



## REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, APRIL 16, 2025 AT 6:00 PM

ROOM 2044, CITY HALL, 106 JONES STREET

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**Virtual Meeting Info:** <https://us06web.zoom.us/join> Meeting ID: 617 065 5357 Passcode: 53094 One tap mobile +16469313860

All public participants' phones will be muted during the meeting except during the public comment period.

**1. PLEDGE OF ALLEGIANCE**

**2. ROLL CALL**

**3. DETERMINATION OF QUORUM AND CALL TO ORDER**

**4. APPROVAL OF PRIOR MEETING MINUTES**

A. Approval of prior meeting minutes 3.12.25

**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 and discussion with ICF & EPA on Economic Impact Analysis

**7. OLD BUSINESS**

A. Rock River District Vision

i. Upcoming Finance Committee meeting

ii. Development update

B. Beltz Grants

i. Review and possible action: Beltz Grant Application for Bentzin Family Town Square

C. Bentzin Family Town Square

i. Update on Historic Art Wall

**8. NEW BUSINESS**

A. Introduction of new board member(s)

B. Review and possible action: Sponsorship request for Bentzin Family Town Square event

C. Review and possible action: Sponsorship request for Leadership Watertown project

**9. STATUS REPORTS**

A. Housing Rehab Grants

B. Social media/messaging update (Famularo)

C. Council update (Board/Lampe)

D. Executive Director update

i. Items for next agenda

ii. Next meeting: May 21, 2025 at 6pm

**10. FUTURE POSSIBLE AGENDA ITEMS**

## 11. ADJOURN

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [cityclerk@watertownwi.gov](mailto:cityclerk@watertownwi.gov) phone 920-262-4000*

*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 12, 2025, 6:00 pm**

In-PERSON/VIRTUAL MEETING

Room 2044, City Hall

**By Phone or Zoom Meeting:**

<https://us06web.zoom.us/join>

For the Public, Members of the media and the public may attend by

calling: (US) +1 (646)931-3860

Meeting ID: 617-065-5357

Pass Code: 959083

All public participants' phones will be muted during the meeting except during the public comment period where applicable.

**RDA STRATEGIC PRIORITIES**

1) ~~100 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: Mason Becker, Ald. Board, Ryan Wagner, Jacob Maas, and Ryan Nowatka. Ald. Lampe joined in person at 6:20pm

B. Virtual: two residents

C. Absent: Karissa Hurtgen & Dave Zimmermann

D. Other attendees: None

3. Determination of Quorum and Call to Order at 6:00 pm

4. Approval of meeting minutes

A. Regular Board Minutes 2.19.25

**Board motioned to approve**

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

5. No public comment

6. Old Business:

**A. Beltz Grants**

a. Becker updated that he made contact with Dr. Beltz last week, and he participated in the check presentation for the Holiday Tree Lighting event earlier this past week.

b. Expect to receive funds for the 2025 Beltz Grants later this week. It will be publicized as soon as possible.

c. A business moving in on Main Street may already be interested.

**B. Rock River District Development Sites**

a. Becker shared an update on the Finance Committee approving a 45-day extension to the Pre-Development Agreement with Intrepid Investments and there was discussion about a proposed project for the former Johnsonville site.

**D. Bentzin Family Town Square: Historic Art Wall & plaques**

a. Becker shared that coordination is happening on an install date for the Historic Art Wall. Trying to time it around the completion of the Main Street bridge.

## 7. New Business:

A. **Rock River District Vision**

- a. There was an update on cost estimates and budgeting. There was a meeting last week with staff from RINKA and Kapur, as well as city staff. Some of the initially proposed figures are being revised. The current plan is to present the revisions to the Public Works Commission on March 25<sup>th</sup>.

B. **Impact Report**

- a. Becker received a rough draft of the completed Impact Report from Lisa Famularo earlier in the day. He sent back requested edits and will email out the revised copy to the board members once received.

## 8. Status Reports:

A. **Housing Rehab Grants:**

- a. Two applicants who were previously deliberating are now ready to move forward.
- b. One new inquiry was received on Monday.
- c. Wagner shared what he discussed with an interested resident.
- d. Becker expects most of the remaining funds will be moved in 2025.

B. **Social media/messaging update:**

- a. Famularo's report was emailed to the board. Board members expressed appreciation for the content and increased engagement being seen.

C. **Council update:**

- a. Discussed the approved road work contracts, and water main work that is upcoming.
- b. The bathroom project at Riverside Park needs a contractor to finish the work.
- c. There was discussion of the upcoming Highway 16 project on the east side of town.
- d. City stormwater credit items and planning were discussed.

D. **Executive Director update:**

- a. Development update
  - a. Becker shared updates on the proposed project for Mary and Clark Streets. The Finance Committee approved the sale of the adjacent city-owned parcel.
  - b. Discussed approval for the application to the Dodge County Community Development Fund to support the Habitat for Humanity project.
  - c. There was a brief discussion of the summary of current rents that Becker emailed to the board, which sampled apartments in Watertown and a few surrounding communities.
- b. Items for next agenda:
  - a. EPA and ICF will be presenting the Economic Impact Analysis which was conducted for the Rock River District project at the April 16<sup>th</sup> meeting.
  - b. Board members can email other ideas to Becker.
- c. Next meeting April 16, 2025, at 6 pm

## 9. Adjournment at 7:08 pm

**Lampe motioned to adjourn.**

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



→ Economic Impact Report

# Rock River District Economic Impact Analysis

Watertown, Wisconsin

April 2025

Prepared by ICF via  
EPA Brownfields  
Technical Assistance

## Land Revitalization Technical Assistance

This project was performed through land revitalization technical assistance provided by ICF and U.S. Environmental Protection Agency (EPA) Region 5 through the EPA Office of Brownfields and Land Revitalization (OBLR) Program.

The project was supported by the dedicated staff of the Development Authority of the City of Watertown. Successful brownfields reuse and redevelopment often depends on early consideration of the range of potential future uses and existing constraints for each brownfield site. Local community priorities, market conditions, infrastructure availability, environmental contamination, public health issues, and local ordinances shape brownfield site reuse opportunities. Having this site reuse plan grounded in these local conditions will directly influence how that site is characterized, assessed, and cleaned up.

**TA Recipient**

Redevelopment Authority of the City of Watertown

**Site Address(es):**

Watertown, Wisconsin, USA

**Previous EPA Grants:**

FY10 Brownfields Clean Up Grant

**DISCLAIMER**

*This report reflects ICF's analysis of data obtained from external data sources. The report was developed for Watertown, WI under contract 68HERH20D0001 with the U.S. Environmental Protection Agency's Office of Brownfields and Land Revitalization. This is a contractor-prepared report and does not represent EPA's position. Any publication, distribution, or use of this report beyond the stated purpose is outside of ICF's control.*

## Introduction and Scope

The U.S. Environmental Protection Agency's (EPA) Office of Brownfield and Land Revitalization (OBLR) and EPA Region 5 provided technical assistance to the Redevelopment Authority of the City of Watertown to support the site reuse and revitalization planning for eight brownfield sites along the Rock River in Watertown, Wisconsin. Watertown has previously commissioned several studies of key infrastructure along the Rock River, and most recently contracted RINKA to produce a redevelopment project plan.

The site consists of eight proposed catalytic sites in the downtown Rock River District of Watertown, WI. The economic analysis evaluates the economic impact of proposed site reuse concepts that were developed under a previous redevelopment project (produced by RINKA) and refined by community feedback collected during this project. The economic impact analysis includes a brief overview of the reuse sites and discussion of impacts by project phase.

## Executive Summary

The revitalization of eight proposed catalytic sites in the downtown Rock River District of Watertown, WI, spearheaded by Watertown's Redevelopment Authority (RDA), can become a powerful driver of economic growth within the Watertown-Fort Atkinson metropolitan statistical area ("Region"). Strategically positioned along the Rock River, these eight brownfield sites are near the main downtown corridor and commercial activity. ICF, Inc. ("ICF") has estimated potential economic impacts of the site development activity in the region in terms short-term construction activity impacts, and long-term impacts driven by new resident household spending and redeveloped retail space.

Based on the analysis, short-term construction activity has the most significant impact over the sites' construction duration. While construction activity will be staggered across three phases, in the aggregate construction activity is anticipated to support \$25.6M in labor earnings, 466 additional jobs, and \$63.9M in industry activity in the region. In the long-term, household expenditures from new residents will drive economic activity, on the order of an additional \$6.3M per year in labor earnings, 152 additional jobs, and \$17.3M in industry activity per year. Long-term retail activity will also drive an additional \$1.1M per year in labor earnings, 38 additional jobs, and \$3.5M in industry activity per year.

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# 1 Project Background

The Redevelopment Authority of the City of Watertown (RDA) requested technical assistance from the US EPA through the Land Revitalization Program to conduct an economic impact analysis of brownfields redevelopment activity (e.g. construction) as well as the long-term reuse of catalyst sites as presented in the Rock River District Vision redevelopment plan and refined based on outreach conducted as part of this project. The proposed sites are along the Rock River in the heart of Watertown, WI and represent a mix of proposed residential and commercial spaces (**Figure 1**).

This report uses economic impact analysis to estimate the potential impact of site redevelopment to understand possible impacts, by site and activity type, over time. This analysis can be used to explore options and articulate to stakeholders the potential benefits of brownfield redevelopment. Specifically, ICF, Inc. ("ICF") estimated the economy-wide impacts of Watertown's proposed redevelopment, in terms of both of short-term construction spending as well as long-term impacts from local household spending of residents attracted to the newly developed housing, as well as expected retail activity.

