



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, OCTOBER 18, 2023 AT 6:00 PM

CITY HALL, LOWER LEVEL ROOM 0041, 106 JONES STREET

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. Approval of Minutes 9.27.23

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. STATUS REPORTS

A. Update on downtown riverfront/riverwalk planning

7. STATUS REPORTS

A. Community Support/Communication-Mueller

a. Social media and web analytics update

b. Review of marketing/communication efforts

B. Common Council Update-Bartz/Lampe

C. Executive Director Update

a. Town Square construction update

1. Final Town Square punch list items

a. Dock install

2. Historic art wall update

b. T. Wall update

c. Revolving loan fund update

1. Application update-Zastrow/Becker

d. Beltz Grant status update-Becker

1. Discussion and possible action: submitted grant application

a. Pine Hill Farm application

e. Presentation on RDA background/history

f. Confirm next meeting time: November 15, 2023 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, 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, September 27, 2023

6:00 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

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

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

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.

AGENDA

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Becker, Bartz, Karissa Hurtgen (virtual), Lampe, Ryan Nowatka, Wagner (virtual), Zastrow, and Zimmermann
 - B. Absent: None
 - C. Also Present: Jeanne Mueller
3. Determination of Quorum and Call to Order at 6:02 pm
4. **Review/Approve:** Minutes of Previous Meetings – August 30, 2023
 - A. **Zastrow motioned to approve August 30, 2023 Minutes. Wagner seconded the motion. Motion carried unanimously.**
5. Public Comment: None
6. Board Elections:
 - A. **Board Chair: Bartz nominated Wagner for Board Chair position. Nowatka seconded the motion. Motion carried unanimously.**
 - B. **Board Vice-Chair: Wagner nominated Hurtgen for Board Vice-Chair. Bartz seconded the motion. Motion carried unanimously.**
 - C. Introduction of new RDA board members: Nowatka and Hurtgen
7. Status Reports
 - A. Community Support/Communications: Mueller – DNR/EPA Success Award
 1. Common Council Update: Bartz – Approved Police Dept. contract, Fire Dept. contract going to mediation, Maas Bros. awarded Firehouse construction contract, River on the Rock /T Wall update, Main Street constructions / bridge updates.
Lampe – City budgeting is starting, Capital Improvement Plan (CIP) reviewed, DORA – Downtown Outdoor Refreshment Area program is being suggested for Main Street area.
 - B. Executive Director:
 1. Bentzin Family Town Square – Kayak dock installed (needs inspection); some minor vandalism occurred, TS cameras are being monitored by police

2. Historic Art Wall – In production in 2023. Will be delivered and stored in Watertown. Installed after Main Street bridge replaced.
3. TWall will not be building the River on the Rock.
Wagner noted the Town Square has made the property more valuable.
Banner on fence will be taken down after September 30. Other promotions for the project will be removed from RDA social media after September 30. Mueller to craft a Q&A/talking points focused on future of site/anticipating questions from community
4. Revolving Loan Fund
 - a. **Zastrow motioned to approve a loan of \$56,000 for Deerfield Properties. Zimmermann seconded the motion. Motion carried unanimously.**
 - b. **Zastrow motioned to approve a loan of \$55,710 for Steve & Donna Hill, Budget Print. Bartz seconded the motion. Motion carried unanimously.**
- C. Beltz Grant Updates:
 - a. **Wagner motioned to approve the BlocktoberFest (\$10,000), Jingle Bell on the Rock (\$6,616), and Heroes for Heroes (\$5,465) events and an improvement grant for Central Block – Ryan Jones (\$6,653.88) Nowatka seconded the motion. Motion carried unanimously. (Lampe abstained.)**
- D. Future RDA Goals: Lampe provided a general overview on the riverwalk concept, working with DNR and other partners including the City. Board members are supportive of looking into the project. Becker will start developing a tentative plan and gathering further information.
8. Future Agenda Focus:
 - A. RDA 101 – What is RDA’s mission, a financial and marketing overview, marketing goals, partners, projects, history, etc.
9. Adjournment at 7:11 pm
Wagner motioned to adjourn, Lampe seconded the motion. Motion carried unanimously. Meeting adjourned.
10. Becker thanked Zastrow for his service on the RDA Board. Zastrow is retiring from the Board.

