

REDEVELOPMENT AUTHORITY

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



Monday, February 28, 2022 at 9:00 AM

AGENDA

HYBRID MEETING (May attend in-person or via Zoom)
In-Person in Common Council Chambers, City of Kaukauna
Remote Attendance option available via Zoom

1. Roll Call.
2. Old Business.
3. New Business.
 - [a.](#) Revolving Loan - Heritage Mall Memo
 - [b.](#) Revolving Loan - La Belle Bridal LLC
4. Other Business.
5. Adjourn.

NOTICES

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

WE ARE FOLLOWING CDC GUIDELINES REGARDING MASK-WEARING IN CITY FACILITIES.

Join Virtually By Dial in or Web

Topic: RACK

Time: Feb 28, 2022 09:00 AM Central Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/6512617664?pwd=amVDQXBNQVI4Y3lGMlTVBOXN1cHZzZz09>

Meeting ID: 651 261 7664

Passcode: 54130

Dial by your location

+1 312 626 6799 US (Chicago)

Meeting ID: 651 261 7664

Passcode: 54130



MEMO

PLANNING AND COMMUNITY DEVELOPMENT

To: Redevelopment Authority
From: Joe Stephenson
Date: 02-28-2022
Re: Heritage Mall - Revolving Loan Application

Skye Properties has submitted a RACK Loan application for a property they own on Second Street known as Heritage Mall. The applicant is looking to replace the second story front windows and back windows. The new windows will match the existing window's dimensions. The applicant intends to replace the windows with a commercial aluminum framed windows with aluminum trim. The applicant's hope is to replicate a similar aluminum window project across the street (see images below).



Existing window conditions



Similar Finished Product

The primary reason for the windows is twofold: to increase the attractiveness of the building and to increase energy efficiency. The current windows are falling out of the frames and let heat escape from the building. The applicant has put in a number of improvements to the building already: new carpet, paint, trim replacement, wood rot replacement, removal of outdated “popcorn” walls and replaced much of the interior with new wood or stone veneer.

The cost to replace the windows is \$21,740. The applicant will use \$3,000 of their own funds as a down payment and is seeking an \$18,740 loan from the Redevelopment Authority.



Commercial Revolving Loan Program Initial Data Sheet and Application

Item 3.a.

Project Name: Heritage Mall Upstairs Windows
 Project Address: 139 East 2nd St, Kaukauna, WI 54130
 Contact Name: Ellen Hubers
 Contact Address: 672 Schmidt Rd, Kaukauna, WI 54130
 Telephone: 920-915-0960 Email: ehubers1@yahoo.com

Year Established: 2021
 Applicant Is: ☒ Owner ☐ Lessee of Property ☐ Other: _____

Business Structure: ☒ Sole Proprietorship ☐ Partnership ☐ Corporation

Number of Employees: 2 Full Time _____ Part Time _____

Description of Business: Ellen + Brian Hubers bought the Heritage Mall in April of 2021. As of May all 9 units in the building are rented and Ellen has been one of the renters for the past 2 years. Currently there is a church, salon, photographer, massage, salesman + CBO bus in the building

List all owners, directors, or partners having 20% or greater interest: Ellen and Brian Hubers have 100% interest in the building

Project Description: The upstairs windows are very old. They are drafty and some are beginning to fall apart causing a safety concern.

Project Costs:

Acquisition	<u>N/A</u>
Exterior Renovation	<u>\$21,740.00</u>
Interior Rehabilitation	<u>N/A</u>
Land Improvements	<u>N/A</u>
Utility Improvements	<u>N/A</u>
Machinery/Equipment	<u>N/A</u>
Design Services	<u>N/A</u>

Project Financing Costs:

Personal Funds	<u>\$3600.00</u>
Lender Funds	
RACK Funds Requested	<u>\$18,740.00</u>
Other	

Project Impact Information:

Number of Jobs Created by Project: 0 Full Time 0 Part Time

Is it anticipated that any person might be required to move to a new location, directly or indirectly, as a result of the proposed project? ☒ No ☐ Yes (please explain). _____

Existing Building Conditions:

Item 3.a.