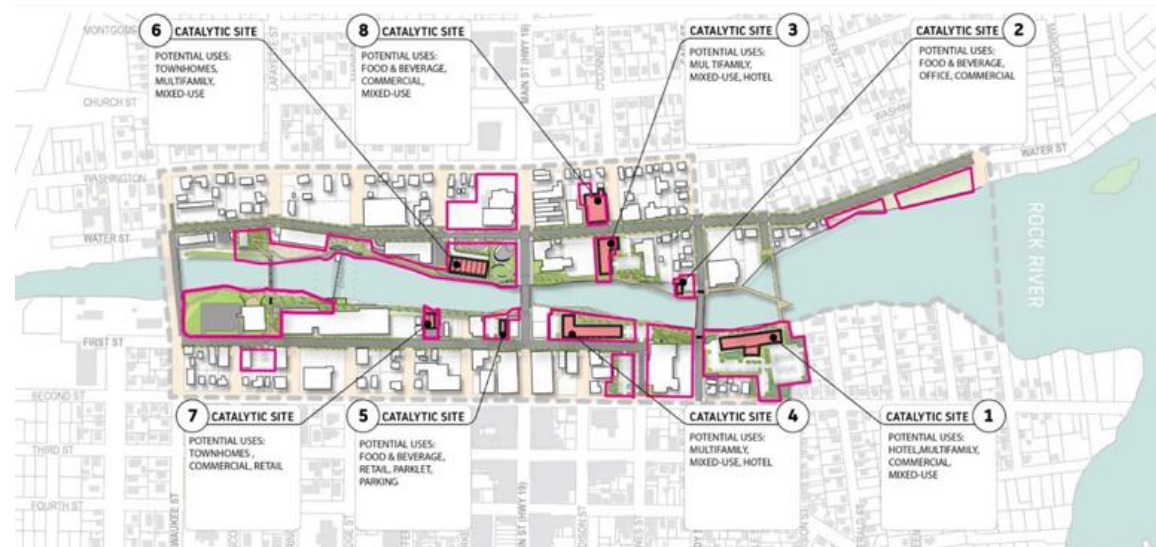


Figure 1: Catalytic sites located along the Rock River; photo credit: RINKA.

## 1.1 Site Context

The City of Watertown, located in Dodge and Jefferson counties halfway between Madison and Milwaukee, WI has a population of 22,926 (Census 2020). The Rock River flows through downtown providing plenty of riverfront access. Its role as a cultural, recreational, and environmental asset has gained recognition, sparking interest in riverfront development in the surrounding community.

In 2024, Watertown's Redevelopment Authority ("RDA") completed the Downtown River Corridor Opportunity Analysis and Strategic Development Plan, later renamed the "Rock River District Vision." This plan outlines priorities for a riverwalk and identifies eight key brownfield sites for redevelopment. The project focuses on multi-family housing, townhomes, and retail spaces like restaurants and event venues (**See Table 1**) to promote economic growth in the city and improve community access to the Rock River waterfront.

**Table 1: Overview of Rock River Project and Catalytic Sites**

| Phase | Catalytic Site                          | Square Feet   | Unit Mix (#)  |
|-------|---|---|---|
| 1     | Site 1a: Multi-family                   | 29,000 residential  | 1bd (35); 2bd (18); 3bd (5); 3bd townhome attached (6); 3bd townhome detached (5) |
|       | Site 4: Townhomes                       | 22,000 residential  | Townhome (10)   |
|       | Site 6: Multi-family @ Town Square      | 11,300 residential  | Studio (10); 1bed (28); 2bed (17)   |
| 2     | Site 1b: Multi-family                   | 29,000 residential  | 1bd (35); 2bd (18); 3bd (5)   |
|       | Site 3: Multi-family/Mix use            | 9,300 residential<br>5,000 restaurant/retail)   | 1bd (17); 2bd (8); 3bd (2)  |
|       | Site 8: Adaptive reuse food & beverage) | 13,000 – 6000 food and beverage<br>2500 event<br>1000 retail and office<br>2500 residential | 1bd (1); 2bd (1)  |
| 3     | Site 2: Cafe (food & beverage)          | 2,000 – 4,000 restaurant  |   |
|       | Site 5: Restaurant (food & beverage)    | 2,600 restaurant  |   |
|       | Site 7: Townhomes                       | 4,500 residential   | Townhomes (3)   |

## 1.2 Environmental Conditions

Each site presents an opportunity for redevelopment that will lead to new activity. Since these sites are considered brownfields, their environmental conditions must be taken into account as part of the redevelopment process. Below is a summary of each site's history.

Site 1 is largely comprised of an unused parking lot and an inactive grocery store building. The site is bordered by North 2nd Street to the east, with several Two-Family Residential parcels situated in the southeast corner. To the south, it is bounded by Cady Street, while the Rock River forms the western boundary. Along the northern edge, the site is adjacent to a mix of Two-Family Residential and Neighborhood Business parcels.

Site 2 sits adjacent to Cady Street bridge, just set back from the Rock River. To the south, it is bounded by a Two Family Residential parcel, while a Central Business District parcel forms the western boundary. There are currently two structures including a metal building abutting the Rock River and a brick two-story structure adjacent to Cady street.

Site 3 is bordered by the Rock River to the east. To the south, it is bounded by Bank First Watertown, while N Water Street forms the western



Figure 3: Site 3

boundary. Along the northern edge, the site is adjacent to Johnson Arms Apartments. Previous structures have been removed at 125 N Water Street and it currently sits vacant.

Site 4 sits on the eastern bank of Rock River. To the south, it is bounded by the Masonic Building, while N 1st Street forms the eastern boundary. Along the northern edge, the site is adjacent to City Hall. It is currently used as a public parking lot.



Figure 2: Bentzin Town Square

Site 5 sits on the eastern bank of Rock River. To the south, it is bounded by several small businesses, while S 1st Street forms the eastern boundary. Along the northern edge, the site is adjacent to small businesses along the Main Street corridor. It is currently used as a public parking lot and vacant parcel.

Site 6 sits on the western bank of Rock River. To the south, it is bounded by Globe Apartments, while S Water Street forms the western boundary. Along the northern edge, the site is adjacent to Bentzin Family Town Square along the Main Street corridor. The site is currently under construction and there are no active uses.

Site 7 sits on the eastern bank of Rock River. It is bordered from the north and south by privately owned businesses. S 1st Street forms the western boundary. It is currently used for parking.

Site 8 houses a recently constructed structure sitting on 5 parcels located between O'Connell Street to the north, an alleyway to the south, N Water Street to the east, and N Washington Street to the west.



### 1.3 Community Engagement

On November 20-21 2024, the ICF project team visited Watertown to tour the catalytic sites, meet with stakeholders at the RDA, Wisconsin DNR, and EPA Region 5, and discuss project goals.

Prior to this technical assistance, the RDA and RINKA, a design consultant working on the River Rock District, actively collaborated with a diverse array of community stakeholders—including residents, business owners, civic leaders, and representatives from local organizations—alongside a steering committee appointed by members of the RDA. The stakeholder-informed site concepts that were developed were used as input to ICF’s analysis.

### 1.4 Study Methodology: Economic Impact Modeling

Economic impact analysis is a methodology that can be used to understand region-wide economic ripple effects of redevelopment projects. The analysis paints a picture of the new jobs that will be created, the local supply chains impacts, and consequently, the type and magnitude of economic impact felt within the region based on this redevelopment. Regional economic modeling is founded on the principle that industry sectors are interdependent: one industry purchases inputs from other industries and households (e.g., labor) and then sells outputs to other industries, households, and government entities. Therefore, economic activity in one sector causes an increased flow of money throughout the economy.

Spending by the brownfield redevelopment initiates economic activity throughout the region not only through the purchase of goods and services directly associated with the redevelopment, but also through spending and employment in local supply chain industries necessary for construction and long-term activity. Specifying inputs to capture different project activities throughout the phases (i.e. construction, household expenditure, retail) provides an even more specific look at what industries are affected most in

the short-term (construction) and long-term (household expenditure and retail) and helps project the impacts beyond the direct activity.

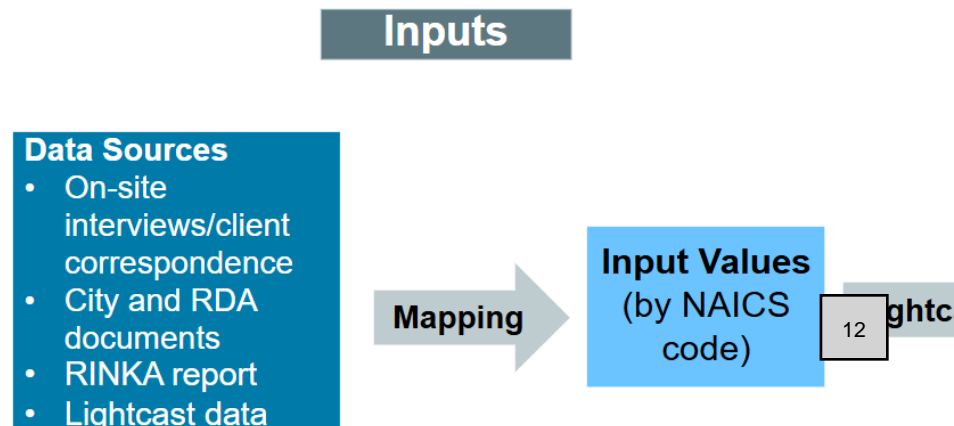
The Lightcast model was used to conduct the economic impact analysis. Lightcast is a tool that is widely used by federal agencies and state and local organizations for industry and labor market analyses. The Lightcast model operates as an Input-Output model and uses North American Industry Classification System (NAICS) codes, the standard used by Federal statistical agencies in classifying business establishments, to categorize inputs.

