



**Community Development Authority
Meeting Agenda
Thursday, February 11, 2021 at 9:00 a.m.
via teleconference**

Join Zoom Meeting: <https://zoom.us/j/98220987009>

You may also join the meeting via toll free phone number: 1-312-626-6799

Meeting ID: 982 2098 7009

1. Call to order.
2. Consider January 8, 2021 meeting minutes.
3. Consider possible fees for a Phase I application for public assistance.
4. Consider requested modifications to Policy 40 – TID creation and TIF assistance.
5. Adjournment.

DATED at Shorewood, Wisconsin, this 5th of February, 2021 at 4:30 p.m.

VILLAGE OF SHOREWOOD

Sara Bruckman, CMC/WCMC, Village Clerk

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
Meeting Minutes
Friday, January 8, 2021 at 9:00 a.m.
via Tele/Video-Conference

DRAFT

Present: Chair Peter Hammond, Tr. Davida Amenta, Michal Dawson, Jon Krouse, Joe LeSage, Desty Lorino and Tr. Kathy Stokebrand

Also present: Village Manager, Rebecca Ewald; Planning and Development Director, Bart Griepentrog; BID Executive Director, Steph Salvia; Assistant Village Manager, Tyler Burkart; Finance Director Mark Emanuelson; and, Michaela Huot (Baker Tilly), Katie Gnau, Victoria Ross, and Ann McCullough McKaig.

1. Call to order.

The meeting was called to order at 9:02 am.

2. Consider December 4, 2020 meeting minutes.

Ms. Dawson motioned to approve the minutes as drafted; seconded by Tr. Stokebrand. Vote 7-0.

3. Consider Policy 40 – Tax Increment District (TID) creation and Tax Increment Financing (TIF) assistance.

Chair Hammond noted that the CDA had already gone through the policy twice and suggested that this would be the final review to make sure all previous comments were incorporated. Chair Hammond confirmed with Village Manager Ewald that the next step would be Village Board consideration.

Tr. Stokebrand questioned if the TIF Cap Waiver, which required Village Board approval, would first receive a recommendation from the CDA. Village Manager Ewald confirmed that it would. Tr. Stokebrand requested that the policy be updated to reflect that in both items 10c and 10e. Chair Hammond noted that he was fine to reference that.

Tr. Amenta discussed the public input and transparency aspects listed in Phase 2, noted that TIF projects can impact the entire village and questioned who determines what efforts are adequate. Village Manager Ewald noted that in addition to the Village's blanket communications, the developer would need to submit written communication plans within both application phases for the CDA's review. Tr. Amenta reiterated that communication is key. She commented that inclusion within the Village Manager's Memo does not mean that everyone gets it, opens it or reads it. Chair Hammond responded that the developer would give the plan to the CDA for review and response, and did not want to tie anyone's hands with too many details within the policy. Mr. Krouse and Ms. Dawson agreed. Tr. Amenta suggested that it may be better for staff to be able to advise the developer on drafting their plans, but that it didn't have to be in the policy. Tr. Stokebrand noted that it was not staff's job to write their plans. She suggested that the Village Manager's Memo link to the developer's website. Chair Hammond reiterated a desire to look at the policy with a 10-year lens and allow the administration and bodies at the time to review the proposal, further suggesting that we might not know what works best in the future. Mr. LeSage and Tr. Stokebrand agreed.

Tr. Amenta noted that reference to “look back” clauses had been removed. She questioned if the “claw back” references were assumed to include it. Ms. Huot noted that “look back” had been replaced with “claw back” in Phase 3 #11. She stated that it makes sense to do the financial review first and later confirm if the assumptions became real numbers. Adjustments to the amount of eligible increment could be made based on those actuals. She summarized that the review was still in, but was just reorganized. Tr. Amenta confirmed that this reporting would take place for all projects. Within the same paragraph, Tr. Stokebrand questioned if the policy should be reworded to say “it will reduce or require request of repayment of amount of assistance provided.” Ms. Huot agreed to the revised language.

Tr. Stokebrand noted that the organizations listed within Section 5 were all great agencies, but questioned if it was an exhaustive list. Village Manager Ewald noted that she would update it to include that others would be considered.

Mr. Krouse motioned to approve the policy as presented with the minor edits discussed within the meeting; seconded by Mr. LeSage. Vote 7-0.

Chair Hammond noted that this policy would be a good thing for future CDAs and that it has been requested for a long time. He stated that he will be interested to see how the Village Board reviews the policy and suggested that it could come back to the CDA for additional edits. Village Manager Ewald noted that the Village Board’s review would be scheduled for January 20, 2021.

4. Review and recommend receipt of annual Housing Affordability Report.

Planning Director Griepentrog provided an overview of the report, noting that it is required by State Statute to be updated annually. He stated that the report had been drafted by Novogradac last year as part of the larger Housing Study effort and that this year’s report simply updated numbers from 2020. He suggested that the report was likely intended for growing communities with more available land or subdivision opportunities. As a built-out community, the updated numbers from 2020 were not much different.

Chair Hammond stated that the report had a lot of good and interesting information and questioned if there were any conclusions that could be made or whether it was intended to simply provide data. Planning Director Griepentrog noted that the report is required to be provided annually for reference and that any suggestions or conclusions would be a next step discussion, if or as desired.

Tr. Stokebrand questioned what housing gaps were not included within this year’s report. Planning Director Griepentrog noted that Novogradac included discussion of housing gaps for groups such as senior, affordable units or young families in last year’s report, but that those were not required to be included in the annual update by State Statute. He noted that Novogradac believed their analysis would be relevant for up to five years, so that reference to those gaps could be found in last year’s report.

Tr. Amenta questioned what the S.B. Friedman Duplex Strategy Report was within the Comprehensive Plan Implementation section. Planning Director Griepentrog noted that it was a study that in part led to the duplex conversion loan program, but that it was quite old at this time and not actively being referenced or engaged.

Tr. Amenta stated that Table 10: Forecast Housing Demand was probably intended to be the most important data set with respect to understanding whether or not the Village will be able to meet future housing demand, and if not, what does that mean. Planning Director Griepentrog agreed that he believed it was the primary driver in presenting the report to policy makers. He also questioned the accuracy of the projections with respect to the Village’s built-out nature. Tr. Amenta noted that the

Village has actually added a significant amount of housing units within recent years, and although options are limited, if demand remains high and new units are not added, that affordability will continue to be an issue. She stated that if the Village wanted to remain a community that has a range of affordability, it needs to think about increasing housing supply.

