



AGENDA OF THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY

TUESDAY, JULY 14, 2026, 1:30 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

- I. Join Zoom Meeting Online:
<https://us02web.zoom.us/j/83689641821?pwd=TsXNgYIvyEjb7VFaenJXEG2lLu6j5q.l>

Or call in by phone: +1 312 626 6799
Meeting ID: 836 8964 1821
Passcode: 881462

If you wish to leave a comment for this public meeting, please fill out the online [Comment Form](#) prior to the meeting. More detailed [Zoom Instructions](#) can be found online.

B. Roll Call.

- I. Members: Chair Gary Delveaux, Vice-Chair Matt Schueller, Deby Dehn, Ald. Kathy Hinkfuss, Stephen Srubas, Renita Robinson, and Timothy McCoy.
Liaisons: Jeff Mirkes, Leah Weycker, and Brian Johnson.

C. Approval of the Agenda.

- I. Approval of the agenda for the Tuesday, July 14, 2026, meeting of the Redevelopment Authority.

D. Approval of Minutes.

- I. Approval of the minutes from the June 9, 2026, meeting.

E. Public Hearings.

- I. Public Hearing regarding the proposed Allocation Amendment for the Project Plan for Tax Increment District No. 12 (TID 12), I-43 Industrial Park.

2. Public Hearing regarding the proposed creation of Tax Incremental District No. 33 (TID 33), Velp and Locust, the proposed boundaries of the District, and the proposed Project Plan for the District.
3. Public Hearing regarding the proposed creation of Tax Incremental District No. 34 (TID 34), Brook Park, the proposed boundaries of the District, and the proposed Project Plan for the District.
4. Public Hearing regarding the proposed creation of Tax Incremental District No. 35 (TID 35), 200 N Monroe, the proposed boundaries of the District, and the proposed Project Plan for the District.

F. Regular Business.

1. Consideration with possible action to adopt an Allocation Amendment Resolution and amend the Project Plan for TID 12, I-43 Industrial Park.
2. Consideration with possible action to adopt a Termination Resolution for TID 12, I-43 Industrial Park.
3. Consideration with possible action on a resolution establishing the boundaries of and approving the Project Plan for Tax Incremental District No. 33 (TID 33), Velp and Locust.
4. Consideration with possible action on a Resolution Establishing the Boundaries of and Approving the Project Plan for Tax Incremental District No. 34 (TID 34), Brook Park.
5. Consideration with possible action on a Resolution Establishing the Boundaries of and Approving the Project Plan for Tax Incremental District No. 35 (TID 35), 200 N Monroe.
6. Consideration with possible action to approve an Affordable Housing Extension Resolution for Tax Incremental District No.5 (TID 5), East and West Downtown.
7. For consideration and possible action to allocate up to \$800,000 from TID 10 to fund the development of a new road connecting Imperial Lane to the JBS neighborhood development, or eligible park improvements, and to direct staff to draft a MOU between the City of Green Bay and The Redevelopment Authority of the City of Green Bay regarding the allocation.
8. Consideration with possible action on a 180-day planning option extension to GB Real Estate Investments, LLC for 1531 Main Street.
9. Consideration with possible action to award a contract to The Superlative Group for Naming Rights Marketing & Sponsorship Services for the City of Green Bay Convention Center.
10. For consideration and possible action on Assignment of the Convention Center Management Agreement and Parking Agreement to Revir Hospitality Green Bay, LLC.
11. Consideration with possible action to approve a Development Agreement with NeighborWorks Green Bay for Lots 1-6 located on Dahlia Lane of the JBS Redevelopment Site.
12. Consideration with possible action to approve a twelve-month contract extension with

NeighborWorks Green Bay for the administration of the Home Improvement Loan Program.

13. For consideration with possible action on a request by the Department of Public Works to award Parks 8-26 BADGER GREENWAY SITE IMPROVEMENTS to Northeast Asphalt, Inc. for the amount of \$374,000.40, which includes the Base Bid plus Alternate No. 2
14. Consideration with possible action to approve 2026 Annual Action Plan for Community Development Block Grant Program (CDBG) and HOME Investment Partnerships Program (HOME) programs.

G. Informational.

1. Financial report and check register.
2. Director's report and project updates.
3. Next Meeting: Tuesday, August 11, 2026.

H. Adjournment.

1. Adjournment of the Tuesday, July 14, 2026, meeting of the Redevelopment Authority.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT www.greenbaywi.gov
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Redevelopment Authority meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.



Report to the
Redevelopment Authority
of the City of Green Bay

MEETING DATE

July 14, 2026

PREPARED BY

AGENDA ITEM # D.I

Approval of the minutes from the June 9, 2026, meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. RDA Minutes 6.9.2026



MINUTES OF THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY

TUESDAY, JUNE 9, 2026, 1:30 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. ZOOM MEETING INFORMATION.

- I. Join Zoom Meeting Online:
<https://us02web.zoom.us/j/83689641821?pwd=TsxNgYIvyEjb7VFaeJXEG2lLu6J5q.l>

Or call in by phone: +1 312 626 6799

Meeting ID: 836 8964 1821

Passcode: 881462

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B. ROLL CALL.

- I. Members: Chair Gary Delveaux, Vice-Chair Matt Schueller, Deby Dehn, Ald. Kathy Hinkfuss, Stephen Srubas, Renita Robinson, and Timothy McCoy.
Liaisons: Jeff Mirkes, Leah Weycker, and Brian Johnson.

Members Present: Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas, Timothy McCoy

Members Absent: Renita Robinson

Liaisons Present: None

Others Present: Mayor Eric Genrich, Ald. Alyssa Proffitt

C. APPROVAL OF THE AGENDA.

- I. Approval of the agenda for the Tuesday, June 9, 2026, meeting of the Redevelopment Authority.

Moved by Matt Schueller, seconded by Deby Dehn to approve the agenda.

Motion Passed.

Yes—Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas, Timothy McCoy, No-None, Abstain-None.

D. APPROVAL OF MINUTES.

- I. Approval of the minutes from the Tuesday, May 12, 2026 meeting.

Moved by Stephen Srubas, seconded by Ald. Kathy Hinkfuss to approve the minutes.

Motion Passed.

Yes—Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas, Timothy McCoy, No-None, Abstain-None.

E. REGULAR BUSINESS.

- I. Consideration with possible action to approve a request by the Department of Public Works to enter into a professional services agreement with Ayres Associates, Inc. for Quincy Street Railroad Compliance Preliminary Design for the amount of \$87,532.00 using TID 21 funds.

Moved by Ald. Kathy Hinkfuss, seconded by Stephen Srubas to approve a request by the Department of Public Works to enter into a professional services agreement for Quincy Street Railroad Compliance Preliminary Design for the amount of \$87,532.00 using TID 21 funds.

Motion Passed.

Yes—Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas, Timothy McCoy, No-None, Abstain-None.

2. Consideration with possible action on Development Agreement 26-03 with Velp Locust Investments, LLC for the redevelopment of 1409 Velp Avenue (Tax Parcel 6-45).

Moved by Ald. Kathy Hinkfuss, seconded by Matt Schueller to open the floor. Motion Passed.

Yes—Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas, Timothy McCoy, No-None, Abstain-None.

Speaker:

Garritt Bader – 300 N. Van Buren Street – GB Real Estate Investments, LLC

Moved by Stephen Srubas, seconded by Matt Schueller to close the floor. Motion Passed.

Yes—Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas,

Timothy McCoy, No-None, Abstain-None.

Moved by Ald. Kathy Hinkfuss, seconded by Matt Schueller to approve the Development Agreement 26-03 with Velp Locust Investments, LLC for the redevelopment of 1409 Velp Avenue (Tax Parcel 6-45) with the following modifications to the reimbursement percentages:

First five years (2029–2033):

Previously: Eighty-five percent (85%)

Approved: Ninety percent (90%)

Subsequent five years (2034–2038):

Seventy-five percent (75%) — No change

Thereafter, until all qualified expenditures have been repaid or until the TID expires or is earlier terminated:

Previously: Thirty-five percent (35%)

Approved: Thirty percent (30%)

Motion Passed.

Yes—Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas, Timothy McCoy, No-None, Abstain-None.

3. Consideration with possible action to approve a term sheet with Greater Green Bay Habitat for Humanity for the development of Lots 1-7 on Vernon Taylor Drive of the JBS Redevelopment Site.

Moved by Stephen Srubas, seconded by Ald. Kathy Hinkfuss to approve a term sheet with Greater Green Bay Habitat for Humanity for the development of Lots 1-7 on Vernon Taylor Drive.

Motion Passed.

Yes—Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas, Timothy McCoy, No-None, Abstain-None.

4. Consideration with possible action to approve a term sheet with NeighborWorks Green Bay for the development of Lots 1-6 on Dahlia Lane of the JBS Redevelopment Site.

Moved by Stephen Srubas, seconded by Matt Schueller to approve a term sheet with NeighborWorks Green Bay for the development of Lots 1-6 on Dahlia Lane.

Motion Passed.

Yes—Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas, Timothy McCoy, No-None, Abstain-None.

5. Consideration with possible action to approve a resolution authorizing the application for a Vibrant Spaces grant for the Pine Street Plaza project.

Moved by Deby Dehn, seconded by Ald. Kathy Hinkfuss to approve a resolution authorizing the application for a Vibrant Spaces grant for the Pine Street Plaza project.

Motion Passed.

Yes—Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas, Timothy McCoy, No-None, Abstain-None.

F. INFORMATIONAL.

1. Financial report and check register.
2. Director's report and project updates.
3. Next Meeting: Tuesday, July 14, 2026.

G. ADJOURNMENT.

1. Adjournment of the Tuesday, June 9, 2026, meeting of the Redevelopment Authority.

Moved by Stephen Srubas, seconded by Matt Schueller to adjourn.

Motion Passed.

Yes—Gary J. Delveaux, Kathy Hinkfuss, Matt Schueller, Deby Dehn, Stephen Srubas, Timothy McCoy, No-None, Abstain-None.



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # E.1

Public Hearing regarding the proposed Allocation Amendment for the Project Plan for Tax Increment District No. 12 (TID 12), I-43 Industrial Park.

BACKGROUND

Pursuant to Wis. Stats. §66.1105, the purpose of this public hearing is to provide interested parties a reasonable opportunity to express their views regarding the proposed Allocation Amendment to the Project Plan for Tax Incremental District No. 12 (TID 12), I-43 Industrial Park.

The proposed Allocation Amendment will amend the Non-Project Costs section of the TID 12 Project Plan to include an allocation in the amount of up to one million, four hundred thousand dollars (\$1,400,000) from TID 12 to TID 22, the Shipyard, to assist with the costs of property acquisition, development incentives, infrastructure improvements, public amenities, public parks and recreational facilities, including improvements associated with Shipyard Park Phase II, and other eligible project costs within TID 22 and within one-half mile radius of TID 22 for the purposes of blight elimination, which is consistent with the purpose for which TID 22 was created. As part of the project plan, cash grants may be made by the City of Green Bay to owners, lessees, or developers of property within TID 22.

A copy of the proposed TID 12 Amended Project Plan is available for public inspection and will be provided upon request during normal business hours at the front desk of the Community & Economic Development Department in Room 608 at Green Bay City Hall, located at 100 N. Jefferson St. This information can also be viewed on the City's website at: <https://www.greenbaywi.gov/473/TIF-Districts>.

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # E.2

Public Hearing regarding the proposed creation of Tax Incremental District No. 33 (TID 33), Velp and Locust, the proposed boundaries of the District, and the proposed Project Plan for the District.

BACKGROUND

Pursuant to Wis. Stats. § 66.1105, the purpose of this public hearing is to provide interested parties a reasonable opportunity to express their views regarding the proposed creation of Tax Incremental District No. 33 (TID 33), Velp and Locust, the proposed boundaries of the District, and the proposed Project Plan.

TID 33 is a proposed Blighted Area District comprising approximately 34.3 acres located near the intersection of Velp Avenue and Locust Street. The District is proposed to support the development of a 90-unit multifamily residential project by Velp Locust Investments, LLC through PAYGo development incentives. The project is expected to generate approximately \$12.2 million in new equalized value.

Eligible project costs include development incentives, land acquisition, site preparation activities, environmental assessment and remediation, utility and infrastructure improvements, street and streetscape improvements, professional services, and administrative costs. Total project costs are estimated at approximately \$2.46 million, with the District projected to recover project costs well within its statutory life.

A copy of the proposed TID 33 Project Plan is available for public inspection and will be provided upon request during normal business hours at the front desk of the Community & Economic Development Department in Room 608 at Green Bay City Hall, located at 100 N. Jefferson St. This information can also be viewed on the City's website at: <https://www.greenbaywi.gov/473/TIF-Districts>.

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Redevelopment Authority of the City of Green Bay

MEETING DATE

July 14, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # E.3

Public Hearing regarding the proposed creation of Tax Incremental District No. 34 (TID 34), Brook Park, the proposed boundaries of the District, and the proposed Project Plan for the District.

BACKGROUND

Pursuant to Wis. Stats. § 66.1105, the purpose of this public hearing is to provide interested parties a reasonable opportunity to express their views regarding the proposed creation of Tax Incremental District No. 34 (TID 34), Brook Park, the proposed boundaries of the District, and the proposed Project Plan.

TID 34 is a proposed Mixed-Use District comprising approximately 122.7 acres generally bounded by Interstate 43 to the west, Humboldt Road to the north, Moore Drive to the east, and Baird Creek Parkway to the south. The District is proposed to support the development of approximately 155 residential units by Tycore Built, including a mix of single-family homes, duplexes, townhomes, and rear-loaded garage homes. The project is expected to generate approximately \$57.8 million in new equalized value. Tycore Built has submitted a TIF assistance application and staff anticipate bringing a Development Agreement forward to RDA in August.

Eligible project costs include development incentives, land acquisition, site preparation activities, utility and infrastructure improvements, street and streetscape improvements, professional services, and administrative costs. Total project costs are estimated at approximately \$11.41 million, consisting primarily of PAYGo development incentives, with the District projected to recover project costs within 18 years, prior to the end of its statutory 20-year life.

A copy of the proposed TID 34 Project Plan is available for public inspection and will be provided upon request during normal business hours at the front desk of the Community & Economic Development Department in Room 608 at Green Bay City Hall, located at 100 N. Jefferson St. This information can also be viewed on the City's website at: <https://www.greenbaywi.gov/473/TIF-Districts>.

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # E.4

Public Hearing regarding the proposed creation of Tax Incremental District No. 35 (TID 35), 200 N Monroe, the proposed boundaries of the District, and the proposed Project Plan for the District.

BACKGROUND

Pursuant to Wis. Stats. § 66.1105, the purpose of this public hearing is to provide interested parties a reasonable opportunity to express their views regarding the proposed creation of Tax Incremental District No. 35 (TID 35), 200 N Monroe, the proposed boundaries of the District, and the proposed Project Plan.

TID 35 is a proposed Blighted Area District comprising approximately 2.51 acres generally bounded by Pine Street to the north, N. Quincy Street to the east, Cherry Street to the south, and N. Monroe Avenue to the west. The District is proposed to support the redevelopment of the former 200 N. Monroe site by Three Sixty Real Estate Solutions, LLC, consisting of approximately 140 multifamily residential units, 28 town home units, and approximately 4,500 square feet of commercial space constructed in three phases. The project is expected to generate approximately \$25.24 million in new equalized value.

Eligible project costs include development incentives, land acquisition, site preparation activities, environmental assessment and remediation, utility and infrastructure improvements, street and streetscape improvements, professional services, and administrative costs. Total project costs are estimated at approximately \$6.76 million, with the District projected to recover project costs within 19 years, well before the end of its statutory maximum life.

A copy of the proposed TID 35 Project Plan is available for public inspection and will be provided upon request during normal business hours at the front desk of the Community & Economic Development Department in Room 608 at Green Bay City Hall, located at 100 N. Jefferson St. This information can also be viewed on the City's website at: <https://www.greenbaywi.gov/473/TIF-Districts>.

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # F.1

Consideration with possible action to adopt an Allocation Amendment Resolution and amend the Project Plan for TID 12, I-43 Industrial Park.

BACKGROUND

The attached resolution approves an Allocation Amendment to TID 12, I-43 Industrial Park and recommends approval of the accompanying Amended Project Plan to the Common Council.

The amendment authorizes the allocation of up to \$1.4 million in surplus revenues from TID 12 to TID 22, The Shipyard, pursuant to Wis. Stat. §66.1105(6)(f). The allocated funds will be used to help finance eligible project costs within TID 22, including improvements associated with Shipyard Park Phase II and other eligible project costs identified in the TID 22 Project Plan.

TID 12 has sufficient surplus revenues to satisfy its current obligations and fund the proposed allocation. The amendment does not modify the TID boundary, project costs within TID 12, or any other provisions of the existing Project Plan.

Following Redevelopment Authority approval, the Allocation Amendment will be considered by the Common Council and Joint Review Board in accordance with Wis. Stat. §66.1105.

RECOMMENDATION

To approve the Allocation Amendment Resolution and the Amended Project Plan.

FISCAL IMPACT

To be discussed at the meeting.

ATTACHMENTS

1. TID 12 Allocation Amendment Resolution - RDA 7.14.26
2. TID 12 Amended Project Plan Draft 7.14.26
3. TID 12 - I-43 Commercial Development (August 2005)

RESOLUTION 26-01
REGARDING AN ALLOCATION AMENDMENT FO-R TAX INCREMENT DISTRICT
NUMBER TWELVE (12), I-43 INDUSTRIAL PARK (“TID 12”)

WHEREAS, in accordance with Wis. Stats. §66.1105, the City of Green Bay (“City”) created Tax Increment District Number Twelve (12), I-43 Industrial Park (“TID 12”), on September 6, 2005; and

WHEREAS, the Common Council of the City designated the Redevelopment Authority of the City of Green Bay (“RDA”) to perform all acts necessary to adopt an Allocation Amendment Resolution and amend the Project Plan for TID 12 on Monday, June 29, 2020; and

WHEREAS, the RDA proposed allocating excess incremental property taxes from TID 12 to Tax Increment District Number Twenty-two (22), The Shipyard (“TID 22”); and

WHEREAS, the RDA performed the following acts, in accordance with Wis. Stats. §66.1105, to wit:

1. On Monday, June 22, 2026, emailed the chief executive officer of Brown County, the Green Bay Area School District, Northeast Wisconsin Technical College, and the Green Bay Metropolitan Sewerage District a copy of the notice of said public hearing; and
2. On Friday, June 26, 2026, made a hard copy of the Amended Project Plan available for public review in Room 608 of City Hall and posted it on the City website; and
3. On Friday, June 26, 2026 and Friday, July 3, 2026 published a notice of said public hearing in the City’s official paper, the Green Bay Press Times; and
4. On Tuesday, July 14, 2026, at 1:30 p.m., in Room 604 of City Hall, 100 N. Jefferson St., held a public hearing on the proposed amendment to TID 12, in which interested parties were afforded reasonable opportunity to express their views on the Amended Project Plan; and

WHEREAS, the Original Project Plan and Amended Project Plan meet all the requirements of Wis. Stats. §66.1105, to wit:

1. An economic feasibility study; and
2. A detailed list of estimated project costs; and
3. A description of the methods of financing all estimated project costs and the time when such costs or obligations related thereto are to be incurred; and
4. A map showing existing uses and conditions of real property within TID 12; and
5. A map showing proposed improvements and uses in TID 12; and
6. A statement confirming that the estimated percentage of land devoted to retail uses within the territory of TID 12 will not exceed thirty-five percent (35%); and
7. Statements indicating proposed changes in zoning ordinances, master plan, official map, building codes and city ordinances, if any; and
8. A list of estimated non-project costs; and
9. A statement relating to the proposed method for the relocation of any persons to be displaced; and
10. A statement indicating how creation of TID 12 promotes the orderly development of the City; and
11. An opinion of the City Attorney that the Amended Project Plan is complete and complies with Wis. Stats. §66.1105; and

WHEREAS, the RDA makes the following findings as required by Wis. Stats. §66.1105, to wit:

1. The Amended Project Plan demonstrates that TID 12 has sufficient revenues to satisfy all current and projected obligations and possesses surplus revenues available for allocation pursuant to Wis. Stats. §66.1105(f); and
2. In accordance with Wis. Stats. §66.1105(6)(f)3, that TID 12 has satisfied all of its current year debt service and project cost obligations; and
3. Prior to the mandatory termination date of September 17, 2046, TID 22 will not have accumulated aggregate incremental property taxes equal to or greater than the amount of total project costs; and

4. The mandatory termination date for TID 12 is August 18, 2026; and
5. Wis. Stats. §66.1105(6)(f) permits the City to donate surplus funds from TID 12 to TID 22; and
6. That “but for” the adoption of an Allocation Amendment, the development projected to occur in TID 22, as detailed in the *City Comprehensive Plan*, would not occur in the manner desired by the City and RDA; and
7. The improvement of the area is likely to significantly enhance the value of substantially all of the other real property in TID 12 and TID 22; and
8. The economic benefits of TID 12 and TID 22, as measured by increased property value, employment, and income,
 - 8.1. Are greater than the cost of the improvements identified in the respective Project Plans; and
 - 8.2. Are greater than the anticipated tax increments to be paid by owners of real property within the overlying taxing jurisdictions; and
9. The TID 12 and TID 22 Project Plans are feasible and in conformity with the *City Comprehensive Plan*; and
10. TID 22, as a Blight TID, is an eligible recipient district for donor TID 12 pursuant to Wis. Stats. §66.1105(6)(f)2 and this amendment constitutes an allocation amendment under Wis. Stats. §66.1105(6)(f); and
11. TID 12 and TID 22 have the same overlying taxing jurisdictions; and
12. TID 12 has sufficient revenue to pay all its current project costs; and
13. TID 12 has surplus revenue to pay eligible costs of TID 22; and
14. The Amended Project Plan will not change the boundaries of TID 12.
15. The Amended Project Plan contains no other changes from the original Project plan.
16. On May 9, 2025, the Wisconsin Department of Revenue approved a prior Allocation Amendment authorizing TID 12 to serve as a donor district to TID 22 and TID 28. The current amendment is intended to provide an additional allocation of surplus revenues from TID 12 to TID 22.
17. On August 26, 2025, the Wisconsin Department of Revenue approved an Affordable Housing Extension for TID 12 pursuant to Wis. Stat. §66.1105(6)(g), extending the life of TID 12 through August 18, 2026.

NOW, THEREFORE, BE IT RESOLVED that the Redevelopment Authority of the City of Green Bay (RDA) hereby approves the Allocation Amendment Resolution for Tax Increment District Number Twelve (12), I-43 Industrial Park; and

BE IT FURTHER RESOLVED, that the RDA approves the amendment of the Non-Project Costs section of the TID 12 Project Plan to include an allocation, in the amount of up to one million, four hundred thousand dollars (\$1,400,000) from TID 12 to TID 22, The Shipyard, to assist with the costs of property acquisition, development incentives, infrastructure improvements, public amenities, public parks and recreational facilities, including improvements associated with Shipyard Park Phase II, and other eligible project costs within TID 22 and within a one-half mile radius of TID 22 for the purposes of blight elimination, which is consistent with the purpose for which TID 22 was created. As part of the project plan, cash grants may be made by the City of Green Bay to owners, lessees, or developers of property within TID 22.

BE IT FINALLY RESOLVED that the RDA approves and adopts the proposed Amended Project Plan for TID 12 and recommends its approval to the Common Council.

SIGNATURE PAGE TO FOLLOW.

Adopted _____

Approved _____

REDEVELOPMENT AUTHORITY
OF THE CITY OF GREEN BAY

Gary J. Delveaux
Redevelopment Authority, Chair



City of Green Bay
Department of Community and Economic Development

Tax Increment District Twelve (12)

I-43 Industrial Park

Amended **PROJECT PLAN**

RDA Public Hearing Draft

City of Green Bay, Wisconsin July 14, 2026

Joint Review Board of the City of Green Bay

Diana Jacquet, *City of Green Bay*
Dan Teaters, *Brown County*
Cale Pulczynski, *Green Bay Area Public Schools*
Adam Pfost, *Northeast Wisconsin Technical College*
Brent Weycker, *Citizen Member*

Common Council of the City of Green Bay

Eric Genrich, *Mayor*
Jennifer Grant, *District 1*
Jim Hutchison, *District 2, Vice-President*
William Morgan, *District 3*
Jon Shelton, *District 4*
Doug Orlowski, *District 5*
Joey Prestley, *District 6*
Alyssa Proffitt *District 7, President*
Jim Ridderbush, *District 8*
Ben DeBaker, *District 9*
Ben Delie, *District 10*
Melinda Eck, *District 11*
Kathy Hinkfuss, *District 12*

Redevelopment Authority of the City of Green Bay

Gary Delveaux, *Chair*
Matt Schueller, *Vice Chair*
Deby Dehn
Alder Kathy Hinkfuss, *District 12*
Timothy McCoy
Renita Robinson
Stephen Srubas

This Project Plan was prepared by
Matthew Buchanan, *Deputy Development Director*
Rebecca Finco, *Sr Economic Development Specialist*
Erin Rovinski, *Design Specialist*
Diana Jacquet, *Finance Director*
Lacey Cochart, *City Attorney*

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DRAFT

Summary of Findings

1. In accordance with Wis. Stats. §66.1105, the City of Green Bay (“City”) created Tax Increment District Number Twelve (12) (“TID 12”), I-43 Industrial Park on September 6, 2005; and
2. The Common Council of the City designated the Redevelopment Authority of the City of Green Bay (“RDA”) to perform all acts necessary to adopt an Allocation Amendment Resolution and amend the Project Plan for TID 12 on Monday, June 29, 2020; and
3. The RDA proposed allocating excess incremental property taxes from TID 12 to Tax Increment District Number Twenty-two (“TID 22”), The Shipyard; and
4. The RDA performed the following acts, in accordance with Wis. Stats. §66.1105, to wit:
 - 4.1. On Monday, June 22, 2026, emailed the chief executive officer of Brown County, the Green Bay Area School District, Northeast Wisconsin Technical College, and the Green Bay Metropolitan Sewerage District a copy of the notice of said public hearing; and
 - 4.2. On Friday, June 26, 2026, made a hard copy of the Amended Project Plan available for public review in Room 608 of City Hall and posted it on the City website; and
 - 4.3. On Friday, June 26, 2026 and Friday, July 3, 2026 published a notice of said public hearing in the City’s official paper, the Green Bay Press Times; and
 - 4.4. On Tuesday, July 14, 2026, at 1:30 p.m., in Room 604 of City Hall, 100 N. Jefferson St., held a public hearing on the proposed amendment to TID 12, in which interested parties were afforded reasonable opportunity to express their views on the Amended Project Plan; and
5. The Original Project Plan and the Amended Project Plan meet all the requirements of Wis. Stats. §66.1105, to wit:
 - 5.1. An economic feasibility study; and
 - 5.2. A detailed list of estimated project costs; and
 - 5.3. A description of the methods of financing all estimated project costs and the time when such costs or obligations related thereto are to be incurred; and
 - 5.4. A map showing existing uses and conditions of real property within TID 12; and
 - 5.5. A map showing proposed improvements and uses in TID 12; and
 - 5.6. A statement confirming that the estimated percentage of land devoted to retail uses within the territory of TID 12 will not exceed thirty-five percent (35%); and
 - 5.7. Statements indicating proposed changes in zoning ordinances, master plan, official map, building codes and city ordinances, if any; and
 - 5.8. A list of estimated non-project costs; and
 - 5.9. A statement relating to the proposed method for the relocation of any persons to be displaced; and
 - 5.10. A statement indicating how creation of TID 12 promotes the orderly development of the City; and
 - 5.11. An opinion of the City Attorney that the Project Plan is complete and complies with Wis. Stats. §66.1105; and
6. The RDA made the following findings as required by Wis. Stats. §66.1105, to wit:
 - 6.1. The Amended Project Plan demonstrates that TID 12 has sufficient revenues to satisfy all current and projected obligations and possesses surplus revenues available for allocation pursuant to Wis. Stats. §66.1105(6)(f).
 - 6.2. In accordance with Wis. Stats. §66.1105(6)(f)3, that TID 12 has satisfied all of its current year debt service and project cost obligations; and
 - 6.3. Prior to the mandatory termination date of September 17, 2046, TID 22 will not have accumulated aggregate incremental property taxes equal to or greater than the amount of total project costs; and
 - 6.4. The mandatory termination date for TID 12 is August 18, 2026; and
 - 6.5. Wis. Stats. §66.1105(6)(f) permits the City to donate surplus funds from TID 12 to TID 22; and
 - 6.6. That “but for” the adoption of an Allocation Amendment, the development projected to occur in TID 22, as detailed in the City *Comprehensive Plan*, would not occur in the manner desired by the City and RDA; and
 - 6.7. The improvement of the area is likely to significantly enhance the value of substantially all of the

- other real property in TID 12 and TID 22; and
- 6.8. The economic benefits of TID 12 and TID 22, as measured by increased property value, employment, and income,
- 6.8.1. Are greater than the cost of the improvements identified in the Project Plans; and
- 6.8.2. Are greater than the anticipated tax increments to be paid by owners of real property within the overlying taxing jurisdictions; and
- 6.9. The TID 12 and TID 22 Project Plans are feasible and in conformity with the City *Comprehensive Plan*; and
- 6.10. TID 22, as a Blight TID, is an eligible recipient district for donor TID 12 pursuant to Wis. Stats. §66.1105(6)(f)2 and this amendment constitutes an allocation amendment under Wis. Stats. §66.1105(6)(f); and
- 6.11. TID 12 and TID 22 have the same overlying taxing jurisdictions; and
- 6.12. TID 12 has sufficient revenue to pay all its current project costs; and
- 6.13. TID 12 has surplus revenue to pay eligible costs of TID 22; and
- 6.14. The Amended Project Plan will not change the boundaries of TID 12; and
- 6.15. The Amended Project Plan contains no other changes from the original Project Plan; and
- 6.16. On May 9, 2025, the Wisconsin Department of Revenue approved a prior Allocation Amendment authorizing TID 12 to serve as a donor district to TID 22 and TID 28. The current amendment is intended to provide an additional allocation of surplus revenues from TID 12 to TID 22; and
- 6.17. On August 26, 2025, the Wisconsin Department of Revenue approved an Affordable Housing Extension for TID 12 pursuant to Wis. Stat. §66.1105(6)(g), extending the life of TID 12 through August 18, 2026.

Proposed Amendments

Amend the Non-Project Costs section of the TID 12 Project Plan to include an allocation in the amount of up to one million, four hundred thousand dollars (\$1,400,000) from TID 12 to TID 22, the Shipyard, to assist with the costs of property acquisition, development incentives, infrastructure improvements, public amenities, public parks and recreational facilities, including improvements associated with Shipyard Park Phase II, and other eligible project costs within TID 22 and within one-half mile radius of TID 22 for the purposes of blight elimination, which is consistent with the purpose for which TID 22 was created. As part of the project plan, cash grants may be made by the City of Green Bay to owners, lessees, or developers of property within TID 22.

Appendix A: City Attorney Legal Opinion

DRAFT

Appendix B: Cash Flow

TID 12												
YEAR	PROJECTED REVENUES				PROJECTED EXPENDITURES						BALANCES	
	TAX INCREMENTS	INTEREST/ EARNINGS	OTHER REVENUE	TOTAL REVENUE	TIF ALLOCATIONS	AFFORDABLE HOUSING	DEV ELOPERS PAYMENTS	DEBT PAYMENTS	OTHER EXPENSES	TOTAL EXPENSES	ANNUAL	CUMULATIVE
2024	2,933,568	396,054	424,464	3,754,086	7,000,000		234,701	259,603	55,819	7,550,123	(3,796,037)	2,298,816
2025	3,300,630	168,781	762,887	4,232,298	5,700,000		305,441	260,009	47,316	6,312,766	(2,080,468)	218,348
2026	3,720,238	100,000	762,887	4,583,125	1,400,000		294,940	260,461	61,300	2,016,701	2,566,424	2,784,772
2027	3,776,041			3,776,041	-	3,776,041	300,839	245,430	39,000	4,361,310	(585,269)	2,199,503
2028				-			324,136	132,900	33,000	490,036	(490,036)	1,709,467
2029				-			330,619	137,700	-	468,319	(468,319)	1,241,148
2030				-			337,231			337,231	(337,231)	903,917
2031				-			343,976			343,976	(343,976)	559,941
2032				-			343,976			343,976	(343,976)	215,966
2033				-			215,919			215,919	(215,919)	47
Total	13,730,477	664,835	1,950,238	16,345,550	14,100,000	3,776,041	3,031,777	1,296,103	236,435	22,440,356		
2024 TIF allocation \$7,000,000 to TIF 13												
2025 TID allocation \$3,700,000 to TIF 22												
2025 TID allocation \$2,000,000 to TIF 28												
2026 TID allocation \$1,400,000 to TIF 22-Shipyard Phase II project												

**TAX INCREMENTAL FINANCE
DISTRICT NO. 12**

PROJECT PLAN

I-43 Commercial Development

**City of Green Bay, Wisconsin
August 2005**

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Introduction

The Expansion of the I-43 Business Park in addition to the new State Highway 54/57 Business Park will allow the City of Green Bay to more aggressively market itself for business start-ups, expansions, and relocations. The Green Bay Common Council adopted a Comprehensive Plan in the spring of 2003 that outlines the City of Green Bay's long-term strategy for growth. The acquisition of land along major transportation routes like I-43 and State Highways 54/57 will allow for orderly and efficient growth along the City's outer limits.

One of the primary tools used to accomplish the City's long-range development goals is Tax Incremental Finance (TIF). This Project Plan for Tax Incremental Financing District (TID) No. 12 is prepared in accordance with Wisconsin Statute 66.1105(4)(f) and describes in detail how the proposed projects will be implemented. Each public improvement proposed in the Project Plan encourages private investment. This will in turn help determine complimentary land uses, maximize property values, and create hundreds of good-paying jobs for individuals residing in and around the City of Green and ultimately benefit all of Brown County and northeastern Wisconsin.

Description of the Proposed District

I. Regional Location

The proposed Tax Increment Finance District No. 12 is located on the Eastern edge of the City of Green Bay. TID No. 12 is in an area with Finger Road bordering it to the North, Northview Road to the East, Greenbriar Road to the South, and I43 to the West. Map 1 shows where TID No. 12 is located within the City of Green Bay.

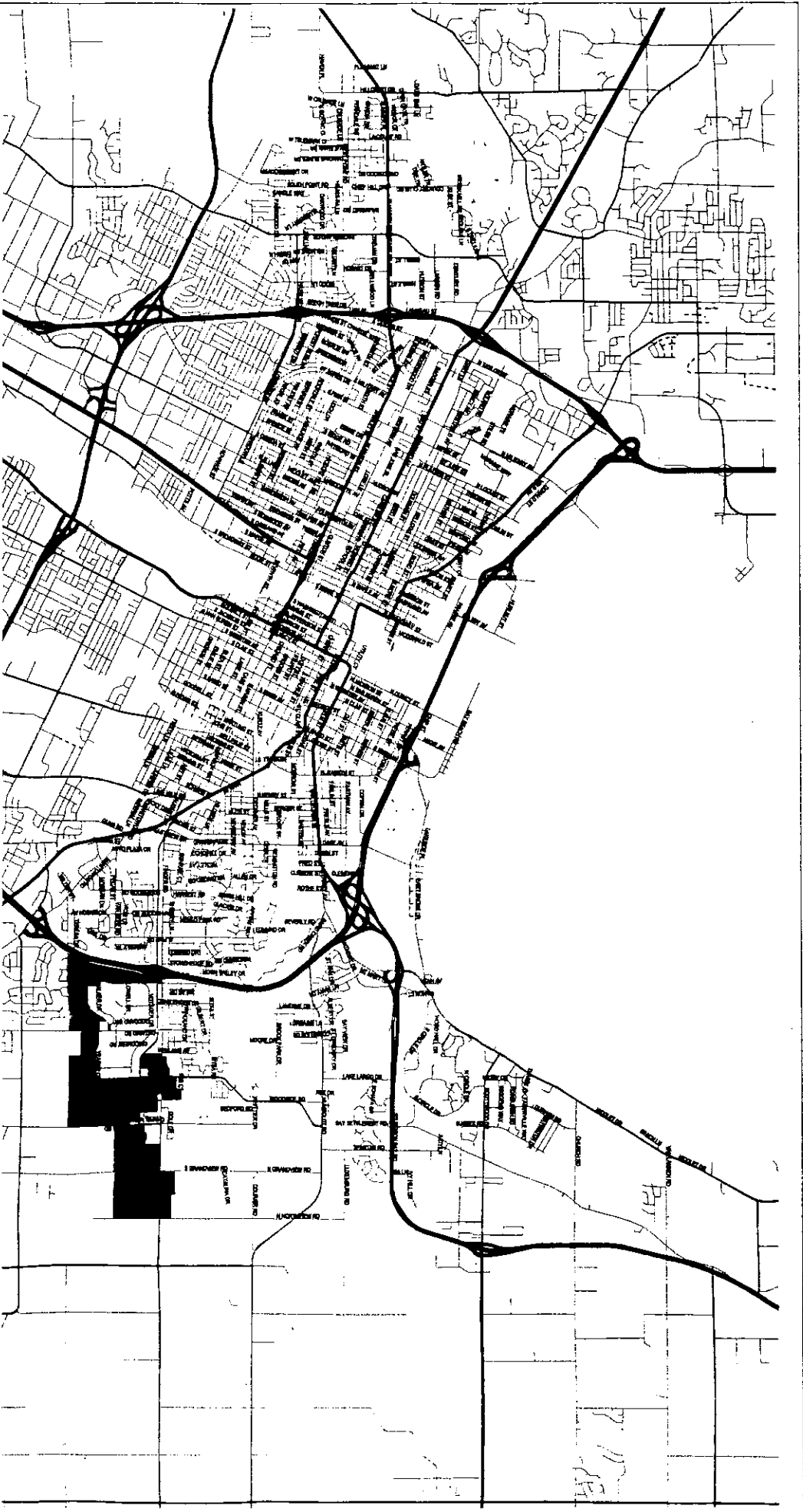
II. Tax Incremental District Boundary

The boundaries for TID No. 12 are provided on Map 2. The legal description for the District is included as Appendix "A."

III. General Make-Up

Containing 82 parcels and 937 acres, proposed TID No. 12 is comprised of all eight land uses residential; commercial; industrial; communications/utilities; governmental/institutional; parks and recreation; woodlands, wetlands, and undeveloped open spaces; and agriculture. Map 3 shows existing land use for the TID, and Map 4 illustrates the corresponding zoning. Approximately 50% of the acreage in TID No. 12 is zoned agriculture with the remaining land divided among the remaining seven land uses.

Appendix "B" provides a listing of the 82 parcels within TID No. 12 with parcel ID number, address, owner, land value, improvements, and total assessed value.



City of Green Bay
I-43
Tax Increment Finance District 12
Map 1. Location

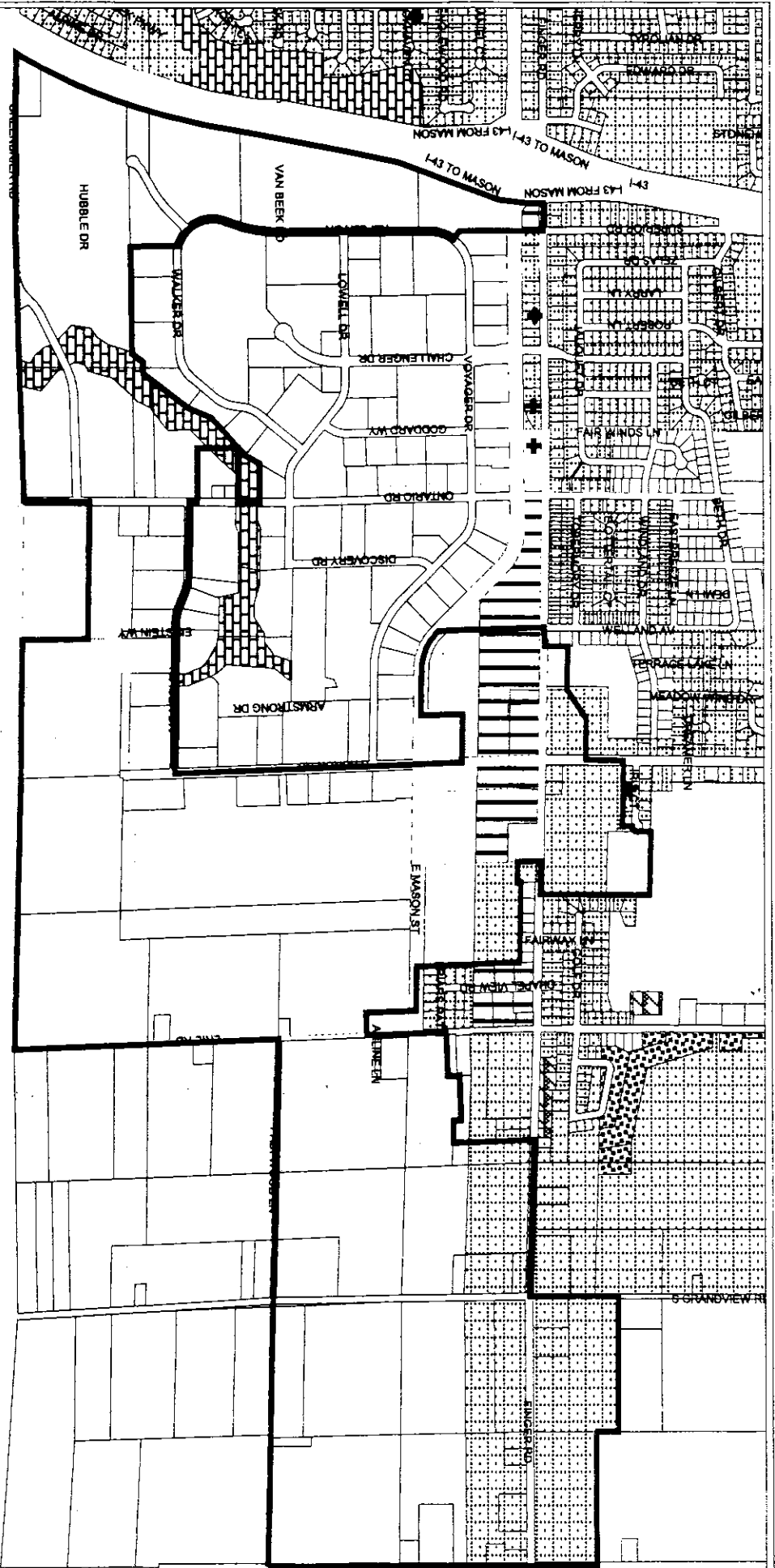


Map prepared by City of Green Bay Planning Department, May 2005.
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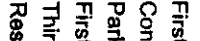


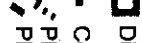
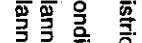
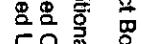
State of
Wisconsin

Brown
County

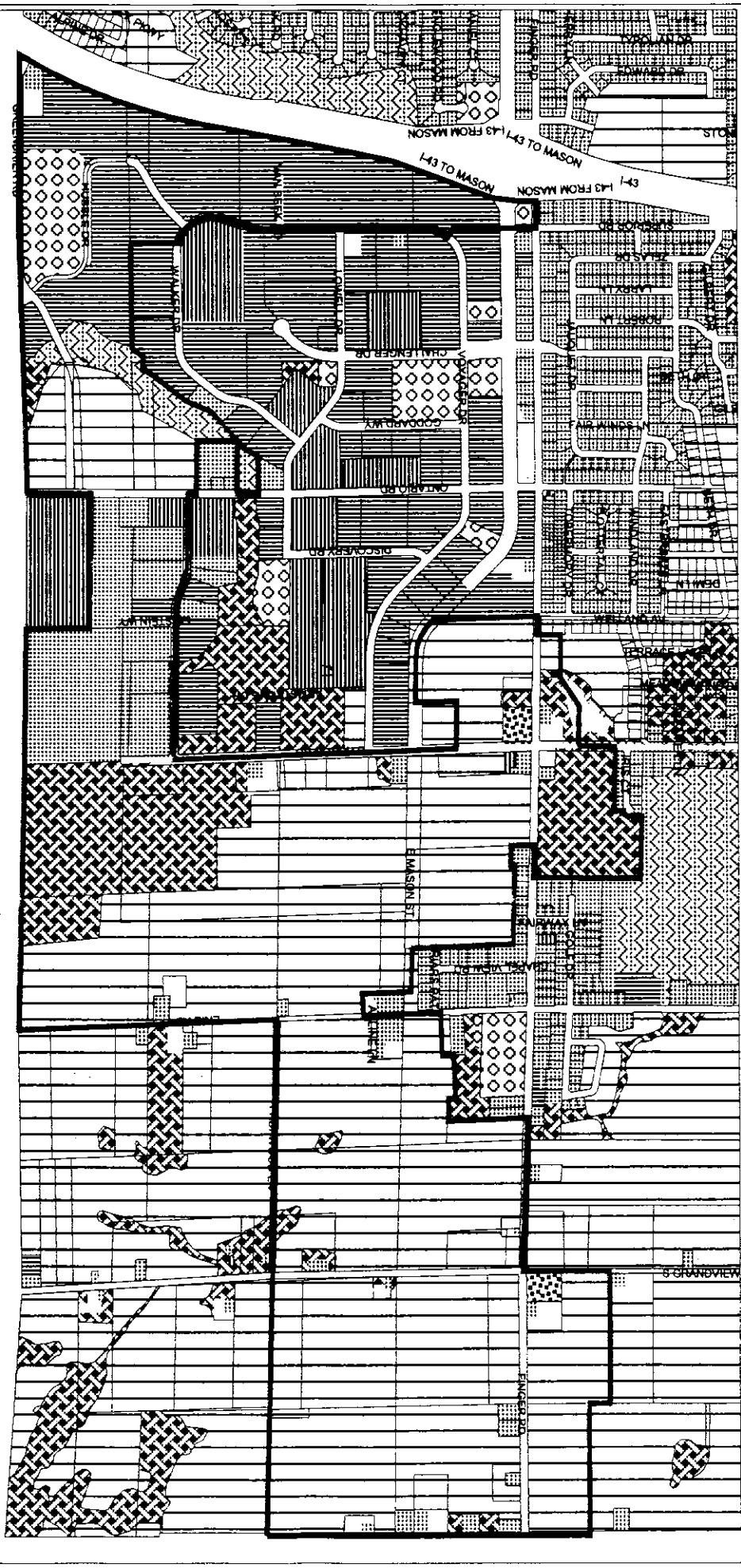


City of Green Bay
I-43
Tax Increment Finance District 12
Map 3 Existing Zoning

-  First Business
-  Conservancy
-  Parkway
-  First Residential
-  Third Residential
-  Residential Park

-  District Boundary
-  Conditional Use
-  Planned Commercial District
-  Planned Urban Residential District



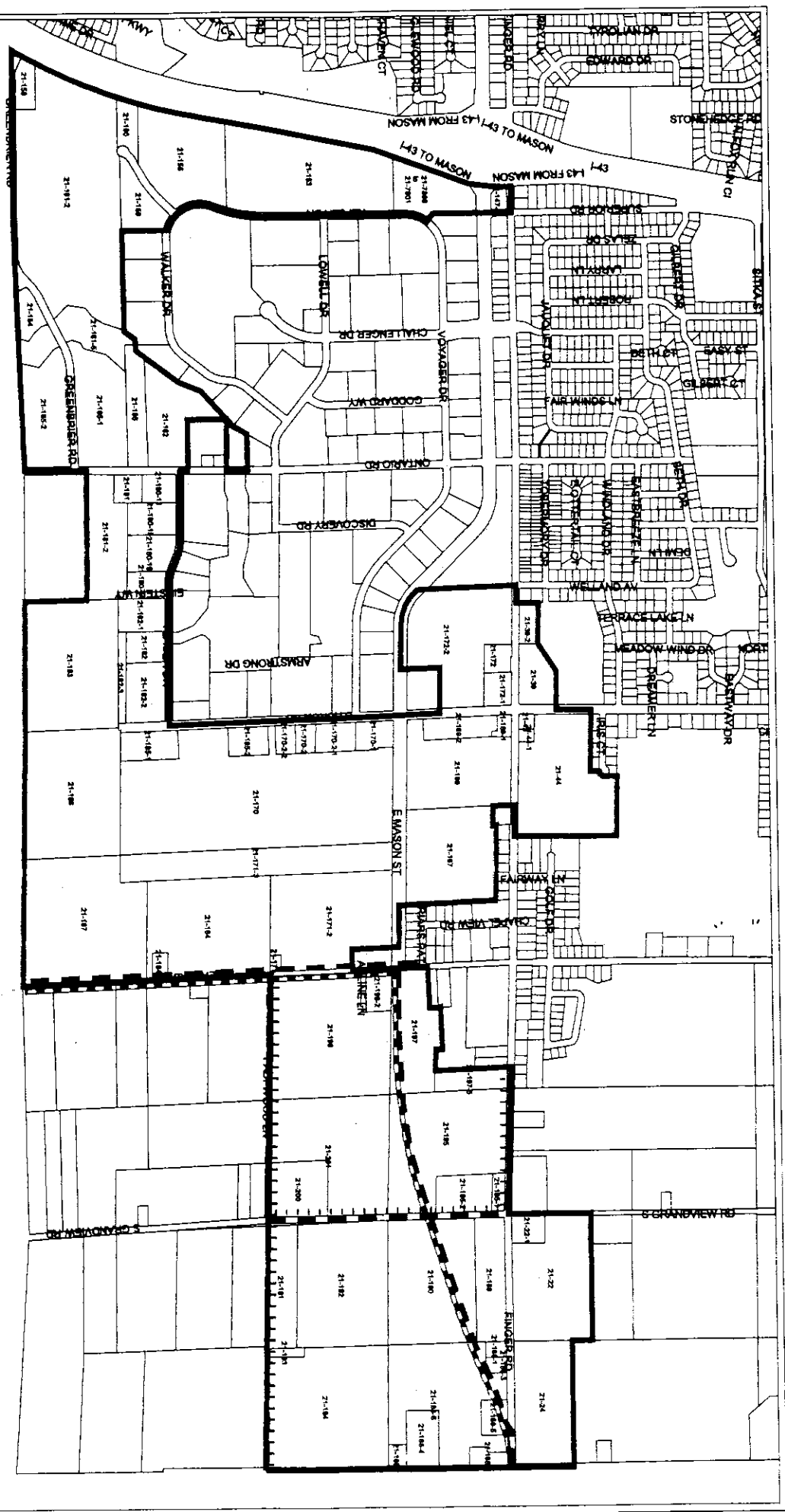


City of Green Bay
I-43
Tax Increment Finance District 12
Map 4. Existing Land Use

-  District Boundary
 -  Residential
 -  Commercial
 -  Industrial
 -  Roads
 -  Communications/Utilities
 -  Parks and Recreation
 -  Woodlands, Wetlands, Undeveloped Open Space
 -  Agriculture
- Land use data collected 2001



Map prepared by City of Green Bay Planning Department, May 2005.
 (Map of Green Bay, Wisconsin, prepared by the City of Green Bay, Wisconsin, May 2005.)



City of Green Bay
I-43
Tax Increment Finance District 12
Map 5. Projects

- District Boundary
- Baird Creek South Branch Interceptor Sewer
- Interceptor Sewer
- Sanitary Sewer, Storm Sewer, Watermain, Street Paving, Street Lighting and Street Trees

* See Text for Further Future Improvements

Project Plan

A. Statement listing the kind, number and location of all proposed public works or improvements.

Summarized below are the public works and related improvements proposed as part of TID No. 12. All the proposed improvements were given consideration in order to both maximize development possibilities and remedy the competing land uses in the district. Improvements will enhance the economic viability of the district and provide public amenities to beautify the overall commercial corridor.

Improvement #1: Interceptor Sewer

Locations: Erie Rd N. of Finger to Mason @ Grandview
Grandview, Mason to Van Beek
Van Beek, Erie to Northview

Improvement #2: Sanitary Sewer

Locations: Mason, Erie to Northview
Erie, Mason to City Limits
Undesignated future streets

Improvement #3: Storm Sewer

Locations: Mason, Erie to Northview
Grandview North of Finger to Van Beek
Van Beek, Erie to Northbrook
Erie, Mason to City Limits
Undesignated future streets

Improvement #4: Water mains

Locations: Mason, Erie to Northbrook
Grandview North of Finger to Van Beek
Van Beek, Erie to Northview
Erie, Mason to City Limits
Undesignated future streets

Improvement #5: Street Paving

Locations: Mason, Erie to Northview
Grandview North of Finger to Van Beek
Van Beek, Erie to Northview
Erie, Mason to City Limits
Undesignated future streets

Improvement #6: Street Lighting

Locations: Mason, Erie to Northview
Grandview North of Finger to Van Beek
Van Beek, Erie to Northview
Erie, Mason to City Limits
Undesignated future streets

Improvement #7: Trees

Locations: Mason, Erie to Northview
Grandview North of Finger to Van Beek
Van Beek, Erie to Northview
Erie, Mason to City Limits
Undesignated future streets

Improvement #8: Traffic Lights

Locations: Ontario, Huron, Erie, and Grandview

Improvement #9: Detention Ponds

Locations: District-wide

Improvement #10: Storm water Management Study

Improvement #11: Signage

Locations: District-wide

Improvement #12: Right of Way Land Acquisition

Locations: A total of 30 acres district-wide

Improvement #13: Park Acquisition

Improvement #14: Loans and/or Grants to Businesses and Developers

Location: Loans and or grants made available to accomplish the objectives outlined in this plan district-wide

Improvement #15: District Administration, Promotion and Marketing Activities

Location: Promotion and marketing of the district in order to encourage additional investment and property tax growth district-wide.

