



COMMUNITY DEVELOPMENT AUTHORITY MEETING  
CITY OF WISCONSIN DELLS  
MUNICIPAL BUILDING ~ 300 LA CROSSE STREET  
WISCONSIN DELLS, WI 53965  
MAY 16, 2012

Chairperson Borchert called the meeting to order at 5:00P.M. Notice of the meeting was provided to the *Dells Events*, WNNO Radio, and posted in accordance with State Statutes.

1. Present: Chairperson Ben Borchert, Ald. Jesse DeFosse, Ald. Mike Freel, Shaun Tofson, and Kirk Kettleton  
  
Excused: Joan Ragan and John Campbell  
  
Others: Mayor Brian Landers, City Clerk Nancy R. Holzem, City Treasurer Kate Anger-Seep, Attorney Joseph Hasler, Sue Koehn, Diandra Plaggmeyer, and Kay James from the *Dells Events*.
2. Motion by Ald. DeFosse seconded by Kirk Kettleton to approve the minutes of the September 19, 2011 CDA meeting. Motion carried unanimously.
3. Sue Koehn from MSA presented for the committee to review, three applications for CDBG RLF funds for home repairs. Koehn stated that the current fund balance available for use is \$29,355 and that none of the applicants noted a conflict of interest with any of the committee members or officials.
  - Motion by Ald. Freel seconded by Shaun Tofson to approve \$13,700 in loan funds to Home Owner Applicant #41. Motion carried unanimously.
  - Motion by Ald. DeFosse seconded by Ald. Freel to approve \$6,150 in loan funds to Home Owner Applicant #42. Motion carried unanimously.
  - Motion by Ald. Freel seconded Ald. DeFosse to approve the estimated \$9,505 in remaining funds to Home Owner Applicant #43. Motion carried unanimously.
4. There were no items for referral to subsequent meetings.
5. Motion by Ald. DeFosse seconded by Shaun Tofson to adjourn. Motion carried unanimously and the meeting adjourned at 5:17P.M.

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Nancy R. Holzem  
City Clerk

**CITY OF WISCONSIN DELLS  
TIF REVOLVING LOAN FUND PROGRAM**

**APPLICATION REVIEW FORM**

**Date Received:** 03/31/2014

**Applicant:** The Ivy Cottage – Wisconsin Dells LLC  
(Christie Kleifgan-Fearing & Dan Fearing)

**Summary:** Apply for RLF funds to acquire property in conjunction with SBA 7A Loan through Bank of Mauston for conversion of property located at 817 Broadway (former Utopia restaurant) into a retail “re-cycling and up-cycling” establishment for vintage home décor, small furniture and mixed retail and food items. Business will also include light dining and potential catering of small events.

**APPLICATION CHECKLIST:**

Loan Type    Type 1  Type 2

Amount of Request: **\$20,000**

<u>Yes</u>	Forms completed and signed
<u>Yes</u>	Business plan received
<u>Yes</u>	Commitments from private lenders
<u>Yes</u>	Financials for last two years and future projections
<u>Yes</u>	Complete photographs submitted
<u>NA</u>	Complete drawings or plans submitted
<u>Yes</u>	Methods and materials fully explained

**Date Reviewed:** 4/8/14

<u>Yes</u>	Applicant is eligible
<u>Yes</u>	Activities are eligible
<u>NA</u>	If type 2 loan, has the bank approved or conditionally approved a bank loan?
<u>NA</u>	The project conforms to the City’s required design standards ordinance
<u>Yes</u>	Project will add tax base to the City through new construction or remodeling
<u>Yes</u>	Benefits the community through downtown revitalization, job creation and/or needed services
<u>Yes, with Conditions</u>	Program Administrator recommends funding award

**Program Administrator Comments:**

Application references \$136,850 1<sup>st</sup> position lien by Bank of Mauston (SBA 7A loan guarantee), \$16,000 buyer cash and \$20,000 WD RLF. Total liens requested: \$156,850.