Tr. Stokebrand moved to recommend that the Village Board receive the annual update to the Housing Affordability Report at their January 20, 2021 meeting; seconded by Mr. Lorino. Vote 7-0.

5. Adjournment.

Tr. Amenta motioned to adjourn the meeting at 9:34 am; seconded by Tr. Stokebrand. Vote 7-0.

Respectfully submitted,

A handwritten signature in blue ink that reads "Bart Griepentrog". The signature is written in a cursive, flowing style.

Bart Griepentrog, AICP
Planning & Development Director



VILLAGE OF SHOREWOOD

REPORTS AND PRESENTATIONS TO CDA

Agenda Item: Consider possible fees for a Phase I application for public assistance.

Date: February 11, 2021

Presenter: Rebecca Ewald, Village Manager

Department: Village Manager's Office

History – *Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.*

1. February 2020 – the Village received a [Housing Market Study and Needs Analysis](#) that recommends if the Village has the opportunity to have another rental property developed to consider setting aside units for affordable housing.
2. Catalyst Development desires to submit an application in February for TIF creation and TIF assistance, specifically for some units of affordable housing. Their timeline is driven by an offer to purchase on a portion of the land for the development. If there is not an opportunity to submit an application for such assistance in February, they will proceed with a market rate development on the site that would otherwise not require public assistance.
3. January 25, 2021 – the Village Board reviewed Policy 40 – TID creation and TIF assistance, applications and associated fees and requested additional modifications. The policy was sent back to the CDA for review and modification.

Agenda Item Discussion – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

In light of the fact that the do not have an approved policy, process and fee for TID creation and TIF assistance at this time, here are some options to proceed:

1. Do not accept applications, as no policy and fee has been approved.
2. Ask the CDA to absorb the cost of financial review from Baker Tilly for Phase I (\$5,500) in anticipation an approved policy and fee in the near future.
3. Developer suggestion: request the Village Board approve a letter of agreement in which the developer proceeds with the draft Phase I application and voluntarily pays the fee for Baker Tilly review with the understanding that they proceed at their own risk.

Chair Hammond requested CDA Atty. Bruce Block provide advisement on how to proceed.

Atty. Block suggested an interim resolution that requires the CDA to charge a modest upfront fee to cover its out-of-pocket costs for TID applicants pending the Village Board's review and approval of a more comprehensive TID assistance policy as a stop gap measure. The interim resolution could be supplanted/supplemented when the Village Board adopts the comprehensive policy. The fee being charged for Baker Tilly for financial review would be for actual out of pocket expenses incurred by the Village at the request of the developer. No one at the Village is profiting from the payment. This is not any different from a municipality requiring a developer to pay for the costs of a traffic study. It would allow applications to be reviewed/considered at no out of pocket cost to the Village while the Village

Board is contemplating the larger policy issues. Atty. Block further relayed that he doesn't regularly get involved in the intricacies of municipal law. To him the issues would be: (1) the policy question of allowing the CDA to implement a fee structure, without Board approval; and (2) ensuring that the fee matches the Village's costs and is not a subterfuge for raising revenues. He suggested these questions be provided to the Village Attorney for review.

Atty. Bayer reviewed the matter and didn't see any issue under Wis. Stat. Sec. 19.59, Code of ethics for local government officials. The Village would simply be making itself whole by being reimbursed for an expense that is directly incurred as a result of the application. The application fee will not be greater than the actual cost to the Village to have the financial consultant review the proposal. The application fee is not a net revenue generating mechanism. Atty. Bayer concurred with Atty. Block that the Village Board could evaluate and pass a resolution that would allow the CDA to initiate the application charge. In the alternative, the CDA could also by motion to do the same.

Community and Business Outreach – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes No

If Yes, identify how and what community groups and businesses were notified.

Action Required / Recommended – *Please include the recommended motion or possible actions for this agenda item.*

Possible motions:

Option 1 – *“I recommend no applications be accepted until approval of a comprehensive TID policy.”*

Option 2 – *“I recommend the CDA incur the fees for draft Phase I application review for TID assistance.”*

Option 3 – *“I recommend the Village Board pass a Resolution for charging the TID/TIF Phase I Application Charge, that will be supplanted by the adoption of the comprehensive TID policy and fee structure.”*

Option 4 – *“I recommend the CDA charge the developer the TID/TIF Phase I application charge, that will be supplanted by the adoption of the comprehensive TID policy and fee structure at a later date.”*

Attachments – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment*

following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.

1. Housing Study Recommendations

Novogradac Housing Study Recommendation 2020

** These recommendations assume the Village desires to decrease the housing gap.*

Recommendations

Next Steps

1. Existing Housing Stock Programs

End Duplex & Attic Conversion program	On hold until TIF extension, application and procedure is concluded. Refer to Village Board when reviewing Neighborhood Loan Program.
Add energy efficiency program	Review program proposal - March
Add senior friendly modification program	Review program proposal - March
Continue downpayment assistance program	Review possible program - March

2. New Housing Stock

New condo project with some incentive, TIF or voluntary such as density bonus for some affordable set aside.	TIF application and procedure - in progress
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3. Get Affordable Units with Incentives

If the Village does another rental project, consider a project with set aside affordable housing units	TIF application and procedure - in progress
Ease zoning rules to allow for accessory dwelling units and co-housing options, even if only through an overlay district or as a conditional use rather than permitted by right use	On hold until TIF extension, application and procedure is concluded. Plan Commission to review following completion of the Comprehensive Plan.
Ease zoning in one and two-family zoning districts to allow for tri and four-plexes	On hold until TIF extension, application and procedure is concluded. Plan Commission to review following completion of the Comprehensive Plan.



VILLAGE OF SHOREWOOD

REPORTS AND PRESENTATIONS TO CDA

Agenda Item: Consider requested modifications to Policy 40 – TID creation and TIF assistance.

Date: February 11, 2021

Presenter: Rebecca Ewald, Village Manager

Department: Village Manager's Office

History – Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.