If building is owned by applicant:

Acquisition Date	4-14-2021
Purchase Price	\$ 159,000.00
Existing Mortgage Balance	\$ 140,447.15
Land Contract Balance	—
Monthly Mortgage Payment(s)	\$ 747.96
Recent Appraised Value	\$ 215,000.00

If building is leased by applicant: N/A

Annual Rent	
Lease Termination Date	
Name of Building Owner	
Address of Building Owner	

Contractor Information:

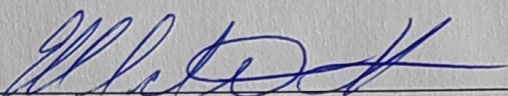
Contractor Name	Packerland Glass Products - Kirk Tiffany
Contractor Address	289 S. Green Bay Rd. Neenah, WI 54956
Subcontractor Name(s)/Address(es)	

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.

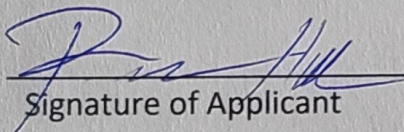
The applicant further authorizes disclosure of all financial information submitted in connection with this application by and between the Redevelopment Authority of the City of Kaukauna and any lender agreeing to participate with the applicant's loan through this program.



Signature of Applicant

11-30-2021

Date



Signature of Applicant

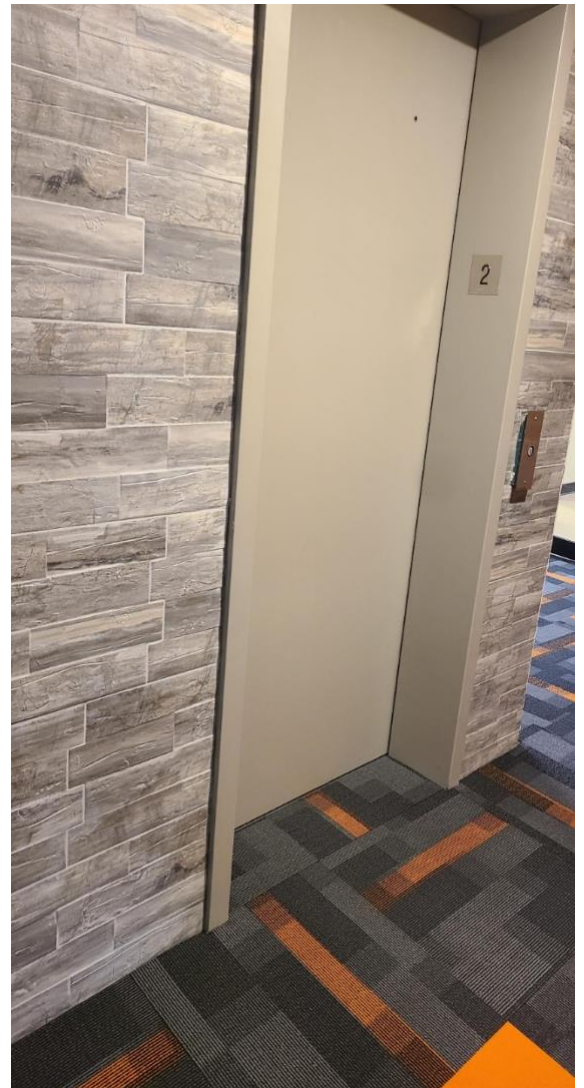
11-30-2021

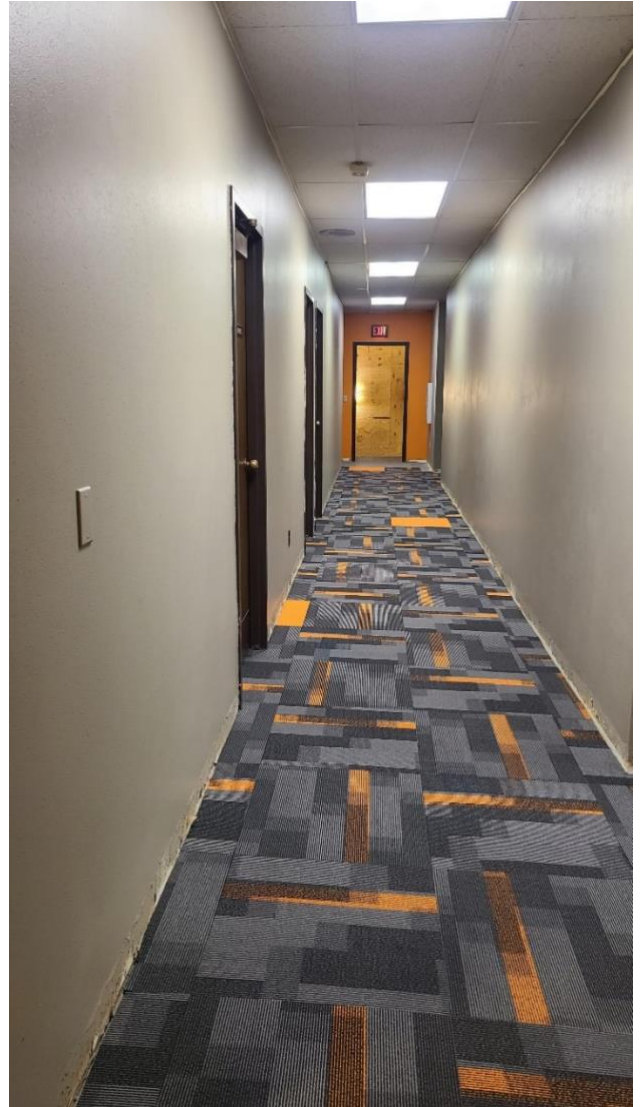
Date

Our profit & loss from April 14, 2021 to November 30, 2021 is a profit of -\$208.29. Please, keep in mind that we have been putting all our income back into the building right now to bring it up to date & back to life.

After the window project, we should not have any other projects for a couple years. Our projected monthly income after all monthly expenses & no rent increase will be \$1926.00.

Attached are a few photos of what we have done to the interior so far. We painted the entire building, put in new carpet in the hallways, updated the elevator walls & the walls in the staircases.





PROPOSAL

289 S. Green Bay Rd
Neenah, WI 54956
Phone: 920-725-4114
Fax: 920-725-7161

2042 Holmgren Way
Green Bay, WI 54304
Phone: 920-499-6214
Fax: 920-499-7067



Submitted To: **Rejuvenations LLC**