## FINANCING INFORMATION

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**PROJECT SOURCES AND USES**

	Source A	Source B	Source C	Source D	Source E
Land Acquisition	\$ 121,900	\$ 20,000	\$ 16,000	\$	\$
New Building Construction	\$	\$	\$	\$	\$
Existing Land and Building	\$	\$	\$	\$	\$
Building Improvements/Repairs	\$	\$	\$	\$	\$
Acquisition of Machinery/Equipment	\$ 750	\$	\$	\$	\$
Acquisition of Furniture/Fixtures	\$ 2,000	\$	\$	\$	\$
Inventory Purchase	\$ 1,500	\$	\$	\$	\$
Working Capital	\$ 8,600	\$	\$	\$	\$
Other (Identify)	Permits license \$ 2,100	\$	\$	\$	\$
<b>TOTAL PROJECT AMOUNT</b>	<b>\$136,850</b>	<b>\$ 20,000</b>	<b>\$ 16,000</b>	<b>\$</b>	<b>\$</b>

SOURCE A Bank of Mauston - SBA Amount \$ 136,850 Term 20 Yrs  Rate 6 %  
 SOURCE B Wisconsin Dells RLF Amount \$ 20,000 Term \_\_\_\_\_ Yrs \_\_\_\_\_ Rate \_\_\_\_\_ %  
 SOURCE C OWNERS EQUITY cash Amount \$ 16,000 Term n/a Yrs \_\_\_\_\_ Rate \_\_\_\_\_ %  
 SOURCE D \_\_\_\_\_ Amount \$ \_\_\_\_\_ Term \_\_\_\_\_ Yrs \_\_\_\_\_ Rate \_\_\_\_\_ %  
 SOURCE E \_\_\_\_\_ Amount \$ \_\_\_\_\_ Term \_\_\_\_\_ Yrs \_\_\_\_\_ Rate \_\_\_\_\_ %

Email from Mike Lindert at Bank of Mauston on 4/9/14 revealed \$140,000 1<sup>st</sup> lien amount. Sale price of \$157,900 with \$140,000 1<sup>st</sup> lien would allow \$17,900 2<sup>nd</sup> position to remain fully collateralized vs. the \$20,000 requested in the RLF application.

Although the property is assessed (taxable value) at \$209,600 and some of the misc. costs are for equipment items that may have collateral value, both the SBA / Bank of Mauston 1<sup>st</sup> lien and the proposed Wisconsin Dells RLF 2<sup>nd</sup> lien reference the *property* as the sole source of lienholder collateral. No property appraisal was provided.

The agreed purchase price is \$157,900. Thus, if approved as presented, the WD RLF will be issuing uncollateralized debt of \$2,100.

Although the Wisconsin Dells RLF Administration manual does not explicitly require 100% collateralized loans, common lending practice would require a fully collateralized loan issuance. Assessed value should not be used as a mechanism to justify additional collateral available for loan security. However, Section 4.2 (8) does state that

“The City will seek to have the best collateral position possible so that the RLF loans are adequately secured.”

Other items relative to discussion:

- Cash flow projections under budget RE tax expense vs. 2013 actuals (Columbia County LRS)
- Cash flow projections do not account for depreciation or capital replacement
- Cash flow projections do not itemize LT liability costs (Bank of Mauston / SBA or WD RLF mortgage P & I) to calculate true annual profitability or monthly cashflow
- No proposed improvements (physical) included in the application narrative – will not likely lead to valuation increase (tax base)
- References 1 FTE in application, yet cashflows indicate \$12,000 in annual payroll cost of \$7.50 / hour employee (7% reduction for payroll liabilities = \$11,160 payroll cost = 1,488 employment hours). 1,560 required for FTE rating.