B. Economic Feasibility

Background

Under Wisconsin State Statute 66.1105 Tax Increment Law, the property taxes paid each year on the increase in equalized value of the Tax Increment District may be used by the City to pay the costs of development projects for the District. The increase in value is determined by taking the District's current value and deducting the value in the District that existed when the District was created or base value. All would be taxes paid upon this incremental (or increased) value by the City, School District, County, and Vocational School District are allocated to the City for direct payment of project costs or the payment of debt service on bonds used to finance project costs are called tax increments. State property taxes on the increment value must still be paid to the state.

All project expenditures must be made within twenty-two years of the creation of the Tax Increment District, and tax increments may be received until project costs are recovered for no longer than twenty-seven years, with a possible three-year extension.

Green Bay Market

The City of Green Bay has many advantages for businesses to expand or relocate to the City. Green Bay is the state's third largest city, located 114 miles north of Milwaukee, 204 miles north of Chicago and 280 miles east of Minneapolis.

Green Bay's population continues to grow and diversify showing a strong population growth in the 1990's. Population trends are reflective of the economic growth found in the region as the Green Bay MSA led the nation in percentage job growth in a May 2000 report from the US Department of Labor.

	<u>1990 Census</u>	<u>2000 Census</u>
Green Bay population	96,466	103,641
Green Bay MSA	194,594	215,040

Green Bay serves as the retail, commercial, educational, and medical center of northeastern Wisconsin and the upper peninsula of Michigan. The City is also the transportation hub of the region with excellent highway, air, rail, and port infrastructure.

TIF Capacity Analysis

Wisconsin statute 66.1105 (4) (gm) 4. c. establishes a limit on the equalized property value that may be located within all Tax Increment Districts (TIF Capacity). The method for determining that limit is defined in that statute. A municipality must meet this requirement. The City meets this requirement because the equalized value of all taxable property of TID 12 plus the value increment of all existing districts does not exceed 12 percent of the total equalized value of taxable property within the City. Using this method, the City of Green Bay capacity is as follows:

Tax Incremental Finance Capacity Analysis (January 2005)

Equalized Value of the City of Green Bay	\$5,925,533,200.00
TIF Maximum (12% of City Value)	\$ 711,063,984.00
Total Value within Existing TIDS 4,5,6, 7, 8, 9 & 10	\$ 205,881,400.00
Present Capacity for Future TIF Districts	\$ 505,182,584.00

Capacity for creation of a new Tax Increment Districts in the City of Green Bay is more than satisfactory to permit the creation of TID No.12.

Projection of Future Tax Increments

The TID Plan anticipates a number of projects being implemented over the first twenty-two years of the tax incremental financing life (see table 1). All projects will contribute, not only to stabilizing property values throughout the life of the TID, but by enhancing those same property values through the creation of a consistent and viable commercial district. Those stable and hopefully increasing values will ensure the growth of increments, which in turn will repay the debt generated to finance the public improvements.

To approximate future tax increments that are expected to be generated through the creation of a TID, planned private, assessable investment was estimated. This estimate is separated into two categories. The first is the primary TID Projects, which includes all planned projects expected to be completed within the eighteen-year timeline. Secondary TID Projects are those which will be implemented if additional new development occurs; therefore provide TID revenues capable of supporting additional TIF borrowing. The probability of the primary projects being completed is quite good. Some of the projects have been defined and developers have begun preliminary project design work. The secondary projects, while exciting, are a bit more speculative in nature and no specific developer has been identified. While the list of projects is comprehensive, it is by no means exclusive. Should additional development opportunities arise, the City may elect to conduct additional TIF funded activities within the District.

Primary TID Projects Only

The primary projects include a variety of infrastructure improvements that promote development of area for a number of commercial uses. Projected private investment will generate tax increment as follows:

Year	Value Date	District Valuation	Construction Increment	TID RATE	Tax Revenue
1	2005			\$22.50	\$0
2	2006		30,000,000	\$22.05	\$0
3	2007	\$30,000,000	43,800,000	\$21.61	\$0
4	2008	\$74,700,000	3,000,000	\$21.18	\$648,270
5	2009	\$79,941,000		\$20.75	\$1,614,192
6	2010	\$82,339,230		\$20.34	\$1,692,896
7	2011	\$84,809,407		\$19.93	\$1,708,809
8	2012	\$87,353,689		\$19.53	\$1,724,872
9	2013	\$89,974,300		\$19.14	\$1,741,086
10	2014	\$92,673,529		\$18.76	\$1,757,452
11	2015	\$95,453,735		\$18.38	\$1,773,972
12	2016	\$98,317,347		\$18.02	\$1,790,648
13	2017	\$101,266,867		\$17.66	\$1,807,480
14	2018	\$104,304,873		\$17.30	\$1,824,470
15	2019	\$107,434,019		\$16.96	\$1,841,620
16	2020	\$110,657,040		\$16.62	\$1,858,931
17	2021	\$113,976,751		\$16.29	\$1,876,405
18	2022	\$117,396,054		\$15.96	\$1,894,043
19	2023	\$120,917,935		\$15.64	\$1,911,847
20	2024	\$124,545,473		\$15.33	\$1,929,819
21	2025	\$128,281,837		\$15.02	\$1,947,959
22	2026	\$132,130,293		\$14.72	\$1,966,270
23	2027	\$136,094,201		\$14.43	\$1,984,753
24	2028	\$140,177,027		\$14.14	\$2,003,410

Appendix "C" provides a complete pro-forma spread sheet for the TID with the assumption that the Primary TID Projects are the only new development. Using the following assumptions, TIF should support the public expenditures required for this project and result in substantial development with the new commercial corridor.

TID Pro-Forma Assumptions:

1. Property tax revenues are expected to grow at a conservative rate.
2. The primary projects will add over \$50,000,000 in equalized value in the next 7 years, which in turn will generate the tax increment.
3. Total tax increment assumes a total tax levy of \$22.21 per \$1000 of assessed value, decreasing by 2% every year.
4. Bond Interest is estimated between 4%-6%.

Table 1
TID No. 12 & Public Investment Summary July 2005

<u>Project</u>	<u>Location</u>	<u>TIF Cost</u>	<u>Projected Date</u>
Infrastructure (Interceptor Sewer)	Map 5	\$1,375,000	2005-2010
Infrastructure (Interceptor Sewer)	Map 5	\$1,375,000	2005-2010
Infrastructure (Sanitary Sewer)	Map 5	\$1,950,000	2005-2010
Infrastructure (Storm Sewer)	Map 5	\$2,795,000	2005-2010
Infrastructure (Water mains)	Map 5	\$1,935,000	2005-2010
Infrastructure (Street Paving)	Map 5	\$6,300,000	2005-2010
Infrastructure (Street Lighting)	Map 5	\$107,500	2005-2010
Beautification (Trees)	Map 5	\$64,500	Ongoing
Infrastructure (Traffic Signals)		\$400,000	Ongoing
Infrastructure (Detention Ponds)		\$1,750,000	Ongoing
Storm Management Study		\$50,000	Ongoing
Signage		\$250,000	Ongoing
ROW Acquisition		\$1,500,000	Ongoing
Park Acquisition		\$500,000	Ongoing
Promotion/ Marketing		\$500,000.00	Ongoing

Property Acquisition Site Prep. Parcel Assemblage	Map 5	\$5,000,000.00	Ongoing
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Loans/ Grants	Map 5	\$1,000,000.00	Ongoing
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Project Total		\$26,852,000	
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***It is anticipated that positive cash balances will be applied to finance eligible project costs in addition to bonding.**

C. Description of the Methods of Financing All Estimated TID No. 12 Project Costs

The City may use a variety of financing methods to implement TID No. 12 projects including but not limited to lease-revenue bonds and general obligation bonds. Additionally, should grant opportunities be available the City may apply for such assistance in order to reduce public borrowing and allow for a rapid closeout of TID 12.

The amounts and time frames for borrowing could vary depending on rate and type of development. Projected tax revenue pro-forma from TID No. 12 is outlined in Appendix C. The amount of interest paid on money borrowed can be somewhat estimated, thus the interest rates used in the proforma are the best current estimates available. The total interest is based on a repayment scheduled to end 24 years after inception of the District. Appendix C indicates the TID would close in year 23 (which included the potential 3-year extension) without the generation of any other increment. Total interest costs are projections only. Should conditions warrant during the life of the TID No. 12, the City may opt to refinance the outstanding debt issued to better take advantage of lower interest rates.

The spreadsheet in Appendix C assumes that public project costs are financed through the issuance of bonds and positive TID balances. Not included in the calculations were additional income sources that could be generated through the course of the project, including lease payments and land sale revenues. If these revenues are realized, the City might elect to use this revenue to fund other identified projects, reduce borrowing or pay portions of the TID related debt for the City.

Interest earnings from the available cash balances will be credited to the district each year based on the City's existing method of interest allocation.

Financial audits will be done in accordance with Wisconsin State Statutes, Section 66.46 and all other applicable sections.

As can be reasonably determined from the data contained in Appendix C, the District will be sufficiently funded to pay off debt balances before the legal termination of the district. If this should occur, distribution of the surplus funds will be made in accordance with State Statutes.

D. Detailed Listing of Project Costs

Table 1 provided a listing of the estimated public improvement costs in July 2005 dollars. Project locations may be found on Map 5. It is anticipated that the City may elect to expend funds each year for the first eighteen years (includes possible 3-year extension) on project administration, which could include salaries and fringe benefits, management, maintenance and marketing of the TID, bond issuance related expenses, loans and/or grants to business, as well as donation of surplus revenue to TIDs 4,5,6,7,8,10, 11 and 13.

E. Promotion of Orderly Growth

The Tax Increment District No. 12 has been developed in compliance with a number of planning documents that have been prepared to guide orderly development within the City of Green Bay and surrounding Brown County. The Green Bay Comprehensive Plan was updated in 2003 and the proposed TID No. 12 area was targeted for development. Additionally the Brown County "Comprehensive land Use/Transportation Plan: 2020" identifies issues crucial to traffic patterns in the area. Many documents have been reviewed and multiple sources of inputs were heard when drafting the City's Draft Comprehensive Land Use Plan these voices were incorporated in this TID Plan. TID No. 12 promotes orderly and consistent growth.

F. Proposed Changes of Zoning Ordinances, Master Plans, Official Map, Building Codes and City Ordinances

The regulatory documents reviewed with respect to the projects proposed within the TID No. 12 Project Plan are as follows: *1-Master Plan; 2-Official Map; 3-Zoning Codes; and 4-Building Codes*. Summarized below are the findings.

Master Plan

The City of Green Bay updated its Comprehensive Plan in 2003. The planned land uses in TID No.12 are consistent with existing planning documents and have been incorporated into future planning documents. In addition, the 1996 Brown County Land Use and Transportation Plan has been complimentary to the City's adopted Comprehensive plans.

Official Map

All streets included in the TID No. 12 Project Plan area are included on the official Map for the City of Green Bay as adopted subdivisions. No major changes are expected. However, if projects warrant a change, the City will take the required procedural actions to review such amendments.

Zoning

The area found within the boundaries of TID No. 12 will require the designation of more than one Planned Commercial Development (PCD overlay) District. The PCD Overlay district may include the following:

1. This PCD is to be used to identify non-residential uses only.
2. Future non-residential development uses shall be governed by PCD Districts to be established on a project-by-project basis.
3. Non-residential development not specifically identified in any Comprehensive plan, may be approved pursuant to existing zoning regulations, after review by the Planning Director.
4. Residential development will be regulated by existing zoning regulations for those uses.
5. Lot area, density, setback, parking and similar requirements shall be regulated pursuant to existing zoning regulations unless specifically addressed within a project plan as part of a PCD.

Building Codes

Building codes for the City of Green Bay will not be changed to accommodate TID No. 12 projects.

G. Non-Project Costs

In the event that TID No. 12 demonstrates it has sufficient revenues to pay for all incurred project costs and sufficient surplus revenues to pay for some or all-eligible costs in other municipal redevelopment TIDs, the district may become a donor TID for TIDs 4,5,6,7,8, 10, 11 and 13.

Proposed Method for Relocation of Any Persons to be Displaced

The City of Green Bay will provide relocation benefits and assistance to the extent necessary as required by Wisconsin Statutes Chapter 32. Generally, relocation occurs where a person or business is displaced from real property a direct result of eminent domain proceedings commenced by the City of Green Bay against the subject property. Relocation services will be provided by the City of Green Bay's acquisition/relocation specialists with funds provided through TIF, the City of Green Bay or the City of Green Bay Redevelopment Authority.

DESCRIPTION OF TID No. 12

That part of Sections 1, 2, 10, 11, and 12, Township 23 North, Range 21 East, City of Green Bay, Brown County, Wisconsin described as follows:

Beginning at the southeast corner of Section 1; thence N00°-16'-11" W, 664.68 feet along the east line of said Section 1; a point on the easterly extension of the north line of Brown County Document Number 911020 as recorded in Jacket 2940, Image 35;

thence S89°-46'-55" W, 1338.98 feet along the north line of said Document Number 911020 and extension thereof to the northwest corner of said Document Number 911020;

thence N00°-04'-03" W, 222.71 feet along the east line of Brown County Document Number 2074594 to the northeast corner of said Document Number 2074594;

thence S89°-49'-54" W, 1338.19 feet along the north line of said Document Number 2074594 and the extension thereof to a point on the north – south $\frac{1}{4}$ line of said Section 1;

thence S00°-07'-58" W, 895.51 feet along said north – south $\frac{1}{4}$ line of Section 1 to the south $\frac{1}{4}$ corner of said Section 1;

thence N88°-04'-43" W, 1551.45 feet along the north line of the northwest $\frac{1}{4}$, Section 12 to a point on the northerly extension of the east line of the lands described in Brown County Document Number 1392571 recorded as Jacket 22808, Image 53;

thence S02°-08'-24" E, 826.92 feet along the east line of said Document Number 1392571 and the extension thereof to a point on the north line of Brown County Document Number 2177356;

thence N88°-04'-18" W, 223.59 feet along the north line of said Document Number 2177356;

thence N02°-08'-24" W, 72.72 feet along said Document Number 2177356;

thence S87°-53'-31" W, 442.51 feet along said north line of Document Number 2177356 to a point on the east line of Lot 1, Brown County Certified Survey Map Number 4648 as recorded in Volume 29 of Certified Survey Maps page 393;

thence S02°-06'-29" E, 120.00 feet along said east line of Lot 1, Certified Survey Map Number 4648 and the extension thereof;

thence S87°-53'-31" W, 435.60 feet along the north line of said Document Number 2177356 and the extension thereof to a point on the west line of said Section 12;

thence S02°-06'-29" E, 807.77 feet along said west line of Section 12 to a point on the easterly extension of the south line of Brown County Document Number 1011253 recorded as Jacket 7595, Image 25;

thence S87°-53'-31" W, 225.00 feet along the south line of said Document Number 1011253 and the extension thereof to the southwest corner of said Document Number 1011253;

thence N02°-03'-48" W, 512.50 feet along the west line of said Document Number 1011253 and the northerly extension thereof to a point on the centerline of East Mason Street;

thence N88°-57'-03" W, 441.79 feet along said centerline of East Mason Street to a point on the southerly extension of the west line of the plat Chapel View;

thence N02°-05'-43" W, 1045.50 feet along said west line of Chapel View and the extension thereof to the southeast corner of Lot 7 White Tail Run Estates;

thence N88°-45'-44" W, 791.56 feet along the south line of said White Tail Run Estates to the southwest corner of Lot 1, White Tail Run Estates, said southwest corner of Lot 1 also being a point on the east line of the north 241 feet of the west 208 feet of the east $\frac{1}{4}$ of the northwest $\frac{1}{4}$ of the northeast $\frac{1}{4}$, said Section 11;

thence S02°-04'-39" E, 40.65 feet to the southeast corner of said north 241 feet of the west 208 feet;

thence N88°-45'-52" W, 208.44 feet to the southwest corner of said north 241 feet of the west 208 feet;

thence N02°-04'-47" W, 241.00 feet along the west line of said north 241 feet of the west 208 feet and the northerly extension thereof to a point on the south line of said Section 2;

thence S88°-45'-44" E, 333.37 feet along the south line of said Section 2 to the southeast corner of the southwest $\frac{1}{4}$ - southeast $\frac{1}{4}$ said Section 2;

thence N00°-20'-35" E, 1110.17 feet along the east line of said southwest $\frac{1}{4}$ - southeast $\frac{1}{4}$, Section 2 to the northeast corner of the lands described in Brown County Document Number 2162276;

thence N88°-34'-56" W, 628.55 feet along the north line of said Document Number 2162276 to the northeast corner of Lot 4, Brown County Certified Survey Map Number 4821 as recorded in Volume 31 of Certified Survey Maps page 75;

thence S00°-34'-56" W, 111.25 feet along the east line of said Lot 4 to the southeast corner of said Lot 4;

thence southwesterly along the easterly terminus of Iris Court along the arc of a 55-foot radius non-tangent curve to the left, said curve having a chord which bears S32°-50'-01" W, 93.69 feet to the northeast corner of Iris Court Condo's;

thence S00°-34'-56" W, 100.00 feet along the east line of Iris Court Condo's to the southeast corner of said Iris Court Condo's, also being a point on the north line of the lands described in Brown County Document Number 2162276;

thence N88°-45'-52" W, 650.00 feet along said north line of Document Number 2162276 and the extension thereof to a point on the north – south ¼ line of said Section 2;

thence S00°-34'-56" W, 821.00 feet along said north – south ¼ line of Section 2 to the north ¼ corner of said Section 11;

thence S02°-03'-27" E, 3754.72 feet along the north – south ¼ line of Section 11 to the intersection with the centerline of Yeager Drive;

thence N89°-22'-15" W, 1498.99 feet along said centerline of Yeager Drive;

thence continuing along said centerline of Yeager Drive along the arc of a 410.00 foot radius curve to the right 157.35 feet, said curve having a chord which bears N78°-22'-36" W, 156.38 feet;

thence continuing along said centerline of Yeager Drive N67°-22'-56" W, 156.81 feet;

thence continuing along said centerline of Yeager Drive along the arc of a 410.00 foot radius curve to the left 156.52 feet, said curve having a chord which bears N78°-19'-07" W, 155.57 feet;

thence continuing along said centerline of Yeager Drive N89°-15'-17" W, 746.75 feet to a point on the west line of said Section 11;

thence N00°-14'-19" E, 84.56 feet along said west line of Section 11 to a point on the easterly extension of the south line of Lot 1, Brown County Certified Survey Map Number 2251 as recorded in Volume 10 of Certified Survey Maps page 169;

thence N89°-45'-50" W, 539.05 feet along said south line of Lot 1 of Certified Survey Map Number 2251 and the extension thereof to the southwest corner of said Lot 1;

thence N00°-14'-10" E, 415.00 feet along the west line of said Lot 1 to the northwest corner of said Lot 1;

thence S89°-45'-50" E, 374.00 feet along the north line of said Lot 1 to the northeast corner of said Lot 1;

thence S00°-14'-10" W, 2.78 feet along the east line of said Lot 1 to the northwest corner of the south 132 feet of the north 622 feet of the east 165 feet of the northeast $\frac{1}{4}$ - southeast $\frac{1}{4}$, said Section 10;

thence S89°-45'-50" E, 165.06 feet along the north line of said south 132 feet of the north 622 feet of the east 165 feet to a point on the east line of said Section 10;

thence N00°-14'-19" E, 227.69 feet along said east line of Section 10 to a point on the easterly extension of the south line of Lot 2, Certified Survey Map Number 4650 as recorded in Volume 30 of Certified Survey Maps page 1;

thence S89°-18'-12" W, 383.85 feet along the south line of said Lot 2 Certified Survey Map Number 4650 to the southwest corner of said Lot 2;

thence S29°-03'-44" W, 163.87 feet along the southeasterly line of Lot 1 said Certified Survey Map Number 4650 to the south corner of said Lot 1;

thence S47°-21'-11" W, 512.61 feet along the southeasterly line of Lot 1, Certified Survey Map Number 4336 and the northerly extension thereof and along the southeasterly line of Lot 2, Certified Survey Map Number 5258;

thence continuing along said southeast line of Lot 2, Certified Survey Map Number 5258 S21°-16'-41" W, 241.58 feet;

thence continuing along the southeasterly line of Lots 1 and 2 of said Certified Survey Map Number 5258 S36°-28'-41" W, 577.54 feet;

thence S88°-43'-02" W, 120.48 feet along the south line of Lot 1 said Certified Survey Map Number 5258 and Lot 1 of Certified Survey Map Number 6790;

thence S35°-13'-30" W, 133.88 feet along the south line of said Lot 1 Certified Survey Map Number 6790 to the northeast corner of Lot 1, Certified Survey Map Number 6067;

thence S89°-05'-37" W, 1058.26 feet along the north line of said Lot 1, Certified Survey Map Number 6067 and the north line of Lot 2, Certified Survey Map Number 5843 to the southeast corner of Lot 3, Certified Survey Map Number 5843;

thence N00°-22'-41" W, 486.08 feet along the east line of said Lot 3, Certified Survey Map Number 5843 and the extension thereof to a point on the centerline of Walker Drive;

thence northwesterly along the centerline of Walker Drive and Kepler Drive along the arc of a 360.00 foot radius non-tangent curve to the right 608.33 feet, said curve having a chord which bears N27°-03'-39" W, 538.49 feet;

thence continuing along said centerline of Kepler Drive along the arc of a 1570.00 foot radius curve to the left, 573.11 feet said curve having a chord which bears N10°-31'-32" E, 589.59 feet to a point on the north – south ¼ line of said Section 10;

thence continuing along said centerline of Kepler Drive N00°-17'-49" W, 1506.23 feet;

thence continuing along said centerline of Kepler Drive along the arc of a 400.00 foot radius curve to the right, 257.38 feet, said curve having a chord which bears N18°-08'-12" E, 252.97 feet;

thence N53°-26'-16" W, 102.49 feet;

thence N00°-17'-49" W, 481.92 feet along the east line of Lot 1, Certified Survey Map Number 5092 to a point on the southerly right-of-way of East Mason Street;

thence S89°-51'-10" E, 2.01 feet along said south right-of-way line of East Mason Street to a point on the north – south ¼ line of said Section 10;

thence N00°-17'-49" W, 375.18 feet along said north – south ¼ line to the north ¼ corner of said Section 10;

thence N89°-55'-11" W, 273.92 feet along the north line of said Section 10 to a point on the east right-of-way line of Interstate Highway 43, (I-43);

thence S02°-20'-56" E, 149.80 feet along said east line of I-43;

thence continuing along said east line of I-43, S06°-28'-06" W, 310.45 feet;

thence continuing along said east line of I-43, S19°-49'-34" W, 1096.38 feet;

thence continuing along said east line of I-43, S11°-32'-42" W, 500.10 feet;

thence continuing along said east line of I-43, S10°-23'-57" W, 1507.51 feet;

thence continuing along said east line of I-43 along the arc of a 5879.58 foot radius curve to the right, 2036.20 feet, said curve having a chord which bears S20°-19'-00" W, 2026.04 feet to a point on the south line of said Section 10;

thence S89°-48'-54" E, 1782.28 feet along said south line of Section 10 to the south ¼ corner of said Section 10;

thence continuing along said south line of Section 10, N88°-06'-50" E, 2641.10 feet to the southeast corner of said Section 10;

thence N00°-14'-19" E, 662.32 feet along the west line of Section 11 to the southwest corner of the north ½ of the southwest ¼ - southwest ¼, Section 11;

thence S89°-19'-09" E, 1365.92 feet along the south line of said north ½ to the southeast corner of said north ½;

thence S00°-54'-28" E, 661.16 feet along the east line of the southwest ¼ - southwest ¼, Section 11 to the south line of said Section 11;

thence S89°-22'-38" E, 1379.13 feet along the south line of said Section 11 to the south ¼ corner of said Section 11;

thence S88°-46'-03" E, 2683.71 feet along said south line of Section 11 to the southeast corner of said Section 11;

thence N02°-22'-55" W, 2659.24 feet along the east line of said Section 11 to the west ¼ corner of Section 12;

thence S88°-48'-42" E, 5246.39 feet along the east – west ¼ line to the east ¼ corner of said Section 12;

thence N00°-08'-02" W, 2672.72 feet along the east line of said Section 12 to the point of beginning.

Parcels affected being tax parcel numbers: 21-147,21-147-1,21-153,21-155,21-158,21-159,21-160,21-161-2,21-161-5,21-161-5,21-162,21-164,21-165,21-165-1,21-165-2,21-167,21-169,21-169-1,21-169-2,21-170,21-170-1,21-170-2,21-170-2-1,21-170-2-2,21-171-1,21-171-2,21-171-3,21-180-11,21-180-14,21-180-15,21-180-16,21-181,21-181-2,21-182,21-182-1,21-182-2,21-182-3,21-183,21-184,21-184-1,21-185-1,21-185-2,21-186,21-187,21-188,21-188-1,21-188-2,21-188-3,21-188-4,21-188-5,21-188-6,21-189,21-190,21-191,21-192,21-193,21-194,21-195,21-195-1,21-195-2,21-197,21-197-5,21-199,21-199-2,21-200,21-200,21-201,21-201,21-22,21-22-1,21-24,21-43,21-44,21-44-1.

TID No. 12 Parcel Assessed Values

PARCEL ID	ACRES	LOCATION	OWNER	LAND VALUE	IMPROVEMENTS	TOTAL VALUE
21-158	2.48	2783 GREENBRIER RD	KRINES WENCIL J & MARY R REVOCABLE TRUST	\$47,400.00	\$95,800.00	\$143,200.00
21-164	2.47	GREENBRIER RD	WILLIAMS JAMES T & CAROL G REVOCABLE TRUSTS 1982	\$188,200.00	\$215,900.00	\$404,100.00
21-161-5	2.73	GREENBRIER RD	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-165-2	13.03	GREENBRIER RD	BAYCARE AURORA LLC	\$520,800.00	\$0.00	\$520,800.00
21-180-14	2.01	3190 YEAGER DR	CONARD	\$78,200.00	\$505,100.00	\$583,300.00
21-184	30.09	1100 BLOCK ERIE RD	ZUIDMULDER	\$60,400.00	\$23,900.00	\$84,300.00
21-183	31.40	S HURON RD	MOSKI CORP	\$30,000.00	\$0.00	\$30,000.00
21-186	31.67	S HURON RD	HURON LIMITS LLC	\$18,700.00	\$0.00	\$18,700.00
21-182-3	1.89	1300 BLOCK S HURON RD	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-161-2	58.45	2845 GREENBRIER RD	BAYCARE AURORA LLC	\$3,473,400.00	\$110,317,800.00	\$113,791,200.00
21-181-2	12.18	1200 BLOCK ONTARIO RD	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-165-1	14.97	GREENBRIER RD	BAYCARE AURORA LLC	\$582,000.00	\$0.00	\$582,000.00
21-161-5	6.08	GREENBRIER RD	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-181	2.07	1300 BLOCK ONTARIO RD	WISCONSIN PUBLIC SERVICE CORP	\$0.00	\$0.00	\$0.00
21-187	38.06	ERIE RD	ZUIDMULDER	\$36,400.00	\$0.00	\$36,400.00
21-160	2.75	2853 HUBBLE DR	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-165	5.97	ONTARIO RD	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-184-1	0.92	1240 ERIE RD	ZUIDMULDER	\$57,600.00	\$120,600.00	\$178,200.00
21-182-2	6.00	3276 YEAGER DR	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-182	3.10	3200 BLOCK YEAGER DR	ZIMONICK PROPERTIES INC	\$0.00	\$0.00	\$0.00
21-182-1	4.00	1255 EINSTEIN WY	EINSTEIN PROJECT INC	\$0.00	\$0.00	\$0.00
21-159	5.46	HUBBLE DR	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-180-16	4.33	3176 YEAGER DR	LNRE PARTNERS LLC	\$168,300.00	\$716,700.00	\$885,000.00
21-180-15	4.00	3146 YEAGER DR	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-185-1	4.24	S HURON RD	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-180-11	2.49	ONTARIO RD	MEDNIKOW INC	\$96,800.00	\$753,800.00	\$850,600.00
21-155	18.79	2875 HUBBLE DR	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-162	13.98	3000 BLOCK WALKER DR	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-185-2	3.00	S HURON RD	SELCO SERVICE CORP	\$0.00	\$0.00	\$0.00
21-171-1	0.47	1038 ERIE RD	RONSMAN	\$53,800.00	\$72,900.00	\$126,700.00
21-193	0.86	S NORTHVIEW RD	RENTMEESTER	\$200.00	\$0.00	\$200.00
21-191	9.74	GRANDVIEW RD	RENTMEESTER	\$1,700.00	\$0.00	\$1,700.00

TID No. 12 Parcel Assessed Values Cont.

PARCEL ID	LOCATION	OWNER	LAND VALUE IMPROVEMENTS		TOTAL VALUE
21-170-2-2	1.50 1041 S HURON RD	ENGLEBERT			
21-170-2	1.50 900 BLOCK S HURON RD	A & K HOLDINGS LLC	\$0.00	\$0.00	\$0.00
21-200	0.29 1020 GRANDVIEW RD	FRANKOW	\$47,400.00	\$121,700.00	\$169,100.00
21-200	8.22 1020 GRANDVIEW RD	FRANKOW	\$47,400.00	\$121,700.00	\$169,100.00
21-170-2-1	3.00 900 BLOCK S HURON RD	ALL DEVELOPMENT LLC	\$228,700.00	\$0.00	\$228,700.00
21-201	0.07 PADI WOOD LN	PIERQUET FAMILY LTD PARTNERSHIP ETAL	\$5,100.00	\$0.00	\$5,100.00
21-194	37.91 1120 S NORTHVIEW RD	DEGRAVE LORRAINE C REV. TRUST	\$54,600.00	\$98,100.00	\$152,700.00
21-192	29.49 909 GRANDVIEW RD	RENTMEESTER	\$54,700.00	\$70,900.00	\$125,600.00
21-153	32.23 1000 KEPLER DR	B & G REALTY INC ETAL	\$0.00	\$0.00	\$0.00
21-201	28.29 PADI WOOD LN	PIERQUET FAMILY LTD PARTNERSHIP ETAL	\$5,100.00	\$0.00	\$5,100.00
21-199	35.12 3527 BLOCK ARLINE LN	PIERQUET FAMILY LTD PARTNERSHIP ETAL	\$6,300.00	\$0.00	\$6,300.00
21-199-2	2.56 3527 ARLINE LN	BUNKER ETAL	\$79,000.00	\$0.00	\$79,000.00
21-171-2	28.38 1038 ERIE RD	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-171-3	19.57 REAR ERIE RD	SELCO SERVICE CORP	\$0.00	\$0.00	\$0.00
21-170	70.63 900 BLOCK S HURON RD	SELCO SERVICE CORP	\$0.00	\$0.00	\$0.00
21-170-1	2.72 911 S HURON RD	PIONEER CREDIT UNION	\$279,800.00	\$0.00	\$279,800.00
21-188	1.00 962 S NORTHVIEW RD	SHANNON	\$40,000.00	\$133,900.00	\$173,900.00
21-195-2	5.45 720 BLOCK GRANDVIEW RD	PIERQUET ROSELLA REV. TRUST	\$56,900.00	\$1,400.00	\$58,300.00
21-169-2	4.07 723 S HURON RD	EASTERN HORIZONS LLC	\$60,700.00	\$0.00	\$60,700.00
21-22-1	2.35 3700 BLOCK FINGER RD	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-188-4	4.74 926 S NORTHVIEW RD	STROJNY	\$59,100.00	\$117,900.00	\$177,000.00
21-197	14.26 800 BLOCK ERIE RD	RUECKL ETAL	\$2,400.00	\$0.00	\$2,400.00
21-190	28.67 FINGER RD	RENTMEESTER	\$4,900.00	\$0.00	\$4,900.00
21-147	8.82 KEPLER DR	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-167	22.09 3400 BLOCK FINGER RD	G & H PROPERTIES LLP	\$3,700.00	\$0.00	\$3,700.00
21-189	9.56 3714 FINGER RD	RENTMEESTER MARVIN & MYRTLE REV. TRUST	\$1,900.00	\$0.00	\$1,900.00
21-188-1	0.85 3806 FINGER RD	KARNOPP	\$34,000.00	\$84,700.00	\$118,700.00
21-188-3	0.85 3818 FINGER RD	DEGRAVE	\$30,600.00	\$93,000.00	\$123,600.00
21-195-1	1.24 3672 FINGER RD	DAVISTER	\$52,900.00	\$86,500.00	\$139,400.00
21-188-5	2.44 3864 FINGER RD	GRAY ETAL	\$47,200.00	\$107,100.00	\$154,300.00
21-188-6	26.86 750 S NORTHVIEW RD	DEGREEF DOLORES R REV. TRUST	\$50,600.00	\$75,000.00	\$125,600.00
21-188-2	1.53 3890 FINGER RD	PHILLIPS	\$42,700.00	\$69,600.00	\$122,900.00
21-195	30.42 FINGER RD	PIERQUET FAMILY LTD PARTNERSHIP ETAL	\$5,900.00	\$0.00	\$5,900.00
21-197-5	4.04 3500 BLOCK FINGER RD	RUECKL	\$700.00	\$0.00	\$700.00

TID No. 12 Parcel Assessed Values Cont.

PARCEL ID	LOCATION	OWNER	LAND VALUE IMPROVEMENTS		TOTAL VALUE
21-169	19.72 3500 BLOCK FINGER RD	IMMEL BROTHERES PARTNERSHIP	\$3,300.00	\$0.00	\$3,300.00
21-169-1	0.93 3314 FINGER RD	PIONEER CREDIT UNION	\$41,300.00	\$153,800.00	\$195,100.00
21-147-1	0.89 2895 E MASON ST	JEHOVAHS WITNESSES CONGREGATION G B EAST INC	\$0.00	\$0.00	\$0.00
21-44-1	0.52 3319 FINGER RD	BUNKER	\$54,300.00	\$49,600.00	\$103,900.00
21-43	0.61 3315 FINGER RD	BUNKER	\$61,800.00	\$0.00	\$61,800.00
21-24	18.70 3731 FINGER RD	RENTMEESTER MARVIN & MYRTLE REVOCABLE TRUST	\$3,200.00	\$0.00	\$3,200.00
21-22	23.40 3731 FINGER RD	N & E REVOCABLE TRUST	\$53,500.00	\$68,600.00	\$122,100.00
21-44	26.15 FINGER RD	GREEN BAY CITY OF	-\$100.00	\$0.00	-\$100.00
21-172-1	2.41 3200 BLOCK FINGER RD	GREEN BAY CITY OF	\$0.00	\$0.00	\$0.00
21-172	2.00 3266 FINGER RD	ADVANTAGE CREDIT UNION	\$259,200.00	\$0.00	\$259,200.00
21-172-2	24.53 3200 BLOCK FINGER RD	SUNRISE DEV LLC	\$3,900.00	\$0.00	\$3,900.00
21-39-2	1.99 FINGER RD	TERRACE LAKE VIEW LLC	\$273,400.00	\$244,400.00	\$517,800.00
21-39	5.25 3275 FINGER RD	TERRACE LAKE DEVELOPMENT LLC	\$583,100.00	\$600.00	\$583,700.00
	937.45		\$8,053,100.00	\$114,521,000.00	\$122,584,700.00

Projected TID 12 Tax Revenues for Primary Projects

Year	Value Date	District Valuation	Construction Increment	TID RATE	Tax Revenue	Anticipated Bond Amount	Est. Bond Payment	Cap Interest/ Begin Bal	Other Revenues	Balance
1	2005			\$22.50	\$0					
2	2006		30,000,000	\$22.05	\$0	\$7,000,000	\$200,000	\$1,000,000		\$800,000
3	2007	\$30,000,000	43,800,000	\$21.61	\$0		\$600,000	\$800,000	\$24,000	\$224,000
4	2008	\$74,700,000	3,000,000	\$21.18	\$648,270	\$4,000,000	\$695,000	\$224,000	\$6,720	\$183,990
5	2009	\$79,941,000		\$20.75	\$1,614,192		\$935,000	\$183,990	\$5,520	\$868,702
6	2010	\$82,339,230		\$20.34	\$1,692,896	\$4,000,000	\$1,045,000	\$868,702	\$26,061	\$1,542,659
7	2011	\$84,809,407		\$19.93	\$1,708,809		\$1,285,000	\$1,542,659	\$46,280	\$2,012,748
8	2012	\$87,353,689		\$19.53	\$1,724,872		\$1,285,000	\$2,012,748	\$60,382	\$2,513,003
9	2013	\$89,974,300		\$19.14	\$1,741,086		\$1,285,000	\$2,513,003	\$75,390	\$3,044,479
10	2014	\$92,673,529		\$18.76	\$1,757,452		\$1,285,000	\$3,044,479	\$91,334	\$3,608,266
11	2015	\$95,453,735		\$18.38	\$1,773,972		\$1,285,000	\$3,608,266	\$108,248	\$4,205,486
12	2016	\$98,317,347		\$18.02	\$1,790,648		\$1,285,000	\$4,205,486	\$126,165	\$4,837,298
13	2017	\$101,266,867		\$17.66	\$1,807,480		\$1,285,000	\$4,837,298	\$145,119	\$5,504,897
14	2018	\$104,304,873		\$17.30	\$1,824,470		\$1,285,000	\$5,504,897	\$165,147	\$6,209,514
15	2019	\$107,434,019		\$16.96	\$1,841,620		\$1,285,000	\$6,209,514	\$186,285	\$6,952,419
16	2020	\$110,657,040		\$16.62	\$1,858,931		\$1,285,000	\$6,952,419	\$208,573	\$7,734,923
17	2021	\$113,976,751		\$16.29	\$1,876,405		\$1,285,000	\$7,734,923	\$232,048	\$8,558,376
18	2022	\$117,396,054		\$15.96	\$1,894,043		\$1,285,000	\$8,558,376	\$256,751	\$9,424,170
19	2023	\$120,917,935		\$15.64	\$1,911,847		\$1,285,000	\$9,424,170	\$282,725	\$10,333,743
20	2024	\$124,545,473		\$15.33	\$1,929,819		\$1,285,000	\$10,333,743	\$310,012	\$11,288,574
21	2025	\$128,281,837		\$15.02	\$1,947,959		\$1,285,000	\$11,288,574	\$338,657	\$12,290,190
22	2026	\$132,130,293		\$14.72	\$1,966,270		\$1,285,000	\$12,290,190		\$12,971,460
23	2027	\$136,094,201		\$14.43	\$1,984,753		\$1,285,000	\$12,971,460		\$13,671,213
24	2028	\$140,177,027		\$14.14	\$2,003,410		\$1,285,000	\$13,671,213		\$14,389,623



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # F.2

Consideration with possible action to adopt a Termination Resolution for TID 12, I-43 Industrial Park.

BACKGROUND

TID 12, I-43 Industrial Park, was created in 2005 to facilitate industrial development and public infrastructure improvements within the district. The district has completed the purposes for which it was created and, following approval of the proposed Allocation Amendment currently under consideration, is eligible for termination in accordance with Wis. Stat. §66.1105.

The attached resolution recommends termination of TID 12 and forwards the recommendation to the Common Council for consideration. The recommendation is contingent upon completion of the Allocation Amendment approval process, including approval by the Common Council and Joint Review Board, prior to final termination. Existing surplus revenues are proposed for allocation to TID 22, The Shipyard, while the anticipated final increment associated with the Affordable Housing Extension remains reserved for expenditure in accordance with Wis. Stat. §66.1105(6)(g).

The Common Council will consider the termination resolution following completion of the Allocation Amendment process and prior to the district's mandatory termination date of August 18, 2026.

RECOMMENDATION

To approve a Termination Resolution for TID 12, I-43 Industrial Park.

FISCAL IMPACT**ATTACHMENTS**

- I. TID 12 Termination Resolution - RDA 7.14.26

RESOLUTION 26-02
REGARDING TERMINATION OF TAX INCREMENT DISTRICT NUMBER TWELVE (12),
I-43 INDUSTRIAL PARK (“TID 12”)

July 14, 2026

WHEREAS, the City of Green Bay created Tax Increment District Number Twelve (12), I-43 Industrial Park ("TID 12"), on September 6, 2005, pursuant to Wis. Stat. §66.1105; and

WHEREAS, the Common Council of the City designated the Redevelopment Authority of the City of Green Bay (“RDA”) to perform all acts necessary to adopt an Allocation Amendment Resolution and amend the Project Plan for TID 12 on Monday, June 29, 2020; and

WHEREAS, on August 26, 2025, the Wisconsin Department of Revenue approved an Affordable Housing Extension for TID 12 pursuant to Wis. Stat. §66.1105(6)(g), extending the life of TID 12 through August 18, 2026; and

WHEREAS, the City has completed the purposes for which TID 12 was created; and

WHEREAS, the Redevelopment Authority recommends that the Common Council terminate TID 12 upon completion of the Allocation Amendment process and prior to the mandatory termination date of August 18, 2026; and

WHEREAS, TID 12 has generated sufficient incremental revenues to satisfy its current obligations, fund the proposed Allocation Amendment, and proceed toward termination in accordance with Wis. Stat. §66.1105; and

WHEREAS, the Redevelopment Authority has recommended approval of an Allocation Amendment to TID 12, and the Common Council and Joint Review Board are expected to consider such Allocation Amendment prior to the Common Council's consideration of the termination of TID 12; and

WHEREAS, it is the intent of the City that the Allocation Amendment be fully approved in accordance with Wis. Stat. §66.1105 prior to the termination of TID 12; and

WHEREAS, the anticipated final tax increment to be received following termination has been reserved for expenditure in accordance with the Affordable Housing Extension requirements of Wis. Stat. §66.1105(6)(g), and is not included in the revenues proposed for allocation to Tax Increment District Number Twenty-Two (22); and

NOW, THEREFORE, BE IT RESOLVED that the RDA approves the termination of TID 12 and the forwarding of this request to terminate TID 12 to the Common Council of the City of Green Bay for their consideration.

Adopted _____

Approved _____

REDEVELOPMENT AUTHORITY
OF THE CITY OF GREEN BAY

By: _____
Gary J. Delveaux, Chair



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # F.3

Consideration with possible action on a resolution establishing the boundaries of and approving the Project Plan for Tax Incremental District No. 33 (TID 33), Velp and Locust.

BACKGROUND

Following the required Public Hearing, the RDA is asked to recommend approval of the Project Plan and creation of Tax Incremental District No. 33, Velp and Locust.

The proposed Project Plan satisfies the requirements of Wis. Stat. §66.1105 for creation of a blighted area district. The District will facilitate redevelopment of the Velp Avenue and Locust Street area by supporting construction of a 90-unit multifamily housing development, expanding housing opportunities and increasing the City's tax base through a PAYGo financing structure.

Staff has reviewed the Project Plan prepared by Ehlers and finds it consistent with the City's Comprehensive Plan and redevelopment goals.

RECOMMENDATION

To approve a resolution establishing the boundaries of and approving the Project Plan for Tax Incremental District No.33 (TID 33), Velp and Locust.

FISCAL IMPACT

To be discussed at the meeting.

ATTACHMENTS

1. TID 33 RDA Resolution 7.14.26
2. TID 33 Boundary Map 7.14.26
3. DRAFT Green Bay TID 33 Project Plan 7.14.26

RESOLUTION NO. 26-03

**RESOLUTION ESTABLISHING THE BOUNDARIES OF AND APPROVING THE
PROJECT PLAN FOR TAX INCREMENTAL DISTRICT NO. 33**

WHEREAS, the City of Green Bay (the “City”) has determined that use of Tax Incremental Financing is required to promote development and redevelopment within the City; and

WHEREAS, Tax Incremental District No. 33 (the “District”) is proposed to be created by the City in accordance with the provisions of Wisconsin Statutes Section 66.1105 (the "Tax Increment Law"); and

WHEREAS, a Project Plan for the District has been prepared that includes:

- a. A statement listing of the kind, number and location of all proposed public works or improvements within the District, or to the extent provided in Wisconsin Statutes Sections 66.1105(2)(f) l.k. and 66.1105(2)(f) l.n., outside of the District;
- b. An economic feasibility study;
- c. A detailed list of estimated project costs;
- d. A description of the methods of financing all estimated project costs and the time when the related costs or monetary obligations are to be incurred;
- e. A map showing existing uses and conditions of real property in the District;
- f. A map showing proposed improvements and uses in the District;
- g. Proposed changes of zoning ordinances, master plan, map, building codes and City ordinances;
- h. A list of estimated non-project costs;
- i. A statement of the proposed plan for relocation of any persons to be displaced;
- j. A statement indicating how the District promotes the orderly development of the City;
- k. An opinion of the City Attorney or of an attorney retained by the City advising that the plan is complete and complies with Wisconsin Statutes Section 66.1105(4)(f); and

WHEREAS, prior to its publication, a copy of the notice of public hearing was sent to the chief executive officers of Brown County, the Green Bay Area Public School District, and the Northeast Wisconsin Technical College District, and any other entities having the power to levy taxes on property located within the District, in accordance with the procedures specified in the Tax Increment Law; and

WHEREAS, prior to its publication, a copy of the notice of public hearing was also sent to the owners of all property in the proposed District; and

WHEREAS, in accordance with the procedures specified in the Tax Increment Law, the RDA, on July 14, 2026 held a public hearing concerning the proposed creation of the District, its proposed boundaries and its proposed Project Plan, providing interested parties a reasonable opportunity to express their views thereon.

NOW, THEREFORE, BE IT RESOLVED by the RDA of the City of Green Bay that:

1. It recommends to the Common Council that Tax Incremental District No. 33 be created with boundaries as designated in Exhibit A of this Resolution.
2. It approves and adopts the Project Plan for the District, attached as Exhibit B, and recommends its approval to the Common Council.

3. Creation of the District promotes orderly development in the City.

Adopted _____

Approved _____

REDEVELOPMENT AUTHORITY
OF THE CITY OF GREEN BAY

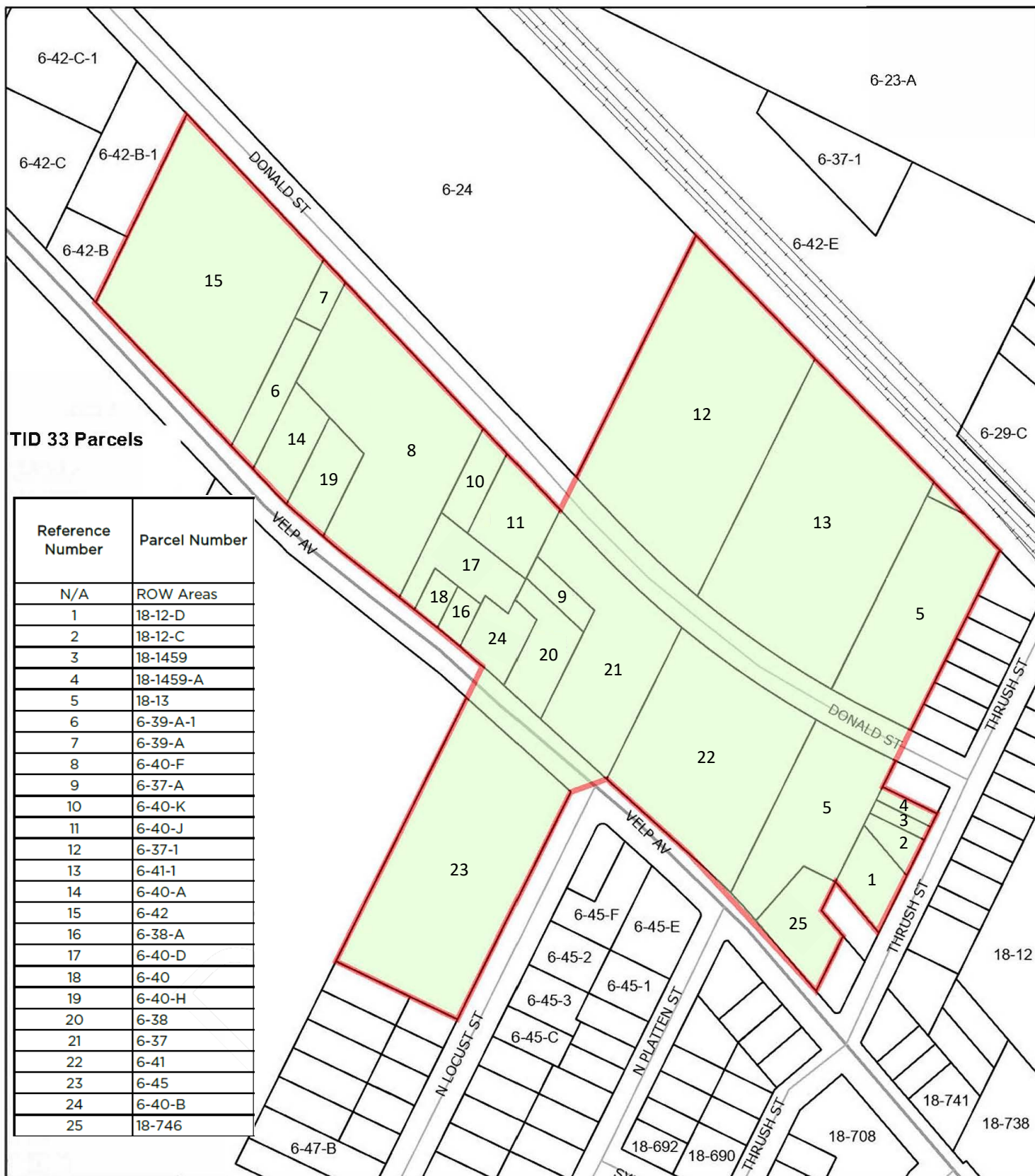
Gary J. Delveaux
Redevelopment Authority, Chair

**TAX INCREMENTAL DISTRICT NO. 33
BOUNDARY MAP**

[INCLUDED IN PROJECT PLAN]

PROJECT PLAN

[DISTRIBUTED SEPARATELY]



TID 33

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0 125 250 500 Feet



TID Boundary

TID Parcel

July 14, 2026

PROJECT PLAN

City of Green Bay, Wisconsin

Tax Incremental District No. 33

Velp and Locust



Prepared by:

Ehlers
N19W24400 Riverwood Drive,
Suite 100
Waukesha, WI 53188

BUILDING COMMUNITIES. IT'S WHAT WE DO.

KEY DATES

Organizational Joint Review Board Meeting Held:	July 14 th , 2026
Public Hearing Held:	July 14 th , 2026
Consideration by RDA:	July 14 th , 2026
Consideration by Common Council:	August 18 th , 2026
Consideration by the Joint Review Board:	Scheduled for TBD

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SECTION 1:

Executive Summary

DESCRIPTION OF DISTRICT

Tax Incremental District (“TID”) No. 33 (“District”) is a proposed Blighted Area District comprising approximately 34.3 acres located in the northwestern part of the City along Velp Avenue. The District will be created to pay the costs of development incentives needed to support the infill development of 90 multifamily residential units (“Project”) by Velp Locust Investments, LLC (“Developer”). In addition to the incremental property value that will be created, the City expects the Project will result in short-term construction related job creation related to housing development, ongoing employment for jobs in maintenance, landscaping, etc., increased retail and service demand, provision of new housing units to address a shortage in the City, additional school district revenue, and the expansion of City and utility infrastructure.

AUTHORITY

The City is creating the District under the provisions of Wis. Stat. § 66.1105.

ESTIMATED TOTAL PROJECT COST EXPENDITURES

The City anticipates making total expenditures of approximately \$2.46 million (“Project Costs”) to undertake the projects listed in this Project Plan (“Plan”). Project Costs include an estimated \$2.00 million in Pay As You Go (“PAYGO”) developer incentives and \$464 thousand in ongoing planning and administrative costs.

The City also expects future project costs to be incurred to improve the parcels north of Velp Avenue. However, specific projects and cost estimates are not available at the time of District creation.

INCREMENTAL VALUATION

The City projects that new land and improvements value of approximately \$12.19 million will result from the Project. Creation of this additional value will be made possible by the Project Costs made within the District. A table detailing assumptions as to the development timing and associated values is included in the Economic Feasibility Study located within this Plan.

EXPECTED TERMINATION OF DISTRICT

Based on the Economic Feasibility Study located within Section 9 of this Plan, the City anticipates that the District will generate sufficient tax increment to pay all Project Costs within 12 of its allowable 27 years.

SUMMARY OF FINDINGS

As required by Wis. Stat. § 66.1105, and as documented in this Plan and the exhibits contained and referenced herein, the following findings are made:

1. That “but for” the creation of this District, the development projected to occur as detailed in this Plan: 1) would not occur; or 2) would not occur in the manner, at the values, or within the timeframe desired by the City. The Developer will incur costs to redevelop the property within the District that are not expected to be fully recovered through sale or rent while also generating market-appropriate investor returns. The City has evaluated a request from the Developer for Tax Incremental Financing (“TIF”) assistance and confirmed that the public investment is necessary, and that “but for” that investment, the related redevelopment will not occur.

