



## REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, APRIL 24, 2024 AT 6:00 PM

CITY HALL, LOWER LEVEL ROOM 0041, 106 JONES STREET

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### IN-PERSON/VIRTUAL MEETING

**By Phone or GoToMeeting:** <https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend **by calling:** (US)+1 (872) 240-3412

**Access Code:** 471-703-029

1. **PLEDGE OF ALLEGIANCE**
2. **ROLL CALL**
3. **DETERMINATION OF QUORUM AND CALL TO ORDER**
4. **APPROVAL OF PRIOR MEETING MINUTES**
  - [A.](#) RDA minutes from March 13, 2024
  - [B.](#) RDA minutes from March 26, 2024
  - [C.](#) RDA minutes from April 3, 2024
5. **OPENING FOR PUBLIC COMMENT**

*Each individual who would like to address the Committee will be permitted up to three minutes for their comments*

6. **NEW BUSINESS**
  - A. Presentation from RINKA/Kapur to start the Downtown River Corridor Planning
  - [B.](#) Approve Beltz Grants as recommended
7. **STATUS REPORTS**
  - [A.](#) Community Support/Communication
    1. 2023 RDA Impact Report
  - B. Executive Director Update
    1. Items for next agenda
      - a. Future guest speaker (tentative)
        - i. Tom Coogan, Wisconsin DNR-May15th
    2. Confirm next meeting time
      - a. May 15, 2024 at 6:00pm.
8. **ADJOURN**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [mdunneisen@watertownwi.gov](mailto:mdunneisen@watertownwi.gov), phone 920-262-4006*

*A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only*



**Wednesday, March 13, 2024, 6:00 pm**  
 In-PERSON/VIRTUAL MEETING  
 Room 0041, City Hall

**By Phone or GoToMeeting:**  
<https://global.gotomeeting.com/join/471703029>

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**RDA STRATEGIC PRIORITIES**

1) ~~400 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~

2) Facilitating quality development in downtown, and

3) Creating an approach and working to attract development projects downtown.

1. Pledge of Allegiance
2. Roll Call
  - A. Present: Becker, Bartz, Nowatka, Maas, Hurtgen, Zimmermann, Lampe and Wagner
  - B. Absent: None
  - C. Other attendees: Deb Reinbold, Steph Juhl, Ald. Steve Board, and an online resident Ian P.
3. Determination of Quorum and Call to Order at 6:01 pm by Chair Ryan Wagner
4. **Review/Approve:** Minutes of Previous Meetings – February 21, 2024
  - A. **Zimmermann motioned to approve.**  
**Nowatka seconded the motion. Motion carried unanimously.**
5. Public Comment: None
6. New Business: None
7. New Business:
  - A. Update from Steph Juhl on the 2024 Bentzin Family Town Square planning and events
    1. Farmers markets, concerts, other events planned.
    2. Thanked the RDA for their sponsorship
  - B. Presentation from Deb Reinbold, Thrive ED/JCEDC on the economic activity in Watertown and throughout the county.
    1. Two major projects are coming to Jefferson. Discussed benefits for the greater area, including Watertown.
    2. Thrive is working with the RDA and the city, the Housing Rehab Grant Program being one of the programs.
8. Old Business:
  - A. Current applications for the Downtown River Corridor RFP closed on March 15<sup>th</sup>. Two submissions were received and two to three more are expected yet.
  - B. We have received six applications for the Housing Rehab Grant Program. Three are at or near approval. One is ready for recommended approval.
9. Status Reports:
  - A. Community Support/Communication

1. Social media update. Lisa Famularo submitted a report on the RDA's social media activity.

B. Common Council Update

1. Bartz – Ald. Bartz gave an update on approved borrowing and interest rates, and roadwork that will be done this year.

2. Lampe – Ald. Lampe talked about the Main St. bridge status

C. Executive Director Update

1. 111 S. Water Street update. Greywolf partners submitted a proposal. The Finance committee approved to begin discussions with the developer. Mayor McFarland and Mason Becker had initial discussions with them this past Friday.

2. Revolving Loan Fund:

a. Application Update: Mason Becker is working on getting one application in soon. It is for a new business on Main Street.

3. Update on Beltz Grants

a. Grant application window will re-open within the next few days pending social media publicity. Dr. Beltz gave his approval for minor changes to the application.

4. Future Agenda Items: Tom Coogan from WI DNR will guest speak in April.

5. Next Meeting: Wednesday, April 17, 2024, at 6 pm

10. Adjournment at 6:58 pm

**Wagner motioned to adjourn**

**Nowatka seconded the motion. Motion carried unanimously.**

**Meeting adjourned.**



**Wednesday, March 26, 2024, 4:30 pm**  
In-PERSON/VIRTUAL MEETING  
Room 0041, City Hall

**By Phone or GoToMeeting:**

<https://global.gotomeeting.com/join/471703029>

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**RDA STRATEGIC PRIORITIES**

- 1) ~~400 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~
- 2) Facilitating quality development in downtown, and
- 3) Creating an approach and working to attract development projects downtown.

1. Roll Call
  - A. Present: Becker, Bartz, Nowatka, Maas, Zimmermann, and Wagner
  - B. Absent: Hurtgen & Lampe
2. Determination of Quorum and Call to Order at 4:33 pm by Chair Ryan Wagner
3. New Business:
  - A. Review and approve RDA Housing Rehab Grant application for 410 Baxter St.
    1. Becker discussed the application and reviewed some of the parameters of the Housing Rehab Grant Program. Brief discussion of the application.  
**Motion to approve the application as presented and recommended by Thrive ED by Wagner; seconded by Nowatka; motion carried.**
4. Adjournment at 4:55 pm  
**Wagner motioned to adjourn**  
**Zimmermann seconded the motion. Motion carried unanimously.**  
**Meeting adjourned.**



**Wednesday, April 3, 2024, 6:00 pm**  
In-PERSON/VIRTUAL MEETING  
Room 0041, City Hall

**By Phone or GoToMeeting:**

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**RDA STRATEGIC PRIORITIES**

- 1) ~~400 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~
- 2) Facilitating quality development in downtown, and
- 3) Creating an approach and working to attract development projects downtown.

