



Community Development Authority
Meeting AGENDA
June 3, 2016 7:30 A.M.

Village Hall Second Floor Committee Room
3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.
2. Consideration of May 6, 2016 meeting minutes.
3. Consideration of February 17, 2016 joint CDA and Village Board Tax Increment District meeting minutes.
4. Further discussion of business incentive loan program.
5. Consideration of façade grant request: 4517 N. Oakland.
6. Consideration of façade program funding.
7. Update on neighborhood and housing health.
8. Update on CDA working groups.
9. Discussion of the CDA Project List and associated initiatives as required.
10. Future agenda items.
11. Scheduling of future meetings, proposed July 1, 2016.
12. Adjournment.

DATED at Shorewood, Wisconsin, this 27th day of May, 2016.

VILLAGE OF SHOREWOOD
Tanya O' Malley, Village Clerk WCPC

Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager's Office at 847-2700. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals

Community Development Authority Project List

Updated 5-27-2016

Project or Program	Status	Comment
Metro Market Redevelopment	Opened February 2016	Starting landscaping spring 2016 for Metro Market. Added pedestrian lit crossing sign at Jarvis.
Mixed Use Development Oakland/Olive	In process.	Completion Fall 2016. One tenant secured.
Sherman Redevelopment	In process	Construction start delayed for DNR soil review.
<hr/>		
CDA Financial Plan and Projections	Ongoing	The CDA 2015 Annual Financial Report was completed and presented at a joint meeting of CDA and Village Board. Reviewed TID#1 closing scenarios.
Future CDA Strategies and Plans	In Process	Consolidated list from Master Plan. Completing member initiatives survey priorities and opportunities.
Commercial Business Recruitment and Retention	In process	Expect increased emphasis due to current vacancies and added Metro Market opportunities. Working on a restaurant opportunity.
Façade Program	Ongoing	Revisions completed February 2016. Further discussing program.
Business Incentive Loan Program	In process	CDA discussion April and May. Possible recommendations June or July 2016.
Work Group Update: Retail Relations		
Work Group Update: Developer Relations		Meeting held late March and will continue quarterly meetings to understand market and Shorewood need.
Work Group Update: Community Outreach		
Work Group Update: Ped and Bike Safety		
Work Group Update: Finance		

**SHOREWOOD FAÇADE PROGRAM
PENDING AND EXISTING FAÇADE GRANTS**

Property Location	Applicant Type	Status	Applicant Name	Date of Application	Date of Grant	Total Project Cost	Amount of Grant	Summary of work performed
4508 N. Oakland Ave.	Tenant	Rejected	The Workroom	2/16/16	n/a	n/a	n/a	applicant turned in application several months after completion of sign installation
2205 E. Capitol Dr.	Tenant	Completed	City Market	11/21/15	3/11/2016	\$ 4,215.17	\$ 2,107.59	new projecting blade sign for business
2016 Total Grants							\$ 2,107.59	
1513 E. Capitol Dr.	Owner	Rejected	E. Capitol LLC (BP - Menlo/Capitol)	9/24/15	n/a	n/a	n/a	applicant turned in application several months after completion of sign installation
1800 E. Capitol Dr.	Owner	Completed	Stein Office Building	7/14/15	12/15/2015	\$ 14,556.00	\$ 7,278.00	complete remake of two small storefronts; new doors, store glass, and awnings
4414 N. Oakland Ave.	Owner	Completed	North Shore Bank	6/29/15	11/15/2015	\$ 11,410.08	\$ 5,705.04	reconstruction of landscaping around building.
1922 E. Capitol Dr.	Tenant	Completed	Movement Personal Trainer	6/18/14	10/21/2015	\$ 3,405.12	\$ 1,702.56	new business sign
3951 E. Capitol Dr.	Tenant	Completed	St. Moritz Salon	11/11/14	9/25/2015	\$ 1,267.20	\$ 633.60	new business sign
4326 N. Oakland Ave.	Tenant	Completed	Olson House	5/22/15	8/5/2015	\$ 1,700.00	\$ 850.00	new awning for new business
4484 N. Oakland Ave.	Owner	Completed	Peter Gramoll Am. Fam Ins.	2/24/15	8/5/2015	\$ 15,315.12	\$ 7,657.56	new awning, business signs for existing business/owner
1572 E. Capitol Dr.	Owner	Completed	Northwoods	3/12/15	6/17/2015	\$ 9,852.48	\$ 4,926.24	reface of monument sign at building for new business/owner
2219 E. Capitol Dr.	Tenant	Completed	Swanky Seconds	3/16/15	6/5/2015	\$ 1,500.00	\$ 750.00	new awning for expansion of business into new space
1916 E. Capitol Dr.	Tenant	Completed	Clicks	9/26/14	6/5/2015	\$ 6,892.00	\$ 3,446.00	new storefront; replacement of windows and doors, sign complete remake of two small storefronts; windows, doors, parapet repair, and signs
4413 N. Oakland Ave.	Owner	Completed	Draft and Vessel/Waxwing	8/28/14	2/25/2015	\$ 44,806.74	\$ 22,403.37	new business sign
1425 Capitol Dr.	Tenant	Completed	Trilogy Hair Salon	9/15/14	2/19/2015	\$ 1,557.60	\$ 778.80	
2015 Total Grants							\$ 56,131.17	
2219 E. Capitol Dr.	Tenant	Completed	The Workroom		12/12/2014	\$ 1,118.26	\$ 559.13	new business signs
3575 N. Oakland Ave.	Tenant	Completed	Groom For Men		11/24/2014	\$ 8,151.98	\$ 4,075.99	new awnings (long storefront)
4401 N. Oakland Ave.	Tenant	Completed	North Shore Boulangerie		10/6/2014	\$ 3,268.88	\$ 1,634.44	new signs for business
4508 N. Oakland Ave.	Tenant	Completed	Fyndig		2/13/2014	\$ 2,266.30	\$ 1,133.15	new business sign
2500 E. Capitol Dr.	Owner	Completed	Shorewood Animal Hospital		2/13/2014	\$ 14,067.60	\$ 7,033.80	new parking lot screening, sign, lighting and fence
2014 Total Grants							\$ 14,436.51	
4517 N. Oakland Ave.	Tenant	Completed	Three Lions Pub		10/25/2013	\$ 22,228.38	\$ 11,114.19	phase II of complete storefront for business including doors, windows, and custom signs
4214 N. Oakland Ave.	Owner	Completed	Suzanne Powers Realty Group		5/29/2013	\$ 120,000.00	\$ 27,000.00	complete redevelopment of former duplex residential property to office use; exterior siding, signs, windows, and landscaping
4001 N. Downer Ave.	Owner	Completed	Hayek's		5/8/2013	\$ 17,901.00	\$ 8,950.50	new awnings and windows for building
1431 E. Capitol Dr.	Tenant	Completed	Grande Flowers		1/25/2013	\$ 3,800.00	\$ 1,900.00	new awning for business
4449 N. Oakland Ave.	Tenant	Completed	Min's		1/4/2013	\$ 1,457.62	\$ 728.81	new business sign
4514 N. Oakland Ave.	Tenant	Completed	Element's East Sign		1/4/2013	\$ 5,215.00	\$ 2,607.50	new business sign
2013 Total Grants							\$ 52,301.00	
4042 N. Oakland Ave.	Owner	Completed	Camp/Sound By Design		12/18/2012	\$ 39,420.56	\$ 19,710.28	remake of two storefronts including windows, doors, tuckpointing, and signs
3801 N. Oakland Ave.	Tenant	Completed	Miss Cupcake		11/20/2012	\$ 3,050.00	\$ 1,525.00	new business sign
3549 N. Oakland Ave.	Tenant	Completed	Harry's Bar and Grill		10/11/2012	\$ 157,200.00	\$ 59,786.00	CDA approval; new exterior patio for restaurant; assisted all elements but deck floor
3956 N. Murray Ave.	Tenant	Completed	Wisconsin Gazette		9/4/2012	\$ 58,825.66	\$ 25,000.00	complete rehabilitation of exterior of building for conversion from residential to office. New sign
2219 E. Capitol Dr.	Owner	Completed	Swanky Seconds/Luxe		6/19/2012	\$ 1,200.00	\$ 600.00	new awning for Swanky Seconds
4473 N. Oakland Ave.	Owner	Completed	BK Oakland rehab after fire		6/15/2012		\$ 25,441.98	complete remake of building after fire; three new storefronts, entries, signs,
2521 E. Capitol Dr.	Owner	Completed	Lakeshore Mobil		5/14/2012		\$ 11,757.75	new garage doors, paint for entire building, fencing, and monument sign
2127 E. Capitol Dr.	Tenant	Completed	Oticles		2/14/2012	\$ 1,134.14	\$ 567.07	new sign for business