The development incentives included in this Plan are based on Development Agreement 26-03 (the “Agreement”) which prescribed the incentive would be provided on a PAYGO basis to assist with the costs associated with the Qualified Expenditures as defined in the Agreement.

2. The economic benefits of the District, as measured by increased employment, business and personal income, and property value, are sufficient to compensate for the cost of the improvements. In making this determination, the City has considered that the Developer is likely to purchase goods and services from local suppliers in construction of the Project, and induced effects of employee households spending locally for goods and services from retailers, restaurants and service companies.
3. The benefits of the proposal outweigh the anticipated tax increments to be paid by the owners of property in the overlying taxing jurisdictions. As required by Wis. Stat. § 66.1105(4)(i)4., a calculation of the share of projected tax increments estimated to be paid by the owners of property in the overlying taxing jurisdictions has been prepared and can be found in this Plan. However, because the Project would not occur without the use of tax incremental financing, these tax increments would not be paid but for creation of the District. Accordingly, the City finds that the benefits expected to be realized as set forth in this Plan outweigh the value of the tax increments to be invested in the Project.
4. Not less than 50% by area of the real property within the District is a blighted area as defined by Wis. Stat. § 66.1105(2)(ae)1.
5. Based on the foregoing finding, the District is designated as a blighted area district.

6. The Project Costs relate directly to the elimination of blight in the District, consistent with the purpose for which the District is created.
7. Improvements to be made in the District are likely to significantly enhance the value of substantially all of the other real property in the District.
8. The equalized value of taxable property in the District, plus the incremental value of all existing tax incremental districts within the City does not exceed 12% of the total equalized value of taxable property within the City.
9. The City estimates that less than 35% of the territory within the District will be devoted to retail business at the end of the District's maximum expenditure period, pursuant to Wis. Stat. § 66.1105(5)(b).
10. The Plan for the District is feasible and is in conformity with the Master Plan of the City.

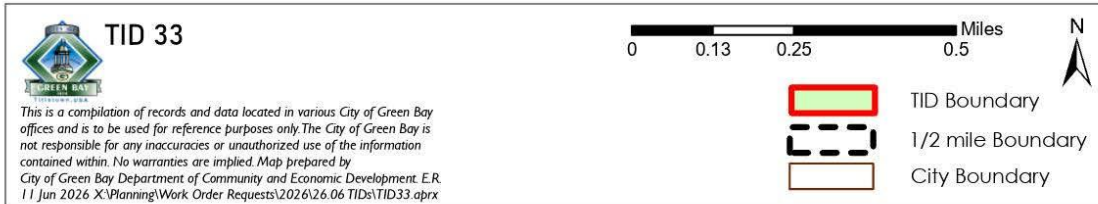
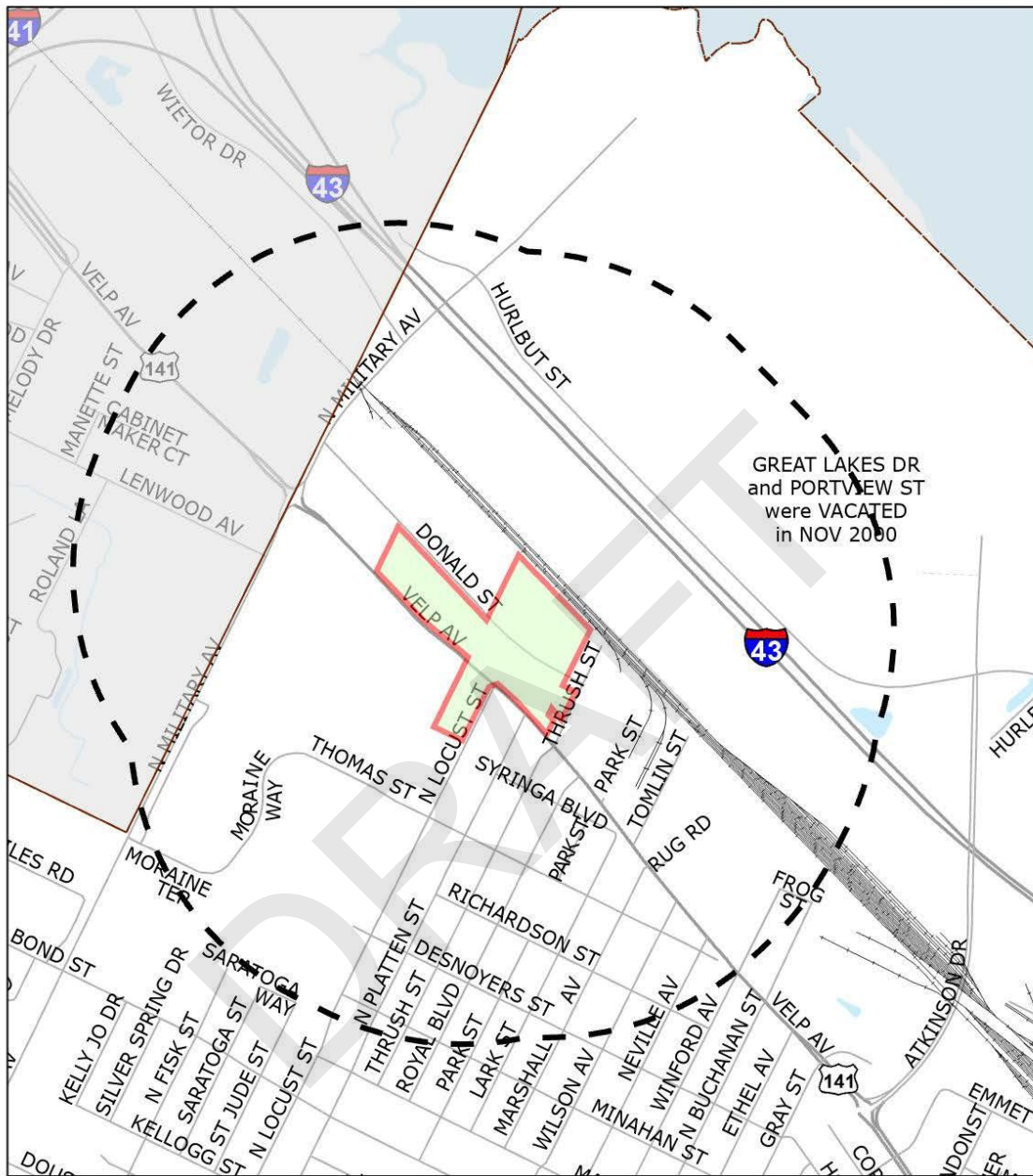
SECTION 2:

Preliminary Map of Proposed District Boundary

Map Found on Following Page.

DRAFT





SECTION 3:

Map Showing Existing Uses and Conditions

Map Found on Following Page.

DRAFT



TID 33

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1. Industrial
2. Undeveloped Open Space



TID Boundary

Blighted Area

0 125 250 500 Feet



SECTION 4:

Preliminary Parcel List and Analysis

The District will consist of the parcels identified in the below tables:

Parcel Data

Reference Number	Parcel Number	Address	Acres	Acres	Blighted Condition
				Blighted	
N/A	ROW Areas		1.92		
1	18-12-D	1343 THRUSH ST	0.38	0.38	Condition 1
2	18-12-C	1353 THRUSH ST	0.16	0.16	Condition 1
3	18-1459	1355 THRUSH ST	0.09	0.09	Condition 1
4	18-1459-A	1357 THRUSH ST	0.09	0.09	Condition 1
5	18-13	1354 VELP AVE	3.29	3.29	Condition 1
6	6-39-A-1	1464 VELP AVE	0.43	0.43	Condition 1
7	6-39-A	1465 DONALD ST	0.17	0.17	Condition 1
8	6-40-F	1440 VELP AVE	2.81	2.81	Condition 1
9	6-37-A	0 DONALD ST	0.18	0.18	Condition 1
10	6-40-K	0 DONALD ST	0.29		
11	6-40-J	1415 DONALD ST	0.58		
12	6-37-1	0 DONALD ST	5.05	5.05	Condition 1
13	6-41-1	0 DONALD ST	3.92	3.92	Condition 1
14	6-40-A	1462 VELP AVE	0.43		
15	6-42	1470 VELP AVE	3.76	3.76	Condition 1
16	6-38-A	1422 VELP AVE	0.13		
17	6-40-D	1428 VELP AVE	0.55		
18	6-40	1428 VELP AVE	0.13		
19	6-40-H	1454 VELP AVE	0.43	0.43	Condition 1
20	6-38	1406 VELP AVE	0.51	0.51	Condition 1
21	6-37	1396 VELP AVE	1.76	1.76	Condition 1
22	6-41	1360 VELP AVE	2.79		
23	6-45	1409 VELP AVE	3.58	3.58	Condition 1
24	6-40-B	1416 VELP AVE	0.36		
25	18-746	1346 VELP AVE	0.55	0.55	Condition 1
TOTALS			34.30	27.14	

Percentage of TID Area Designated as Blighted (at least 50%)

79%

Percentage of TID Area Not Designated as Blighted

21%

Total Area

100%

Condition 1:

The identified parcels are designated as blighted due to the existence of conditions which endanger life or property and factors that are conducive to ill health, transmission of disease, infant mortality, juvenile delinquency, or crime, and are deemed detrimental to public health, safety, morals or welfare. Further, the City has identified the parcels as potential brownfields in the Velp Avenue Areawide Plan completed in June 2017.

Calculation of Estimated Base Value¹

Parcel	Assessed Value			Equalized Value ²		
	Land	Improvement	Total	Land	Improvement	Total
18-12-D	41,000	79,700	120,700	55,900	108,700	164,600
18-12-C	16,100	0	16,100	22,000	0	22,000
18-1459	9,400	0	9,400	12,800	0	12,800
18-1459-A	9,400	0	9,400	12,800	0	12,800
18-13	392,600	173,600	566,200	535,600	236,800	772,400
6-39-A-1	74,400	53,700	128,100	101,500	73,300	174,800
6-39-A	18,700	42,000	60,700	25,500	57,300	82,800
6-40-F	247,900	1,395,100	1,643,000	338,200	1,903,300	2,241,500
6-37-A	10,900	0	10,900	14,900	0	14,900
6-40-K	26,300	24,700	51,000	35,900	33,700	69,600
6-40-J	53,200	511,700	564,900	72,600	698,100	770,700
6-37-1	265,700	0	265,700	362,500	0	362,500
6-41-1	244,100	0	244,100	333,000	0	333,000
6-40-A	93,700	88,800	182,500	127,800	121,200	249,000
6-42	473,700	0	473,700	646,300	0	646,300
6-38-A	28,100	23,700	51,800	38,300	32,300	70,600
6-40-D	110,200	18,800	129,000	150,300	25,600	175,900
6-40	28,000	75,200	103,200	38,200	102,600	140,800
6-40-H	93,700	121,200	214,900	127,800	165,400	293,200
6-38	111,000	37,400	148,400	151,400	51,000	202,400
6-37	255,500	222,400	477,900	348,600	303,400	652,000
6-41	384,800	280,000	664,800	525,000	382,000	907,000
6-45	457,400	107,200	564,600	624,000	146,300	770,300
6-40-B	78,000	0	78,000	106,400	0	106,400
18-746	116,900	293,900	410,800	159,500	401,000	560,500
TOTALS	3,640,700	3,549,100	7,189,800	4,966,800	4,842,000	9,808,800

1) Estimated based on values as of January 1, 2025. Actual base value will be as of January 1, 2026.

2) Calculation based on aggregate assessment ratio of 73.30%.

SECTION 5: Equalized Value Test

The following calculations demonstrate that the City expects to be in compliance with Wis. Stat. § 66.1105(4)(gm)4.c., which requires that the equalized value of the taxable property in the proposed District, plus the value increment of all existing tax incremental districts, does not exceed 12% of the total equalized value of taxable property within the City.

Calculation of City Equalized Value Limit

City TID IN Equalized Value (Jan. 1, 2025)	\$ 11,886,581,700
TID Valuation Limit @ 12% of Above Value	\$ 1,426,389,804

Calculation of Value Subject to Limit

Estimated Base Value of Territory to be Included in District	\$ 9,808,800
Incremental Value of Existing Districts (Jan. 1, 2025)	<u>\$ 884,537,600</u>
Total Value Subject to 12% Valuation Limit	\$ 894,346,400
Total Percentage of TID IN Equalized Value	7.52%
Residual Value Capacity of TID IN Equalized Value	\$ 532,043,404

The equalized value of the increment of existing tax incremental districts within the City, plus the base value of the proposed District, totals \$894,346,400. This value is less than the maximum of \$1,426,389,804 in equalized value that is permitted for the City.

SECTION 6:

Statement Listing the Kind, Number and Location of All Proposed Public Works or Improvements Within the District

Project Costs are any expenditure made, estimated to be made, or monetary obligations incurred or estimated to be incurred as outlined in this Plan. Project Costs will be diminished by any income, special assessments or other revenues, including user fees or charges, other than tax increments, received or reasonably expected to be received in connection with the implementation of the Plan. If Project Costs incurred benefit territory outside the District, a proportionate share of the cost is not a Project Cost. Costs identified in this Plan are preliminary estimates made prior to design considerations and are subject to change after planning, design and construction is completed.

With all Project Costs, the costs of engineering, design, survey, inspection, materials, construction, restoring property to its original condition, apparatus necessary for public works, legal and other consultant fees, testing, environmental studies, permits, updating City ordinances and plans, judgments or claims for damages and other expenses are included as Project Costs.

The following is a list of public works and other tax incremental financing eligible Project Costs that the City expects to make, or may need to make, in conjunction with the implementation of the District's Plan. The map found in Section 7 of this Plan along with the Detailed List of Project Costs found in Section 8 provide additional information as to the kind, number and location of potential Project Costs.

Property, Right-of-Way and Easement Acquisition

Property Acquisition for Development

To promote and facilitate development the City may acquire property within the District. The cost of property acquired, and any costs associated with the transaction, are eligible Project Costs. Following acquisition, other Project Costs within the categories detailed in this Section may be incurred to make the property suitable for development. Any revenue received by the City from the sale of property acquired pursuant to the execution of this Plan will be used to reduce the total project costs of the District. If total Project Costs incurred by the City to acquire property and make it suitable for development exceed the revenues or other consideration received from the sale or lease of that property, the net amount shall be considered "real property assembly costs" as

defined in Wis. Stat. § 66.1105(2)(f)1.c., and subject to recovery as an eligible Project Cost.

Property Acquisition for Conservancy

To promote the objectives of this Plan, the City may acquire property within the District that it will designate for conservancy. These conservancy objectives include: preserving historic resources or sensitive natural features; protection of scenic and historic views; maintaining habitat for wildlife; maintaining adequate open space; reduction of erosion and sedimentation by preserving existing vegetation; and providing adequate areas for management of stormwater. The cost of property acquired for conservancy, and any costs associated with the transaction, are eligible Project Costs.

Acquisition of Rights-of-Way

The City may need to acquire property to allow for installation of streets, driveways, sidewalks, utilities, stormwater management practices and other public infrastructure. Costs incurred by the City to identify, negotiate and acquire rights-of-way are eligible Project Costs.

Acquisition of Easements

The City may need to acquire temporary or permanent easements to allow for installation and maintenance of streets, driveways, sidewalks, utilities, stormwater management practices and other public infrastructure. Costs incurred by the City to identify, negotiate and acquire easement rights are eligible Project Costs.

Relocation Costs

If relocation expenses are incurred in conjunction with the acquisition of property, those expenses are eligible Project Costs. These costs may include, but are not limited to: preparation of a relocation plan; allocations of staff time; legal fees; publication of notices; obtaining appraisals; and payment of relocation benefits as required by Wis. Stat. Chapter 32 and Wis. Admin. Code ADM 92.

Site Preparation Activities

Environmental Audits and Remediation

If it becomes necessary to evaluate any land or improvement within the District, any cost incurred by the City related to environmental audits, testing, and remediation are eligible Project Costs.

Demolition

To make sites suitable for development, the City may incur costs related to demolition and removal of structures or other land improvements, to include abandonment of wells or other existing utility services.

Site Grading

Land within the District may require grading to make it suitable for development, to provide access, and to control stormwater runoff. The City may need to remove and dispose of excess material, or bring in fill material to provide for proper site elevations. Expenses incurred by the City for site grading are eligible Project Costs.

Utilities

Sanitary Sewer System Improvements

To allow development to occur, the City may need to construct, alter, rebuild or expand sanitary sewer infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: collection mains; manholes and cleanouts; service laterals; force mains; interceptor sewers; pumping stations; lift stations; wastewater treatment facilities; and all related appurtenances. To the extent sanitary sewer projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand sanitary sewer infrastructure located outside of the District. That portion of the costs of sanitary sewer system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Water System Improvements

To allow development to occur, the City may need to construct, alter, rebuild or expand water system infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: distribution mains; manholes and valves; hydrants; service laterals; pumping stations; wells; water treatment facilities; storage tanks and reservoirs; and all related appurtenances. To the extent water system projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the

implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand water system infrastructure located outside of the District. That portion of the costs of water system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Stormwater Management System Improvements

Development within the District will cause stormwater runoff. To manage this stormwater runoff, the City may need to construct, alter, rebuild or expand stormwater management infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: stormwater collection mains; inlets, manholes and valves; service laterals; ditches; culvert pipes; box culverts; bridges; stabilization of stream and river banks; and infiltration, filtration and detention Best Management Practices (BMP's). To the extent stormwater management system projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand stormwater management infrastructure located outside of the District. That portion of the costs of stormwater management system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Electric Service

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade electric services. Relocation may require abandonment and removal of existing poles or towers, installation of new poles or towers, or burying of overhead electric lines. Costs incurred by the City to undertake this work are eligible Project Costs.

Gas Service

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade gas mains and services. Costs incurred by the City to undertake this work are eligible Project Costs.

Communications Infrastructure

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade infrastructure required for voice and data communications, including, but not limited to: telephone lines, cable lines and fiber optic cable. Costs incurred by the City to undertake this work are eligible Project Costs.

Streets and Streetscape

Street Improvements

To allow development to occur, the City may need to construct or reconstruct streets, highways, alleys, access drives and parking areas. Eligible Project Costs include, but are not limited to: excavation; removal or placement of fill; construction of road base; asphalt or concrete paving or repaving; installation of curb and gutter; installation of sidewalks and bicycle lanes; installation of culverts, box culverts and bridges; rail crossings and signals; utility relocation, to include burying overhead utility lines; street lighting; installation of traffic control signage and traffic signals; pavement marking; right-of-way restoration; installation of retaining walls; and installation of fences, berms, and landscaping.

Streetscaping and Landscaping

To attract development consistent with the objectives of this Plan, the City may install amenities to enhance development sites, rights-of-way and other public spaces. These amenities include, but are not limited to: landscaping; lighting of streets, sidewalks, parking areas and public areas; installation of planters, benches, clocks, tree rings, trash receptacles and similar items; and installation of brick or other decorative walks, terraces and street crossings. These and any other similar amenities installed by the City are eligible Project Costs.

Community Development

Cash Grants (Development Incentives)

The City may enter into agreements with property owners, lessees, or developers of land located within the District for sharing costs to encourage the desired kind of improvements and assure tax base is generated sufficient to recover Project Costs. No cash grants will be provided until the City executes a developer agreement with the recipient of the cash grant. Any payments of cash grants made by the City are eligible Project Costs.

Contribution to Redevelopment Authority (RDA)

As provided for in Wis. Stat. § 66.1105(2)(f)1.h and Wis. Stat. § 66.1333(13), the City may provide funds to its RDA to be used for administration, planning operations, and capital costs, including but not limited to real property

acquisition, related to the purposes for which it was established in furtherance of any redevelopment or urban renewal project. Funds provided to the CDA RDA for this purpose are eligible Project Costs.

Revolving Loan/Grant Program (Development Incentives)

To encourage private development consistent with the objectives of this Plan, the City, through its RDA, may provide loans or grants to eligible property owners in the District. Eligible improvements will be those that are likely to improve the value of the property, enhance the visual appearance of the property and surrounding area, correct safety deficiencies, or as otherwise specified by the RDA in the program manual. Any funds returned to the RDA from the repayment of loans made are not considered revenues to the District, and will not be used to offset District Project Costs. Instead, these funds may be placed into a revolving fund and will continue to be used for the program purposes stated above. Any funds provided to the RDA for purposes of implementing this program are considered eligible Project Costs.

Miscellaneous

Rail Spur

To allow for development, the City may incur costs for installation of a rail spur or other railway improvements to serve development sites located within the District.

Professional Service and Organizational Costs

The costs of professional services rendered, and other costs incurred, in relation to the creation, administration and termination of the District, and the undertaking of the projects contained within this Plan, are eligible Project Costs. Professional services include but are not limited to: architectural; environmental; planning; engineering; legal; audit; financial; and the costs of informing the public with respect to the creation of the District and the implementation of the Plan.

Administrative Costs

The City may charge to the District as eligible Project Costs reasonable allocations of administrative costs, including, but not limited to, employee salaries. Costs allocated will bear a direct connection to the time spent by City employees relating to the implementation of the Plan.

Financing Costs

Interest expense, debt issuance expenses, redemption premiums, and any other fees and costs incurred in conjunction with obtaining financing for projects undertaken under this Plan are eligible Project Costs.

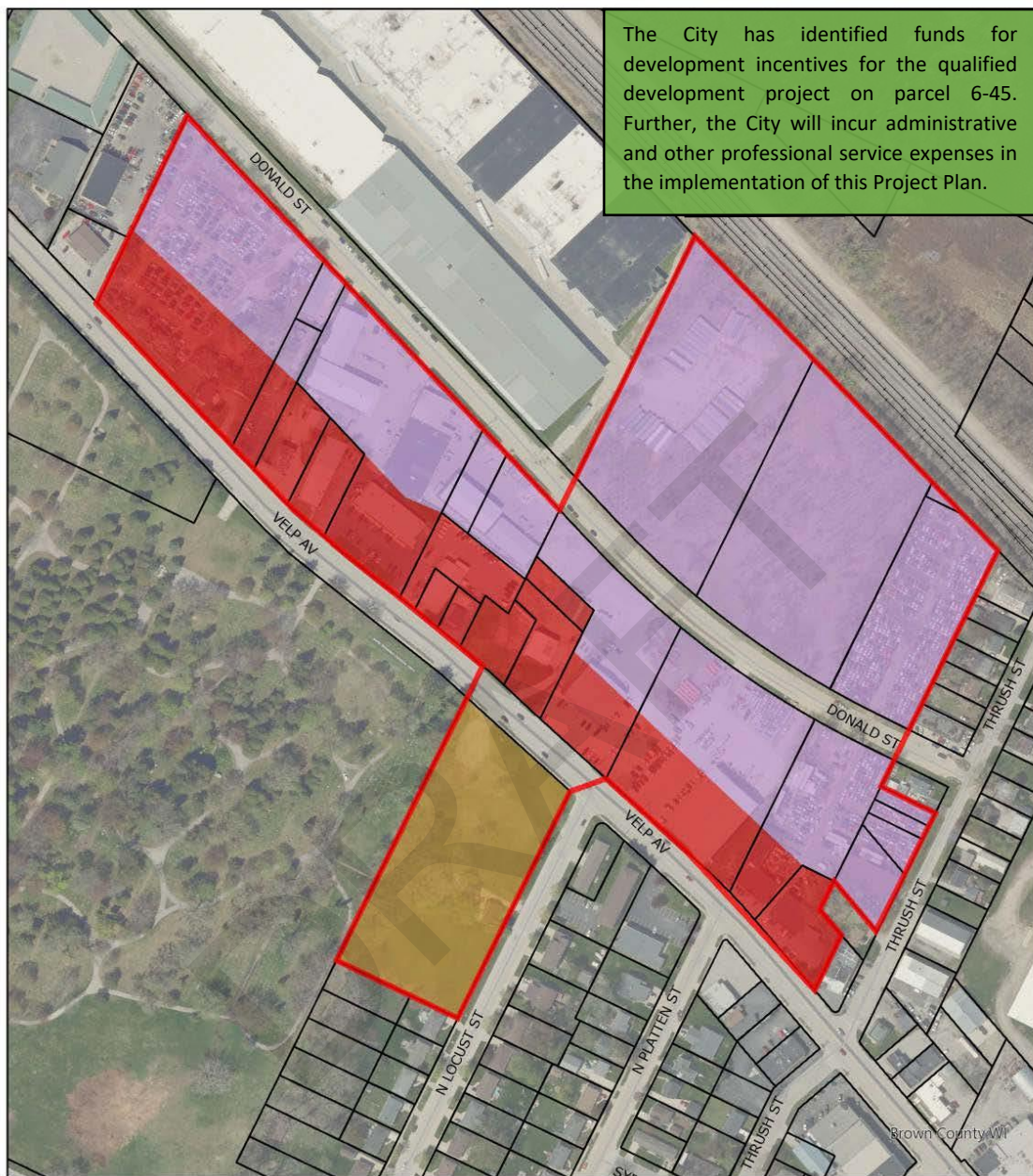
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SECTION 7:

Map Showing Proposed Improvements and Uses

Map Found on Following Page.

DRAFT



TID 33

This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. 26 Jun 2026 X:\Planning\Work Order Requests\2026\26.06 TID33 FLandUse.aprx

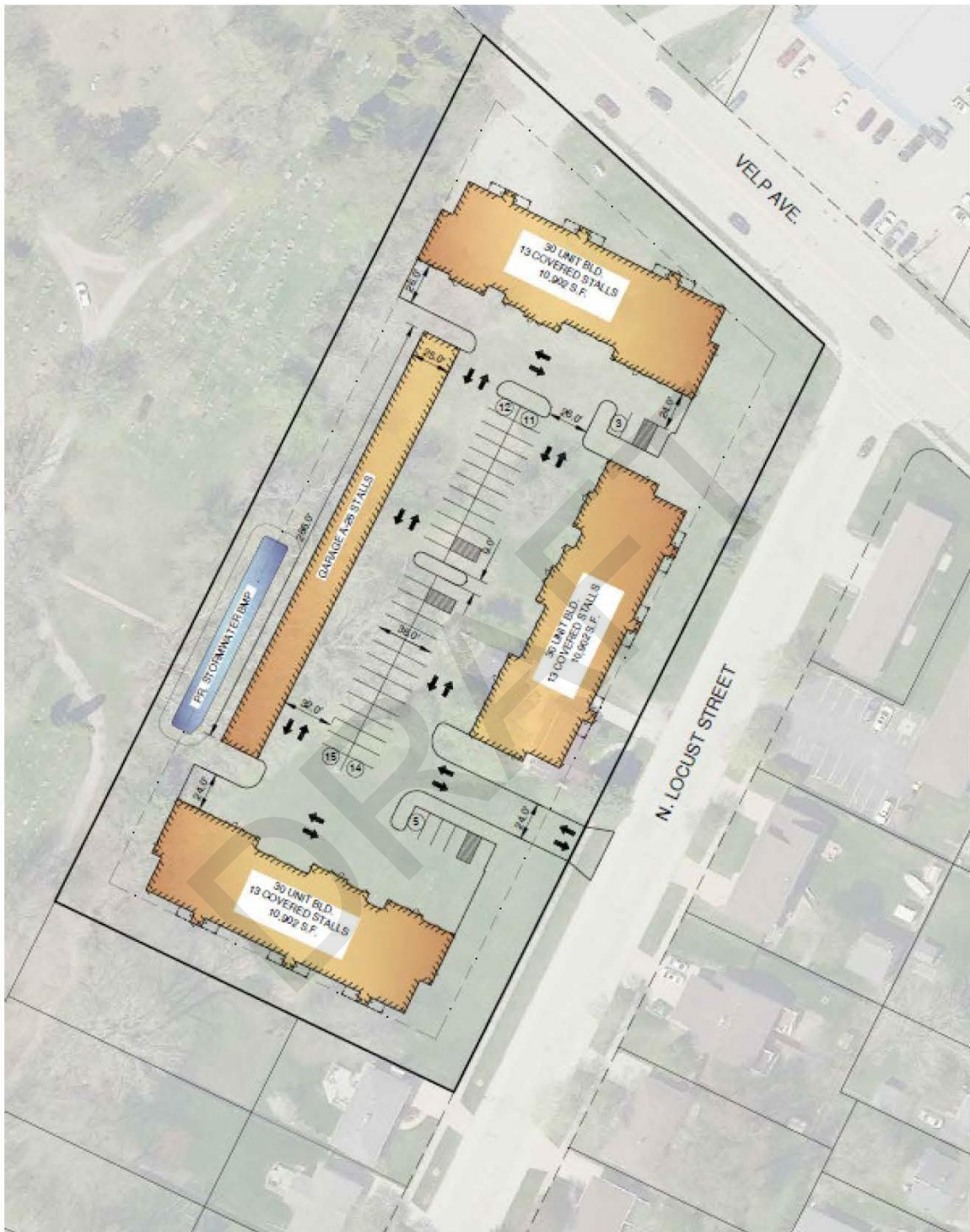
- Light Industrial
- Mixed-Use
- Neighborhood Commercial

0 125 250 500 Feet



TID Boundary

Preliminary Concept Plan



SECTION 8:

Detailed List of Estimated Project Costs

The list on the following page identifies the Project Costs that the City currently expects to incur in implementing the District's Plan. All projects identified and related costs reflect the best estimates available as of the date of preparation of this Plan. All costs are preliminary estimates and may increase or decrease. Certain Project Costs listed may become unnecessary, and other Project Costs not currently identified may need to be made. (Section 6 details the general categories of eligible Project Costs). Changes in Project Cost totals or the types of Project Costs to be incurred will not require that this Plan be amended. This Plan is not meant to be a budget nor an appropriation of funds for specific Project Costs, but a framework within which to manage Project Costs.

DRAFT

Project ID	Project Name/Type	Est. Cost		Totals	Est. Timing
		Phase I	Ongoing		
1	Pay As You Go ("PAYGO") Development Incentives ¹	2,000,000		2,000,000	2029-2044
2	Ongoing Planning & Administrative Costs		464,309	464,309	2026-2054
Total Projects		<u>2,000,000</u>	<u>464,309</u>	<u>2,464,309</u>	

Notes:

1) Per Development Agreement 26-03 the PAYGO MRO will be capped at \$2.00M or the actual Qualified Expenditures.

Note: The City expects to incur additional project costs for the properties north of Velp Avenue in the coming years. Specific projects and cost estimates are not currently available at the time of District creation.

SECTION 9:

Economic Feasibility Study, Description of the Methods of Financing Estimated Project Costs and the Time When Related Costs or Monetary Obligations are to be Incurred

This Section includes a forecast of the valuation increases expected within the District, the associated tax increment collections, a summary of how Project Costs would be financed, and a projected cash flow demonstrating that the District is economically feasible.

Key Assumptions

The Project Costs the City plans to make are expected to create \$12.19 million in incremental value by January 1, 2028. Estimated valuations and timing for construction of the Project are included in **Table 1**. Assuming the City's current equalized TID Interim tax rate of \$16.65 per thousand of equalized value, and no economic appreciation or depreciation, the Project would generate \$5.28 million in incremental tax revenue over the 27-year term of the District as shown in **Table 2**.

Table 1 – Development Assumptions

Construction Year		Multifamily 1409 Velp Ave ¹		Less: Base Value of Parcel 6-45	Annual Total	Construction Year
		Units	Total Value	Total Value		
Estimated Value per		\$144,012				
1	2026				0	2026 1
2	2027	90	12,961,100	(770,200)	12,190,900	2027 2
3	2028				0	2028 3
4	2029				0	2029 4
5	2030				0	2030 5
6	2031				0	2031 6
7	2032				0	2032 7
8	2033				0	2033 8
9	2034				0	2034 9
10	2035				0	2035 10
11	2036				0	2036 11
12	2037				0	2037 12
13	2038				0	2038 13
14	2039				0	2039 14
15	2040				0	2040 15
16	2041				0	2041 16
17	2042				0	2042 17
18	2043				0	2043 18
19	2044				0	2044 19
20	2045				0	2045 20
21	2046				0	2046 21
22	2047				0	2047 22
23	2048				0	2048 23
24	2049				0	2049 24
25	2050				0	2050 25
26	2051				0	2051 26
27	2052				0	2052 27
Totals		90	12,961,100	(770,200)	12,190,900	

Notes:
1) Total assessed value of \$9.50M based on Development Agreement 26-03 converted to equalized using the 2025 aggregate ratio of 73.30%. The City Assessor's Office has estimated the final assessed value will be between \$9.00M-\$10.00M.

Table 2 – Tax Increment Projection Worksheet

Type of District	Blighted Area	Base Value	9,808,800
District Creation Date	January 1, 2026	Economic Change Factor	0.00%
Valuation Date	Jan 1, 2026	Apply to Base Value	
Max Life (Years)	27	Base Tax Rate	\$16.65
End of Expenditure Period	22 1/1/2048	Rate Adjustment Factor	0.00%
Revenue Periods/Final Year	27 2054		
Extension Eligibility/Years	Yes 3		
Eligible Recipient District	Yes		

	Construction Year	Value Added	Valuation Year	Economic Change	Total Increment	Revenue Year	Tax Rate ¹	Tax Increment
1	2026	0	2027	0	0	2028	\$16.65	0
2	2027	12,190,900	2028	0	12,190,900	2029	\$16.65	202,960
3	2028	0	2029	0	12,190,900	2030	\$16.65	202,960
4	2029	0	2030	0	12,190,900	2031	\$16.65	202,960
5	2030	0	2031	0	12,190,900	2032	\$16.65	202,960
6	2031	0	2032	0	12,190,900	2033	\$16.65	202,960
7	2032	0	2033	0	12,190,900	2034	\$16.65	202,960
8	2033	0	2034	0	12,190,900	2035	\$16.65	202,960
9	2034	0	2035	0	12,190,900	2036	\$16.65	202,960
10	2035	0	2036	0	12,190,900	2037	\$16.65	202,960
11	2036	0	2037	0	12,190,900	2038	\$16.65	202,960
12	2037	0	2038	0	12,190,900	2039	\$16.65	202,960
13	2038	0	2039	0	12,190,900	2040	\$16.65	202,960
14	2039	0	2040	0	12,190,900	2041	\$16.65	202,960
15	2040	0	2041	0	12,190,900	2042	\$16.65	202,960
16	2041	0	2042	0	12,190,900	2043	\$16.65	202,960
17	2042	0	2043	0	12,190,900	2044	\$16.65	202,960
18	2043	0	2044	0	12,190,900	2045	\$16.65	202,960
19	2044	0	2045	0	12,190,900	2046	\$16.65	202,960
20	2045	0	2046	0	12,190,900	2047	\$16.65	202,960
21	2046	0	2047	0	12,190,900	2048	\$16.65	202,960
22	2047	0	2048	0	12,190,900	2049	\$16.65	202,960
23	2048	0	2049	0	12,190,900	2050	\$16.65	202,960
24	2049	0	2050	0	12,190,900	2051	\$16.65	202,960
25	2050	0	2051	0	12,190,900	2052	\$16.65	202,960
26	2051	0	2052	0	12,190,900	2053	\$16.65	202,960
27	2052	0	2053	0	12,190,900	2054	\$16.65	202,960
Totals		12,190,900		0		Future Value of Increment		5,276,964

Notes:
1) Tax rate shown is actual 2025/2026 rate per DOR Form PC-202 (Tax Increment Collection Worksheet).

Financing and Implementation

The District's primary expenditures will be development incentives. Incentives will be provided on a PAYGO basis from the tax increment generated by the Project and such incentives may be structured in one or more phases. PAYGO payments will be made from and strictly limited to the tax increments generated by the District. The PAYGO incentives are not considered City debt nor will the City appropriate funds to make PAYGO incentive payments from any other sources aside from the tax increment generated by the District.

The City may also incur certain future costs to support properties north of Velp Avenue. Such costs may be funded directly by the City or through a PAYGO arrangement.

Costs incurred by the City prior to availability of tax increments may be paid from other funds of the City to be reimbursed. Once tax increments are collected, these costs will be paid from annual District revenue.

Based on the Project Cost expenditures as included within the cash flow exhibit (Table 3), the District is projected to accumulate sufficient funds by the year 2039 to pay off all Project cost liabilities and obligations. The projected closure is based on the various assumptions noted in this Plan and will vary dependent on actual Project Costs incurred and the actual amount of tax increments collected.

Table 3 - Cash Flow

Year	Projected Revenues		Projected Expenditures			Balances			Year
	Tax Increments	Total Revenues	MRO #1 2026 1409 Velp Ave ¹ \$2,000,000	Ongoing Planning & Administration	Total Expenditures	Annual	Cumulative	Liabilities Outstanding	
2026		0		35,000	35,000	(35,000)	(35,000)	2,000,000	2026
2027		0		10,000	10,000	(10,000)	(45,000)	2,000,000	2027
2028	0	0		10,300	10,300	(10,300)	(55,300)	2,000,000	2028
2029	202,960	202,960	182,664	10,609	193,273	9,687	(45,613)	1,817,336	2029
2030	202,960	202,960	182,664	10,927	193,591	9,369	(36,244)	1,634,672	2030
2031	202,960	202,960	182,664	11,255	193,919	9,041	(27,203)	1,452,008	2031
2032	202,960	202,960	182,664	11,593	194,257	8,703	(18,500)	1,269,343	2032
2033	202,960	202,960	182,664	11,941	194,605	8,355	(10,145)	1,086,679	2033
2034	202,960	202,960	152,220	12,299	164,519	38,441	28,297	934,459	2034
2035	202,960	202,960	152,220	12,668	164,888	38,072	66,369	782,239	2035
2036	202,960	202,960	152,220	13,048	165,268	37,692	104,061	630,019	2036
2037	202,960	202,960	152,220	13,439	165,659	37,301	141,362	477,799	2037
2038	202,960	202,960	152,220	13,842	166,062	36,898	178,260	325,579	2038
2039	202,960	202,960	60,888	14,258	75,146	127,814	306,074	264,691	2039
2040	202,960	202,960	60,888	14,685	75,573	127,387	433,461	203,803	2040
2041	202,960	202,960	60,888	15,126	76,014	126,946	560,407	142,915	2041
2042	202,960	202,960	60,888	15,580	76,468	126,492	686,900	82,027	2042
2043	202,960	202,960	60,888	16,047	76,935	126,025	812,925	21,139	2043
2044	202,960	202,960	21,139	16,528	37,667	165,293	978,218	0	2044
2045	202,960	202,960	0	17,024	17,024	185,936	1,164,154	0	2045
2046	202,960	202,960		17,535	17,535	185,425	1,349,579	0	2046
2047	202,960	202,960		18,061	18,061	184,899	1,534,478	0	2047
2048	202,960	202,960		18,603	18,603	184,357	1,718,835	0	2048
2049	202,960	202,960		19,161	19,161	183,799	1,902,634	0	2049
2050	202,960	202,960		19,736	19,736	183,224	2,085,859	0	2050
2051	202,960	202,960		20,328	20,328	182,632	2,268,491	0	2051
2052	202,960	202,960		20,938	20,938	182,022	2,450,513	0	2052
2053	202,960	202,960		21,566	21,566	181,394	2,631,907	0	2053
2054	202,960	202,960		22,213	22,213	180,747	2,812,655	0	2054
Totals	5,276,964	5,276,964	2,000,000	464,309	2,464,309				Totals

Notes:

1) Per Development Agreement 26-03 the PAYGO MRO will be based on 90% of the project tax increment for 2029-2033, 75% for 2034-2038, and 30% thereafter until a cap of \$2.00M or the actual Qualified Expenditures have been reimbursed.

PROJECTED CLOSURE YEAR

LEGEND:

CALLABLE MATURITIES

END OF EXP. PERIOD

Tax Incremental District No. 33 Project Plan
Prepared by Ehlers

City of Green Bay
Page | 30

SECTION 10:

Annexed Property

A tax incremental district cannot include annexed territory unless at least three years have elapsed since the annexation, or certain other requirements are met. None of the property within the proposed District boundary was annexed during the past three years.

SECTION 11:

Estimate of Property to Be Devoted to Retail Business

Pursuant to Wis. Stat. § 66.1105(5)(b), the City estimates that less than 35% of the territory within the District will be devoted to retail business at the end of the District's maximum expenditure period.

SECTION 12:

Proposed Changes of Zoning Ordinances, Master Plan, Map, Building Codes and City Ordinances

Zoning Ordinances

The proposed Plan is in general conformance with the City's current zoning ordinances. Individual properties may require rezoning at the time of development.

Master (Comprehensive) Plan and Map

The proposed Plan is in general conformance with the City's Comprehensive Plan identifying the area as appropriate for mixed use, multifamily residential, and light industrial development.

Building Codes and Ordinances

Development within the District will be required to conform to State Building Codes and will be subject to the City's permitting and inspection procedures. The proposed Plan conforms to all relevant State and local ordinances, plans, and codes. No changes to the existing regulations are proposed or needed.

SECTION 13:

Statement of the Proposed Method for the Relocation of any Persons to be Displaced

Should implementation of this Plan require relocation of individuals or business operations, relocations will be handled in compliance with Wis. Stat. Chapter 32 and Wis. Admin. Code ADM 92.

SECTION 14:

How Creation of the Tax Incremental District Promotes the Orderly Development of the City

Creation of the District and the implementation of the projects in its Plan will promote the orderly development of the City by eliminating blight through the provision of appropriate financial incentives for private development projects. Through use of tax increment financing, the City can attract new investment that results in increased tax base. Development will occur in an orderly fashion in accordance with approved plans so that the Project will be compatible with adjacent land uses. Development of new uses in the District will add to the tax base and will generate positive secondary impacts in the community such as short-term construction related job creation related to housing development, ongoing employment for jobs in maintenance, landscaping, etc., increased retail and service demand, provision of new housing units to address a shortage in the City, additional school district revenue, and the expansion of City and utility infrastructure.

SECTION 15:

List of Estimated Non-Project Costs

Non-project costs are public works projects which only partly benefit the District. Costs incurred that do not benefit the District may not be paid with tax increments. Examples of non-project costs are:

- A public improvement made within the District that also benefits property outside the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- A public improvement made outside the District that only partially benefits property within the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- Projects undertaken within the District as part of the implementation of this Project Plan, the costs of which are paid fully or in part by impact fees, grants, special assessments, or revenues other than tax increments.

No improvements to be made within the District will benefit property outside the District. Furthermore, there will be no improvements made outside the District that will only partially benefit the District.

SECTION 16:
Legal Opinion Advising Whether the Plan is Complete
and Complies with Wis. Stat. § 66.1105(4)(f)

Legal Opinion Found on Following Page.

DRAFT

**NEED WET SIGNATURE & DATED LEGAL OPINION ON ATTORNEY
LETTERHEAD**

SAMPLE

Mayor
City of Green Bay
100 N Jefferson St
Green Bay, Wisconsin 54301

RE: Project Plan for Tax Incremental District No. 33

Dear Mayor:

Wisconsin Statute 66.1105(4)(f) requires that a project plan for a tax incremental financing district include an opinion provided by the City Attorney advising as to whether the plan is complete and complies with Wisconsin Statute 66.1105.

As City Attorney for the City of Green Bay, I have been asked to review the above-referenced project plan for compliance with the applicable statutory requirements. Based upon my review, in my opinion, the Project Plan for the City of Green Bay Tax Incremental District No. 33 is complete and complies with the provisions of Wisconsin Statute 66.1105.

Sincerely,

City Attorney

SECTION 17:

Calculation of the Share of Projected Tax Increments Estimated to be Paid by the Owners of Property in the Overlying Taxing Jurisdictions

The following projection is provided to meet the requirements of Wis. Stat. § 66.1105(4)(i)4. Allocation of future tax increments is based on the projections included in this Plan and assumes the same proportions as the actual breakdown of tax collections for the 2025/2026 levy year.

Revenue Year	Brown County	City of Green Bay	Green Bay Area School District	Northeast Wisconsin Tech. College	Total	Revenue Year
2028	0	0	0	0	0	2028
2029	47,103	26,822	119,993	9,042	202,960	2029
2030	47,103	26,822	119,993	9,042	202,960	2030
2031	47,103	26,822	119,993	9,042	202,960	2031
2032	47,103	26,822	119,993	9,042	202,960	2032
2033	47,103	26,822	119,993	9,042	202,960	2033
2034	47,103	26,822	119,993	9,042	202,960	2034
2035	47,103	26,822	119,993	9,042	202,960	2035
2036	47,103	26,822	119,993	9,042	202,960	2036
2037	47,103	26,822	119,993	9,042	202,960	2037
2038	47,103	26,822	119,993	9,042	202,960	2038
2039	47,103	26,822	119,993	9,042	202,960	2039
2040	47,103	26,822	119,993	9,042	202,960	2040
2041	47,103	26,822	119,993	9,042	202,960	2041
2042	47,103	26,822	119,993	9,042	202,960	2042
2043	47,103	26,822	119,993	9,042	202,960	2043
2044	47,103	26,822	119,993	9,042	202,960	2044
2045	47,103	26,822	119,993	9,042	202,960	2045
2046	47,103	26,822	119,993	9,042	202,960	2046
2047	47,103	26,822	119,993	9,042	202,960	2047
2048	47,103	26,822	119,993	9,042	202,960	2048
2049	47,103	26,822	119,993	9,042	202,960	2049
2050	47,103	26,822	119,993	9,042	202,960	2050
2051	47,103	26,822	119,993	9,042	202,960	2051
2052	47,103	26,822	119,993	9,042	202,960	2052
2053	47,103	26,822	119,993	9,042	202,960	2053
2054	47,103	26,822	119,993	9,042	202,960	2054
Totals	1,224,684	697,369	3,119,818	235,094	5,276,964	



Report to the Redevelopment Authority of the City of Green Bay

MEETING DATE

July 14, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # F.4

Consideration with possible action on a Resolution Establishing the Boundaries of and Approving the Project Plan for Tax Incremental District No. 34 (TID 34), Brook Park.

BACKGROUND

Following the required public hearing, the Redevelopment Authority is asked to recommend approval of the Project Plan and creation of Tax Incremental District No. 34 (TID 34), Brook Park.

The proposed Project Plan satisfies the requirements of Wis. Stat. § 66.1105 for creation of a mixed-use district. The District will facilitate construction of approximately 155 new residential units in the Brook Park neighborhood while supporting the public infrastructure necessary to serve the development through a PAYGo financing structure.

Tycore Built has submitted an application requesting Tax Increment Financing (TIF) assistance. The proposed Project Plan is based on the developer's preliminary application and subsequent discussions with Ehlers and establishes the statutory framework necessary to evaluate the request and create the District. The development assumptions, projected values, and estimated project costs reflected in the Project Plan are preliminary and may change as staff completes its review of the TIF application and negotiations with the developer. Any Development Agreement, including the amount and terms of any TIF assistance, will be presented to the Redevelopment Authority and Common Council for separate consideration and approval.

RECOMMENDATION

Approve the Resolution recommending adoption of the Project Plan and creation of Tax Incremental District No. 34 and forward the recommendation to the Common Council.

FISCAL IMPACT

To be discussed at the meeting.

ATTACHMENTS

1. TID 34 RDA Resolution 7.14.26
2. TID 34 Boundary Map 7.14.26
3. DRAFT Green Bay TID 34 Project Plan 07.14.26

RESOLUTION NO. 26-04

**RESOLUTION ESTABLISHING THE BOUNDARIES OF AND APPROVING THE
PROJECT PLAN FOR TAX INCREMENTAL DISTRICT NO. 34**

WHEREAS, the City of Green Bay (the “City”) has determined that use of Tax Incremental Financing is required to promote development and redevelopment within the City; and

WHEREAS, Tax Incremental District No. 34 (the “District”) is proposed to be created by the City in accordance with the provisions of Wisconsin Statutes Section 66.1105 (the "Tax Increment Law"); and

WHEREAS, a Project Plan for the District has been prepared that includes:

- a. A statement listing of the kind, number and location of all proposed public works or improvements within the District, or to the extent provided in Wisconsin Statutes Sections 66.1105(2)(f)l.k. and 66.1105(2)(f)l.n., outside of the District;
- b. An economic feasibility study;
- c. A detailed list of estimated project costs;
- d. A description of the methods of financing all estimated project costs and the time when the related costs or monetary obligations are to be incurred;
- e. A map showing existing uses and conditions of real property in the District;
- f. A map showing proposed improvements and uses in the District;
- g. Proposed changes of zoning ordinances, master plan, map, building codes and City ordinances;
- h. A list of estimated non-project costs;
- i. A statement of the proposed plan for relocation of any persons to be displaced;
- j. A statement indicating how the District promotes the orderly development of the City;
- k. An opinion of the City Attorney or of an attorney retained by the City advising that the plan is complete and complies with Wisconsin Statutes Section 66.1105(4)(f); and

WHEREAS, prior to its publication, a copy of the notice of public hearing was sent to the chief executive officers of Brown County, the Green Bay Area Public School District, and the Northeast Wisconsin Technical College District, and any other entities having the power to levy taxes on property located within the District, in accordance with the procedures specified in the Tax Increment Law; and

WHEREAS, in accordance with the procedures specified in the Tax Increment Law, the RDA, on July 14, 2026 held a public hearing concerning the proposed creation of the District, its proposed boundaries and its proposed Project Plan, providing interested parties a reasonable opportunity to express their views thereon.

NOW, THEREFORE, BE IT RESOLVED by the RDA of the City of Green Bay that:

1. It recommends to the Common Council that Tax Incremental District No. 34 be created with boundaries as designated in Exhibit A of this Resolution.
2. It approves and adopts the Project Plan for the District, attached as Exhibit B, and recommends its approval to the Common Council.
3. Creation of the District promotes orderly development in the City.

SIGNATURE PAGE TO FOLLOW.

Adopted _____

Approved _____

REDEVELOPMENT AUTHORITY
OF THE CITY OF GREEN BAY

Gary J. Delveaux
Redevelopment Authority, Chair

**TAX INCREMENTAL DISTRICT NO. 34
BOUNDARY MAP**

[INCLUDED IN PROJECT PLAN]

PROJECT PLAN

[DISTRIBUTED SEPARATELY]



TID 34

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0 300 600 1,200 Feet



TID Boundary

TID Parcel

July 14, 2026

PROJECT PLAN

City of Green Bay, Wisconsin

Tax Incremental District No. 34

Brook Park



Prepared by:

Ehlers
N19W24400 Riverwood Drive,
Suite 100
Waukesha, WI 53188

BUILDING COMMUNITIES. IT'S WHAT WE DO.

KEY DATES

Organizational Joint Review Board Meeting Held:	July 14 th , 2026
Public Hearing Held:	July 14 th , 2026
Consideration by RDA:	July 14 th , 2026
Consideration by Common Council:	August 18 th , 2026
Consideration by the Joint Review Board:	Scheduled for TBD

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SECTION 1:

Executive Summary

DESCRIPTION OF DISTRICT

Tax Incremental District (“TID”) No. 34 (“District”) is a proposed Mixed Use District comprising approximately 122.7 acres located in the eastern portion of the City generally bounded by Interstate 43 to the west, Humboldt Road to the north, Moore Drive to the east and the Baird Creek Parkway to the south. The District will be created to pay the costs of development incentives needed to support the construction of 155 residential units (“Project”) to be developed by Tycore Built (“Developer”). In addition to the incremental property value that will be created, the City expects the Project will result in short-term construction related job creation related to housing development, ongoing employment for jobs in maintenance, landscaping, etc., increased retail and service demand, provision of new housing units to address a shortage in the City, additional school district revenue, and the expansion of City and utility infrastructure.

AUTHORITY

The City is creating the District under the provisions of Wis. Stat. § 66.1105.

ESTIMATED TOTAL PROJECT COST EXPENDITURES

The City anticipates making total expenditures of approximately \$11.41 million (“Project Costs”) to undertake the projects listed in this Project Plan (“Plan”). Project Costs include an estimated \$11.09 million in Pay As You Go (“PAYGO”) developer incentives and \$322 thousand in ongoing planning and administrative costs.

INCREMENTAL VALUATION

The City projects that new land and improvements value of approximately \$57.80 million will result from the Project. Creation of this additional value will be made possible by the Project Costs made within the District. A table detailing assumptions as to the development timing and associated values is included in the Economic Feasibility Study located within this Plan.

EXPECTED TERMINATION OF DISTRICT

Based on the Economic Feasibility Study located within Section 9 of this Plan, the City anticipates that the District will generate sufficient tax increment to pay all Project Costs within 18 of its allowable 20 years.

SUMMARY OF FINDINGS

As required by Wis. Stat. § 66.1105, and as documented in this Plan and the exhibits contained and referenced herein, the following findings are made:

1. That “but for” the creation of this District, the development projected to occur as detailed in this Plan: 1) would not occur; or 2) would not occur in the manner, at the values, or within the timeframe desired by the City. The Developer will incur costs to improve the new residential lots within the District that are not expected to be fully recovered through sales while also generating market-appropriate investor returns. The City is evaluating a request from the Developer for Tax Incremental Financing (“TIF”) assistance and confirming that the public investment is necessary, and that “but for” that investment, the related development will not occur.