1. Pledge of Allegiance
2. Roll Call
  - A. Present in-person: Becker, Bartz, Nowatka, & Maas
  - B. Present-virtual: Hurtgen, Lampe, Wagner, and guests: McBroom and a resident (Ian Pilak)
  - C. Absent: Zimmermann
3. Determination of Quorum and Call to Order at 6:02 pm by Chair Ryan Wagner
4. New Business:
  - A. Review recap of submitted proposals for Downtown River Corridor Opportunity Analysis and Strategic Development Plan: Becker gave a recap that eight submissions were received from the Request for Proposal. Evaluation and scoring by five individuals narrowed to three top submissions. Discussion followed.
  - B. Convene into closed session per § 19.85(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session (review financial component of submitted proposals for Downtown River Corridor planning). **Motion: Nowatka, second Maas. Motioned carried unanimously.**
    - a. RDA moved into closed session to discuss the financial costs of the proposals.
  - C. Reconvene into open session: **Nowatka, Wagner. Motion carried unanimously.**
    - a. RDA reconvened in open session.
  - D. Review and take action: Approve acceptance of selected proposal for Downtown River Corridor Opportunity Analysis and Strategic Development Plan: **Bartz motioned, seconded by Nowatka to accept the proposal from RINKA & Kapur, contingent on acceptance of a contract. Motion carried unanimously.**
5. Adjournment at 6:45 pm
 

**Wagner motioned to adjourn**  
**Bartz seconded the motion. Motion carried unanimously.**  
**Meeting adjourned.**

Redevelopment Authority of the City of Watertown

Beltz Foundation Downtown Watertown Special Events Grant Application

Applicant Information

Application Date: March 19, 2024

Organization Name: Watertown Main Street Program

Organization Sector: Non-profit, downtown development

Contact Name:

Role at Organization:

Contact Phone: 920-342-3623 Contact Email: watertownmainstreet@gmail.com

Organization Mailing Address: 519 E. Main St. Watertown, WI 53094

Total Amount Requested: \$6177 Total Event Cost: \$6177

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

The Watertown Main Street Program's Promotions Committee is planning a holiday market, named Jingle Bell on the Rock, to take place at the Bentzin Family Town Square and inside the Watertown Public Library. The event will include holiday themed vendors, including artisan/crafters and food/beverage vendors. Entertainment will be provided throughout the day, including visits with Santa. Children's activities are planned for this family-friendly event. The funds will secure a tent and barrels, outdoor heaters, restrooms and wash stations, supplies for a tree lot, decorations, entertainment, and marketing costs.

Anticipated Timeline (estimated start and end dates): December 7, 2024

Organization Information

How long has your organization been established? 24 years

Please describe your organization, including services offered and a brief history of operations.

The Watertown Main Street Program is a non-profit organization dedicated to the preservation, beautification and economic vitality of downtown Watertown. We work in partnership with private building and business owners, the city of Watertown and the greater Watertown community to inspire reinvestment and renewal in the city's historic business district. We host multiple events throughout the year that attract shoppers, families and visitors to downtown Watertown including Pumpkin Palooza, Sidewalk Sales, specialty drink walks, Santa House, Women's Only Weekend, Art on Main and more. The funding raised through these events is reinvested in the downtown through facade grants and other beautification initiatives. The Main Street Program employs one full-time executive director and is supported by multiple committees of volunteers.

Additional Materials

The following materials must be included with your application:

- ✓ Event Budget with expenses and any revenue projections
- ✓ If a nonprofit: Articles of incorporation, bylaws, and any other relevant documents describing the structure, mission and vision of the organization
- ✓ If a for-profit entity: Last three years of business income statements and most recent balance sheet
- ✓ Detailed event plan/information

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Beltz Foundation Downtown Watertown Special Events Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature  Date 3/26/24

## Beltz Foundation Downtown Watertown Business Grant Program

### Program Overview

The Redevelopment Authority of the City of Watertown (RDA) established its Beltz Foundation Downtown Watertown Business Grant Program to encourage unique businesses to relocate or expand into the Downtown Watertown Redevelopment District Target Area. The program provides grants totaling up to \$50,000.00 per year that can be used towards eligible expenses such as capital improvements, renovations, and signage to their new location in Downtown Watertown.

This is a competitive grant program. Applicants must demonstrate prior, relevant business experience and meet minimum program eligibility requirements. Preference will be given to applicants that add to the diversity of businesses located in Downtown Watertown and fall into categories that align with the program goals.

Applications are reviewed on an as-needed basis by the RDA Grant Program Committee. Deadlines for submission are set at the time the grant applications are opened. Recommendations are presented to the RDA Board of Directors for final approval and awarding of funds.

**Please note that applicants must complete the application process before incurring eligible expenses through the Business Grant Program. Any expenses incurred before a Grant Agreement is executed will be ineligible for reimbursement through the grant program.**

### Available Awards

The RDA has committed a total of \$50,000.00 per year from the Dr. John Beltz Charitable Foundation to the program. Applications will be reviewed and awarded based on quality of application and general merit of the proposed use.

### Eligibility Requirements

- Applicant must demonstrate relevant business experience.
- Must be entering a minimum one-year lease or purchasing property within the Target Area.
- Business must be open and accessible to the public for a minimum of 48 hours/week unless an exception is sought.
- Preferences will be given to businesses that fall into the following categories:
  - Entertainment/Family
  - Full Service / Fine Dining, Grab and Go Lunch Stop, Craft Beer
  - Food store, organic foods and gourmet foods
  - Retail establishments offering quality merchandise
  - Non-chain/non-franchised businesses

### Eligible Expenses

- Signage and awnings for new location (must be reviewed by the Historical Preservation and Downtown Design Commission)
- Leasehold / capital improvements in new location, including construction costs and fixtures

Please note that if awarded funding, the reimbursement amount will be based on receipts submitted.



Property Considerations

- Will the project positively contribute to the City’s redevelopment efforts?
- Will the project ameliorate a blighting influence?
- Will the project substantially leverage more investments than the grant funds?
- Will the grant result in an improvement that would not be made otherwise?
- Is the project in an historically designated building?

Business Considerations

- Is the business in a preferred program category?
- Does the business add to the unique mix in Downtown Watertown?
- Can the applicant demonstrate success in prior business activities?
- Can the applicant demonstrate community involvement through prior businesses?

Application Process

Application Contents

An application for the program must include all of the following:

- Beltz Foundation Downtown Watertown Business Grant Application Form
- Project Expenses Worksheet
- A copy of a lease agreement or proof of purchase of property
- Two years of Income Statement projections
- If applicant is existing business: Last three years of business income statements and most recent balance sheet
- If applicant is new business with prior business experience: Last three years of business income statements and most recent balance sheet of prior business
- Renderings, mock-ups, or architectural plans for the new location,
- Business plan.