1330 E. Capitol Dr.	Owner	Completed	Shorewood Auto Repair	1/31/2012		\$	27,000.00		
2012 Total Grants							\$	171,388.08	
4517 N. Oakland Ave.	Tenant	Completed	Three Lions Pub Phase I	12/30/2011	\$	16,641.00	\$	8,320.50	
4517 N. Oakland Ave.	Tenant	Completed	NaNa Fusion	11/29/2011	\$	4,652.74	\$	2,326.37	
3970 N. Oakland Ave.	Owner	Completed	Geraldine Robinson	9/6/2011	\$	488,000.00	\$	244,000.00	
3601 Oakland Ave.	Owner	Completed	North Shore Funeral Services Capitol and Maryland LLC (Josh	8/30/2011	\$	29,071.04	\$	14,535.52	
2201 E. Capitol Dr.	Owner	Completed	Taxman	6/22/2011	\$	256,000.00	\$	128,000.00	
4517 N. Oakland Ave.	Tenant	Completed	Big Bay Brewing	6/7/2011	\$	1,109.86	\$	554.93	
4156 N. Oakland Ave.	Tenant	Completed	Great Clips	5/12/2011	\$	8,187.62	\$	4,093.81	
2510 E. Capitol Dr.	Owner	Completed	Sweet Law Offices (prop owner)	1/7/2011	\$	68,000.00	\$	34,000.00	
4106 N. Oakland Ave.	Owner	Completed	Ogden and Co. (prop owner)	1/7/2011	\$	8,318.00	\$	4,159.00	
2011 Total Grants							\$	439,990.13	
3547 N. Oakland Ave.	Tenant	Completed	Harry's Bar and Grill	8/28/2010	\$	9,650.00	\$	4,825.00	
4501 N. Oakland Ave.	Tenant	Completed	The Establishment LLC	5/18/2010	\$	10,683.00	\$	5,341.50	
4009 N. Oakland Ave.	Tenant	Completed	Anytime Fitness	5/13/2010	\$	6,409.92	\$	3,204.96	
4312 N. Oakland Ave.	Owner	Completed	Aunt Peg's LLC (prop owner)	1/14/2010	\$	391,270.00	\$	195,635.00	
2010 Total Grants							\$	209,006.46	
4093 N. Oakland Ave.	Tenant	Completed	Open Book	12/21/2009	\$	4,213.44	\$	2,106.72	
3575 N. Oakland Ave.	Tenant	Completed	Harley's and CYGA	10/15/2009	\$	32,500.00	\$	16,250.00	
3510 N. Oakland Ave.	Tenant	Completed	Family Pharmacy	5/5/2009	\$	1,900.00	\$	950.00	
3506 N. Oakland Ave.	Tenant	Completed	Chiropractic Company	3/19/2009	\$	1,557.30	\$	778.65	
3506 N. Oakland Ave.	Owner	Completed	Dimitri Dimitropolous	2/4/2009	\$	314,000.00	\$	157,000.00	
2009 Total Grants							\$	177,085.37	
4601 N. Oakland Ave.	Tenant	Completed	Lakeside Diagnostic Imaging	12/16/2008	\$	7,950.62	\$	3,975.31	
4511 N. Oakland Ave.	Owner	Completed	Steve Elkind (NaNa, 3 Lions)	12/3/2008	\$	53,600.00	\$	26,800.00	
1572 E. Capitol Dr.	Tenant	Completed	Catholic Family Insurance	10/5/2008	\$	29,905.38	\$	14,952.69	
1906 E. Capitol Dr.	Tenant	Completed	SHOP	1/18/2008	\$	1,373.72	\$	686.86	
Total Grants 2008							\$	46,414.86	
4016 N. Oakland Ave.	Tenant	Completed	Oak Crest Tavern Schramm Properties (property	5/22/2007	\$	29,930.22	\$	14,965.11	
2317 E. Capitol Dr.	Owner	Completed	owner)	5/22/2007	\$	64,000.00	\$	32,800.00	
Total Grants 2007							\$	47,765.11	
4170 N. Oakland Ave.	Owner	Completed	4107 N. Oakland LLC (Marian Laev, owner, Starbucks building	7/28/2006	\$	54,000.00	\$	27,000.00	
4465 N. Oakland Ave.	Owner	Completed	Joseph Ullrich (property owner)	5/12/2006	\$	10,355.00	\$	5,177.50	
4000 Oakland Ave.	Tenant	Completed	Alliance de Francais	5/12/2006	\$		\$	2,499.50	
4009 N. Oakland Ave.	Tenant	Completed	Harley's	2/2/2006	\$	4,900.00	\$	2,450.00	
Total Grants 2006							\$	37,127.00	
4144 N. Oakland Ave.	Owner	Completed	Palmetto LLC (property owner)	9/29/2005	\$	24,000.00	\$	12,000.00	
4201 N. Oakland Ave.	Owner	Completed	TCF Bank	8/9/2005	\$	4,968.80	\$	2,484.40	
4060 N. Oakland Ave.	Owner	Completed	Noah Christensen (Shorewood Press)	6/14/2005	\$	65,426.40	\$	32,713.20	
1720 E. Lake Bluff	Owner	Completed	DDS Tim Hart (property owner)	6/14/2005	\$	26,439.00	\$	13,219.50	
4208 N. Oakland Ave.	Tenant	Completed	Glow Salon	2/1/2005	\$	253.00	\$	126.50	
4312 N. Oakland Ave.	Tenant	Completed	EYEz Boutique	1/19/2005	\$	960.66	\$	480.33	
Total Grants 2005							\$	61,023.93	
4414 N. Oakland Ave.	Owner	Completed	North Shore Bank	11/8/2004	\$	31,224.00	\$	15,612.00	
4493 N. Oakland Ave.	Owner	Completed	Metropolitan Development	10/14/2004	\$	50,590.00	\$	25,295.00	
4300 N. Oakland Ave.	Owner	Completed	Queensway Cleaners	9/29/2004	\$	6,979.12	\$	3,489.56	
Total Grants 2004							\$	44,396.56	
Total Grants (2004-16)					\$	2,695,802.73	\$	1,359,173.77	

complete rehab of building; brick work, signs, parking screening, storefront windows, and lighting

signs, windows, and doors

new business sign

CDA approval; new windows and decorative metal for building

landscaping, pillars, and lighting for exterior

complete remake of multiple storefronts; new glass, doors,

lighting, letter signs, patio elements, painting

new business sign

new storefront and door, signs, lighting

tuckpointing, new windows and doors, paint, signs, lighting,

railings, power washing

dumpster enclosure and paint of entire exterior

new sign, storefront opening windows

new business sign and lighting

new business sign

CDA approved project; complete remake of multiple storefront

building; windows, doors, hvac, paint, lighting, awnings,

tuckpointing

sign

awnings and signs

sign

sign

complete building makeover; two façades; new windows, doors,

signs, painting, tuckpointing, lighting

monument sign

complete new storefront and painting for building

monument sign

sign

storefront glass, doors, paint, signs, and lighting

new façade exterior, windows, signs, and lighting

addition to existing building, windows, signs, lighting, landscaping

windows and doors

awning/sign

awning/sign

?????

monument sign

complete building makeover, new exterior, windows, and signs

new doors, windows, wall exterior, and sign

sign

sign

marble column restoration, signs

stucco, fence, windows, and signs

new signs, awning

*of which, \$514,835 were funds provided for four large grant requests from TID #1.