ICF relied on multiple data sources to determine the model inputs, including outreach performed during the site visit in November of 2024, documents provide by the City and the RDA, publicly available data, and additional data from Lightcast. Inputs were mapped to the NAICS code most closely associated with the project’s activity. More details regarding input mapping can be found in **Appendix A**.

**Figure 4** below provides a visual model of the Lightcast model methodology. Values are input into Lightcast to the mapped NAICS codes and the Lightcast model produces a series of intermediate calculations to determine initial, direct, indirect, and final impacts to account for industry-to-industry transactions, household spending, and additional amortized investments and government spending. The results described in this report are the final outputs determined by Lightcast. They consist of three commonly used metrics, consistent with best practices across economic impact analysis:

- **Labor Earnings:** Income associated with jobs created
- **Jobs:** New jobs created economy-wide
- **Output:** Total output of the economy

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## 2 Findings

Overall, Watertown's redevelopment of catalytic brownfield sites is a major economic opportunity, driving growth and revitalization. Across the three phases, site redevelopment activity injects \$25.6M in labor earnings, 466 additional jobs, and \$63.9M in industry activity in the region during site construction. In the long-term, household expenditures from new residents will generate an additional \$6.3M per year in labor earnings, 152 additional jobs, and \$17.3M in industry activity each year. Long-term retail activity will also drive an additional \$1.1M per year in labor earnings, 38 additional jobs, and \$3.5M in industry activity per year. The project supports families, businesses, and the RDA's vision of a thriving community engaged with the Rock River District. A break down of impacts are presented in **Table 2**, below.

**Table 2: Total Economic Growth Projected from the Rock River Project**

| Phase |                       | Labor Earnings         | Jobs       | Industry Activity      |
|-------|-----------------------|------------------------|------------|------------------------|
| 1     | Construction          | \$14,437,851.00        | 265        | \$36,125,906.64        |
|       | Household Expenditure | \$4,013,825.00         | 98         | \$11,082,557.89        |
|       | <b>PHASE 1 TOTAL</b>  | <b>\$18,451,676.00</b> | <b>363</b> | <b>\$47,208,464.53</b> |
| 2     | Construction          | \$10,048,581.00        | 183        | \$25,140,257.55        |
|       | Household Expenditure | \$2,175,784.00         | 52         | \$6,006,487.59         |
|       | Retail                | \$633,553.00           | 18         | \$2,342,240.74         |
|       | <b>PHASE 2 TOTAL</b>  | <b>\$12,857,918.00</b> | <b>243</b> | <b>\$33,488,985.88</b> |
| 3     | Construction          | \$1,089,301.00         | 18         | \$2,692,597.08         |
|       | Household Expenditure | \$91,729.00            | 2          | \$252,883.03           |
|       | Retail                | \$469,676.00           | 20         | \$1,154,289.40         |
|       | <b>PHASE 3 TOTAL</b>  | <b>\$1,650,706.00</b>  | <b>40</b>  | <b>\$4,099,769.51</b>  |



Figure 5: Site 1



Figure 6: Site 4 (left) and Site 6 (right).

## 2.1 Summary of Phase 1 Impacts

Phase 1 of the proposed brownfield redevelopment along the Rock River Corridor entails the construction of three residential sites with a mix of residential types and unit size. Site 1 and Site 4 neighbor each other along the eastern bank of the Rock River, and Site 6 is on the western bank, next to the Bentzin Family Town Square. At Site 1, the majority of units will consist of one-bedroom apartments, along with two- bedroom, three- bedroom units, and a small number of attached three- bedroom townhomes. Site 4 will feature 22,000 square feet of development that will include 10 townhome units. Site 6 will include another multi-family building with 10 studios, 28 one-bedroom units, and 17 two-bedroom units. **See Table 3**, below for the unit mix by site.

**Table 3: Phase I Catalytic Sites**

| Catalytic Site       | Square Feet | Unit Mix (#)  |
|----------------------|-------------|---|
| Site 1: Multi-family | 29,000      | 1bd (35); 2bd (18); 3bd (5); 3bd townhome attached (6); 3bd townhome detached (5) |
| Site 4: Townhomes    | 22,000      | Townhome (10)   |
| Site 6: Multi-family | 11,300      | Studio (10); 1bed (28); 2bed (17)   |

### Short-term Construction Impacts

Total Phase 1 construction activity will support 265 jobs and roughly \$14.4M in labor income (**See Table 4**), especially in construction-related sectors such as Construction and Extraction; Management; Installation, Maintenance, and Repair Occupations; and Transportation and Material Moving. Additionally, through the purchase and sale of materials and services, construction of Phase 1 sites would drive \$36.1M in regional industry activity in the Watertown MSA.

### Household Expenditure Impacts

Phase 1 consists solely of residential construction and development and consequently is expected to attract new residents to Watertown, who would in turn spend their household income in the local economy. Total annual impact of household expenditures resulting from the new residents inhabiting 134 units would inject an additional \$11.0M of industry activity into the economy across a diversity of industries including real estate, hospitals, restaurants and entertainment. Additionally, Phase 1 site development would add 98 jobs annually, supporting \$4.0M in new labor income, across occupations such as: Food Preparation and Serving; Sales; Healthcare Practitioners; and Arts, Design, Entertainment, Sports, and Media. Unlike the construction impact that would boost industry spending and employment for the duration of the redevelopment project,

these household expenditure impacts would be realized on an annual-basis, contributing to long-term economic development.

### Retail Impacts

In Phase 1, there is no plan to develop retail space; however, as discussed, there will still be new economic activity across retail industries as a result of the household expenditures described above.

**Table 4: Output Breakdown of Phase I**

| Site         | Construction Period |            |                   | Annual Household Expenditure |           |                   |
|--------------|---------------------|------------|-------------------|------------------------------|-----------|-------------------|
|              | Labor Earnings      | Jobs       | Industry Activity | Labor Earnings               | Jobs      | Industry Activity |
| 1            | \$7.1M              | 132        | \$17.8M           | \$1.9M                       | 47        | \$5.4M            |
| 4            | \$1.6M              | 28         | \$4.1M            | \$0.5M                       | 12        | \$1.3M            |
| 6            | \$5.7M              | 105        | \$14.2M           | \$1.6M                       | 39        | \$4.3M            |
| <b>TOTAL</b> | <b>\$14.4M</b>      | <b>265</b> | <b>\$36.1M</b>    | <b>\$4.0M</b>                | <b>98</b> | <b>\$11.0M</b>    |

## 2.2 Summary of Phase 2 Impacts

Phase 2 of the proposed brownfield site redevelopment consists of a mix of residential and retail development (**See Table 5**). During this phase, 35 one-bedroom units, 18 two- bedroom units, and 5 three- bedroom units would be added to Site 1 beyond what would be completed during Phase 1. Site 3 redevelopment plans include the development of 17 one-bedroom units, 8 two- bedroom units, and 2 three- bedroom units. And Site 8 consists of improvements to existing commercial space. The only anticipated construction costs for Site 8 are finishing costs, so the majority of construction activity for Phase 2 is attributable to Site 1 and 3.

**Table 5: Phase 2 Catalytic Sites**

| Catalytic Site                          | Square Feet   | Unit Mix (#)                |
|---|---|-----------------------------|
| Site 1: Multi-family                    | 29,000 residential  | 1bd (35); 2bd (18); 3bd (5) |
| Site 3: Multi-family/Mix use            | 14,300 (5k restaurant & retail)   | 1bd (17); 2bd (8); 3bd (2)  |
| Site 8: Adaptive reuse food & beverage) | 13,000 – 6000 food and beverage<br>2500 event<br>1000 retail and office<br>2500 residential | 1bd (1); 2bd (1)            |

### Short-term Construction Impacts

Phase 2 construction activity will support 183 jobs and \$10M of labor income (**See Table 6**) with growth especially in construction-related occupations such as Management; Construction and Extraction; and Installation, Maintenance, and Repair. Industry activity would grow by \$25.1M in the Watertown MSA.

### Household Expenditure Impacts

New residents attracted to Watertown to reside in the new 87 housing units constructed during Phase 2 would spend their household income in the local economy across different industries producing an additional \$6.0M in industry activity with impacts affecting industries including landscaping, restaurants, plumbing and HVAC contractors, and commercial banking. Total annual impact of household expenditures resulting from new residents would also add 52 additional jobs and \$2.2M in labor

income to the Watertown MSA especially in occupations such as: Food Preparation and Serving; Sales; Educational Instruction, and Building and Grounds Cleaning and Maintenance. Similarly to Phase 1, these household expenditure impacts would be realized on an annual-basis, contributing to long-term economic development.