Submission of Application

The application and all required materials must be submitted to the RDA Executive Director in either print or digital form. Applications are reviewed on a quarterly basis. Applicants are encouraged to submit materials as soon as completed.

Review process

Time of Review

Applications are reviewed after each announced application deadline by the RDA Grant Program Committee.

Substantive Criteria

The RDA Grant Program Committee will screen each application based on the following criteria before making a recommendation regarding the application to the RDA Board of Directors:

- Completeness of application,
- Type of business (preference will be given to businesses that add to the diversity of businesses downtown and align with the RDA’s strategic priorities)
- Business history and experience
- Viability of expansion into Downtown Watertown
- Proposed location in Downtown Watertown (visibility and plans for improvement)
- Economic viability of business’ expansion or relocation based on financial information submitted and reviewed by the committee

Notification of Recommendation

The applicant will be notified of the RDA Grant Program Committee’s recommendation regarding the requested grant to the RDA Board of Directors. The applicant will also be notified of the date, time and location of the RDA Board of Directors meeting at which the committee’s recommendation regarding the application will be discussed. The applicant will be invited to attend the meeting and address the Board of Directors regarding their application. The committee may postpone a recommendation on an application if additional information is requested or the application is incomplete.

Board of Directors Approval

After the RDA Grant Program Committee makes a recommendation regarding the application, the recommendation will be placed on the next RDA Board of Directors meeting agenda. The applicant will be invited to attend the meeting and address the Board of Directors regarding their application. The RDA Board meets regularly on the third Wednesday of the month. The applicant will be notified of the RDA Board of Directors decision regarding their application.

Conflict of Interest

Members of the RDA Board of Directors or any of its committees who are in a position to influence decisions regarding grants awarded under this program shall not have a financial interest, either directly or indirectly, in any person or entity applying for a grant through this program, unless that interest has been fully disclosed in writing and the board member/committee member involved has removed him/herself from the decision-making process, including all deliberations.

Denial of Applications

Following the recommendation of the denial of an application by the RDA Grant Program Committee, the RDA Executive Director shall so notify the applicant, stating reasons for the recommendation as communicated by members of the committee, and including, if applicable:

- Requests for additional documents or other information which, if submitted by the applicant, may result in a grant award based on a future application; or,
- Suggestions as to changes in the proposed application which may result in a grant award based on a future application.

**Post Award Process**

Grant Agreement

Upon approval of the grant award by the RDA Board of Directors, the applicant will be notified and will be sent a Grant Agreement that will need to be signed by the applicant before project expenses can be incurred. Any expenses incurred before the Grant Agreement is executed will be ineligible for reimbursement through the grant program.

Post-award amendments to Project

Following the award of an RDA Business Grant, if the applicant desires to make any changes or modifications from what was approved in their application, the applicant must submit to the RDA Grant Program Committee for review:

- Written description of the changes proposed
- Any updated renderings, mock-ups, or architectural plans for the new location.

NOTE: Failure to obtain approval for any changes in relocation activities after awarding of the original grant will result in disqualification of the applicant from the program and the loss of the entire grant funding.

Payment Request

The applicant may request payment of funds in one payment upon completion of relocation/expansion or request up to three reimbursement payments as relocation/expansion is occurring. To request payment of funds the applicant must submit the following to the RDA Executive Director:

- Affidavit that all work completed and expenses incurred match what was included in the submitted application
- All receipts from eligible expenses seeking to be reimbursed

Compliance with Approved Application

If all submitted documentation is in compliance with applicant's approved application and the program parameters, the RDA Executive Director will issue a reimbursement check. Checks will be issued within 15 days of request.

Non-compliance

If any of the relocation activities are found to be in non-compliance with the approved application or the program requirements, the applicant will be ineligible to receive grant funding or liable to pay back grant funding already received.

**Redevelopment Authority of the City of Watertown**

**Beltz Foundation Downtown Watertown Business Grant Application**

Applicant Information

Application Date: 3/19/24

Business Name: Bentzin Family Town Square

Type of Business/Industry: City Park/Entertainment Venue

Contact Name: Stephanie Juhl

Role at Business: Program Coordinator

Contact Phone: 920-262-8080    Contact Email: sjuhl@watertownwi.gov

Business Mailing Address: 514 S. 1<sup>st</sup> Street Watertown, WI 53094

Total Amount Requested: \$10,000    Total Project Cost: \$38,559.00 Band costs only. This does not include activities at each event, portos, labor, etc. Please keep band costs confidential.

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses)

Saturday, May 18 2024	5-7 p.m.	11 One Louder	-	\$ 1,750
Saturday, June 08 2024	7-9 p.m.	Boy Band Night		\$ 5,000
		Essential Details, LLC		\$ -
		A.G. Entertainment, LLC		\$ -
		Proline Entertainment, LLC	\$ 2,500	\$ -
Saturday, June 15, 2024	7-9 p.m.	Conscious Pilot	-	\$ 2,500
Special: Friday, June 21, 2024	7-10 p.m.	Mallrats: Special	-	\$ 5,000
Thursday, June 27, 2024		Thursday Night Market #1		
Saturday, June 29, 2024	6-9 p.m.	Dueling Pianos	-	\$ 4,200
Saturday, July 13, 2024	7-9 p.m.	PanCromatic Steel	-	\$ 2,000
Saturday, July 20, 2024	7-9 p.m.	33RPM	-	\$ 4,000
Thursday, July 25, 2024		Thursday Night Market #2		
Saturday, August 17, 2024	7-9 p.m.	Ask Your Mother	-	\$ 3,000
Thursday, August 22, 2024		Thursday Night Market #3		
Saturday, August 24, 2024.	7-9 p.m.	Bootjack Road Band	-	\$ 2,400
Saturday, September 7, 2024	7-9 p.m.	Last Bees	-	\$ 800
Saturday, September 14, 2024	7-9 p.m.	Back Bay Band	-	\$ 1,250
Thursday, September 26, 2024		Thursday Night Market #4		

Band		\$	31,900.00
Audio		\$	1,959.00
Lighting and Power		\$	2,500.00
Management (Essential Details)		\$	550.00
Marketing (Essential Details)		\$	1,400.00
Hospitality		\$	250.00
<b>Total</b>		\$	<b>38,559.00</b>

Anticipated Timeline (estimated start and end dates): Summer Concert Series May 18-September 14

### Business Information

How long has your business been established? 1 year

Please describe your business, including products and services offered and a brief history of operations. Bentzin Family Town Square is a vibrant entertainment venue that caters to families and individuals seeking a variety of experiences. The square is centered around providing a range of entertainment to ensure an enjoyable and memorable visit for all visitors.