Fund balance (BID
segregated account)
Approved Projects

as of 4/29/2016
4 approved applications

\$ 73,184.10

4488 N. Oakland Ave.	Owner	Approved	4488 N. Oakland LLC (Cloud Red)	1/14/16	\$	26,000.00	new windows, signs, lighting, painting, entrances
1604 E. Capitol Dr.	Owner	Approved	BP Gas Station (Jay Walia, owner)	6/13/15	\$	25,000.00	new brickwork, dumpster enclosure, monument sign, and storefront glass, and landscaping for new gas station owner
4334 N. Oakland Ave.	Tenant	Approved	Sherwin Williams	4/28/15	\$	850.00	new awning on business changeover (Mautz to Sherwin Williams)
3592 Oakland Ave.	Owner	Approved	Creve Café	7/16/15	\$	9,250.00	new monument sign, storefront business sign, parking lot screening

Total approved applications **\$ 61,100.00**

Balance in Fund* **\$ 12,084.10**

<u>Applicant Type</u>	<u>Status</u>
Owner	Pending
Tenant	Approved
	Completed
	Rejected



Memorandum

May 27th, 2016

To: Shorewood Community Development Authority

From: Jim Plaisted, Executive Director, Shorewood Business Improvement District

Re: Three Lions Pub, 4517 N. Oakland Ave.

David Price and Chris Tinker, co-owners of Three Lions Pub, are requesting a façade improvement grant for their main entrance and northern portion of the façade of their business at 4517 N. Oakland Ave. Three Lions is a tenant Steve Elkind, property owner.

This matter is on the agenda for June 3rd due to the grant amount exceeding the \$25,000 grant maximum for a project site within a five year period. This was a program change adopted by the CDA and Village Board in February of this year.

Specifically, the policy states:

A property owner or business owner that has received a Façade Grant in the past may apply for additional Façade Grants. Once a property owner or business owner has received cumulative grant funds of \$25,000 per project site per five year period for single tenant properties and \$50,000 per project per project site for multi-tenant properties, subsequent requests within that period will require direct CDA review and approval.

Three Lions has completed two phases of façade improvements to the original storefront. In 2011, they received a grant of \$8,320 for new, opening windows and awnings. In 2013, they received a grant of \$11,114 for the custom sign and hand carved woodwork framing of the storefront and paint. Total grant dollars for the two phases is \$19,434.

Three Lions has submitted a project budget of \$46,380 for this request to replicate the façade on the north with the façade created in 2013 (see drawing) and a new doorway entrance. The request is for 50% of the \$46,380 (\$23,190 grant) to be allocated from existing program funds. The project drawing and quotes are attached to this memo.

*Shorewood Business Improvement District
4230 N. Oakland Ave. #295
Shorewood, WI 53211
414-272-5823; jim@shorewoodwi.com*



Three Lions Pub
4515 N Oakland Ave
Milwaukee WI 53211
414-763-6992

To Whom It May Concern,

Please find enclosed The Three Lions Pub facade application, and additional information.

As you may be aware, due to this fantastic program, Three Lions Pub was pleased to install a great façade in 2013, that won the façade improvement of the year, this was installed on the front of the 4515 N Oakland Avenue building. Thanks to the program we still spent as much as we could afford but got a much nicer product due to the additional funds. In 2014 we began work by expanding into 4517 N Oakland, this project was completed in 2015. We would like to invest into the 4517 N Oakland façade to marry the existing façade together from next door. We have chosen to use the same tradesman joiner in Thomas Conlon, a local Shorewood resident whose Irish roots, and outstanding skill shines throughout his work. We also felt with such a beautiful job done on the existing side, it would be a shame not to use the same artist to complete his work. Thomas hand carves every single item, with no machinery just hand tools, so at this price we feel the investment is worth it.

Cheers,

David Price and Chris Tinker

FACADE IMPROVEMENT PROGRAM APPLICATION FORM

CONSTRUCTION PHASE

APPLICANT INFORMATION

Date of Application: _____

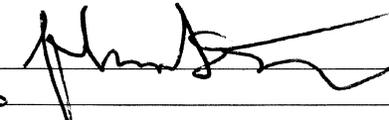
Name of Applicant: Three Lions Pub LLC

Subject Property Address: 4517 N Oakland Ave

PROPERTY OWNER INFORMATION

Property Owner Name: Windemere Properties (Agent)

As the legal owner of the Facade Improvement Program subject property, I hereby grant authorization and/or agree to complete the Facade Improvements described on this construction phase application.

Property Owner Signature: 

Date: 5-24-16

DESCRIPTION OF FACADE IMPROVEMENTS

Plans attached: Yes No N/A

Construction Phase Cost Estimate: \$ _____

CONTRACTOR INFORMATION

Contractor Proposal #1: _____

Estimate Attached Amount \$ _____

Contractor Proposal #2: _____

Estimate Attached Amount \$ _____

Contractor Proposal #3: _____

Estimate Attached Amount \$ _____

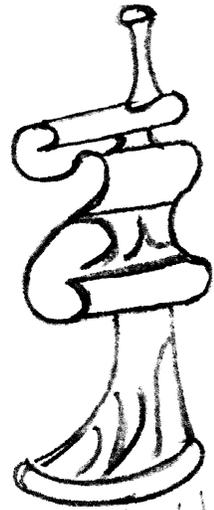
AGENCY ACTION

Approved: _____

Date: _____

PROJECT -

THREE LIONS PUB
4517 N. OAKLAND AVE
SHARONWOOD WI 53211



Made in Dublin

DESIGN BUILD AND INSTALLATION OF
FRONT FACADE STRUCTURE, ENTRANCE WAY
WITH DOORS AND PEDIMENT —

LABOR \$40,850.00

MATERIALS TO BE PROVIDED BY THREE LIONS
PUB THROUGH BUFFERT LUMBER —

ESTIMATED MATERIAL COST \$5,480.00

TOTAL BID, \$46,330.00

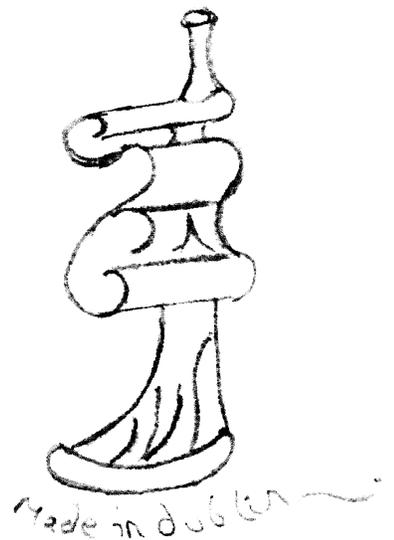
UPON AGREEMENT A DOWN PAYMENT OF
10,000 TO BE PAID TO THOMAS CONLON

UPON COMPLETION DUE TO INSPECTION AND
CUSTOMER SATISFACTION FINAL PAYMENT
TO BE PAID TO THOMAS CONLON —

SIGNATURES OF PARTIES IN AGREEMENT;

PROJECT :

TURF HOUSE NO. 2
25TH H OAKLAND AVE.
SUNSHINE W. 5827



MATERIALS FACADE —

TIMBER 1,200 PAINT 300 ANCHORS 100
PERMA PAPER AND TIN 100 MISC. SCREW BOLTS
GLUE 100
TOTAL 1,870.00

MATERIALS ENTRANCE WAY —

TIMBER 1,050 TRESHOLD 60 ANCHORS GLUE 200
TOTAL 1,310.00

MATERIALS DOORS

TIMBER 770.00 HINGES, PULLS, STAY'S 250
TOTAL 1,020.00

MATERIALS PEDIMENT

TIMBER 370 ANCHORS / STAIN / FINISH 160
TOTAL 530.00

GLASS 860.00

MATERIAL COST \$5,490.00

Hendricksen Solutions

Solutions For All Your Needs

Quotation

Street Address
City, State ZIP Code
Phone 414-940-9932

DATE 3/6/2016
Quotation # 16589
Customer ID 569

Quotation For:
David Price
Three Lions Pub
4517 N Oakland Ave
Milwaukee, WI 53211
414-763-6992

Quotation valid until: 6/4/2016
Prepared by: Travis Hendricksen

Comments or Special Instructions: Three Lions Full Quote

SALESPERSON	P.O. NUMBER	SHIP DATE	SHIP VIA	F.O.B. POINT	TERMS
					Due on receipt
QUANTITY	DESCRIPTION	UNIT PRICE	TAXABLE?	AMOUNT	
	Façade	\$ -			
1	Materials	2,750.00	T	2,750.00	
1	Labor	18,500.00	T	18,500.00	
	Entrance				
1	Materials	1,965.00	T	1,965.00	
1	Labor	9,000.00	T	9,000.00	
	Door and Pediment				
1	Materials	2,600.00	T	2,600.00	
1	Labor	14,000.00	T	14,000.00	
			SUBTOTAL	\$ 48,815.00	
			TAX RATE	6.20%	
			SALES TAX	3,026.53	
			OTHER	-	
			TOTAL	\$ 51,841.53	

If you have any questions concerning this quotation, contact name, phone number, e-mail.