1. [July 13, 2020](#) – the CDA and Village Board agreed on the following next steps in priority order at the conclusion of strategic planning: TID 1 extension; TIF policies and procedures, particularly an application process; then followed by the Neighborhood Home Loan Program and Business Loan Program. Consensus was provided on these priorities to be acted up on the suggested order.
2. [September 4, 2020](#) – the CDA discussed exploring options for programs and development project(s) that would utilize TID 1 extension funds should this be an option the CDA desires to pursue. It was noted that there is little staff time to administer programs and one option may be to consider larger development projects yielding for cost efficient results.
3. [October 23, 2020](#) – over the last few months, staff, Chair Hammond and President Rozek have met with two developers looking at different sites in the Village. One developer expressed interest in pursuing affordable housing that may be a consideration for TID 1 extension funds. Both developers have expressed the desire to proceed with review of their proposals. To do so, a process and application were reviewed for the evaluation of public assistance contemplated as a part of a new TID/TID amendment or for use of extended TID funds specifically for affordable housing. The CDA recommended an application and process for evaluating public assistance requests, with requested revision to be brought back for review at the next meeting.
4. [November 6, 2020](#) – the CDA provided comment on the policy 40, requested noted revisions to be incorporated and brought back to in December for review and consideration.
5. [December 4, 2020](#) – the CDA provided comment on policy 40 and requested revisions to be incorporated and brought back in January for final review and consideration.
6. January 8, 2021 – the CDA provided minor comments on policy 40 and unanimously recommended the policy to the Village Board for consideration.
7. January 25, 2021 – the Village Board reviewed the proposed policy and sent it back to the CDA for consideration of the following modifications:
 - Section 3(1): include the following language in italic “Enhancing or diversifying the Village’s economic base and property tax base *in addition to the one or more of the goals listed below. TID creation and assistance will not proceed based upon an increase in property base alone.*”
 - Section 5: Further define disadvantaged class
 - Section 5: Further define the incentive for hiring and contracting with disadvantaged classes
 - Inclusion of language regarding green infrastructure
 - Include statement that development with only luxury and market rate housing is not eligible for TID creation or assistance
 - Include statement that there must be another benefit(s) in addition to increase tax base to provide TIF assistance

- List the \$5,500 as the Phase I application fee and Phase II \$8,000 the financial study fee and any additional costs above \$8,000 for TID creation and financial assistance costs. The Phase II study fee may be refunded to the developer upon successful TID creation or approval for financial assistance.

Agenda Item Discussion – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

Below is each item requested by the Village Board and option for policy improvement.

1 - Include statement that there must be another benefit(s) in addition to increased tax base to provide TIF assistance

Section 3(1): include the following language in italic “Enhancing or diversifying the Village’s economic base and property tax base *in addition to one or more of the goals listed below. TID creation and assistance will not proceed based upon an increase in tax base alone.*”

2 - Section 5: Further define disadvantaged class related to hiring and contracting requirements

Delete the existing language and insert the following:

Developer receiving over \$1 million in TIF assistance must submit a plan complying with the Village of Shorewood’s goals of utilizing [Targeted Business Enterprise \(TBE\) vendors](#) for 25% of the construction and 17% professional services for the approved development. Firms that qualify as a TBE include Disadvantage Business Enterprise (DBE) firms certified by and listed in the Wisconsin Unified Certification Program (UCP) directory, Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) firms certified by the State of Wisconsin Department of Administration (DOA) and listed in the directory, Small Business Enterprise (SBE) firms certified by Milwaukee County and listed in the Milwaukee County directory, and SBE firms that meet the Small Business Administration (SBA) size standards and are listed in the SAM directory. A firm certified in another state must be certified by the Wisconsin Unified Certification Program (UCP) or State of Wisconsin DOA prior to submission of bid.

The participation goal is based upon the total dollar value of the development less reimbursable items. Participation must be maintained throughout the contract, including any fee increases. Compliance plans shall be submitted and reviewed in accordance with development agreement requirements. If compliance is not possible, the developer is required to document the reasons and justifications for review and approval by the Village Board in advance of development agreement approval.

3 - Section 5: Further define the incentive for hiring and contracting with disadvantaged classes

Specific incentive no longer required. Goal is specified within the guidelines and developer is required to submit documentation should they not comply. Compliance plan and requirements will be outlined within the development agreement. Percentage requirements were recommended by Milwaukee County and are recalibrated every three years.

4 - Inclusion of language regarding green infrastructure

Include a new Section 6: Sustainability with the following,

Developer seeking over \$1 million in TIF assistance for a project shall prepare a report on the estimated cost of including solar power and other sustainable features and submit this report with the Phase II application. This report shall also include an estimate of the amount of time that would be required to recover the cost of the solar-power features through energy-cost savings. Commercial Shorewood projects are eligible for the Property Assessed Clean Energy (PACE) program through [PACE Wisconsin](#).

The Village of Shorewood desires to encourage energy efficiency. A building with an Energy Star score of 75 or higher indicates that it performs better than at least 75 percent of similar buildings nationwide. The EPA's Energy Star [Target Finder](#) is the no-cost online tool that enables architects and building owners to set energy targets and receive an Energy Star performance score for projects during the design process. Within two years of temporary or permanent occupancy, the developer shall submit for Energy Star certification through [Portfolio Manager](#) with the goal of obtaining a score of 75 for the development.

5 - Include statement that development with only luxury and market rate housing is not eligible for TID creation or assistance

Insert into Section 4: Policy Statements,

TIF assistance will generally not be considered for market rate housing.

6 - List the \$5,500 as the Phase I application fee and Phase II \$8,000 the financial study fee and any additional costs above \$8,000 for TID creation and financial assistance costs. The Phase II study fee may be refunded to the developer upon successful TID creation or approval for financial assistance.

The following clarification language was added the following sections:

Phase 2, #1 - The Village Board will review the application and provide direction on whether the project warrants further exploration, and if so, staff will collect an additional fee of \$8,000 to compensate for consultant and staff time required to complete a full financial analysis and presentation of the proposed public financial assistance. In addition, the applicant will pay for all third-party costs associated with the review of the application, TID creation and assistance.

Phase 3, #1 - Staff will proceed with the [TIF consideration process](#), including TID project plan and feasibility study, and any related zoning requests as outlined in Wisconsin State Statutes. The applicant will pay for all third-party costs associated with the review of the application, TID creation and assistance. If a TIF district is created, the fee and third-party costs may be refunded by future revenues of the TIF district.

The Village Attorney has reviewed the policy and did not request any revision to the draft as presented.

Community and Business Outreach – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes

No

If Yes, identify how and what community groups and businesses were notified.

Notification of the proposed policy was included in the 1/21/21 Village Manager's memo with links to the CDA's recommended policy and notification of the 1/25/21 Village Board meeting where the Board would consider the policy.