Given that a portion of the Bank of Mauston loan proceeds are used for operating expenses but are collateralized by the real estate in the SBA loan issuance, MSA recommends the following:

- **Option 1:** Issuance of \$17,900 in RLF proceeds from WD RLF
- **Option 2:** Issuance of \$20,000 in RLF proceeds, requiring a primary lienholder position on Equipment Purchases itemized in the application with an aggregate value greater than \$2,100 (risk mitigation)
- **Option 3:** Issuance of \$20,000 in RLF proceeds with a Personal Guarantee to ensure adequate collateral (risk mitigation)
- **Option 4:** Issuance of \$20,000 in RLF proceeds, understanding that \$2,100 is uncollateralized (risk acceptance)

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COMMUNITY DEVELOPMENT AUTHORITY ACTION:

\_\_\_\_\_ Approved  
\_\_\_\_\_ Returned for additional information or revision  
\_\_\_\_\_ Not approved

REASON FOR RETURN OR NON-APPROVAL:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Any application not approved may be revised and resubmitted for approval.

Date: \_\_\_\_\_

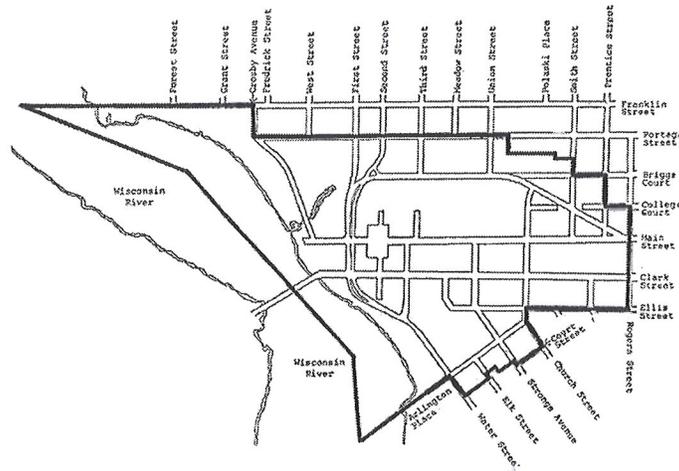
\_\_\_\_\_  
EDRLF Program Administrator

# City of Stevens Point

# Sample



## Façade Improvement Grant Program Downtown Design Review District



## Façade Improvement Grant Program – Downtown Design Review District

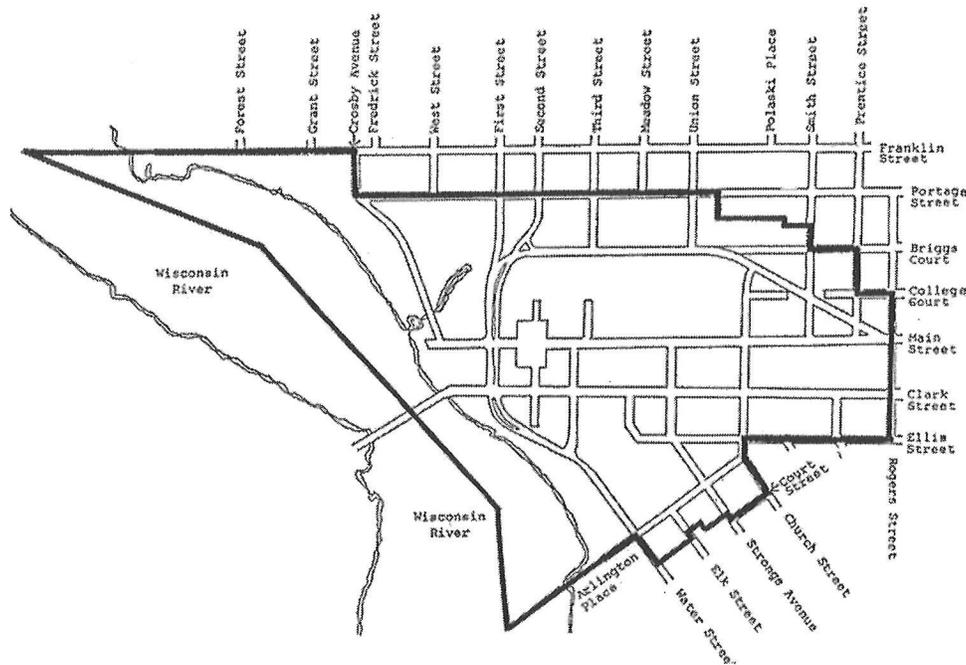
The City of Stevens Point Historical Preservation / Design Review Commission (HP/DRC) is responsible for administering a "Downtown Façade Improvement Grant Program," intended to stimulate improvements to the exterior of downtown commercial or mixed-use buildings.

