

# REDEVELOPMENT AUTHORITY OF THE CITY OF KAUKAUNA

City of Kaukauna  
**Hydro View Room**  
Municipal Services Building  
144 W. Second Street, Kaukauna



Thursday, September 01, 2022 at 9:00 AM

## AGENDA

1. Roll Call.
2. Approval of Minutes.
  - [a.](#) Approve Minutes from August 18, 2022 Meeting
3. New Business.
  - [a.](#) Revolving Loan Application - Mena's Place LLC, 215 W Wisconsin Ave
  - [b.](#) Revolving Loan Application - Riverside Property Management LLC, 215 W Wisconsin Ave
  - [c.](#) Renew Kaukauna Program Funding
4. Closed Session.
  - a. Adjourn to Closed Session per Wisconsin State Statute 19.85 (1)(e) to discuss the disposition of public funds for Mena's Place LLC, 215 W Wisconsin Ave
  - b. Return to Open Session for Possible Action
  - c. Adjourn to Closed Session per Wisconsin State Statute 19.85 (1)(e) to discuss the disposition of public funds for Riverside Property Management, LLC, 215 W Wisconsin Ave
  - d. Return to Open Session for Possible Action
5. Other Business.
6. Adjourn.

## NOTICES

**IF REQUESTED THREE (3) DAYS PRIOR TO THE MEETING, A SIGN LANGUAGE INTERPRETER WILL BE MADE AVAILABLE AT NO CHARGE.**

# REDEVELOPMENT AUTHORITY OF THE CITY OF KAUKAUNA

City of Kaukauna  
**Council Chambers**  
 Municipal Services Building  
 144 W. Second Street, Kaukauna



Thursday, August 18, 2022 at 9:00 AM

## MINUTES

### 1. Roll Call.

The meeting was called to order by Chair Moore at 9:00 AM.

Members Present: John Moore, Karl Kilgas, Julianne Schroeder, Nicci Sprangers

Others Present: PCDD Stephenson, Brian Roebke – Times Villager, AP Paul

Members Absent: Paul Hennes

A motion was made by Schroeder to excuse the absent member(s). Moore seconded the motion. Motion carried.

### 2. Approval of Minutes

#### a. Approve Minutes from August 4, 2022 Meeting

Motion made by Kilgas to approve the minutes from August 4, 2022 meeting. Sprangers seconded the motion. The motion carried.

### 3. New Business.

#### a. Revolving Loan Application - 112 E. 2nd Street

AP Paul presented a Revolving Loan application for Look Back In Time LTD, located at 112 E. 2nd Street. The funds are being requested by the building owner to remove the awning from the exterior of her building and replace the siding. The total project is quoted at \$11,000 and the owner has made a down payment of \$4,500 with the hopes of receiving funding for the remaining costs.

A motion was made by Kilgas to approve a Revolving Loan of \$6,500 at 2% interest, paid back in 3 years, for Look Back In Time LTD. Sprangers seconded the motion. The motion carried.

#### b. Certificate of Appropriateness - Dreamville Kaukauna

PCDD Stephenson presented the site plan for Dreamville Kaukauna apartments, requesting a Certificate of Appropriateness (COA) for the façade of the building. The first apartment building received approval for a COA from the Redevelopment Authority on July 6, 2021 and

the second apartment building, seeking this same approval, has the same façade as the first building that was already approved.

A motion was made by Schroeder to approve the façade of Dreamville Kaukauna and grant them a Certificate of Appropriateness. Moore seconded the motion. The motion carried.

c. Loan Status and Funds Summary.

AP Paul provided an overview of RACK account status. As of August 18, 2022, RACK assets (money readily available) is about \$877, 780 and liabilities (money lent) are about \$487,292. There are currently 15 Revolving Loans, and 1 PACE Loan.

*No action was taken.*

4. Closed Session.

- a. Adjourn to Closed Session per Wisconsin State Statute 19.85 (1)(e) to discuss the disposition of public funds for Look Back in Time, 112 E 2nd St
- b. Return to Open Session for Possible Action

*No action was taken.*

5. Other Business.

*There was no other business.*

6. Adjourn.

A motion was made by Moore to adjourn the meeting. Kilgas seconded the motion. The meeting was adjourned at 9:27 AM.