Action Required / Recommended – *Please include the recommended motion or possible actions for this agenda item.*

Possible motion: *"I move to approve Policy 40 - Tax Increment District (TID) creation & Tax Increment Financing assistance, as amended with requests from the Village Board."*

Attachments – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Policy 40 - Tax Increment District (TID) creation & Tax Increment Financing assistance
2. Shorewood Public Assistance Application – Phase 1
3. Shorewood Public Assistance Application – Phase 2



Policy No. 40	Page 1 of 6
Title: Tax Increment District (TID) creation & Tax Increment Financing (TIF) assistance	
Authority: Village Board	
Date of Issue:	Effective Date:

Introduction

The purpose of this policy is to guide the Village’s review of requests for tax increment district (TID) creation and review of tax increment financing (TIF) or other requests for public assistance. The Village’s intent is to minimize its risk from a project and leverage public dollars to maximize investment, resulting in a positive impact for the community. [Chapter 66](#) of the Wisconsin Statutes gives municipalities the authority to create [tax increment financing \(TIF\) districts](#) to encourage desirable private development or redevelopment that would not occur in the manner, at the values, or within the timeframe desired by the Village without financial incentives. Public input and transparency will be encouraged and opportunities will be made available in each application phase through the village’s website, Village Manager’s Memo and regular public notices for the CDA and Village Board meetings. Applicants are required to provide notice and public outreach to neighborhoods and impacted stakeholders prior to the review of their application by the CDA and Village Board at each application phase. The applicant shall submit a public outreach plan with each application for review that complements Village transparency efforts. The CDA and Village Board will look favorably upon applications that include demonstration of public support for the project.

Section 1: Public Assistance Application Process

Phase I: Compatibility with Village Requirements/Priorities and Financial Review

1. Parties seeking public financial assistance shall communicate their interest and lay out their project to the Village Manager and Director of Planning & Development staff before an official application is submitted. Staff will conduct a preliminary review of its consistency with Village plans, zoning, priorities and public assistance goals before the submission of an official application.
2. If the proposed project appears to be consistent with the Village’s plans, priorities and goals, staff will provide the party seeking public financial assistance with an official application for public financial assistance. If the proposed project is not consistent with the Village’s current zoning requirements, the party seeking assistance shall elect whether to proceed with completion of the official application. If the party proceeds, it acknowledges that proceeding with a public financial application does not grant an exception to any zoning requirements, nor guarantee ~~for~~ receipt of assistance.
3. Parties seeking public financial assistance shall submit the information required in an official application for public financial assistance to the Village Manager’s Office. This application must be accompanied by a non-refundable fee of \$5,500. Staff will then engage in the financial viability and economic impact of the proposed project based on the information included in the application with the Village’s financial advisor and Village engineer if applicable.
4. Public input and transparency will be encouraged and opportunities will be made available in each application phase through the village’s website, Village Manager’s Memo and regular

public notices for the CDA and Village Board meetings. Applicants are required to provide notice and public outreach to neighborhoods and impacted stakeholders prior to the review of their application by the CDA and Village Board at each application phase. The applicant shall submit a public outreach plan with each application for review that complement Village transparency efforts.

5. At the conclusion of the initial analysis, the CDA will be provided with results of the review of the project's compatibility with plans, zoning, priorities, public assistance goals and need for financial analysis. The CDA will provide a recommendation on the application and supporting results to the Village Board. Included within the recommendation will be a statement of the public benefit(s) of the project and how the Village will benefit from contributing public support.

Phase 2: Developer Review and Development Agreement Terms

1. The Village Board will review the application and provide direction on whether the project warrants further exploration, and if so, staff will collect an additional fee of \$8,000 to compensate for consultant and staff time required to complete a full financial analysis, ~~underwriting~~, and presentation of the proposed public financial assistance. In addition, ~~the applicant will pay for all third-party costs associated with the review of the application, TID creation and assistance, if staff engages an independent consultant to review the application, the applicant will pay for all third-party costs incurred.~~ If a TIF district is created, the fee and third-party costs may be refunded by future revenues of the TIF district. If the proposed project is not consistent with the zoning requirements, the party seeking assistance shall elect whether to proceed with completion of the official application. If the party proceeds, it acknowledges that proceeding with a TIF application does not grant an exception to any zoning requirements.
2. Public input and transparency will be encouraged and opportunities will be made available in each application phase through the village's website, Village Manager's Memo and regular public notices for the CDA and Village Board meetings. Applicants are required to provide notice and public outreach to neighborhoods and impacted stakeholders prior to the review of their application by the CDA and Village Board at each application phase. The applicant shall submit a public outreach plan with each application for review that complement Village transparency efforts.
3. Staff shall analyze each public financial assistance application and provide analysis to the CDA for review and consideration with plans, zoning, priorities, TIF goals and financial analysis. The CDA will provide a recommendation on the application and development agreement terms to the Village Board to be considered by the Village of Shorewood for possible TID creation and approval. Included within the recommendation will be a statement of the public benefit(s) of the project and how the Village will benefit from contributing public support.

Phase 3: TIF Project Plan & Feasibility

1. Staff will proceed with the TIF consideration process, including TID project plan and feasibility study, and any related zoning requests as outlined in Wisconsin State Statutes. The applicant will pay for all third-party costs associated with the review of the application, TID creation and assistance. If a TIF district is created, the fee and third party costs may be refunded by future revenues of the TIF district.
2. Public input and transparency will be encouraged and opportunities will be made available in each application phase through the village's website, Village Manager's Memo and regular public notices for the CDA and Village Board meetings. Applicants are required to provide notice

and public outreach to neighborhoods and impacted stakeholders prior to the review of their application by the CDA and Village Board at each application phase. The applicant shall submit a public outreach plan with each application for review that complement Village transparency efforts.

Section 2: Requirements & Evaluation Criteria

All requests for TID creation and TIF assistance must comply with Wisconsin State Statutes. In accordance with Wisconsin's TIF laws, the Village and a [Joint Review Board](#) must consider the following two criteria in evaluating the potential creation or amendment of a TID:

1. Whether the development expected in the TID would occur without the use of tax increment financing.
2. Whether the benefits of the proposal outweigh the anticipated tax increments to be paid to the owners of property in the overlying taxing districts.

In order to meet the first criterion, known as the "but for" test, it must be demonstrated that development(s) would not take place at the desired level or timeframe without TID creation and TIF assistance. Development that would be likely to proceed without receiving TIF funds will generally not be eligible for assistance.

The following criteria will also be used in evaluating requests. Other factors may be considered as well on a project-by-project basis.