### Purpose

The Façade Improvement Grant Program is funded to stimulate building improvements while being mindful of the historical significance and uniqueness of the downtown structures.

### Eligible Properties

Owners and/or tenants of existing buildings within the Downtown Design Review District (map below). Properties with historical significance within the City, but outside the Downtown Design Review District may be allowed on a case-by-case basis by the Historical Preservation / Design Review Commission (HP/DRC). Tenant applications are required to submit written evidence of building owner approval with the application.



### **Ineligible Properties**

- Any property owned by a unit of government (federal, state, county, local, etc.);
- Property owned by religious groups or by a nonprofit organizations on which real estate taxes are not being paid;
- Properties that have any delinquent payments due to the City, such as: bills, charges, or taxes.

### **Eligible Activities**

- Restoration and rehabilitation of your building's exterior wall(s) that are viewable from a public street (alleys are not included). Examples include (list is not all inclusive):
  - Storefronts
  - Signage \*
  - Doors and windows \*
  - Wall treatments (painting, acid washes, etc.)
  - Details (light fixtures, awnings, etc.) \*
- Building additions that meet local building codes and zoning requirements and the principles and guidelines of the Program.

\* Costs associated with these improvements may only be considered for matching grant funds if they are part of an overall building improvement project or restoration project. For example, replacing your awning, signage, or windows that are not historically relevant does not meet the intent of the program and will not qualify for matching grant funds. The Commission reserves the right to approve these improvements for projects that restore the historical integrity of the building.

### **Ineligible Activities**

- Interior improvements, fixtures and furnishings, or roof repair, not visible from the street;
- Removal of architecturally significant features;
- Purchase of property;
- Inventory or operating capital;
- Any activity completed prior to receiving final approval of grant funds;
- Properties exclusively used as residences.

### **Historic Buildings**

All structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible. Buildings that are an integral element of a historic streetscape should reflect and complement the character of the surrounding area to the greatest extent possible.

### **"Buy Local"**

Whenever possible, applicants are strongly encouraged to use local contractors to complete all tasks associated with their renovation. This will not only help garner support to continue this program, but more importantly help boost our local economy.

### **Award Reimbursement**

Reimbursement shall be limited to no more than 50% of the total cost of eligible improvements. No single City reimbursement shall exceed thirty thousand dollars (\$30,000), unless it is approved by the Common Council. All necessary government approvals, building permits, and taxes are not eligible for reimbursement. Projects approved for matching grant assistance will be required to submit a written request to release the funds upon completion of the entire project. Copies of all invoices and receipts related to the façade improvements must accompany the request for release of funding. Invoices and receipts shall clearly explain the related work (i.e. \$ for square feet of brick cleaning).

The Historic Preservation / Design Review Commission (HP/DRC) reserves the right to refuse reimbursement in whole or part for work that:

- Does not conform to the program design guidelines.
- Do not conform to the proposal submitted with your application and authorized by the HP/DRC.
- Are not completed within 1 year from the date the project was approved for funding.

### **How to Apply**

To be considered for matching grant assistance, please complete the attached "Downtown Façade Improvement Program Application" and deliver to the Community Development Department at 1515 Strongs Avenue, Stevens Point, WI 54481. Only applications that contain all required information will be considered for funding.

All complete applications for Façade Improvement Matching Grant assistance will be reviewed by the Historic Preservation / Design Review Commission (HP/DRC) to determine the project's compliance with the specific standards contained within this Program Description as well as with other components of the Downtown Design Guidelines.

The HP/DRC will begin their review of all requests as they are received, and determine which project or projects best meet the Program's objectives. The HP/DRC may then interview the applicant(s) to determine which project(s) will receive matching grant funds to support their proposed project. Following their review, the HP/DRC will notify the applicant(s) of their decision to approve or deny the request.