## NOTICES

**IF REQUESTED THREE (3) DAYS PRIOR TO THE MEETING, A SIGN LANGUAGE INTERPRETER WILL BE MADE AVAILABLE AT NO CHARGE.**



# MEMO

## PLANNING AND COMMUNITY DEVELOPMENT

To: Redevelopment Authority of the City of Kaukauna  
From: Lily Paul, Associate Planner  
Date: August 26, 2022  
Re: Revolving Loan Application Review – Mena’s Place LLC, 215 W Wisconsin Ave

Shaila Lopez, owner of Mena’s Place LLC, has submitted a RACK Revolving Loan application for a property she leases at 215 W Wisconsin Ave. The applicant is looking to perform a number of updates to the building to prepare it for a Mexican Style restaurant. Updates include: painting the interior, creating a backsplash for a wet bar, purchasing equipment and operating expenses during the closure of the remodel. The cosmetic updates such as flooring, walls, and bar will be done by Ms. Lopez and personal help. This application has been adjusted from when it was originally heard by the Redevelopment Authority. The updates being made and the loans being requested will directly help the business. Some updates from the original application would have directly helped the property owner, which is not her responsibility.

The cost estimate for bar updates and equipment is \$17,600. All estimates have item breakdowns listed in the attachments. The applicant is seeking a loan from the Redevelopment Authority as she was not approved for a personal loan due to this being a new business. Personal funds equaling \$5,000 will be used to complete some of the work.

It is the duty of the Redevelopment Authority to discuss and agree on the loan proposal.

Loan proposals will be based on need and ability to repay. Minimum standards include the following:

1. Loan Amount: Loan amounts are subject to the availability of funds. There is no set minimum or maximum loan amount, however, the Redevelopment Authority of the City of Kaukauna loan amount shall not constitute the only source of funds for the project.
2. Interest Rate: The interest rate shall be established by the RACK board. Please check the Interest Rates Addendum for the latest guidelines. \*The interest rate has been set at 2%\*
3. Term: The term of the loan shall be no longer than the term of private financing. In no case shall the term exceed fifteen (15 years).
4. Period of Payment: The repayment schedule shall be set up for monthly payments.
5. Amount of Payment: Interest and principal shall be collected for the term to maturity. Interest and/or principal may be deferred for up to one year, if justified in the loan proposal.
6. Collateral: Reasonable security will be required for one hundred percent (100% of the loan. Collateral shall consist of a first or second lien on all assets owned and used in the business and personal guarantees.



# REVOLVING LOAN PROGRAM APPLICATION



Project Name: Mena's Place LLC  
 Project Address: 215 W Wisconsin Ave  
 Contact Name: Shaila Lopez Martinez  
 Contact Address: 128 Lamp Lighter Dr Apt 7,  
 Telephone: 715-460-5114

Email: shailopez95@gmail.com

Year Business Established: 2022

Applicant Is:

Owner ☐ Lessee of Property ☒ Sole Proprietorship ☐  
 Partnership ☐ Corporation ☐ Other Business Structure ☐  
 Number of Employees: Full Time Part Time

Brief Description of Business:

Mexican Style Restaurant with breakfast

List all owners, directors, or partners having 20% or greater interest:

Shaila Lopez Martinez

Project Description:

paint, purchase additional kitchen/bar equipment (inventory & dinnerware), operating expenses

In what ways will the project benefit the community?