The development incentives included in this Plan are based on the TIF request from the Developer which prescribed the incentive would be provided on a PAYGO basis to assist with the costs associated with the installation of public infrastructure and other costs to improve the residential lots. City staff is evaluating the proposal and the final terms of the development agreement may vary materially from what is shown in this Plan

2. The economic benefits of the District, as measured by increased employment, business and personal income, and property value, are sufficient to compensate for the cost of the improvements. In making this determination, the City has considered that the Developer is likely to purchase goods and services from local suppliers in construction of the Project, and induced effects of employee households spending locally for goods and services from retailers, restaurants and service companies.
3. The benefits of the proposal outweigh the anticipated tax increments to be paid by the owners of property in the overlying taxing jurisdictions. As required by Wis. Stat. § 66.1105(4)(i)4., a calculation of the share of projected tax increments estimated to be paid by the owners of property in the overlying taxing jurisdictions has been prepared and can be found in this Plan. However, because the Project would not occur without the use of tax incremental financing, these tax increments would not be paid but for creation of the District. Accordingly, the City finds that the benefits expected to be realized as set forth in this Plan outweigh the value of the tax increments to be invested in the Project.
4. Not less than 50% by area of the real property within the District is suitable for mixed use development as defined by Wis. Stat. § 66.1105(2)(cm). Lands proposed for newly-platted residential development comprise no more than 35% of the real property area within the District. Costs related to newly-platted residential development may be incurred based on the proposed

development having a density of at least three (3) units per acre as defined in Wis. Stat. § 66.1105(2)(f)3.a.

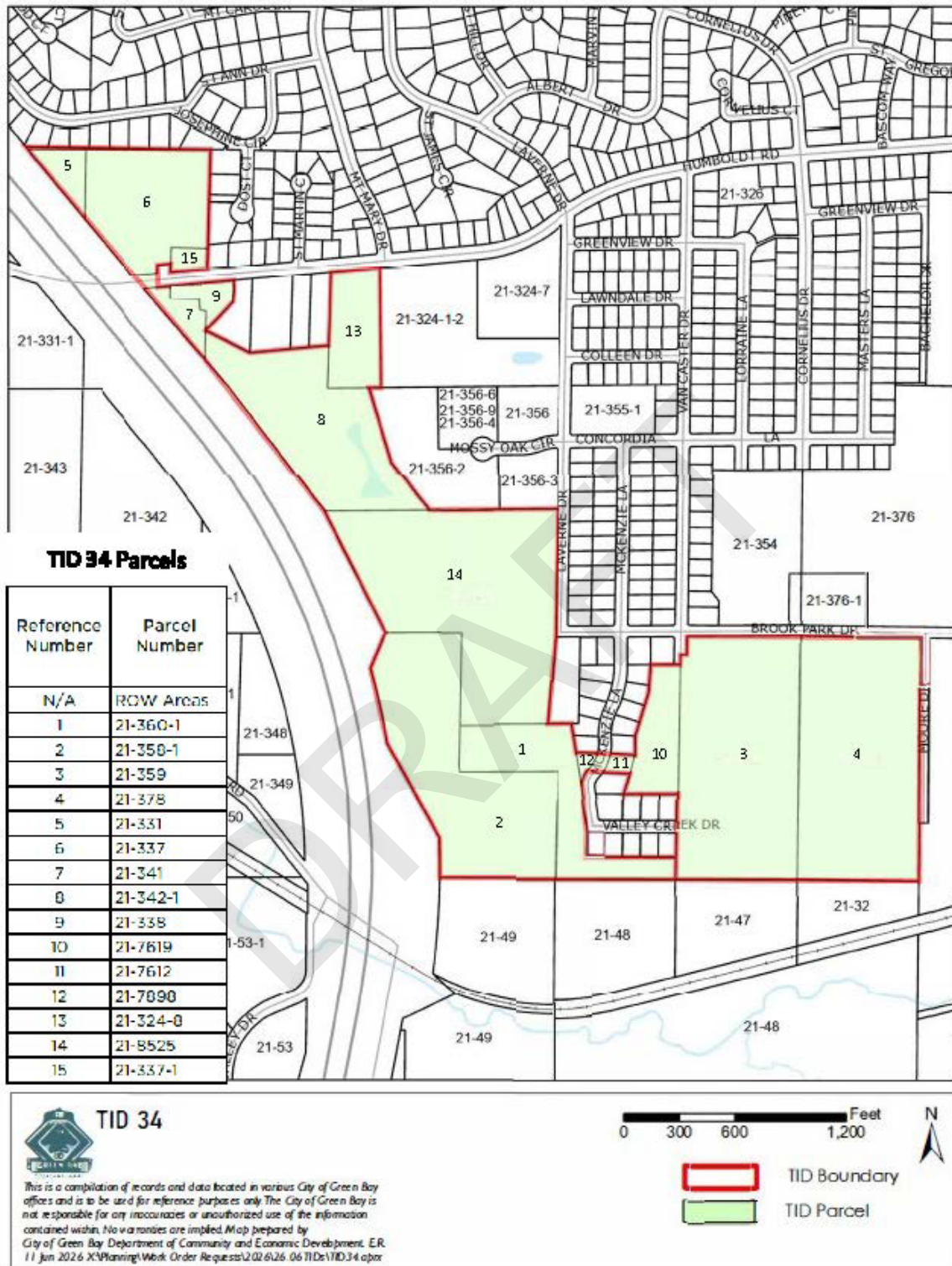
5. Based on the foregoing finding, the District is designated as a mixed-use district.
6. The Project Costs relate directly to promoting mixed use development in the District, consistent with the purpose for which the District is created.
7. Improvements to be made in the District are likely to significantly enhance the value of substantially all of the other real property in the District.
8. The equalized value of taxable property in the District, plus the incremental value of all existing tax incremental districts within the City does not exceed 12% of the total equalized value of taxable property within the City.
9. The City estimates that less than 35% of the territory within the District will be devoted to retail business at the end of the District's maximum expenditure period, pursuant to Wis. Stat. § 66.1105(5)(b).
10. That there are no parcels to be included within the District that were annexed by the City within the preceding three-year period.
11. The Plan for the District is feasible and is in conformity with the Master Plan of the City.

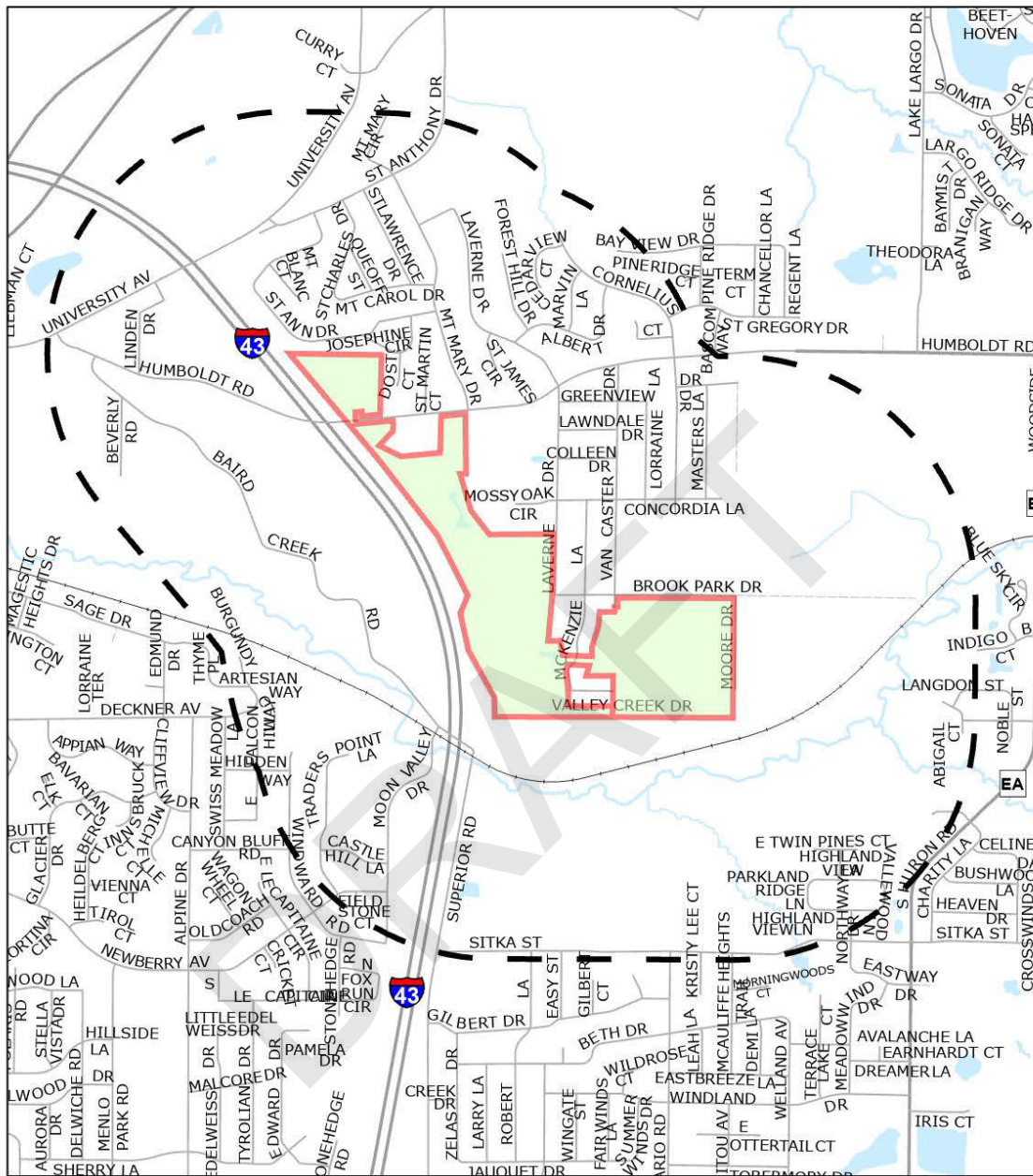
SECTION 2:

Preliminary Map of Proposed District Boundary

Map Found on Following Page.

DRAFT





TID 34

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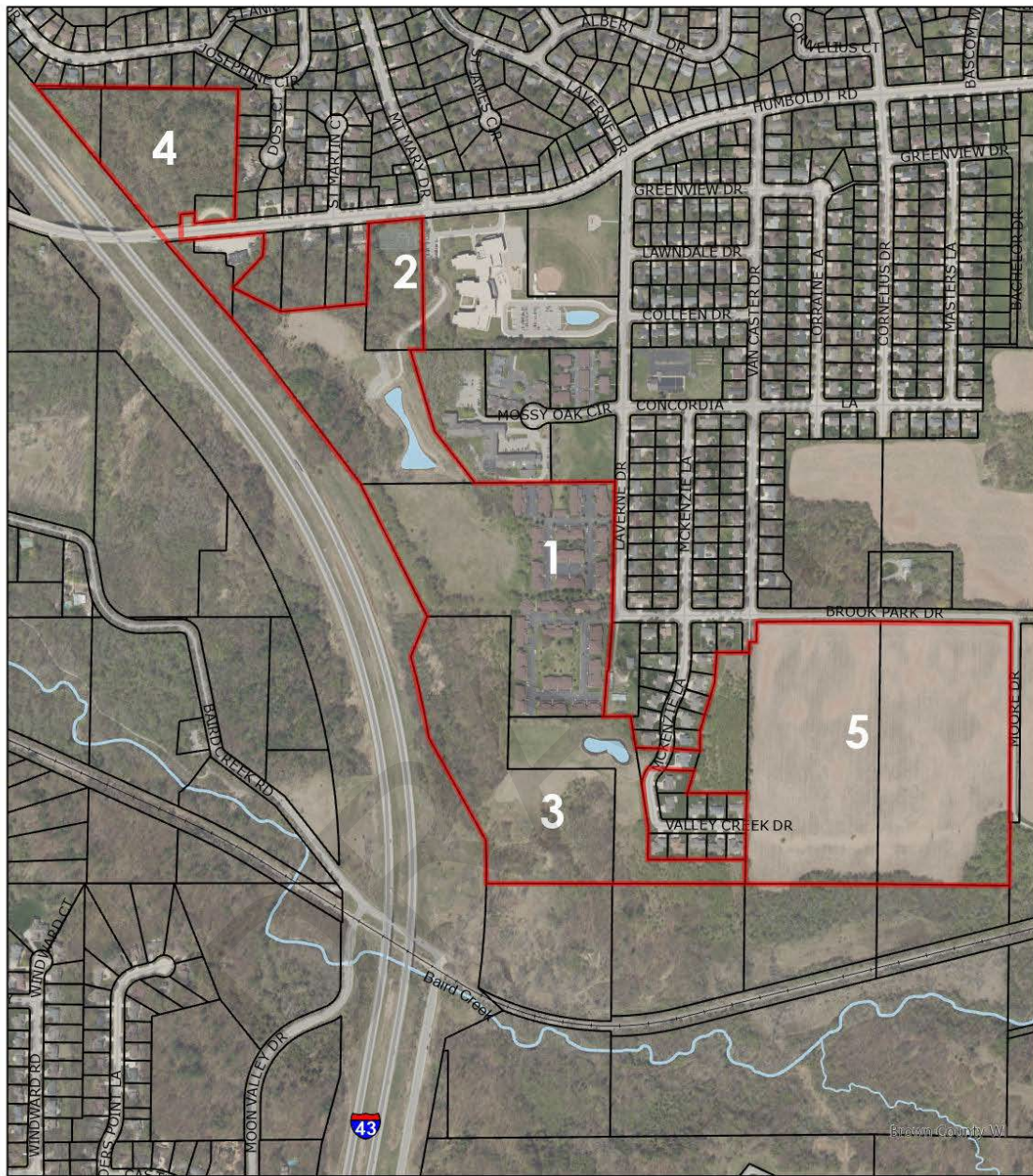
- TID Boundary
- 1/2 mile Boundary

SECTION 3:

Map Showing Existing Uses and Conditions

Map Found on Following Page.

DRAFT



TID 34

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0 0.05 0.1 0.2 Miles



1. Existing Residential Area
2. Park
3. Open Space
4. Undeveloped Natural Area
5. Undeveloped Agricultural Land



TID Boundary

SECTION 4:

Preliminary Parcel List and Analysis

The District will consist of the parcels identified in the below tables:

Parcel Data

Reference Number	Parcel Number	Address	Acres	Suitable Acres		
				Commercial/ Business	Previously- Platted Residential	Newly- Platted Residential
N/A	ROW Areas		0.40			
1	21-360-1	0 BROOK PARK DR	7.13			
2	21-358-1	0 BROOK PARK DR	16.55			
3	21-359	0 BROOK PARK DR	19.48			19.48
4	21-378	0 BROOK PARK DR	19.52			19.52
5	21-331	0 HUMBOLDT RD	1.35	1.35		
6	21-337	0 HUMBOLDT RD	8.88	8.88		
7	21-341	0 HUMBOLDT RD	1.23	1.23		
8	21-342-1	0 HUMBOLDT RD	16.22			
9	21-338	2850 HUMBOLDT RD	1.02	1.02		
10	21-7619	200 VAN CASTER DR BLK	3.49			3.49
11	21-7612	194 MCKENZIE LN	0.33		0.33	
12	21-7898	185 MCKENZIE LN,	0.23		0.23	
13	21-324-8	2910 HUMBOLDT RD	4.08			
14	21-8525	287-365 LAVERNE DR	22.23		7.10	
15	21-337-1	2800 HUMBOLDT RD	0.58	0.58		
TOTALS			122.72	13.07	7.65	42.49

Percentage of TID Area Suitable for Mixed Use Development (at least 50%)

52%

Percentage of TID Area Not Suitable for Development

48%

Total Area

100%

Percentage of TID Area Suitable for Newly Platted Residential Development
(no more than 35%)

35%

Calculation of Estimated Base Value¹

Parcel	Assessed Value			Equalized Value ²		
	Land	Improvement	Total	Land	Improvement	Total
21-360-1	0	0	0	0	0	0
21-358-1	0	0	0	0	0	0
21-359	4,200	0	4,200	5,700	0	5,700
21-378	12,300	0	12,300	16,800	0	16,800
21-331	9,000	0	9,000	12,300	0	12,300
21-337	133,100	0	133,100	181,600	0	181,600
21-341	0	0	0	0	0	0
21-342-1	0	0	0	0	0	0
21-338	133,000	387,200	520,200	181,500	528,300	709,800
21-7619	62,100	0	62,100	84,700	0	84,700
21-7612	43,900	343,800	387,700	59,900	469,100	529,000
21-7898	0	0	0	0	0	0
21-324-8	0	0	0	0	0	0
21-8525	2,004,000	8,915,100	10,919,100	2,734,100	12,163,100	14,897,200
21-337-1	54,300	0	54,300	74,100	0	74,100
TOTALS	2,455,900	9,646,100	12,102,000	3,350,700	13,160,500	16,511,200

1) Estimated based on values as of January 1, 2025. Actual base value will be as of January 1, 2026.

2) Calculation based on aggregate assessment ratio of 73.30%.

SECTION 5:
Equalized Value Test

The following calculations demonstrate that the City expects to be in compliance with Wis. Stat. § 66.1105(4)(gm)4.c., which requires that the equalized value of the taxable property in the proposed District, plus the value increment of all existing tax incremental districts, does not exceed 12% of the total equalized value of taxable property within the City.

Calculation of City Equalized Value Limit

City TID IN Equalized Value (Jan. 1, 2025)	\$	11,886,581,700
TID Valuation Limit @ 12% of Above Value	\$	1,426,389,804

Calculation of Value Subject to Limit

Estimated Base Value of Territory to be Included in District	\$	16,511,200
Incremental Value of Existing Districts (Jan. 1, 2025)	\$	884,537,600
Total Value Subject to 12% Valuation Limit	\$	901,048,800
Total Percentage of TID IN Equalized Value		7.58%
Residual Value Capacity of TID IN Equalized Value	\$	525,341,004

The equalized value of the increment of existing tax incremental districts within the City, plus the base value of the proposed District, totals \$901,048,800. This value is less than the maximum of \$1,426,389,804 in equalized value that is permitted for the City.

SECTION 6:

Statement Listing the Kind, Number and Location of All Proposed Public Works or Improvements Within the District

Project Costs are any expenditure made, estimated to be made, or monetary obligations incurred or estimated to be incurred as outlined in this Plan. Project Costs will be diminished by any income, special assessments or other revenues, including user fees or charges, other than tax increments, received or reasonably expected to be received in connection with the implementation of the Plan. If Project Costs incurred benefit territory outside the District, a proportionate share of the cost is not a Project Cost. Costs identified in this Plan are preliminary estimates made prior to design considerations and are subject to change after planning, design and construction is completed.

With all Project Costs, the costs of engineering, design, survey, inspection, materials, construction, restoring property to its original condition, apparatus necessary for public works, legal and other consultant fees, testing, environmental studies, permits, updating City ordinances and plans, judgments or claims for damages and other expenses are included as Project Costs.

The following is a list of public works and other tax incremental financing eligible Project Costs that the City expects to make, or may need to make, in conjunction with the implementation of the District's Plan. The map found in Section 7 of this Plan along with the Detailed List of Project Costs found in Section 8 provide additional information as to the kind, number and location of potential Project Costs.

Property, Right-of-Way and Easement Acquisition

Property Acquisition for Development

To promote and facilitate development the City may acquire property within the District. The cost of property acquired, and any costs associated with the transaction, are eligible Project Costs. Following acquisition, other Project Costs within the categories detailed in this Section may be incurred to make the property suitable for development. Any revenue received by the City from the sale of property acquired pursuant to the execution of this Plan will be used to reduce the total project costs of the District. If total Project Costs incurred by the City to acquire property and make it suitable for development exceed the revenues or other consideration received from the sale or lease of that property, the net amount shall be considered "real property assembly costs" as

defined in Wis. Stat. § 66.1105(2)(f)1.c., and subject to recovery as an eligible Project Cost.

Property Acquisition for Conservancy

To promote the objectives of this Plan, the City may acquire property within the District that it will designate for conservancy. These conservancy objectives include: preserving historic resources or sensitive natural features; protection of scenic and historic views; maintaining habitat for wildlife; maintaining adequate open space; reduction of erosion and sedimentation by preserving existing vegetation; and providing adequate areas for management of stormwater. The cost of property acquired for conservancy, and any costs associated with the transaction, are eligible Project Costs.

Acquisition of Rights-of-Way

The City may need to acquire property to allow for installation of streets, driveways, sidewalks, utilities, stormwater management practices and other public infrastructure. Costs incurred by the City to identify, negotiate and acquire rights-of-way are eligible Project Costs.

Acquisition of Easements

The City may need to acquire temporary or permanent easements to allow for installation and maintenance of streets, driveways, sidewalks, utilities, stormwater management practices and other public infrastructure. Costs incurred by the City to identify, negotiate and acquire easement rights are eligible Project Costs.

Relocation Costs

If relocation expenses are incurred in conjunction with the acquisition of property, those expenses are eligible Project Costs. These costs may include, but are not limited to: preparation of a relocation plan; allocations of staff time; legal fees; publication of notices; obtaining appraisals; and payment of relocation benefits as required by Wis. Stat. Chapter 32 and Wis. Admin. Code ADM 92.

Site Preparation Activities

Environmental Audits and Remediation

If it becomes necessary to evaluate any land or improvement within the District, any cost incurred by the City related to environmental audits, testing, and remediation are eligible Project Costs.

Demolition

To make sites suitable for development, the City may incur costs related to demolition and removal of structures or other land improvements, to include abandonment of wells or other existing utility services.

Site Grading

Land within the District may require grading to make it suitable for development, to provide access, and to control stormwater runoff. The City may need to remove and dispose of excess material, or bring in fill material to provide for proper site elevations. Expenses incurred by the City for site grading are eligible Project Costs.

Utilities

Sanitary Sewer System Improvements

To allow development to occur, the City may need to construct, alter, rebuild or expand sanitary sewer infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: collection mains; manholes and cleanouts; service laterals; force mains; interceptor sewers; pumping stations; lift stations; wastewater treatment facilities; and all related appurtenances. To the extent sanitary sewer projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand sanitary sewer infrastructure located outside of the District. That portion of the costs of sanitary sewer system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Water System Improvements

To allow development to occur, the City may need to construct, alter, rebuild or expand water system infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: distribution mains; manholes and valves; hydrants; service laterals; pumping stations; wells; water treatment facilities; storage tanks and reservoirs; and all related appurtenances. To the extent water system projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the

implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand water system infrastructure located outside of the District. That portion of the costs of water system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Stormwater Management System Improvements

Development within the District will cause stormwater runoff. To manage this stormwater runoff, the City may need to construct, alter, rebuild or expand stormwater management infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: stormwater collection mains; inlets, manholes and valves; service laterals; ditches; culvert pipes; box culverts; bridges; stabilization of stream and river banks; and infiltration, filtration and detention Best Management Practices (BMP's). To the extent stormwater management system projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand stormwater management infrastructure located outside of the District. That portion of the costs of stormwater management system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Electric Service

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade electric services. Relocation may require abandonment and removal of existing poles or towers, installation of new poles or towers, or burying of overhead electric lines. Costs incurred by the City to undertake this work are eligible Project Costs.

Gas Service

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade gas mains and services. Costs incurred by the City to undertake this work are eligible Project Costs.

Communications Infrastructure

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade infrastructure required for voice and data communications, including, but not limited to: telephone lines, cable lines and fiber optic cable. Costs incurred by the City to undertake this work are eligible Project Costs.

Streets and Streetscape

Street Improvements

To allow development to occur, the City may need to construct or reconstruct streets, highways, alleys, access drives and parking areas. Eligible Project Costs include, but are not limited to: excavation; removal or placement of fill; construction of road base; asphalt or concrete paving or repaving; installation of curb and gutter; installation of sidewalks and bicycle lanes; installation of culverts, box culverts and bridges; rail crossings and signals; utility relocation, to include burying overhead utility lines; street lighting; installation of traffic control signage and traffic signals; pavement marking; right-of-way restoration; installation of retaining walls; and installation of fences, berms, and landscaping.

Streetscaping and Landscaping

To attract development consistent with the objectives of this Plan, the City may install amenities to enhance development sites, rights-of-way and other public spaces. These amenities include, but are not limited to: landscaping; lighting of streets, sidewalks, parking areas and public areas; installation of planters, benches, clocks, tree rings, trash receptacles and similar items; and installation of brick or other decorative walks, terraces and street crossings. These and any other similar amenities installed by the City are eligible Project Costs.

Community Development

Cash Grants (Development Incentives)

The City may enter into agreements with property owners, lessees, or developers of land located within the District for sharing costs to encourage the desired kind of improvements and assure tax base is generated sufficient to recover Project Costs. No cash grants will be provided until the City executes a developer agreement with the recipient of the cash grant. Any payments of cash grants made by the City are eligible Project Costs.

Contribution to Redevelopment Authority (RDA)

As provided for in Wis. Stat. § 66.1105(2)(f)1.h and Wis. Stat. § 66.1333(13), the City may provide funds to its RDA to be used for administration, planning operations, and capital costs, including but not limited to real property

acquisition, related to the purposes for which it was established in furtherance of any redevelopment or urban renewal project. Funds provided to the RDA for this purpose are eligible Project Costs.

Revolving Loan/Grant Program (Development Incentives)

To encourage private development consistent with the objectives of this Plan, the City, through its RDA, may provide loans or grants to eligible property owners in the District. Eligible improvements will be those that are likely to improve the value of the property, enhance the visual appearance of the property and surrounding area, correct safety deficiencies, or as otherwise specified by the RDA in the program manual. Any funds returned to the RDA from the repayment of loans made are not considered revenues to the District, and will not be used to offset District Project Costs. Instead, these funds may be placed into a revolving fund and will continue to be used for the program purposes stated above. Any funds provided to the RDA for purposes of implementing this program are considered eligible Project Costs.

Miscellaneous

Rail Spur

To allow for development, the City may incur costs for installation of a rail spur or other railway improvements to serve development sites located within the District.

Professional Service and Organizational Costs

The costs of professional services rendered, and other costs incurred, in relation to the creation, administration and termination of the District, and the undertaking of the projects contained within this Plan, are eligible Project Costs. Professional services include but are not limited to: architectural; environmental; planning; engineering; legal; audit; financial; and the costs of informing the public with respect to the creation of the District and the implementation of the Plan.

Administrative Costs

The City may charge to the District as eligible Project Costs reasonable allocations of administrative costs, including, but not limited to, employee salaries. Costs allocated will bear a direct connection to the time spent by City employees relating to the implementation of the Plan.

Financing Costs

Interest expense, debt issuance expenses, redemption premiums, and any other fees and costs incurred in conjunction with obtaining financing for projects undertaken under this Plan are eligible Project Costs.

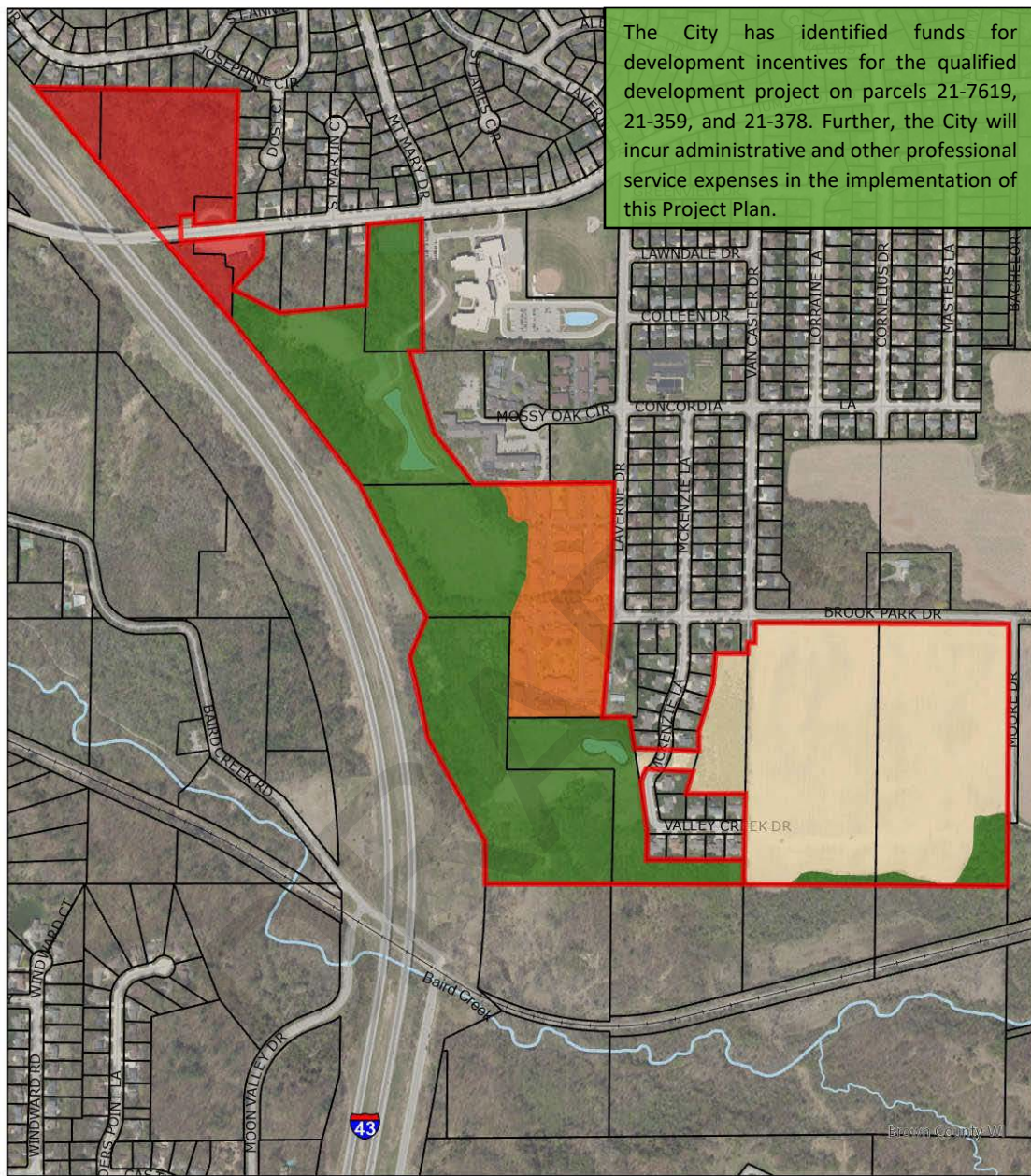
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SECTION 7:

Map Showing Proposed Improvements and Uses

Map Found on Following Page.

DRAFT



The City has identified funds for development incentives for the qualified development project on parcels 21-7619, 21-359, and 21-378. Further, the City will incur administrative and other professional service expenses in the implementation of this Project Plan.



TID 34

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- Low Density Residential
- Multifamily Residential
- Neighborhood Commercial
- Parks

0 0.05 0.1 0.2 Miles



TID Boundary



SECTION 8:

Detailed List of Estimated Project Costs

The list on the following page identifies the Project Costs that the City currently expects to incur in implementing the District's Plan. All projects identified and related costs reflect the best estimates available as of the date of preparation of this Plan. All costs are preliminary estimates and may increase or decrease. Certain Project Costs listed may become unnecessary, and other Project Costs not currently identified may need to be made. (Section 6 details the general categories of eligible Project Costs). Changes in Project Cost totals or the types of Project Costs to be incurred will not require that this Plan be amended. This Plan is not meant to be a budget nor an appropriation of funds for specific Project Costs, but a framework within which to manage Project Costs.

DRAFT

Project ID	Project Name/Type	Est. Cost		Totals	Est. Timing
		Phase I	Ongoing		
1	Pay As You Go ("PAYGO") Development Incentives ¹	11,092,607		11,092,607	2029-2047
2	Ongoing Planning & Administrative Costs		321,765	321,765	2026-2047
Total Projects		11,092,607	321,765	11,414,372	

Notes:

1) Per the preliminary information provided by the Developer. The City is still reviewing the request and the actual incentive provided may be materially different.

SECTION 9:

Economic Feasibility Study, Description of the Methods of Financing Estimated Project Costs and the Time When Related Costs or Monetary Obligations are to be Incurred

This Section includes a forecast of the valuation increases expected within the District, the associated tax increment collections, a summary of how Project Costs would be financed, and a projected cash flow demonstrating that the District is economically feasible.

Key Assumptions

The Project Costs the City plans to make are expected to create \$57.80 million in incremental value by January 1, 2038. Estimated valuations and timing for construction of the Project are included in **Table 1**. Assuming annual 0.50% reductions in the City's current equalized TID Interim tax rate of \$16.65 per thousand of equalized value, and 1.02% economic appreciation, the Project would generate \$13.43 million in incremental tax revenue over the 20-year term of the District as shown in **Table 2**.

Table 1 - Development Assumption

Construction Year	Tycore												Annual Total	Construction Year
	Duplex			Townhomes			Back Loaded Garage Residential			Standard Residential				
	Lots	Units		Lots	Units		Lots	Units		Lots	Units			
	Units	Value	Value	Units	Value	Value	Units	Value	Value	Units	Value	Value		
Estimated Value per		\$60,000	\$440,000		\$32,500	\$267,500		\$42,500	\$282,500		\$62,500	\$312,500		
1 2026													0	2026 1
2 2027	1	60,000	440,000	2	65,000	535,000	2	85,000	565,000	5	312,500	1,562,500	3,625,000	2027 2
3 2028	1	60,000	440,000	4	130,000	1,070,000	2	85,000	565,000	5	312,500	1,562,500	4,225,000	2028 3
4 2029	2	120,000	880,000	3	97,500	802,500	3	127,500	847,500	5	312,500	1,562,500	4,750,000	2029 4
5 2030	2	120,000	880,000	8	260,000	2,140,000	6	255,000	1,695,000	4	250,000	1,250,000	6,850,000	2030 5
6 2031				8	260,000	2,140,000	6	255,000	1,695,000	3	187,500	937,500	5,475,000	2031 6
7 2032	4	240,000	1,760,000							12	750,000	3,750,000	6,500,000	2032 7
8 2033	4	240,000	1,760,000							12	750,000	3,750,000	6,500,000	2033 8
9 2034										12	750,000	3,750,000	4,500,000	2034 9
10 2035	2	120,000	880,000							11	687,500	3,437,500	5,125,000	2035 10
11 2036	2	120,000	880,000							11	687,500	3,437,500	5,125,000	2036 11
12 2037	2	120,000	880,000							11	687,500	3,437,500	5,125,000	2037 12
13 2038													0	2038 13
14 2039													0	2039 14
15 2040													0	2040 15
16 2041													0	2041 16
17 2042													0	2042 17
18 2043													0	2043 18
19 2044													0	2044 19
20 2045													0	2045 20
Totals	20	1,200,000	8,800,000	25	812,500	6,687,500	19	807,500	5,367,500	91	5,687,500	28,437,500	57,800,000	
Notes:													Total Unit Count:	155
1) Timing based on preliminary information provided by the developer.														

Table 2 – Tax Increment Projection Worksheet

Type of District	Mixed Use		Base Value	16,511,200
District Creation Date	January 1, 2026		Economic Change Factor	1.02%
Valuation Date	Jan 1,	2026	Apply to Base Value	
Max Life (Years)	20		Base Tax Rate	\$16.65
End of Expenditure Period	15	1/1/2041	Rate Adjustment Factor	-0.50%
Revenue Periods/Final Year	20	2047		
Extension Eligibility/Years	Yes	3		
Eligible Recipient District	No			

	Construction Year	Value Added	Valuation Year	Economic Change	Total Increment	Revenue Year	Tax Rate ¹	Tax Increment
1	2026	0	2027	0	0	2028	\$16.65	0
2	2027	3,625,000	2028	0	3,625,000	2029	\$16.57	60,049
3	2028	4,225,000	2029	36,975	7,886,975	2030	\$16.48	129,996
4	2029	4,750,000	2030	80,447	12,717,422	2031	\$16.40	208,566
5	2030	6,850,000	2031	129,718	19,697,140	2032	\$16.32	321,418
6	2031	5,475,000	2032	200,911	25,373,051	2033	\$16.24	411,968
7	2032	6,500,000	2033	258,805	32,131,856	2034	\$16.16	519,098
8	2033	6,500,000	2034	327,745	38,959,601	2035	\$16.07	626,255
9	2034	4,500,000	2035	397,388	43,856,989	2036	\$15.99	701,453
10	2035	5,125,000	2036	447,341	49,429,330	2037	\$15.91	786,624
11	2036	5,125,000	2037	504,179	55,058,509	2038	\$15.83	871,827
12	2037	5,125,000	2038	561,597	60,745,106	2039	\$15.76	957,062
13	2038	0	2039	619,600	61,364,706	2040	\$15.68	961,990
14	2039	0	2040	625,920	61,990,626	2041	\$15.60	966,943
15	2040	0	2041	632,304	62,622,930	2042	\$15.52	971,922
16	2041	0	2042	638,754	63,261,684	2043	\$15.44	976,927
17	2042	0	2043	645,269	63,906,953	2044	\$15.37	981,957
18	2043	0	2044	651,851	64,558,804	2045	\$15.29	987,013
19	2044	0	2045	658,500	65,217,304	2046	\$15.21	992,095
20	2045	0	2046	665,217	65,882,521	2047	\$15.14	997,203
Totals		57,800,000		8,082,521		Future Value of Increment		13,430,367

Notes:
1) Tax rate shown is actual 2025/2026 rate per DOR Form PC-202 (Tax Increment Collection Worksheet).

Financing and Implementation

The District's primary expenditures will be development incentives. Incentives will be provided on a PAYGO basis from the tax increment generated by the Project and such incentives may be structured in one or more phases. PAYGO payments will be made from and strictly limited to the tax increments generated by the District. The PAYGO incentives are not considered City debt nor will the City appropriate funds to make PAYGO incentive payments from any other sources aside from the tax increment generated by the District.

Costs incurred by the City prior to availability of tax increments may be paid from other funds of the City to be reimbursed. Once tax increments are collected, these costs will be paid from annual District revenue.

Based on the Project Cost expenditures as included within the cash flow exhibit (**Table 3**), the District is projected to accumulate sufficient funds by the year 2045 to pay off all Project cost liabilities and obligations. The projected closure is based on the various assumptions noted in this Plan and will vary dependent on actual Project Costs incurred and the actual amount of tax increments collected.

Table 3 - Cash Flow

Year	Projected Revenues		Projected Expenditures			Balances			Year
	Tax Increments	Total Revenues	MRO #1 2026 Tycore ¹ \$11,092,607	Ongoing Planning & Administration	Total Expenditures	Annual	Cumulative	Liabilities Outstanding	
2026		0		35,000	35,000	(35,000)	(35,000)	11,092,607	2026
2027		0	0	10,000	10,000	(10,000)	(45,000)	11,092,607	2027
2028	0	0	0	10,300	10,300	(10,300)	(55,300)	11,092,607	2028
2029	60,049	60,049	51,042	10,609	61,651	(1,602)	(56,902)	11,041,565	2029
2030	129,996	129,996	110,497	10,927	121,424	8,572	(48,329)	10,931,068	2030
2031	208,566	208,566	177,281	11,255	188,536	20,030	(28,300)	10,753,787	2031
2032	321,418	321,418	273,205	11,593	284,798	36,620	8,320	10,480,582	2032
2033	411,968	411,968	350,172	11,941	362,113	49,855	58,175	10,130,409	2033
2034	519,098	519,098	441,233	12,299	453,532	65,566	123,741	9,689,176	2034
2035	626,255	626,255	532,317	12,668	544,984	81,271	205,011	9,156,859	2035
2036	701,453	701,453	596,235	13,048	609,283	92,170	297,182	8,560,625	2036
2037	786,624	786,624	668,631	13,439	682,070	104,555	401,736	7,891,994	2037
2038	871,827	871,827	741,053	13,842	754,895	116,932	518,668	7,150,941	2038
2039	957,062	957,062	813,503	14,258	827,761	129,302	647,970	6,337,438	2039
2040	961,990	961,990	817,692	14,685	832,377	129,613	777,583	5,519,746	2040
2041	966,943	966,943	821,902	15,126	837,028	129,916	907,498	4,697,844	2041
2042	971,922	971,922	826,134	15,580	841,714	130,209	1,037,707	3,871,711	2042
2043	976,927	976,927	830,388	16,047	846,435	130,492	1,168,199	3,041,323	2043
2044	981,957	981,957	834,663	16,528	851,192	130,765	1,298,964	2,206,659	2044
2045	987,013	987,013	838,961	17,024	855,985	131,028	1,429,992	1,367,698	2045
2046	992,095	992,095	843,281	17,535	860,816	131,279	1,561,271	524,418	2046
2047	997,203	997,203	524,418	18,061	542,479	454,725	2,015,995	0	2047
Totals	13,430,367	13,430,367	11,092,607	321,765	11,414,372				Totals

Notes: NPV @ 8.00% \$3,971,330

1) Based on the developer's request for 85% of the project tax increment up to a cap of \$11,092,607. The City is still reviewing the request and the actual incentive provided may be materially different.

LEGEND:
 CALLABLE MATURITIES
 END OF EXP. PERIOD

PROJECTED CLOSURE YEAR

SECTION 10:

Annexed Property

A tax incremental district cannot include annexed territory unless at least three years have elapsed since the annexation, or certain other requirements are met. None of the property within the proposed District boundary was annexed during the past three years.

SECTION 11:

Estimate of Property to Be Devoted to Retail Business

Pursuant to Wis. Stat. § 66.1105(5)(b), the City estimates that less than 35% of the territory within the District will be devoted to retail business at the end of the District's maximum expenditure period.

SECTION 12:

Proposed Changes of Zoning Ordinances, Master Plan, Map, Building Codes and City Ordinances

Zoning Ordinances

The proposed Plan is in general conformance with the City's current zoning ordinances. Individual properties may require rezoning at the time of development.

Master (Comprehensive) Plan and Map

The proposed Plan is in general conformance with the City's Comprehensive Plan identifying the area as appropriate for low density residential, multifamily residential, and neighborhood commercial.

Building Codes and Ordinances

Development within the District will be required to conform to State Building Codes and will be subject to the City's permitting and inspection procedures. The proposed Plan conforms to all relevant State and local ordinances, plans, and codes. No changes to the existing regulations are proposed or needed.

SECTION 13:

Statement of the Proposed Method for the Relocation of any Persons to be Displaced

Should implementation of this Plan require relocation of individuals or business operations, relocations will be handled in compliance with Wis. Stat. Chapter 32 and Wis. Admin. Code ADM 92.

SECTION 14:

How Creation of the Tax Incremental District Promotes the Orderly Development of the City

Creation of the District and the implementation of the projects in its Plan will promote the orderly development of the City by creating opportunities for mixed use development through the provision of appropriate financial incentives for private development projects. Through use of tax increment financing, the City can attract new investment that results in increased tax base. Development will occur in an orderly fashion in accordance with approved plans so that the Project will be compatible with adjacent land uses. Development of new uses in the District will add to the tax base and will generate positive secondary impacts in the community such as short-term construction related job creation related to housing development, ongoing employment for jobs in maintenance, landscaping, etc., increased retail and service demand, provision of new housing units to address a shortage in the City, additional school district revenue, and the expansion of City and utility infrastructure.

SECTION 15:

List of Estimated Non-Project Costs

Non-project costs are public works projects which only partly benefit the District. Costs incurred that do not benefit the District may not be paid with tax increments. Examples of non-project costs are:

- A public improvement made within the District that also benefits property outside the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- A public improvement made outside the District that only partially benefits property within the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- Projects undertaken within the District as part of the implementation of this Project Plan, the costs of which are paid fully or in part by impact fees, grants, special assessments, or revenues other than tax increments.

No improvements to be made within the District will benefit property outside the District. Furthermore, there will be no improvements made outside the District that will only partially benefit the District.

SECTION 16:
**Legal Opinion Advising Whether the Plan is Complete
and Complies with Wis. Stat. § 66.1105(4)(f)**

Legal Opinion Found on Following Page.

DRAFT

**NEED WET SIGNATURE & DATED LEGAL OPINION ON ATTORNEY
LETTERHEAD**

SAMPLE

Mayor
City of Green Bay
100 N Jefferson St
Green Bay, Wisconsin 54301

RE: Project Plan for Tax Incremental District No. 34

Dear Mayor:

Wisconsin Statute 66.1105(4)(f) requires that a project plan for a tax incremental financing district include an opinion provided by the City Attorney advising as to whether the plan is complete and complies with Wisconsin Statute 66.1105.

As City Attorney for the City of Green Bay, I have been asked to review the above-referenced project plan for compliance with the applicable statutory requirements. Based upon my review, in my opinion, the Project Plan for the City of Green Bay Tax Incremental District No. 34 is complete and complies with the provisions of Wisconsin Statute 66.1105.

Sincerely,

City Attorney

SECTION 17:

Calculation of the Share of Projected Tax Increments Estimated to be Paid by the Owners of Property in the Overlying Taxing Jurisdictions

The following projection is provided to meet the requirements of Wis. Stat. § 66.1105(4)(i)4. Allocation of future tax increments is based on the projections included in this Plan and assumes the same proportions as the actual breakdown of tax collections for the 2025/2026 levy year.

Revenue Year	Brown County	City of Green Bay	Green Bay Area School District	Northeast Wisconsin Tech. College	Total	Revenue Year
2028	0	0	0	0	0	2028
2029	13,936	7,936	35,502	2,675	60,049	2029
2030	30,170	17,179	76,856	5,791	129,996	2030
2031	48,404	27,563	123,307	9,292	208,566	2031
2032	74,595	42,477	190,027	14,319	321,418	2032
2033	95,610	54,443	243,561	18,354	411,968	2033
2034	120,473	68,601	306,898	23,126	519,098	2034
2035	145,342	82,762	370,251	27,900	626,255	2035
2036	162,794	92,699	414,709	31,250	701,453	2036
2037	182,561	103,955	465,064	35,045	786,624	2037
2038	202,335	115,215	515,437	38,841	871,827	2038
2039	222,116	126,479	565,829	42,638	957,062	2039
2040	223,260	127,130	568,743	42,858	961,990	2040
2041	224,409	127,785	571,671	43,078	966,943	2041
2042	225,565	128,443	574,615	43,300	971,922	2042
2043	226,726	129,104	577,573	43,523	976,927	2043
2044	227,894	129,769	580,547	43,747	981,957	2044
2045	229,067	130,437	583,536	43,972	987,013	2045
2046	230,247	131,109	586,541	44,199	992,095	2046
2047	231,432	131,784	589,561	44,426	997,203	2047
Totals	3,116,935	1,774,869	7,940,228	598,335	13,430,367	



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # F.5

Consideration with possible action on a Resolution Establishing the Boundaries of and Approving the Project Plan for Tax Incremental District No. 35 (TID 35), 200 N Monroe.

BACKGROUND

Following the required Public Hearing, the RDA is asked to recommend approval of the Project Plan and creation of Tax Incremental District No. 35 (TID 35), 200 N. Monroe.

The proposed Project Plan satisfies the requirements of Wis. Stat. §66.1105 for creation of a blighted area district. The District will facilitate redevelopment of the 200 N. Monroe site into a mixed residential and commercial development, replacing an underutilized surface parking lot with new housing, commercial space, and expanded tax base through a PAYGo financing structure.

Staff has reviewed the Project Plan prepared by Ehlers and finds it consistent with the City's Comprehensive Plan and redevelopment goals.

RECOMMENDATION

To approve the resolution recommending adoption of the Project Plan and creation of Tax Incremental District No. 35 (TID 35).

FISCAL IMPACT

To be discussed at the meeting.

ATTACHMENTS

1. TID 35 RDA Resolution 7.14.26
2. TID 35 Boundary Map 7.14.26
3. DRAFT Green Bay TID 35 Project Plan 7.14.26

RESOLUTION NO. 26-05

**RESOLUTION ESTABLISHING THE BOUNDARIES OF AND APPROVING THE
PROJECT PLAN FOR TAX INCREMENTAL DISTRICT NO. 35**

WHEREAS, the City of Green Bay (the “City”) has determined that use of Tax Incremental Financing is required to promote development and redevelopment within the City; and

WHEREAS, Tax Incremental District No. 35 (the “District”) is proposed to be created by the City in accordance with the provisions of Wisconsin Statutes Section 66.1105 (the "Tax Increment Law"); and

WHEREAS, a Project Plan for the District has been prepared that includes:

- a. A statement listing of the kind, number and location of all proposed public works or improvements within the District, or to the extent provided in Wisconsin Statutes Sections 66.1105(2)(f) l.k. and 66.1105(2)(f) l.n., outside of the District;
- b. An economic feasibility study;
- c. A detailed list of estimated project costs;
- d. A description of the methods of financing all estimated project costs and the time when the related costs or monetary obligations are to be incurred;
- e. A map showing existing uses and conditions of real property in the District;
- f. A map showing proposed improvements and uses in the District;
- g. Proposed changes of zoning ordinances, master plan, map, building codes and City ordinances;
- h. A list of estimated non-project costs;
- i. A statement of the proposed plan for relocation of any persons to be displaced;
- j. A statement indicating how the District promotes the orderly development of the City;
- k. An opinion of the City Attorney or of an attorney retained by the City advising that the plan is complete and complies with Wisconsin Statutes Section 66.1105(4)(f); and

WHEREAS, prior to its publication, a copy of the notice of public hearing was sent to the chief executive officers of Brown County, the Green Bay Area Public School District, and the Northeast Wisconsin Technical College District, and any other entities having the power to levy taxes on property located within the District, in accordance with the procedures specified in the Tax Increment Law; and

WHEREAS, prior to its publication, a copy of the notice of public hearing was also sent to the owners of all property in the proposed District; and

WHEREAS, in accordance with the procedures specified in the Tax Increment Law, the RDA, on July 14, 2026 held a public hearing concerning the proposed creation of the District, its proposed boundaries and its proposed Project Plan, providing interested parties a reasonable opportunity to express their views thereon.

NOW, THEREFORE, BE IT RESOLVED by the RDA of the City of Green Bay that:

1. It recommends to the Common Council that Tax Incremental District No. 35 be created with boundaries as designated in Exhibit A of this Resolution.
2. It approves and adopts the Project Plan for the District, attached as Exhibit B, and recommends its approval to the Common Council.

3. Creation of the District promotes orderly development in the City.

Adopted _____

Approved _____

REDEVELOPMENT AUTHORITY
OF THE CITY OF GREEN BAY

Gary J. Delveaux
Redevelopment Authority, Chair

**TAX INCREMENTAL DISTRICT NO. 35
BOUNDARY MAP**

[INCLUDED IN PROJECT PLAN]

PROJECT PLAN

[DISTRIBUTED SEPARATELY]



TID 35

This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. 19 Jun 2026 X:\Planning\Work Order Requests\2026\26.06 TIDs\TID 35\TID35.aprx

0 50 100 200 Feet



TID Boundary

TID Parcel

July 14, 2026

PROJECT PLAN

City of Green Bay, Wisconsin

Tax Incremental District No. 35

200 N Monroe



Prepared by:

Ehlers
N19W24400 Riverwood Drive,
Suite 100
Waukesha, WI 53188

BUILDING COMMUNITIES. IT'S WHAT WE DO.

KEY DATES

Organizational Joint Review Board Meeting Held:	July 14 th , 2026
Public Hearing Held:	July 14 th , 2026
Consideration by RDA:	July 14 th , 2026
Consideration by Common Council:	August 18 th , 2026
Consideration by the Joint Review Board:	Scheduled for TBD

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SECTION 1:

Executive Summary

DESCRIPTION OF DISTRICT

Tax Incremental District (“TID”) No. 35 (“District”) is a proposed Blighted Area District comprising approximately 2.51 acres located in the central part of the City generally bounded by Pine Street to the north, N Quincy Street to the east, Cherry Street to the south, and N Monroe Avenue to the west. The District will be created to pay the costs of development incentives needed to support the infill development (“Project”) to be completed by Three Sixty Real Estate Solutions, LLC (“Developer”). The development will occur in three phases with phase 1 including a four story structure with approximately 80 multifamily units over one level of underground parking; phase 2 will include a four story mixed-use structure with approximately 60 multifamily units, amenity space, and approximately 4,500 square feet of commercial space over one level of underground parking; and, phase 3 will include 28 townhome units across two three-story structures with attached garage parking. In addition to the incremental property value that will be created, the City expects the Project will result in short-term construction related job creation related to housing development, ongoing employment for jobs in maintenance, landscaping, etc., increased retail and service demand, provision of new housing units to address a shortage in the City, additional school district revenue, and the expansion of City and utility infrastructure.

AUTHORITY

The City is creating the District under the provisions of Wis. Stat. § 66.1105.

ESTIMATED TOTAL PROJECT COST EXPENDITURES

The City anticipates making total expenditures of approximately \$6.76 million (“Project Costs”) to undertake the projects listed in this Project Plan (“Plan”). Project Costs include an estimated \$6.30 million in Pay As You Go (“PAYGO”) developer incentives and \$464 thousand in ongoing planning and administrative costs.

INCREMENTAL VALUATION

The City projects that new land and improvements value of approximately \$25.24 million will result from the Project. Creation of this additional value will be made possible by the Project Costs made within the District. A table detailing assumptions as to the development timing and associated values is included in the Economic Feasibility Study located within this Plan.

EXPECTED TERMINATION OF DISTRICT

Based on the Economic Feasibility Study located within Section 9 of this Plan, the City anticipates that the District will generate sufficient tax increment to pay all Project Costs within 19 of its allowable 27 years.