### Retail Impacts

In addition to introducing a good mix of construction activity and household expenditure in the regional economy, Phase 2 establishes two retail spaces that would generate industry activity and offer employment opportunities to local residents on an on-going basis. For the purpose of the model, it was assumed that the retail space planned for Site 3 would be utilized similarly to a restaurant space and Site 8 would similarly be used as a restaurant / event space. Based on these assumptions, retail activity in Phase 2 would produce an additional \$2.3M in industry activity

in the Watertown MSA. While initial impacts would primarily be concentrated to the restaurant and food service industry, impacts would affect industries related to real estate, commercial banking, general warehousing and storage, and fitness and recreational centers. Along with

industry activity, the new retail spaces would add 18 additional jobs and \$0.6M in labor income, primarily relating to Food Preparation and Serving, but also impacting occupations such as Sales and Business and Financial Operations.

**Table 6: Output Breakdown of Phase 2**

| Site         | Construction Period |            |                   | Annual Household Expenditure |           |                   | Retail Activity |           |                   |
|--------------|---------------------|------------|-------------------|------------------------------|-----------|-------------------|-----------------|-----------|-------------------|
|              | Labor Earnings      | Jobs       | Industry Activity | Labor Earnings               | Jobs      | Industry Activity | Labor Earnings  | Jobs      | Industry Activity |
| 1            | \$6.0M              | 111        | \$15.0M           | \$1.4M                       | 34        | \$4.0M            | ---             | ---       | ---               |
| 3            | \$3.4M              | 63         | \$8.6M            | \$0.7M                       | 17        | \$1.9M            | \$0.3M          | 12        | \$0.8M            |
| 8            | \$0.6M              | 9          | \$1.6M            | \$0.05M                      | 1         | \$0.1M            | \$0.3M          | 6         | \$1.5M            |
| <b>TOTAL</b> | <b>\$10M</b>        | <b>183</b> | <b>\$25.1M</b>    | <b>\$2.2M</b>                | <b>52</b> | <b>\$6.0M</b>     | <b>\$0.6M</b>   | <b>18</b> | <b>\$2.3M</b>     |



## 2.3 Summary of Phase 3 Impacts

Phase 3 of the proposed brownfield redevelopment along the Rock River Corridor consists primarily of retail development with some residential development (**See Table 7**). Site 2 and Site 5 will be used as a cafe and restaurant space, respectively, offering opportunities for more retail activity in addition to the activities from Phase 2. Site 7 will include a few townhomes, providing additional opportunities to welcome new residents who would engage with the local economy.

**Table 7: Phase 3 Catalytic Sites**

| Catalytic Site                       | Square Feet   | Unit Mix (#)  |
|--------------------------------------|---------------|---------------|
| Site 2: Cafe (food & beverage)       | 2,000 – 4,000 |               |
| Site 5: Restaurant (food & beverage) | 2,600         |               |
| Site 7: Townhomes                    | 4,500         | Townhomes (3) |

### Short-term Construction Impacts

In Phase 3, close to 50% of construction activity would be generated by the development of three townhome units at Site 7 and the other 50% would be attributable to construction of the café and restaurant spaces. In total, construction activities would inject \$2.7M of industry spending into the local economy, impacting industries similar to those impacted by the Phase 1 and Phase 2 construction spending (**See Table 8**). The construction of in Phase 3 supports an additional 18 jobs in the Watertown MSA and \$1.1M in labor income.

### Household Expenditure Impacts

The three townhomes constructed during Phase 3 would attract three new households who would inject an additional \$0.3M of industry activity into

the local economy as a result of their spending. The Watertown MSA would also gain an additional 2 jobs and \$0.09M in labor income.

### Retail Impacts

The majority of regional retail impacts from Phase 3 is from the development of a cafe at Site 2 and a restaurant at Site 5. These sites would offer opportunities for current and new residents to spend locally, injecting \$1.2M of industry spending into the Watertown MSA economy. Initial impacts would affect industries related to Full-Service Restaurants, with ripple-effects in landscaping, temporary help services, engineering services, and local schools. The cafe and restaurant will also add an additional 20 jobs primarily supporting the retail operations, and \$0.5M in labor income.

**Table 8: Output Breakdown of Phase 3**

|  | Construction Period | Annual Household Expenditure | Annual Retail Activity |
|--|---------------------|------------------------------|------------------------|
|--|---------------------|------------------------------|------------------------|

| Site         | Labor Earnings | Jobs      | Industry Activity | Labor Earnings | Jobs     | Industry Activity | Labor Earnings | Jobs      | Industry Activity |
|--------------|----------------|-----------|-------------------|----------------|----------|-------------------|----------------|-----------|-------------------|
| 2            | \$0.3M         | 4         | \$0.6M            | ---            | ---      | ---               | \$0.15M        | 8         | \$0.3M            |
| 5            | \$0.3M         | 5         | \$0.8M            | ---            | ---      | ---               | \$0.3M         | 12        | \$0.9M            |
| 7            | \$0.5M         | 9         | \$1.2             | \$0.09M        | 2        | \$0.3             | ---            | ---       | ---               |
| <b>TOTAL</b> | <b>\$1.1M</b>  | <b>18</b> | <b>\$2.7M</b>     | <b>\$0.09M</b> | <b>2</b> | <b>\$0.3M</b>     | <b>\$0.5M</b>  | <b>20</b> | <b>\$1.2M</b>     |



### 3 Conclusion

The redevelopment of eight brownfield sites along the Rock River is an opportunity for Watertown to drive broader economic growth and revitalization. While the scale of impact varies across the sites, the overall results are positive and significant.

Across the three phases, site redevelopment activity injects \$25.6M in labor earnings, 466 additional jobs, and \$63.9M in industry activity in the region during site construction. In the long-term, household expenditures from new residents will generate an additional \$6.3M per year in labor earnings, 152 additional jobs, and \$17.3M in industry activity each year. Long-term retail activity will also drive an additional \$1.1M per year in labor earnings, 38 additional jobs, and \$3.5M in industry activity per year. The project supports families, businesses, and the RDA's vision of a thriving community engaged with the Rock River District.

### 3 Conclusions

Appendix A:  
Detailed Discussion of Study Methodology

Appendix B:  
Detailed Results by Activity

Appendix

## Appendix A

### Detailed Discussion of Study Methodology

The total economic impact of the project is driven by spending across three primary categories:

- Construction Activity
- Household Expenditure
- Retail Activity

#### Input Methodology and Sources

Model inputs for each phase of the project were derived from multiple data sources and therefore required different approaches for transitioning the direct activity into Lightcast ready inputs. This section describes the data source(s) for each input category and any relevant assumptions and calculations made to prepare inputs for the model.

#### Construction Costs

Construction costs were determined based on information provided by the RDA and industry benchmarks. ICF received two documents detailing construction costs and percentage breakdowns by cost type for a current townhome development and a current multi-family development. Construction costs primarily were categorized into three categories: Architecture & Engineering (A&E); Soft Costs/Financing; and Hard Costs. This information and additional details provided in the RINKA report and by the RDA regarding unit type and unit mixes for the project informed the assumptions made about each Site's construction costs. Once the costs were determined, they were input into the Lightcast Input-Output (I-O) model based on its mapped NAICS code. The specific I-O model used was the Type II model as it best reflects the short-term impacts of construction activity for the project.

#### Household Expenditures

The Bureau of Labor Statistics (BLS) estimates that 30% of household income is used towards rent. Using the same two sources provided by the RDA for construction costs, rent assumptions were determined for each unit type (townhome or multi-family) and each unit size (studio, 1 bd, 2bd, or 3bd). Maintaining the assumption that these rents represent 30% of the household expenditure of a new household in the constructed unit, total household income was calculated for each unit at each site. As mentioned in the Study Methodology section, the BLS also indicates the percentage of household income used towards certain goods in the Midwest region:

- Food (8.1% at home; 4.8% away from home)
- Utilities (6.4%)

- Apparel and services (2.6%)
- Transportation (17.1%)
- Healthcare (9.3%)
- Entertainment (5.3%)
- Education (2.1%)
- Rent (30%)

This maps approximately 86% of a new resident's household expenditure. The remaining 14% of expenditures categorized by the BLS relate to Miscellaneous spending (1.4%), which cannot be accurately mapped to a single NAICS industry, and Personal Insurance and Pensions (12.7%), which are not regionally impactful expenditures. Retail inputs were mapped to NAICS codes based on the use type of retail space (i.e. cafe, restaurant). For each input, values were determined based on the data collected by ICF and estimated based on the project details and industry standards. These percentages were applied to the calculated household income to project household expenditure in certain industries of the regional economy.

These expenditure values were input into I-O model based on their respectively mapped NAICS code. The specific I-O model used was the Type Lightcast model as it best reflects the long-term impacts of household expenditures in the Region.

### **Retail Activity**

The input value for retail activity was based on retail sale assumptions for similar industries in the region. These estimated sales values were input into the I-O model according to their mapped NAICS codes. The specific I-O model used was Type Lightcast as it best reflects the long-term impacts of retail activity in the Region.