Watertown Redevelopment Authority Social Media Report - October 11

Section 7, Item A.

Facebook (last 28 days)	Oct.	Sept.
Post Reach:	488	1,083
Post Engagement:	7	91
Shares:	0	6
Followers:	1,465	1,466
New Followers:	1	8
Link Clicks	0	26

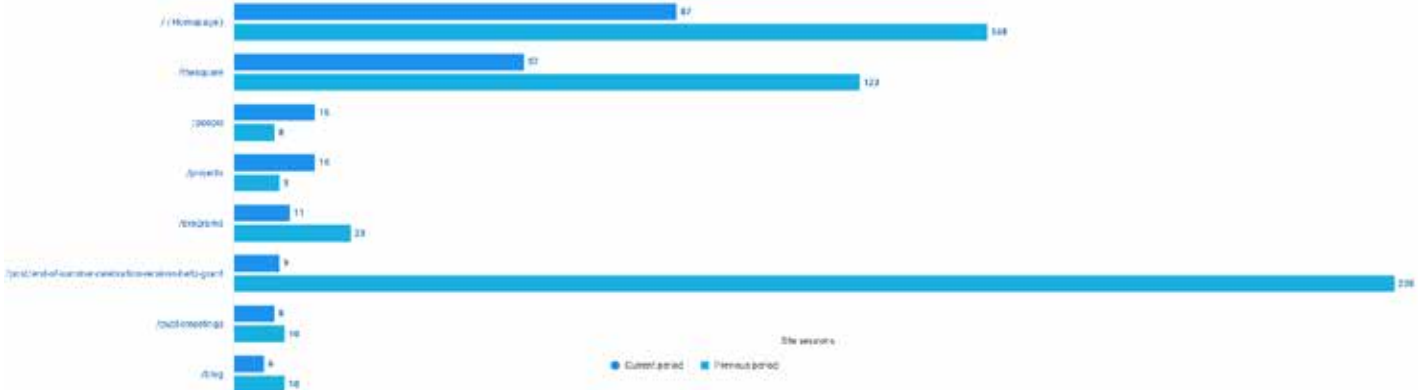
Definitions:
 Post Reach: The post appeared on user's News Feed.
 Post Engagement: User clicked anywhere on page posts (e.g. liked, comment, share)
 Followers: People who click "follow" to receive posts in their News Feed.

Top Posts (Last 28 days)	Reach	Engage
9-13: Invite to DNR/EPA Award (Reposted from City of WTN page)	154	5
9-18: DNR/EPA Award	102	2

Website (Last 30 days - September 11 to October 10)

	October	September	August
Page Views - Site Sessions (# site page was visited/refreshed):	149	440	422
Unique Visitors (A person visited at least once):	112	397	345
Clicks to Contact	3	0	4
New Visitors:	95 (85%)	345 (87%)	290 (84%)
Returning:	17 (15%)	523 (13%)	55 (16%)
Av. Session Duration:	5m 18s	4m 32s	4m 26ss

Page Visits:



Traffic by Entry Page: Page

Home Page	85
The Square	34
Beltz names Plaza (6-8 post)	62
End of Summer/Beltz Grant (8-23 post)	4