Increase tax value ☒  
 Improve curb appeal/aesthetics ☐  
 Safety or security upgrades ☒  
 Accessibility improvements ☐  
 Job creation or retention ☒ jobs created ☒ jobs retained  
 Improved building longevity ☒  
 New or retained business ☒  
 Energy efficiency upgrades/weatherization ☐  
 Creating services not currently available in a community ☐  
 Other:

### Project Costs

Acquisition	
Exterior Renovation	
Interior Rehabilitation	\$2,946
Land/Site Improvements	
Utility Improvements	
Machinery/Equipment	\$14,660
Design Services	

### Project Financing

Personal Funds	\$5,000
Lender Funds	
RACK Funds Requested	\$12,756
Other	

### Existing Building Conditions

If building is owned by applicant:

Acquisition Date	
Purchase Price	
Existing Mortgage Balance	
Land Contract Balance	
Monthly Mortgage Payment(s)	
Recent Appraised Value	

If building is leased by applicant:

Annual Rent	\$26,400.00 plus taxes
Lease Termination Date	07/31/2023
Name of Building Owner	Jason Hurst, Riverside Property Management LLC
Address of Building Owner	PO Box 483, Kaukauna, WI 54130

**Application Agreement**

The applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining a loan under the Commercial Revolving Loan Program and is true and complete to the best of the applicant's knowledge.

The applicant further certifies that they are the owner of the property described in this application, or the lessee with proof of the owner's consent to improve said property.

The applicant further certifies that the loan proceeds will be used for the work and materials identified in this application and will abide with all provisions and guidelines of the Commercial Revolving Loan Program.

The applicant further authorizes disclosure of all financial information submitted in connection with this application by and between the Redevelopment Authority of the City of Kaukauna and any lender agreeing to participate with the applicant's loan through this program.



Signature of Applicant

6/27/2022

Date

Signature of Applicant

Date

<b>Mena's Place LLC</b>	
<b>Identity</b> Mena's Place LLC is a family-owned restaurant with a focus on breakfast and Mexican food. The owner is Shaila Y Lopez.	<b>Problem</b> No authentic Mexican food in the area.
<b>Our solution</b> Setting up a diverse menu with the popular Mexican dishes and the always popular breakfast items.	<b>Target market</b> Fox Valley area individuals and families.
<b>The competition</b> Our area competition area few other local restaurants. El Jaripeo serves Mexican food and drinks and Jexis' serves breakfast.	<b>Revenue streams</b> Our revenue streams will come from dine in orders and take out orders.
<b>Marketing activities</b> Our current marketing activities are all done through social media profiles, my personal and business profile. We would also like to have monthly breakfast for our local fire and police department employees.	<b>Expenses</b> <ul style="list-style-type: none"> <li>• Rent and utilities</li> <li>• Payroll</li> <li>• Food and beverage products</li> </ul>
<b>Team and key roles</b> Currently, the teams consist of two cooks, one waitress, and me. As profits increase, I will be looking to add two employees, it would be one waitress and one cook.	<b>Milestones</b> As business grows, we would like to have anniversary events

## Business Information:

Mena's Place is a family-owned restaurant that was established on May 22, 2022. The Owner is Shaila Lopez Martinez, with the help of her significant other and her mother she is committed to growing a successful restaurant.

The business is run by Shaila Y Lopez Martinez, who has over 5 years of experience in the hospitality business. She has help from her significant other in the kitchen, he has over 7 years of experience working in multiple restaurants in the Fox Valley and together are working to make the restaurant grow.

I would like to remodel the main dining area. I would be looking to replace the carpet and install new flooring; walls need to be repainted and replastered. The ceiling also needs to be painted to match the walls. I would like to turn the restaurant into a cozy place for everyone to come and enjoy time together.

I am looking to build a bar area and make it taller and install shelves to display the liquor bottles and glasses. Will be adding 2 to 3 coolers one small freezer, dish washer, and a sink.

I would like to do the remodel as soon as possible and we would have to close the restaurant between 3 to 7 days to complete all the work but will continue to do take-out orders while remodeling. I would like to have a grand reopening in August.

The main menu will have new food options and our hours of operation will be expanded to Monday through Saturday from 6am to 9pm and Sunday will be 6am to 2pm. With the increased hours of operation, revenue will increase. With the bar we will offer traditional house margaritas, craft cocktails, and a happy hour from Monday through Friday.

My goal is that with the change of atmosphere and mix of food that we can appeal to all ages.