139 E. Second Street
Kaukauna, WI 54130

Approximate
Starting Date

Approximate
Completion Date:

Phone: **920.915.0856**

Date: **11/11/2021**

Fax: _____

Attn: **Ellen Hubers**

We hereby submit specifications and estimates for: **139 E. 2nd St. Kaukauna- Windows**

Option 1- New windows on front of building.

(4) ea. 4-1 x 9-1, (2) ea. 5-6 x 9-1, (1) ea. 2-2 x 9-1. All Tubelite fixed flush glaze window frames in bronze anodized finish glazed with clear low E IG. Removal and disposal of old glass and frames is included. **For the sum of: \$15,900.00**

Option 2- New windows in back of building.

(3) ea. 3-4 x 7-4. Tubelite fixed flush glaze window frames in bronze anodized finish glazed with clear low E IG. Removal and disposal of old glass and frames is included. **For the sum of: \$5,840.00**

This proposal does not include:

Final cleaning of glass and frames. Any additional trim, frames, hardware or glass that is not listed above.

All material is guaranteed to be specified. All work to be completed in a workmanlike manner according to standard practices.

Any alteration or deviation from the above specifications involving extra costs will be done only upon a written change order. The costs will become an extra charge over and above the estimate. This is to include, but not limited to, hidden damages that are uncovered during the course of the job and additional work required by local building inspectors.

You, the buyer, may cancel this transaction at any time prior to midnight of the third business day after the date of this transaction.

Cancellation must be done in writing.

We Propose hereby to furnish material and labor - complete in accordance with above specifications, for the sum of: **ABOVE**

Tax Included

Payment to be made as follows:

Net 30

Kirk P. Tiffany

Authorized Signature

Note: This proposal may be withdrawn by us if not accepted within 15 days.