#### Products and Services Offered:

1. Entertainment Events: a diverse range of entertainment events, including live music performances, art, décor and exercise classes, night markets, food trucks and cultural festivals.
2. Family Activities: Offers a host of family-friendly activities including several specific family events throughout the season.
5. Event Spaces: Bentzin Family Town Square also provides event spaces for personal celebrations, corporate gatherings, and community events.

#### Brief History of Operations:

Bentzin Family Town Square was established in [year of establishment] by the Bentzin family, who envisioned creating a vibrant hub for entertainment and leisure in the heart of the city. Over the years, we have evolved into a premier destination known for our diverse entertainment offerings, excellent dining experiences, and engaging activities for visitors of all ages. Our commitment to providing exceptional service and memorable experiences has made us a beloved part of the community, attracting locals and tourists alike to enjoy everything our venue has to offer.

### Additional Materials

The following materials must be included with your application:

- ✓ A copy of your lease agreement or proof of purchase of property
- ✓ Project Expenses Worksheet
- ✓ Two (2) years of Income Statement projections
- ✓ Last three (3) years of business income statements and most recent balance sheet
- ✓ Renderings, mock-ups, or architectural plans for new location
- ✓ Business plan (if opening/expanding business)

### Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Beltz Foundation Downtown Watertown Business Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature *Stephanie Juhl*

Date 3/19/24

Landlord Signature (if lease) \_\_\_\_\_ Date \_\_\_\_\_

Redevelopment Authority of the City of Watertown

Beltz Foundation Downtown Watertown Business Grant Application

Applicant Information

Application Date: 3/20/24

Business Name: Sassy Sweets, LLC

Type of Business/Industry: Bakery

Contact Name: Amber Yelk

Role at Business: Owner / Baker

Contact Phone: 9202109782 Contact Email: sassysweetsbyamber@gmail.com

Business Mailing Address: 902 W Water St  
Watertown, WI 53098

Total Amount Requested: \$5,000 Total Project Cost: \$40,000

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

The funds will be used to purchase bakery equipment to furnish the bakery I would like to open up in downtown Watertown. Also to help with electrical upgrades needed to run the ovens

Anticipated Timeline (estimated start and end dates): May - June 2024

Business Information

How long has your business been established? opened May 2015

Please describe your business, including products and services offered and a brief history of operations.

I am a local bakery. I opened up in 2015 and started renting the kitchen space downtown called Watertown Farm market kitchen. I still rent that space to make all my product which is then sold at the Lake Mills Farmers market, Oronomooce Farmers market and about 25 weddings every year. Products range from scones, Buns, Cheesecakes, Cookies, Cupcakes, Cakes, Truffles, Candy, Dessert boxes, anniversary cakes and much more.

Additional Materials

The following materials must be included with your application:

- ✓ A copy of your lease agreement or proof of purchase of property
- ✓ Project Expenses Worksheet
- ✓ Two (2) years of Income Statement projections
- ✓ Last three (3) years of business income statements and most recent balance sheet
- ✓ Renderings, mock-ups, or architectural plans for new location
- ✓ Business plan (if opening/expanding business)

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Beltz Foundation Downtown Watertown Business Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature  Date 3/20/24

Landlord Signature (if lease)  Date 3/20/2024





# Sassy Sweets

Baking Sweet Memories Since 2015

## Business Plan for Sassy Sweets Bakery:

- 1) Create a bakery to bake out of for Sassy Sweets. Continue to sell at the Farmer's Market in Lake Mill's and Oconomowoc. Bring in more weddings and other custom orders throughout the week to keep sales consistent.
- 2) Bake out of this kitchen space until Main Street is open without having a retail operation.
- 3) Once Main Street is officially open, I plan to open the bakery to the public for retail sales. Bake more items to fill the bakery cases and hire a pastry chef to help with the added sales. Continue to advertise for wedding sales and sell at the current Farmers Markets to increase revenue and spread the word that I opened up a retail store.





# Sassy Sweets

Baking Sweet Memories Since 2015

## Project Expense Report for Sassy Sweets Bakery:

- 1) Upgrade electrical in the building to accommodate the ovens.

***\$15,000***

- 2) Purchase of all appliances, work tables, mixers, carts, sinks, and bakery cases for retail.

***\$20,000***

- 3) Add plumbing for sinks and new Janitors closet with mop drain  
(Per health department)

***\$8,000***





**Sassy Sweets LLC**  
Hand-Dipped Truffles And Other Treats!

**2023 Tax Year**

	Bus. MTG Lunch	Office Supplies	Internet & Phone	Food/ Product	Website/ Online Advertising	Product Packaging Material	Kitchen Rent	Vendor Fees	Mileage	Product Loss	Kitchen Utensils	Cake Tastings	Income
January	\$42.69	\$31.60	\$52.32	\$990.46	\$262.08	\$29.00	\$370.00	\$0.00		\$56.29	\$0.00	\$33.48	\$2,215.55
February	\$0.00	\$10.54	\$52.32	\$1,099.52	\$262.08	\$105.50	\$414.00	\$170.00		\$64.00	\$0.00	\$42.97	\$3,217.39
March	\$0.00	\$19.90	\$52.32	\$1,033.44	\$326.07	\$0.00	\$329.00	\$495.00		\$44.69	\$90.71	\$46.30	\$1,886.25
April	\$19.08	\$10.54	\$52.32	\$1,441.11	\$272.04	\$0.00	\$302.00	\$0.00		\$41.20	\$26.32	\$0.00	\$2,623.00
May	\$32.16	\$10.54	\$52.32	\$1,260.76	\$262.08	\$67.00	\$387.00	\$0.00		\$66.48	\$110.60	\$0.00	\$1,616.05
June	\$0.00	\$10.54	\$52.32	\$1,375.52	\$262.08	\$0.00	\$506.00	\$0.00		\$41.10	\$109.87	\$0.00	\$3,235.15
July	\$0.00	\$10.54	\$52.32	\$1,885.60	\$287.08	\$45.00	\$531.00	\$0.00		\$42.68	\$80.83	\$0.00	\$3,976.01
August	\$96.32	\$10.54	\$299.45	\$1,655.57	\$262.08	\$0.00	\$395.50	\$500.00		\$110.59	\$92.32	\$0.00	\$1,977.60
September	\$0.00	\$10.54	\$289.23	\$2,700.67	\$262.08	\$0.00	\$532.00	\$80.00		\$111.44	\$126.80	\$0.00	\$2,936.90
October	\$111.60	\$10.54	\$52.32	\$1,978.42	\$317.08	\$22.50	\$659.00	\$65.00		\$64.68	\$0.00	\$0.00	\$4,673.80
November	\$109.50	\$67.44	\$52.32	\$1,819.75	\$367.08	\$269.00	\$615.50	\$150.00		\$108.88	\$0.00	\$0.00	\$5,429.90
December	\$155.60	\$10.54	\$52.32	\$1,095.04	\$362.08	\$0.00	\$480.50	\$300.00		\$62.41	\$0.00	\$0.00	\$5,013.75
									15,982.00 x .655/mile		Electronic payments: Credit Card Income:		\$10,621.00 \$7,990.50
<b>TOTAL:</b>	<b>\$566.95</b>	<b>\$213.80</b>	<b>\$1,111.88</b>	<b>\$18,335.86</b>	<b>\$3,503.91</b>	<b>\$538.00</b>	<b>\$5,521.50</b>	<b>\$1,760.00</b>	<b>\$10,468.21</b>	<b>\$814.44</b>	<b>\$637.45</b>	<b>\$122.75</b>	<b>\$57,412.85</b>