## Appendix B

### Detailed Results by Activity

**Table B-1. Economic Impact from Rock River Project Construction Activity**

| Phase | Catalytic Site       | Labor Earnings         | Jobs       | Industry Activity      |
|-------|----------------------|------------------------|------------|------------------------|
| 1     | Site 1               | \$7,118,991.00         | 132        | \$17,838,489.31        |
|       | Site 4               | \$1,644,302.00         | 28         | \$4,068,331.63         |
|       | Site 6               | \$5,674,558.00         | 105        | \$14,219,085.70        |
|       | <b>PHASE 1 TOTAL</b> | <b>\$14,437,851.00</b> | <b>265</b> | <b>\$36,125,906.64</b> |
| 2     | Site 1               | \$5,984,080.00         | 111        | \$14,994,672.19        |
|       | Site 3               | \$3,431,741.00         | 63         | \$8,584,072.99         |
|       | Site 8               | \$632,760.00           | 9          | \$1,561,512.37         |
|       | <b>PHASE 2 TOTAL</b> | <b>\$10,048,581.00</b> | <b>183</b> | <b>\$25,140,257.55</b> |
| 3     | Site 2               | \$251,997.00           | 4          | \$622,584.99           |
|       | Site 5               | \$327,596.00           | 5          | \$809,360.47           |
|       | Site 7               | \$509,708.00           | 9          | \$1,260,651.62         |
|       | <b>PHASE 3 TOTAL</b> | <b>\$1,089,301.00</b>  | <b>18</b>  | <b>\$2,692,597.08</b>  |

**Table B-2. Economic Impact from Household Expenditure**

| Phase | Catalytic Site       | Labor Earnings        | Jobs      | Industry Activity      |
|-------|----------------------|-----------------------|-----------|------------------------|
| 1     | Site 1               | \$1,958,362.00        | 47        | \$5,413,326.07         |
|       | Site 4               | \$485,965.00          | 12        | \$1,343,310.38         |
|       | Site 6               | \$1,569,498.00        | 39        | \$4,325,921.44         |
|       | <b>PHASE 1 TOTAL</b> | <b>\$4,013,825.00</b> | <b>98</b> | <b>\$11,082,557.89</b> |
| 2     | Site 1               | \$1,433,727.00        | 34        | \$3,963,123.49         |
|       | Site 8               | \$49,632.00           | 1         | \$137,194.21           |
|       | Site 3               | \$692,425.00          | 17        | \$1,906,169.89         |
|       | <b>PHASE 2 TOTAL</b> | <b>\$2,175,784.00</b> | <b>52</b> | <b>\$6,006,487.59</b>  |

|   |                      |                    |          |                     |
|---|----------------------|--------------------|----------|---------------------|
| 3 | Site 2               | ---                | ---      | ---                 |
|   | Site 5               | ---                | ---      | ---                 |
|   | Site 7               | \$91,729.00        | 2        | \$252,883.03        |
|   | <b>PHASE 3 TOTAL</b> | <b>\$91,729.00</b> | <b>2</b> | <b>\$252,883.03</b> |
|   |                      |                    |          |                     |

**Table B-3. Economic Impact from Retail Activity**

| Phase | Catalytic Site       | Labor Earnings      | Jobs      | Industry Activity     |
|-------|----------------------|---------------------|-----------|-----------------------|
| 1     | Site 1               | ---                 | ---       | ---                   |
|       | Site 4               | ---                 | ---       | ---                   |
|       | Site 6               | ---                 | ---       | ---                   |
|       | <b>PHASE 1 TOTAL</b> | ---                 | ---       | ---                   |
| 2     | Site 3               | \$319,725.00        | 12        | \$854,895.19          |
|       | Site 8               | \$313,828.00        | 6         | \$1,487,345.55        |
|       | Site 1               | ---                 | ---       | ---                   |
|       | <b>PHASE 2 TOTAL</b> | <b>\$633,553.00</b> | <b>18</b> | <b>\$2,342,240.74</b> |
| 3     | Site 2               | \$149,951.00        | 8         | \$299,394.21          |
|       | Site 5               | \$319,725.00        | 12        | \$854,895.19          |
|       | Site 7               | ---                 | ---       | ---                   |
|       | <b>PHASE 3 TOTAL</b> | <b>\$469,676.00</b> | <b>20</b> | <b>\$1,154,289.40</b> |



## Beltz Foundation Downtown Watertown Special Events Grant Program

### Program Overview

The Redevelopment Authority of the City of Watertown (RDA) established its Beltz Foundation Downtown Watertown Special Events Grant Program to support special events located within the Downtown Watertown Redevelopment District Target Area. The program offers grants up to \$10,000 to organizations conducting events that will positively impact the downtown area and meet the RDA and City of Watertown's goals, as set forth in the Economic Development Chapter of the City's Comprehensive Plan.

The RDA defines special events as those public events which attract more than 150 attendees and take place within the Target Area, meet economic development goals, contribute to the unique identity of Downtown Watertown, make the City core a compelling destination, provide economic impact, and promote business and community involvement. Special events do not include conferences, grand openings, ribbon cuttings, open houses, or private events not open to the public.

This is a competitive grant program. Applications are reviewed quarterly by the RDA Grant Program Committee. An application deadline will be announced whenever grant funds are available. 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 Beltz Foundation Downtown Watertown Special Events 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 from the Dr. John Beltz Charitable Foundation to the program, with a maximum grant award of \$10,000 per special event. Applications will be reviewed after each announced application deadline, and funds will be awarded on an ongoing basis, as long as funds are available in a given calendar year.

### Eligibility Requirements

- Event must occur entirely within the Target Area (If an event has multiple locations, the RDA will only consider funding the event portion occurring within the Target Area)
- Event must be open to the public
- Event must meet the objectives of the City's plans and the special event definition stated above
- Have anticipated attendance of over 150 people

- Occur after approval of any funding under this program

#### Eligible Applicants/Organizations

- Must not have any outstanding fees owed with the City of Watertown at the time of application

#### Eligible Expenses

- Event related marketing and promotion
- Rentals for the event such as equipment, tents, chairs, tables, facilities, and portable toilets
- Vendor, performer, or exhibitor fees

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

#### Program Goals and Priority Criteria

- Support events that promote activity and foot traffic in the downtown area.
- Preference will be given to events that generate positive economic impact for the community, promote and grow downtown businesses, and attract visitors to the City of Watertown.
- Involve members of the community in event planning and participation.
- Events of a political, activist, religious, or controversial nature will not be approved.

#### Application Process

##### Application Contents

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

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

##### 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 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 special event
- Organization history and experience



- Potential economic impact on the business community in Downtown Watertown

#### 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 Beltz Foundation Downtown Watertown Special Events 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

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

#### Distribution of Grant Funds

##### Payment Request

The applicant may request payment of funds in one payment upon completion of the special event. To request payment of funds the applicant must submit the following to the RDA Executive Director:

- Affidavit that all event activities 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 Special Events Grant Application

Applicant Information

Application Date: 4-1-25

Organization Name: City of Watertown, Parks, Recreation & Forestry Department

Organization Sector: Bentzin Family Town Square

Contact Name: Stephanie Juhl

Role at Organization: Program Coordinator

Contact Phone: 920-262-8080

Contact Email: [sjuhl@watertownwi.gov](mailto:sjuhl@watertownwi.gov)

Organization Mailing Address: 415 S. 1st Street, Watertown, WI 53094

Total Amount Requested: \$10,000      Total Event Cost: \$26,250 Band Expenses Only (This excludes special activities at events, portos, lawn care, labor, etc) Please keep band costs confidential.

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

See Spreadsheet Below:

| A                           | B   | C   | D                               | E         |
|-----------------------------|---|---|---------------------------------|-----------|
| Date                        | Event   | Add'l Activities at Event   | Beer Tent Non-profit to Support | Cost      |
| Saturday, May 31, 2025      | 3rd Annual Birthday Bash w/NEW Dueling Pianos   | Food: Pizza Ranch, Kona Ice & Mr. P's Grilled Cheese Maybe a birthday gift handout--looking for sponsor | YES! Group                      | \$ 4,500  |
| Saturday, June 21, 2025     | <a href="#">Ask Your Mother</a> Concert (WHO IS THE FOOD TRUCK?)  |   | Rotary                          | \$ 3,250  |
| Friday, July 18, 2025       | Mallrats Concert Food: Iron Pig   |   |                                 | \$ 5,000  |
| Sunday, July 20, 2025       | 18 Acres maybe their biergarten too w/Take It Easy: A Tribute to the Eagles (DOES THE BAND HAVE A SOCIAL MEDIA PAGE? WILL THERE BE A BIERGARTEN?) |   |                                 | \$ 4,000  |
| Saturday, September 6, 2025 | Boogie & the Yo Yoz Concert   |   |                                 | \$ 9,500  |
|                             |   |   | Total                           | \$ 26,250 |

Anticipated Timeline (estimated start and end dates): Summer Concert Series May - September 2025

Organization Information

How long has your organization been established? This will be our 3rd year.

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

This is our 3rd year of offering entertainment to the community of Watertown. All concerts are free to the general public. The Bentzin Family Town Square offers a multitude of family friendly events throughout the year for all age groups to enjoy!

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 Stephanie Juhl Date 4/1/25

# Sponsorships Upcoming Events.



Section 8, Item B.