SUMMARY OF FINDINGS

As required by Wis. Stat. § 66.1105, and as documented in this Plan and the exhibits contained and referenced herein, the following findings are made:

1. That “but for” the creation of this District, the development projected to occur as detailed in this Plan: 1) would not occur; or 2) would not occur in the manner, at the values, or within the timeframe desired by the City. The Developer will incur costs to redevelop the property within the District that are not expected to be fully recovered through sale or rent while also generating market-appropriate investor returns. The City has evaluated a request from the Developer for Tax Incremental Financing (“TIF”) assistance and confirmed that the public investment is necessary, and that “but for” that investment, the related redevelopment will not occur.

The development incentives included in this Plan are based on the approved Development Agreement 2026-01 (the “Agreement”) which prescribed the incentive would be provided on a PAYGO basis to assist with the costs associated with the Qualified Expenditures as defined in the Agreement.

2. The economic benefits of the District, as measured by increased employment, business and personal income, and property value, are sufficient to compensate for the cost of the improvements. In making this determination, the City has considered that the Developer is likely to purchase goods and services from local suppliers in construction of the Project, and induced effects of employee households spending locally for goods and services from retailers, restaurants and service companies.
3. The benefits of the proposal outweigh the anticipated tax increments to be paid by the owners of property in the overlying taxing jurisdictions. As required by Wis. Stat. § 66.1105(4)(i)4., a calculation of the share of projected tax increments estimated to be paid by the owners of property in the overlying taxing jurisdictions has been prepared and can be found in this Plan. However, because the Project would not occur without the use of tax incremental financing, these tax increments would not be paid but for creation of the District. Accordingly, the City finds that the benefits expected to be realized as set forth in this Plan outweigh the value of the tax increments to be invested in the Project.

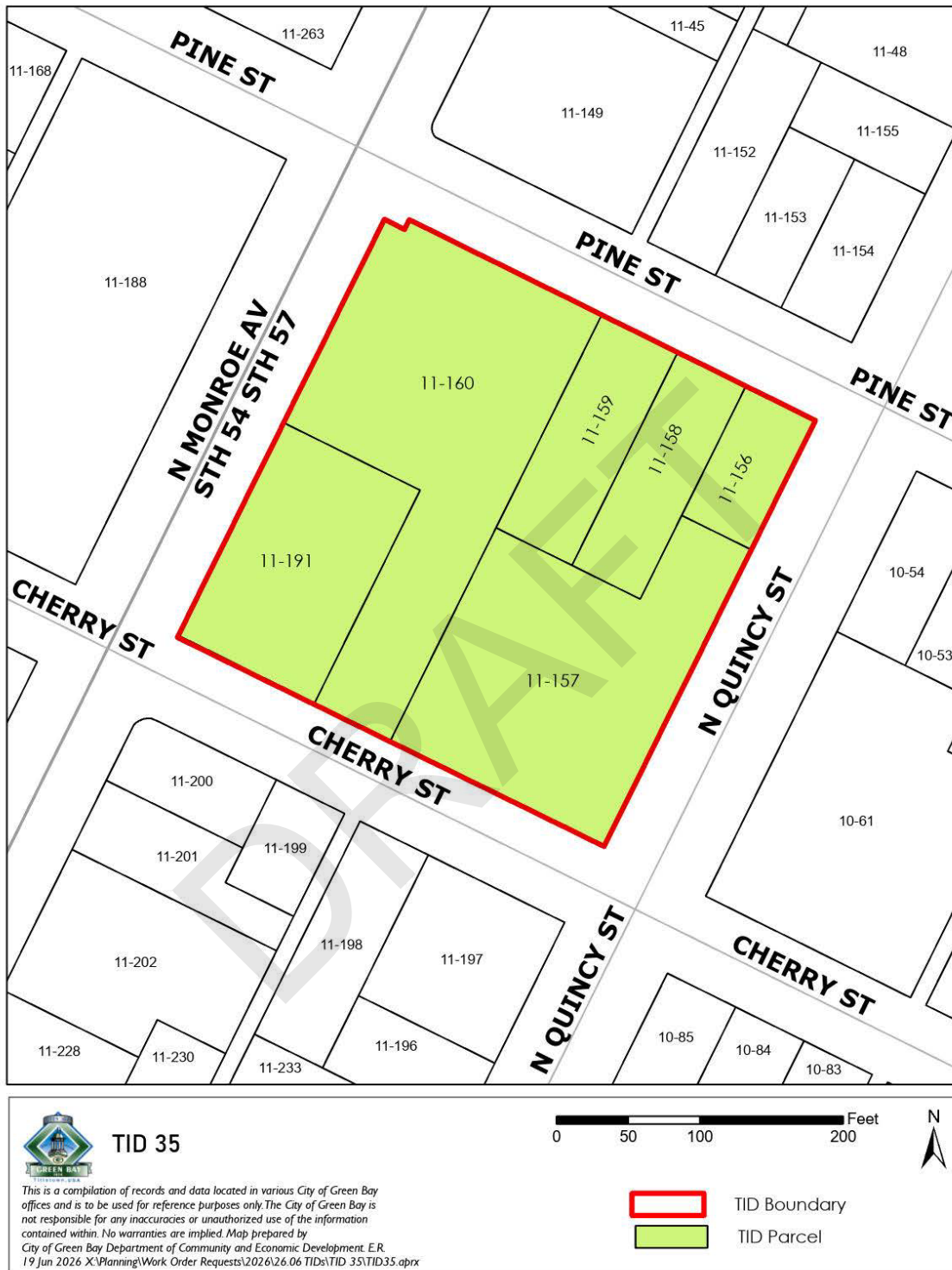
4. Not less than 50% by area of the real property within the District is a blighted area as defined by Wis. Stat. § 66.1105(2)(ae)1.
5. Based on the foregoing finding, the District is designated as a blighted area district.
6. The Project Costs relate directly to the elimination of blight in the District, consistent with the purpose for which the District is created.
7. Improvements to be made in the District are likely to significantly enhance the value of substantially all of the other real property in the District.
8. The equalized value of taxable property in the District, plus the incremental value of all existing tax incremental districts within the City does not exceed 12% of the total equalized value of taxable property within the City.
9. The City estimates that less than 35% of the territory within the District will be devoted to retail business at the end of the District's maximum expenditure period, pursuant to Wis. Stat. § 66.1105(5)(b).
10. The Plan for the District is feasible and is in conformity with the Master Plan of the City.

SECTION 2:

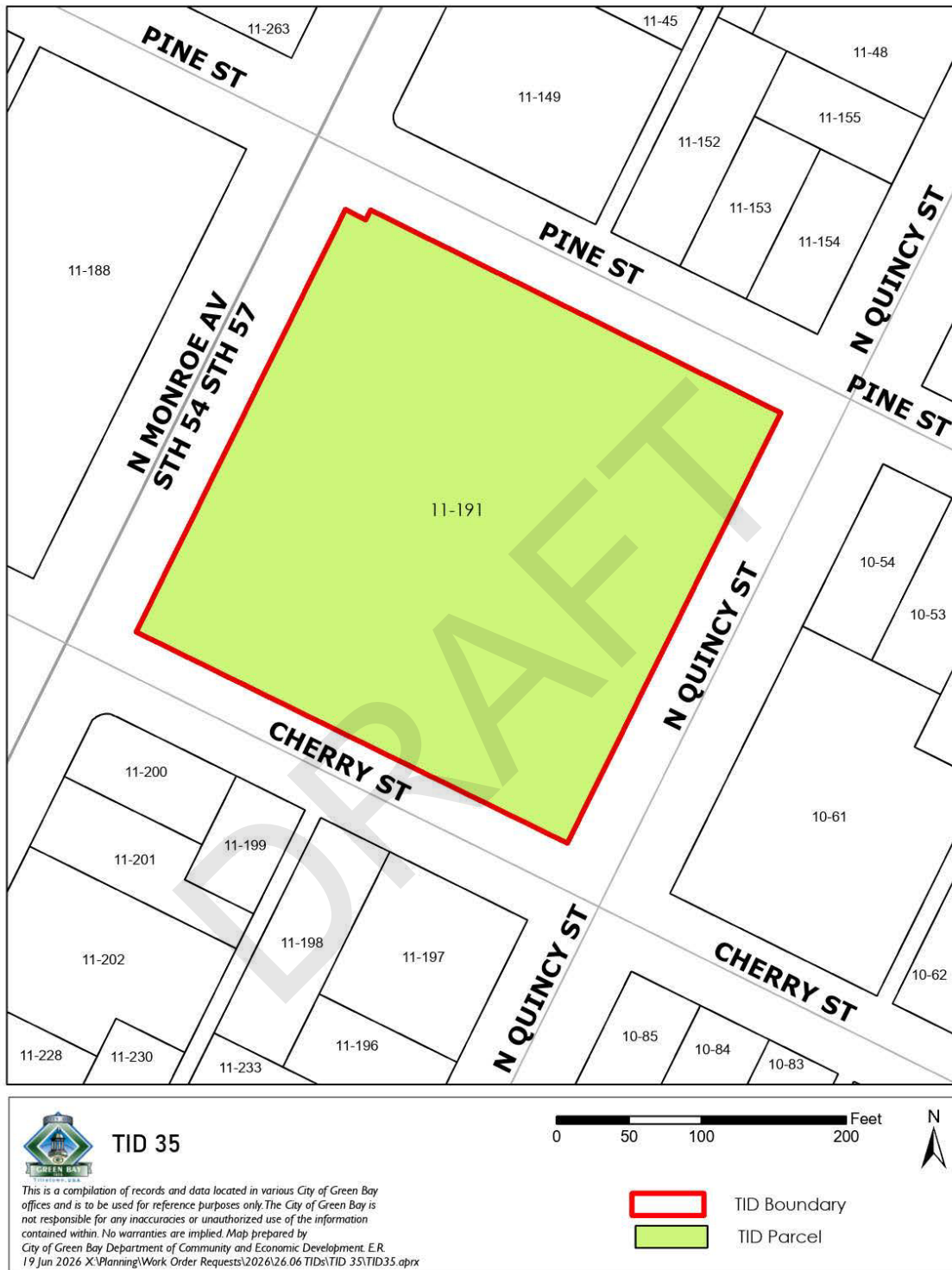
Preliminary Map of Proposed District Boundary

Map Found on Following Page.

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Note: Represents parcel boundaries as of January 1, 2026.



Note: Represents parcel boundaries as of January 1, 2027 per the administrative combination made on June 17, 2026.

SECTION 3:

Map Showing Existing Uses and Conditions

Map Found on Following Page.

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SECTION 4:

Preliminary Parcel List and Analysis

The District will consist of the parcels identified in the below tables. The City combined all of the parcels into parcel number 11-191 through an internal administrative process completed on June 17, 2026. The amended parcel boundary will be effective for January 1, 2027 values.

Parcel Data

Reference Number	Parcel Number	Address	Acres	Acres	Blighted Condition
				Blighted	
1	11-156	227 N QUINCY ST	0.12	0.12	Condition 2
2	11-157	221 N QUINCY ST	0.71	0.71	Condition 2
3	11-158	624 PINE ST	0.20	0.20	Condition 2
4	11-159	618 PINE ST	0.22	0.22	Condition 2
5	11-160	616 PINE ST	0.85	0.85	Condition 2
6	11-191	605 CHERRY ST	0.40	0.40	Condition 2
TOTALS			2.51	2.51	

Percentage of TID Area Designated as Blighted
(at least 50%)

100%

Condition 2:

The identified parcels are designated as blighted as they consist of land upon which buildings or structures have been demolished and which because of obsolete platting and deterioration of site improvements, substantially impair or arrest the sound growth of the community.

Calculation of Estimated Base Value¹

Parcel	Assessed Value			Equalized Value ²		
	Land	Improvement	Total	Land	Improvement	Total
11-156	0	0	0	0	0	0
11-157	0	0	0	0	0	0
11-158	0	0	0	0	0	0
11-159	0	0	0	0	0	0
11-160	0	0	0	0	0	0
11-191	0	0	0	0	0	0
TOTALS	0	0	0	0	0	0

1) All parcels to be included in the District were owned by the Redevelopment Authority of the City as of January 1, 2026.

2) Calculation based on aggregate assessment ratio of 73.30%.

SECTION 5:

Equalized Value Test

The following calculations demonstrate that the City expects to be in compliance with Wis. Stat. § 66.1105(4)(gm)4.c., which requires that the equalized value of the taxable property in the proposed District, plus the value increment of all existing tax incremental districts, does not exceed 12% of the total equalized value of taxable property within the City.

Calculation of City Equalized Value Limit

City TID IN Equalized Value (Jan. 1, 2025)	\$ 11,886,581,700
TID Valuation Limit @ 12% of Above Value	\$ 1,426,389,804

Calculation of Value Subject to Limit

Estimated Base Value of Territory to be Included in District	\$ -
Incremental Value of Existing Districts (Jan. 1, 2025)	\$ 884,537,600
Total Value Subject to 12% Valuation Limit	\$ 884,537,600
Total Percentage of TID IN Equalized Value	7.44%
Residual Value Capacity of TID IN Equalized Value	\$ 541,852,204

The equalized value of the increment of existing tax incremental districts within the City, plus the base value of the proposed District, totals \$884,537,600. This value is less than the maximum of \$1,426,389,804 in equalized value that is permitted for the City.

SECTION 6:

Statement Listing the Kind, Number and Location of All Proposed Public Works or Improvements Within the District

Project Costs are any expenditure made, estimated to be made, or monetary obligations incurred or estimated to be incurred as outlined in this Plan. Project Costs will be diminished by any income, special assessments or other revenues, including user fees or charges, other than tax increments, received or reasonably expected to be received in connection with the implementation of the Plan. If Project Costs incurred benefit territory outside the District, a proportionate share of the cost is not a Project Cost. Costs identified in this Plan are preliminary estimates made prior to design considerations and are subject to change after planning, design and construction is completed.

With all Project Costs, the costs of engineering, design, survey, inspection, materials, construction, restoring property to its original condition, apparatus necessary for public works, legal and other consultant fees, testing, environmental studies, permits, updating City ordinances and plans, judgments or claims for damages and other expenses are included as Project Costs.

The following is a list of public works and other tax incremental financing eligible Project Costs that the City expects to make, or may need to make, in conjunction with the implementation of the District's Plan. The map found in Section 7 of this Plan along with the Detailed List of Project Costs found in Section 8 provide additional information as to the kind, number and location of potential Project Costs.

Property, Right-of-Way and Easement Acquisition

Property Acquisition for Development

To promote and facilitate development the City may acquire property within the District. The cost of property acquired, and any costs associated with the transaction, are eligible Project Costs. Following acquisition, other Project Costs within the categories detailed in this Section may be incurred to make the property suitable for development. Any revenue received by the City from the sale of property acquired pursuant to the execution of this Plan will be used to reduce the total project costs of the District. If total Project Costs incurred by the City to acquire property and make it suitable for development exceed the revenues or other consideration received from the sale or lease of that property, the net amount shall be considered "real property assembly costs" as

defined in Wis. Stat. § 66.1105(2)(f)1.c., and subject to recovery as an eligible Project Cost.

Property Acquisition for Conservancy

To promote the objectives of this Plan, the City may acquire property within the District that it will designate for conservancy. These conservancy objectives include: preserving historic resources or sensitive natural features; protection of scenic and historic views; maintaining habitat for wildlife; maintaining adequate open space; reduction of erosion and sedimentation by preserving existing vegetation; and providing adequate areas for management of stormwater. The cost of property acquired for conservancy, and any costs associated with the transaction, are eligible Project Costs.

Acquisition of Rights-of-Way

The City may need to acquire property to allow for installation of streets, driveways, sidewalks, utilities, stormwater management practices and other public infrastructure. Costs incurred by the City to identify, negotiate and acquire rights-of-way are eligible Project Costs.

Acquisition of Easements

The City may need to acquire temporary or permanent easements to allow for installation and maintenance of streets, driveways, sidewalks, utilities, stormwater management practices and other public infrastructure. Costs incurred by the City to identify, negotiate and acquire easement rights are eligible Project Costs.

Relocation Costs

If relocation expenses are incurred in conjunction with the acquisition of property, those expenses are eligible Project Costs. These costs may include, but are not limited to: preparation of a relocation plan; allocations of staff time; legal fees; publication of notices; obtaining appraisals; and payment of relocation benefits as required by Wis. Stat. Chapter 32 and Wis. Admin. Code ADM 92.

Site Preparation Activities

Environmental Audits and Remediation

If it becomes necessary to evaluate any land or improvement within the District, any cost incurred by the City related to environmental audits, testing, and remediation are eligible Project Costs.

Demolition

To make sites suitable for development, the City may incur costs related to demolition and removal of structures or other land improvements, to include abandonment of wells or other existing utility services.

Site Grading

Land within the District may require grading to make it suitable for development, to provide access, and to control stormwater runoff. The City may need to remove and dispose of excess material, or bring in fill material to provide for proper site elevations. Expenses incurred by the City for site grading are eligible Project Costs.

Utilities

Sanitary Sewer System Improvements

To allow development to occur, the City may need to construct, alter, rebuild or expand sanitary sewer infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: collection mains; manholes and cleanouts; service laterals; force mains; interceptor sewers; pumping stations; lift stations; wastewater treatment facilities; and all related appurtenances. To the extent sanitary sewer projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand sanitary sewer infrastructure located outside of the District. That portion of the costs of sanitary sewer system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Water System Improvements

To allow development to occur, the City may need to construct, alter, rebuild or expand water system infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: distribution mains; manholes and valves; hydrants; service laterals; pumping stations; wells; water treatment facilities; storage tanks and reservoirs; and all related appurtenances. To the extent water system projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the

implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand water system infrastructure located outside of the District. That portion of the costs of water system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Stormwater Management System Improvements

Development within the District will cause stormwater runoff. To manage this stormwater runoff, the City may need to construct, alter, rebuild or expand stormwater management infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: stormwater collection mains; inlets, manholes and valves; service laterals; ditches; culvert pipes; box culverts; bridges; stabilization of stream and river banks; and infiltration, filtration and detention Best Management Practices (BMP's). To the extent stormwater management system projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand stormwater management infrastructure located outside of the District. That portion of the costs of stormwater management system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Electric Service

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade electric services. Relocation may require abandonment and removal of existing poles or towers, installation of new poles or towers, or burying of overhead electric lines. Costs incurred by the City to undertake this work are eligible Project Costs.

Gas Service

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade gas mains and services. Costs incurred by the City to undertake this work are eligible Project Costs.

Communications Infrastructure

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade infrastructure required for voice and data communications, including, but not limited to: telephone lines, cable lines and fiber optic cable. Costs incurred by the City to undertake this work are eligible Project Costs.

Streets and Streetscape

Street Improvements

To allow development to occur, the City may need to construct or reconstruct streets, highways, alleys, access drives and parking areas. Eligible Project Costs include, but are not limited to: excavation; removal or placement of fill; construction of road base; asphalt or concrete paving or repaving; installation of curb and gutter; installation of sidewalks and bicycle lanes; installation of culverts, box culverts and bridges; rail crossings and signals; utility relocation, to include burying overhead utility lines; street lighting; installation of traffic control signage and traffic signals; pavement marking; right-of-way restoration; installation of retaining walls; and installation of fences, berms, and landscaping.

Streetscaping and Landscaping

To attract development consistent with the objectives of this Plan, the City may install amenities to enhance development sites, rights-of-way and other public spaces. These amenities include, but are not limited to: landscaping; lighting of streets, sidewalks, parking areas and public areas; installation of planters, benches, clocks, tree rings, trash receptacles and similar items; and installation of brick or other decorative walks, terraces and street crossings. These and any other similar amenities installed by the City are eligible Project Costs.

Community Development

Cash Grants (Development Incentives)

The City may enter into agreements with property owners, lessees, or developers of land located within the District for sharing costs to encourage the desired kind of improvements and assure tax base is generated sufficient to recover Project Costs. No cash grants will be provided until the City executes a developer agreement with the recipient of the cash grant. Any payments of cash grants made by the City are eligible Project Costs.

Contribution to Redevelopment Authority (RDA)

As provided for in Wis. Stat. § 66.1105(2)(f)1.h and Wis. Stat. § 66.1333(13), the City may provide funds to its RDA to be used for administration, planning operations, and capital costs, including but not limited to real property

acquisition, related to the purposes for which it was established in furtherance of any redevelopment or urban renewal project. Funds provided to the CDA RDA for this purpose are eligible Project Costs.

Revolving Loan/Grant Program (Development Incentives)

To encourage private development consistent with the objectives of this Plan, the City, through its RDA, may provide loans or grants to eligible property owners in the District. Eligible improvements will be those that are likely to improve the value of the property, enhance the visual appearance of the property and surrounding area, correct safety deficiencies, or as otherwise specified by the RDA in the program manual. Any funds returned to the RDA from the repayment of loans made are not considered revenues to the District, and will not be used to offset District Project Costs. Instead, these funds may be placed into a revolving fund and will continue to be used for the program purposes stated above. Any funds provided to the RDA for purposes of implementing this program are considered eligible Project Costs.

Miscellaneous

Professional Service and Organizational Costs

The costs of professional services rendered, and other costs incurred, in relation to the creation, administration and termination of the District, and the undertaking of the projects contained within this Plan, are eligible Project Costs. Professional services include but are not limited to: architectural; environmental; planning; engineering; legal; audit; financial; and the costs of informing the public with respect to the creation of the District and the implementation of the Plan.

Administrative Costs

The City may charge to the District as eligible Project Costs reasonable allocations of administrative costs, including, but not limited to, employee salaries. Costs allocated will bear a direct connection to the time spent by City employees relating to the implementation of the Plan.

Financing Costs

Interest expense, debt issuance expenses, redemption premiums, and any other fees and costs incurred in conjunction with obtaining financing for projects undertaken under this Plan are eligible Project Costs.

SECTION 7:

Map Showing Proposed Improvements and Uses

Map Found on Following Page.

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TID 35

This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. 23 Jun 2026 X:\Planning\Work Order Requests\2026\26.06 TID35\TID 35.aprx

0 50 100 200 Feet



TID Boundary

Proposed Mixed Use Residential

Three Sixty Real Estate – Conceptual Renderings for 200 N. Monroe, Green Bay, WI

April 13, 2026



Pedestrian view



SECTION 8:

Detailed List of Estimated Project Costs

The list on the following page identifies the Project Costs that the City currently expects to incur in implementing the District's Plan. All projects identified and related costs reflect the best estimates available as of the date of preparation of this Plan. All costs are preliminary estimates and may increase or decrease. Certain Project Costs listed may become unnecessary, and other Project Costs not currently identified may need to be made. (Section 6 details the general categories of eligible Project Costs). Changes in Project Cost totals or the types of Project Costs to be incurred will not require that this Plan be amended. This Plan is not meant to be a budget nor an appropriation of funds for specific Project Costs, but a framework within which to manage Project Costs.

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Project ID	Project Name/Type	Est. Cost		Totals	Est. Timing
		Phase I	Ongoing		
1	Pay As You Go ("PAYGO") Development Incentives ¹	6,300,000		6,300,000	2029-2044
2	Ongoing Planning & Administrative Costs		464,309	464,309	2026-2054
Total Projects		<u>6,300,000</u>	<u>464,309</u>	<u>6,764,309</u>	

Notes:

1) Per Development Agreement 26-01 the PAYGO MRO will be capped at \$6.30M or the actual Qualified Expenditures.

SECTION 9:

Economic Feasibility Study, Description of the Methods of Financing Estimated Project Costs and the Time When Related Costs or Monetary Obligations are to be Incurred

This Section includes a forecast of the valuation increases expected within the District, the associated tax increment collections, a summary of how Project Costs would be financed, and a projected cash flow demonstrating that the District is economically feasible.

Key Assumptions

The Project Costs the City plans to make are expected to create \$25.24 million in incremental value by January 1, 2032. Estimated valuations and timing for construction of the Project are included in **Table 1**. Assuming the City's current equalized TID Interim tax rate of \$16.65 per thousand of equalized value, and no economic appreciation or depreciation, the Project would generate \$10.11 million in incremental tax revenue over the 27-year term of the District as shown in **Table 2**.

Table 1 – Development Assumptions

Construction Year		Three Sixty Real Estate Solutions, LLC ¹	Annual Total	Construction Year	
1	2026		0	2026	1
2	2027		0	2027	2
3	2028	10,914,600	10,914,600	2028	3
4	2029	9,550,300	9,550,300	2029	4
5	2030		0	2030	5
6	2031	4,775,100	4,775,100	2031	6
7	2032		0	2032	7
8	2033		0	2033	8
9	2034		0	2034	9
10	2035		0	2035	10
11	2036		0	2036	11
12	2037		0	2037	12
13	2038		0	2038	13
14	2039		0	2039	14
15	2040		0	2040	15
16	2041		0	2041	16
17	2042		0	2042	17
18	2043		0	2043	18
19	2044		0	2044	19
20	2045		0	2045	20
21	2046		0	2046	21
22	2047		0	2047	22
23	2048		0	2048	23
24	2049		0	2049	24
25	2050		0	2050	25
26	2051		0	2051	26
27	2052		0	2052	27
Totals		25,240,000	25,240,000		

Notes:

1) Total assessed value of \$18.50M based on the Development Agreement 26-01, converted to equalized using the 2025 aggregate ratio of 73.30%.

Table 2 – Tax Increment Projection Worksheet

Type of District	Blighted Area	Base Value	0
District Creation Date	January 1, 2026	Economic Change Factor	0.00%
Valuation Date	Jan 1, 2026	Apply to Base Value	
Max Life (Years)	27	Base Tax Rate	\$16.65
End of Expenditure Period	22 1/1/2048	Rate Adjustment Factor	0.00%
Revenue Periods/Final Year	27 2054		
Extension Eligibility/Years	Yes 3		
Eligible Recipient District	Yes		

	Construction Year	Value Added	Valuation Year	Economic Change	Total Increment	Revenue Year	Tax Rate ¹	Tax Increment
1	2026	0	2027	0	0	2028	\$16.65	0
2	2027	0	2028	0	0	2029	\$16.65	0
3	2028	10,914,600	2029	0	10,914,600	2030	\$16.65	181,712
4	2029	9,550,300	2030	0	20,464,900	2031	\$16.65	340,710
5	2030	0	2031	0	20,464,900	2032	\$16.65	340,710
6	2031	4,775,100	2032	0	25,240,000	2033	\$16.65	420,208
7	2032	0	2033	0	25,240,000	2034	\$16.65	420,208
8	2033	0	2034	0	25,240,000	2035	\$16.65	420,208
9	2034	0	2035	0	25,240,000	2036	\$16.65	420,208
10	2035	0	2036	0	25,240,000	2037	\$16.65	420,208
11	2036	0	2037	0	25,240,000	2038	\$16.65	420,208
12	2037	0	2038	0	25,240,000	2039	\$16.65	420,208
13	2038	0	2039	0	25,240,000	2040	\$16.65	420,208
14	2039	0	2040	0	25,240,000	2041	\$16.65	420,208
15	2040	0	2041	0	25,240,000	2042	\$16.65	420,208
16	2041	0	2042	0	25,240,000	2043	\$16.65	420,208
17	2042	0	2043	0	25,240,000	2044	\$16.65	420,208
18	2043	0	2044	0	25,240,000	2045	\$16.65	420,208
19	2044	0	2045	0	25,240,000	2046	\$16.65	420,208
20	2045	0	2046	0	25,240,000	2047	\$16.65	420,208
21	2046	0	2047	0	25,240,000	2048	\$16.65	420,208
22	2047	0	2048	0	25,240,000	2049	\$16.65	420,208
23	2048	0	2049	0	25,240,000	2050	\$16.65	420,208
24	2049	0	2050	0	25,240,000	2051	\$16.65	420,208
25	2050	0	2051	0	25,240,000	2052	\$16.65	420,208
26	2051	0	2052	0	25,240,000	2053	\$16.65	420,208
27	2052	0	2053	0	25,240,000	2054	\$16.65	420,208
Totals		25,240,000		0		Future Value of Increment		10,107,708

Notes:
1) Tax rate shown is actual 2025/2026 rate per DOR Form PC-202 (Tax Increment Collection Worksheet).

Financing and Implementation

The District's primary expenditures will be development incentives. Incentives will be provided on a PAYGO basis from the tax increment generated by the Project and such incentives may be structured in one or more phases. PAYGO payments will be made from and strictly limited to the tax increments generated by the District. The PAYGO incentives are not considered City debt nor will the City appropriate funds to make PAYGO incentive payments from any other sources aside from the tax increment generated by the District.

Costs incurred by the City prior to availability of tax increments may be paid from other funds of the City to be reimbursed. Once tax increments are collected, these costs will be paid from annual District revenue.

Based on the Project Cost expenditures as included within the cash flow exhibit (**Table 3**), the District is projected to accumulate sufficient funds by the year 2046 to pay off all Project cost liabilities and obligations. The projected closure is based on the various assumptions noted in this Plan and will vary dependent on actual Project Costs incurred and the actual amount of tax increments collected.

Table 3 - Cash Flow

Year	Projected Revenues		Projected Expenditures			Balances			Year
	Tax Increments	Total Revenues	MRO #1 2026 605 Cherry St ¹ \$6,300,000	Ongoing Planning & Administration	Total Expenditures	Annual	Cumulative	Liabilities Outstanding	
2026		0		35,000	35,000	(35,000)	(35,000)	6,300,000	2026
2027		0		10,000	10,000	(10,000)	(45,000)	6,300,000	2027
2028	0	0		10,300	10,300	(10,300)	(55,300)	6,300,000	2028
2029	0	0	0	10,609	10,609	(10,609)	(65,909)	6,300,000	2029
2030	181,712	181,712	154,455	10,927	165,382	16,329	(49,580)	6,145,545	2030
2031	340,710	340,710	289,603	11,255	300,858	39,851	(9,728)	5,855,942	2031
2032	340,710	340,710	289,603	11,593	301,196	39,514	29,786	5,566,338	2032
2033	420,208	420,208	357,177	11,941	369,117	51,091	80,876	5,209,162	2033
2034	420,208	420,208	357,177	12,299	369,476	50,732	131,609	4,851,985	2034
2035	420,208	420,208	357,177	12,668	369,845	50,364	181,972	4,494,808	2035
2036	420,208	420,208	357,177	13,048	370,225	49,983	231,956	4,137,631	2036
2037	420,208	420,208	357,177	13,439	370,616	49,592	281,548	3,780,454	2037
2038	420,208	420,208	357,177	13,842	371,019	49,189	330,737	3,423,277	2038
2039	420,208	420,208	357,177	14,258	371,434	48,774	379,510	3,066,101	2039
2040	420,208	420,208	357,177	14,685	371,862	48,346	427,856	2,708,924	2040
2041	420,208	420,208	357,177	15,126	372,303	47,905	475,761	2,351,747	2041
2042	420,208	420,208	357,177	15,580	372,757	47,452	523,213	1,994,570	2042
2043	420,208	420,208	357,177	16,047	373,224	46,984	570,197	1,637,393	2043
2044	420,208	420,208	357,177	16,528	373,705	46,503	616,700	1,280,216	2044
2045	420,208	420,208	357,177	17,024	374,201	46,007	662,707	923,040	2045
2046	420,208	420,208	357,177	17,535	374,712	45,496	708,203	565,863	2046
2047	420,208	420,208	357,177	18,061	375,238	44,970	753,173	208,686	2047
2048	420,208	420,208	208,686	18,603	227,289	192,919	946,092	0	2048
2049	420,208	420,208	0	19,161	19,161	401,047	1,347,139	0	2049
2050	420,208	420,208		19,736	19,736	400,472	1,747,611	0	2050
2051	420,208	420,208		20,328	20,328	399,880	2,147,491	0	2051
2052	420,208	420,208		20,938	20,938	399,270	2,546,762	0	2052
2053	420,208	420,208		21,566	21,566	398,642	2,945,404	0	2053
2054	420,208	420,208		22,213	22,213	397,995	3,343,399	0	2054
Totals	10,107,708	10,107,708	6,300,000	464,309	6,764,309				Totals

Notes:

1) Per Development Agreement 26-01, the PAYGO MRO will be based on 85% of the project tax increment until a cap of \$6.30M or the actual Qualified Expenditures have been reimbursed.

PROJECTED CLOSURE YEAR

LEGEND:

--- CALLABLE MATURITIES

--- END OF EXP. PERIOD

SECTION 10:

Annexed Property

A tax incremental district cannot include annexed territory unless at least three years have elapsed since the annexation, or certain other requirements are met. None of the property within the proposed District boundary was annexed during the past three years.

SECTION 11:

Estimate of Property to Be Devoted to Retail Business

Pursuant to Wis. Stat. § 66.1105(5)(b), the City estimates that less than 35% of the territory within the District will be devoted to retail business at the end of the District's maximum expenditure period.

SECTION 12:

Proposed Changes of Zoning Ordinances, Master Plan, Map, Building Codes and City Ordinances

Zoning Ordinances

The proposed Plan is in general conformance with the City's current zoning ordinances. Individual properties may require rezoning at the time of development.

Master (Comprehensive) Plan and Map

The proposed Plan is in general conformance with the City's Comprehensive Plan identifying the area as appropriate for downtown land use which includes mixed-use development.

Building Codes and Ordinances

Development within the District will be required to conform to State Building Codes and will be subject to the City's permitting and inspection procedures. The proposed Plan conforms to all relevant State and local ordinances, plans, and codes. No changes to the existing regulations are proposed or needed.

SECTION 13:

Statement of the Proposed Method for the Relocation of any Persons to be Displaced

Should implementation of this Plan require relocation of individuals or business operations, relocations will be handled in compliance with Wis. Stat. Chapter 32 and Wis. Admin. Code ADM 92.

SECTION 14:

How Creation of the Tax Incremental District Promotes the Orderly Development of the City

Creation of the District and the implementation of the projects in its Plan will promote the orderly development of the City by eliminating blight through the provision of appropriate financial incentives for private development projects. Through use of tax increment financing, the City can attract new investment that results in increased tax base. Development will occur in an orderly fashion in accordance with approved plans so that the Project will be compatible with adjacent land uses. Development of new uses in the District will add to the tax base and will generate positive secondary impacts in the community such as short-term construction related job creation related to housing development, ongoing employment for jobs in maintenance, landscaping, etc., increased retail and service demand, provision of new housing units to address a shortage in the City, additional school district revenue, and the expansion of City and utility infrastructure.

SECTION 15:

List of Estimated Non-Project Costs

Non-project costs are public works projects which only partly benefit the District. Costs incurred that do not benefit the District may not be paid with tax increments. Examples of non-project costs are:

- A public improvement made within the District that also benefits property outside the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- A public improvement made outside the District that only partially benefits property within the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- Projects undertaken within the District as part of the implementation of this Project Plan, the costs of which are paid fully or in part by impact fees, grants, special assessments, or revenues other than tax increments.

No improvements to be made within the District will benefit property outside the District. Furthermore, there will be no improvements made outside the District that will only partially benefit the District.

SECTION 16:
Legal Opinion Advising Whether the Plan is Complete
and Complies with Wis. Stat. § 66.1105(4)(f)

Legal Opinion Found on Following Page.

DRAFT

**NEED WET SIGNATURE & DATED LEGAL OPINION ON ATTORNEY
LETTERHEAD**

SAMPLE

Mayor
City of Green Bay
100 N Jefferson St
Green Bay, Wisconsin 54301

RE: Project Plan for Tax Incremental District No. 35

Dear Mayor:

Wisconsin Statute 66.1105(4)(f) requires that a project plan for a tax incremental financing district include an opinion provided by the City Attorney advising as to whether the plan is complete and complies with Wisconsin Statute 66.1105.

As City Attorney for the City of Green Bay, I have been asked to review the above-referenced project plan for compliance with the applicable statutory requirements. Based upon my review, in my opinion, the Project Plan for the City of Green Bay Tax Incremental District No. 35 is complete and complies with the provisions of Wisconsin Statute 66.1105.

Sincerely,

City Attorney

SECTION 17:

Calculation of the Share of Projected Tax Increments Estimated to be Paid by the Owners of Property in the Overlying Taxing Jurisdictions

The following projection is provided to meet the requirements of Wis. Stat. § 66.1105(4)(i)4. Allocation of future tax increments is based on the projections included in this Plan and assumes the same proportions as the actual breakdown of tax collections for the 2025/2026 levy year.

Revenue Year	Brown County	City of Green Bay	Green Bay Area School District	Northeast Wisconsin Tech. College	Total	Revenue Year
2028	0	0	0	0	0	2028
2029	0	0	0	0	0	2029
2030	42,172	24,014	107,431	8,095	181,712	2030
2031	79,072	45,026	201,433	15,179	340,710	2031
2032	79,072	45,026	201,433	15,179	340,710	2032
2033	97,522	55,532	248,433	18,721	420,208	2033
2034	97,522	55,532	248,433	18,721	420,208	2034
2035	97,522	55,532	248,433	18,721	420,208	2035
2036	97,522	55,532	248,433	18,721	420,208	2036
2037	97,522	55,532	248,433	18,721	420,208	2037
2038	97,522	55,532	248,433	18,721	420,208	2038
2039	97,522	55,532	248,433	18,721	420,208	2039
2040	97,522	55,532	248,433	18,721	420,208	2040
2041	97,522	55,532	248,433	18,721	420,208	2041
2042	97,522	55,532	248,433	18,721	420,208	2042
2043	97,522	55,532	248,433	18,721	420,208	2043
2044	97,522	55,532	248,433	18,721	420,208	2044
2045	97,522	55,532	248,433	18,721	420,208	2045
2046	97,522	55,532	248,433	18,721	420,208	2046
2047	97,522	55,532	248,433	18,721	420,208	2047
2048	97,522	55,532	248,433	18,721	420,208	2048
2049	97,522	55,532	248,433	18,721	420,208	2049
2050	97,522	55,532	248,433	18,721	420,208	2050
2051	97,522	55,532	248,433	18,721	420,208	2051
2052	97,522	55,532	248,433	18,721	420,208	2052
2053	97,522	55,532	248,433	18,721	420,208	2053
2054	97,522	55,532	248,433	18,721	420,208	2054
Totals	2,345,809	1,335,768	5,975,824	450,308	10,107,708	



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # F.6

Consideration with possible action to approve an Affordable Housing Extension Resolution for Tax Incremental District No.5 (TID 5), East and West Downtown.

BACKGROUND

Pursuant to Wis. Stats. § 66.1105(6)(g), the City may extend the life of a Tax Incremental District (TID) for up to one year after all project costs have been paid, provided that at least seventy-five percent (75%) of the final year's tax increment is used to benefit affordable housing within the municipality.

TID 5, East and West Downtown, has successfully completed implementation of its Project Plan, and sufficient tax increment has been or will be collected to pay all aggregate project costs. Approval of the attached resolution authorizes a one-year affordable housing extension and recommends Common Council approval. The final year's increment, collected in 2028 from the 2027 tax roll, will be transferred to the City's Tax Increment District Affordable Housing (TIDAH) Fund and used in accordance with Wis. Stats. § 66.1105(6)(g). This extension would generate an estimated \$2.1M in TIDAH funding.

RECOMMENDATION

To approve an Affordable Housing Extension Resolution for Tax Incremental District No.5 (TID 5), East and West Downtown.

FISCAL IMPACT

To be discussed at the meeting.

ATTACHMENTS

1. TID 5 RDA Affordable Housing Resolution 7.14.26
2. TID 5 Boundary Map 7.14.26

**RESOLUTION 26-06
REGARDING AN AFFORDABLE HOUSING EXTENSION FOR
TAX INCREMENT DISTRICT NUMBER FIVE (5)
EAST AND WEST DOWNTOWN (“TID 5”)**

July 14, 2026

WHEREAS, in accordance with Wis. Stats. §66.1105, the City of Green Bay (“City”) created Tax Increment District Number Five (5) (“TID 5”) East and West Downtown on December 21, 1999, and successfully completed implementation of the Project Plan and sufficient tax increment has been or will be collected in January 2027 from the 2026 tax roll to pay all of its aggregate project costs; and

WHEREAS, state law requires termination of a TID after all project costs have been paid; however, Wis. Stats. §66.1105(6)(g) authorizes an extension of the life of a TID for up to one (1) year to improve the City’s housing stock; and

WHEREAS, no less than seventy-five percent (75%) of the final increment must benefit affordable housing, with affordable being defined as housing that costs no more than thirty percent (30%) of the gross monthly income of a household, with the remaining portion used to improve housing stock within the City; and

THEREFORE, BE IT RESOLVED, that the City of Green Bay Redevelopment Authority (RDA) hereby approves the extension of the life of TID 5 for twelve (12) months commencing on the date of Common Council approval, to July 20, 2027, to use the final year’s increment, collected in January 2028 from the 2027 tax roll, to benefit affordable housing and the forwarding of this request to the Common Council for their consideration; and

BE IT FURTHER RESOLVED, that the City shall use the final increment to improve housing quality and affordability by transferring the final year’s increment, collected in January 2028 from the 2027 tax roll, to the Tax Increment District Affordable Housing (TIDAH) Fund; and

BE IT FURTHER RESOLVED that such TIDAH Fund will improve housing stock within the City through projects that include, but are not limited to, the construction and/or rehabilitation of larger multi-unit (rental or owner-occupied) projects located outside of a TID; rehabilitation of multi-unit (rental or owner-occupied) structures; the construction and/or rehabilitation of residential space above retail establishments; public-led construction of new (rental or owner-occupied) single or multi-unit structures; and home improvement loans for applicants who are not eligible under federal program regulations; and

BE IT FURTHER RESOLVED that no less than seventy-five percent (75%) of money within the TIDAH Fund shall be allocated to affordable housing projects, with affordable being defined as housing that costs no more than thirty percent (30%) of the gross monthly income of a household; and

BE IT FINALLY RESOLVED that the Redevelopment Authority of the City of Green Bay shall adopt a termination resolution for TID 5 by July 20, 2027.

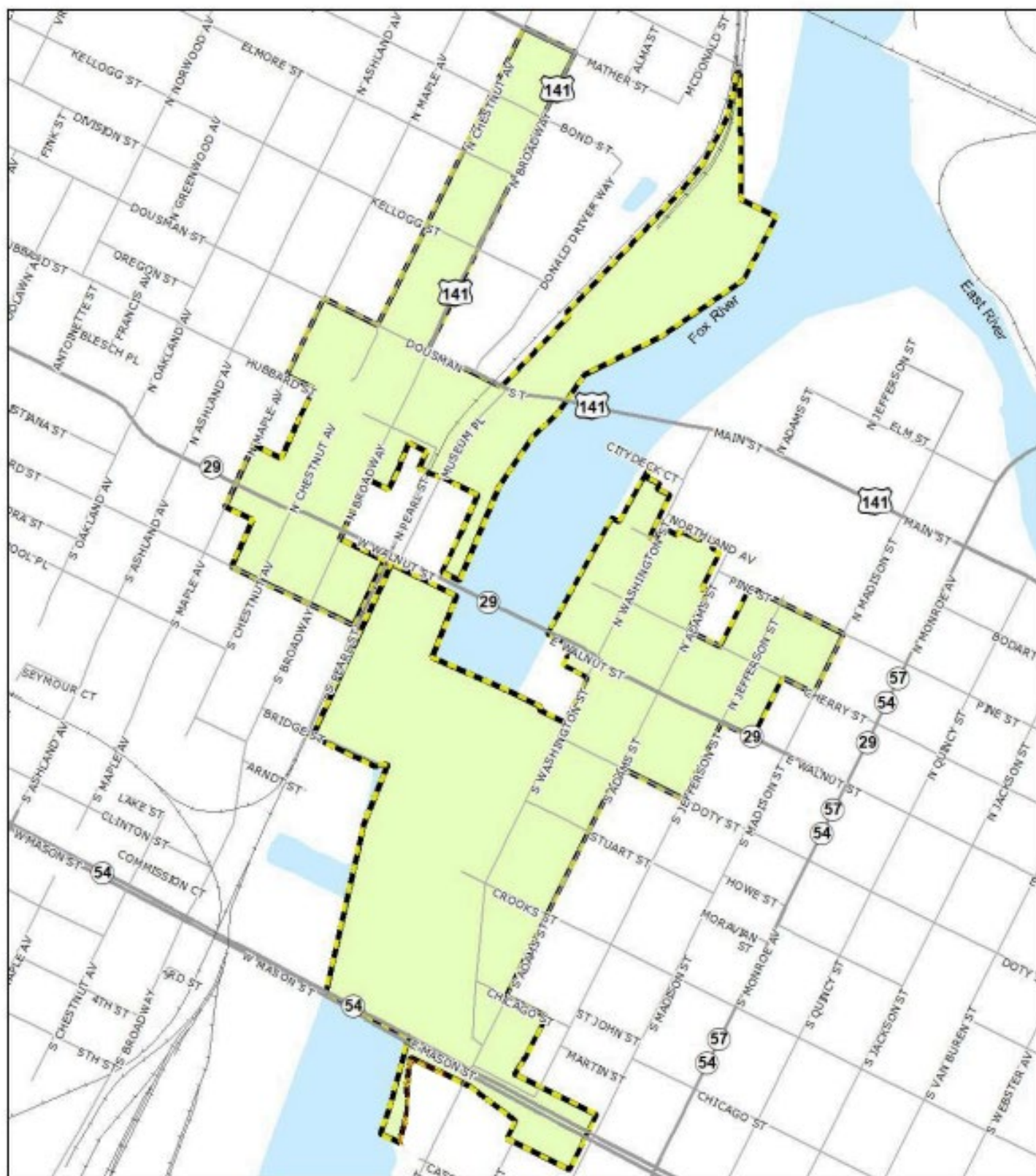
SIGNATURE PAGE TO FOLLOW.

Adopted _____

Approved _____

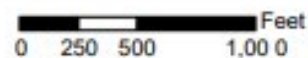
CITY OF GREEN BAY
REDEVELOPMENT AUTHORITY

Gary J. Delveaux, Chair



TID 5

This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R.



 TID 5 Boundary



Report to the Redevelopment Authority of the City of Green Bay

MEETING DATE

July 14, 2026

PREPARED BY

Valerie Joosten, Public Works Director,
Matthew Buchanan, Staff

AGENDA ITEM # F.7

For consideration and possible action to allocate up to \$800,000 from TID 10 to fund the development of a new road connecting Imperial Lane to the JBS neighborhood development, or eligible park improvements, and to direct staff to draft a MOU between the City of Green Bay and The Redevelopment Authority of the City of Green Bay regarding the allocation.

BACKGROUND

The City has created Tax Increment District Number 10 (TID 10) for purposes of facilitating economic development and public infrastructure improvements within the District and within a half-mile of the TID boundary. The expenditure period for TID 10 requires that funding for eligible expenses be committed before the end of the expenditure period which is August 17, 2026.

The Public Works Department and Parks, Recreation & Forestry Department commit to the following Infrastructure Improvements Project Plan for TID 10, which would utilize the remaining fund amount of \$700,000 to \$800,000.

In 2026, the City will evaluate the feasibility and refine the estimated cost of connecting Imperial Lane to the new JBS Subdivision by a new roadway. The current estimated cost for the new road connecting Imperial Lane is approximately \$1,200,000. Design work has already been completed for the new road; however, the project runs through an area of wetlands and further evaluation is required. The City will engage a consultant to evaluate and apply for wetland permits, as needed, finalize design and prepare plans and specifications for bidding and construction. The timeline is estimated as follows:

- July/August 2026 – engage consultant.
- September 2026 – complete any wetlands evaluation work prior to the end of the growing season. As a contingency this work may be completed in late Spring – May/Jun 2027, which would impact this schedule.
- Fall/Winter 2026 – complete any wetland reports and permitting.
- Winter/Spring 2027 – Finalize Design.
- Spring/Summer 2027 – bidding and construction.

Should the project become impractical due to wetland concerns, the City will reallocate the funds to eligible Park Infrastructure Improvements within a half-mile of TID 10, as identified within the Project Plan.

RECOMMENDATION

To approve the allocation of up to \$800,000 from TID 10 to fund the development of a new road connecting Imperial Lane to the JBS neighborhood development, or eligible park improvements, and to direct

staff to draft a MOU between the City of Green Bay and The Redevelopment Authority of the City of Green Bay regarding the allocation.

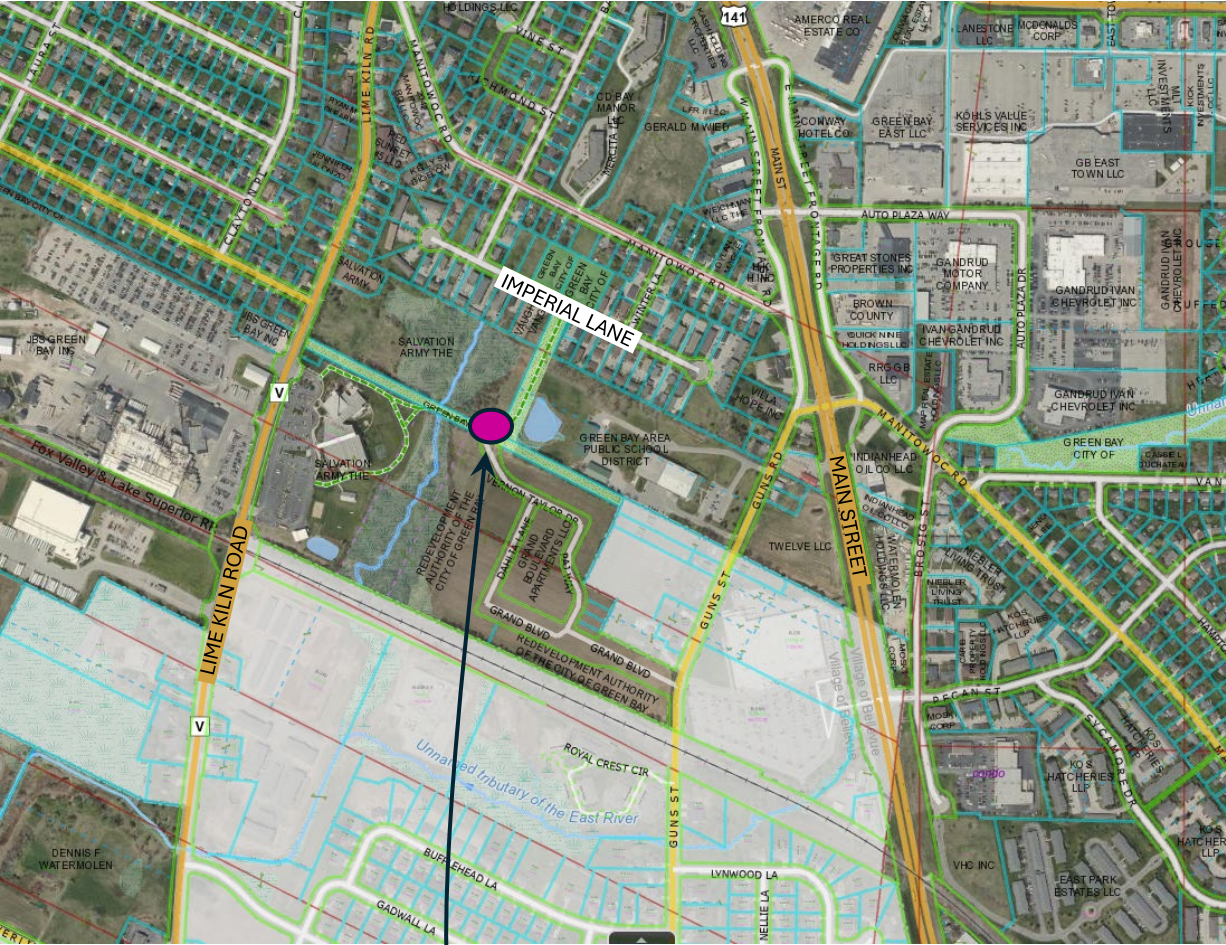
FISCAL IMPACT

Up to \$800,000 in TID 10 funds

ATTACHMENTS

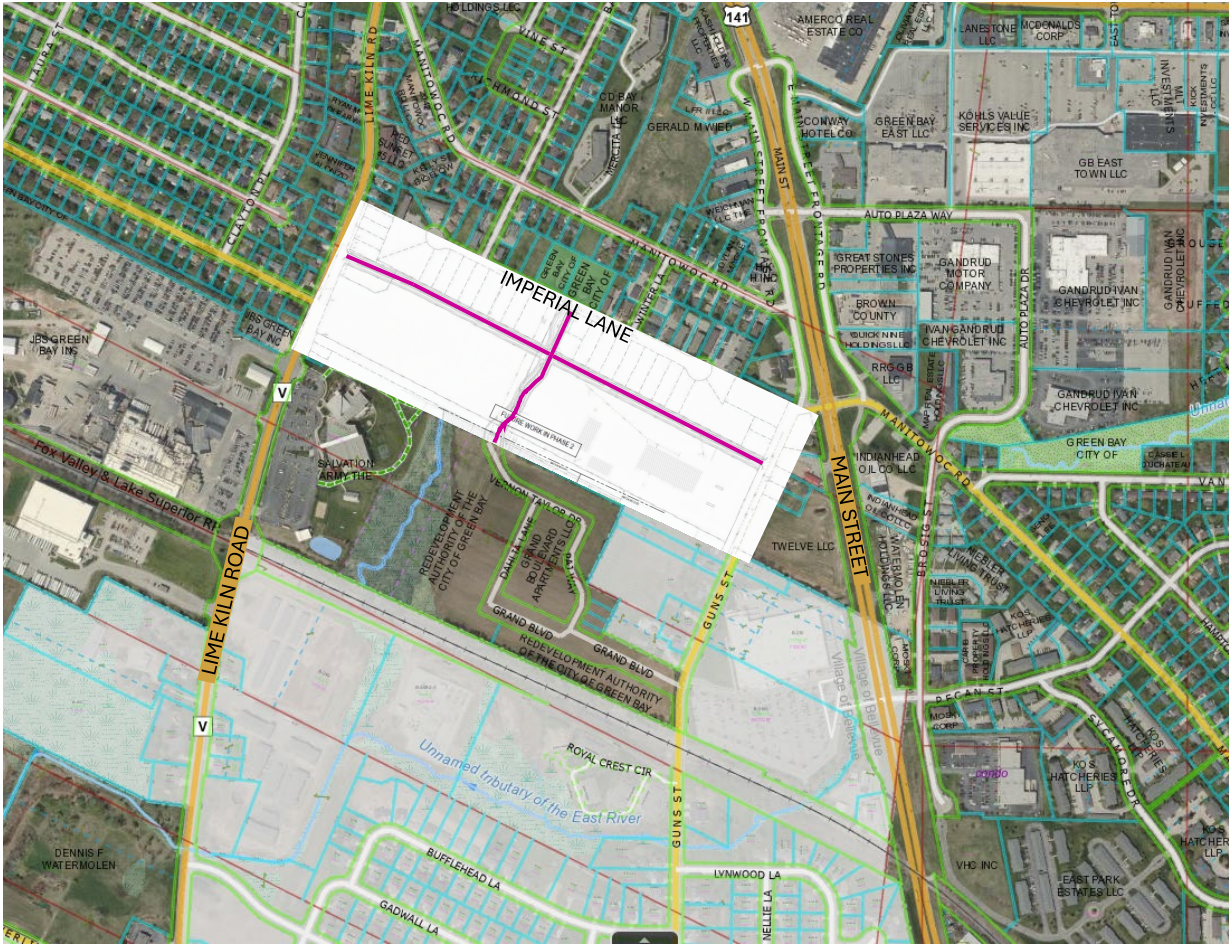
1. Imperial connection diagram
2. JBS Neighborhood Plan 2024
3. 2026-07-08 TID 10 DPW Memo

IMPERIAL PRIDE NEIGHBORHOOD CONNECTOR ROAD



EXISTING

Current road ends at northern property line



PROPOSED

- Proposed road connects:
- JBS development to Imperial Pride neighborhood.
 - Imperial Lane to Guns Street
 - This connectivity improves neighborhood access to jobs, shopping, community resources, and park spaces.