THANK YOU FOR YOUR BUSINESS!

MATERNA'S MAINTENANCE, INC.

Michael J. Materna
President

1319 Riverview Dr
Kewaskum, WI 53040

office@maternasmaintenance.com

Phone: 262/284-4182
... Cell: 414/750-7610
Fax: 262/284-4192

Three Lions Pub
4515 N Oakland Ave
Shorewood, WI 53211

Design build and installation of Front Façade structure
Entrance way with doors and pediment.

Labor Cost \$41,490.00

Materials to be provided by Three Lions Pub through Bliffert Lumber

Material Cost \$4340.00

Upon agreement a down payment of \$10,000.00 to be paid to Materna's Maintenance

Upon Completion due to inspection and customer satisfaction, final payment
to be paid to Materna's Maintenance.

Signature of Parties in Agreement:

Respectfully,

Darwin Derge

Vice President

Materna's Maintenance, Inc.

1319 Riverview Drive
Kewaskum, WI 53040

office@maternasmaintenance.com

EXISTING

NEW

ALUMINUM FLASHING WITH RUBBER MEMBRANE.



4515 N. OAKLAND AVE
EXISTING FRONT ELEVATION

4517 N OAKLAND AVE
PROPOSED FRONT ELEVATION

NEW

TIMBERS - ENTRANCE WAY TO BE BUILT IN WHITE OAK -
 PEDIMENT IN EASTERN RED CEDAR -
 FACADE IN NORTH AMERICAN PINE -
 ANCHORED WITH LAG BOLTS

4517 N. OAKLAND AVE SHOREWOOD WI 532	
SCALE: 1/2" = 1'	APPROVED BY: COPY @
DRAWN	DATE



4

Food & Soda
MINI MART

MINI MART
Food & Soda

Carlsberg

Please see us
inside for
outdoor
seating

COPENHAGEN
47

GUINNESS

Est. 2011

Sprecher
BREWERY



4517

MEXICAN
 Tuesday's Lucky \$7.95
 3 LAGERS 3 WINE
 3 NEW AMSTERDAM 3 BYOB
 JSHOTS

TACOS FREE
 3 Coenitas \$6 D RTY
 1 Dos Equis \$4 \$3 SHOTS

Winston's Wednesday
 FEATURING ENGLISH CIDER AND 45 ENGLISH BEERS
QUIZMASTER
 8:00 - 10:00 PM
 Harriet

PICK 'N MIX **Wings**
 Thursdays
 5 Beers \$12

FRIDAY **GAME DAY** **SUNDAY FUNDAY**
 HAPPY HOUR Reverse Kappy SATURDAYS
 \$5 Surly \$5 Carlsberg
 \$4 Krombacher \$4 Krombacher
 \$1 OFF TAPS \$9 WINES FREE POOL DARTS
 \$5 NEW AMSTERDAM COCKTAILS \$4 NEW AMSTERDAM BOMBS
 \$10 Mixed Grill

HAPPY HOUR DOMESTIC SCOTCH
 3-6 PM egg





MEMORANDUM

June 1st, 2016

To: Village of Shorewood Community Development Authority

From: Jim Plaisted, Shorewood Business Improvement District

The CDA requested that Village and BID staff provide an overview of the Business Incentive Loan program goals, processes, and administration for their review.

The following staff members met recently to discuss the program and provide this memorandum and revised program outline and application:

Mark Emanuelson, Finance Director; Ericka Lang, Planning and Development Director; Dave Henson, Building Inspection; Chris Swartz, Village Manager; and Jim Plaisted, Executive Director for the Shorewood BID.

More recently, Trustee Allison Rozek, CDA member Michal Dawson, Chris Swartz, and I met to further discuss other policy and program priorities for the program.

We have attached a redline and clean version of the revised program outline and application document for your review. The program overview, objectives, and guidelines for approval are all included in the document.

Some important points to make before you review the document:

- 1) All language referring to the TID has been removed as the program will now reside with Village government and the CDA.
- 2) You will note throughout the document that a priority is for "first floor retail uses".
- 3) Should the CDA continue to consider loans over \$100,000 in "special cases"?
- 4) Should the Village post the complete application packet online for interested parties to download?
- 5) Under project initiation on page five, #3, there is a need to create language and offer opportunity to start a loan eligible project BEFORE it has formally been approved. Examples are a tenant that has an opportunity to expand or move within the district but cannot wait for the 6-8 week window for loan approvals. Not sure the language drafted captures this but CDA should discuss and give direction.
- 6) Formally, the program discouraged using loan funds for working capital. The sub-committee would like to see a 10-20% allowance for working capital that is spent on inventory (other categories?).

- 7) The last section, "Project Documentation" refers to a template that will be created in the coming weeks to offer businesses a specific format for applying. Most of the required documentation for a successful loan will be included in the template and all of the deleted "Note 1" items will be included in the template as well.

Thank you for all you do to support commercial businesses in Shorewood and please feel free to contact me with any questions prior to the meeting.

Due to the new adopted policy, it is required the CDA approve any amounts exceeding \$25,000 for a project site within a five year period.

Also, the building owner, Steve Elkind (Madison, WI) received a façade grant totaling \$26,800 for renovations of the entire storefront in 2008 (building was vacant at the time). That project included all new storefront windows, doors, tuck pointing, awnings, and lighting.

It is of my opinion that this project meets the all of the four criteria set forth in the façade program guidelines created in 2004 and affirmed in the 2016 review. The criteria for the grant program are;

- ▲ Enhance the attractiveness of the Central Business District.
- ▲ Promote commercial vitality and increase economic activity.
- ▲ Maintain or improve existing property values in the target area and adjacent areas.
- ▲ Promote a high level of maintenance for a sustainable commercial area.

As you can see from the project rendering and current photos, this is a well-designed improvement to the north storefront and entryway of the business space. This is the same artisan that created the southern façade and this project will seamlessly join the two storefronts to represent the singular business now located in both spaces.

I would recommend a BID Façade Improvement grant of an amount not to exceed \$23,190 for this project. The grant money would be issued when all project costs related to the grant eligible portion are submitted for reimbursement. Program guidelines call for reimbursement at project completion and submittal of paid invoices, canceled checks, and lien waivers.

On behalf of Mr. Price and Mr. Tinker, I want to thank you for your consideration of this matter and we applaud you efforts to fund and manage this vital program.

*Shorewood Business Improvement District
4230 N. Oakland Ave. #295
Shorewood, WI 53211
414-272-5823; jim@shorewoodwi.com*



*VILLAGE OF SHOREWOOD
BUSINESS INCENTIVE LOAN PROGRAM*

Draft June XX, 2016

VILLAGE OF SHOREWOOD
BUSINESS INCENTIVE LOAN PROGRAM

PROGRAM HIGHLIGHTS



*VILLAGE OF SHOREWOOD
BUSINESS INCENTIVE LOAN PROGRAM*

As revised June 25, 2016 Draft June XX, 2016

VILLAGE OF SHOREWOOD
BUSINESS INCENTIVE LOAN PROGRAM

PROGRAM HIGHLIGHTS

Purpose of the Program

The Business Incentive Loan Program (the “Program”) has been established by the Community Development Authority (“CDA”) and Village Board to assist businesses and property owners finance business expansion and startup projects, consistent with the economic development goals of the Village.