1. Does the project conform to existing plans and zoning?
2. How does the project increase and improve the Village's tax base?
3. What portion of the tax increment is applied to the project compared to total TIF district?
4. What is the economic impact of the project including job creation and retention?
5. Does the project support the Village's housing and sustainability goals?
6. What impact would the project have on current Village residents and businesses?
7. What are the qualifications of the developer and the developer team?
8. What level of private equity and financing is included in the project budget?
9. Does the project rely on reasonable assumptions of real property value increases?
10. Would the proposed project assist in achieving other policy goals established by the Village?

The Village will approve or reject requests on a case-by-case basis, taking into consideration established policies, project criteria, and the project's demonstrated public purpose. TID creation and amendment also requires approval of the Joint Review Board. Meeting all criteria will not guarantee approval of requested TID creation or financial assistance. The Village reserves the right to approve or deny any request at its sole discretion.

Section 3: TIF Goals

Shorewood's goals for the use of TIF include the following in no priority order:

1. Enhancing or diversifying the Village's economic and property tax base, in addition to one or more of the goals listed below. TID creation and assistance will not proceed based upon an increase in tax base alone.
2. Encouraging redevelopment of under-utilized properties.
3. Fostering the creation and retention of jobs that offer stable employment and attractive wages and benefits.

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4. Providing housing opportunities that are consistent with identified housing needs. See [2020 Housing Study](#) recommendations.
5. Provide land use opportunities that are consistent with the [Comprehensive Plan](#).
6. Encouraging urban in-fill projects consistent with the Village's Comprehensive Plan.
7. Assisting in the revitalization of historic, architecturally significant or blighted properties.
8. Create a range of housing types and specifically encourage the development of workforce and affordable housing, especially housing that is for those earning less than the [Milwaukee-Waukesha-West Allis area median income](#) HUD calculation.
9. Positively affect current and future infrastructure development, including improvements to the Village's infrastructure, transportation/pedestrian accommodations, storm water, sanitary sewer and water utilities, improve the quality and livability of neighborhoods, and take into account environmental impact, equity, diversity and inclusion.
10. Accomplishing other public policy goals, such as energy conservation, the promotion of quality urban or architectural design, public access and open space.

Section 4: Policy Statements

- ~~1.~~ **TIF assistance will generally not be considered for market rate housing.**
- ~~1-2.~~ The Village will provide assistance primarily through developer-financed methods to minimize the risk of public participation whenever possible.
- ~~2-3.~~ The Village will consider TIF requests only after determining that other possible available funding sources are not sufficient to finance the project and provide an adequate rate of return for the project to move forward.
- ~~3-4.~~ The developer will consider other financing options, prior to application.
- ~~4-5.~~ The Village will consider up front project financing through the sale of bonds or other internal sources on a case-by-case basis when other methods including developer-financed are deemed infeasible, will limit TIF to the highest priority projects as determined by the Village Board, and will require specific and measurable interim milestones prior to disbursement of funds.
- ~~5-6.~~ The Village will consider TIF only for projects with demonstrated market demand.
- ~~6-7.~~ The Village will not provide mortgage guarantees.
- ~~7-8.~~ The Village will require that a developer provide guarantees to the Village to cover any shortfall in costs not paid by increment should direct TIF assistance be provided. These may include construction guarantees, letters of credit, personal or corporate guarantees and/or minimum payment agreements. These requirements may not apply if the project is a "Pay As You Go" agreement, however the Village will still seek to ensure that there are provisions in place to allow for timely development of the site. No direct TIF assistance will be provided without formal written development agreement.
- ~~8-9.~~ The Village will not provide TIF assistance to developers that cannot adequately demonstrate an ability to complete the proposed project on time and on budget.
- ~~9-10.~~ The Village will only provide TIF assistance for tax-exempt uses where those uses are subject to payments in lieu of taxes (known as PILOTS).
- ~~10-11.~~ The following financial criteria must be met to be considered for TIF assistance.
 - a. Equity Requirement. Developers must provide a minimum 15% equity of total project costs. Projects that exceed the 15% equity requirement will be looked upon favorably by the Village. Equity is defined as cash or un-leveraged value in land or prepaid costs attributable to the project. TIF shall not be used to supplant cash equity.

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- b. Payback Period. 20-year maximum payback period. Preference will be given to projects with payback periods of 10 years or under.
 - c. TIF Cap. The total amount of TIF assistance should not exceed 15% of total project costs and will not exceed the level of private equity investment. This limitation may be waived upon recommendation of the CDA and approval by the Board.
Taxable Increase. The project should result in an increase in taxable valuation of at least 20% upon completion of project construction and stabilization.
 - d. Self-Supporting Projects. Each project requesting TIF assistance should generate sufficient tax increment to cover the requested TIF assistance and a portion of any public infrastructure costs within the district. No increment from other private development projects within the district may be used to supplement another project's inability to generate sufficient tax increment to cover project costs.
 - e. Property Assembly Cap. TIF assistance for property assembly costs will not be provided in an amount exceeding 10% of the fair market value of the property. The fair market value will be determined by an independent appraiser contracted by the Village with cost of appraisal paid for by developer. This limitation may be waived upon recommendation of the CDA and approval by the Board.
 - f. Internal Rate of Return. The amount of assistance provided to a developer will be limited to the amount necessary to provide the developer a reasonable rate of return on investment in the project and the subject site. A developer's return on equity, return on cost or internal rate of return will be based on current market conditions as determined by the Village or Village's financial advisor and is expected to fall in a general range of 8-16%. In no case shall the internal rate of return exceed 18%.
11. All TIF assistance shall include a "claw-back" provision to verify project estimates. When the actual costs are below original estimates, the Village will share in the savings and where the return significantly exceeds initial estimates, it will reduce or require the repayment of the amount of assistance provided. The claw-back mandates a developer to provide the Village, or its financial advisor, with evidence of its annualized cumulative internal rate of return on the investment (IRR), other revenue, or applicable criteria (ie. longevity or job creation commitments) at specified periods of time after project completion and upon sale. In the case of IRR, it shall be calculated with equity, revenues, and expenses in accordance with generally accepted accounting principles. If the IRR is exceeded, there will be a return or reduction of public subsidy in the amount that was in excess of the established maximum IRR.
12. All development agreements shall establish a maximum assessed value whereby the property owner shall agree not to protest to the Board of Review or Circuit Court the Assessor's determination of the property value for the properties for which the grant is requested during the life of the TID.

