic counts in the region. As a result, the Town is home to a plethora of retail successes, including a Walmart Supercenter, Sam's Club, Dick's Sporting Goods, Best Buy, Kohl's, Old Navy, Pier 1 Imports, Ethan Allen, TJ Maxx, Barnes and Noble, Pet Smart, Petco, and many more. Restaurant successes include Texas Roadhouse, Red Robin, Olive Garden, Starbucks, IHOP, Hu Hot Mongolian Grill, Dunkin Donuts, Fazolis, McDonald's and Burger King. Hospitality developments include a Hilton Garden Inn, Days Inn and a Quality Inn.

What is your target for future economic development opportunities?

The strength of Rib Mountain's economic development initiative continues to be retail and hospitality. Development opportunities remain along the existing retail artery of Rib Mountain Drive and the Town continues to target growing retail, hospitality, and office users.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Village of Bristol
Contact Information	Name: Randy Kerkman
	Phone: 262-857-2368
	Email: admin@villageofbristol.org
Mailing Information	Address: 19801 83rd Street
	City: Bristol
	State: WI
	Zip: 53104
Recent Economic Development Projects	<p>Spring Hill Suites 12500 Block Highway 50</p> <p>Developed plans for Village Center on Highway 45</p>

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

Commercial opportunities along Highway 50 west of I-94

What is your target for future economic development opportunities?

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Village of Kronenwetter
Contact Information	Name: Randy Fifrck
	Phone: 715-693-4200 ext 113
	Email: rfifrck@kronenwetter.org
Mailing Information	Address: 1582 Kronenwetter Drive
	City: Kronenwetter
	State: WI
	Zip: 54455
Recent Economic Development Projects	<p>Over the past two years, the Village approved two separate multi-family projects that are bringing a total of 148 additional units to the Village. Single family home growth continues to be substantial as well with an average of over 55 new homes per year.</p> <p>On the commercial and industrial side, the Village has new developments within storage warehousing and high tech manufacturing.</p>

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

The population of the Village of Kronenwetter has grown from 5,369 in 2000 to 7,619 in 2017. This 42% increase makes Kronenwetter one of the fastest growing communities in Central Wisconsin. The Village has long been known as a residential community, but there has been a renewed focus on attracting new commercial and industrial businesses to provide close to home work options for the Village's growing residential base.

What is your target for future economic development opportunities?

The Village has an abundance of land that is ripe for commercial, retail, or industrial development that has Interstate 39 visibility. Properties ranging from 2 acres all the way up to 172 acres are available and ready the next economic development project.

The Village's Tax Increment Districts offer diverse opportunities for businesses and industry poised to take advantage of Kronenwetter's ideal Central Wisconsin location and low property tax rate. Perfectly located adjacent to Interstate 39/Highway 51 and a short drive from the Central Wisconsin Regional Airport (CWA), the Village of Kronenwetter offers many prime locations for immediate access to ground and air transportation within the region.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Village of Menomonee Falls
Contact Information	Name: Matt Carran
	Phone: 262-532-4274
	Email: mcarran@menomonee-falls.org
Mailing Information	Address: W156 N8480 Pilgrim Road
	City: Menomonee Falls
	State: WI
	Zip: 53051
Recent Economic Development Projects	Fiddleheads Coffee Shop now open. Fire Station No. 1 restaurant by Chris Leffler will be opening soon. Village Park is being expanded to create a gateway and presence on Appleton Ave. White Stone Station mixed-use development continues to lease to restaurant and retail uses. Wimmer Communities is now leasing Riverwalk on the Falls with 114 apartments.

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

Sustainable and economical redevelopment of underutilized and obsolete uses in the Village including the remediation of a former heavy industrial site for the mixed use White Stone Station development that includes apartments, restaurants, and shopping; the renovation and reuse of a historic Fire Station in the downtown and the reuse of the historic Zahn House for Fiddleheads Coffee, and the demolition of a former bank building to accommodate 114 market rate apartments on Main Street overlooking the Falls and anchoring the downtown area. Work continues with several major manufacturers to develop major expansions along the Interstate 41 Corridor, and Leonardo DRS will be moving or creating more than 600 new jobs in the community.

What is your target for future economic development opportunities?