May 31: 3rd Annual Birthday Bash w/ NEW Dueling Pianos  
\$6500 Band; Kids Activities \$2500; Treats \$1000; ~~Beverage Sponsor \$500~~; Giveaway Promo \$1000; Entire Event \$11,000

June 12, July 10, August 28 (Lolo Blu), September 25: Thursday Night Markets  
October 4 Saturday Fall Market  
Series all 5 dates (1 available): \$1000; Individual date \$300 (5 available)

June 21: Ask Your Mother Concert  
\$5000 Band; ~~Beverage Sponsor \$500~~; Entire Event \$5000

July 13: Kids Fest  
Entire Event \$2500

July 18: Mallrats Concert  
\$6000 Band; Beverage Sponsor \$500; Entire Event \$6000

July 20: Eagles Tribute w/ 18 Acres Food Truck  
\$5000 Band; ~~Beverage Sponsor \$500~~; Entire Event \$5000

August 23: Glow Run and Island Party @ Riverside Park  
~~\$1000 Event Sponsor (1 available); T-shirt Sponsors: \$500 (2 available); \$200 (10 available)~~

September 6: Boogie & the Yo Yoz Concert  
Band \$10,500; ~~Beverage Sponsor \$500~~; Entire Event \$10,500

September TBD: Packers Game  
~~Streaming approx \$1500; Beverage Sponsor \$500; Entire Event \$1500~~

September 26: Cranfest Tour @ Senior Center  
Bus \$2500; Snacks \$500; Sole T-shirt Sponsor \$750

September 27: Badger Game  
Streaming approx \$1500; Beverage Sponsor \$500; Entire Event \$1500

October 18: Adult Halloween Party  
\$3000 Event; Beverage Sponsor \$500; Entire Event \$3000

October 25: Boo Bash  
~~Kids Activities \$1000 Sponsor; Living Statues \$275~~

November-December: Make Your Business Sparkle Tree Decorating  
Program Sponsor \$1000; \$200 per tree (~~18~~ 13 trees avail); Trophy \$350

December 12: Craft & Shop Event @ Senior Center (select children come in and shop for parents)  
\$2500-\$3500 helps buy gifts for them to select

Holiday Decorations  
\$500-\$10,000 Any and all donations welcome, any amount.

**PLEASE RESPOND BY  
MARCH 31, 2025  
WITH LEVEL OF  
SPONSORSHIP  
INTEREST**



# 1st Street Alleyway Currently

Section 8, Item C.



*Class of 2024-2025*

LEADERSHIP WATERTOWN



WATERTOWN  
CONNECTING THE BUSINESS COMMUNITY SINCE 1980

## YOUR DONATION WILL MAKE THIS DOWNTOWN PROJECT A REALITY!

- Restored Ghost Mural
- New Mural In Frame
- Enhanced Lighting
- Improved Security
- Signage

TO LEARN MORE AND TO DONATE SCAN THE QR CODE!



*1st Street Alleyway After (conceptual)*

# Thank you!

# Sponsorship Opportunities

## PROJECT PARTNER \$2,000

- Name of individual/family/business in larger font on plaque located in the alleyway
- Name for one year on Leadership Watertown page on Chamber website
- Recognition on Chamber social media page
- Press release in Watertown Daily Times
- Invite to ribbon cutting

## PROJECT CHAMPION \$1,000

- Name of individual/family/business on plaque located in the alleyway
- Name for one year on Leadership Watertown page on Chamber website
- Recognition on Chamber social media page
- Press release in Watertown Daily Times
- Invite to ribbon cutting

## PROJECT SUPPORTER \$500

- Name for one year on Leadership Watertown page on Chamber website
- Recognition on Chamber's social media page
- Press release in Watertown Daily Times
- Invite to ribbon cutting

## PROJECT SUPPORTER \$100+

- Recognition on Chamber social media page
- Press release in Watertown Daily Times
- Invite to ribbon cutting

| ARPA Monies Budgeted                              |   | Received  |                                   |           |  |                         |   |
|---|---|---|-----------------------------------|-----------|--|-------------------------|---|
| FY 2024   |   | City transferred money to RDA                   | 100,000.00                        |           |  |                         |   |
|   |   | RDA fee for administrtion of grant program (5%) | 5,000.00                          |           |  |                         |   |
|   |   | Remaining total available                       | 95,000.00                         |           |  |                         |   |
| Property Address                                  | Project Description                                 | Requested                                       | Approved Amount (Thrive ED & RDA) | Disbursed | Status   | RDA Approve/Deny        | CHK #   |
| 408 Baxter St                                     | Replace windows, enclose screen porch structure     | 10,000.00                                       | 3,000.00                          | 3,000.00  | Agreement signed. Invoice and photos showing completion received 12-4-24   | Approved March 26, 2024 | Invoice received. Check #1682 mailed 12-5-24                          |
| 513 S Seventh St                                  | Siding/sealing, possible new roof                   | 10,000.00                                       | 0.00                              | 0.00      | Thrive getting more info from homeowner. He is still interested as of 2-27-25. In review.                        |                         |   |
| 206 N Eighth St                                   | Replace front steps                                 | 3,000.00  | 0.00                              | 0.00      | Working to get additional paperwork 3-26-25<br>Debating if moving forward due to finance.                        |                         |   |
| 915 N Second St                                   | Exterior pressure wash & paint, gutter replacement  | 13,350.00                                       | 9,345.00                          | 9,345.00  | Agreement signed. Paint job finished.  | Approved June 19, 2024  | #1665 (Heuel Painting), #1666 Midwest Repair Svcs                     |
| 512 Pearl St                                      | New windows, entry door, roof repair                | 10,000.00                                       | 10,000.00                         | 10,000.00 | Agreements have been signed 11-12-24. Signed agreement w/ MTB 11-27-24   | Approved June 19, 2024  | Paid C&D Construction \$7250 - #1696, Carew Heating \$2750 - #1697    |
| 702 S Tenth St                                    | Porch and stairway repair, roof and railing repair. | 10,000.00                                       | 10,000.00                         | 8,500.00  | Agreement signed. Roofing contractor (Kent Const.) said roof be finished first thing in spring.                  | Approved June 19, 2024  | Complete Roofing (Jesus Garcia) finished roofing portion.             |
| 218 S Montgomery St                               | Drainage upgrades, interior/exterior repairs        | 10,000.00                                       | 10,000.00                         | 10,000.00 | Approved. Agreement signed 10-11-24.   | Approved 10-2-24        | Chk #1683 mailed 12-5-24<br>Mailed check #1686 12-23-24               |
| 410 Baxter St                                     | Replace windows                                     | 10,000.00                                       | 5,460.18                          | 0.00      | Approved. Agreement signed 10-24-24.   | Approved 10-2-24        | Windows are done, waiting for pics/invoices.                          |
| 208 S 8th St                                      | AC replacement/chimney rehab                        | 1,817.70  | 1,817.70                          | 1,817.70  | Approved. Agreement signed 10-8-24. Work completed, inspection done.   | Approved 10-2-24        | Some windows arrived damaged, need replacement.<br>#1657 Daisy Sweeps |
| 209 College Ave                                   | Porch/deck replacement, general restoration         | 6,000.00  | 0.00                              | 0.00      | Applicant getting bids as of 10-10-24  |                         |   |
| 310 S Monroe St                                   | Exterior painting, basement water/flooding issues   | 9,473.11  | 0.00                              | 0.00      | In approval process w/ Thrive.   |                         |   |
| 808 Cole St                                       | New plumbing, fix sewer issues                      | 16,000.00                                       | 0.00                              | 0.00      | Submitted paperwork to HOME Consortium.<br>In initial review with Thrive.<br>Submitted updated paperwork 3-26-25 |                         |   |
| This list does not include applications rejected. |   |   |                                   |           |  |                         |   |
| Totals to date:                                   |   | 109,640.81                                      | 49,622.88                         | 42,662.70 |  |                         |   |
|   |   | Remaining Available:                            | 45,377.12                         |           |  |                         |   |
|   |   | On-Hand Balance:                                | 57,337.30                         |           |  |                         |   |



Watertown  
Redevelopment  
Authority



# Impact Report

2024 |

# Executive Board



CHAIR  
Ryan Wagner  
ryanwagner0381@gmail.com



VICE-CHAIR  
Ryan Nowatka  
ryan@pn-fh.com



Steve Board  
sboard@watertownwi.gov  
City Council



Jonathan Lampe  
jlampe@watertownwi.gov  
City Council



Jacob Maas  
jacob\_maas@yahoo.com



Karrisa Hurtgen  
khurtgen@solenis.com



David Zimmermann  
papadavex3@gmail.com



EXECUTIVE DIRECTOR  
Mason Becker  
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# Turning Opportunity Into Results

"There is no power for change greater than a community discovering what it cares about." — Margaret J. Wheatley

As we reflect on 2024, the Redevelopment Authority (RDA) is proud to celebrate the progress we've made together in strengthening our community. This year has been one of growth, collaboration, and laying the foundation for a thriving future.

One of our most exciting accomplishments was the beginning of what we had originally called the Downtown River Corridor Opportunity Analysis and Strategic Development Plan (yes, it was rather wordy!), which is now known as the Rock River District Vision, which is laying the foundations for a future riverwalk and the revitalization of key properties in the downtown riverfront district, breathing new life into spaces that have long been underutilized. This project is building on past successes, including the expansion and renovation of the Watertown Public Library and the completion of the Bentzin Family Town Square. We also partnered with local businesses, supporting both new ventures and long-standing establishments. Through these efforts, we've helped make Watertown a more vibrant place to live, work, and visit.

In addition, the RDA continues to invest in housing initiatives, ensuring more residents have access to safe, quality homes. The Housing Rehab Grant Program has already helped repair and improve multiple properties throughout the City. Through fostering partnerships and leveraging available resources, we've been able to assist projects that meet the needs of residents throughout our community.

Looking ahead to 2025, we're excited to build on this momentum. In 2024, Alder Dan Bartz circulated off the board, and Steve Board was appointed as one of the alders on the board, to serve as one of the council representatives along with Jonathan Lampe. Recently, the board elected Ryan Nowatka as vice-chair, while Karrisa Hurtgen will continue to serve on our board as a member.