Section 5: Hiring and Contracting for TIF Funded Projects Goals

~~For any project that receives or otherwise benefits from public TIF assistance, either directly or indirectly, the developer shall advertise and make all design, construction and other contracted services related to the project available to Minority Enterprise Businesses, Women Enterprise Businesses or Disadvantaged Enterprise Businesses. A qualified business shall either be 1) owned by persons who are consistent with a protected class, and/or 2) have more than 60% of their workforce consisting of protected classes.~~

~~This criteria shall be deemed met upon the Village receiving documentation from the developer confirming they have forwarded a formal solicitation of bids or proposals to at least three (3) businesses~~

and fairly evaluated any bids or proposals received by these qualified businesses. A qualified business shall meet at least one of the following criteria:

- ~~The business is certified under the Wisconsin Supplier Diversity Program through the Wisconsin Department of Administration.~~
- ~~The business has been vetted and verified as a minority business enterprise through one of these qualified agencies:
 - ~~Wisconsin Women's Business Initiative Corporation~~
 - ~~Wisconsin LGBT Chamber of Commerce~~
 - ~~Wisconsin Black Chamber of Commerce~~
 - ~~Milwaukee Urban League~~
 - ~~In addition, other qualified agencies may be proposed by the developer and approved by the Village for this criteria.~~~~
- ~~A business may also qualify as a minority business enterprise if it can be otherwise documented that:
 - ~~The ownership of the business is at least 60% owned by persons identified as protected classes of people.~~
 - ~~Their workforce consists of at least 60% persons who would fall into the category of a protected class.~~~~

~~The developer shall submit documentation to the Village Manager's Office of all efforts undertaken to meet these requirements prior to construction beginning on the project. A developer and project that are able to meet the provisions of this section by entering into a contract with a qualifying business will be eligible to receive an additional discretionary incentive linked to successful completion of the project and contract. A qualifying project is eligible to receive additional financial assistance that may include density or other projects needs as determined by the Village.~~

~~Developer receiving over \$1 million in TIF assistance must submit a plan complying with the Village of Shorewood's goals of utilizing Targeted Business Enterprise (TBE) vendors for 25% of the construction and 17% professional services for the approved development. Firms that qualify as a TBE include Disadvantage Business Enterprise (DBE) firms certified by and listed in the Wisconsin Unified Certification Program (UCP) directory, Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) firms certified by the State of Wisconsin Department of Administration (DOA) and listed in the directory, Small Business Enterprise (SBE) firms certified by Milwaukee County and listed in the Milwaukee County directory, and SBE firms that meet the Small Business Administration (SBA) size standards and are listed in the SAM directory. A firm certified in another state must be certified by the Wisconsin Unified Certification Program (UCP) or State of Wisconsin DOA prior to submission of bid.~~

~~The participation goal is based upon the total dollar value of the development less reimbursable items. Participation must be maintained throughout the contract, including any fee increases. Compliance plans shall be submitted and reviewed in accordance with development agreement requirements. If compliance is not possible, the developer is required to document the reasons and justifications for review and approval by the Village Board in advance of development agreement approval.~~

Section 6: Sustainability Goals

~~Developer seeking over \$1 million in TIF assistance for a project shall prepare a report on the estimated cost of including solar power and other sustainable features and submit this report with the Phase II application. This report shall also include an estimate of the amount of time that would be required to~~

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recover the cost of the solar-power features through energy-cost savings. Commercial Shorewood projects are eligible for the Property Assessed Clean Energy (PACE) program through PACE Wisconsin.

The Village of Shorewood desires to encourage energy efficiency. A building with an Energy Star score of 75 or higher indicates that it performs better than at least 75 percent of similar buildings nationwide. The EPA's Energy Star Target Finder is the no-cost online tool that enables architects and building owners to set energy targets and receive an Energy Star performance score for projects during the design process. Within two years of temporary or permanent occupancy, the developer shall submit for Energy Star certification through Portfolio Manager with the goal of obtaining a score of 75 for the development.

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AT THE EDGE OF THE CITY AND
THE HEART OF EVERYTHING

Shorewood Public Assistance Application

Phase 1

Please return the completed application and supporting documentation to:

Village of Shorewood
Village Manager's Office
3930 Murray Avenue
Shorewood, WI 53211
414-847-2701

rewald@villageofshorewood.org

In order to address the Village's costs of professional services and other expenses related to the review of this application, a nonrefundable fee of \$5,500 shall be made payable to the Village at the time the Phase I application is submitted. If actual costs of such review exceed the initial fee, additional funds may be required prior to continuing the review. Should the application proceed to Phase II an additional \$8,000 fee for financial review is required at time of application. The applicant will pay for all third-party costs associated with the review of the application, TID creation and assistance. If a TIF district is created the Phase II third party costs may be refunded by future revenues of the TIF district. Please see the process for Public Financial Assistance.

I. Applicant Information

1. Name of applicant: _____
2. Business Name and Address: _____
3. Phone number: _____
4. Email address: _____

5. Street address(s) of the property to be redeveloped: _____

6. Type of business entity:

Individuals _____	Joint Tenant _____	Tenants in Common _____
Corporation _____	LLC _____	Partnership _____ Other: _____

7. If not a Wisconsin Corporation/partnership/LLC, where organized: _____

8. Will entity be created for new ownership: YES _____ NO _____

9. Principals of existing or proposed corporation/partnership/LLC including name, address, title and interest, *see additional documentation checklist.*
10. Is any owner, member, stockholder, partner, officer or director of any previous identified entities, or any member of the immediate family of any such person, and employee, elected or appointed representative of the Village of Shorewood? YES _____ NO _____
 If yes, list the name and relationship: _____

II. Public Outreach & Communication

Public input and transparency will be encouraged and opportunities will be made available in each application phase through the village’s website, Village Manager’s Memo and regular public notices for the CDA and Village Board meetings. Applicants are required to provide notice and public outreach to neighborhoods and impacted stakeholders prior to the review of their application by the CDA and Village Board at each application phase. The applicant shall submit a public outreach plan with each application for review that complements Village transparency efforts. The CDA and Village Board will look favorably upon applications that include demonstration of public support for the project.

1. List the stakeholder groups, including organizations such as the Business Improvement District, specific neighbors by address etc.
2. Identify the public outreach strategy for each stakeholder group and estimated dates for proposed communications.
3. Identify how the public outreach strategy will complement Village’s communication methods listed above.

III. Project Description

11. Indicate the total amount of TIF assistance requested (in current dollars): _____

12. Project Budget and Financing

Include a complete “Sources and Uses of Funds” as an attachment.
 Provide those costs for which assistance is requested.