GRāEF

116 S. ADAMS STREET,
Suite 201
Green Bay, WI 54301
920/592-9440

PROJECT TITLE:
JBS SITE REDEVELOPMENT
SUBDIVISION AND
URBAN FARM/PARKS

PARCEL 23-243-1
1330 GUNS STREET
GREEN BAY, WI 54301

BID SET

NO. DATE REVISIONS BY

PROJECT INFORMATION:
PROJECT NUMBER: 2022-0399.01
DATE: 03/22/2024
DRAWN BY: DLC
CHECKED BY: DJK
APPROVED BY: PJS
SCALE: AS SHOWN

SHEET TITLE:
OVERALL SITE LIGHTING LAYOUT

SHEET NUMBER:

ES100

FUTURE WORK IN PHASE 2

FUTURE WORK IN PHASE 2

INTEGRATED CENTRAL LTD.
BAY ROAD

814-720
MON



Public Works Department
100 North Jefferson Street - Room 300
Green Bay, Wisconsin 54301-5026
www.greenbaywi.gov

Administration | Engineering | Traffic 920.448.3100
Operations 920.448.3535
Parking 920.448.3431
Fax 920.448.3102

TO: Diana Jacquet, Finance Director / Comptroller

FROM: Valerie Joosten, P.E., Director of Public Works

CC: Dan Ditscheit, Director - Parks, Recreation & Forestry
James Brunette, P.E., Assistant Director of Public Works

DATE: July 8, 2026

RE: Infrastructure Improvements Project Plan for TID 10

The City has created Tax Increment District Number 10 (TID 10) for purposes of facilitating economic development and public infrastructure improvements within the District. The expenditure period for TID 10 requires that funding for eligible expenses be committed before the end of the expenditure period which is August 17, 2026.

The Public Works Department and Parks, Recreation & Forestry Department commit to the following Infrastructure Improvements Project Plan for TID 10, which would utilize the remaining fund amount of \$700,000 - \$800,000.

In 2026, the City will evaluate the feasibility and refine the estimated cost of connecting Imperial Lane to the new JBS Subdivision by a new roadway. The current estimated cost for the new road connecting Imperial Lane is approximately \$1,200,000. Design work has already been completed for the new road; however, the project runs through an area of wetlands and further evaluation is required. The City will engage a consultant to evaluate and apply for wetland permits, as needed, finalize design and prepare plans and specifications for bidding and construction. The timeline is estimated as follows:

- July/August 2026 – engage consultant.
- September 2026 – complete any wetlands evaluation work prior to the end of the growing season. As a contingency this work may be completed in late Spring – May/June 2027, which would impact this schedule.
- Fall/Winter 2026 – complete any wetland reports and permitting.
- Winter/Spring 2027 – Finalize Design.
- Spring/Summer 2027 – bidding and construction.

Should the project become impractical due to wetland concerns, the City will reallocate the funds to a Park Infrastructure Improvements Project.



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Ronda Bitney

AGENDA ITEM # F.8

Consideration with possible action on a 180-day planning option extension to GB Real Estate Investments, LLC for 1531 Main Street.

BACKGROUND

Developer, GB Real Estate Investments, LLC, has requested the Redevelopment Authority (RDA) grant a 180-day extension to the Planning Option awarded in January 2026 for the RDA-owned property at 1531 Main Street. The 1.83-acre site is currently zoned Neighborhood Commercial (NC). The property was transferred in 2025 to the Redevelopment Authority as surplus from the City of Green Bay.

The Developer's preliminary plan for the site includes a multifamily development with 30 market-rate rental units with 1-bedroom and 2-bedroom units. The project has a preliminary construction budget of \$4.4 million. The Developer is requesting a 180-day planning option extension to continue to explore site suitability, finalize a design concept, secure financing, and coordinate with City Staff on a potential development agreement.

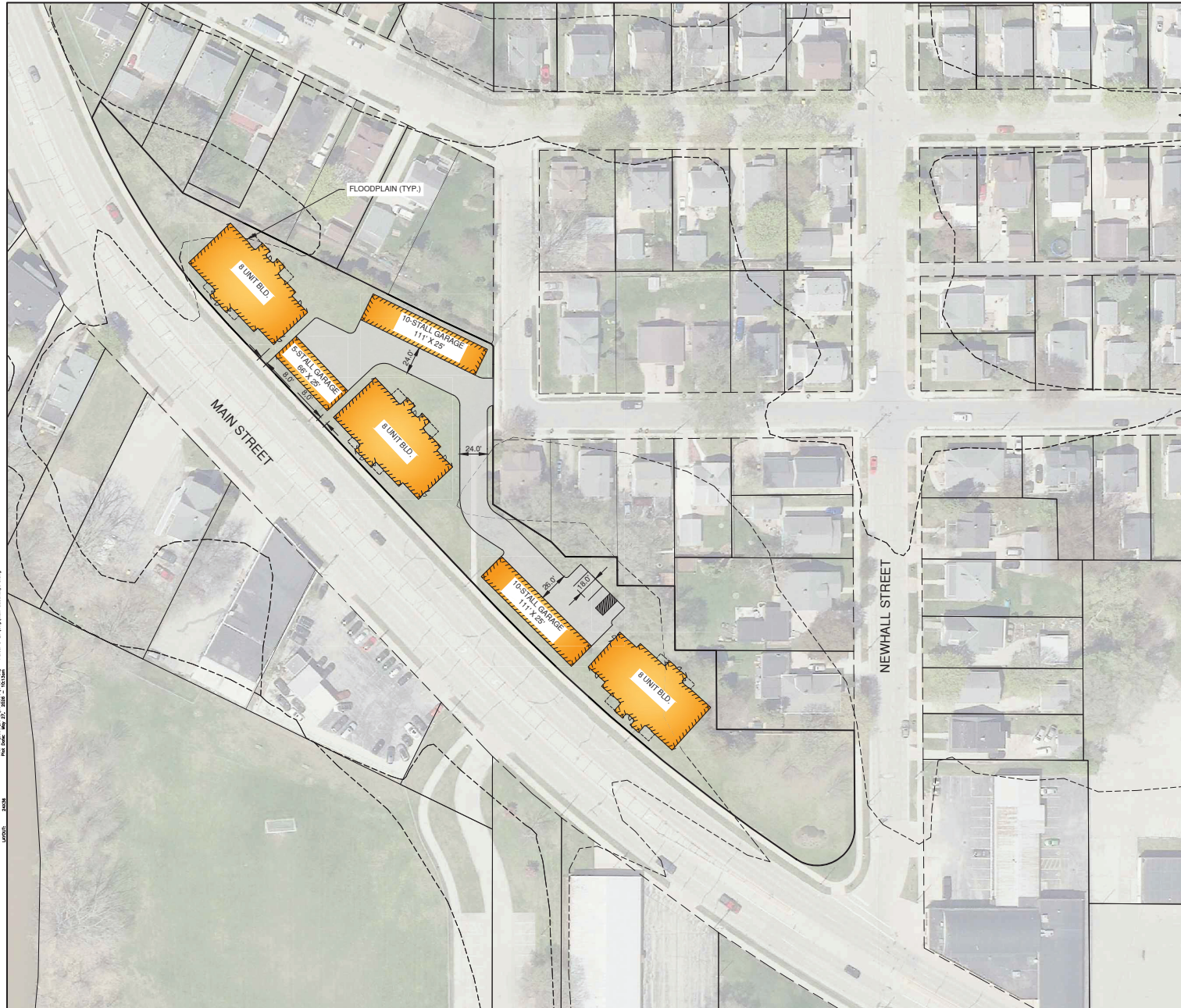
RECOMMENDATION

To approve a 180-day planning option extension to GB Real Estate Investments, LLC for a multifamily development on the site located at 1531 Main Street.

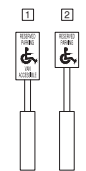
FISCAL IMPACT

ATTACHMENTS

1. 1531 Main GIS
2. Main St. Concept 3 - resized



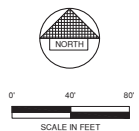
- LEGEND**
- CONCRETE PAVEMENT (S.F.)
 - ASPHALT PAVEMENT (LIGHT) (S.F.)
 - ASPHALT PAVEMENT (HEAVY) (S.F.)
 - LANDSCAPE AREA
 - GREEN SPACE
 - PROPOSED 18" STANDARD CURB AND GUTTER
 - PROPOSED 18" STANDARD SHEDDING CURB AND GUTTER
 - PROPOSED 18" MOUNTABLE CURB AND GUTTER
 - PROPOSED 18" MOUNTABLE SHEDDING CURB AND GUTTER
 - TRAFFIC FLOW ARROW
 - HANDICAPPED PARKING
 - SIGN
 - INDICATES NUMBER OF PARKING STALLS



NOTE
ALL DISTURBED AREAS SHALL BE TOPSOILED TO A DEPTH OF 6 INCHES, SEEDED AND MULCHED. AREA TO BE RAKED FREE OF STONES AND CLUMPS.

PARKING DATA
TOTAL PARKING STALLS PROVIDED = 25 COVERED STALLS
5 SURFACE STALLS

SITE DATA
TOTAL AREA = 1.83 ACRES, 79,529 S.F.
ZONING
NC
PARCEL NO.
8-27



PRELIMINARY
Not for Construction

NO.	DATE	APPROV.	REVISION	NO.	DATE	APPROV.	REVISION	DRAWN	PROPOSED MULTI-FAMILY DEVELOPMENT PARCEL 8-27 CITY OF GREEN BAY BROWN COUNTY, WISCONSIN	CONCEPT SITE PLAN 3	DATE 03/20/25 FILE MAIN ST CONCEPT 3 JOB NO.	 Robert E. Lee & Associates, Inc. 1250 Centennial Centre Blvd Hobart, WI 920-662-9641 releinc.com	SHEET NO. 3
								CHECKED					
								DESIGNED					



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Jessica Maes, Economic Coordinator

AGENDA ITEM # F.9

Consideration with possible action to award a contract to The Superlative Group for Naming Rights Marketing & Sponsorship Services for the City of Green Bay Convention Center.

BACKGROUND

Berners Schober recently completed a property condition evaluation on behalf of the City. Based on that assessment, staff identified three priority capital projects: replacement of the interior lighting with LED fixtures consistent with the successful LED conversion completed in the original convention center in 2022, replacement of the original 1984 roof, and replacement of the ballroom folding partition (airwall).

The Department of Public Works (DPW) is working with Berners Schober to complete the engineering and design for these projects. The tentative schedule is to engineer, bid, and complete the lighting project in 2026, engineer and bid for the roof replacement in 2026, and complete the roof and airwall replacement projects in 2027. These projects will be in excess of 1.5 million to complete.

Additionally, staff has been notified of the renewal of the digital signage contract at the facility for 36-months. This contract is between the vendor and the hotel and documentation of this agreement is also included in the agenda packet.

Concurrently, the naming rights have expired for the Convention Center. Staff determined that obtaining a new naming rights partner would help to replenish the account used for making these improvements.

A Request for Proposals (RFP) for naming rights marketing and sponsorship services for the City of Green Bay Convention Center was issued.

Two proposals were received in response to the RFP. Following an evaluation using the criteria established in the RFP, staff reached a consensus that The Superlative Group submitted the proposal that best meets the City's objectives. The RFP and both proposals received are included in the agenda packet for review.

At this time, staff recommends awarding a contract to The Superlative Group for naming rights marketing and sponsorship services for the City of Green Bay Convention Center.

RECOMMENDATION

To approve the request to award a contract to The Superlative Group for Naming Rights Marketing & Sponsorship Services for the City Green Bay Convention Center.

FISCAL IMPACT

ATTACHMENTS

1. 2026-15 RFP Naming Rights Marketing & Sponsorship Services v.03
2. The Superlative Group Proposal
3. Oak View Group Cost Proposal
4. Oak View Group Proposal
5. Digital Signage Contract Poppulo

CITY OF GREEN BAY

REQUEST FOR PROPOSAL (RFP)



RFP: 2026-15

Title: Naming Rights Marketing & Sponsorship Services

City Agency: Community & Economic Development

Due Date: June 8, 2026 2 P.M. CST

CC: 91500, 91800

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1 NOTICE TO PROPOSERS

1.1 Summary

The City of Green Bay (“City”) is soliciting Proposals from qualified Firms for Naming Rights Marketing & Sponsorship Services. Firms submitting Proposals (“Proposers”) are required to read this Request for Proposals (“RFP”) in its entirety and follow the instructions contained herein.

1.2 Important Dates

Deliver Proposals no later than the **DUE** date and time indicated below. The City reserves the right to reject all late Proposals:

RFB Issue Date:	May 12, 2026
Pre-Bid/Site Inspection Date:	N/A
Questions Due Date:	June 1, 2026
Addendum Posted Date	June 3, 2026
Due Date:	June 8, 2026 by 2:00 PM (CST)

1.3 Format

The City will not consider illegible Proposals.

Elaborate Proposals (i.e., expensive artwork) beyond that sufficient to present a complete and effective Proposal, are not necessary or desired.

Please include: **one (1) original, three (3) copies, and one (1) digital copy** (.pdf file) on an electronic storage device (USB Flash Drive), clearly marked.

Complete and return Forms **[A THROUGH F]** and any mandatory forms to the City of Green Bay Purchasing Department with your submittal.

1.4 Labeling

All Proposals must be clearly labeled: *Proposer’s Name and Address*

Title: Naming Rights Marketing & Sponsorship Services

RFP: 2026-15

All email correspondence must include RFP 2026-15 in the subject line.

1.5 Delivery of Proposals

Emailed or faxed Proposals will **NOT** be considered.

Proposals must be delivered as instructed. Deliveries to other City departments and/or locations may result in disqualification.

Delivery of Hard Copies via U.S. Mail or Common Carrier – Delivery To:	<i>City of Green Bay Purchasing Department 100 North Jefferson St. – Room 410 Green Bay, WI 54301</i>
Delivery of Electronic Copies To:	eBidding platform on DemandStar (see Section 1.12) or on a commonly used media with hard copies (see Section 1.3).

NOTE: When mailing your response via a third-party delivery service, the outside of the packaging MUST be clearly marked with the RFP name and number. This ensures that the Proposal can be delivered to the correct purchasing agent without having to open the Proposal.

1.6 Appendix A – Standard Terms & Conditions

Proposers are responsible for reviewing this attachment prior to submission of their Proposals. The City of Green Bay Standard Terms & Conditions are the minimum requirements for the submission of Proposals.

1.7 Appendix B – Sample Contract For Purchase of Services

Proposers are responsible for reviewing this attachment prior to submission of their Proposals. The Sample Contract for Purchase of Services shall serve as the basis of the contract resulting from this RFP. The terms of this template contract shall become contractual obligations following award of the RFP. By submitting a Proposal, Proposers affirm their willingness to enter into a contract containing these terms (applicable only to Proposals for services).

The City of Green Bay utilizes a web based electronic signature program (DocuSign) for the execution of contracts that do not require notarization. By submitting your Proposal, you agree to the use of this program to sign documents should you receive an award. There is no cost to the Proposer associated with this process.

1.8 Multiple Proposals

Multiple Proposals from Proposers are permitted; however, each must fully conform to the requirements for submission. Proposers must sequentially label (e.g., Proposal #1, Proposal #2) and separately package each Proposal. Proposers may submit alternate pricing schemes without having to submit multiple Proposals.

1.9 City of Green Bay Contact Information

The City of Green Bay Purchasing Dept. administers the procurement function:

Troy Van Handel
City of Green Bay Purchasing Department
100 North Jefferson St. – 410
Green Bay, WI 54301
(920) 448-3049

Contacting City staff outside of the Purchasing Department regarding this RFP without written consent from the Purchasing Department may result in your Proposal being rejected.

1.10 Inquiries, Clarifications, & Exceptions

Proposers are to raise any questions they have about the RFP document without delay. Direct all questions, in writing, to the Purchasing Department Buyer listed in Section 1.9.

Proposers finding any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP document shall immediately notify the Buyer and request clarification. In the event that it is necessary to provide additional clarification or revision to the RFP, the City will post addenda – see Section 1.11 below. Proposers are strongly encouraged to check for addenda regularly.

Proposals should be as responsive as possible to the provisions stated herein. A prospective vendor may take “exception” to Proposal terms, conditions, specifications and dates stated within the Proposal package. However, the City of Green Bay reserves the right to disqualify any and all Proposals submitted which include exceptions, if deemed not in the City’s best interests.

1.11 Addenda

In the event that it is necessary to provide additional clarification or revision to the RFP, the City will post addenda to its Proposals distribution websites – see Section 1.12. It is the Proposers responsibility to regularly monitor the websites for any such postings. Proposers must acknowledge the receipt of any Addenda on Form B. Failure to retrieve addenda and include their provisions may result in disqualification.

1.12 Proposal Distribution Networks

The City of Green Bay posts all Request for Proposals, addenda, tabulations, awards and related announcements on two distribution networks – VendorNet and DemandStar. The aforementioned documents are available exclusively from these websites. It is the Proposers responsibility to regularly monitor the Proposal distribution network for any such postings. Proposers failure to retrieve such addenda and incorporate their appropriate provisions in their response may result in disqualification. Both sites offer free registration to City Proposers.

VendorNet:	State of Wisconsin and Local Agencies Proposal Network. Registration is free – https://vendornet.wi.gov/
DemandStar:	National Proposal Network – Free subscription is available to access Proposals from the City of Green Bay and other Wisconsin agencies, participating in the Wisconsin Association of Public Procurement (WAPP). A fee is required if subscribing to multiple agencies that are not included in WAPP. https://network.demandstar.com/

1.13 Oral Presentations/Site Visit Meetings

Proposers may be asked to attend meetings, make oral presentations, inspect City locations or make their facilities available for a site inspection as part of this RFP process. Such presentations, meetings or site visits will be at the Proposers expense.

1.14 Acceptance/Rejection of Proposals

The City reserves the right to accept or reject any or all Proposals submitted, in whole or in part, and to waive any informalities or technicalities, which at the City's discretion is determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any Proposer responding to this request. The City expressly reserves the right to reject any and all Proposals responding to this invitation without indicating any reasons for such rejection(s). Any Proposals submitted without all required forms as indicated shall be rejected.

The City reserves the right to postpone due dates and openings for its own convenience and to withdraw this solicitation at any time without prior notice.

1.15 Withdrawal or Revision of Proposals

Proposers may, without prejudice, withdraw Proposals submitted prior to the date and time specified for receipt of Proposals by requesting such withdrawal before the due time and date of the submission of Proposals. After the due date of submission of Proposals, no Proposals may be withdrawn for a period of 90 days or as otherwise specified or provided by law. Proposers may modify their Proposals at any time prior to opening of Proposals.

1.16 Subcontracting or Third-Party Payments

All subcontractors shall be pre-approved upon award by the City before any work begins. Subcontractors must abide by all terms and conditions of the Proposal. The prime contractor shall be responsible for all subcontractor(s) work and payment.

1.17 Non-Restrictive Specifications and Vendor Alternates

Specifications are intended to define the general level of quality and performance of this purchase and not to restrict competition. Vendors may offer one or more alternates with lesser or greater

features; however, the City reserves the right to make its selection based on the best interest of the City. Vendors offering alternates shall submit, with their quote, an itemized comparison with this specification, documenting equivalence for quality, performance, etc. Failure to identify exceptions or deviations in this manner may be a basis to declare the quote as non-responsive. If in your opinion, any of the specifications, terms and conditions of this RFP prevents you from offering a quote, consideration will be given to a Vendor's request for change.

1.18 Non-Material and Material Variances

The City reserves the right to waive or permit cure of non-material variances in the offer if in the judgment of the City, it is in the City's best interest to do so. The determination of materiality is in the sole discretion of the City.

1.19 Public Records

Proposers are hereby notified that all information submitted in response to this RFP may be made available for public inspection according to the Public Records Law of the State of Wisconsin or other applicable public record laws. Information qualifying as a "trade secret" – defined in State of Wisconsin Statutes – may be held confidential.

Proposers shall seal separately and clearly identify all information they deem to be "trade secrets," as defined in the State of Wisconsin Statutes. Do not duplicate or co-mingle information, deemed confidential and sealed, elsewhere in your response.

s. 19.36(5)

(5) TRADE SECRETS. An authority may withhold access to any record or portion of a record containing information qualifying as a trade secret as defined in s. 134.90(1)(c).

s. 134.90(1)(c)

(c) "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

The City cannot ensure that information will not be subject to release if a request is made under applicable public records laws. The City cannot consider the following confidential: a Proposal in its entirety, price Proposal information, or the entire contents of any resulting contract. The City will not provide advance notice to Proposers prior to release of any requested record.

To the extent permitted by such laws, it is the intention of the City to withhold the contents of Proposals from public view – until such times as competitive or bargaining reasons no longer require non-disclosure, in the City’s opinion. At that time, all Proposals will be available for review in accordance with such laws.

1.20 Contract Quantities

The estimated annual quantities identified for each item on the Proposal Offer Form are for Proposal purposes only and are based on historical data. The City does not guarantee to purchase any specific quantity or dollar amount. Proposals that state the City must guarantee a specific quantity or dollar amount may be disqualified.

1.21 Usage Reports

Annually, successful Proposers may be asked to furnish the City of Green Bay Purchasing Department with usage reports summarizing the ordering history for each City Departments served during the previous contract year. The report, at a minimum, must include each and every item or service ordered during the period, its total quantities and dollars by item/service and in total. The City reserves the right to request usage reports at any time and request additional information, if required, when reviewing contract activity.

1.22 Partial Award

Unless otherwise noted, it will be assumed that Proposers will accept an order for all or part of the items/services priced.

1.23 Tax Exempt

The City of Green Bay as a municipality is exempt from payment of Federal Excise Taxes and State of Wisconsin Taxes per Wisconsin Statute 77.54(9a). Federal Tax ID #39-6005458. A completed Wisconsin Department of Revenue Form S-211 (R.2-00) can be requested through the Purchasing Department. Our tax-exempt number is 008-0000428893-07.

1.24 Cooperative Purchasing

Proposers may choose to extend prices offered on Proposals to other municipalities. Under Wisconsin Statutes, a municipality is defined as a county; city; village; town; school district; board of school directors; sewer district; drainage district; vocational, technical and adult education district; or any other public or quasi-public corporation, officer, board or other body having the authority to award public contracts. This is known as “cooperative” or “piggyback” purchasing, a practice common amongst units of government. The City is not responsible for any contract resulting from a cooperative purchase using this RFP as a basis; they are made solely between the Proposers and third-party unit of government.

1.25 Appeals Process

Notices of intent to protest and protests must be made in writing. Protestors should make their protests as specific as possible and should identify Wisconsin Statutes or City of Green Bay Ordinance Provisions that are alleged to have been violated.

The written notice of protest must be filed with the Procurement Manager, Green Bay, WI, 100 North Jefferson St. Room 410, Green Bay, WI 54301, and received no later than 72 business hours after the intent to award notice is issued.

2 DESCRIPTION OF SERVICE/COMMODITIES

2.1 Background & Purpose

The City of Green Bay (“City”) seeks to engage a qualified Firm to provide comprehensive naming rights marketing and sponsorship services for the City of Green Bay Convention Center. Naming rights agreements represent a complex and specialized segment of the sponsorship marketplace, requiring expert knowledge of brand valuation, corporate sponsor behavior, hospitality sector positioning, and contract structuring.

The selected firm will be responsible for designing and executing a full-cycle naming rights program, from initial market assessment through final agreement execution. The City intends for this engagement to result in a fully negotiated and executed naming rights partnership that maximizes long-term value, ensures brand alignment, and positions the property competitively within the sponsorship marketplace.

2.2 Proposers Responsibility

Proposers shall examine this RFP and shall exercise their judgment as to the nature and scope of the work required. No plea of ignorance concerning conditions or difficulties that exist or may hereafter arise in the execution of the work under the resulting contract, as a consequence of failure to make necessary examinations and investigations, shall be accepted as an excuse for any failure or omission on the part of the Proposer(s) to fulfill the requirements of the resulting contract.

2.3 General Requirements

1. Staffing & Expertise

The Proposer shall assign a dedicated project team with demonstrable experience in naming rights transactions, hospitality sector sponsorship, and corporate partnership marketing. Key personnel identified in the proposal shall remain assigned to the engagement for its duration unless the City approves a substitution in writing. Any proposed substitution must be of equal or greater qualifications to the individual being replaced.

2. Reporting and Communication

The Proposer shall provide written status reports on a cadence agreed upon at contract execution, with a minimum frequency of bi-weekly during active outreach and negotiation phases. Status reports shall address prospect pipeline activity, milestones completed, upcoming activities, issues requiring City decisions, and any recommended adjustments to strategy or approach.

3. City Approvals

The Proposer shall not advance to the next phase of the engagement without written City approval of deliverables from the preceding phase. The City reserves the right to pause, redirect, or modify the scope at any phase based on market conditions, organizational priorities, or other factors, and

the Proposer shall be prepared to adjust the program accordingly with minimal disruption to momentum.

4. Confidentiality

All information shared by the City, including property details, financial expectations, operational data, and legal considerations, shall be treated as strictly confidential. The Proposer shall not disclose any proprietary information to prospects or third parties without the City's prior written consent.

5. Conflict of Interest

The Proposer shall disclose any existing or potential conflicts of interest at the time of Proposal submission and on an ongoing basis throughout the engagement. This includes any current or recent relationships with organizations on the prospect list or with competing naming rights properties.

2.4 Scope of Work

1. Market Assessment

The Firm shall conduct a thorough market assessment to establish a factual and analytical foundation for the naming rights program. This phase is intended to produce a defensible valuation of the naming rights opportunity and an informed understanding of the competitive landscape before any outreach or strategy work begins.

The Market Assessment at a minimum shall include the following:

Property & Asset Inventory

- Documented inventory of all tangible and intangible assets associated with the naming rights opportunity, including the convention center name and signage, digital and physical branding placements, guest touchpoints, event spaces, loyalty program integrations, food and beverage outlets, and any co-located retail or entertainment venues.
- Identification of secondary sponsorship inventory that could be bundled or separately monetized in conjunction with the primary naming rights agreement.

Naming Rights Valuation

- An independent, data-supported valuation of the naming rights using recognized methodologies, including but not limited to comparable transaction analysis, asset-based valuation, and audience impression modeling.
 - Quantification of estimated annual impressions generated by the property across physical, digital, media, and event channels.
 - Benchmarking of the proposed valuation against comparable naming rights agreements in the hospitality, entertainment, and commercial real estate sectors.
-

- Identification of factors that may positively or negatively affect achievable pricing, including market timing, property location, brand recognition, competitive supply of naming rights inventory in the regional market, and the profile of anticipated guests and event attendees.

Competitive and Market Context

- Assessment of current naming rights activity in the local and national hospitality market, identifying recent transactions, deal structures, pricing benchmarks, and activation expectations from sponsors.
- Review of corporate sponsorship spending trends relevant to the categories most likely to pursue naming rights, such as financial services, technology, healthcare, telecommunications, and consumer lifestyle brands.
- Identification of any market conditions, economic factors, or sector-specific dynamics that could affect sponsor interest, deal timing, or achievable terms.
- Deliverables for this phase shall include a written Market Assessment Report summarizing findings, valuation conclusions, and recommended asking price range with supporting documentation. The report shall be presented to the City prior to advancing to the Strategy Development phase.

2. Strategy Development

Following the completion of the Market Assessment, the Firm shall develop a comprehensive naming rights Marketing and Sponsorship Strategy. This strategy will serve as the operational roadmap for all subsequent phases of the engagement and must reflect a nuanced understanding of both the property's positioning and the motivations of potential sponsors.

The strategy shall address the following components:

Naming Rights Package Design

- Development of a tiered naming rights offering that defines the full scope of sponsor entitlements, including primary naming rights, signage specifications, digital integration, hospitality benefits, event access, co-branding opportunities, and any exclusivity provisions.
- Recommendations on the structure of secondary and ancillary sponsorship opportunities that complement but do not conflict with the primary naming rights agreement.
- Definition of activation expectations, including what the City can reasonably support in terms of sponsor visibility and brand integration across operations.

Go-To-Market Strategy

- Identification of target sponsor categories and the prioritization rationale based on brand alignment, financial capacity, geographic relevance, and strategic benefit to the property.
 - Recommended deal term length and pricing structure, including options for multi-year agreements, escalation clauses, performance-based components, and renewal provisions.
-

- Development of a sponsorship prospectus and marketing materials suitable for presentation to qualified prospects, including a property overview, audience and guest demographics, asset inventory, proposed entitlements, and valuation summary.

Timeline and Milestones

- A detailed project timeline covering all phases from prospect outreach through execution, with defined milestones, City review and approval checkpoints, and target dates for key activities.
- Identification of any dependencies or constraints that may affect the timeline, including construction or renovation schedules, existing contractual restrictions, or brand standard requirements.

The Firm shall present the strategy to the City in a formal review session and shall incorporate stakeholders feedback before proceeding to prospect identification and outreach.

3. Prospect Identification and Outreach

The Firm shall apply the approved strategy to identify, prioritize, and engage a qualified pool of potential naming rights sponsors. This phase requires a disciplined and professional approach to prospect management, with emphasis on quality of engagement over volume of contacts.

Prospect Identification

- Development of a comprehensive prospect list drawn from the target categories identified in the approved strategy, with a minimum of three tiers reflecting primary, secondary, and long-shot prospects.
- Research on each prospect to include corporate sponsorship history, current naming rights or marketing partnership activity, decision-maker identification, fiscal year and budget cycle timing, and brand objectives relevant to naming rights opportunity.
- Prioritization of the prospect list based on likelihood of fit, financial capacity, and strategic alignment, with supporting rationale documented for City review.

Outreach Program

- Design and execution of a structured outreach program using a combination of direct relationship-based contact, targeted introductions, and industry channels appropriate for reaching senior sponsorship and marketing decision-makers within target organizations.
- Development of customized pitch materials tailored to the specific interests and brand positioning of individual prospects, rather than generic presentations.
- Tracking and documentation of all outreach activity, including contact attempts, responses, meetings scheduled, and prospect status updates.

Prospect Engagement and Qualification

- Conduct initial conversations and discovery meetings with interested prospects to assess organizational fit, interest level, budget alignment, and internal decision-making process.
-

- Qualify each engaged prospect against defined criteria before advancing to Proposal presentation.
- Regular reporting to the City on prospect pipeline status, including active leads, prospects requiring follow-up, disqualified contacts, and recommended next steps.

The Firm shall maintain a live prospect tracking system or dashboard that is accessible to the City at all times and updated on a regular schedule agreed upon during contract execution.

4. Negotiation Support

The Firm shall provide expert Negotiation Support throughout the process of advancing qualified prospects toward a final agreement. The Firm's role in this phase is to act as an informed advisor and active participant in negotiations, protecting the City's interests while maintaining productive relationships with prospective sponsors.

Proposal Development

- Preparation of formal naming rights Proposals tailored to qualified prospects, incorporating terms, entitlements, pricing, and deal structure consistent with the approved strategy and any prospect-specific adjustments recommended by the Firm.
- Development of counter-Proposal options and negotiation scenarios in advance of each round of negotiations, providing the City with a clear understanding of acceptable ranges, trade-offs, and fallback positions.

Active Negotiation Participation

- Participation in negotiation sessions with prospective sponsors, whether in person, virtual, or through written correspondence, as directed by the City.
- Provision of real-time guidance on sponsor requests, concessions, and proposed modifications to terms, with analysis of the financial and operational impact of each change.
- Maintenance of detailed negotiation logs documenting positions taken, concessions made, open issues, and agreed-upon terms at each stage of the process.

Deal Structuring Guidance

- Recommendations on deal structure options including term length, annual fee escalation, sponsorship activation commitments, performance benchmarks, termination provisions, exclusivity terms, and renewal rights.
- Coordination with the City's Legal Counsel to ensure that negotiated terms are accurately captured in draft agreements and that any legal or operational risks identified during negotiations are surfaced and addressed.
- Assistance in resolving deal points that are contentious or require creative structuring to satisfy both parties without compromising the City's core objectives.

The Firm shall not execute any agreements or make binding commitments on behalf of the City without explicit written authorization.

5. Execution and Closing

The Firm shall support the City through the final stages of the naming rights program, ensuring that the transition from negotiated terms to executed agreement is managed efficiently and that all closing activities are completed to a professional standard.

Agreement Finalization Support

- Coordination with the City staff teams to facilitate the review and finalization of the naming rights agreement, ensuring that all negotiated terms are accurately reflected in the final document.
- Review of draft agreement language for consistency with negotiated terms and flagging of any provisions that differ from agreed positions or that introduce new risk.
- Management of the document exchange and signature process, including tracking of outstanding approvals and ensuring timely execution by all parties.

Onboarding and Activation Planning

- Development of a sponsor onboarding checklist and initial activation plan that outlines the steps required to implement the naming rights agreement following execution, including signage installation timelines, brand integration milestones, and first-year activation commitments.
- Facilitation of an introductory meeting between the sponsor's account team and City staff to establish working relationships, communication protocols, and a shared activation calendar.
- Documentation of all deliverables owed to the sponsor in year one of the agreement, with assigned responsibilities and target completion dates.

Reporting and Closeout Documentation

- Preparation of a final engagement report summarizing the entire naming rights program, including market assessment findings, strategy employed, prospect activity summary, negotiation history, deal terms achieved, and benchmarking of final terms against initial valuation and strategy targets.
 - Transfer of all prospect data, outreach records, negotiation documentation, and program materials to the City in an organized and accessible format.
 - A post-execution debrief session with the City to review program outcomes, identify lessons learned, and document any ongoing obligations or follow-up items that carry forward beyond the initial engagement.
-

3 Proposal Requirements & Selection

3.1 Submittal Requirements & Criteria

Respondents are responsible for all costs associated with the preparation of materials in response to this RFP. The City of Green Bay assumes no responsibility for such costs. The City reserves the right to waive any formality in the submitted Proposals, to reject any and all Proposals or to re-advertise for additional Proposals.

Interested Firms are encouraged to submit their Proposals which shall include the following:

1. Title Page

- The title page should include **RFP 2026-15 Naming Rights Marketing & Sponsorship**, name of the firm, address, telephone number, name of contact person, email address, and date.

2. Narrative explaining qualifications for the project.

3. Summary of recent experience in similar/representative projects.

4. Name and experience of key personnel.

- The Firm must provide information on the staff performing services under this contract. Firms should include identification of key personnel who take the most active roles in the administration in performing the services under this contract and a description of their experience and qualifications.

5. Ability to meet required timelines.

6. Ability to integrate this project into present workload.

7. References: names and telephone numbers of previous clients with a description of the type of project completed, the time frame for the process, and the date completed.

3.2 Evaluation Criteria

Proposals will be initially reviewed to determine if mandatory requirements are met. Failure to meet mandatory requirements shall result in the Proposal being rejected. In the event that all Proposers do not meet one or more of the mandatory requirements, the City reserves the right to continue the evaluation of the Proposals that most closely meet the mandatory requirements of this RFP.

The City's Evaluation Committee will consist of personnel who have been selected because of their special expertise and knowledge of the service(s) and/or product(s) that are the subject of this RFP.

Proposers may not contact members of the Evaluation Committee except at the request of the Purchasing Department.

3.3 Proposal Scoring

Accepted Proposals will be reviewed by the Evaluation Committee and scored against the stated criteria. The Committee may review references, request interviews/presentations, conduct demonstrations and/or conduct on-site visits. The resulting information will be used to score the Proposals. The Evaluation Committee's scoring will be tabulated and Proposals ranked based on the numerical scores received.

Proposals will be scored using the following criteria:

Description	Points
Qualifications To Perform The Project	30
Experience In Similar/Representative Projects	25
Past Record Of Performance	15
Ability & Expertise Of The Firms Professional Personnel	15
Cost Proposal	15

3.4 Cost Proposal

Purchasing will score the cost Proposals by prorating with the lowest cost Proposal given the highest score. The formula is as follows: calculation of points awarded to subsequent Proposals will use the lowest dollar Proposal amount as a constant numerator and the dollar amount of the firm being scored as the denominator. This number is then multiplied by the number of points given to the cost section of the RFP, resulting in the cost Proposal score.

$$\frac{\text{Lowest Cost Proposed Constant}}{\text{Other Proposed Cost}} \times \text{Max Points Assigned To Cost} = \text{Score}$$

NOTE: Cost Proposals shall be in a separate sealed envelope and submitted within the Proposal package. The outside of the envelope should clearly state "Cost Proposal" and the name of the Proposer.

3.5 Award & Final Offers

Award will be granted in one of two ways. The award may be granted to the highest scoring responsive and responsible Proposer after the original evaluation process is complete.

Alternatively, the highest Proposer or Proposers may be requested to submit best and final offers. If the City requests best and final offers, they will be evaluated against the stated criteria, scored, and ranked by the evaluation committee. The award will then be granted to the highest scoring Proposer following that process. However, a Proposer should not expect that the City will request a best and final offer.

3.6 Negotiate Contract Terms

The City reserves the right to negotiate the terms of the contract, including the award amount, with the selected Proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring Proposer, the City may negotiate a contract with the next highest scoring Proposer.

4 REQUIRED CONTENT FOR SUBMITTAL OF PROPOSAL

- 4.1 FORM A – Signature of Affidavit
 - 4.2 FORM B – Receipt of Forms & Submittal Checklist
 - 4.3 FORM C – Vendor Profile Information
 - 4.4 FORM D – Proposal Offer Form
 - 4.5 FORM E – References
 - 4.6 FORM F – Confidential & Proprietary Information
-



Form A – Signature of Affidavit

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

In signing Bids/Proposals, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise take any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit Bids/Proposals, that Bids/Proposals have been independently arrived at, without collusion with any other Bidders/Proposers, competitor or potential competitor; that Bids/Proposals have not been knowingly disclosed prior to the opening of Bids/Proposals to any other Bidders/Proposers or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting Bids/Proposals, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Bids/Proposals, declares that the attached Bids/Proposals and pricing are in conformity therewith, and attests to the truthfulness of all submissions in response to this solicitation.

Bidders/Proposers shall provide the information requested below. Include the legal name of the Bidders/Proposers and signature of the person(s) legally authorized to bind the Bidders/Proposers to a contract.

Has your company ever been debarred?

_____ **NO**

_____ **YES** (please explain below):

COMPANY NAME:	
SIGNATURE:	
PRINT NAME:	DATE:



Form B – Receipt of Forms & Submittal Checklist

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

Bidders/Proposers hereby acknowledge the receipt and/or submittal of the following forms:

FORMS	Initial to Acknowledge SUBMITTAL	Initial to Acknowledge RECEIPT
Description of Services/Commodities	N/A	
FORM A: Signature of Affidavit		N/A
FORM B: Receipt of Forms & Submittal Checklist		N/A
FORM C: Vendor Profile Information		N/A
FORM D: Bid/Proposal Offer Form		N/A
FORM E: References		N/A
FORM F: Confidential & Proprietary Information		N/A
Appendix A: Standard Terms & Conditions	N/A	
Appendix B: Contract for Purchase of Services	N/A	
Statement of Qualifications (SOQ) – If Required	N/A	N/A
Addendum #		
Addendum #		
Addendum #		
Addendum #		

COMPANY NAME:	
SIGNATURE:	
PRINT NAME:	DATE:



Form C – Vendor Profile Information

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

COMPANY INFORMATION

COMPANY NAME (Make sure to use your complete, legal company name):

FEIN (If FEIN is not applicable, SSN collected upon award):

CONTACT NAME:

TITLE:

TELEPHONE NUMBER:

FAX NUMBER:

EMAIL:

ADDRESS:

CITY:

STATE:

ZIP:

ORDERS/BILLING CONTACT

CONTACT NAME:

TITLE:

TELEPHONE NUMBER:

FAX NUMBER:

EMAIL:

ADDRESS:

CITY:

STATE:

ZIP:

PROCUREMENT CARD (P-CARD)

COMPANY ACCEPTS PAYMENT BY CREDIT CARD:

YES _____ or NO _____

NOTE: The City does not pay service charges.

The City of Green Bay has implemented a Procurement Card (P-Card) Program. Bidders/Proposers must have the capability to accept credit cards for payments or must be willing to take the necessary steps in order to accept credit card payments by the City prior to the implementation of this agreement as the City may opt to use the P-Card as its method of payment.

While acceptance of credit cards for payments may be mandatory, this shall not be the City's exclusive method of payment. Bidders/Proposers shall not charge a surcharge, convenience fee or any other fees associated with the acceptance of payment by the City's P-Card.



Form D – Bid/Proposal Offer Form

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

Prepare the BidProposal offer form as all inclusive, not-to-exceed, fixed fees:

All Inclusive – Covers all direct and indirect necessary expenses including but not limited to; travel, telephone, copying and other out-of-pocket expenses.

ITEM	DESCRIPTION OF ITEMS	
1.	Naming Rights Marketing & Sponsorship Services	
	TOTAL COST	\$

LEAD TIME (UPON RECEIPT OF ORDER):
PAYMENT TERMS (NET 30):
YES _____ / NO _____ / OTHER _____
EARLY PAYMENT DISCOUNT (SPECIAL TERMS):



Form E – References

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

REFERENCE #1 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
ADDRESS:		CITY:	STATE: ZIP:
TELEPHONE NUMBER:		FAX NUMBER:	
EMAIL:			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
DESCRIPTION OF WORK PERFORMED:			

REFERENCE #2 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
ADDRESS:		CITY:	STATE: ZIP:
TELEPHONE NUMBER:		FAX NUMBER:	
EMAIL:			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
DESCRIPTION OF WORK PERFORMED:			

REFERENCE #3 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
ADDRESS:		CITY:	STATE: ZIP:
TELEPHONE NUMBER:		FAX NUMBER:	
EMAIL:			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
DESCRIPTION OF WORK PERFORMED:			



Form F – Confidential & Proprietary Information

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

Material submitted in response to the City of Green Bay's ("City") Bid/Proposal includes at least one formula, pattern, compilation, program, device, method, technique or process that derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use and is the subject of reasonable efforts to maintain its secrecy. Such information qualifies as a trade secret, as provided in Wis. Stat. § 19.36(5). As such, the Bidder/Proposer asks that the trade secrets contained on certain pages of this Bid/Proposal, as indicated below, be treated as confidential material and not be released to the public. I am providing the following information with the understanding that it is being submitted to the City under a pledge of confidentiality. I would not have submitted this information had the City not pledged to keep it confidential* and request that the following pages not be released:

SECTION	PAGE	TOPIC

NOTE: Bidders/Proposers are cautioned that the entire Bid/Proposal may not fall within the confines of the pledge of confidentiality. The about designation(s) of confidentiality in no way guarantees that designated information will be kept confidential. Under the provision of the Public Records Law, Bidder/Proposer is not entitled to notification prior to release of information and is not entitled to go to court to block disclosure of any portion of the Bid/Proposal.

If the City agrees with Bidders/Proposers designation of trade secret or confidentiality and the designation is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the designation of trade secret or confidentiality.

Failure to include this designation in the Bid/Proposal response may mean that all information provided as part of the Bid/Proposal response will be open to examination and copying.

COMPANY NAME:	TITLE:
SIGNATURE:	
PRINT NAME:	DATE:

NOTE: The City as custodian of these public records has the obligation, pursuant to Public Record Laws, to determine whether the above information can be kept confidential.

PROPRIETARY INFORMATION: A Bidder/Proposer responding to this Bid/Proposal should not include any proprietary information or protected trade secret(s) as part of its Bid/Proposal unless the Bidder/Proposer 1) designates the specific information that it maintains is proprietary or trade secret and the reason(s) for such designation in a separate document, and 2) identifies the specific information when it occurs within the Proposal.

The City's preference is for the proposer to segregate all information designated as confidential into one section of the RFB/RFP and/or a separate document for easier removal to maintain its confidential status. The response to the Bid/Proposal should indicate which portion of the requested information is confidential and where this information is located within the response, i.e. under separate cover, in confidential Section No. _____, etc. Data contained in the Bid/Proposal and all documentation become property of the City.



Appendix A
City of Green Bay
Standard Terms & Conditions

(STC-Form: 10/21/2025)

1. **General.** Throughout this document, "City of Green Bay," "City" and "Purchasing" shall be synonymous and mean the City of Green Bay. The words "bid" and "proposal" are synonymous, as are the words "bidder," "proposer," "vendor," and "contractor." The phrases "request for proposal," "request for bids," "request for quotes," "quote," "request," "invitation," and "solicitation" shall also be synonymous. As applied to the winning or selected bidder, the words "bid," "proposal," and "contract" are synonymous.
2. **Entire Agreement, Order of Precedence.** These standard terms and conditions shall apply to any Purchase Order issued as a result of this Request for Bid/Proposal, except where expressly stated otherwise in the RFB/RFP or in a written instrument covering this purchase signed by an authorized representative of the City and the Contractor, in a form approved by the City Attorney (a "Separate Contract"). If such a separate contract is executed it shall along with these Standard Terms and Conditions, the City's request for proposals/bids, the version of the vendor's response/bid that was accepted by the City, and the City's Purchase Order (if any) shall constitute the entire agreement ("Contract") and no other terms and conditions, whether oral or written, shall be effective or binding unless expressly agreed to in writing by the City.

If a Separate Contract is not executed, these Standard Terms and Conditions, the City's request for proposals/bids, the version of the vendor's response/bid that was accepted by the City, and the City's Purchase Order (if any) shall constitute a contract and will be the entire agreement.
3. **Bid Selection.** This invitation for bids does not commit the City to award a contract, pay any costs incurred in preparation of bids, or to procure or contract for services or equipment. The City may require the bidder to participate in negotiation and to submit such additional price or technical or other revisions to his or her bids as may result from negotiation. The bidder shall be responsible for all costs incurred as part of his or her participation in the pre-award process.

The City reserves the right to accept or reject any or all bids submitted, in whole or in part, and to waive any informalities or technicalities which at the City's discretion are determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any offeror responding to this request. The City expressly reserves the right to reject any and all bids responding to this invitation without indicating any reasons for such rejections(s).

The City reserves the right to postpone due dates and openings for its own convenience and to withdraw this solicitation at any time without prior notice.
4. **Addenda.** Changes affecting the specifications will be made by addenda. Changes may include, or result in, a postponement in the bid due date. Bidders are required to complete the Bidder Response Sheet, acknowledging receipt of all parts of the bid, including all addenda.
5. **Price Proposal.** All bidders are required to identify the proposed manufacturer and model, and to indicate the proposed delivery time on the attached Proposal Form. Failure to do so may cause the bid to be considered not responsive. If desired, the bidder may include product literature and specifications. The price quoted will remain firm throughout each contract period. Any price increase proposed shall be submitted sixty (60) calendar days prior to subsequent contract periods and shall be limited to fully documented cost increases to the bidder which are demonstrated to be industry-wide.
6. **Price Inclusion.** The price quoted in any bid shall include all items of labor, materials, tools, equipment, and other costs necessary to fully complete the furnishing and delivery of equipment or services pursuant to the specifications attached thereof. Any items omitted from the specifications which are clearly necessary for the completion of the project shall be considered a portion of the specifications although not directly specified or called for in these specifications.
7. **Pricing and Discount.**
 - a. Unit prices shown on the bid/proposal or contract shall be the price per unit of sale (e.g., gal., cs., doz., ea., etc.) as stated on the bid/proposal or contract. For any given item, the quantity multiplied by the unit price shall establish the extended price. If an apparent mistake exists in the extended price, the unit price shall govern in the bid/proposal evaluation and contract administration.
 - b. In determination of award, discounts for early payment will only be considered when all other conditions are equal. Early payment is defined as payment within fifteen (15) days providing the discount terms are deemed favorable. All payment terms must allow the option of Net 30.
8. **F.O.B. Destination Freight Prepaid.** Bid prices must include all handling, transportation and insurance charges. Failure to bid FOB Destination Freight Prepaid may disqualify your bid.

9. Award.

- a. The City will have sole discretion as to the methodology used in making the award. Where none is specified, the award will be made to the lowest responsible bidder in compliance with the specifications and requirements of this solicitation.
- b. The right is reserved to make a separate award of each item, group of items or all items, and to make an award in whole or in part, whichever is deemed in the best interest of the City.

10. Responsiveness and Responsibility. Award will be made to the responsible and responsive bidder whose bid is most advantageous to the City with price and other factors considered. For the purposes of this project, responsiveness is defined as the bidder's conformance to the requirements of the solicitation. Being not responsive includes the failure to furnish information requested.

Responsibility is defined as the bidder's potential ability to perform successfully under the terms of the proposed Contract. Briefly, a responsible bidder has adequate financial resources or the ability to obtain said resources; can comply with required delivery taking into account other business commitments; has a satisfactory performance record; has a satisfactory record of integrity and business ethics; and has the necessary organization, experience and technical skills.

The City reserves the right to refuse to accept any bid from any person, firm or corporation that is in arrears or is in default to the City, or has failed to perform faithfully any previous contract with the City. If requested, the bidder must present within five (5) working days evidence satisfactory to the City of performance ability and possession of necessary facilities, financial resources, adequate insurance, and any other resources required to determine the bidder's ability to comply with the terms of this solicitation document.

11. Cancellation/Termination.

- a. The City reserves the right to cancel any contract in whole or in part without penalty due to non-appropriation of funds.
- b. The City may terminate this Contract for any reason, including convenience upon prior written notification to Bidder. Termination for convenience by City will entitle Bidder to payment for only those goods or services delivered, received and accepted and not subsequently rejected by the City.
- c. In the event the Bidder shall default in any of the covenants, agreements, commitments, or conditions and any such default shall continue un-remedied for a period of ten (10) days after written notice to the Bidder, the City may, at its option and in addition to all other rights and remedies which it may have, terminate the Contract and all rights of the Bidder under the Contract.
- d. Failure to maintain the required certificates of insurance, permits, licenses and bonds will be cause for Contract termination. If the Bidder fails to maintain and keep in force the insurance, if required, the City shall have the right to cancel or terminate the Contract without notice.

12. Specifications.

- a. All bidders must be in compliance with all specifications and any drawings provided with this solicitation. Exceptions taken to these specifications must be noted on your bid.
- b. When specific manufacturer and model numbers are used, they are to establish a design, type, construction, quality, functional capability and/or performance level desired. When alternates are bid/proposed, they must be identified by manufacturer, stock number, and the bidder/proposer is responsible for providing sufficient information to establish equivalency. The City shall be the sole judge of equivalency. Bidders are cautioned to avoid bidding alternates which do not meet specifications, which may result in rejection of their bid/proposal.

13. Regulatory Compliance.

- a. Seller represents and warrants that the goods or services furnished hereunder, including all labels, packages, and container for said goods, comply with all applicable standards, rules and regulations in effect under the requirements of all Federal, State and local laws, rules and regulations as applicable, including the Occupational Safety and Health Act (OSHA), as amended, with respect to design, manufacture or use for their intended purpose of said goods or services. Seller shall furnish Material Safety Data Sheets (MSDS) whenever applicable.
- b. If it is determined by the City that such standards are not met, the seller agrees to bear all costs required to meet the minimum standards as stated above for the equipment/products furnished under this contract.