One Time Fees:	WI Dept Ag & Consortium	Checking Account Fees	Annual Report Notice	Credit Card Processing Fees	Kitchen Insurance	Retail Space Rental Fee
	\$600.00	\$256.75	\$26.00	\$270.95	\$769.08	\$0

**TOTAL EXPENSES: \$45,517.53**

**TOTAL INCOME: \$57,412.85**

R \$7,000

N \$1,800

**\$11,895.32**





**Sassy Sweets LLC**  
Hand-Dipped Truffles And Other Treats!

**2022 Tax Year**

	Bus. MTG Lunch	Office Supplies	Internet/ Website/ Phone	Food/ Product	Shipping/ Advertising	Product Packaging	Kitchen Rent	Vendor Fees	Mileage	Product Loss	Kitchen Supplies	Cake Tastings	Income
January	\$35.67	\$31.60	\$50.00	\$892.31	\$262.08	\$0.00	\$351.25	\$0.00		\$99.84	\$0.00	\$13.19	\$3,240.87
February	\$0.00	\$10.54	\$50.00	\$990.55	\$262.08	\$0.00	\$355.00	\$170.00		\$102.30	\$0.00	\$23.89	\$3,589.46
March	\$0.00	\$19.90	\$50.00	\$1,201.30	\$262.08	\$0.00	\$377.50	\$495.00		\$50.55	\$90.71	\$0.00	\$4,499.51
April	\$16.33	\$10.54	\$50.00	\$1,298.30	\$262.08	\$0.00	\$2,178.50	\$0.00		\$40.38	\$26.32	\$15.99	\$2,594.97
May	\$28.55	\$10.54	\$50.00	\$1,135.82	\$262.08	\$210.22	\$1,225.00	\$0.00		\$68.92	\$110.60	\$0.00	\$5,435.73
June	\$49.22	\$10.54	\$50.00	\$1,239.21	\$262.08	\$0.00	\$591.00	\$0.00		\$48.58	\$109.87	\$0.00	\$4,489.41
July	\$0.00	\$10.54	\$165.00	\$1,698.74	\$262.08	\$127.14	\$455.00	\$0.00		\$69.36	\$80.83	\$0.00	\$3,477.74
August	\$91.00	\$10.54	\$279.93	\$1,491.50	\$262.08	\$0.00	\$506.00	\$500.00		\$101.22	\$92.32	\$0.00	\$3,292.59
September	\$60.00	\$10.54	\$304.64	\$2,423.04	\$262.08	\$252.40	\$710.00	\$80.00		\$44.99	\$126.80	\$0.00	\$3,494.70
October	\$112.88	\$10.54	\$30.00	\$1,782.36	\$262.08	\$153.00	\$684.50	\$65.00		\$59.44	\$0.00	\$0.00	\$3,897.68
November	\$122.58	\$67.44	\$50.00	\$1,639.40	\$262.08	\$0.00	\$744.00	\$150.00		\$32.98	\$0.00	\$0.00	\$5,281.37
December	\$152.72	\$10.54	\$50.00	\$782.17	\$262.08	\$150.40	\$370.00	\$200.00		\$89.34	\$0.00	\$0.00	\$2,185.00
									13,289				\$12,463.90
									x.585/mile				\$6,563.81
<b>TOTAL:</b>	<b>\$668.95</b>	<b>\$213.80</b>	<b>\$1,179.57</b>	<b>\$16,574.70</b>	<b>\$3,144.96</b>	<b>\$893.16</b>	<b>\$8,547.75</b>	<b>\$1,660.00</b>	<b>\$7,774.07</b>	<b>\$807.90</b>	<b>\$637.45</b>	<b>\$53.07</b>	<b>\$64,506.74</b>

One Time Fees:	WII Dept Ag	Checking Account Fees	WII Dept Revenue	Credit Card Processing Fees	Kitchen Insurance	Retail Space Rental Fee
	\$276.00	\$92.25	\$26.00	\$227.26	\$740.00	\$1,764