The Program is expected to be an important component of the Village of Shorewood’s economic development toolbox, which includes the façade grant program and redevelopment project incentives.

The Benefits to participating Program businesses might include providing “first dollars” required by other lending organizations, lower than market interest rates, and potential to lower debt service payments during the startup period of a new venture.

The Village of Shorewood Business Improvement District (“BID”) and Southeastern Wisconsin Regional Planning Commission (“SEWRPC”) will provide assistance to businesses interested in borrowing funds from the Program. SEWRPC will also assist the Village with the review and underwriting of loans.

Economic Development Goals

The economic development goals of the Program are comprised of property tax base enhancement, business recruitment and retention, [elimination of blight](#), [promote first floor retail activity](#), and expanded business activity, [and job creation](#).

Loan Parameters

Loan amounts may range between \$10,000 - \$100,000. Loans requests over \$100,000 will be considered in special cases only and may need to be funded separately by an existing TIF District [\(POLICY decision. Should the CDA consider “special cases” and if so what will standards be for exceeding the \\$100,000 loan maximum?\)](#)

–All loans must be approved by the Shorewood Community Development Authority (“CDA”). Loans over \$25,000 must also be approved by the Shorewood Village Board. [Funds for the program are limited and will be allocated on a first come, first serve basis.](#)

A minimum of one dollar of private sector investment related to approved expenditures will be required for each dollar of CDA investment. It is expected that a bank or other private financial institution will be financing ~~all or~~ a portion of the private sector match.

Sufficient collateral, including personal guarantees from the principals of the business with twenty (20) percent or more ownership, will be required.

Interest charged to the borrower will be

- ✓ The cost of funds to the Village, based on the Village’s last taxable borrowing –

Interest cost to the borrower from Program loans is expected to be lower than for loans from banks or other financial institutions.

Payment of principal and interest may be deferred for up to eighteen (18) months if required for the success of the undertaking. Need for such deferral must be demonstrated.

Criteria for Granting

Criteria for granting or for limiting the amount of a requested loan include the following:

- o **Eligibility** – the project must contribute proportionately to the achievement of Shorewood's economic development goals. ~~and be for the activities listed in the Program Details section of this document.~~ Priority will be given to first floor retail and restaurant uses on N. Oakland Ave., E. Capitol Dr., and Wilson Dr. and office uses that create daytime employment. Secondary priority will be is given to other first or upper floor uses within the business district. (see appendix for list of eligible and ineligible.....)
- o **Need** - the applicant must demonstrate that Program financing is necessary to make the project feasible and that alternate sources of funding needed to finance the project are not available on reasonable terms.
- o **Availability of Funds** – a balance of sufficient funding authority (unloaned funds) should be available within the CDA program funding schedule parameters.

Because of the scarcity of funds, the Program will be administered in a way that maximizes ~~their impact on realization of Village economic development goals.~~ first floor street frontage activity within the business district. The loans supported by this Program are not intended to be an entitlement.

Application Process

Submit applications to Jim Plaisted, c/o Village of Shorewood, 3930 N. Murray Avenue, Shorewood, Wisconsin 53211, 414-272-5823. See the Program Details section of this document for detailed application procedures and requirements.

VILLAGE OF SHOREWOOD BUSINESS INCENTIVE LOAN PROGRAM

PROGRAM DETAILS

Introduction

The Business Incentive Loan Program (the “Program”) was established by the Community Development Authority (“CDA”) and Village Board in 2007 to assist businesses and property owners finance business expansion and startup projects, consistent with the economic development goals of the Village.

Through the Program, qualified Businesses and property owners are eligible for low-interest loans to finance qualifying business expansion or start-up projects. Loan funds that are repaid to the Village will be used to assist other businesses within the loan program. The purpose of this manual is to set forth the criteria for the financing that is available from the program.

Purpose

The objective of the Business Incentive Loan Program is prioritized to create first floor retail floor-uses within the business district, increase the Village of Shorewood’s tax base, through the retention and expansion of existing businesses, and the development of new, small- and medium-sized businesses within the village. The Program is also intended to provide assistance to business owners who wish to purchase commercial property within the Village. Small- and medium-sized businesses often lack the necessary capital to develop or expand their operations, and, as such, this lack of capital has a significant impact on the local tax base.

The Loan Program includes funding mechanisms and interest rates that are designed to encourage business development, while providing for the recapitalization and growth of the Program.

Eligible Applicants

Eligible applicants for the Business Incentive Loan Program are business establishments or property owners located in the Village or those that will locate in the village as a result of loan fund financing. These applicants must demonstrate that they are unable to access the financing necessary for the business or real estate project through conventional sources.

Administration

The assets in the Business Incentive Loan Program shall be the property of the Village of Shorewood Community Development Authority (“CDA”) and funding decisions relative to loan applications shall be made by the CDA, except that any member of the CDA, who so desires, may request that a specific funding request under consideration be forwarded to the Village of

Shorewood Board of Trustees for a final decision. All loans of \$25,000 or more require both CDA and Village Board approval.

Applications for program funding ~~can be obtained from the Village~~Village of Shorewood's website or can~~will~~ be provided by the Village of Shorewood Business Improvement District ("BID") ~~Director~~. The Southeastern Wisconsin Regional Planning Commission ("SEWRPC") or other designated agent approved by the CDA, will review all loan applications and provide loan underwriting assistance to the CDA. Village staff shall be responsible for administration of the program loan disbursements and collections after approval. POLICY decision: Should Shorewood put complete application online?

Application Procedures

~~Once the application has been downloaded from the Village website, b~~Businesses that are interested in applying for financing should contact Jim Plaisted, c/o Village of Shorewood, 3930 N. Murray Avenue, Shorewood, Wisconsin 53211 to set up a meeting. A copy of the loan application and a list of the supporting documentation needed for each application are included as Attachment B to this manual. Following the submittal of the application, BID ~~Director~~staff will examine the application and supporting documentation for completeness and make a determination within 20 (can we shorten this to 14 days? Yes) working days on whether or not the proposed project conforms to the standards and policies as set forth in this manual.

Once staff has completed its review of the application, the applicant business will be informed of any deficiencies, and requested to amend the application, if necessary. Upon final submission of a completed application, the application will be forwarded to the underwriter for review and recommendation to the CDA for consideration.

Standards and Policies

The following standards and policies will be utilized in administering the Business Incentive Loan Program:

1. Funding Limits: The amount of funding available for each applicant is from \$10,000 - \$100,000. ~~Loans in excess of \$100,000 may be considered in special cases only, and funding may need to be supported externally through an existing TIF district. SEE above request for Policy discussion on "special cases".~~
2. Type of Financing Available: All monies will be provided in a manner that enhances the viability of the proposed project. The CDA, at its discretion, may waive the requirement for providing loans on an installment basis.
3. Project Initiation: Any Business Incentive Loan Program and matching monies may not be spent prior to the approval of the loan by the CDA, and / or Village Board as applicable. However, under special circumstances an applicant may apply for the program while opening/moving their business within Shorewood and before CDA has approved the formal loan. FURTHER POLICY NEEDS TO BE DETERMINED HERE.