We also rolled out a new social media messaging calendar for 2025...if you're not already following the RDA on Facebook, we invite you to give us a follow and keep up with our updates throughout the year. You can also keep up with us at [watertownredevelopment.org](http://watertownredevelopment.org).

Our focus will include expanding redevelopment opportunities, supporting small businesses, and enhancing public spaces that bring people together. We're also committed to engaging with residents to ensure our work reflects the community's needs and aspirations. In 2025, we plan to continue working on the Rock River District project.

We want to thank everyone who has contributed to this year's success—from local business owners, partner organizations, and community leaders to residents who support and believe in our shared vision. Together, we're shaping a stronger, more vibrant Watertown. We look forward to what we can all accomplish by working together in the year ahead.





# Our 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

The City of Watertown’s Manager of Economic Development and Strategic Initiatives is a City employee, paid by the City, and 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. Meetings are held once per month at City Hall, usually on the third Wednesday of each month at 6:00 PM, and are open to the public both in-person and online via Zoom.



# Letter To The Community From Mason Becker

Dear Watertown Community,

As we reflect on the progress made throughout 2024, I am proud to share the accomplishments of the City of Watertown Redevelopment Authority (RDA) and the positive impact our initiatives have had on the community. The RDA’s mission is to foster sustainable growth, revitalize neighborhoods, and create opportunities for businesses and residents alike. This year, we’ve taken significant steps toward achieving those goals.

One of our key achievements in 2024 was the initiation of the Rock River District Vision plan, which began the planning for a long-anticipated riverwalk and other revitalization efforts along our City’s downtown riverfront. The Rock River historically, like in many Wisconsin communities, once served as a “back door” to the community, primarily serving as an industrial waterway for businesses located along the river. As the community has continued to grow and change, it is time for Watertown to reembrace the Rock River and the legacy it has been part of here in Watertown. We hope that the Rock River District plan will be the start of many great new things that will strengthen and grow our community’s downtown.

Additionally, the RDA has continued its focus on housing development through the Housing Rehab Grant Program, which is funded by an allocation of \$100,000 of American Rescue Plan Act (ARPA) money, designated by the City’s Common Council. This program is designed to help preserve and sustain existing housing stock in our community.


Another highlight of 2024 was the continuation of the Beltz Foundation Downtown Watertown Grant Program, an initiative conceived of and supported by the generosity of the Dr. John Beltz Charitable Foundation. This program was designed to support business openings and expansions in the downtown area, as well as fund events open to the public in our downtown area. We are grateful to be part of administering this unique and innovative program. In 2024, this grant program funded five different community events, and three business expansions. We’re looking forward to spreading more positive growth around the downtown in 2025 with the Beltz Grant Program.

We are also looking to placing a “capstone” so to speak, on the Bentzin Family Town Square, which the RDA helped bring forward with the assistance of the City and many private individuals and organizations who donated to make the Town Square a reality. The final piece will be the installation of a Historic Art Wall, which should be put in place later this spring. We can’t wait for residents and visitors to see it. This public art display will celebrate the history of Watertown and serve as a reminder of what is possible when we work together towards common goals and a shared vision. The art wall is a gift from Barton Bentzin, and we are grateful for his generosity.

These accomplishments would not be possible without the collaboration and support of our residents, businesses, and community partners. Together, we are shaping a future where Watertown continues to thrive as a place to live, work, and invest. On behalf of the RDA, thank you for your ongoing commitment to our shared vision.

Sincerely,

Mason T. Becker



RDA Executive Director



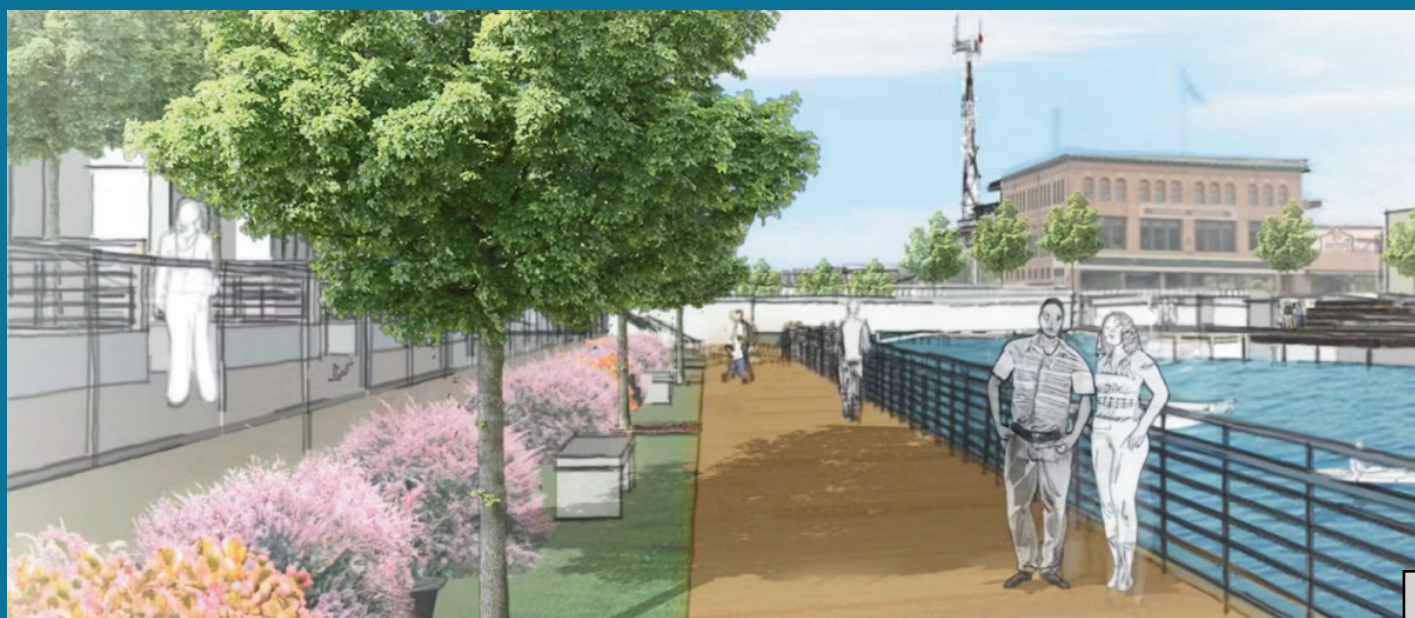
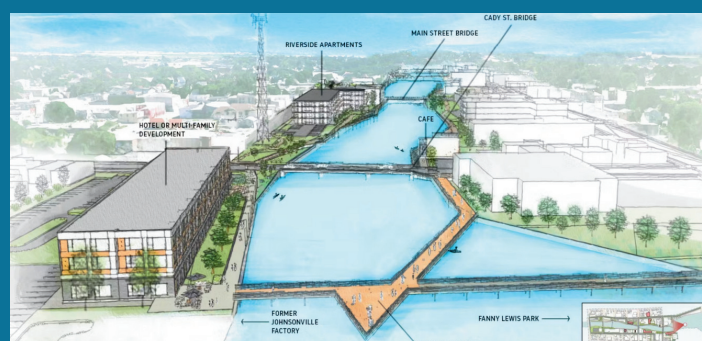
# Rock River District Vision



After the completion of the Bentzin Family Town Square, the Watertown Redevelopment Authority saw the Downtown River Corridor plan as the logical next step in our mission and our vision for a continually evolving and lively downtown. In January 2024, we put out a request for proposals for this planning work. Eight submissions were received from qualified firms. After evaluation, the RDA selected two high-quality firms to work with, RINKA and Kapur, who have done planning projects similar to this one through the State of Wisconsin and beyond.

This plan aims to strategically position the community for sustained investment and revitalization in the downtown area and beyond by leveraging its unique identity and existing public amenities. Our goal is to catalyze growth and cultivate a dynamic, community-oriented future. Work on this long-term project will continue throughout 2025.

The plan is already working: The City recently entered into a pre-development agreement with Intrepid Investments to potentially develop two downtown sites, and North Town Partners is considering a housing development on the former Johnsonville site.



# RDA Revolving Loan Program

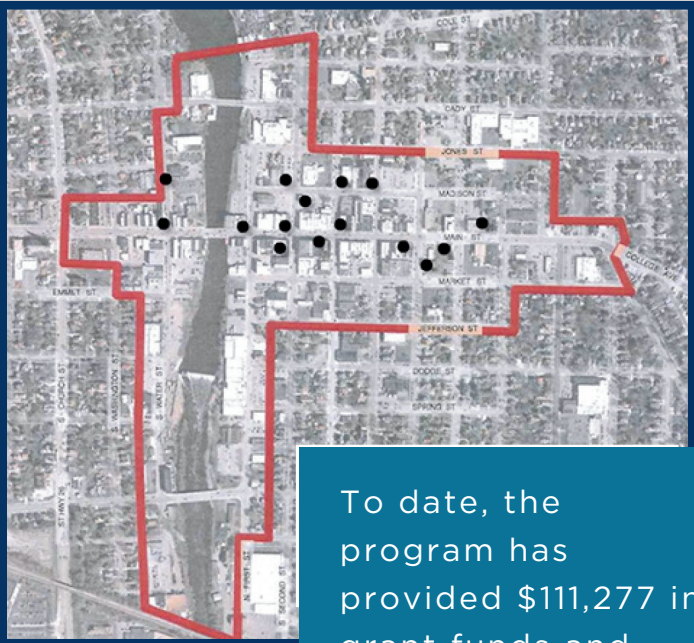
Established in December 2017, the Commercial Rehabilitative Revolving Loan Program is designed to:

- 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.