14. Warranty. Unless otherwise specifically stated by the bidder, products shall be warranted against defects by the bidder for one (1) year from the date of receipt. If bidder or manufacturer offers warranty that exceeds one year, such warranty shall prevail.

15. Ownership of Printing Materials. All artwork, camera-ready copy, negative, dies, photos and similar materials used to produce a printing job shall become the property of the City. Any furnished materials shall remain the property of the City. Failure to meet this requirement will disqualify your bid.

16. Nonexclusive Contract. Unless otherwise stated, the City reserves the right to purchase work or materials outside of this Contract.

17. Item Return Policy. Bidder will be required to accept return of products ordered in error for up to thirty (30) calendar days from date of receipt, with the City paying only the return shipping costs. Indicate in detail on the Bidder Response Sheet, your return policy.

- 18. Payment Terms and Invoicing.** The City will pay properly submitted vendor invoices within thirty (30) days of receipt, providing good and/or services have been delivered, installed (if required), and accepted as specified.
- a. Payment shall be considered timely if the payment is mailed, delivered, or transferred within thirty (30) days after receipt of a properly completed invoice, unless the vendor is notified in writing by the agency of a dispute before payment is due.
 - b. Invoices presented for payment must be submitted in accordance with instructions contained on the purchase order, including reference to purchase order and submittal to the correct address for processing. Invoice payment processing address is shown on the purchase order. Send invoices to Bill To address on the purchase order. Do not send invoices to ship to address.
 - c. Bidders, proposers shall include discounts for early payment as a percent reduction of invoice. Invoice discounts shall be determined where applicable, from the date of acceptance of goods and/or the receipt of invoice, whichever is later. Discounts for early payment terms stated on the bid/proposal must be shown plainly on the invoice; discounts for early payment not shown on the invoice will be taken.
 - d. Invoices submitted not in accordance with these instructions will be removed from the payment process and returned within ten (10) days.
 - e. Invoices submitted more than 60 days after the last day of service or after delivery shall not be paid and will be returned to the Vendor.
- 19. F.O.B. Destination Freight Prepaid.** Unless otherwise agreed in writing, the vendor shall bear all handling, transportation and insurance charges. Title of goods shall pass upon acceptance of goods at the City's dock.
- 20. Tax Exemption.** The City of Green Bay is exempt from the payment of Federal Excise Tax and State Sales Tax. The City Tax Exempt number is 008-0000428893-07. Any other sales tax, use tax, imposts, revenues, excise, or other taxes which are now, or which may hereafter be imposed by Congress, the State of Wisconsin, or any other political subdivision thereof and applicable to the sale of material delivered as a result of the bidder's bid and which, by terms of the tax law, may be passed directly to the City, will be paid by the City.
- 21. Nondiscrimination.** During the term of this Contract, the contractor, and the employees, representatives, agents and or volunteers thereof, shall not discriminate against any person based on race, color, creed, religion, sex, national origin, age, ancestry, disability, sexual orientation, gender identity, gender non-conformity, gender expression, transgender status, pregnancy, or marital or parental status.
- 22. Prevailing Wage.** Where applicable under federal law, the contractor warrants that prevailing wages will be paid to all trades and occupations.
- 23. Indemnification.** Contractor hereby agrees to indemnify, defend and hold harmless the City of Green Bay, its elected and appointed officials, officers, employees, agents, representatives and volunteers, and each of them, from and against any and all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, interest, attorneys' fees, costs and expenses of whatsoever kind or nature in any manner directly or indirectly caused, occasioned, or contributed to in whole or in part or claimed to be caused, occasioned, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence, whether active or passive, of contractor or of anyone acting under its direction or control or on its behalf, even if liability is also sought to be imposed on City of Green Bay, its elected and appointed officials, officers, employees, agents, representatives and volunteers. The obligation to indemnify, defend and hold harmless the City of Green Bay, its elected and appointed officials, officers, employees, agents, representatives and volunteers, and each of them, shall be applicable unless liability results from the sole negligence of the City of Green Bay, its elected and appointed officials, officers, employees, agents, representatives and volunteers.
- Contractor shall reimburse the City of Green Bay, its elected and appointed officials, officers, employees, agent or authorized representatives or volunteers for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided.
- In the event that contractor employs other persons, firms, corporations or entities (sub-contractor) as part of the work covered by this Agreement, it shall be Contractor's responsibility to require and confirm that each sub-contractor enters into an Indemnity Agreement in favor of the City of Green Bay, its elected and appointed officials, officers, employees, agents, representatives and volunteers, which is identical to this Indemnity Agreement.
- This indemnity provision shall survive the termination or expiration of this Agreement.
- 24. Choice of Law and Compliance.** This Contract shall be governed by and construed, interpreted and enforced in accordance with the laws of the State of Wisconsin. The parties agree, for any claim or suit or other dispute relating to this Contract that cannot be mutually resolved, the venue shall be Brown County Circuit Court or the United States District Court for the Eastern District of Wisconsin.

The contractor shall at all times comply with and observe all federal and state laws, local laws, ordinances, and regulations which are in effect during the period of this Contract and which in any manner affect the work or its conduct. The City reserves the right to cancel this Contract if the contractor fails to follow the requirements of s. 77.66, Wis. Stats., and related statutes regarding certification for collection of sales and use tax. The City also reserves the right to cancel this Contract with any state or federally debarred contractor or a contractor that is presently identified on the list of parties excluded from federal procurement and non-procurement contracts.

Contractor shall be required to demonstrate valid possession of appropriate required licenses and will keep them in effect for the term of this contract. The contractor shall also be required, when appropriate to obtain the necessary building permits prior to performing work on City facilities.

- 25. Independent Capacity/Status of Contractor/Tax Filing.** The parties hereto agree that the contractor, its officers, agents, and employees, in the performance of this agreement shall act in the capacity of an independent contractor and not as an officer, employee, or agent of the City. The contractor agrees to take such steps as may be necessary to ensure that each subcontractor of the contractor will be deemed to be an independent contractor and will not be considered or permitted to be an agent, servant, joint venturer, or partner of the City.

Contractor shall provide a valid IRS W9 form to the Purchasing Department, prior to payment. The contractor is informed that as an independent contractor, s/he may have a responsibility to make estimated tax returns, file tax returns, and pay income taxes and make social security payments on the amounts received under this Contract and that no amounts will be withheld from payments made to this contractor for these purposes and that payment of taxes and making social security payments are solely the responsibility and obligation of the contractor. The contractor is further informed that s/he may be subject to civil and/or criminal penalties if s/he fails to properly report income and pay taxes and social security taxes on the amount received under this Contract.

- 26. Open Records.** Both parties understand that the City is bound by the Wisconsin Public Records Law, and as such, responses and contracts are subject to and conditioned on the provisions of the law. Contractor acknowledges that it is obligated to assist the City in retaining and producing records that are subject to Wisconsin Public Records Law, and that the failure to do so shall constitute a material breach of the Contract, and that the contractor must defend and hold the City harmless from liability under that law. Except as otherwise authorized, those records shall be maintained for a period of seven (7) years after receipt of final payment under the Contract.

- 27. Confidentiality.** Each party (on its behalf and on behalf of its subcontractors, employees or representatives, or agents of any kind) agrees to hold and treat all confidential information of the other party, including, but not limited to, trade secrets, sales figures, employee and customer information and any other information that the receiving party reasonably should know is confidential ("Confidential Information") as confidential and protect the Confidential Information with the same degree of care as each party uses to protect its own Confidential Information of like nature. Confidential Information does not include any information that (i) falls under Wisconsin Public Records Law (see Open Records) (ii) at the time of the disclosure or thereafter is lawfully obtained from publicly available sources generally known by the public (other than as a result of a disclosure by the receiving party or its representatives); (iii) is available to the receiving party on a non-confidential basis from a source that is not and was not bound by a confidentiality agreement with respect to the Confidential Information; or (iv) has been independently acquired or developed by the receiving party without violating its obligations under this Contract or under any federal or state law.

- 28. Insurance Requirements.** To Be Determined.

- 29. Work Site Damages.** Any damage, including damage to finished surfaces, resulting from the performance of this Contract shall be repaired to the City's satisfaction at the contractor's expense.

- 30. Warranty of Materials and Workmanship.**

- a. The contractor warrants that, unless otherwise specified, all materials and equipment incorporated in the work under the Contract shall be new, first class, and in accordance with the Contract Documents. The contractor further warrants that all workmanship shall be first class and in accordance with the Contract and shall be performed by persons qualified in their respective trades.
- b. Work not conforming to these warranties shall be considered defective.
- c. This warranty of materials and workmanship is separate and independent from and in addition to any other guarantees in this Contract.

- 31. Replacement of Defective Work or Materials.** Any work or material found to be in any way defective or unsatisfactory shall be corrected or replaced by the contractor at its own expense at the order of the City notwithstanding that it may have been previously overlooked or passed by an inspector. Inspection shall not relieve the contractor of its obligations to furnish materials and workmanship in accordance with this Contract and its specifications.

- 32. Reservation of the Right to Inspect Work.** At any time during normal business hours and as often as the City may deem necessary, the contractor shall permit the authorized representatives of the City to review and inspect all materials and workmanship at any time during the duration of this Contract, provided, however, the City is under no duty to make such inspections, and any inspection so made shall not relieve the contractor from any obligation to furnish materials and workmanship strictly in accordance with the instructions, Contract requirements and specifications.

- 33. Ownership of Contract Product.** All of the work product, including, but not limited to, documents, materials, files, reports, data, including magnetic tapes, disks of computer-aided designs or other electronically stored data or information (the "Documents"), which the contractor prepares pursuant to the terms and conditions of this Contract are the sole property of the City. The contractor will not publish any such materials or use them for any research or publication, other than as expressly required or permitted by this Contract, without the prior written permission of the City. The grant or denial of such permission shall be at the City's sole discretion.

The contractor intends that the copyright to the Documents shall be owned by City, whether as author (as a Work Made For Hire), or by assignment from contractor to City. The parties expressly agree that the Documents shall be considered a Work Made For Hire as defined by Title 17, United States Code, Section 101(2).

As further consideration for the City entering into this Contract, the contractor hereby assigns to City all of the contractor's rights, title, interest and ownership in the Documents, including the right to procure the copyright therein and the right to secure any renewals, reissues and

extensions of any such copyright in any foreign country. The City shall be entitled to the sole and exclusive benefit of the Documents, including the copyright thereto, and whenever required by the City, the contractor shall at no additional compensation, execute all documents of assignment of the full and exclusive benefit and copyright thereof to the City. Any subcontractors and other independent contractors who prepare portions of the Documents shall be required by the contractor to execute an assignment of ownership in favor of the City before commencing work.

- 34. Force Majeure.** Neither party shall be in default by reason of any failure in performance of this Contract in accordance with reasonable control and without fault or negligence on their part. Such causes may include, but are not restricted to, acts of nature or the public enemy, acts of the government in either its sovereign or contractual capacity, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes and unusually severe weather, but in every case the failure to perform such must be beyond the reasonable control and without the fault or negligence of the party.
- 35. Software & Technology Purchases.**
- a. Software Licenses. All software license agreements shall include the City's mandatory legal terms and conditions as determined by the City Attorney. Please be advised that no City employee has the authority to bind the City by clicking on an End User License Agreement (EULA) or any other click-through terms and conditions without being specifically authorized by the City's Attorney or I.T. Director through procedures approved by the City Attorney and Risk Manager. All legal documents associated with the purchase or download of software must be reviewed by the City Attorney and may only be signed by an individual authorized to do so.
- 36. No Waiver.** No failure to exercise, and no delay in exercising, any right, power or remedy hereunder on the part of the City or contractor shall operate as a waiver thereof, no shall any single or partial exercise of any right, power or remedy preclude any other or further exercise thereof or the exercise of any other right, power or remedy. No express waiver shall affect any event or default other than the event or default specified in such waiver, and any such waiver, to be effective, must be in writing and shall be operative only for the time and to the extent expressly provided by the City or contractor therein. A waiver of any covenant, term or condition contained herein shall not be construed as waiver of subsequent breach of the same covenant, term or condition.
- 37. Assignability/Subcontracting.** Contractor shall not assign or subcontract any interest or obligation under this Contract without the City's prior written approval. All of the services required hereunder will be performed by contractor and employees of contractor.
- 38. Amendment.** This Contract shall be binding on the parties hereto, their respective heirs, devisees, and successors, and cannot be varied or waived by any oral representations or promise of any agent or other person of the parties hereto. Any other change in any provision of this Contract may only be made by a written amendment, signed by the duly authorized agent or agents who executed this Contract.
- 39. Severability.** It is mutually agreed that in case any provision of this Contract is determined by any court of law to be unconstitutional, illegal or unenforceable, it is the intention of the parties that all other provisions of this Contract remain in full force and effect.
- 40. Authority.** Contractor represents that it has the authority to enter into this Contract. If the contractor is not an individual, the person signing on behalf of the contractor represents and warrants that he or she has been duly authorized to bind the contractor and sign this Contract on the contractor's behalf.
- 41. Counterparts, Electronic Delivery.** This Contract may be signed in counterparts, each of which shall be taken together as a whole to comprise a single document. Signatures on this Contract may be exchanged between the parties by facsimile, electronic scanned copy (.pdf) or similar technology and shall be as valid as original. Executed copies or counterparts of this Contract may be delivered by facsimile or email and upon receipt will be deemed original and binding upon the parties hereto, whether or not a hard copy is also delivered. Copies of this Contract, fully executed, shall be as valid as an original.



RFP 2026-15

NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

Prepared for :



CONTACT INFO

2843 Franklin Blvd.
Cleveland, OH 44113
United States

E : reddy@superlativegroup.com

W : www.superlativegroup.com

O : 216.592.9400



LEADING THE WAY



Troy Van Handel
City of Green Bay Purchasing Department
100 North Jefferson St. – 410
Green Bay, WI 54301
(920) 448-3049

June 4, 2026

To whom it may concern,

It is with pleasure that we submit The Superlative Group's proposal in response to the City of Green Bay's RFP #2026-15 for Naming Rights Marketing & Sponsorship Services.

We believe our core competencies and distinguished history in Naming Rights and sponsorship valuation, development and sales on behalf of numerous municipalities and convention centers across the nation makes us uniquely qualified to work with the City of Green Bay.

We look forward to the opportunity to meet with you and other stakeholders to answer questions, discuss our firm's approach and discuss our plan to leverage our expertise and experience to lead the City in this exciting opportunity.

Good luck and good selling,

A handwritten signature in blue ink, appearing to read "M. Gallagher", is written over a large, loopy blue oval. The signature is positioned above the printed name and title.

Myles C. Gallagher
President & CEO

OUR QUALIFICATIONS



SPONSORSHIP IS EVOLVING. WE'RE LEADING THE WAY.

Headquartered in Cleveland, OH, with offices in Toronto, Canada, and London, UK, The Superlative Group is the foremost expert in the valuation and sale of Naming Rights and corporate sponsorships for public and private sector clients. Founded in 1994 by current President and CEO Myles Gallagher, Superlative is an industry-leading team of sales executives, valuation analysts, attorneys and accountants that manage the entire sponsorship marketing process from stakeholder engagement, industry research and valuation to negotiating, closing and stewarding of partnerships. For over 30 years, Superlative has delivered more than \$4.5 billion in Naming Rights, sponsorship, pouring rights and premium seating revenue for our clients.

**“Naming Rights and sponsorships continue
to progress in value and complexity.
Superlative is here to help. ”**

MISSION & VALUES

At Superlative, superior customer service has been woven into the fabric of our firm since its inception. As a result, Superlative's culture and core beliefs are rooted in exceeding our clients' expectations. Our client focus is evident by the manner in which we organize and manage our projects:

- **Understanding each client's needs, objectives and desires;**
- **Building a sponsorship marketing and sales plan that meets those goals;**
- **Drawing upon our extensive experience to optimize Naming Rights and sponsorship inventory;**
- **Maximize sponsorship revenues through sales propositions and long-term agreements;**
- **Supplying senior management and on-site staff to direct and execute each plan**
- **Providing immediate feedback and ongoing reporting to each client as the project progresses.**



CORPORATE FACTS



+ \$4.5 BIL

REVENUE GENERATED
FOR OUR CLIENTS



30+

YEARS IN
BUSINESS



2,050

COMPLETED
PROJECTS

OUR APPROACH & METHODOLOGY

The Naming Rights and sponsorship industry is continually changing because we are changing it. Our approach challenges the outmoded belief that sponsorships are sold primarily by intangibles. We use an impressions-based valuation methodology that employs real-world values that can be later justified in a sales pitch. We speak the language sponsors speak, plain and simple. Every day, our executives are challenged to create innovative partnerships that will deliver optimum value to each client—whether it's a property or a sponsor.

Our team has a proven track record of helping municipalities, like Green Bay, generate sustainable, non-tax revenue through thoughtfully structured, community-aligned partnerships. By combining our data-driven valuation with deep public-sector experience, we deliver comprehensive sponsorship strategies that maximize revenue generation, ensure strong brand alignment and position the Green Bay Convention Center as a premier sponsorship asset within a competitive marketplace.



WHY CHOOSE THE SUPERLATIVE GROUP?



GLOBAL REACH & RESOURCES



PROJECTS COMPLETED ON TIME & ON BUDGET



INCREASED VISIBILITY & REVENUE FOR OUR CLIENTS

PHASE 1

MARKET ASSESSMENT

During Phase I, our team of Valuation specialists will perform a comprehensive asset inventory and valuation to identify and value all of the assets that the City of Green Bay Convention Center has available to generate revenue through Naming Rights and sponsorships. Our Valuation process includes the following key components:



QUANTITATIVE ANALYSIS

Quantitative Benefits reflect the ability to effectively measure the return on investment that your organization can expect to receive.



QUALITATIVE ANALYSIS

Qualitative Benefits, or intangible benefits, enhance the value of naming rights and sponsorships and typically fall outside traditional media platforms making them difficult to quantify.



CONTRACT & POLICY ANALYSIS

As part of its analysis, we conduct a thorough contract review prior to completing every Phase I report. The goal of this process is to establish a list of any limitations, processes or existing policies that affect a contract.



INDUSTRY BENCHMARKING

The goal of this process is to identify not only the fair market value of each naming rights & sponsorship opportunity, but also the minimum (floor) and maximum (ceiling) revenue garnered in the marketplace by similar organizations.

**“ We
focus on
maximizing
revenue
generation
for our
clients
while over-
delivering
value. ”**

PHASE 1

QUANTITATIVE ANALYSIS

Quantitative Benefits reflect the ability to effectively measure the return on investment that the City's partners can expect to receive. These include the direct, or tangible, benefits available to the partner. Quantitative Benefits typically form a significant portion of fair market value because each item is quantifiable and guaranteed to the partner.

The first step in identifying quantitative value is by studying real-world media value in the marketplace. This involves understanding the total number of possible impressions available through each of the Convention Center's assets that reaches the target audience. We identify television, radio, signage, print, digital and social media exposure, guest touchpoints, event spaces, loyalty program integrations, food & beverage, etc. and then scale impressions for each asset from "valued impressions" to "waste impressions," adjusting the media value accordingly. Standard discount rates range between 10 and 75 percent depending on the type and quality of exposure.

Quality of exposure is determined by:

- How prevalent the partner's ID (Name) is through the exposure period; and
- The impact of its placement with its intended audience.

Our specialists then use pre-impression, or rate-card, values to assign a price or value to each benefit identified. CPMs used for this purpose are culled from local, regional and national advertising rates depending on the scope of the opportunity. Typical CPMs can range from \$2.50 for online exposure to \$15 for large format out-of-home digital signage. They also represent the most accurate metric by which to determine exposure value for any particular Naming Rights or sponsorship asset.

Our quantitative analysis also includes an assessment of the value of engaging the target audience and the quality of exposure received. Understanding the value of each impression with respect to a specific demographic or target audience is an important component.

For example, a target student demographic of 18- to 21-year-old females may be considered a "premium audience" by one partner, while another may be trying to reach 35- to 54-year-old males. Our valuation is adjusted accordingly for each opportunity and asset.

The final aspect of our quantitative assessment is identifying the costs of engaging the target audience and achieving high-quality exposure. This includes an assessment of the cost of delivery (to the partner) and may include direct costs (installing a hard sign), overhead costs (maintaining a media platform) or development costs.



QUANTITATIVE BENEFITS ARE SEPARATED INTO SEVERAL CATEGORIES INCLUDING:

- Property Media Buys
- Signage Benefits
- Print Marketing Collateral
- Social and Digital Media Exposure
- Display Opportunities

PHASE 1

QUALITATIVE ANALYSIS

Qualitative Benefits, or intangible benefits, enhance the value of Naming Rights and sponsorships and typically fall outside traditional media platforms making them difficult to quantify. Superlative classifies Qualitative Benefits into five distinct categories based on its extensive experience selling, negotiating and auditing Naming Rights and corporate sponsorships:

Functionally, Qualitative Benefits represent the premium value Naming Rights and sponsorships demand over alternative marketing investments. By simplifying intangible benefits into five categories, Superlative is able to effectively justify premium the Convention Center's Naming Rights and sponsorship value by focusing on the qualitative aspects of an opportunity that align with the objectives of a corporate marketer.

QUALITATIVE BENEFITS ARE SEPARATED INTO SEVERAL CATEGORIES INCLUDING:

- Prestige of Property
- Value of Audience
- Opportunity to Activate
- Partner Protection
- Geographic Reach



PHASE 1

CONTRACT & POLICY ANALYSIS

As part of its analysis, Superlative conducts a thorough contract review prior to completing every Phase I report. The goal of this process is to establish a list of any limitations, processes or existing policies that affect a contract. Then Superlative develops a strategy to minimize the effects of those limitations and maximize all of the identified opportunities through a logical priority assessment.

Not only are prices, fulfillment obligations and relative value for each party reviewed, but also values against similar contracts with other entities. The value of Naming Rights and corporate sponsorships to the Convention Center will be inhibited by any pre-existing contracts relating to Naming Rights and sponsorships. A thorough understanding of the City's existing advertising contracts will assess the impact that existing agreements place on new partnership agreements.

The project team spends time early in the project reviewing all relevant statutes, signage regulations and rules to ensure that the Convention Center's marketing opportunities, within context of established guidelines, are understood. Superlative remains in close contact with the City's legal and executive teams to ensure that the asset database is being developed in a manner that is consistent with the City's existing policies.

INDUSTRY BENCHMARKING

Superlative maintains an extensive database of Naming Rights and sponsorship agreements that is continuously updated and includes agreements from convention centers, municipalities, amphitheaters, stadia, arenas, park districts, theaters, sports complexes, zoos, transit agencies, commercial real estate, hospitality organizations and nonprofit organizations. Once our valuation team has completed the asset inventory and valuation analysis, comparable agreements are identified for each of the Convention Center's major opportunities. These benchmarks include contract terms, partnership structures, financial commitments and other relevant deal characteristics. In addition to evaluating comparable transactions, our team assesses current Naming Rights and sponsorship activity across the hospitality, convention center, destination marketing and public-sector landscape to understand evolving sponsor expectations and marketplace trends.

As part of this process, Superlative also evaluates the factors most likely to influence partner demand and transaction outcomes. This analysis considers the Convention Center's competitive position, audience demographic, regional business environment, category-specific sponsorship activity, sponsorship investment trends. By examining these factors alongside comparable Naming Rights and sponsorship agreements, we are able to identify opportunities and constraints that may affect our valuation assumptions and overall go-to-market strategy.

The objective of this process is to establish not only the fair market value of each opportunity, but also a realistic range of market-supported outcomes based on comparable transactions, current market conditions and sponsor demand. These findings are documented in the final Phase I Market Assessment Report for review by the City prior to advancing to the Phase II Strategic Sales Campaign.

PROJECT TIMELINE

Superlative understands that every client situation is unique, and our process allows for flexibility and customization depending on the City's specific needs. For our engagement, Superlative will complete the following steps:

PHASE 1 MARKET ASSESSMENT

3-4 months, immediately following contract execution

MONTH	01	02	03	04
KICKOFF MEETING & SITE VISITS				
GATHERING OF PRELIMINARY INFORMATION				
RECEIPT AND REVIEW OF INITIAL INFORMATION				
DEVELOPMENT OF ASSET DATABASE				
QUALITATIVE ASSESSMENT OF NAMING RIGHTS & SPONSORSHIP ASSET VALUE				
CONTRACT REVIEW				
INDUSTRY BENCHMARKING & PROSPECT IDENTIFICATION				
EXECUTIVE REVIEW				
DELIVERY OF DRAFT PHASE I REPORT				

PHASE 1

WEEKS 1 – 4

KICKOFF MEETING AND SITE VISITS

Site visits are undertaken as soon as possible to view the assets being valued and kick-start the asset research process. Our valuation team will compile a digital inventory of images and renderings that will be referenced during the valuation process and used in development of promotional materials for the sales implementation process.

Concurrent with our site visit, Superlative requests a kickoff meeting at the Convention Center's offices to introduce our team in person, identify project leads and go over timelines and responsibilities.

GATHERING OF PRELIMINARY INFORMATION

Upon appointment as agents on any new engagement, The Superlative Group carries out initial research to review relevant documentation such as strategic plans, design briefs and project renderings to gain an in-depth knowledge of the project and make an accelerated start on our asset identification process.

Upon completion of our site visit, Superlative will send the City's staff a detailed Information Request that identifies the key pieces of information that we would like to review as part of our valuation process and present our initial thoughts on the structure of the final report. We will schedule a follow-up call to answer any questions pertaining to our request to facilitate and expedite the information gathering process.

WEEKS 5 – 8

RECEIPT AND REVIEW OF INITIAL INFORMATION

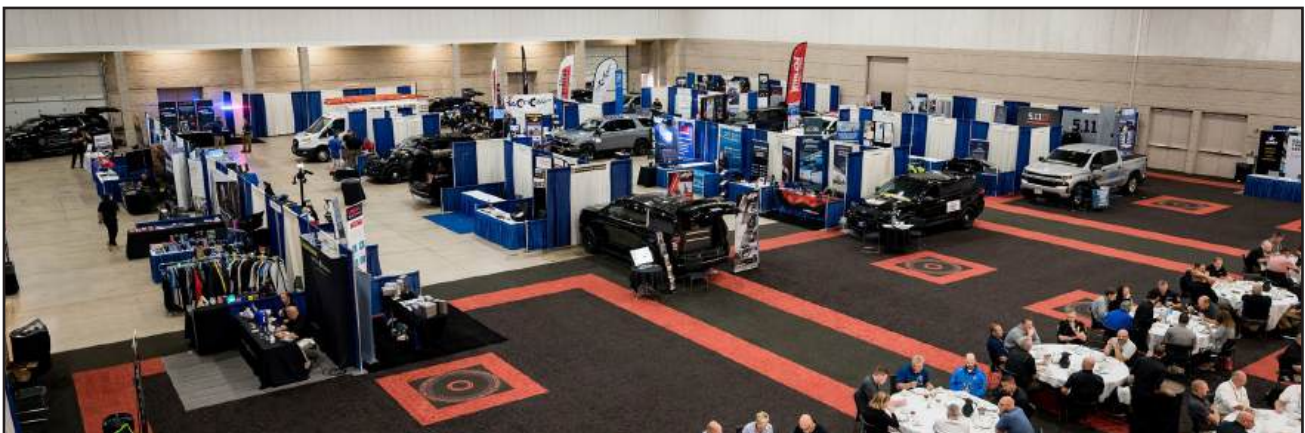
Superlative allows 2-3 weeks for receipt of the bulk of information requested of the City, although this process will likely continue until the report is finalized, and potentially, throughout the strategic sales process as Superlative obtains interest from potential partners. In most cases, Superlative secures most of what it needs to begin building the Convention Center's asset database by Week 6.

DEVELOPMENT OF ASSET DATABASE

Concurrently, Superlative's valuation specialists begin compiling the Convention Center's assets and determining their quantitative value based on local, regional and national media rates.

QUALITATIVE ASSESSMENT OF NAMING RIGHTS & SPONSORSHIP ASSET VALUE

Our valuation team conducts original research to ascertain the intangible value of the Convention Center's Naming Rights and sponsorship opportunities when compared to other, similar properties, using annual reports, press releases and other relevant information provided by the City as well as Superlative's proprietary database of Naming Rights and sponsorship contracts.



PHASE 1

WEEKS 9 – 12

CONTRACT REVIEW

Once Superlative has determined the Naming Rights and sponsorship value for the Convention Center's assets, packages are compared to any of the Convention Center's existing Naming Rights and sponsorship agreements. A database of potential challenges and limitations that could potentially impact revenue generation is created, from both external (e.g., signage restrictions) and internal (e.g., category restrictions like tobacco or alcohol) processes.

EXECUTIVE REVIEW

Superlative conducts an extensive internal review process where the City of Green Bay's senior leadership has an opportunity to weigh in on potential contract value and overall program revenue potential, lending insight critical insight to the project and ensuring that all potential revenue is accounted for.

DELIVERY OF DRAFT PHASE I REPORT

Superlative allows 1-2 weeks for review by the City's staff, followed by a conference call with Superlative's valuation experts to walk through our findings together. Subsequently, any feedback is incorporated and the document is finalized.



PHASE 2

STRATEGIC SALES CAMPAIGN

Superlative's main priority is to generate maximum revenue for our clients. Upon completion of Phase I, Superlative recommends immediately moving forward with a strategic sales campaign, beginning with the Convention Center's most valuable opportunities. Prioritizing assets in this manner ensures optimum revenue generation by taking the largest asks to market first. To ensure that coverage is comprehensive, Superlative uses a systematic approach to contact marketing partners.



PHASE 2

PACKAGE DEVELOPMENT

Leveraging the insights and valuation findings from our Phase I Market Assessment Report, our team develops a comprehensive sponsorship packaging strategy that defines how the Convention Center's Naming Rights and sponsorship opportunities will be structured, valued and presented to the market. The Convention Center's opportunities are organized into tiered packages designed to accommodate partners across a range of investment levels. Recommended value ranges for each opportunity are informed by our valuation analysis and supported by exposure metrics, audience reach, impressions and comparable market transactions.

For the Convention Center's Naming Rights opportunity, Superlative will develop a detailed framework that clearly defines partner benefits, including, but not limited to:

- Naming Rights designation
- Exterior and interior signage specifications
- Digital and online integration
- Hospitality and VIP benefits
- Co-branding opportunities
- Category exclusivity

Superlative will identify and package the Convention Center's additional sponsorship assets, including, but not limited to, presenting sponsorships, sub-Naming Rights different areas throughout the Convention Center and category sponsorships. Each opportunity will be strategically positioned within the overall sponsorship framework to maximize revenue generation while not interfering with the Convention Center's Naming Rights asset. This structured approach ensures that additional partnerships enhance the Convention Center's overall program by creating additional revenue streams and providing sponsor benefits.

Superlative will establish category exclusivity and activation guidelines for the City that will define sponsor visibility, brand integration opportunities and promotional rights while ensuring all partnerships remain consistent with City policies and operational requirements.

PROSPECTING & OUTREACH

Superlative draws upon its extensive background in Naming Rights and sponsorship sales and its proprietary database to identify prospective partners for the Convention Center's marketable opportunities. This database includes both category intelligence and major corporate partners within each category. Our team will work closely with the City of Green Bay to review and finalize the target partner list prior to any outreach.

Our proprietary sponsorship database, which tracks thousands of Naming Rights and sponsorship agreements across numerous sectors, allows us to benchmark and align potential partners with the Convention Center's opportunities based on category fit, sponsorship objectives and industry trends. We utilize platforms such as ZoomInfo, LinkedIn and HubSpot to gather insights on company leadership, financial performance, sponsorship activity and engagement history. This data-driven approach enables highly targeted partnership development with the goal of maximizing revenue generation for our clients.

PHASE 2

In our experience, optimum revenue generation is attained when there is a comprehensive understanding of both the inventory available and how those opportunities align with prospective partners. Superlative's experience identifying, packaging and valuing sponsorship assets, combined with our relationships with local, regional and national corporations, provides the City with a strategic framework for maximizing the value of each partnership opportunity.

Once the target partner list has been approved by the City, Superlative will initiate our outreach campaign directed toward senior executives and key decision-makers. Customized introductory materials are developed for each organization and submitted to the City for review prior to distribution. The purpose of this outreach is to introduce the Convention Center opportunities, communicate the strategic value of a potential partnership and secure an initial meeting with the appropriate stakeholders.

As discussions progress, our team evaluates each organization's sponsorship objectives, investment capacity and overall alignment with the Convention Center's partnership opportunities. This process allows Superlative to focus resources on the Convention Center's most viable opportunities that have the greatest potential to result in a successful partnership.

Because successful Naming Rights and sponsorship agreements are built on trust, alignment and long-term commitment, Superlative places significant emphasis on personal engagement throughout the sales process. Our sales executives regularly conduct in-person meetings, site visits and presentations to facilitate meaningful dialogue between potential partners and City leadership and to establish the foundation for sustainable relationships.

All outreach activity is documented through our CRM platform, and the City receives regular updates regarding active discussions, market feedback, partnership pipeline activity and recommended next steps throughout the campaign.

CREATIVE DEVELOPMENT

Superlative's in-house design team will develop high-quality, customized sales materials, including presentations, mock-ups, one-sheets and other collateral designed to showcase the Convention Center's partnership opportunities. These materials highlight the value of each opportunity while reinforcing the Convention Center's brand, mission and strategic objectives.

Customized materials may include:

- Market/Demographic data
- Measured media value
- Value justification for unmeasured media
- Sponsorship benefits and tiered options for each asset
- Options for renewal
- Financial investment

Ultimately, these materials are designed to support the sales process through clear, consistent and compelling communication of the Convention Center's partnership value. Each presentation can be tailored to align with the objectives, industry sector and marketing priorities of each prospect while maintaining consistent program messaging. All materials will be provided to the City for review and approval prior to being presented to prospective partners.

PHASE 2

NEGOTIATING & COMPLETING AGREEMENTS

Superlative's in-house legal team is highly experienced in developing, evaluating and negotiating Naming Rights and sponsorship proposals, agreements, term sheets and pricing structures. Throughout the negotiation process, our role is to serve as both an active participant and trusted advisor, helping the City evaluate opportunities, protect its interests and advance discussions toward a mutually beneficial agreement. With our extensive experience in negotiations, our team provides strategic guidance on pricing, escalation fees, sponsorship benefits, contract structure, exclusivity provisions, renewal rights and other key business terms while evaluating sponsor requests and potential concessions throughout the negotiation process. We work closely with City leadership and legal counsel to ensure negotiated business terms are accurately reflected in draft agreements and that any financial, operational or legal considerations are identified and addressed. Through active communication, and detailed documentation, our team will help move negotiations efficiently toward execution while maintaining positive relationships with prospective partners.

PRESENT AGREEMENTS

Superlative is well versed in the appropriate procedures for announcements to local and national media outlets. Superlative will work with the City to accurately present a negotiated Naming Rights and sponsorships to the appropriate executives and media. It is important that Naming Rights and sponsorships be communicated accurately, both financially and politically, while being cognizant of objections and concerns.

CONTRACT FULFILLMENT

Superlative will work with the City to develop a system that accurately tracks the status of newly developed Naming Rights and corporate sponsorships. Our experience shows that contract fulfillment requires participation from development, legal and accounting functions to ensure high-quality partner relationships.

MANAGE & AUDIT ONGOING RIGHTS

Superlative implements post-contract review processes to ensure that all benefits owed to the City are fully realized and that partners are meeting their contractual obligations. We are strong advocates for regular audits, particularly when payments are performance-based, to safeguard the City's interests and maximize accountability.

ACTIVATION & AUDIT

After delivery of a campaign agreement, the project team will assist the City in the activation and compliance of each aspect of that agreement. Specifically, Superlative will:

- Finalize agreement terms and conditions;
- Facilitate introductions between sponsor and City staff;
- Assist the City with the first year of activation of each Naming Rights and/or sponsorship;
- Assist in the development of policies, term structure, payment schedules and compliance issues;
- Provide other services as requested by the City.

PHASE 2

PROGRESS REPORTS

Superlative understands that effective communication with the client is a critical part of successful project delivery. As part of our standard reporting procedure, we use template reports to provide sales updates:

- Following all meetings with target companies regarding any Naming Rights, corporate sponsorship or revenue-potential opportunity;
- On a monthly basis, to provide the City an update on activity during the period. We discuss these periodic sales update reports on a scheduled conference call.

Reports are prepared in a template and serve as a record of discussion during sales meetings and log the following project details. Generally, our progress reports include the following information:

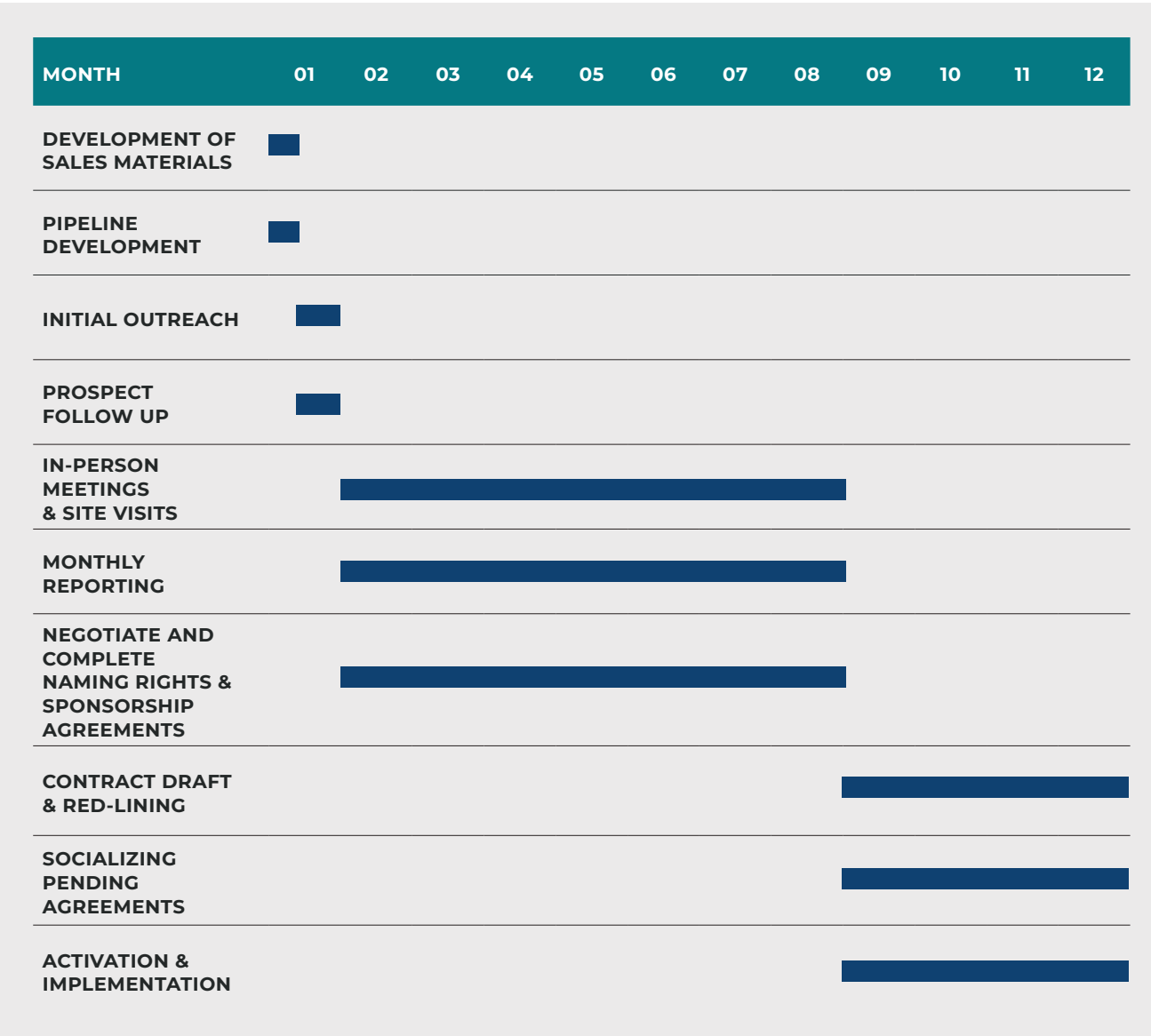
- Project timescales and sale priorities
- Status of progress of deliverables in Scope of Services
- Status of all activities, events and efforts
- Summary of meetings and presentations
- Summary of activity regarding market interest and feedback
- Summary of communications with potential partners
- Any deviations from project deliverables or schedule
- Plan of activities for next 30 days

At the conclusion of the engagement, Superlative will provide the City with a final program summary detailing key findings, partnership activity and overall results. All relevant sales records, prospect information and supporting materials developed during the engagement will be transferred to the City as well. The Superlative Group will agree to the format with the Convention Center's project team as part of our project initiation process.

PROJECT TIMELINE

PHASE 2 SALES

12 months



PHASE 2

WEEKS 1 – 2

DEVELOPMENT OF SALES MATERIALS

Superlative's design team will begin developing presentations, one-sheets and other sales materials using information obtained through the Phase I process, including audience demographics, proposed Naming Rights and sponsorship value and images obtained through site visits and the City.

PIPELINE DEVELOPMENT

Superlative's sales executives will work with the City's personnel to develop a database of sponsor contacts, to be reviewed and agreed upon by the City's staff prior to Superlative making its first call.

WEEKS 3 – 4

INITIAL OUTREACH

Superlative begins every new sales campaign with letters addressed to the C-Suite of prospect organizations. These letters are customized based on the prospect and contain hand-written notes. A general formatted letter is provided to the City ahead of time to allow for approval of the content of the outreach. The purpose of these letters is to introduce our firm as the exclusive sales agent representing the opportunity, provide an overview of the partnership goals and request an initial meeting.

PROSPECT FOLLOW UP

After initial outreach letters are delivered, Superlative will follow up via phone and email. Throughout this process, we work to secure initial calls and meetings with interested parties. Important to note, the initial outreach and follow up is always directed to the highest-ranking officials in an organization so that these transformative partnerships are properly vetted.

MONTHS 2 – 8

IN-PERSON MEETINGS AND SITE VISITS

Superlative believes that the best and only way to ultimately build long-lasting, sustainable corporate partnerships is to develop relationships and trust with prospective partners. In order to accomplish this, our Sales Executives frequently travel to market to meet with entities in-person and, when beneficial, conduct site visits. Additionally, at the right point in the process, we invite our clients to take part in these meetings; again, always with the goal to develop relationships and build commonalities for future partnerships.

MONTHLY REPORTING

Superlative's sales executives will coordinate a regular conference call with the City leadership to provide regular updates on progress made to date. Additional calls may be requested on an ad hoc basis as sponsor interest and pitch meetings are secured. Superlative will provide an updated sales report the City's review prior to the call.

NEGOTIATE AND COMPLETE NAMING RIGHTS & SPONSORSHIP AGREEMENTS

As noted above, Superlative's valuation process determines not only the fair market value of each opportunity, but also the range of contract value obtained by similar organizations from corporate sponsors. With the City's approval, Superlative will open negotiations at the ceiling of this range, or higher, and secure partnerships within the parameters of contract value provided, beginning with the Convention Center's most valuable assets first.

PHASE 2

MONTHS 9 - 12

CONTRACT DRAFT AND RED-LINING

Superlative employs in-house counsel to assist in the drafting and editing of all Naming Rights and sponsorship agreements. With a deep portfolio of benchmark agreements, we are able to draw on decades of experience in drafting sponsorship agreements that always seek to represent the best interest of our clients. As contract negotiations move forward, we are available to play an active or consultative role in the drafting or review of any pending agreement.

SOCIALIZING PENDING AGREEMENTS

Superlative understands the unique nature of implementing significant, long-term agreements and as a result takes a proactive role in socializing the major elements of the agreements with key stakeholders. Our Sales Executives will prepare briefing materials, conduct meetings, answer questions in order to fully explain the benefits of the partnership. We do this to ensure that pending agreements can be accepted and passed by governing boards, elected leaders or other leadership staff.

ACTIVATION AND IMPLEMENTATION

Upon execution of a contract, we remain invested in the activation process to ensure a seamless implementation of the partnership and that there is a smooth transition in managing the relationship. Ultimately, all of the Naming Rights and sponsorship agreements we bring forth are relationships between our client and the new partner; we take an active role to ensure that relationship gets off to a successful start.

OUR EXPERIENCE

CASE STUDY

RALEIGH CONVENTION & PERFORMING ARTS COMPLEX



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Matt Korte

PROJECT TEAM
Kyle Canter
Justin Brodsky
Noah Benzing
Kameron Brown
Claire Reddy
Brian Moracz

TERM OF ENGAGEMENT
2022 - Ongoing

SUMMARY OF SERVICES

The Superlative Group was hired by the City of Raleigh to perform Naming Rights and sponsorship valuation and sales services for the Raleigh Convention and Performing Arts Complex and its assets. The complex is comprised of the Raleigh Convention Center, Duke Energy Center for the Performing Arts and the Red Hat Amphitheater. Upon delivery of the valuation report, the team moved into the Phase II Naming Rights & Sponsorship Sales Campaign for the RCPAC. Shortly after moving into sales, Superlative secured an agreement for a new Naming Rights partner for the Center for the Performing Arts. The new partnership will span **20-years** and deliver **\$14 million** in sponsorship revenue. Additionally, the team brought forward an exclusive pouring rights agreement that will generate **over \$1 million** in new revenue for RCPAC over a **10-year contract**.

CASE STUDY

CITY OF SACRAMENTO, CA



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Pat Nieser

PROJECT TEAM
Myles Gallagher
Kyle Canter
Claire Reddy

TERM OF ENGAGEMENT
2014 - 2019

SUMMARY OF SERVICES

The Superlative Group was hired to conduct a valuation of assets inside and outside the Sacramento Community Theater that could benefit from corporate partnerships and sponsorships. The valuation team delivered the completed asset inventory and valuation to the City that identified the value of Theater Naming Rights and other key assets. The project team was subsequently re-hired by the City to re-visit Naming Rights and sponsorships for the Theater, Convention Center and Memorial Auditorium. The project team completed a comprehensive report outlining key findings including top-tier partnerships and/or donor categories and key prospects for Naming Rights outreach. The sales team finalized a **25-year, \$23 million** Naming Rights deal with SAFE Credit Union for the Theater and Convention Center.

CASE STUDY

DURHAM PERFORMING ARTS CENTER



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Matt Korte

PROJECT TEAM
Kyle Canter
Justin Brodsky
Claire Reddy
Brian Moracz
Dan Drees
Sean Gallagher

TERM OF ENGAGEMENT
2023 - Ongoing

SUMMARY OF SERVICES

The Superlative Group was hired by the Durham Performing Arts Center to serve as the exclusive sponsorship and Naming Rights consultant. For 15-years DPAC has been ranked among the top-five theaters and performing arts centers in the U.S. DPAC has over 2,700 seats and hosts up to 600,000 guests annually to its 250 plus performances. The project team has performed a comprehensive valuation and upon moving into sales secured **a 10-year Presenting Sponsorship** for the venue.

CASE STUDY

CUYAHOGA COUNTY, OH

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Myles Gallagher

PROJECT TEAM

Kyle Canter

TERM OF ENGAGEMENT

2013 - 2015

SUMMARY OF SERVICES

The Superlative Group was hired as the exclusive Naming Rights consultant for the Cleveland Convention Center and Global Center for Health Innovation. The project team delivered a complete asset inventory and valuation. This included recommendation for the best approach to maximizing revenues, project asset prioritization, innovative ways to package assets for potential partners and determining a fair market value for Naming Rights to the Cleveland Convention Center and Global Center for Health Innovation. Superlative announced an agreement between the Cleveland Convention Center and FirstMerit Bank (now Huntington Bank) for Naming Rights, making the convention center the “FirstMerit Convention Center of Cleveland” (now “Huntington Convention Center of Cleveland”). The agreement is worth **\$10 million over 20 years.**

CASE STUDY

VIBE CREDIT UNION COLLECTION SHOWPLACE

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Sean Cain

PROJECT TEAM

Kyle Canter
Claire Reddy
Brian Moracz
Justin Brodsky
Kameron Brown

TERM OF ENGAGEMENT

2024 - Ongoing

SUMMARY OF SERVICES

The Superlative Group was hired by Suburban Collection Showplace to conduct a comprehensive asset inventory and valuation to be followed by a strategic sales campaign. After completion of the valuation, Superlative was tasked with developing Naming Rights to the Showplace as well as Naming Rights to their 7,000-seat entertainment venue. Additionally, Superlative was engaged to sell sponsorships across the Michigan State Fair and the Michigan Golf Show, owned and operated by the Showplace. Upon completion of the Phase I valuation, Superlative secured a **multi-million** dollar Naming Rights deal with Vibe Credit Union for **25 years**.

CASE STUDY

HEARTLAND CREDIT UNION ARENA



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Sean Gallagher

PROJECT TEAM
Kyle Canter
Claire Reddy
Brian Moracz
Noah Benzing
Prathinav Dutta

TERM OF ENGAGEMENT
2018 - 2022

SUMMARY OF SERVICES

The Superlative Group was hired by Lange Real Estate, the ownership group of the Park City Arena, to perform a comprehensive asset inventory and valuation in connection with marketable assets and opportunities. Park City Arena, formerly Hartman Arena, is a 6,500-capacity multipurpose arena in Park City, Kansas, that hosts a wide range of community and entertainment events such as indoor soccer (Home of the Wichita Wings), concerts, trade shows, collegiate and state wrestling & basketball, rodeos, graduations, and more. Upon completion of the valuation, the project team moved into sales and secured its first Naming Rights Partnership with Heartland Credit Union, which could total **over \$4.1 million over a 20-year term.**

CASE STUDY

CITY OF CLEARWATER, FL

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Sean Gallagher

PROJECT TEAM

Kyle Canter
Pat Nieser
Noah Benzing
Claire Reddy
Brian Moracz
Kameron Brown

TERM OF ENGAGEMENT

2022 - 2024

SUMMARY OF SERVICES

Superlative was previously hired by the City of Clearwater, FL, to provide professional services related to asset inventory, valuation and the Naming Rights for Coachman Park. The team secured a Naming Rights agreement for the BayCare Sound at Coachman Park totaling **\$22.5 million over 30 years**. Superlative additionally secured Naming Rights to The View VIP Area worth **more than \$530,000 over 7 years**.

CASE STUDY

CITY OF SPOKANE, WA



PROJECT SCOPE
Naming Rights &
Sponsorship Sales

PROJECT LEAD
Sean Gallagher

PROJECT TEAM
Kyle Canter
Claire Reddy
Justin Brodsky
Brian Moracz
Kameron Brown

TERM OF ENGAGEMENT
2024 - Ongoing

SUMMARY OF SERVICES

Superlative worked with the City of Spokane Parks and Recreation Department to provide Naming Rights and sponsorship sales on their behalf in connection to the U.S. Pavilion at Riverfront Spokane, a 5,100 seat outdoor multi-purpose performance venue. The U.S. Pavilion is the most recognizable and iconic structure within Spokane's downtown skyline. The U.S. Pavilion is a premiere outdoor event venue designed to be an ideal space for hosting touring concerts, movies, fitness events, graduations and other community activities. The sales team negotiated an agreement that is worth **more than \$4.2 million over 15 years.**

CASE STUDY

MIAMI-DADE COUNTY, FL

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Kyle Canter

PROJECT TEAM

Pat Nieser
Simon Hawkins
Claire Reddy

TERM OF ENGAGEMENT

2016 - Ongoing

SUMMARY OF SERVICES

The Superlative Group was hired by Miami-Dade County to perform a County-wide asset inventory, evaluate the marketability and sponsorship potential for County-owned assets and develop a strategic sales campaign in order to secure marketing partnerships. Opportunities include Naming sponsors, category partners and other corporate sponsors for County agencies, including Miami International Airport, Jackson Health System, Miami-Dade Transit, and Port Miami. Superlative secured a 19-year Naming Rights partnership totaling **more than \$215 million**. Our team is continuing to work with the County in pursuing additional partnerships to generate revenue.

CASE STUDY

SALT LAKE COUNTY, UT



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Pat Nieser

PROJECT TEAM
Kyle Canter

TERM OF ENGAGEMENT
2015 - 2018

SUMMARY OF SERVICES

The Superlative Group was hired by SMG, South Towne Exposition Center and Salt Palace Convention Center to value the assets and develop a marketing plan to sell Naming Rights to the convention centers. Within a few months, Superlative delivered a comprehensive asset inventory and valuation for Naming Rights to the centers as well as exhibition halls and pre-function areas. The project team also provided opportunities for category sponsorships throughout the facility. Superlative secured a **10-year, \$1.59 million** pouring rights agreement with Coca-Cola and secured Mountain America Credit Union as the Naming Rights partner to the South Towne Exposition Center at **\$4 million over 10 years**.