Acceptance of Proposal: The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Signature Ellen Schmidt-Hubers

Date 11-24-2021



MEMO

PLANNING AND COMMUNITY DEVELOPMENT

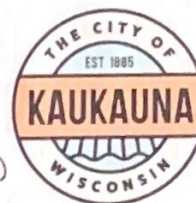
To: Redevelopment Authority
From: Lily Paul
Date: 02-28-2022
Re: La Belle Bridal LLC - Revolving Loan Application

Mariah Tietz, owner of La Belle Bridal LLC, has submitted a RACK Loan application for a property she leases from BLG Inc, on 140 East 2nd Street. The applicant is looking to demo the floors, level out the surface, and re-floor the unit. Additional plumbing and new lighting in the unit will be installed. The interior and exterior will be painted. New landscape and new windows are also projected to be installed.

The exterior updates such as paint, landscape, and sign are ultimately to improve the curb appeal and aesthetics of the building. The primary reason for the window updates is twofold: to increase the attractiveness of the building and to increase energy efficiency. The interior updates improve the aesthetic. The plumbing installation will help with job creation and retention for there will be 2 hair sinks available for professionals providing those types of services. See attached images of existing exterior and interior. Also attached is interior layout/design image.

The total cost to complete all of the updates is \$20,370.00. A complete breakdown of the costs is attached. Financing for the project will be funded by \$10,000 of the applicant's personal funds, and \$10,000 is being requested as a loan from the Redevelopment Authority.

REVOLVING LOAN PROGRAM APPLICATION



Project Name: ~~La Belle Studios~~ La Belle Bridal LLC

Project Address: 140 East 2nd St. Kaukauna WI 54130

Contact Name: Mariah Tietz

Contact Address: 422 Frances St. Kaukauna WI 54130

Telephone: 920 372 8659

Email: mariah.labellebridal@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: we are a beauty business offering an array of services including hair & make-up, lashes, brow services, permanent make-up, and continuing education.

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

mariah tietz

Project Description:

Demo floors, even out and lay new flooring, add additional plumbing, new lighting, new paint on interior & exterior, new landscaping, new windows

In what ways will the project benefit the community?

potentially

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	3,000
Interior Rehabilitation	15,000
Land/Site Improvements	
Utility Improvements	
Machinery/Equipment	
Design Services	

Project Financing

Personal Funds	10,000
Lender Funds	0
RACK Funds Requested	7,000-10,000
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	8,100.00
Lease Termination Date	May 1 2023
Name of Building Owner	Jeff Everetts
Address of Building Owner	107 E 4th St 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

Mariah Tietz

Signature of Applicant

Date

1/25/2022

Date

APPLICATION FORMS CHECKLIST

The RACK loan application forms are included on the preceding pages. Please complete all fields on the form for the appropriate loan. If you need more space, you can include additional information as attachments to the form. Please indicate this by writing "attached" in the relevant field(s). If you need assistance with the form, please contact the Planning and Community Development Director.

Application Checklist

Please review this checklist prior to submitting your loan application to ensure all needed information is included. Descriptions of each item can be found in the Redevelopment Authority Loan Program Handbook.

1	Completed Application Form	✓
2	Business Description	
3	Business Performance History & Projections <i>NEW BUSINESS</i>	✓
4	Business Plan	✓
5	Project Description	
6	Description of Need	
7	Estimates	✓
8	Financial Statements <i>NEW BUSINESS</i>	✓
9	Copy of Bank Loan Application Materials	✓
10	Commitment from Private Lenders (if applicable)	
11	Proof of Personal Financial Commitment	✓
12	Proof of Landlord Consent (if applicable)	✓
13	Exterior Improvement Visuals (if applicable)	





INVOICE/QUOTE

Item 3.b.