The Village assesses its economic development opportunities on a regular basis as the market presents. In recent years, the downtown has been a focus as cultural and market trends realize the importance of a vibrant downtown to continue attracting development and investment throughout the entire community.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Village of Mount Pleasant
Contact Information	Name: Samuel Schultz
	Phone: (262) 664-7876
	Email: sschultz@mtpleasantwi.gov
Mailing Information	Address: 8811 Campus Drive
	City: Mount Pleasant
	State: WI
	Zip: 53406
Recent Economic Development Projects	Foxconn InSinkErator HQ Seda North America expansion STH 20 business park growth Advocate Aurora Hospital (in progress)

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

The village of Mount Pleasant enjoys prime position along I-94, and its southern boundary stretches fully from I-94 to Lake Michigan. Thus, the Village uses its positioning and geographic diversity to attract interstate-related business park development, and major east-west corridors for commercial, office, and residential development. In recent years, Mount Pleasant has looked to combine these locational advantages with a straightforward development process. Rezones, Conditional Uses, and Site Plan reviews often take as little as 45 days and can be completed concurrently. Additionally, the Village is now updating its zoning code to provide clearer development standards, application procedures, and time lines in the years to come.

What is your target for future economic development opportunities?

The village of Mount Pleasant invested, and continues to invest, a significant amount of resources towards the Foxconn project and ancillary business park development along I-94. Utility upgrades for the project opened a significant amount of interstate-adjacent land, and the Village is ripe for continued business park growth along the corridor. With new, large employers such as Foxconn and Advocate Aurora increasing their presence within the Village, the Village projects an unmet need for different styles of residential housing and related commercial development. Mount Pleasant now contains numerous greenfield development opportunities and infill/redevelopment opportunities to support a wide variety of development projects. With our partners at Racine County Economic Development Corporation, Racine County, and neighboring communities, we wish to build an eastern Racine County that offers a wide variety of employment, enjoyment, and living opportunities.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Village of Pewaukee
Contact Information	Name: Scott Gosse
	Phone: 262-691-5660
	Email: sgosse@villageofpewaukee.com
Mailing Information	Address: 235 Hickory St
	City: Pewaukee
	State: WI
	Zip: 53072
Recent Economic Development Projects	<p>PUD finishing up with Starbucks, Chick-fil-A, Mod Pizza, Summit Credit Union and other tenants coming to The Shops at Meadow Ridge on corner of STH 190 (Capitol Drive) and STH 164. 26,000 AADT on Capitol and 24,000 on STH 164 have made this a new 100% corner of development.</p> <p>In the Downtown along Wisconsin Ave, facing Pewaukee Lake, a mixed-use building with luxury condo's and first floor retail is under development. A new building for Chiropractic and Wellness will redevelop a long vacant gas station site. A new Downtown Loan Pool provides 1% loans to eligible businesses.</p>

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

With new development along Capitol Drive at STH 164, we continue to work with owners, developers, brokers and users to accommodate new retail, restaurant and office uses in the Capitol Drive corridor. A number of prime retail spaces and out lots remain available.

In the Downtown, the Village has used TIF financing to facilitate mixed-use, retail and office development. A new round of development is underway fueling more interest. The Village recently worked with the Waukesha County Center for Growth and First Bank Financial Center to create a new Downtown Loan Pool providing loans from \$10 - \$25,000 at 1% interest for business expansion in the downtown.

What is your target for future economic development opportunities?

We'll continue to focus on Capitol Drive and the Downtown, as well as a key retail site available on Ryan Street, just off of State Highway 16. This former Pick n Save is available for sale or lease, and the Village is receptive to redevelopment opportunities.