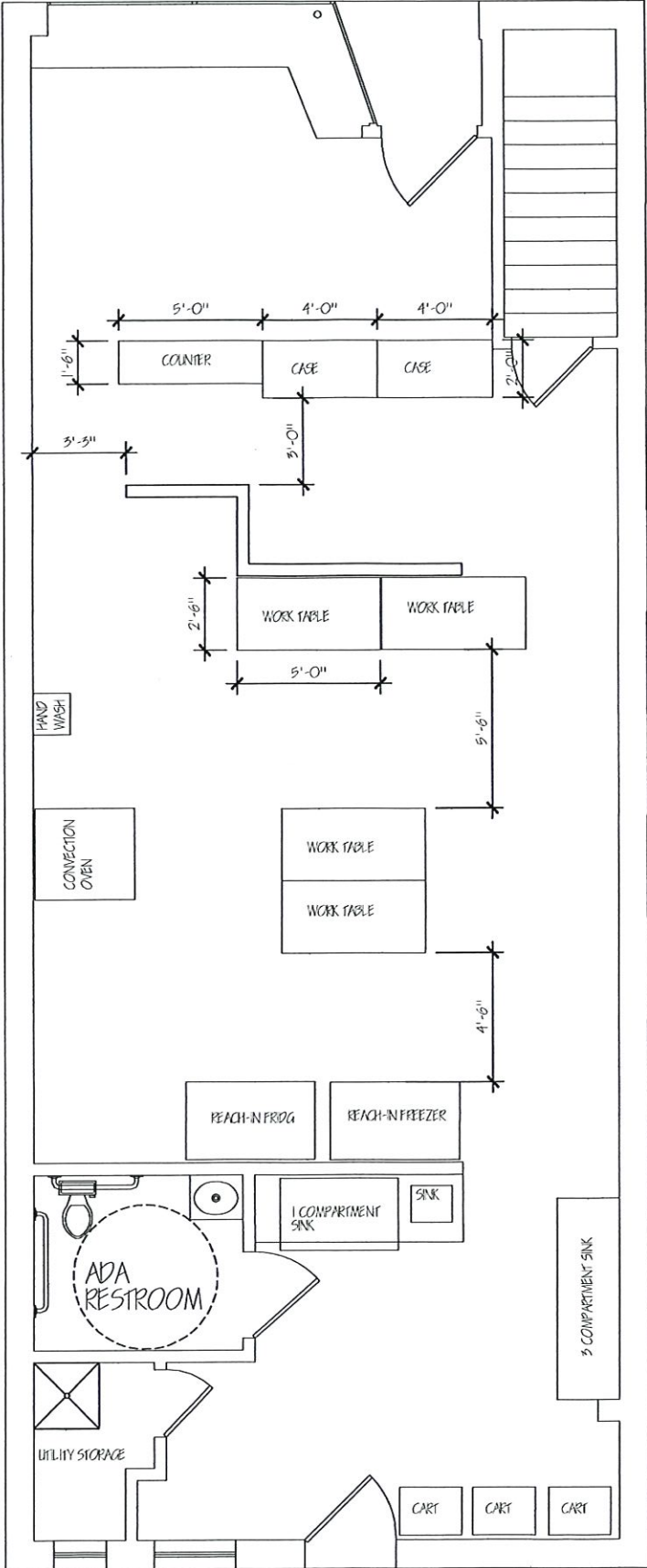
**TOTAL EXPENSES: \$45,280.89**

**TOTAL INCOME: \$64,506.74**

**\$19,225.85**







N





715 Morgan St., P.O. Box 247 Clyman, WI 53016  
Phone (920) 696-3580 Fax (920) 696-3592

1897 Broadway Rd., Wisconsin Dells, WI 53965  
Phone (608) 253-3371

3/15/24

**SASSY SWEETS - NEW LOCATION BUILD OUT**

**Quoted to:** Sassy Sweets, Attention Amber Yelk

**Quoted by:** Nate Groth

**Quote valid for:** 30 days

**SCOPE OF WORK:**

- Furnish and replace house panel circuit breaker from 100A to **125A**
- Furnish and replace 2nd floor tenant panel circuit breaker from 100A to **90A**
- Furnish and replace 3rd floor tenant panel circuit breaker from 100A to **80A**
- Maintain existing **100A** circuit breaker for ground level/basement tenant
- Furnish and replace existing 100A feeder conductors to 125A feeder conductors for house panel (Oven panel)
- Furnish and install (2) 80A single phase 240v circuits to 22kw Convection Oven from outside house panel
- Furnish and install necessary recessed junction boxes, stainless steel covers, and cord whips to each oven to facilitate dairy board installation
- Furnish and install (3) general use 120v 20 amp circuits for (2) refrigerators, (1) freezer, (1) refrigerated case, (1) tabletop mixer, and (1) stand mixer, from basement/ground level panel
- Furnish and install necessary recessed junction boxes and stainless steel covers for the above equipment, to facilitate dairy board installation
- Furnish and install (1) 120v "woodhead" drop, where needed, for island work surface

**TOTAL: \$15,650.00**





**General Notes:**

- This estimate includes the aforementioned items **ONLY**. If additional cost is expected once work is started, due to unforeseen circumstances, a signed change order will be required from both parties before work is resumed
- If there is no record of testing or exercising of any breakers or switches required to be shut off, they may not turn back on; additional cost and downtime to be reevaluated at that time if this occurs
- Overtime is **NOT** included in this estimate
- 3-4 hour shutdown of main service will be required to do this work, between 6am-4pm
- House panel will be at **FULL** capacity
- This estimate assumes that the loads on the 2nd and 3rd floor panels will be sufficient with a reduced 90A and 80A feeder respectively
- Electrical permit included
- This estimate assumes WE Energies will have no issues with the increased load on the existing service
- This estimate is based on information provided by Amber from 2/20/24 site meeting
- **ALL** work to be done on a time and material basis, not to exceed estimate prices



# Watertown **Redevelopment Authority**



The Bentzin Family Town Square Grand Opening on May 20, 2023

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## 2023 IMPACT REPORT



EXECUTIVE BOARD (until 4/2024)

CHAIR:

**Ryan Wagner**

ryanwagner0381@gmail.com

VICE-CHAIR:

**Karrisa Hurtgen**

karrisa.hurtgen@diversey.com

BOARD MEMBERS:

**Dan Bartz**

dbartz@cityofwatertown.org

City Council

**Jonathan Lampe**

JLampe@watertownwi.gov

City Council

**Jacob Maas**

jacob\_maas@yahoo.com

**Ryan Nowatka**

ryan@pn-fh.com

**David Zimmermann**

papadavex3@gmail.com

EXECUTIVE DIRECTOR:

**Mason Becker**

MBecker@watertownwi.gov

(920) 206-4266





“This success will have a thousand fathers and mothers.”

Rob Marchant, RDA Chair (2017-2022)

Dear Friends and Community,

It has been a year of endings and new beginnings.

On May 17, the RDA officially transferred ownership of the Bentzin Family Town Square to the City of Watertown. Three days later, the community came together to celebrate the long-awaited grand opening of Watertown’s world-class gathering space located at 1 West Main Street.

This \$4.7M RDA project, the vision of Mayor John David (2013-2019), is now complete. “Some days it felt very Sisyphean, like we were pushing a rock up a hill by ourselves,” said Nate Salas. “But more and more, as time passed, people came alongside, people helped push. There are so many people that played a role in making this day possible. ...We have done it, we can do it, and we will do it again.”