140E

Date: Jan 26, 2022

Payment Terms: 50% 25% 25%

VanDenBerg Custom Services

Taylor VanDenBerg
(920) 809-0685
422 Frances St.
Kaukauna, WI 54130

Balance Due: \$20,370.00

Bill To:

La Bella Bridal LLC
Mariah Tietz

Purposed jobsite/

Ship to:

140 E Second St.
Kaukauna, Wi

Item	Quantity	Rate	Amount
Demo	20	\$105.00	\$2,100.00
Dumpster fee	1	\$550.00	\$550.00
Plumbing install (2 hair sinks, 1 wash basin/ utility sink)	3	\$1,500.00	\$4,500.00
Flooring 1000sf @ 5.50 per sf (labor and materials)	1000	\$5.50	\$5,500.00
Exterior update (paint, windows and signage)	1	\$6,750.00	\$6,750.00
Paint- \$2500.00			
Windows- \$1500.00 (labor and materials)			
Signage- Custom signage (wood with metal frame work) labor and materials			
\$2750.00			

Subtotal: \$19,400.00

Tax (5%): \$970.00

Total: \$20,370.00

Notes:

All work preformed on property is covered under VanDenBerg Custom Services Insurance policy.

Terms:

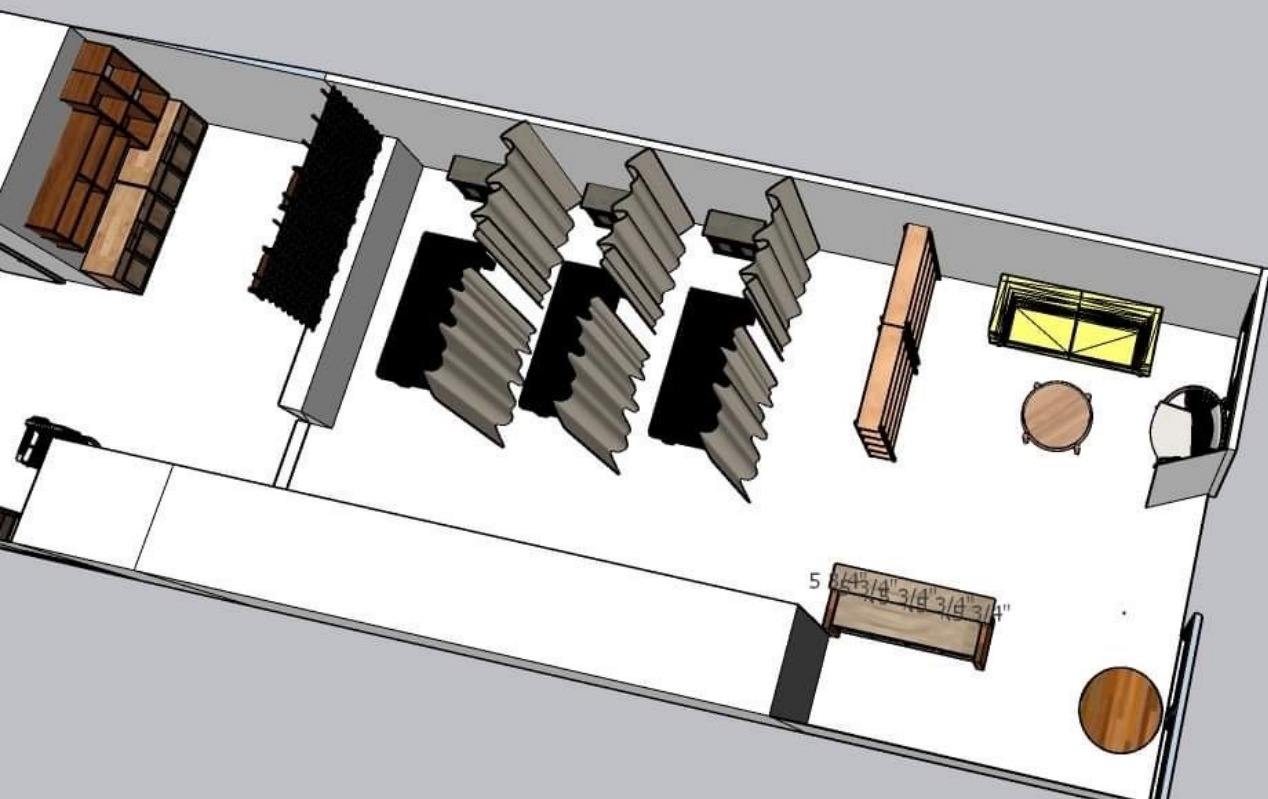
50% payment upon contract signing

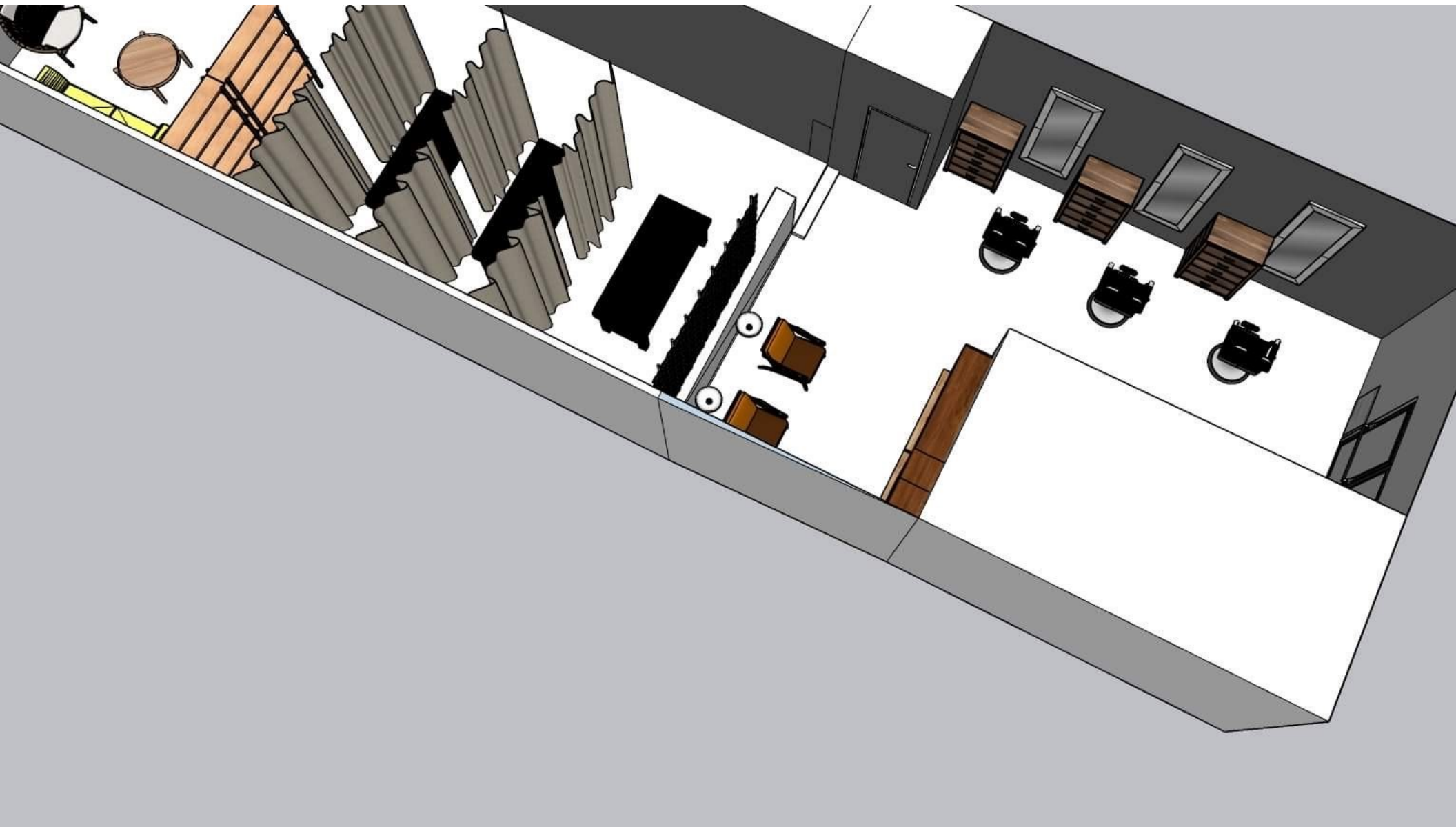
25% Payment upon ground breaking work

25% Payment upon completion

Item 3.b.















La Belle Bridal LLC

Business Plan

Mariah Tietz, Owner
Created on January 26, 2021

Executive Summary

Product

La Belle Bridal LLC provides an array of services including lash sets and fills, permanent make-up, wedding hair and make-up, retail and space rentals for aestheticians and cosmetologists.