If your request for financial assistance is approved, you will receive a written notice of the HP/DRC's decision detailing the amount of funding approved, any terms and/or conditions of the approval, as well as how the funds will be released. You will be asked to sign and return a copy of the document accepting all terms and/or conditions of the approval, which will then serve as the contract between the two parties.

### **Ranking Order of Applicants**

Generally, projects having the greatest aesthetic impact will be given first priority. Priority will also be given to the following:

1. Projects that will encourage other restoration or redevelopment within the downtown TIF District area.
2. Buildings where an immediate renovation will stop serious deterioration of the building's façade.
3. Projects that improve the architectural integrity of the building and restore the historic architecture.
4. Buildings where historic or architecturally significant features contributing to the building's character are in danger of being lost due to disrepair.
5. Vacant properties where façade improvements would help to improve the overall appearance.
6. Projects that demonstrate collaboration and will help to attract people.
7. Projects that will result in significant new investment and creation of jobs.
8. Projects that incorporate mixed uses or multiple tenants.

### **Application Deadline**

Complete the attached application and return to the Community Development Department.

Applications will be accepted until all funds have been exhausted, with reviews beginning on February 1<sup>st</sup> of each year. Only applications that contain all required information will be considered for funding.

### **Contact**

Kyle Kearns  
Economic Development Specialist / Associate Planner  
City of Stevens Point

1515 Strongs Avenue  
Stevens Point, WI 54481

Ph: (715) 346-1567

Fax: (715) 346-1498

Email: [kkearns@stevenspoint.com](mailto:kkearns@stevenspoint.com)

Website: [stevenspoint.com](http://stevenspoint.com)

Department of Community Development  
 City of Stevens Point  
 1515 Strongs Avenue  
 Stevens Point, WI 54481



Kyle Kearns  
 Economic Development Specialist  
 Ph: (715) 346-1567  
 Fax: (715) 346-1498  
[kkearns@stevenspoint.com](mailto:kkearns@stevenspoint.com)  
[stevenspoint.com](http://stevenspoint.com)

## Façade Improvement Grant Program Application

### ADMINISTRATIVE SUMMARY (Staff Use Only)

Date Submitted		Date Reviewed		Approved	Yes <input type="checkbox"/> (\$ _____) No <input type="checkbox"/>
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### APPLICANT/OWNER INFORMATION

APPLICANT INFORMATION		Owner Information (Same as Applicant? <input type="checkbox"/> )	
Applicant Name		Contact Name	
Address		Address	
City, State, Zip		City, State, Zip	
Telephone		Telephone	
Cell		Cell	
Fax		Fax	
Email		Email	

### PROJECT SUMMARY

Scope of Work to be Undertaken (attach contractor estimates, if available)	
Describe the Positive Impact Your Project will Bring to Stevens Point	
Total Cost of Project Improvements	Amount of Matching Grant Assistance Requested
\$	\$
Estimated Start Date	Estimated Completion Date
Number of Commercial Tenant Spaces Within the Building	Number of Residential Tenant Spaces Within the Building

**EXHIBITS (The following materials must accompany your application in order to be considered for matching grant assistance funding)**

Complete detailed list of project revenues and expenses.	<input type="checkbox"/>	Additional Exhibits If Any (List):
Two bids from qualified contractors detailing the cost of the work to be done.	<input type="checkbox"/>	
Drawings detailing all of the work to be completed as part of the project.	<input type="checkbox"/>	
A description/sample of project materials and colors.	<input type="checkbox"/>	
Proof of insurance.	<input type="checkbox"/>	
Must be current on all real estate and personal property taxes.	<input type="checkbox"/>	
No outstanding amounts owed to the City of Stevens Point.	<input type="checkbox"/>	

**CERTIFICATION AND SIGNATURE**

By my signature below, I certify that the information contained in this application is true and correct to the best of my knowledge at the time of the application. I acknowledge that I understand and have complied with all of the submittal requirements and procedures and that this application is a complete application submittal. I further understand that an incomplete application submittal may cause my application to be deferred to the next posted deadline date.

Signature of Applicant	Date	Signature of Property Owner (If not the Applicant)	Date