- Remarks made at the Bentzin Family Town Square Grand Opening

Truly, there are so many people to thank for their unwavering support of the Town Square project. Topping the list are retiring RDA board members Brad Kuenzi, Nate Salas, and Matt Zastrow. As well, current board members David Zimmerman and Dan Bartz and past members Chris Ruetten and Rob Marchant. We know it wasn’t always easy...you’ve done good...thank you very much.

The RDA’s mission, however, is not yet accomplished. In 2023, we were privileged to welcome new board members Karrisa Hurtgen, Jacob Maas, Ryan Nowatka, and City Council member Jonathan Lampe. As a Board, we are looking forward to new opportunities, challenges, and supporting the overall economic vitality of our downtown through loans from the Revolving Loan Fund and grants made possible by the new Beltz Foundation Grant program. In addition, the RDA was selected to facilitate the new Housing Rehab Grant Program supported with \$100,000 of American Rescue Plan Act (ARPA) funds.

With endings come new beginnings. We are grateful to all who have and continue to offer their support, encouragement, and inspiration. Thank you.

*Ryan Wagner*

**Ryan Wagner**  
2023 Board Chair

*Karrisa Hurtgen*

**Karrisa Hurtgen**  
2023 Board Vice Chair



*Barton Bentzin, who, through the Bentzin Family Foundation, donated \$1 million to secure naming rights for the Town Square.*

**May 20, 2023 – Grand Opening Ceremony at the Bentzin Family Town Square.**

On May 20, the community of Watertown and its friends joined in celebrating the opening of the Bentzin Family Town Square. In his remarks, Mason Becker, RDA Executive Director, encouraged attendees to “remember that opportunity runs through the City of Watertown. Let us embrace the Bentzin Family Town Square as a symbol of economic opportunity, collaboration, and the power of coming together. May this Square be a place of inspiration where people come to celebrate both the past and the possibilities of a brighter future for us all.”

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**About the Watertown Redevelopment Authority**

MISSION: “Turning Opportunity into Results”

The Watertown Redevelopment Authority (RDA) was established in December 2016 to:

- Develop urban renewal projects
- Encourage private/public reinvestment in under-utilized areas resulting in:
  - New infill housing and commercial developments
  - Job creation
  - Expanded tax base
  - Improved quality of life for the citizens of Watertown

MANAGEMENT/OVERSIGHT

The City of Watertown Strategic Initiatives and Development Coordinator serves as the Executive Director of the RDA.

The RDA Board, appointed by the Mayor and approved by the Watertown Common Council, is made up of seven members from the Watertown community who are involved in enhancing the economic vitality of the City through their professional and/or civic affiliations. The Board is the governing body that meets on a regular basis to provide guidance by contributing to the organization’s strategic purpose and advocating on behalf of the RDA’s redevelopment efforts.



Dear Friends and Community,

Headlining the RDA's 2023 accomplishments is the Grand Opening of the Bentzin Family Town Square. As Ryan and Karrisa noted, many people were instrumental in making this a reality. On behalf of the RDA Board and community, I add my thanks to Alex Allon and Kristen Fish-Peterson, my predecessors, for their leadership and determined commitment to the goal of creating a world-class gathering space for people of all ages to enjoy. Thank you.

In June, the RDA reopened the application period for its Downtown Commercial Rehabilitation Loan Program. We thank Bank First, Ixonia Bank, and Bank of Lake Mills who continue to help fund this revolving loan program. This year, two more local businesses were awarded loans for their rehab projects.

In July, Dr. John Beltz, through the Dr. John Beltz Charitable Foundation, provided a total of \$50,000 per year for three years to facilitate two Grant Programs. The purpose of these grants is to encourage growth and programming in the Downtown Watertown Redevelopment District Target Area. Our sincere gratitude and thanks to Dr. Beltz for supporting continued revitalization in the downtown.

In August, the Town Square was awarded the prestigious 2023 US EPA Region 5 Brownfields Success Award. This award celebrates the Bentzin Family Town Square brownfield redevelopment project funded, in-part, by the DNR's Wisconsin Assessment Monies (WAM) program and Knowles-Nelson Stewardship Grant.

In November, Watertown's historic district received the Large Division Mid-America EDC (Economic Development Corporation) Economic Placemaking Award. To date, revitalization of the downtown, which includes the Town Square, has increased overall property value by 180%. Foot traffic grew by one-third as we welcomed more than 58,000 new visitors to our city streets.

Once defined by its problems, Watertown is now attracting attention from potential investors, new businesses, the media, visitors, and residents. A recent review by OnlyInYourState stated, "Some big things are happening in Watertown, Wisconsin. This historic city recently redeveloped the heart of its downtown, and it's now a lively destination for family fun." Watertown has much to be proud of.

Looking ahead, the RDA will continue to focus its efforts and resources on the downtown area. Here, in this concentrated, high-value area, is where the RDA believes it can make the greatest impact by fulfilling its mission of turning opportunity into results.

**Mason Becker**  
*Executive Director - Watertown Redevelopment Authority*

## RDA Revolving Loan Program

Established in December 2017, the Commercial Rehabilitative Revolving Loan Program is designed to:

- Foster business growth and expansion
- Facilitate the development of high-quality upper-level residential units
- Update and preserve historic structures
- Increase the overall economic vitality of downtown Watertown

The purpose of this Program is to attract private investment, which in turn increases property values, attracts more businesses, and provides a destination where people can live, shop, dine, and enjoy.



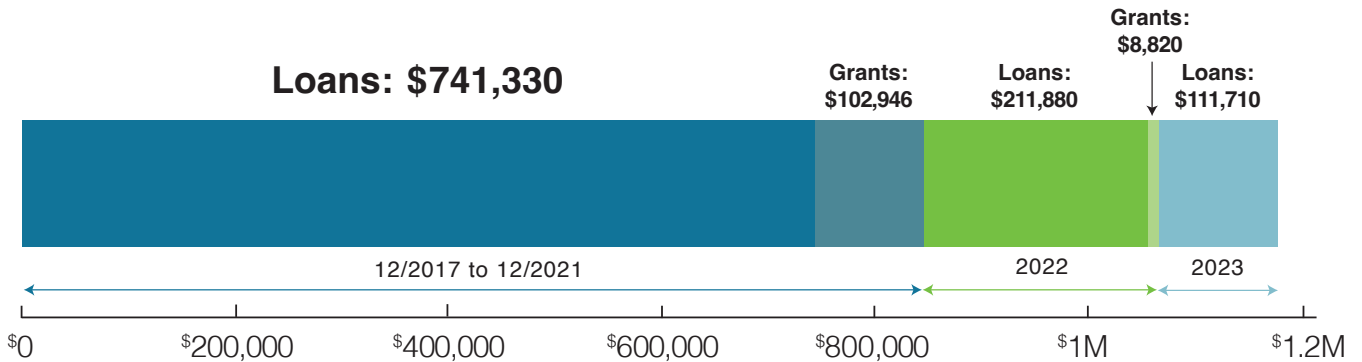
Loan Program Boundary Map

The Program had seed funding from a portion of the City's surplus TIF dollars. In addition, three community-focused institutions – Bank First, Ixonia Bank and Bank of Lake Mills, provide funding for projects. To date, the program has provided \$111,277 in grant funds and nearly \$1.2M in low interest loans for 15 downtown properties, a total of 18 projects.