4. Private Sector Leverage Ratio: A minimum of one dollar of private sector investment towards approved expenditures will be required for each dollar of CDA investment. Private sector investment is defined as financing from a private lending institution and/or cash equity that is contributed to the project by the applicant. Applicants will be required to utilize a private financial institution to finance all or a portion of the private sector match, unless waived by the CDA. In addition, all private sector dollars must be obtained from a non-public source and no public funds of any type may be counted towards leveraged private investment.
5. Community Benefits: ~~To be eligible for funding, applicants~~ Applicants must demonstrate one or more of the following: tax base enhancement, elimination of blight, first floor retail use within the business district, and/or job growth ~~to be eligible for funding~~. In particular, Business Incentive Loan Program monies contributed to a project must not exceed 30 percent of the existing fair market value of the property (WHY?) as reported by the Village Assessor or an appraiser acceptable to the CDA.
6. Access to Program Funds: Program funds will typically be provided in installments to applicants through draw requests as expenditures are made in accordance with the funding application. The minimum draw request shall be \$5,000 or 20% of the approved loan amount, whichever is greater. All draw requests must be submitted within 90 days of the project completion date to be eligible for reimbursement; if not funds are forfeited. The project completion date will be clearly noted in the construction schedule.
7. Expenditures: All expenditures must be properly documented. All draw requests must be supported by appropriate receipts, invoices, lien waivers, and proofs of payment prior to being processed. As applicable, all permits, ~~and~~ inspections, and verifications of work done must also be ~~in good status~~ completed in order to process any draw requests.
8. Eligible Activities: Activities eligible for funding include:
 - a) Real property acquisition, building demolition, site preparation, and similar site-related redevelopment activities to stimulate business development.
 - b) Interior and exterior building rehabilitation and new construction.
 - c) Leasehold improvements; the acquisition of furniture, fixtures, and equipment.
 - d) Working capital not to exceed 10% of total loan amount (POLICY DECISION. Should this be 20%? Also, need to define acceptable use of working capital, inventory only?)
9. Ineligible Activities: Activities **not** eligible for funding include:
 - a) Purchasing equity in private businesses.
 - b) Subsidizing interest payments on existing loans and other working capital expenses.
 - c) Refinancing loans made by other lenders or investors.
 - d) Contributing equity required of borrowers participating in other loan programs.
 - e) Financing deposits in interest-bearing accounts, certificates of deposit, and other cash investments.

f) Home based businesses.

10. Other Considerations: Typically, Village assistance will consist of providing financing for fixed assets (and up to 10/20% working capital) that are an integral part of the proposed project. ~~The financing of working capital expenses will only be considered when deemed necessary to make a project feasible.~~
11. Standard Loan Terms: Standard terms for installment loans are as follows:
 - a) Real property acquisition, site-related redevelopment, building rehabilitation—maximum of ten (10) years. .
 - b) Leasehold improvements, Furniture, fixtures, ~~and~~ equipment and working capital ~~;; leasehold improvements~~; three to seven (3-7) years depending on the size of the program loan and the ratio of private sector investment in the project. .

The specific term for an individual borrower may also be based on the useful life of the asset, as well as the terms offered by the private sector financial institution participating in the project. However, the CDA retains the right to adjust individual loan terms in order to facilitate a successful loan fund project.

10. Need Determination: Each applicant must demonstrate that Business Incentive Loan Program financing is necessary to make the project feasible and that alternative sources of financing are not available on reasonable terms.
11. Interest Rate: Interest charged to the borrower will be the cost of funds to the Village, based on the “true interest cost” of the Village’s last taxable borrowing prior to closing rounded to the next one-tenth (0.1) percent (the “Village Interest Rate”). The interest rate charged to the borrower will be fixed for the entire term of the loan at the time a loan agreement is signed with the Village.
12. Deferral of Principal and Interest: The Business Incentive Loan Program has the option of deferring principal and interest payments for up to eighteen (18) months upon demonstration by the recipient business that a deferral is required to make the project feasible. This deferral period begins from the date of the first participant draw disbursement.
13. Equity Requirements: The CDA may require an equity injection for Business Incentive Loan Program projects, when appropriate..
14. Collateral Requirements: Each Business Incentive Loan Program project will include a financing agreement between the Village and recipient business that details the terms and conditions of the loan fund financing, along with supporting collateral documents. In addition, performance bonding may be required when deemed necessary to protect the Village’s interest in the project.

Collateral requirements will be determined on an individual basis by the CDA and may include mortgages on land and buildings; liens on furniture, fixtures, and equipment; and liens on accounts receivable and inventory. This collateral may be subordinated to private sector financial institutions participating in the project, if required. In addition, junior liens on all business assets may be used where appropriate. Personal guarantees from the principals of the business with 20 percent or more ownership will be required.

Finally, loan recipients will be required to ~~obtain~~ maintain property-casualty insurance for the appraised value of the property being financed, and have the Village listed as an additional insured on the policy.

15. General Policies for Restructuring Loans: Business Incentive Loan Program loans may be restructured when restructuring will improve the borrower's ability to repay the loan, as long as the business is financially viable as evidenced through a business credit analysis. The CDA will work with the owner(s) of the business to determine the need for restructuring, and, if appropriate, the CDA may restructure the loan to improve cash flow within the business..
16. Program Fees: The CDA will require a loan application fee of \$300_ to be paid to the [Village of Shorewood BID](#) at the time of loan application. If the application is approved, a loan origination fee equal to one (1.0) percent of the loan amount, plus payment of any legal fees incurred by the CDA for the loan closing, will be added to the principal amount of the loan and paid with program monies. The CDA reserves the right to waive or reduce these financing origination fees.
17. Availability of Funds: Available funding for the program will be managed by the CDA. In those instances where the number of requests exceeds available funding, applications will be prioritized based upon the following_: Priority will be given to first floor retail uses, specifically retail and restaurant uses on N. Oakland Ave., E. Capitol Dr., and Wilson Dr. and office uses that create daytime employment. Secondary priority will be is given to other first or upper floor uses within the business district. (see appendix for list of eligible and ineligible.....)~~the use of the funds, , the community benefit, and the amount of private sector leverage that is included in the project.~~ When feasible, the amount of CDA monies contributed to each project may also be reduced in order to facilitate as many requests as possible.
18. Project Completion Date: All projects must be initiated within six (6) months following approval of the financing application and completed within ~~two (2) years of application approval~~ one (1) year of loan closing. Authorizations /approvals for program participation lapses at the project completion date. The CDA may provide extensions beyond the time limit, if warranted, upon the request of the applicant.
19. Additional Requirements: All CDA-financed activities must:

- a) Contribute proportionately to the achievement of the Village's economic development goals as outlined in the Village of Shorewood Master Plan and design guidelines .
- b) Have the applicant retain ownership for sufficient time to complete the project, stabilize its occupancy, and establish project management.
- c) Not damage designated Village landmarks.
- d) Comply with all applicable policies, rules, codes, regulations, and statutes of the Village and State.

* * *

Attachment B
VILLAGE OF SHOREWOOD
BUSINESS INCENTIVE LOAN PROGRAM APPLICATION

Name: _____

Address: _____

Business Name: _____

Address: _____

Telephone No.: _____

Brief Project Description:

Sources and Uses of Funds

Business Incentive Loan Program	Bank Debt Financing	Other Government Village Assistance	Equity Financing	Total
--	---	---	---------------------	-------

a) Land / Building Purchase					
d) Building Renovation					
e) Capital Equipment					
SUBTOTAL					
Closing Costs (1%)					
TOTAL COSTS					

Business Incentive Loan Program Assistance Requested

a) Loan Amount	
c) Loan Term (years)	
d) Deferral Period (months)	

Source of Bank Financing:

Name: _____

Address: _____

Contact Person: _____

Telephone No.: _____

Loan Amount: \$ _____

Source of Equity Financing:

Name: _____

Address: _____

Telephone No.: _____

Amount: \$_____

Date Project Will Begin: _____

I hereby certify that the information provided above and in the attached supporting documentation is to the best of my knowledge true and correct. I also agree to pay the loan origination fee and any legal expenses, as defined in the Village of Shorewood Business Incentive Loan Program manual, should a loan be approved by the Village of Shorewood Community Development Authority.

Applicant Signature

Date

For additional information about the Village of Shorewood Business Incentive Loan Program, please contact Jim Plaisted at (414) 272-5823.

Please submit the Business Incentive Loan Program application and supporting documentation to:

Jim Plaisted
c/o Village of Shorewood
3930 N. Murray Avenue

Shorewood, WI 53211

* * *

VILLAGE OF SHOREWOOD BUSINESS INCENTIVE LOAN PROGRAM: PROJECT DOCUMENTATION

The following supporting documentation should be submitted along with each Business Incentive Loan Program application.