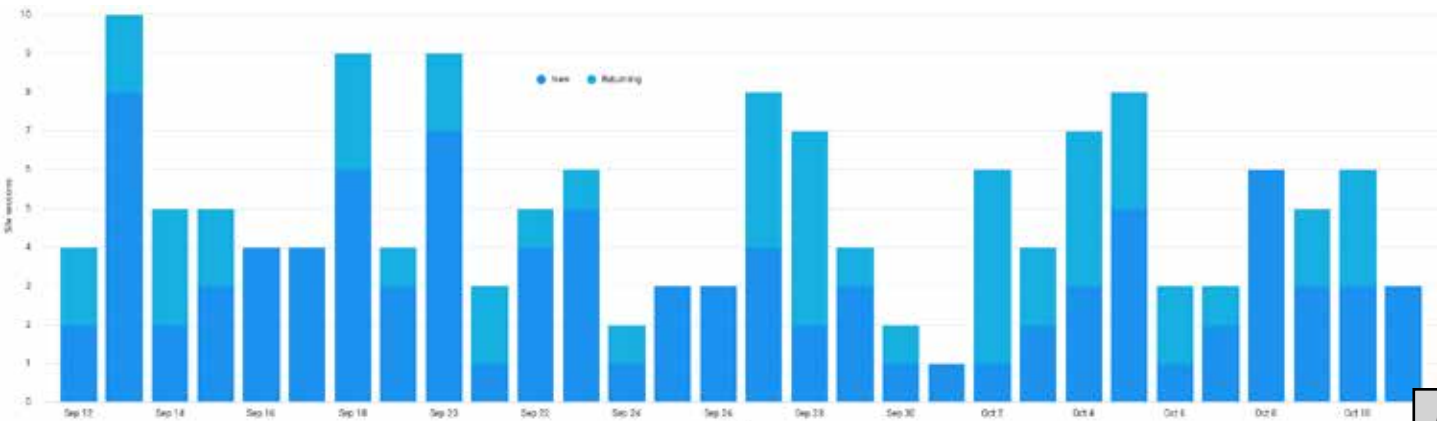
Visits

Top Navigation Flow from Home Page

- The Square - 19
- People - 9
- Programs - 6
- Projects - 4
- End of Summer/Beltz post - 3

Traffic Sources: Google 80 ↓44%, Direct 34 ↓53%, wixdeploy 11, Facebook 8 ↓96%

Site Session: Traffic over Time



Pine Hill Farm

200 W. Main Street
Watertown, WI 53094
414-737-4100

Projected Expense

2023/2024 Patio Project

Expense Type	Description	Projected Amount	Actual Amount
Architect		\$4,000	
Electrical	Lighting above patio Add electrical ground level; labor and materials	\$5,500	
Structural Work	Repair retaining wall structure prior to fill	\$5,500	
Gravel Fill	Fill retaining wall opening between sidewalk and building to prep for concrete patio	\$4,500	
Concrete Work	Concrete Wood Plank Stamp Design, materials and labor; repair concrete around structure/patio	\$8,300	
City Permits		\$300	
Patio Furniture	Wrought Iron or Adirondack	\$6,000	
Anchor for furniture		\$400	

\$25,000.00

Mason Becker

From: William Black <Bill.Black@meadhunt.com>
Sent: Friday, October 6, 2023 4:40 PM
To: Tony Meyers; cammarata cammarata; Scott Brosteau
Cc: Mason Becker; Kristine Butteris
Subject: RE: Watertown RDA Town Square - Dock System Installation
Attachments: shackles.jpg; gunneboindustries_ds_glink_170615.pdf

Tony,

I visited the site this morning and toured the floating dock with you, and Jeff and Kristine from the City. The dock system has been installed in accordance with the plans and specs with two exceptions.

- 1) Different shackles (see photo) were used to connect the chains to the sheet pile wall and the dock bracket, because the specified shackles/pins were too large to fit through the chain. Initial investigation shows that this G-10-10 connecting link has a WLL of 4 metric tonnes with a factor of safety of 4:1. The use of this shackle is acceptable.
- 2) Due to as-built conditions, a special bracket had to be fabricated and installed to connect the gangway to the concrete wall. This change is acceptable.

The materials and installation of the dock system comply with the intent of my design and specifications.

Best regards,

Bill Black

Bill Black, PE

Senior Project Engineer
 Direct: 608-443-0542 | Cell: 608-280-1508 | Transfer Files | Equipment & Parts

Mead&Hunt

LinkedIn | Facebook | Instagram

From: Tony Meyers <tmeyers@maasbros.com>
Sent: Tuesday, October 3, 2023 1:42 PM
To: cammarata cammarata <badgerdocks@yahoo.com>; William Black <Bill.Black@meadhunt.com>; Scott Brosteau <scott.brosteau@meadhunt.com>
Cc: Mason Becker <MBecker@watertownwi.gov>; Kristine Butteris <KButteris@watertownwi.gov>
Subject: RE: Watertown RDA Town Square - Dock System Installation

All,

Bill Black plans on being on site this Friday 10/6/23 at 10:00 a.m. to do his site inspection/punch list.

I plan on being there to review the installation.

Anyone is welcome to join us.

Thanks,

Tony Meyers

Maas Brothers Construction Co., Inc.