Project Costs	Amount
Acquisition	\$
Demolition	\$
Environmental	\$
Road improvements	\$
Water main improvements	\$
Sanitary sewer improvements	\$
Storm sewer improvements	\$
Natural gas improvements	\$
Electric improvements	\$
Telephone/cable Improvements	\$
Grading Improvements	\$
New construction	\$
Development fee	\$
Project management fee	\$

*Other	\$
**Professional fees	\$
Contingency	\$
TOTAL	\$

* Explain "Other" in detail:

** Explain "Professional fees" in detail:

13. Has any other government assistance (funds, tax incentives, or other economic benefits) been provided to the applicant or the property? YES _____ NO _____

If yes, describe the type and amount of assistance provided: _____

14. Indicate the type of redevelopment project proposed (check all that apply)

- New construction
- Expansion (certain project-related costs may be TIF eligible, but not new construction)
- Interior rehabilitation/renovation
- Exterior rehabilitation
- Site improvements
- Other:

15. Land area (in square feet) of project site:

Current: _____
 Proposed: _____

16. Building area (in square feet) of project building (or, for tenant applicants, leased premises):

	<u>Gross</u>	<u>Net leasable</u>
Current:	_____	_____
Proposed:	_____	_____

17. Land Use. Identify the appropriate existing or proposed land use of the redevelopment site and indicate the building areas dedicated to each use.

Category	Existing	Proposed	Building Area	
			Existing SF	Proposed SF
Retail	_____	_____	_____	_____
Office	_____	_____	_____	_____
Mixed use	_____	_____	_____	_____
Manufacturing	_____	_____	_____	_____
Vacant building	NA	_____	NA	_____
Residential	_____	_____	_____	_____

18. Project Status

When will construction start (month/year): _____
 When will construction be completed (month/year): _____

19. Does the proposed project include an affordable housing component, as defined by State Statute? If so, please describe.

20. Indicate if the project positively affects the following areas and describe how for each item:

- _____ Village infrastructure improvements
- _____ Transportation
- _____ Pedestrian accommodations
- _____ Storm water
- _____ Sanitary sewer
- _____ Quality and livability of neighborhoods
- _____ Environmental impact, including energy conservation

- _____ Quality urban or architectural design
- _____ Public access and open space
- _____ Equity, diversity and inclusion

Please attached comments by category as an attachment to the application.

21. Please state the public benefit(s) of this project and how the Village will benefit from contributing public support.

22. Please provide links to recent projects that demonstrate the applicant’s quality of work and similar project characteristics.

IV. Operating Information

Provide the following information regarding operating revenues and expenses. Complete only the section that pertains to your situation/project, as follows:

Section 1: Owner-Occupant applicant – the site will be owned and operated by the applicant.

Section 2: Owner-Lessor applicant – the site will be owned by the applicant and leased to one or more other businesses.

Section 3: Tenant applicant – the site will be leased by the applicant.

22. Residential unit breakdown:

(or include as attachment related to #2 under Additional Documentation and Checklist)

Unit Style	No. of Units	No. of Rooms	No. of Bedrms.	No. of Bathrms.	Avg. Sq. Ft.	Avg. Rent*	Avg. Sale Price**
A						\$	\$
B						\$	\$
C						\$	\$
D						\$	\$
E						\$	\$
TOTAL _____		AVERAGE: _____				\$	\$

* Utilities included in apartment rent (check all that apply)

None Electric Heat Other:

** If condo project.

Section 1: Owner-Occupant applicant

Business name: _____

What your business does: _____

Projected gross annual business revenue at this location*:
(after project is completed) _____

**Attach a federal tax return for the previous year and revenue projections as supporting documentation for project revenue amount to be sent to Village's Municipal Advisor.*

Section 2: Owner-Lessor applicant

Business name: _____

What will be the nature of the business(es) on the site? _____

Rental Income

(or include as attachment related to #2 under Additional Documentation and Checklist)

	Current	After Completion
Potential Annual Rental Income *		
Less vacancy loss @		
Effective annual rental income		

**Attach rent roll. For commercial projects, attach signed leases if available. Otherwise, provide alternative documentation, such as evidence of asking rents for similar properties in the area to support anticipated rent.*

Operating Expenses

(or include as attachment related to #2 under Additional Documentation and Checklist)

Typical annual expenses paid for by owner from rental income and not paid directly by tenant

	Current	After Completion
Management fee		
Property insurance		

Utilities		
Real estate taxes		
Common area maintenance		
Other (specify)		
Total annual expenses including rent		
Total annual net operating income		

Deduct total annual expenses from total effective annual rental income-equals funds available for debt service and equity.

Section 3: Tenant application

Business name: _____
 What does your business do? _____

Revenue

Projected gross annual business revenue at this location*:
 (after project is completed) _____

**Attach a federal tax return for the previous year and revenue projection as supporting documentation for revenue amount.*

Rent

Annual net rent (if known): _____
 If net rent is not available, provide: _____
 Annual gross rent: _____
 Annual utility costs and maintenance fees:
 (base year amount) _____
 Annual property taxes:
 (base year amount) _____

ADDITIONAL DOCUMENTATION AND CHECKLIST

Applicants will also be required to provide the following documentation.

All personal financial information will be kept private and confidential to the extent provided by Wisconsin State Statutes.

- 1. Written business plan or a description of the business, ownership/management, date established, products and services, and future plans, as applicable. (Phase I)
- 2. Two-year financial projections, or if housing project, or leased space, include a 10-year operating pro-forma.
- 3. Letter of commitment from other sources of financing, stating terms and conditions of their participation in the project. (Phase I)

- 4. Administrative fee Phase 1 - \$5,500 and Phase II \$8,000. In addition to defraying the cost of staff time, the fee will be used to pay costs associated with processing this request for financial assistance such as legal, engineering and financial analysis. The Village reserves the right to stop the processing of the request until additional fees are paid should the original amount be insufficient to pay such costs. That portion which remains unspent, if any, will be returned only if the project is denied approval. ~~Letter of commitment from other sources of financing, stating terms and conditions of their participation in the project.~~
- 5. Attach the following documentation:

- _____ Part 1 – Corporation/Partnership Description
- _____ Part 2 – List of Shareholders/Partners/Address/Interest
- _____ Part 3 – Description of Project
- _____ Part 4 – *Financial needs* Analysis including Sources & Uses of Funds (Sample attached)
- _____ Part 5 – List of Prospective Lessees
- _____ Part 6 – Legal Description, Property Identification Numbers, most recent tax bills for all parcels and buildings, projected annual increased valuation and improvements for each year of the life of the proposed district
- _____ Part 7 - Preliminary site plan with project improvements and project renderings
- _____ Part 8 – Public Purpose Narrative including timing, scope of work, intended use of the property, type of construction and financing

V. Signature

I, the undersigned, affirm that the project descriptions, numerical and financial estimates, and all other information I have provided in this application are true and complete to the best of my knowledge. I have read and understood the requirements described in this application. Furthermore, I certify that I am authorized to initiate the TIF application process on behalf of the project described.