Down the road I would like to arrange for local kids to come and help paint a mural on the side of the building and also offer support to our local police and fire department with breakfast once a month so we can grow and support our community in any way.

bar items

blender \$100

margarita glasses 12 Oz x 20 \$15 = \$300

marg glasses 16 Oz x 20 \$13 = \$260

marg glasses 22oz x 20 \$13 = \$260

pine glasses \$8 x 30 = \$240

bar dish washer system \$5000

alcohol items "beer, wine, liquor, mixers

flavors etc" \$3000

bar chairs \$250 x 10 \$2500

Mano de otra \$2000 -labor

new equipment for soda and bar gun

\$1000

---

para la Barra gray mix planking

30 scuadras \$50      30sq @ \$50

\$1500

pasta para la pared - wall paste

2 botes de \$18

\$36

2x4x8 framing lumber \$6

50 PC. \$300

OSB handi panel

3/4 (23/32 cat) 2x8 \$34 each

10 PC x \$34 \$340

nails \$100

construction screws \$25

2 boxes \$50

6 gallon air compression \$150

Item 3.a.

metal connector nailer \$235

paint sprayer \$160



To Whom it May Concern,

On March 8<sup>th</sup>, 2022, Shaila Lopez called to inquire about the commercial loan application process here at Premier Community Bank. From what I recall, she was calling on behalf of her mother, Zola Martinez. They were looking to purchase a restaurant in Clintonville, WI.

Following up on our conversation, I sent Shaila and Zola an email on 3/8/2022 laying out the standard information I would need in order to take a formal loan application from them. This consisted of the following information:

- 3 years of historical federal and state tax returns
- Personal financial statement (template attached)
- Complete Business Plan including 2-3 years of projected income and expenses for the business
- Proof of record of down payment funds totaling \$20,000-\$25,000 (i.e., bank statement)
- Any other financial/supporting information

None of the information was provided and thus, I was unable to take a formal application from them.

Best,

A handwritten signature in dark ink, appearing to read "Luke Vanden Heuvel", is written over a horizontal line.

Luke Vanden Heuvel  
Assistant Vice President  
Premier Community Bank

July 18, 2022

Mena's Place (Formerly La Patrona Restaurant)  
215 W Wisconsin Ave  
Kaukauna, WI 54130

To whom it may concern:

Shaila Lopez has permission to make improvements to the building, some of which include new carpeting, replacing or moving counters, painting, some plumbing and electric, ceiling tile improvement, etc.,

Tweet Hurst  
Property Manager  
PO Box 483  
Kaukauna, WI 54130  
920-759-9062 (w)  
920-810-4104 (C)

Agent for:  
Riverside Property Management, LLC: Elizabeth Hurst (Tweet)

Date: 7/18/2022

Riverside Property Management, LLC  
PO Box 483 Kaukauna, WI 54130  
(920) 759-9062



# MEMO

## PLANNING AND COMMUNITY DEVELOPMENT

To: Redevelopment Authority of the City of Kaukauna  
From: Lily Paul, Associate Planner  
Date: August 26, 2022  
Re: Revolving Loan Application Review – Riverside Property Management LLC, 215 W Wisconsin Ave

Jason Hurst of Riverside Property Management LLC, owner of 215 W Wisconsin Ave, is seeking a loan to perform updates for his rental space. The space is rented by Shaila Lopez, owner of Mena's Place LLC, who also has submitted a RACK Revolving Loan application. The applicant and the tenant are looking to perform a number of updates to the building to prepare it for a new restaurant. Updates include: construction and plumbing for a wet bar, relocating electrical outlets, replace the water heater, and refinish the floor. The updates being made and the loans being requested will directly help the property owner. The plumbing and electrical work will be completed by Black-Haak, an HVAC contractor. The rest of the updates will be done by the tenant.

The cost estimate for building updates is \$18,250. All estimates have item break downs listed in the attachments. The applicant is seeking a loan from the Redevelopment Authority to assist the new tenant in updating the space. This loan will be tied to the building as collateral.