Ph: 920-261-1682 ext. 107 | Mobile: 920-285-0744

From: Tony Meyers <tmeyers@maasbros.com>

Sent: Monday, October 2, 2023 8:02 AM

To: cammarata cammarata <badgerdocks@yahoo.com>; William Black <Bill.Black@meadhunt.com>; scott.brosteau@meadhunt.com

Cc: Mason Becker <MBecker@watertownwi.gov>; Kristine Butteris <KButteris@watertownwi.gov>

Subject: FW: Watertown RDA Town Square - Dock System Installation

Bill/Scott,

See below and attached. The signage was installed last Friday.

Please respond to this email with a date and time that Mead & Hunt will be on-site to do a punch list.

Thanks,

Tony Meyers

Maas Brothers Construction Co., Inc.

Ph: 920-261-1682 ext. 107 | Mobile: 920-285-0744

From: Tony Meyers <tmeyers@maasbros.com>

Sent: Friday, September 29, 2023 9:58 AM

To: cammarata cammarata <badgerdocks@yahoo.com>; William Black <Bill.Black@meadhunt.com>

Cc: Eric Graf <egrab@maasbros.com>; Mike Redfield <mredfield@maasbros.com>

Subject: FW: Watertown RDA Town Square - Dock System Installation

John/Bill,

Badger Docks has completed the installation of the dock system at Watertown Town Square. Badger Docks will be installing some additional signage as well soon.

We would like to get this project completed and turned over to the City of Watertown as soon as possible, so that it can be used.

We need the engineer of record for the dock system, Mead & Hunt to visit the site, complete a punch list for the installation, and provide us with a signed A/E compliance statement for the installation of the system.

See the attached specifications for the project with highlighted information related to project close-out, warranty information and Owner training.

Let us know what date Mead & Hunt and Badger Docks will be on site to review the installation and do a punch list.

Thanks,

Tony Meyers

Maas Brothers Construction Co., Inc.

This email, including any attachments, is intended only for the use of the recipient(s) and may contain privileged and confidential information, including information protected under the HIPAA privacy rules. Any unauthorized review, disclosure, copying, distribution or use is prohibited. If you received this email by mistake, please notify us by reply e-mail and destroy all copies of the original message.



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.

Program Goals and Priority Criteria

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.

Distribution of Grant Funds

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: 9/17/23

Business Name: Pine Hill Farm Wellness LLC

Type of Business/Industry: Health and Wellness, Retail , Organic grown to-go food options, Spa

Contact Name: Jackie Phillips

Role at Business: Owner

Contact Phone: 414-737-4100 Contact Email: info@thepinehillfarm.com

Business Mailing Address: 200 W. Main Street, Watertown, WI 53094

Total Amount Requested: \$20,000 Total Project Cost: \$25,000

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

The purpose of our project is to support the need for casual outdoor seating along Main Street and to enhance our customer's experience when visiting Pine Hill Farm. We currently have an underutilized open space over an old retaining wall, no longer functional or necessary. We intend to repair the retaining wall, fill, and convert the space into an outdoor, gated patio with seating. This will be open to our store and spa customers along with the public during open business hours (the gate locks) as another option for individuals to sit and relax in the heart of the city, enjoy the sounds, the people watching, and the events across the street at the Square. One could grab a book at the library, a boba tea or a latte from an area business, then enjoy our outdoor patio with views of the Square and sit below our new mural featuring the First Kindergarten and Octagon House.

In an effort to enhance the "stay and play" downtown Watertown experience, we believe this patio with seating directly below our new mural will offer a destination location. Many of our customers are out-of-towners who were previous online customers. They are choosing to drive to Watertown to visit in-person and we want to offer a full experience when they make the drive from sometimes over an hour away. We hope that our continuous investment into our downtown business will be noticed and draw the interest of other business owners who might hope to do the same in building Watertown to be a destination.

Anticipated expenses: architectural fees, city permits, electrical contractor, structural/retaining wall repair, gravel, concrete, labor, gate repair, patio furniture/anchor system.

Anticipated Timeline (estimated start and end dates): Start date asap, completion for Spring 2024 launch.