1. A business plan that provides the information identified (See Attached Template #1) in ~~Note 4~~.
2. Three years of the applicant's most recent financial statements or three years of the applicant's most recent Federal Income Tax Returns.
3. Financial projections including, at a minimum, a balance sheet at project initiation and income statements for the first three years of the project (See Attached Template #2).
4. Personal financial statements for the applicant (See Attached Template #3).
5. A statement of the anticipated community benefits to be derived from the proposed loan fund project and the reasons why the project will not take place or be financially successful without financing from the Business Incentive Loan Program.
6. A letter of commitment from the financial institution or other source(s) of debt financing that is a part of the project.
7. Cost estimates and a binding construction schedule, with a not to exceed project completion date, for all fixed assets to be purchased or real estate improvements to be made indicating those funded by Business Incentive Loan Program monies.
8. A lease or pre-lease agreement for rental property, an offer to purchase for the acquisition of commercial real estate, or a warranty deed for existing commercial real estate.
9. Other documentation that may be required by the CDA or Village Board that is deemed important relative to a determination regarding the loan fund project.

This section deleted but included in template to assure all items are addressed and included for application review ~~Note 1: The business plan should present a description of the business that includes the following level of detail:~~

- ~~1. A description of the business and its legal organization.~~
- ~~2. A detailed description of the proposed business or real estate project.~~
- ~~3. A discussion of the management team and all experience relevant to the development of the proposed project.~~
- ~~4. A discussion of the marketplace that identifies the applicant's current customer base; its major competitors; and a marketing strategy.~~

~~5. A discussion of projected sales growth and the financing and capital requirements necessary to achieve the projected growth.~~

* * *

Purpose of the Program

The Business Incentive Loan Program (the “Program”) has been established by the Community Development Authority (“CDA”) and Village Board to assist businesses and property owners finance business expansion and startup projects, consistent with the economic development goals of the Village.

The Program is expected to be an important component of the Village of Shorewood’s economic development toolbox, which includes the façade grant program and redevelopment project incentives.

The Benefits to participating Program businesses might include providing “first dollars” required by other lending organizations, lower than market interest rates, and potential to lower debt service payments during the startup period of a new venture.

The Village of Shorewood Business Improvement District (“BID”) and Southeastern Wisconsin Regional Planning Commission (“SEWRPC”) will provide assistance to businesses interested in borrowing funds from the Program. SEWRPC will also assist the Village with the review and underwriting of loans.

Economic Development Goals

The economic development goals of the Program are comprised of property tax base enhancement, business recruitment and retention, elimination of blight, promote first floor retail activity, and expanded business activity, and job creation.

Loan Parameters

Loan amounts may range between \$10,000 - \$100,000. Loans requests over \$100,000 will be considered in special cases only and may need to be funded separately by an existing TIF District (POLICY DECISION. Should the CDA consider “special cases” and if so what will standards be for exceeding the \$100,000 loan maximum?)

All loans must be approved by the Shorewood Community Development Authority (“CDA”). Loans over \$25,000 must also be approved by the Shorewood Village Board. Funds for the program are limited and will be allocated on a first come, first serve basis.

A minimum of one dollar of private sector investment related to approved expenditures will be required for each dollar of CDA investment. It is expected that a bank or other private financial institution will be financing a portion of the private sector match.

Sufficient collateral, including personal guarantees from the principals of the business with twenty (20) percent or more ownership, will be required.

Interest charged to the borrower will be

- ✓ The cost of funds to the Village, based on the Village’s last taxable borrowing –

Interest cost to the borrower from Program loans is expected to be lower than for loans from banks or other financial institutions.

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Criteria for granting or for limiting the amount of a requested loan include the following:

- o **Eligibility** – the project must contribute proportionately to the achievement of Shorewood's economic development goals.. Priority will be given to first floor retail and restaurant uses on N. Oakland Ave., E. Capitol Dr., and Wilson Dr. and office uses that create daytime employment. Secondary priority will be given to upper floor uses within the business district. (see appendix for list of eligible and ineligible.....)
- o **Need** - the applicant must demonstrate that Program financing is necessary to make the project feasible and that alternate sources of funding needed to finance the project are not available on reasonable terms.
- o **Availability of Funds** – a balance of sufficient funding authority (unloaned funds) should be available within the CDA program funding schedule parameters.

Because of the scarcity of funds, the Program will be administered in a way that maximizes first floor street frontage activity within the business district. The loans supported by this Program are not intended to be an entitlement.

Application Process

Submit applications to Jim Plaisted, c/o Village of Shorewood, 3930 N. Murray Avenue, Shorewood, Wisconsin 53211, 414-272-5823. See the Program Details section of this document for detailed application procedures and requirements.

VILLAGE OF SHOREWOOD BUSINESS INCENTIVE LOAN PROGRAM

PROGRAM DETAILS

Introduction

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Through the Program, qualified Businesses and property owners are eligible for low-interest loans to finance qualifying business expansion or start-up projects. Loan funds that are repaid to the Village will be used to assist other businesses within the loan program. The purpose of this manual is to set forth the criteria for the financing that is available from the program.

Purpose

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The Loan Program includes funding mechanisms and interest rates that are designed to encourage business development, while providing for the recapitalization and growth of the Program.

Eligible Applicants

Eligible applicants for the Business Incentive Loan Program are business establishments or property owners located in the Village or those that will locate in the village as a result of loan fund financing. These applicants must demonstrate that they are unable to access the financing necessary for the business or real estate project through conventional sources.

Administration

The assets in the Business Incentive Loan Program shall be the property of the Village of Shorewood Community Development Authority (“CDA”) and funding decisions relative to loan applications shall be made by the CDA, except that any member of the CDA, who so desires, may request that a specific funding request under consideration be forwarded to the Village of

Shorewood Board of Trustees for a final decision. All loans of \$25,000 or more require both CDA and Village Board approval.

Applications for program funding can be obtained from the Village of Shorewood's website or can be provided by the Village of Shorewood Business Improvement District ("BID") Director. The Southeastern Wisconsin Regional Planning Commission ("SEWRPC") or other designated agent approved by the CDA, will review all loan applications and provide loan underwriting assistance to the CDA. Village staff shall be responsible for administration of the program loan disbursements and collections after approval. (POLICY DECISION: Should Shorewood put complete application online?)

Application Procedures

Once the application has been downloaded from the Village website, businesses should contact Jim Plaisted, c/o Village of Shorewood, 3930 N. Murray Avenue, Shorewood, Wisconsin 53211 to set up a meeting. A copy of the loan application and a list of the supporting documentation needed for each application are included as Attachment B to this manual. Following the submittal of the application, BID Director will examine the application and supporting documentation for completeness and make a determination within 14 working days on whether or not the proposed project conforms to the standards and policies as set forth in this manual.

Once staff has completed its review of the application, the applicant business will be informed of any deficiencies, and requested to amend the application, if necessary. Upon final submission of a completed application, the application will be forwarded to the underwriter for review and recommendation to the CDA for consideration.

Standards and Policies

The following standards and policies will be utilized in administering the Business Incentive Loan Program:

1. Funding Limits: The amount of funding available for each applicant is from \$10,000 - \$100,000. SEE above request for Policy discussion on "special cases".
2. Type of Financing Available: All monies will be provided in a manner that enhances the viability of the proposed project. The CDA, at its discretion, may waive the requirement for providing loans on an installment basis.
3. Project Initiation: Any Business Incentive Loan Program and matching monies may not be spent prior to the approval of the loan by the CDA, and / or Village Board as applicable. However, under special circumstances an applicant may apply for the program while opening/moving their business within Shorewood and before CDA has approved the formal loan. FURTHER POLICY NEEDS TO BE DETERMINED HERE.
4. Private Sector Leverage Ratio: A minimum of one dollar of private sector investment towards approved expenditures will be required for each dollar of CDA investment. Private

sector investment is defined as financing from a private lending institution and/or cash equity that is contributed to the project by the applicant. Applicants will be required to utilize a private financial institution to finance all or a portion of the private sector match, unless waived by the CDA. In addition, all private sector dollars must be obtained from a non-public source and no public funds of any type may be counted towards leveraged private investment .