It is the duty of the Redevelopment Authority to discuss and agree on the loan proposal. Loan proposals will be based on need and ability to repay. Minimum standards include the following:

1. Loan Amount: Loan amounts are subject to the availability of funds. There is no set minimum or maximum loan amount, however, the Redevelopment Authority of the City of Kaukauna loan amount shall not constitute the only source of funds for the project.
2. Interest Rate: The interest rate shall be established by the RACK board. Please check the Interest Rates Addendum for the latest guidelines. \*The interest rate has been set at 2%\*
3. Term: The term of the loan shall be no longer than the term of private financing. In no case shall the term exceed fifteen (15 years).
4. Period of Payment: The repayment schedule shall be set up for monthly payments.
5. Amount of Payment: Interest and principal shall be collected for the term to maturity. Interest and/or principal may be deferred for up to one year, if justified in the loan proposal.
6. Collateral: Reasonable security will be required for one hundred percent (100% of the loan. Collateral shall consist of a first or second lien on all assets owned and used in the business and personal guarantees.



# REVOLVING LOAN PROGRAM APPLICATION



Project Name: 215 W Wisconsin Ave

Project Address: 215 W Wisconsin Ave

Contact Name: Jason Hurst

Contact Address: PO Box 483, Kaukauna, WI

Telephone:

Email: jason.hurst@tridentautomat

Year Business Established:

Applicant Is:

Owner ☒ Lessee of Property ☐ Sole Proprietorship ☐  
 Partnership ☐ Corporation ☐ Other Business Structure ☐  
 Number of Employees: Full Time Part Time

Brief Description of Business:

Property Management

List all owners, directors, or partners having 20% or greater interest:

Jason Hurst

Project Description:

help update flooring, electrical, and plumbing for new tenant. Also help with reconstruction of the bar.

In what ways will the project benefit the community?

Increase tax value ☒  
 Improve curb appeal/aesthetics ☒  
 Safety or security upgrades ☒  
 Accessibility improvements ☐  
 Job creation or retention ☒ jobs created ☒ jobs retained  
 Improved building longevity ☒  
 New or retained business ☒  
 Energy efficiency upgrades/weatherization ☐  
 Creating services not currently available in a community ☐  
 Other:

1

**Project Costs**

Acquisition	
Exterior Renovation	
Interior Rehabilitation	\$3,749
Land/Site Improvements	
Utility Improvements	14,500
Machinery/Equipment	
Design Services	

**Project Financing**

Personal Funds	\$0
Lender Funds	
RACK Funds Requested	\$18,249
Other	

**Existing Building Conditions**

If building is owned by applicant:

Acquisition Date	
Purchase Price	
Existing Mortgage Balance	
Land Contract Balance	
Monthly Mortgage Payment(s)	
Recent Appraised Value	\$199,100

If building is leased by applicant:

Annual Rent	
Lease Termination Date	
Name of Building Owner	
Address of Building Owner	PO Box 483, Kaukauna, WI 54130

estimado floor

\$2000

25 Sq x \$80

glue

10x \$7

\$70

multi purpose reducer

10 - \$15

\$150

wood floor glue

20 - \$10

\$200

plank cutter \$129

más Mano de otra \$1200 - labor

total flooring estimate

\*3749



## Hello, this is your estimate

Location: 215 West Wisconsin Avenue, Kaukauna, WI, 54130

JOB ID

90469901

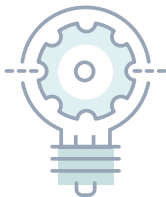
### Plumbing Renovations

**\$14,500.00**

Your Price

#### Summary

Price subject to change after 30 days.



#### Plumbing Item - no tax

Your Price

**\$14,500.00**

Note: Quote below is to complete the scope of work listed. Any existing conditions that the local plumbing inspector requires corrections be made, will be in addition to the total amount stated due. Pricing for any corrections or change orders will be given prior to work start.

Disconnect existing hand wash sink, and save for reinstall. Others to terminate electrical power supply and point of use water heater.