Business Information

How long has your business been established? 3 years

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

We are a family owned wellness center with health services from trained healthcare professionals; spa services including salt, sauna, massage, and skincare; retail store with local organic goods, vendor consignments, and boutique shopping; grab'n'go organic, artisan bowls and refreshments like kombuchas and adaptogen seltzers; and occasional small events/education workshops offered to the community.

On our family's 7th generation farm, we grow USDA certified organic hemp and a full line of products. In addition to CBD products, we have our own supplement line that we sell in store and online. We began our business at farmer's markets and online and quickly established a large following of customers who wanted to see us in a retail location. We naturally chose our hometown and saw the potential for growth. After opening our first location, we quickly outgrew and relocated, added a spa, outgrew that, relocated to 200 W. Main St, and after purchasing our building and adjoining building 202 W. Main St, we moved our spa under the same roof. We have many plans for our unfinished spaces on the 2nd and 3rd level, however the purpose of applying for this grant is to begin renovations for use of our outdoor patio and seating on the intersection of Main Street and Water Street.

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 Jacalyn M Phillips Date 9/17/23

Landlord Signature (if lease) _____ Date _____

FOR IMMEDIATE RELEASE

CONTACT: Mason Becker, mbecker@watertownwi.gov

CITY ANNOUNCES CANCELLATION OF DEVELOPMENT AGREEMENT FOR 111 S. WATER STREET

Watertown, Wis. (October 9, 2023) – The City of Watertown has cancelled the development agreement for the property located at 111 S. Water Street. The original development agreement, signed in September 2021, had aimed to transform this prime location into a vibrant community asset.

The project, initially envisioned as the construction of an apartment building comprising approximately 87 apartment units and 97 parking stalls, had promised to bring riverfront housing constructed with high-quality materials and amenities to the area. As part of the agreement, the City committed to commence construction of the adjacent Bentzin Family Town Square by June 1, 2023, a promise realized on May 20, 2023 with the grand opening celebration. To assist in funding this transformative project, the developer had sought Tax Increment Financing (TIF) assistance from the City's newly created TID 8.

Despite the initial promise of the project, a series of delays and extension requests ultimately led to the cancellation of the development agreement. The developer had exercised two 60-day extensions to the contingency period of the agreement, the first in October 2022 and the second in December 2022. In Spring 2023, they requested an extension through November 30, 2023, which the City agreed to extend through September 30, 2023.

On August 28, 2023, the developer requested yet another extension, this time for one year, extending the agreement through October 31, 2024. Citing escalating construction costs and financial difficulties in securing financing, the developer also indicated their intent to lower the project's total number and size of apartment units and reduce on-site parking significantly. Following a thorough review by the City's Finance Committee, the extension request was declined.

The developer's final extension obligated them to pull building permits and break ground by September 30, 2023. Regrettably, neither of these critical milestones was met.

In a unanimous decision on Tuesday, October 3rd, the Common Council voted to serve notice to the developer that the City was canceling the development agreement. The city attorney has been instructed to formally request the transfer of ownership back to the City. Under the terms of the previously signed agreement, the developer has 60 days to return the parcel to the City.

Following the return of ownership, the City intends to put out a Request for Proposal (RFP) for the site, seeking new development opportunities that align with the City's vision for the area.

106 Jones Street • P.O. Box 477 • Watertown, WI 53094-0477 • Phone 920.262.4060

Opportunity Runs Through It

“While we are disappointed by this temporary setback, we also believe this presents a new opportunity for the City of Watertown. As the renovation and expansion of the Watertown Public Library and the construction of the Bentzin Family Town Square have both been completed since the previous development agreement had originally been signed, we believe the riverfront parcel at 111 S. Water St. should attract renewed interest. We look forward to engaging with developers and other stakeholders to bring a catalytic project to the area,” said City of Watertown’s Strategic Initiatives and Development Coordinator Mason Becker.

“To see this development not come to fruition is disappointing; I do think this is the right use of this land and I’m confident we will get the right development there,” Mayor Emily McFarland said.

City of Watertown mission statement: To provide for, protect, and serve the citizens and businesses of Watertown in an efficient, strategic, and measured manner, while creating a community culture where close knit connections are key, that is rich in small town values balanced with modern conveniences, that is poised for development, and is an idyllic community that leverages location and outdoor opportunity.