Printed name _____ Title _____

Signature _____ Date _____

Legal disclaimer
 Completion of this application does not entitle the applicant to financial assistance, zoning or development approvals. Any such assistance and development approvals must be recommended and approved by the appropriate Village boards, committees, authorities, and the Village Board.
 Any applications submitted under this process, and any supplemental documentation related thereto, are subject to Wisconsin’s open records law as enumerated in Chapter 19 of the Wisconsin Statutes and as further defined by applicable Wisconsin case law, including exceptions and exemptions associated therewith.



AT THE EDGE OF THE CITY AND
THE HEART OF EVERYTHING

Shorewood Public Assistance StudyApplication

Phase 2

Please return the completed application and supporting documentation to:

Village of Shorewood
Village Manager's Office
3930 Murray Avenue
Shorewood, WI 53211
414-847-2701

rewald@villageofshorewood.org

In order to address the Village's costs of professional services and other expenses related to the review of this application, a nonrefundable fee of \$5,500 shall be made payable to the Village at the time the Phase I application is submitted. If actual costs of such review exceed the initial fee, additional funds may be required prior to continuing the review. Should the application proceed to Phase II an additional \$8,000 fee for financial review is required at time of application. The applicant will pay for all third-party costs associated with the review of the application, TID creation and assistance. If a TIF district is created the Phase II third party costs may be refunded by future revenues of the TIF district. Please see the process for Public Financial Assistance.

I. Supplemental Applicant Information

1. Attorney contact information: _____
2. Currently does the applicant own or lease the property?
OWN _____ LEASE _____ NEITHER _____
3. At project completion, will the applicant own, lease or convert the property to condo ownership?
OWN _____ LEASE _____ CONVERT TO CONDO OWNERSHIP _____
4. At project completion who will occupy (operate business on) the site
OWNER _____ RENTER _____ BOTH _____
5. If the applicant is the current or prospective tenant of the property, attach a description of the premises to be leased (legal description, floor plan etc.)
6. Evidence of Site Control:
 - A. If the applicant owns the project site, attach a copy of the applicant's deed. Also indicate:

Mortgage holder(s):

Total annual mortgage payment (principal & interest):

Total outstanding balance of existing mortgage(s):

B. If the applicant has a contract or option to purchase the project site, attach a copy of the purchase/option contract. Also indicate:

Date contract was signed:

Closing/expiration date:

C. If the applicant currently leases or will lease the project site, attached a copy of the lease or lease option contract. Also indicate:

Legal name of owner as noted on the deed(s):

Name of person who signed lease for tenant (lessee):

Landlord/owner's name and address:

7. Owner Affidavit: If the applicant currently leases or plans to lease the property, have the owner (and all entities having ownership interest in the property) sign an Owner's Consent Letter.

8. Please attach:

- Resume of principals
- Articles/Bylaws/Partnership agreement of partnerships/corporation/LLC
- A list of properties within the Village of Shorewood in which buyer has an ownership interest either as an individual or part of a corporation/partnership/LLC.

II. Public Outreach & Communication

Public input and transparency will be encouraged and opportunities will be made available in each application phase through the village's website, Village Manager's Memo and regular public notices for the CDA and Village Board meetings. Applicants are required to provide notice and public outreach to neighborhoods and impacted stakeholders prior to the review of their application by the CDA and Village Board at each application phase. The applicant shall submit a public outreach plan with each application for review that complements Village transparency efforts. The CDA and Village Board will look favorably upon applications that include demonstration of public support for the project.

1. List the stakeholder groups, including organizations such as the Business Improvement District, specific neighbors by address etc.
2. Identify the public outreach strategy for each stakeholder group and estimated dates for proposed communications.
3. Identify how the public outreach strategy will complement Village's communication methods listed above.

III. Additional Project Description Information

9. Land area (in square feet) of project site:

Current: _____

Proposed: _____

10. Building area (in square feet) of project building (or, for tenant applicants, leased premises):

	<u>Gross</u>	<u>Net leasable</u>
Current:	_____	_____
Proposed:	_____	_____

11. Land Use. Identify the appropriate existing or proposed land use of the redevelopment site and indicate the building areas dedicated to each use.

Category	Existing	Proposed	Building Area	
			Existing SF	Proposed SF
Retail	_____	_____	_____	_____
Office	_____	_____	_____	_____
Mixed use	_____	_____	_____	_____
Manufacturing	_____	_____	_____	_____
Vacant building	NA	_____	NA	_____
Residential	_____	_____	_____	_____

12. Job creation/retention: list the current and projected number of part time jobs and full-time jobs at the site before and after completion.

	Current	Projected
Full time employees		
Part time employees		
Total employees		

ADDITIONAL DOCUMENTATION AND CHECKLIST

Applicants will also be required to provide the following documentation.

All personal financial information will be kept private and confidential to the extent provided by Wisconsin State Statutes.

- 1. Financial statements for past three years, including profit and loss statements and balance sheets, as applicable.
- 2. Personal financial statements of all major shareholders (principals) including the most recent three years of tax returns.

IV. Signature

I, the undersigned, affirm that the project descriptions, numerical and financial estimates, and all other information I have provided in this application are true and complete to the best of my knowledge. I have read and understood the requirements described in this application. Furthermore, I certify that I am authorized to initiate the TIF application process on behalf of the project described.

Printed name Title

Signature

Date

Legal disclaimer

Completion of this application does not entitle the applicant to financial assistance, zoning or development approvals. Any such assistance and development approvals must be recommended and approved by the appropriate Village boards, committees, authorities, and the Village Board.

Any applications submitted under this process, and any supplemental documentation related thereto, are subject to Wisconsin's open records law as enumerated in Chapter 19 of the Wisconsin Statutes and as further defined by applicable Wisconsin case law, including exceptions and exemptions associated therewith.