Renovate the sanitary drain and vent system for the following fixtures:

- (1) Hand wash sink - to be located in bar area
- (1) Three compartment sink - to be located in bar area
- (1) Receptor for glass washer - to be located in bar area
- (1) Receptor for ice bin - to be located in bar area

Renovate the water delivery system the following fixtures:

- (1) Hand wash sink - to be located in bar area
- (1) Three compartment sink - to be located in bar area
- (1) Glass washer - to be located in bar area

Supply and install the following:

- (1) Blade handle set for the hand wash sink

- (1) Krowne HS-3819 drop-in commercial three compartment sink with faucet - others to provide sink cut-out
- (3) Mainline basket strainers

Disconnect, remove, and dispose of existing water heater  
Supply and install (1) AO Smith GDHE50 direct vent water heating system.  
Supply and install (1) expansion tank.  
Supply and install (1) Grundfos 99412493 recirculation pump.  
Renovate new express hot water delivery system from the water heater to the relocated hand sink and glass washer.  
Insulate the express hot water delivery system and hot water main, per code.  
Renovate the C.O. removal system  
Restore the water delivery system  
Restore the fuel delivery system

Accept Now

Subtotal	\$14,500.00
Total	\$14,500.00

July 18, 2022

Mena's Place (Formerly La Patrona Restaurant)  
215 W Wisconsin Ave  
Kaukauna, WI 54130

To whom it may concern:

Shaila Lopez has permission to make improvements to the building, some of which include new carpeting, replacing or moving counters, painting, some plumbing and electric, ceiling tile improvement, etc.,

Tweet Hurst  
Property Manager  
PO Box 483  
Kaukauna, WI 54130  
920-759-9062 (w)  
920-810-4104 (C)

Agent for:  
Riverside Property Management, LLC: Elizabeth Hurst (Tweet)

Date: 7/18/2022

Riverside Property Management, LLC  
PO Box 483 Kaukauna, WI 54130  
(920) 759-9062

## Lily Paul

---

**From:** xJason jason.hurst <jason.hurst@tridentautomation.com>  
**Sent:** Thursday, August 18, 2022 1:33 PM  
**To:** Lily Paul; Shaila Lopez  
**Cc:** Joe Stephenson  
**Subject:** RE: Monthly Payment Options

Lily,

Shaila and I decided to do option 2. Please let me know what the next steps will be.

Thanks

---

**From:** Lily Paul <lpaul@kaukauna-wi.org>  
**Sent:** Tuesday, August 16, 2022 3:40 PM  
**To:** Shaila Lopez <shailopex95@gmail.com>; xJason jason.hurst <jason.hurst@tridentautomation.com>  
**Cc:** Joe Stephenson <jstephenson@kaukauna-wi.org>  
**Subject:** Monthly Payment Options

Shaila and Jason,

Thank you for meeting with us yesterday! I put together some payment options for the loan and how it may be configured between the business and the building:

1. If the whole loan is approve by one party (either Jason or Shaila)
  - Principal: \$39,355
  - Loan terms: 2% interest
  - 10 year payback
  - monthly payment **\$362.12**
2. If the loan is split between business expenses versus building expenses:
  - Principal loan amount for Jason: \$18,250
  - I included plumbing, electrical, flooring and the bar construction costs in this
  - 2% & 10 year payback
  - Monthly payment **~\$185**
  - Principal loan amount for Shaila: \$13,000
  - This would be cosmetic updates and equipment
  - 2% & 7 year payback
  - around **~\$170**
  - Monthly payment

Once you two have discussed what the best option for applying for the loan or how you want to split the expenses and payments please let me know and we can bring the application back to RACK committee.

Any questions please let me know.

Thank you,

**Lily Paul**  
 Associate Planner

**CITY OF KAUKAUNA**

## Background

The City of Kaukauna is renowned for its vibrant history and a community of firsts. Kaukauna is lucky to have one of the most historic city cores and some of the oldest buildings in the state of Wisconsin. 64 commercial buildings, between uptown and downtown, are over 100 years old and another dozen buildings are over 70 years old. The historic charm of the city's core is one of its greatest assets, but unfortunately old building needs a lot of work to remain usable and aesthetically pleasing. Without continued investment and maintenance buildings can degrade and create obsolescence.