Customers

The target audience for La Belle Bridal is woman between the ages of 25-45 as that is the majority demographic in the area. Specifically, we specialize in helping people feel comfortable in their skin no matter what that looks like.

Future of the Company

Beauty is a fast-paced, evolving industry. In response to this climate, La Belle Bridal LLC will offer other services, including continuing education for everyone in the industry such as Lash education and permanent make-up education as an additional income to the business.

Company Description

Mission Statement

To provide a one stop beauty shop for anything you could ever need, with quality and passion at the forefront.

Principal Members

Mariah Tietz — Owner, Aesthetician

Marissa Blosser— Business manager/ Cosmetologist

Legal Structure

La Belle Bridal is a Limited Liability Company, incorporated in Kaukauna, Wisconsin.

Market Research

Industry

La Belle Bridal LLC will join the Beauty and Wedding industry. We will work with people of all ages and backgrounds of all. Industry research suggest that the ever-evolving industry will exceed 716 billion by 2025 with it currently being at 511 billion currently, averaging a 4.75% growth rate.

Detailed Description of Customers

The target customers for La Belle Bridal are woman, ages of 25-45. The area demographic is primarily ages 25-59 years of age, with the median household income at about \$62,877 a year. To capitalize on opportunities that are geographically close as we start and grow our business, La Belle Bridal LLC will specifically target the working-class households within the community.

Company Advantages

Because La Belle Bridal provides services and products, our advantages are only as strong as our quality. Aside from ensuring our team is passionate and well-educated to provide expert beauty services we will take the following steps to support our services:

- Top of the line education with some the industries best leading brands and retail products.
- All our staff members are licensed and have experience in the industry prior to us.
- Hard to beat referral and rewards programs to keep customers coming back again and again.
- Fun and upbeat atmosphere for client and employee interaction.

Service Line

Services Include:

- Eyelash Extensions (Full Sets / Fills)
- Permanent Make-Up
 - Brows (microblading, ombre, nano blading)
 - Lip Blushing
 - Foxy Liner
- Stretch Mark Camouflage
- Lash Lift & Tint
- Waxing
- Teeth Whitening
- Micro needling
- Fibroblast
- Lash Education
- Permanent Make-Up Education
- Full Hair & Make-Up Services

Pricing Structure

La Belle Bridal LLC will offer its services at a set rate using the following labor categories and rates:

- Eyelash Extensions (Full Sets - \$140-\$170 / Fills - \$50 - \$65)
- Permanent Make-Up
 - Brows (microblading \$400, ombre - \$450, nano blading - \$500)
 - Lip Blushing - \$500
 - Foxy Liner - \$375
- Stretch Mark Camouflaging - \$500 - \$2000
- Lash Lift & Tint - \$65
- Waxing - \$12-\$70
- Teeth Whitening
- Micro needling - \$150
- Fibroblast - \$500- \$2500
- Lash Education & Permanent Make-Up Education - \$1200 - \$3500
- Full Hair & Make-Up Services – Varies

Product Lifecycle

All services are ready to be offered to clients, pending approval of contracts.

Intellectual Property Rights

La Belle Bridal LLC is not a trademarked name in the state of Wisconsin, and we have not filed for protection of our proprietary processes and other intellectual property, such as our logo. We have registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating us.

Marketing & Sales

Growth Strategy

To grow the company, La Belle Bridal LLC will do the following:

- Network at tradeshow, bridal events, at privately held events.
- Establish a company website that contains engaging multimedia content about our services
- As the business grows, advertise in publications that reach our target industries and bring in brand ambassadors to help market our business.

Communicate with the Customer

La Belle Bridal will communicate with its customers by:

- Meeting with potential clientele within targeted markets
- Using social media such as Twitter, YouTube, Facebook, and LinkedIn
- Providing contact information on the company website

How to Sell

Currently, every person in charge of sales for La Belle Bridal. As profits increase, La Belle Bridal LLC will look to add brand ambassadors to assist with sales and marketing and a receptionist to assist in account/client Management. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending tradeshow.