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.

Approximately \$120,000.00 in loans are currently available through this program, as of 3-1-25. Information and application are available here: <https://www.watertownredevelopment.org/programs>



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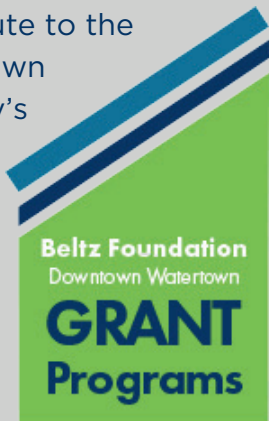
# Beltz Foundation

## Downtown Watertown Grants 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.

The Beltz Foundation Downtown Watertown Business Grant Program offers funding to encourage unique businesses to relocate or expand into the RDA’s 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.



“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, 2023



### Grants Completed and Paid out in 2024

|                            |             |
|----------------------------|-------------|
| Town Square                | \$10,000.00 |
| Jingle Bell on the Rock    | \$6,177.00  |
| Sassy Sweets               | \$5,000.00  |
| Watertown Parade Committee | \$5,000.00  |
| Drafty Cellar              | \$10,713.66 |
| Town Square                | \$10,000.00 |



# Housing Rehab Grant Program

The Watertown RDA’s Housing Rehab Grant Program is a new one-time grant program, introduced in January 2024.

The program provides a one-time grant determined on a sliding scale based on income. All housing units located within the City of Watertown are eligible to apply. A maximum of \$10,000 will be awarded per grant. Funds are to be used for physical repairs to an existing home including roofs, porches, exterior paint, windows, doors, and power service upgrades to panels (with a correlating plan for upgrading in wiring). Property owners are required to contribute a minimum of 10% of cash, based on the total project costs.

This new program is funded with \$100,000 of American Rescue Plan Act (ARPA) funds, designated by the Common Council of the City of Watertown. The RDA has been designated to facilitate this program and review all applications. Applications are evaluated in conjunction with Thrive ED.



|                     |   |
|---------------------|---|
| 408 Baxter St.      | Replacement of windows, and enclosure of porch structure. \$3,000.                                  |
| 915 N Second St     | Exterior pressure wash and painting, gutter replacement. \$9,345.                                   |
| 802 S Tenth St      | Porch and stairway repair, roof and railing repair. \$8,500 (with \$1,500 more pending completion). |
| 218 S Montgomery St | Drainage upgrades, interior and exterior repairs. \$10,000.   |
| 208 S Eighth St     | Air conditioner replacement, chimney rehab. \$1,817.70.   |

# Tax Incremental Financing (TIF)

When a Tax Incremental District (TID) is created, the property tax base is “frozen” at its current value, with all taxes continuing to be paid as usual by property owners.

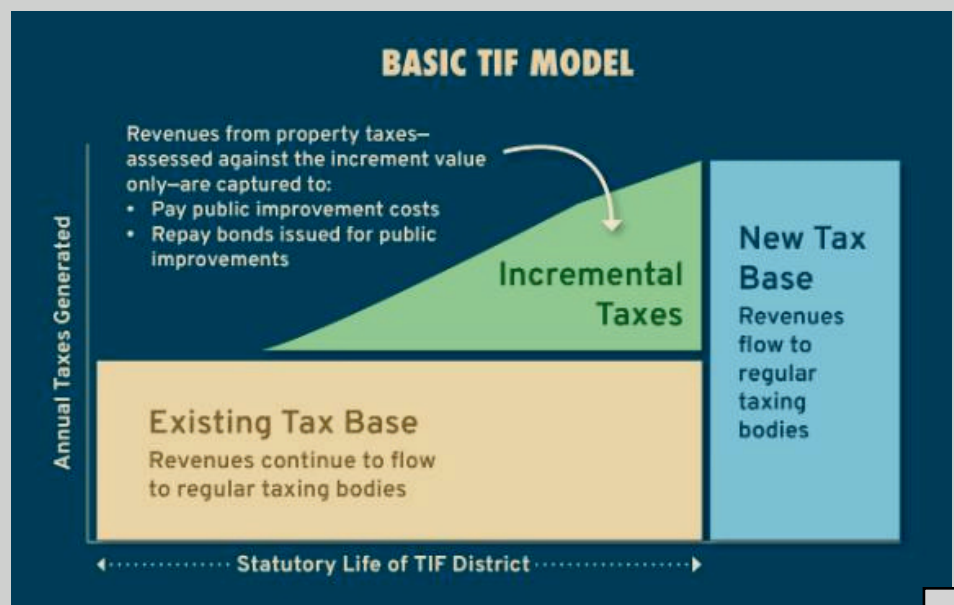
As improvements are made within the TID, property values rise, generating extra tax revenue (the incremental increase over time). This additional revenue is reinvested to fund projects within the TID boundaries. At the end of the TID’s term, all taxing bodies benefit from the increased property values!

The City of Watertown, along with the other taxing jurisdictions, recently approved and created TID #9, which was designed to support a new apartment building development being built by Horizon Development Group (Lumin Terrace, LLC) on the former Bethesda property.

TIDs need to pass a “but for” test: “but for the use of TIF, this project would not occur here”. Given recent increases in construction costs and interest rates, TIF is a valuable tool in ensuring economic development continues to move forward in Watertown.

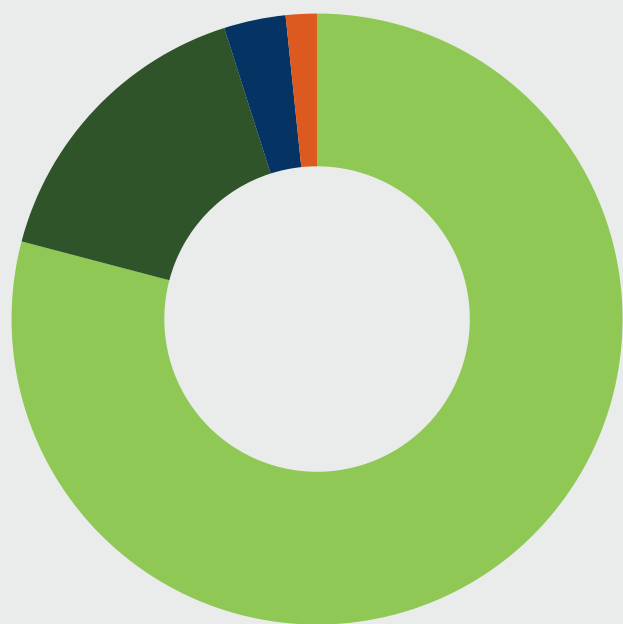
TIF is one of the few tools that Wisconsin communities are allowed to use to drive economic development. Without TIF, communities like Watertown would likely struggle to grow and attract investment.

While the RDA does not directly administer TIF, the RDA Executive Director works with developers and advisers at Vandewalle & Associates to help negotiate TIF deals and bring projects forward.

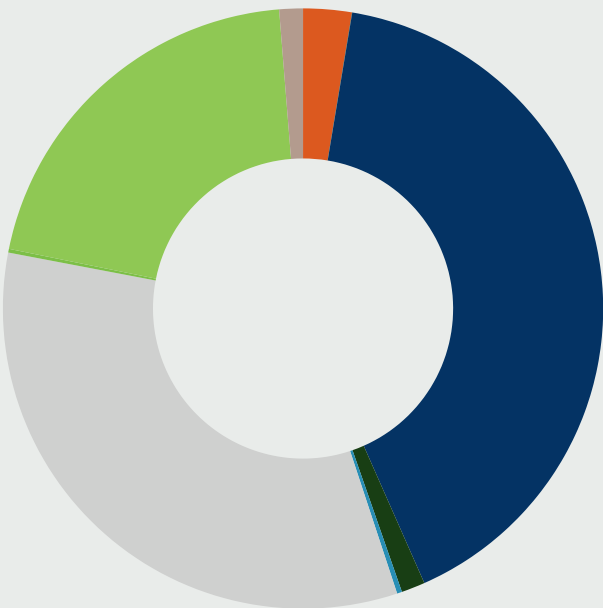


# Financial Report

The Redevelopment Authority does not receive ongoing funding. Income comes from interest earned on investment accounts and a small amount of administrative fees for loans and grants. Grants are funded through various transfers to the RDA. The summary below is a condensed recap of the RDA’s financial picture for 2024.



|                                      |                     |
|--------------------------------------|---------------------|
| Grants Received                      | \$247,177.33        |
| Donations to Town Square Future Fund | \$50,000.00         |
| Revolving Loan Fund Interest         | \$10,212.18         |
| Bank Account Interest                | \$5,143.09          |
| <b>Total Revenues</b>                | <b>\$307,532.60</b> |



|   |                     |
|---|---------------------|
| Interest Paid                               | \$6,349.18          |
| Banking Fees                                | \$36.00             |
| Grants                                      | \$99,207.24         |
| Audit Costs                                 | \$3,114.00          |
| Marketing                                   | \$652.69            |
| Rock River District Vision Consulting Costs | \$80,486.43         |
| Insurance:                                  | \$482.00            |
| Town Square Future Fund Contribution        | \$50,000.00         |
| Town Square Construction Costs              | \$3,097.40          |
| <b>Total Expenditures</b>                   | <b>\$243,469.94</b> |

**Grand Total: \$64,062.66**



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