Kaukauna has come to a crossroads where many of its downtown buildings are seeing their age. From façade degradation to interior neglect, the downtown is losing its vibrancy. The cost to repair an exterior historic building can often be 10's of thousands of dollars. Similarly, the cost to renovate and bring units up to code in a 100+ year old building is very cost prohibitive to many businesses. Business owners and building owners who just saw one of the largest economic downturns in US history, are not flush with thousands of dollars to renovate their buildings.

To revitalize and breathe new life into our downtown, the city needs to get serious about programs that will fix our aging buildings, reduce vacancies, provide code complaint units, and attract new foot traffic to the city's core.

The planning department took a walking tour and asked businesses about their perceptions of the downtown and if they believe investment in the buildings would help. The answer was a resounding "yes" on both fronts. Business owners are by and large concerned about the city's downtown health and a number of business owners stated they would use both façade improvement grants and interior renovation grants to improve their facility.

Currently the city operates a loan program through the Redevelopment Authority. While this loan program has helped many, it serves as a gap financing for subprime loans. The RACK program finances those who cannot obtain a traditional business loan and only offers modest financial incentives.

Planning staff proposes a three-pronged approach to "Renewing" Kaukauna's city core/downtown spaces:

1. Façade Improvements
2. Interior Improvements
3. Downtown Beautification

## Façade Improvement Program

The first prong to Renew Kaukauna's city core is assisting with the aged exteriors of our downtown buildings. Downtowns that are well maintained and have inviting architecture have increased tourism and increased customer base, according to American Planning Association and the Downtown Council Association. Successful historic downtowns, like Cedarburg, Wisconsin, commit to investment of the exterior of their historic buildings through façade

improvement programs (FIPs). FIPs are not just common in historic city's but throughout our region: Appleton, Oshkosh, Neenah, Menasha, Green Bay, Fond Du Lac all have various forms of FIPs in their community. While FIPs are common they take different forms in all communities. Kaukauna can tailor the FIP to our downtown's needs. Projects including tuck pointing, masonry renewal, siding replacement, crown maintenance, trim repair, soffit repair, fascia repair, window replacement, and many other exterior projects could be included in this program on a 50/50 matching grant basis.



Images from Cedarburg WI

## Interior Renovation

The second prong to Renew Kaukauna's core is to improve the interior of the buildings. Many of the commercial and residential units in the city's core are either underutilized or vacant. Historic buildings are cost prohibitive to bring up to code, many businesses and landlords will opt to simply let a building sit idle instead of fixing the inside. Providing, 1/3 matching grants, for



Downtown Appleton Lofts

interior renovations can help to solve this issue. The interior improvement program would cover items that stay with the building: electric, HVAC, plumbing, walls, and other structural components. Characteristics of a Successful Downtown written by UW Extension illustrates the need to have a contiguous line of businesses. Vacancies and under utilized businesses causes a break in the line of business and give the visitor an impression of disjointedness and lack of selection.

Vacancies or underutilized store fronts deter customers from walking the length of a downtown. In addition, more high-quality residential units in the downtown creates a close market of people who will frequent downtown businesses and keep it vibrant.

### Downtown Beautification

The final prong to Renew Kaukauna's core is to beautify it through art and vegetation. Art, trees, and flowers create a vibrant welcoming space for shoppers and residents. Many downtowns in the region, including Appleton and Oshkosh, have started successful downtown mural programs. Interesting "Instagram" murals bring many young people from the surrounding communities into the downtown. In addition to art, vegetation creates a calming and relaxing experience. In a world where Amazon can deliver goods to your doorstep, the shopping experience and atmosphere has become the key reason people come to vibrant downtowns. Working with local artist to creating downtown murals and providing funds for more planters and trees in the downtown will serve to create the positive experience.



Oshkosh and Appleton Mural Projects

### Proposed Budget Breakdown

Note: RACK Matching \$150,000

1. \$175,000 - Façade Improvements
2. \$ 100,000 – Interior Improvements
3. \$ 25,000 – Downtown Beautification

RENEW KAUKAUNA INITIATIVE