### Projects Financed (January to December 2023)



### Total Projects Funded (December 2017 to December 2023)



## Beltz Foundation Downtown Watertown Grant Program

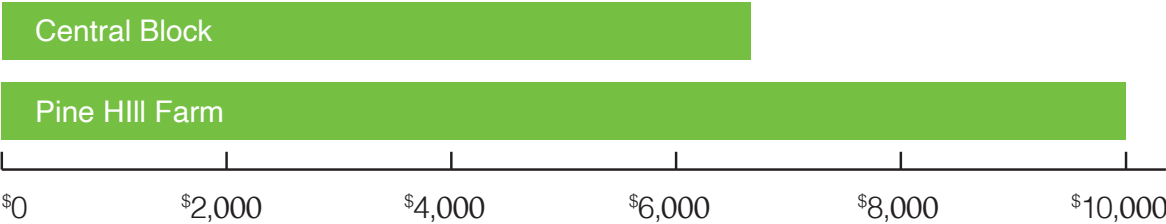


Dr. John Beltz, through the Dr. John Beltz Charitable Foundation, funds a total of \$50,000 per year for three years to facilitate two new RDA Grant Programs.

**“Opportunities come when people see value in what’s happening... forward thinking entrepreneurs see beyond the current state and invest in what something can become.”**

– Dr. John Beltz

The Beltz Foundation **Downtown Watertown Business Grant Program** offers funding to encourage unique businesses to relocate or expand into the Target Area. Funds can be used towards eligible expenses such as capital improvements, renovations, and signage. Preference will be given to businesses that fall in categories that align with the program: entertainment and family and full service, fine dining, grab-and-go lunch stops, and craft beer. In addition, organic and gourmet food stores, retail establishments offering quality merchandise, and non-chain/non-franchised businesses.

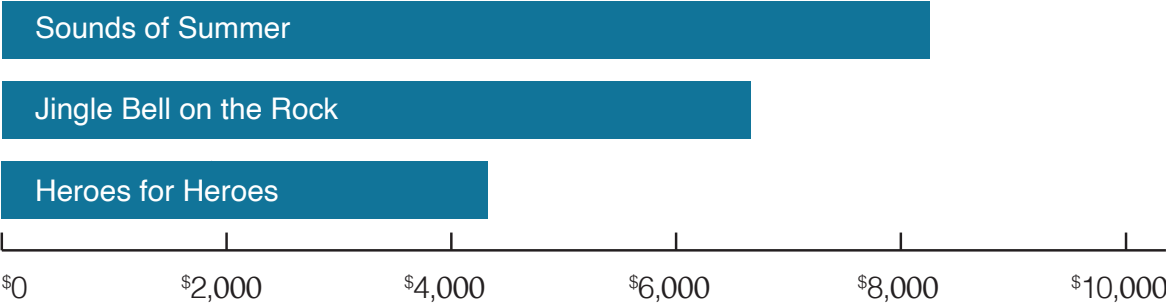


The Beltz Foundation **Downtown Watertown Special Events Grant Program** provides grants up to \$10,000 per event to public events that attract more than 150 attendees, meet economic development goals of the area, contribute to the unique identity of downtown Watertown, make the City’s core a compelling destination, provide economic impact, and promote business and community involvement.

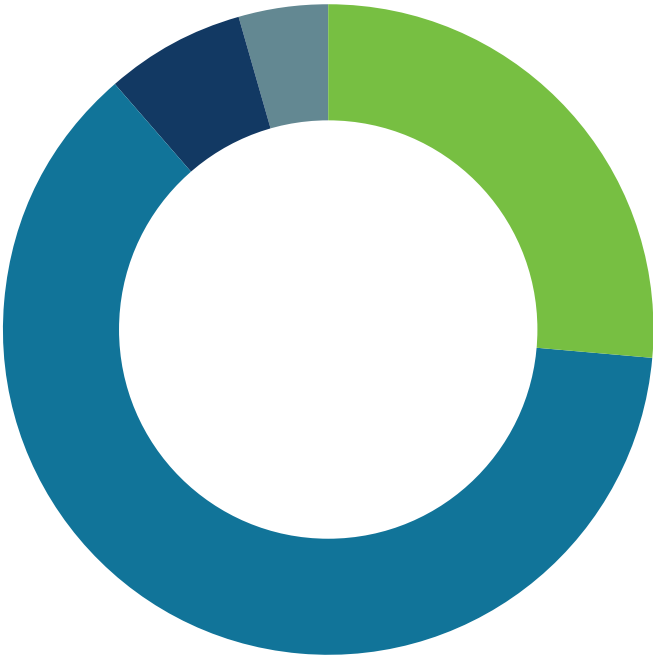
Heroes for Heroes representatives Karen Lanser, Steve Gregory, and Stormy with Dr. John Beltz at the Bentzin Family Town Square.



### Downtown Watertown Special Events Grants



FINANCIAL REPORT



**Revenue**

Grants . . . . .	\$50,000	26.7%
Town Square Donations . . . . .	116,342	62%
Loan App. Fees . . . . .	200	.01%
Interest Rec'd . . . . .	12,921	6.9%
Revolving Loan Fund Interest Rec'd . . . . .	8,069	4.3%
<hr/>		
TOTAL . . . . .	\$187,532	

**Expenses**

Administration . . . . .	\$47,590	3.5%
Projects and Programs . . . . .	205,000	14.9%
Debt Service Interest . . . . .	4,080	.3%
Town Square . . . . .	1,121,258	81.3%
<hr/>		
TOTAL . . . . .	\$1,377,928	