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Village of Pleasant Prairie
Contact Information	Name: Jean M. Werbie-Harris, Development Director
	Phone: (262) 925-6717
	Email: jwerbie-harris@pleasantprairiewi.gov
Mailing Information	Address: 9915 39th Avenue
	City: Pleasant Prairie
	State: Wisconsin
	Zip: 53158
Recent Economic Development Projects	<p>Industrial/Corporate - Uline Corporate HQ, EMCO Chemical HQ, FNA Corporate HQ, Fresenius Kabi, Niagara Bottling, Communications Test Design Inc., Gold Standard Baking, Olds Products, CSW, and Doherty Pool Supplies; and Wangard and Seefried industrial spec. buildings.</p> <p>Commercial - Advocate Aurora Health Care Offices, Froedtert South, Inc., Fairfield Inn & Suites, Care Animal Hospital, Costco, Chick-Fil-A, Iguana Wana, MOD Pizza, Milwaukee Burger, 4 Kwik Trips, Chipotle, Five Guys, Potbelly's, Rocket Wash, Mattress Firm, Corner Bakery, Stanton Optical, Nothing Bundt Cakes, Educators Credit Union, and Goddard School.</p> <p>Residential - Breeze Terrace 213 apts., The Addison 96 senior memory care units, Fountain Ridge 262 apts., Skyline 60 apts., The Cottages 72 condos, Eva Manor 42 senior apts. and 8 townhouses, Green Bay Trail 44 condos, Arbor Ridge 45 SF lots and Ashbury East 19 SF lots.</p>

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

Prairie Highlands Corporate Park (Village-owned) is one of two new industrial parks located along I-94. HARIBO, the confectionery giant, is citing its first advanced manufacturing plant in North America in Prairie Highlands with construction to begin within the year. Advocate Aurora Medical Center is expanding their footprint in Kenosha County in Prairie Highlands by adding a new ambulatory surgical center and medical office building scheduled to open in summer 2020. Stateline 94 Corporate Park, the second new park, will be welcoming its first tenant - Fresenius Kabi in 2020.

The Village recently purchased approximately 75 acres of land in the center of the community, completed a housing study, and is currently focusing efforts on developing a mixed-use commercial, civic, and residential development referred to as - Village Green Center. Next steps include: undertake a community-wide engagement of residents and business leaders to help plan and support the new downtown development and partner with or sell land to a master developer.

What is your target for future economic development opportunities?

Commercial/Mixed Use and Industrial Development Opportunities:

1. Main Street Market - 22 acres - Bear Development - commercial/office (STH 165/STH 31)
2. Village Green Center - 90 acres - Village and privately owned - mixed-use development (STH 165/39th Avenue)
3. Gateway at LakeView Corporate Park - 30 acres - Wispark LLC owned - commercial/office (STH 165/I-94)
4. Prairie Highlands Corporate Park - 468 acres - Village owned (I-94/STH 165)
5. Stateline 94 Corporate Park - 100 acres - Venture One RE (I-94/CTH ML)
6. LakeView Corporate Park - scattered infill sites within 2,000 acres (STH 31-CTH H 95th-116th Streets)

2019 ICSC/CARW Retail Event Municipalities Form

Municipality Name	Village of Plover, WI
Contact Information	Name: Ryan Kernosky
	Phone: 715-345-5250
	Email: rkernosky@ploverwi.gov
Mailing Information	Address: PO Box 37
	City: Plover
	State: WI
	Zip: 54467
Recent Economic Development Projects	Recent acquisition of a 19 and 2 acre parcels in the retail center "Crossroads Commons" with a proposed shopping center on the 19 acre parcel. Approval of a 120-unit apartment complex, with an additional 200-units planned for 2019.

Please provide a brief description of your economic development focus including municipality overview, successes and opportunities:

As the Village of Plover continues to be the fastest growing community in Portage County (pop ~13,000) with the highest median household income of the region (\$61,398), we have had a desire to bring high-quality retail and manufacturing users to the community to service our residents, and residents that live in surrounding communities. The Village has had extreme success in retail centers such as 'Crossroads Commons' and 'Village Park at Plover.' Both of these developments have brought in high-quality retailers. With the recent closure of Shopko and Younkers stores, the Village is actively seeking tenants for those vacant spaces, and believe their location and traffic count will appeal to a retailer or office user.

What is your target for future economic development opportunities?

The Village continues to be the center for smart economic development. Additional mid-sized retailers, hotels, professional offices, manufacturing and industrial users are key to sustaining Plover's continued growth. As such, those uses are the focus of the Village's economic development opportunities over the next several years.

The Village, in conjunction with the WI-DoT have reconstructed Post Road stretching from Plover to Stevens Point. This reconstruction provides exceptional opportunities for new residential and business development in the heart of the Village.