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6. Access to Program Funds: Program funds will typically be provided in installments to applicants through draw requests as expenditures are made in accordance with the funding application. The minimum draw request shall be \$5,000 or 20% of the approved loan amount, whichever is greater. All draw requests must be submitted within 90 days of the project completion date to be eligible for reimbursement; if not funds are forfeited. The project completion date will be clearly noted in the construction schedule.
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8. Eligible Activities: Activities eligible for funding include:
 - a) Real property acquisition, building demolition, site preparation, and similar site-related redevelopment activities to stimulate business development.
 - b) Interior and exterior building rehabilitation and new construction.
 - c) Leasehold improvements; the acquisition of furniture, fixtures, and equipment.
 - d) Working capital not to exceed 10% of total loan amount. (POLICY DECISION – Should this be 20%?. Also, need to define acceptable use of working capital, inventory only?)
9. Ineligible Activities: Activities **not** eligible for funding include:
 - a) Purchasing equity in private businesses.
 - b) Subsidizing interest payments on existing loans and other working capital expenses.
 - c) Refinancing loans made by other lenders or investors.
 - d) Contributing equity required of borrowers participating in other loan programs.
 - e) Financing deposits in interest-bearing accounts, certificates of deposit, and other cash investments.
 - f) Home based businesses.

10. Other Considerations: Typically, Village assistance will consist of providing financing for fixed assets (and up to 10/20% working capital) that are an integral part of the proposed project..
11. Standard Loan Terms: Standard terms for installment loans are as follows:
 - a) Real property acquisition, site-related redevelopment, building rehabilitation—maximum of ten (10) years. .
 - b) Leasehold improvements, Furniture, fixtures, equipment and working capital -- three to seven (3-7) years depending on the size of the program loan and the ratio of private sector investment in the project.

The specific term for an individual borrower may also be based on the useful life of the asset, as well as the terms offered by the private sector financial institution participating in the project. However, the CDA retains the right to adjust individual loan terms in order to facilitate a successful loan fund project.

10. Need Determination: Each applicant must demonstrate that Business Incentive Loan Program financing is necessary to make the project feasible and that alternative sources of financing are not available on reasonable terms.
11. Interest Rate: Interest charged to the borrower will be the cost of funds to the Village, based on the “true interest cost” of the Village’s last taxable borrowing prior to closing rounded to the next one-tenth (0.1) percent (the “Village Interest Rate”).. The interest rate charged to the borrower will be fixed for the entire term of the loan at the time a loan agreement is signed with the Village.
12. Deferral of Principal and Interest: The Business Incentive Loan Program has the option of deferring principal and interest payments for up to eighteen (18) months upon demonstration by the recipient business that a deferral is required to make the project feasible. This deferral period begins from the date of the first participant draw disbursement.
13. Equity Requirements: The CDA may require an equity injection for Business Incentive Loan Program projects, when appropriate..
14. Collateral Requirements: Each Business Incentive Loan Program project will include a financing agreement between the Village and recipient business that details the terms and conditions of the loan fund financing, along with supporting collateral documents. In addition, performance bonding may be required when deemed necessary to protect the Village’s interest in the project.

Collateral requirements will be determined on an individual basis by the CDA and may include mortgages on land and buildings; liens on furniture, fixtures, and equipment; and liens on accounts receivable and inventory. This collateral may be subordinated to private

sector financial institutions participating in the project, if required. In addition, junior liens on all business assets may be used where appropriate. Personal guarantees from the principals of the business with 20 percent or more ownership will be required.

Finally, loan recipients will be required to maintain property-casualty insurance for the appraised value of the property being financed, and have the Village listed as an additional insured on the policy.

15. General Policies for Restructuring Loans: Business Incentive Loan Program loans may be restructured when restructuring will improve the borrower's ability to repay the loan, as long as the business is financially viable as evidenced through a business credit analysis. The CDA will work with the owner(s) of the business to determine the need for restructuring, and, if appropriate, the CDA may restructure the loan to improve cash flow within the business..
16. Program Fees: The CDA will require a loan application fee of \$300 to be paid to the Village of Shorewood at the time of loan application. If the application is approved, a loan origination fee equal to one (1.0) percent of the loan amount, plus payment of any legal fees incurred by the CDA for the loan closing, will be added to the principal amount of the loan and paid with program monies. The CDA reserves the right to waive or reduce these financing origination fees.
17. Availability of Funds: Available funding for the program will be managed by the CDA. In those instances where the number of requests exceeds available funding, applications will be prioritized based upon the following: Priority will be given to first floor retail uses, specifically retail and restaurant uses on N. Oakland Ave., E. Capitol Dr., and Wilson Dr. and office uses that create daytime employment. Secondary priority will be is given to other first or upper floor uses within the business district. (see appendix for list of eligible and ineligible.....). When feasible, the amount of CDA monies contributed to each project may also be reduced in order to facilitate as many requests as possible.
18. Project Completion Date: All projects must be initiated within six (6) months following approval of the financing application and completed within one (1) year of loan closing. Authorizations /approvals for program participation lapses at the project completion date. The CDA may provide extensions beyond the time limit, if warranted, upon the request of the applicant.
19. Additional Requirements: All CDA-financed activities must:
 - a) Contribute proportionately to the achievement of the Village's economic development goals as outlined in the Village of Shorewood Master Plan and design guidelines .
 - b) Have the applicant retain ownership for sufficient time to complete the project, stabilize its occupancy, and establish project management.
 - c) Not damage designated Village landmarks.
 - d) Comply with all applicable policies, rules, codes, regulations, and statutes of the Village and State.

* * *

Attachment B

**VILLAGE OF SHOREWOOD
BUSINESS INCENTIVE LOAN PROGRAM APPLICATION**

Name: _____

Address: _____

Business Name: _____

Address: _____

Telephone No.: _____

Brief Project Description:

Sources and Uses of Funds

	Business Incentive Loan Program	Bank Financing	Other Government Assistance	Equity Financing	Total
a) Land / Building Purchase					
d) Building Renovation					
e) Capital					

Equipment					
SUBTOTAL					
Closing Costs (1%)					
TOTAL COSTS					

Business Incentive Loan Program Assistance Requested

a) Loan Amount	
c) Loan Term (years)	
d) Deferral Period (months)	

Source of Bank Financing:

Name: _____

Address: _____

Contact Person: _____

Telephone No.: _____

Loan Amount: \$ _____

Source of Equity Financing:

Name: _____

Address: _____

Telephone No.: _____

Amount: \$ _____

Date Project Will Begin: _____

I hereby certify that the information provided above and in the attached supporting documentation is to the best of my knowledge true and correct. I also agree to pay the loan origination fee and any legal expenses, as defined in the Village of Shorewood Business Incentive Loan Program manual, should a loan be approved by the Village of Shorewood Community Development Authority.

Applicant Signature

Date

For additional information about the Village of Shorewood Business Incentive Loan Program, please contact Jim Plaisted at (414) 272-5823.

Please submit the Business Incentive Loan Program application and supporting documentation to:

Jim Plaisted
c/o Village of Shorewood
3930 N. Murray Avenue
Shorewood, WI 53211

* * *

**VILLAGE OF SHOREWOOD
BUSINESS INCENTIVE LOAN PROGRAM: PROJECT DOCUMENTATION**

The following supporting documentation should be submitted along with each Business Incentive Loan Program application.

1. A business plan that provides the information identified (See Attached Template #1).
2. Three years of the applicant's most recent financial statements or three years of the applicant's most recent Federal Income Tax Returns.
3. Financial projections including, at a minimum, a balance sheet at project initiation and income statements for the first three years of the project (See Attached Template #2)
4. Personal financial statements for the applicant (See Attached Template #3).
5. A statement of the anticipated community benefits to be derived from the proposed loan fund project and the reasons why the project will not take place or be financially successful without financing from the Business Incentive Loan Program.
6. A letter of commitment from the financial institution or other source(s) of debt financing that is a part of the project.
7. Cost estimates and a binding construction schedule, with a not to exceed project completion date, for all fixed assets to be purchased or real estate improvements to be made indicating those funded by Business Incentive Loan Program monies.
8. A lease or pre-lease agreement for rental property, an offer to purchase for the acquisition of commercial real estate, or a warranty deed for existing commercial real estate.
9. Other documentation that may be required by the CDA or Village Board that is deemed important relative to a determination regarding the loan fund project.

This section deleted but included in template to assure all items are addressed and included for application review

* * *