CASE STUDY

CITY & COUNTY OF DENVER, CO



EST. 1941

RED ROCKS

PARK AND AMPHITHEATRE

PROJECT SCOPE

Sponsorship Asset
Inventory, Valuation &
Sales

PROJECT LEAD

Myles Gallagher

PROJECT TEAM

Kyle Canter

**TERM OF
ENGAGEMENT**

2015 - 2017

SUMMARY OF SERVICES

Superlative was hired as the exclusive agent to serve the City and County of Denver for its sponsorship sales and management services. Prior to the sales phase, Superlative created in-depth sponsorship valuation for the Denver Coliseum, Denver International Airport, Denver Performing Arts Complex, Red Rocks Amphitheatre and Denver Public Library. Valuation deliverables included valuing current sponsorship assets and the potential for new assets as well as Naming Rights potential for the Denver Performing Arts Complex, Denver Coliseum and Denver Convention Center. The project team handled all sponsorship activation and sales for Denver Arts & Venues. As the sole agency that handled sponsorship for the venue, we handled the scheduling of all onsite activation, fulfillment of all assets as well as all year-end recaps. We also handled the sponsorship of DAV events, such as Yoga on the Rocks, the Five Points Jazz Festival, Film on the Rocks and Fitness on the Rocks. Some of the sponsorship agreements Superlative has secured include:

- **3-year agreement with Brown-Forman for nearly \$300,000**
- **2-year agreement with Southwest Airlines for \$240,000**
- **3-year agreement with Miller-Coors for \$1.1 million**
- **5-year agreement with Pepsi for \$1.3 million**
- **2-year agreement with Jeep for \$330,000**
- **3-year agreement with Treasury Wine Estates for \$204,000**
- **3-year agreement with Red Bull for \$180,000**
- **2-year agreement with Conoco for \$300,000**

CASE STUDY

DUKE ENERGY CONVENTION CENTER



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory & Valuation

PROJECT LEAD
Myles Gallagher

PROJECT TEAM
Kyle Canter

SUMMARY OF SERVICES

Superlative was hired by the Cincinnati Convention Center, now the Duke Energy Convention Center, to market the Naming Rights to the 750,000 square foot venue located in the heart of downtown Cincinnati, Ohio. The project team secured a **\$9 million** Naming Rights agreement with Duke Energy.

CASE STUDY

SAVANNAH CONVENTION CENTER

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Pat Nieser

PROJECT TEAM

Kyle Canter
Claire Reddy
Brian Moracz
Noah Benzing
Kirby Bischoff

TERM OF ENGAGEMENT

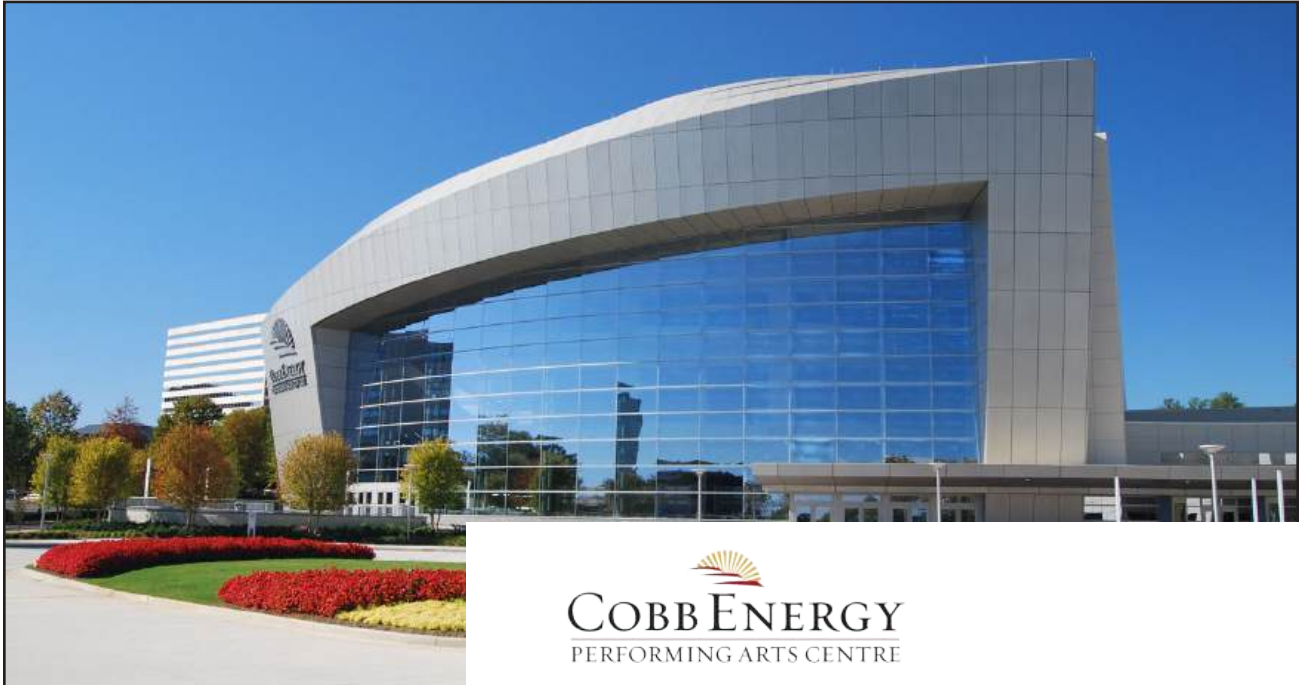
2025 - Ongoing

SUMMARY OF SERVICES

The Superlative Group was hired by the Savannah Convention Center to develop and execute Naming Rights and sponsorship sales including Corporate Entitlement Zone and Digital Network sponsorships. The team is responsible for creating customized presentation materials, identifying and engaging with potential sponsors, and managing the sales process from initial outreach through to final contract commitments and ongoing relationship management. The 330,000-square-foot SCC currently features 100,000 square feet of exhibit space, a 367-seat auditorium, 50,000 square feet of prime meeting space consisting of 13 meeting rooms, a 25,000-square-foot Grand Ballroom, and four executive board rooms. It is currently undergoing an expansion project that will double the exhibit hall space as well as offer a 40,000 square-foot ballroom, 15 new meetings rooms, and a 900-space parking deck.

CASE STUDY

COBB ENERGY PERFORMING ARTS CENTRE

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Matt Korte

PROJECT TEAM

Kyle Canter
Claire Reddy
Brian Moracz
Justin Brodsky
Prathinav Dutta

TERM OF ENGAGEMENT

2025 - Ongoing

SUMMARY OF SERVICES

The Superlative Group was hired by Cobb Energy Performing Arts Centre to perform a comprehensive asset inventory & valuation to be followed by sales. As a premier performing arts venue, Cobb Energy Centre hosts a diverse calendar of Broadway productions, concerts, comedy performances, family entertainment and corporate events, attracting hundreds of thousands of guests annually. The engagement was designed to identify and quantify the full value of the venue's Naming Rights sponsorship assets, create a strategic partnership platform aligned with Cobb Energy Centre's business objectives and generate new revenue through corporate partnerships that enhance the patron experience while supporting the venue's long-term growth.

CASE STUDY

MEET MINNEAPOLIS



Meet **Minneapolis**
City by Nature

PROJECT SCOPE

Naming Rights &
Sponsorship Asset
Inventory & Valuation

PROJECT LEAD

Myles Gallagher

PROJECT TEAM

Kyle Canter

TERM OF ENGAGEMENT

2013 - 2014

SUMMARY OF SERVICES

The Superlative Group was hired by the Meet Minneapolis Convention & Visitors Association to seek out an exclusive single-source soft drink sponsor to supply the Minneapolis Convention Center with all its needs for beverage vending machines, selling and distribution. Superlative provided Meet Minneapolis with advice and consultation throughout the process of conducting negotiations with potential exclusive soda vendors including coordinating meetings and conference calls, exchanging offers, business terms and other duties deemed necessary by Meet Minneapolis. Superlative secured a **10-year, \$1 million** pouring rights agreement with Pepsi and was subsequently retained as the Naming Rights and sponsorship consultant.

CASE STUDY

PLACER VALLEY TOURISM



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation &
Sales

PROJECT LEAD
Matt Korte

PROJECT TEAM
Myles Gallagher
Kyle Canter
Claire Reddy

TERM OF ENGAGEMENT
2018 - 2020

SUMMARY OF SERVICES

The Superlative Group was hired by Placer Valley Tourism for detailed asset valuation to be followed by sponsorship and Naming Rights sales of their assets. Placer Valley redeveloped the county fairgrounds and rebranded the venue as @the Grounds to include a new sports complex and other highly visible attractions. Upon starting the sales campaign, Superlative secured an exclusive pouring rights agreement as well as an exclusive partnership for internet and telecommunication services for @the Grounds. With the 160,000-square foot event center opening in early 2020, The Superlative Group finalized a naming rights agreement that will generate in excess of **\$4 million over a 20-year term** agreement.

CASE STUDY

FISHERS PARKS, INDIANA



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Pat Nieser

PROJECT TEAM

Kyle Canter
Claire Reddy
Brian Moracz
Noah Benzing
Kameron Brown

TERM OF ENGAGEMENT

2021 - 2024

SUMMARY OF SERVICES

The Superlative Group was hired by Fishers Parks, Indiana, to serve as the exclusive sponsorship and Naming Rights representative of the City. Fishers Parks offers a variety of recreational area and parks, including splash pads, sledding hills, Nickel Plate District Amphitheater, and more. The project team completed a full asset database development, valuation and comprehensive Naming Rights and sponsorship program for the City's Parks and Recreation Department. Upon moving into sales, the team secured a partnership with Indiana University Health worth **more than \$7.6 million over a 15-year term**. The team also secured partnerships with Meijer and AT&T worth approximately **\$125,000** in contractually obligated revenue for the City.

CASE STUDY

CITY OF SAN ANTONIO, TX



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Matt Korte

PROJECT TEAM
Kyle Canter
Noah Brodsky
Claire Reddy
Brian Moracz
Kameron Brown

TERM OF ENGAGEMENT
2023 - Present

SUMMARY OF SERVICES

The Superlative Group was hired by the City of San Antonio to perform a comprehensive asset inventory and valuation to be followed by sales with focus on the Alamodome. The facility is a rectilinear 5-level stadium which can seat up to 64,000 spectators for a typical football game and is expandable to hold 72,000 spectators. Currently home of the University of Texas at San Antonio (UTSA) Roadrunners, the facility hosts special events such as the annual Alamo Bowl football game, graduation ceremonies. The team recently secured a **multi-year agreement** with a national beer distributor and is now working on a Naming Rights agreement on behalf of the Alamodome.

CASE STUDY

FORT WORTH CONVENTION CENTER



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Pat Nieser

PROJECT TEAM
Kyle Canter
Jack Heidenthal
Claire Reddy
Brian Moracz
Kameron Brown

TERM OF ENGAGEMENT
2025 - Present

SUMMARY OF SERVICES

The Superlative Group was hired by the Fort Worth Convention Center to complete a Naming Rights Asset Inventory & Valuation. Located 30 minutes from DFW in the heart of downtown, the Fort Worth Convention Center offers over 230,000 square feet of versatile event space that includes 28 different breakout rooms, a 28,000-square foot ballroom and a large exhibit hall.

CASE STUDY

HOUSTON FIRST CORPORATION



Houstonfirst

PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Matt Korte

PROJECT TEAM
Myles Gallagher
Kyle Canter

TERM OF ENGAGEMENT
2017 - 2020

SUMMARY OF SERVICES

The Superlative Group was hired by Houston First to secure a pouring rights partner for a number of their theatres and entertainment facilities. The project team successfully secured Coca-Cola as the pouring rights partner under a **5-year, \$2.14 million** agreement. The project team was re-hired by Houston First to value assets including the George R. Brown Convention Center, Theater District (Wortham Theater and Jones Hall), Miller Outdoor Theater and a number of parking garages.

CASE STUDY

SAN DIEGO CONVENTION CENTER



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory & Valuation

PROJECT LEAD
Myles Gallagher

PROJECT TEAM
Kyle Canter

TERM OF ENGAGEMENT
2014

SUMMARY OF SERVICES

The Superlative Group was hired as the exclusive Naming Rights and sponsorship agent for the San Diego Convention Center. The team was tasked with performing a full asset inventory and valuation for the Convention Center's assets available to generate revenue. The Center hosts business, educational, social, cultural and entertainment activities through several types of events, including convention and trade shows, consumer shows, conferences, community functions, banquets, meetings, and seminars. The project team completed the Phase I comprehensive asset valuation within 90 days.

CASE STUDY

GREATER COLUMBUS CONVENTION CENTER

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory & Valuation

PROJECT LEAD

Kyle Canter

PROJECT TEAM

Sean Gallagher
Noah Benzing
Brian Moracz
Claire Reddy

TERM OF ENGAGEMENT

2022 - 2023

SUMMARY OF SERVICES

The Superlative Group was hired by the Franklin County Convention Facilities Authority to value Naming Rights to the Greater Columbus Convention Center. The GCCC has almost 2 million square feet of event space and hosts over 1 million visitors annually. The project team has completed a comprehensive asset inventory and valuation.

CASE STUDY

PHOENIX CONVENTION CENTER



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory & Valuation

PROJECT LEAD
Myles Gallagher

PROJECT TEAM
Kyle Canter

SUMMARY OF SERVICES

The Superlative Group was hired by the City of Phoenix to conduct a comprehensive Naming Rights and sponsorship evaluation, including the City's Convention Center. The Superlative Group assisted the City with the planning, development and implementation of Naming Rights and sponsorships for City-owned assets. In the valuation process, Superlative identified additional sponsorship opportunities for the City's youth sports program, blight busters program and community parks.

CASE STUDY

ORSA MUSIC HALL



MUSIC HALL
CENTER

PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Sean Cain

PROJECT TEAM
Kyle Canter
Noah Benzing
Claire Reddy
Brian Moracz
Kameron Brown

TERM OF ENGAGEMENT
2024 - Ongoing

SUMMARY OF SERVICES

The Superlative Group was recently hired by Detroit's Music Hall Center for the Performing Arts, to evaluate Naming Rights to its Concert Hall expansion project. Following a Phase I Asset Inventory Valuation, Music Hall engaged Superlative to develop a Naming Rights partnership for the venue. The team has thus far secured a pouring rights partnership with Coca-Cola worth over **\$360,000 over 10 years**. Superlative has finalized a Naming Rights agreement with Orsa Credit Union that will generate **over \$20 million** in revenue.

CASE STUDY

SAN DIEGO SYMPHONY



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Matt Korte

PROJECT TEAM
Myles Gallagher
Kyle Canter
Claire Reddy

TERM OF ENGAGEMENT
2017 - 2022

SUMMARY OF SERVICES

Superlative signed an agreement with the San Diego Symphony Orchestra to develop a holistic marketing and corporate fundraising strategy for the organization. The project included a Fair Market Valuation of Naming Rights opportunities at the Jacobs Music Center—the Orchestra's home venue—and The Rady Shell at Jacobs Park, as well as an assessment of the potential revenue to be realized through premium seating sales at the Park, Concert Series Sponsorships and organization-wide Exclusive Partnerships in a variety of industry categories. The Superlative Group completed its Phase I analysis and moved in Phase II strategic sales campaign for the Orchestra. Superlative secured an exclusive pouring rights agreement, hotel sponsorship, and multiple other partnerships including single-event and programmatic sponsorship for the inaugural summer season worth **over \$10 million** in total.

CITY OF CALGARY, AB



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Sean Cain

PROJECT TEAM
Kyle Canter
Dev Ramkallie
Noah Benzing
Claire Reddy
Brian Moracz
Kameron Brown

TERM OF ENGAGEMENT
2014 - Ongoing

SUMMARY OF SERVICES

Superlative was retained by the City of Calgary's Recreation Department to develop a comprehensive corporate partnership program across city-owned recreational assets. As a part of a long-term master services agreement, Superlative has valued numerous regional complexes for the city, including multi-use facilities, outdoor sports complexes, existing venues and soon-to-be-built spaces. At the completion of the comprehensive valuation, the team moved into sales on behalf of the City. Recently, Superlative secured a Naming Rights partner for the city's premier soccer complex with Alberta real estate broker, MaxWell Realty. The deal is worth **over \$2.6 million for 20 years**. Superlative was rehired to perform a valuation of the Belmont Fieldhouse in Calgary.

CASE STUDY

SEDGWICK COUNTY, KS

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Myles Gallagher

TERM OF ENGAGEMENT

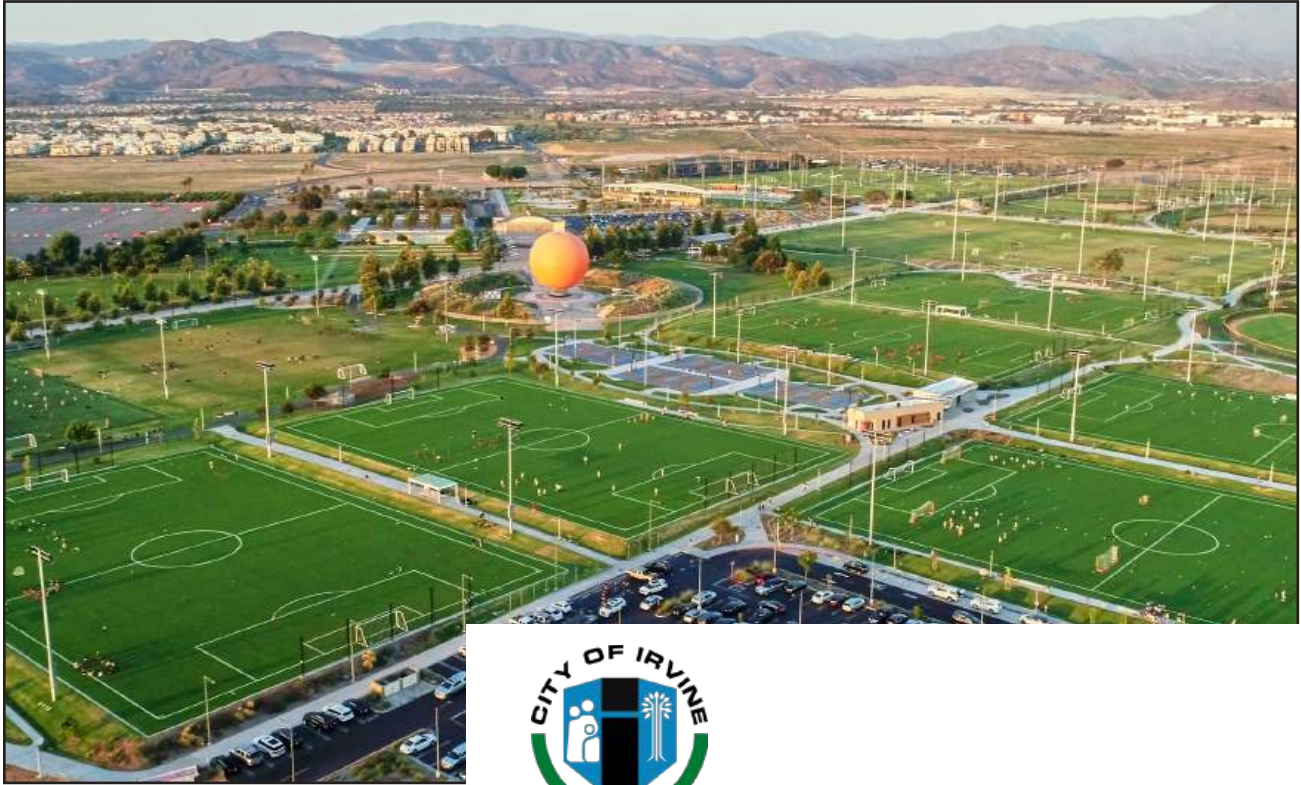
2006 - 2009

SUMMARY OF SERVICES

Superlative was hired by Sedgwick County to evaluate the Naming Rights, sponsorship and premium seating revenue potential of their new downtown arena, home of the Wichita State Shockers' basketball team. Through focus groups, industry-standard benchmarking and individual one-on-one interviews with potential corporate or individual customers, the project team provided the County with a revenue projection report within 3% variance of the actual revenue generated. The project team was subsequently retained as the exclusive sales agent on behalf of Sedgwick County. In addition to the **25-year, \$8.75 million** Naming Rights agreement with INTRUST Bank for the naming of the arena, naming partners were secured for the Entrance Plaza (Cessna Aircraft Company) and Main Concourse (Spirit AeroSystems) were delivered for **\$3 million each**.

CASE STUDY

CITY OF IRVINE, CA



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Matt Korte

PROJECT TEAM
Kyle Canter
Claire Reddy
Brian Moracz
Noah Benzing

TERM OF ENGAGEMENT
2018 - 2022

SUMMARY OF SERVICES

The Superlative Group was retained by the City of Irvine to complete an Assessment and Valuation of amenities and facilities at The Great Park. The City of Irvine, located in Orange County, California, has a population of nearly 224,000, and covers 65 square miles. The Great Park, situated on a section of the former Marine Corps Air Station El Toro, continues its evolution across approximately 1,300 acres as it attracts visitors to its ongoing amenities. The city-owned Great Park is an arts and sports recreational hub with 688 acres of parkland. Within that acreage is the development of a 194-acre Sports Complex. The project team secured a Presenting Sponsorship to the park with UCI Health. Over a **20-year agreement**, the partnership will deliver over **\$13 million** in new revenue to the city while expanding offerings and activities across the venue.

CASE STUDY

CITY OF WOODBURY, MN

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Kyle Canter

PROJECT TEAM

Myles Gallagher

Claire Reddy

Brian Moracz

Justin Brodsky

Brandon Brinsey

TERM OF ENGAGEMENT

2015 - 2017;2025 - Ongoing

SUMMARY OF SERVICES

The Superlative Group was selected to secure Naming Rights and sponsorship partners for Minnesota United Football Club's soccer stadium (National Sports Center), indoor multisport complex (Bielenberg Sports Complex) and the team kits. The project team completed a full asset inventory and valuation on the Bielenberg Sports Complex prior to the sale of Naming Rights and sponsorships. Superlative secured a **10-year, \$3 million** Naming Rights agreement to the Beilenberg Sports Complex with HealthEast Care System. Superlative was recently rehired to perform an asset inventory and valuation in connection with the Parks and Recreation Division assets.

CASE STUDY

ROCKFORD PARK DISTRICT, IL

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Kyle Canter

PROJECT TEAM

Myles Gallagher

TERM OF ENGAGEMENT

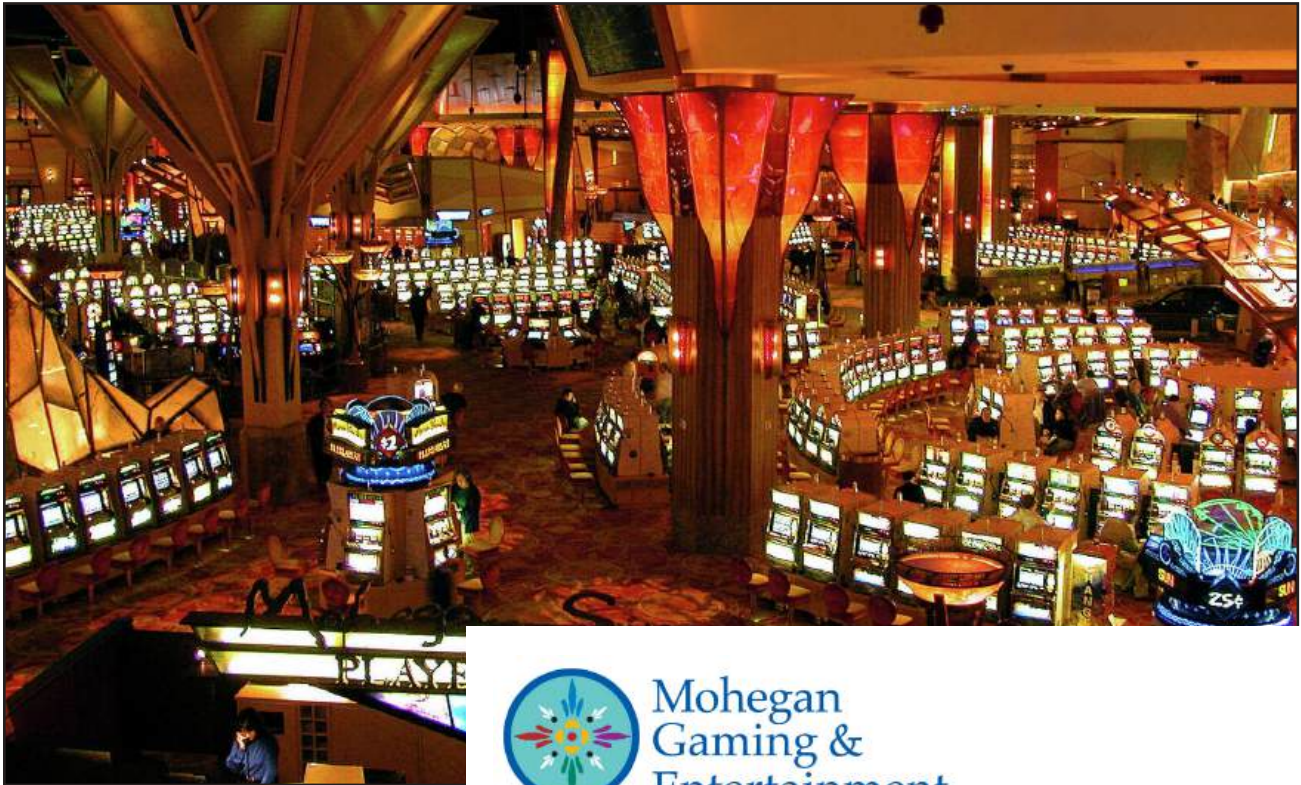
2015 - 2016

SUMMARY OF SERVICES

The Superlative Group was selected to serve as the sole Naming Rights and sponsorship consultant for the Rockford Park District's Sportscore Downtown and Sportscore II. The Rockford Park District is the third largest park and recreation system in Illinois and its network includes four sports complexes, five golf courses, four museums, two ice arenas, an equestrian center and numerous recreational paths and public gardens. The project team secured University of Wisconsin Health as the Naming Rights partner to the Sportscore Downtown at **10 years and \$2.1 million** as well as MercyRockford Health System on a **10-year, \$1.9 million** Naming Rights agreement to Sportscore I, Sportscore II and the Indoor Sports Center.

CASE STUDY

MOHEGAN GAMING & ENTERTAINMENT

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Kyle Canter

PROJECT TEAM

Pat Nieser
Matt Korte
Justin Brodsky
Claire Reddy
Brian Moracz

TERM OF ENGAGEMENT

2020- Ongoing

SUMMARY OF SERVICES

The Superlative Group was retained by Mohegan Sun Entertainment as their exclusive sponsorship sales agent for their 9+ properties following a successful engagement for the asset inventory and valuation for Mohegan Sun Arena and Expo & Convention Center in Connecticut. Superlative has moved into the Phase II Sales Campaign for the Uncasville-Property as well as their other assets across the portfolio, including the WNBA's Connecticut Sun. In total, the sales team secured approximately **\$10.4 million** in new revenue for Mohegan and INSPIRE thus far.

CASE STUDY

MGM RESORTS



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Kyle Canter

PROJECT TEAM
Pat Nieser
Matt Korte
Sean Cain
Sean Gallagher
Justin Brodsky
Claire Reddy
Brian Moracz

TERM OF ENGAGEMENT
2024 - Ongoing

SUMMARY OF SERVICES

The Superlative Group was hired by MGM Resorts to perform a full asset inventory and valuation to then be followed by a strategic sales campaign focused on physical assets and events, such as Formula 1 and LPGA, across their national platform. MGM Resorts International is a global gaming and entertainment company with national and international locations featuring best-in-class hotels and casinos, state-of-the-art meetings and conference spaces, incredible live and theatrical entertainment experiences, and an extensive array of restaurant, nightlife and retail offerings. MGM Resorts creates immersive, iconic experiences through its suite of Las Vegas-inspired brands. The MGM Resorts portfolio encompasses 31 unique hotel and gaming destinations globally, including some of the most recognizable resort brands in the industry.

CASE STUDY

ORLANDO ICE DEN



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Pat Nieser

PROJECT TEAM

Kyle Canter
Noah Benzing
Claire Reddy
Brian Moracz
Kameron Brown
Prathinav Dutta

TERM OF ENGAGEMENT

2024 - Ongoing

SUMMARY OF SERVICES

Superlative was hired by Genesis Health Clubs Orlando Sportsplex to perform a comprehensive asset inventory and valuation to be followed by sales in connection with Naming Rights and corporate sponsorships. The project team recently secured a Naming Rights agreement to the Orlando Ice Den, the ice skating facility located inside the Genesis Health Clubs Orlando Sportsplex. The Naming Rights agreement with AdventHealth has the potential to be worth **\$8 million over a 20-year term.**

CASE STUDY

ATG ENTERTAINMENT

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Kyle Canter

PROJECT TEAM

Myles Gallagher

Pat Nieser

Sean Gallagher

Claire Reddy

Brian Moracz

Simon Hawkins

TERM OF ENGAGEMENT

2025 - Ongoing

SUMMARY OF SERVICES

The Superlative Group was recently hired by ATG Entertainment to perform a comprehensive asset inventory and valuation of their U.S. properties to then be followed by sales. ATG Entertainment is a global live entertainment powerhouse, owning/operating over 70 iconic venues in the UK, US and Europe, focusing on venue management, ticketing and producing big shows.

CASE STUDY

CITY OF FRISCO, TX

**PROJECT SCOPE**

Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD

Matt Korte

PROJECT TEAM

Kyle Canter
Claire Reddy
Brian Moracz
Noah Benzing
Ethan Richards

TERM OF ENGAGEMENT

2015 - Ongoing

SUMMARY OF SERVICES

Superlative was hired by the City of Frisco to begin a citywide sponsorship program. The project team was tasked with valuing and assessing city events, facilities, parks and other intangible/intangible assets. Events included in the valuation include Frisco Freedom Fest, Prelude to Freedom Fest, Merry Main Street, Frosty, Daddy Daughter Dance, Easter Eggstravaganza and Mother Son Dance. Facilities and other assets include the Frisco Athletic Center, Frisco Fun Radio, Frisco Fun Guide, Harold Bacchus Community Park, Senior Center, Frisco Heritage Center and Frisco Fire Safety Town. A comprehensive asset inventory and valuation was delivered, and the sales phase resulted in a new, city-wide partnership with a major health care network for sponsorship of several community events, initiatives and a presenting partnership for the Frisco Fire Safety Town. To date, the team has secured two partnerships delivered with healthcare entities, resulting in **over \$500,000** in revenue to the city.

CASE STUDY

ARLINGTON CONVENTION CENTER



PROJECT SCOPE
Naming Rights &
Sponsorship Asset
Inventory, Valuation & Sales

PROJECT LEAD
Matt Korte

PROJECT TEAM
Kyle Canter
Claire Reddy
Brian Moracz
Kameron Brown

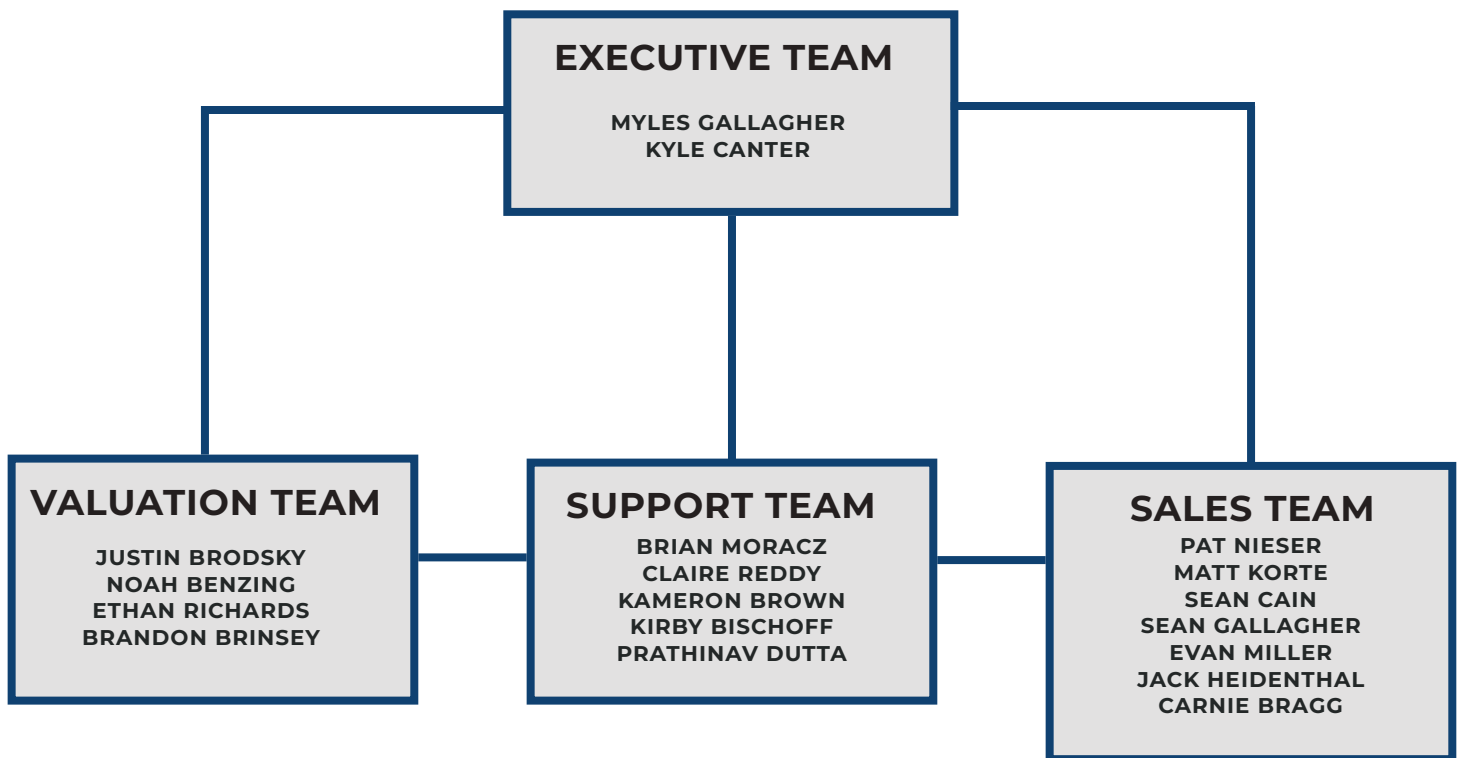
TERM OF ENGAGEMENT
2023 - 2024

SUMMARY OF SERVICES

The Superlative Group was hired by the Arlington Convention Center to serve as the sponsorship analyst consultant with respect to the valuation of sponsorships and naming rights in connection with their assets. The convention center has a 48,600 square-foot, column-free exhibit area, a 30,000 square-foot Grand Hall and 8,500 square feet of meeting room space. The 888-room Loews Arlington Hotel is the first-of-its-kind and resort destination, situated between two iconic sports stadiums. This one-of-a-kind hotel is connected to the new Arlington Convention Center.

OUR KEY PERSONNEL

Please note that The Superlative Group devotes every member of our team listed below throughout our representation of the City of Green Bay. All personnel assigned to this project will be full-time employees; no part-time staff nor subcontractors will be involved. As previously noted, Superlative is an industry-leading team of sales executives, valuation analysts, attorneys and accountants that will manage the entire Naming Rights and sponsorship marketing process from stakeholder engagement, industry research and valuation to negotiating, closing, activating and stewarding of sponsorships for the City.



MYLES GALLAGHER, CEO & President

Professional Qualifications: 38 years of Naming Rights and Sponsorship experience, 32 years as President and CEO of The Superlative Group

Educational Attainment: B.A., John Carroll University

Background: A sales and marketing leader with 38 years of experience in Sports Marketing, Corporate Consulting, Entertainment Property representation and Municipal Marketing, Gallagher opened his full-service agency, The Superlative Group, Inc., in January 1994.

Before founding The Superlative Group, Gallagher played a key role in premium seating and sponsorship sales with the Cleveland Indians during their transition from Cleveland Municipal Stadium to Jacobs Field (now Progressive Field) in the early 90s.

Gallagher also served in IMG's Motorsports Division, responsible for driver endorsements and team representation, as well as the sales and marketing of Motorsports events, where he represented such brands as Eddie Cheever, Jackie Stewart, and Emerson Fittipaldi and directed sales of the Marlboro Grand Prix and other prestigious properties. Prior to IMG, Gallagher served as the youngest brand manager in the tire industry at Dunlop Tire Corporation.

Gallagher pioneered the field of Municipal Marketing and has led the transition of Naming Rights from a sports stadium niche to an integral part of public infrastructure financing.

KYLE CANTER, Chief Operating Officer

Professional Qualifications: 18 years of experience in Naming Rights and sponsorship valuation, sales and consulting

Educational Attainment: B.A., Tiffin University

Background: As Chief Operating Officer of The Superlative Group, Canter is responsible for all aspects of business development, client management, strategic planning, staffing, financial forecasting and sales.

Canter has 18 years of experience in the Naming Rights, corporate sponsorship and premium seating analysis and sales arena. He's worked in the areas of football, soccer, rugby, basketball, baseball, hockey, music, beach volleyball, municipal marketing, consulting, auto racing, and figure skating. His unique experience with municipal leaders at the federal, state and local levels combined with his understanding of C-suite leaders at some of the world's most successful and recognizable brands provide him an intuitive understanding of how executive teams value and analyze potential sponsorship and marketing partnerships. As corporate partnerships continue to expand, Canter has been a leader in the evolution of venue based corporate sponsorship programs. He has worked across the professional and minor leagues negotiating and consulting on behalf of sponsors in all categories including healthcare, higher education, legal services, financial services, utilities, insurance, automotive, travel and more.

PAT NIESER, Executive Vice President, Corporate Partnerships & Development

Professional Qualifications: 20 years of experience in public and private sector Naming Rights, partnerships, and sponsorship sales.

Educational Attainment: B.S., Ohio University; M.B.A., Ohio University, M.S.A., Ohio University

Background: Pat Nieser brings over 16 years of experience in the sponsorship sales world with time spent in the NCAA, MLB, NBA, NFL and digital sports field. He has also consulted, activated and valued marketing opportunities with the majority of his time prior to Superlative spent selling corporate partnerships with the Cincinnati Bengals. During his time in Cincinnati, Pat was involved in major projects such as a stadium-wide Wi-Fi network installation. At The Superlative Group, Pat has secured several Naming Rights, beverage rights, and partnership agreements on behalf of clients in the sports, entertainment, municipal, parks & recreation, healthcare, transit, higher education and convention sectors. Some of Nieser's successes include Miami-Dade Arena, the SAFE Credit Union Convention Center & Theater District, Mountain American Expo Center, and more. He is also deeply involved in business development and consulting efforts for the firm and enjoys working with the Valuation Division while leading the sales team.

Nieser has enjoyed developing partnerships with the CPG, retail, automotive, healthcare, malt beverage, financial services, insurance, and technology industries. He received his Master of Sports Administration and Master of Business Administration degrees from Ohio University and has enjoyed supporting the American Cancer Society, A Kid Again, Sports Biz Camps, University School and Ohio University through various volunteer and fundraising initiatives.

MATTHEW KORTE, Senior Vice President, Corporate Partnerships & Development

Professional Qualifications: 18 years of experience in sponsorship, ticketing and development sales and leadership

Educational Attainment: B.A., Miami University

Background: Matt joined The Superlative Group in early 2019 as the Director, Corporate Partnerships. In his current role as the Senior Vice President, he is responsible for all aspects of business development, client management, strategic planning, and sponsorship sales. His experience includes stops in Minor League baseball working Mandalay Sports Properties and the Frisco RoughRiders, the NCAA with Wake Forest's Athletic Department and most recently the Cleveland Cavaliers of the NBA.

Through the years, Matt's focus has been on ticket sales leadership, premium inventory sales, development, networking, and long-term strategic partnerships. During his time with the Cavaliers, Matt was instrumental in The Q Transformation Project; spearheading multi-year agreements for new hospitality spaces following a \$200M+ renovation of Quick Loans Arena.

Korte has enjoyed working with clients throughout numerous industry sectors, including, but not limited to, Sports & Entertainment, Higher Education, Transit, Healthcare, Local & State Municipalities, and the Performing Arts. His client profile at Superlative has covered an array of sectors and includes such organizations as the San Diego Symphony, The Alamodome, The City of Raleigh and Kent State University to name a few.

He received his B.A. in Political Science from Miami University where he was active within the Athletic Department and ISP/IMG Sports Properties. In his free time, he enjoys spending time with his wife, son, and German Shepherd.

JUSTIN BRODSKY, Vice President, Analytics & Valuation

Professional Qualifications: 7 years of experience in professional athletics, collegiate athletics, sponsorship sales, and analytics

Educational Attainment: B.B.A., Ohio University, B.S.M., Ohio University, M.B.A., Ohio University, M.S.A., Ohio University

Background: As Vice President of Analytics & Valuation, Justin Brodsky is responsible for client engagement, leading and assisting on valuation projects, industry research and analytics. Prior to joining The Superlative Group, Justin worked in sponsorship sales and client account management roles with the Pro Football Hall of Fame, Learfield IMG College, and Cleveland Indians. In his past experiences, Justin's primary responsibilities have included prospect outreach, developing custom partnership marketing campaigns, client presentations, and sponsorship activation. Justin received his Bachelor's in Business Administration and Sports Management from Ohio University and Master's in Business Administration and Sports Administration from Ohio University. As a proud Bobcat, Justin has educational focus areas in business analytics and professional sales.

CLAIRE REDDY, Vice President, Client Services

Professional Qualifications: 8 years of professional experience in client research and sales development and management

Educational Attainment: B.S., The Ohio State University

Background: As Vice President of Client Services, Claire Reddy is responsible for initial and continued client outreach and ongoing client support. Claire also leads the internal development of the creative materials that the design team puts forth. She has supported sale efforts for a multitude of clients in the Higher Education, Transportation, Sports & Entertainment, and Municipal space. Claire is vital to client servicing and acts as a direct link between the client and Superlative's executive team.

BRIAN MORACZ, Vice President, Legal & Client Services

Professional Qualifications: 6 years of experience negotiating, drafting, and advising on a variety of contracts in the sports, entertainment, and municipal sponsorship industries.

Educational Attainment: B.S., The Ohio State University; J.D., Cleveland-Marshall College of Law

Background: As Vice President of Legal and Client Services, Brian Moracz is primarily responsible for negotiating, drafting, interpreting, and managing contracts on behalf of The Superlative Group, while also assisting in client outreach. Additionally, he supports The Superlative Group by providing general legal counsel and analysis.

In his time with The Superlative Group, Moracz has advised clients on the negotiation of a myriad of agreements, including, but not limited to, asset naming rights agreements, presenting sponsorship agreements, event sponsorship agreements, pouring rights agreements, category exclusive agreements, and more. In addition to legal work, Moracz has worked in various capacities throughout the sports industry, with experience in minor league baseball, collegiate athletics at both the university and conference level, and professional hockey.

SEAN CAIN, Vice President, Corporate Partnerships & Development

Professional Qualifications: 6 years of experience in collegiate athletics and sponsorship sales

Educational Attainment: B.B.A., Adrian College; M.B.A., Ohio University, M.S.A., Ohio University

Background: Sean Cain has over 6 years of professional experience in collegiate & professional sports and sponsorship sales. Before joining Superlative, Sean's career spanned diverse roles. He began in governance at the NCAA, then transitioned to college athletic fundraising at The University of Nevada, Reno, and Ohio University. His consulting career took off when he developed partnership sales initiatives with clients in the NFL, English Premier League, La Liga, NWSL and MLS.

During his time with Superlative, Sean has enjoyed working on various strategic sales campaigns for numerous clients in the Municipal, Higher Education, Parks & Rec, and Sports & Entertainment space.

Sean's academic journey includes a Bachelor's in Business Administration from Adrian College and a Master's in Business Administration and Sports Administration from Ohio University. Beyond his professional pursuits, he is an active community member, coaching youth and collegiate soccer. He is also deeply committed to philanthropy, supporting organizations such as St. Jude's Children's Hospital, The Jimmy V Foundation for Cancer Research, Special Olympics, and his alma mater through financial contributions and board service.

SEAN GALLAGHER, Vice President, Corporate Partnerships & Development

Professional Qualifications: 4 years of professional experience working on the Superlative sales team

Educational Attainment: B.S., Miami University

Background: As Vice President, Corporate Partnerships and Development, Sean leads several sales campaigns across North America, Ireland, and the UK for the firm across Municipal Infrastructure, Parks, Airports, Transit, Performing Arts, Sports, and more. He also onboards new clients with a focus in Transit, Airports, Performing Arts, and Parks.

During his tenure at the Superlative Group, Sean has facilitated multiple multi-million dollar partnerships for venue Naming Rights, Category Partnerships, Pouring Rights, and more. Sean has helped to finalize partnerships in several categories including Healthcare, Financial Services, Higher Education, and Beverages.

NOAH BENZING, Senior Director, Analytics & Valuation

Professional Qualifications: 4 years of professional experience in asset valuation, analytics, industry research, and marketing.

Educational Attainment: B.S.B.A., Trine University; M.B.A., M.S.A., Ohio University

Background: As Senior Director of Valuation and Analytics, Noah Benzing is responsible for valuation project assistance and industry research and analytics. He has conducted work on consulting projects in the sectors of Professional and Collegiate Athletics, Municipalities, Higher Education, Transit, and Digital Media.

EVAN MILLER, Director, Corporate Partnerships & Development

Professional Qualifications: 20 years of experience in media and sports business sales and development, including talent and brand representation

Educational Attainment: B.S., The Ohio State University

Background: Evan Miller is the Director of Corporate Partnerships and Development at Superlative, where he supports sales campaigns across multiple sectors.

Evan has extensive experience working as a feature film/television talent agent in Los Angeles. In addition, Evan previously served as President of the Greater Cleveland Film Commission, a non-profit devoted to raising the economic profile of Cleveland by bringing motion picture and television production to the local community. Following the Film Commission, Evan was involved in media sales both locally and nationally, having helped secure financing and produce two nationally distributed series for the Hall of Fame Village in Canton, Ohio.

Outside of work, Evan enjoys spending time with his wife and 2 children.

JACK HEIDENTHAL, Director, Corporate Partnerships & Development

Professional Qualifications: 6 years of experience in premium sales, service, and partnership development within the NFL

Educational Attainment: B.A., University of Mount Union

Background: Heidenthal is the Director of Corporate Partnerships & Development where he is responsible for developing and securing strategic sponsorships and naming rights opportunities for clients across a range of industries. Previously, Jack spent six years with the Cleveland Browns. In that time, he generated new business revenue across suites, club seating, and hospitality products, while managing high-value client accounts and renewal negotiations. He brings a relationship-first, solutions-driven approach to every partnership he helps create.

KAMERON BROWN, Senior Director, Client Services

Professional Qualifications: 3 years of professional experience in client research and the development of sales materials.

Educational Attainment: B.B.A., Kent State University

Background: Kameron collaborates closely with both the Client Services and Sales teams, supporting efforts to build targeted outreach lists, create outreach content, and assist in the development of client proposals. Leveraging her background in graphic design, she plays a key role in designing and producing visually compelling sales collateral, including pitch decks, brochures, one-pagers, and branded presentation materials. Kameron also leads the design execution for various Superlative initiatives, ensuring that all sales and marketing assets align with the company's visual identity and strategic messaging.

CARNIE P. BRAGG IV, Director, Corporate Partnerships & Development

Professional Qualifications: Experience in corporate partnerships, sponsorship sales, premium seating, hospitality, and business development across sports and entertainment properties

Educational Attainment: B.S. in Sports Management and M.B.A., Virginia State University

Background: As Director of Corporate Partnerships & Development at The Superlative Group, Inc., Bragg is responsible for identifying and developing strategic corporate partnership opportunities, generating new business, supporting client relationships, and driving sponsorship revenue growth across a variety of sports and entertainment properties.

Bragg began his career with the Richmond Flying Squirrels as the organization's first-ever executive trainee before advancing into leadership roles in groups, hospitality, premium sales, and business development. Most recently, he served as Director of Premium Sales and Hospitality, where he led premium seating efforts for CarMax Park and played a key role in securing founding partner sponsorships ahead of the venue's 2026 opening.

Bragg has experience across baseball, hospitality, premium seating, sponsorship sales, and corporate partnership strategy. Throughout his career, he has worked closely with local businesses, regional brands, and corporate decision-makers to develop creative partnerships that drive revenue, enhance fan engagement, and strengthen community relationships.

In addition to his work in sports business, Bragg served as an adjunct professor at Virginia State University, where he teaches Sports in American Society. His background in both sales and education gives him a strong understanding of relationship-building, communication, and the evolving landscape of corporate partnerships.

BRANDON BRINSEY, Director, Analytics & Valuation

Professional Qualifications: 5 years of experience in professional athletics, software project management and implementation

Educational Attainment: B.S.M., Ohio University

Background: As Director of Valuation and Analytics, Brandon is responsible for valuation project assistance, industry research, and analytics.

Prior to joining The Superlative Group, Brandon managed AI machine learning technology implementation projects in the SEO space for BrightEdge Technologies Inc., working with customers like Red Wing Shoes, the NCAA, Sono Bello, and the Virginia Military Institute. In addition, Brandon worked in ticket sales and business development roles for the Indianapolis Indians, and Cleveland Indians. His primary responsibilities included prospect outreach, season tickets, group sales, and premium hospitality areas.

ETHAN RICHARDS, Director, Analytics & Valuation

Professional Qualifications: 1 year experience in quantitative analysis, financial modeling, and strategic decision-making within the realm of valuations and analytics

Educational Attainment: B.A. Bachelors of Sport Management, University of Michigan

Background: As Director of Valuation and Analytics, Ethan Richards is responsible for assistance on valuation projects, industry research, and analytics. He has conducted work in the sport sponsorship, sport content creation, and sport broadcasting industries.

PRATHINAV DUTTA, Manager, Client Services

Professional Qualifications: 1 year of professional experience in client research, graphic design and the creative development of sales materials.

Educational Attainment: B.A Bachelor of Art & Design, Cleveland State University

Background: Prathinav works closely with both the Client and Sales teams, contributing to the development of client proposals and outreach. Drawing on his background in graphic design, he plays a vital role in creating visually engaging sales materials—particularly pitch decks featuring mockups of client properties. His previous experience includes serving as Art Director for The Vindicator, an Arts & Culture magazine at Cleveland State University, as well as a Graphic Design Intern with the university's Office of Career Development.

Outside of work, Prathinav enjoys reading and working on other graphic design or art projects.

KIRBY BISCHOFF, Director, Client Services

Professional Qualifications: 1 year of professional experience in client research, graphic design and the creative development of sales materials

Educational Attainment: B.S. Management & Business, Skidmore College

Background: As a Director of Client Services, Kirby works in tandem with both the Sales and Valuations teams to create sales materials, supporting multiple sales campaigns. Capitalizing on his Liberal Arts background, Kirby works alongside Kameron and Prathinav to develop proposal decks that effectively showcase the full potential of a partnership for a wide range of clients and properties. Previously, Kirby served as an intern for the Superlative Group, working closely with the sales team to support campaign outreach and working with the client services team to support the development of sales materials. .



Form D – Bid/Proposal Offer Form

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

Prepare the BidProposal offer form as all inclusive, not-to-exceed, fixed fees:

All Inclusive – Covers all direct and indirect necessary expenses including but not limited to; travel, telephone, copying and other out-of-pocket expenses.

ITEM	DESCRIPTION OF ITEMS	
1.	Naming Rights Marketing & Sponsorship Services	
	TOTAL COST	\$

Please refer to our Investment Proposal page for details regarding Superlative's proposed fee structure for both Phase I and Phase II services.

LEAD TIME (UPON RECEIPT OF ORDER):
Our team will kickoff our Phase I: Market Assessment immediately upon contract execution.
PAYMENT TERMS (NET 30):
YES ☒ / NO ☐ / OTHER
EARLY PAYMENT DISCOUNT (SPECIAL TERMS):

INVESTMENT PROPOSAL

Our standard pricing structure contains a flat project fee for the Phase I Market Assessment as well as a monthly retainer and commission option for the Phase II Strategic Sales Campaign.

Phase I is a fee-based engagement related to the scope of the valuation and analysis. That investment will be broken down into milestone payments associated with deliverables. The fee covers asset identification, asset valuation, research, database development and the delivery of the Phase I Report.

We have also provided the City with the option to extend the Phase I Market Assessment beyond the Convention Center to include additional City-wide assets.

Our Phase II investment structure includes a monthly retainer and commission for revenue produced. The monthly retainer is based on the size and scope of the project and commissions are paid after new revenue is received.

Superlative understands that each client is unique, and our goal is to finalize terms that are agreeable for partnering on a successful program.

PHASE I: MARKET ASSESSMENT

OPTION 1: CONVENTION CENTER ASSET INVENTORY & VALUATION

- \$35,000 project fee
- All pre-approved travel reimbursed at cost not to exceed \$1,500

OPTION 2: CITY-WIDE ASSET INVENTORY & VALUATION

- Additional \$15,000 fee to value City-wide assets
 - All pre-approved travel reimbursed at cost not to exceed \$1,500
-

PHASE II: STRATEGIC MARKETING CAMPAIGN DEVELOPMENT

OPTION 1

- \$3,500/month retainer plus 20% commission on all sales
- All pre-approved travel reimbursed at cost

OPTION 2

- \$5,000/month retainer plus 15% commission on all sales
 - All pre-approved travel reimbursed at cost
-



Form A – Signature of Affidavit

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

In signing Bids/Proposals, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise take any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit Bids/Proposals, that Bids/Proposals have been independently arrived at, without collusion with any other Bidders/Proposers, competitor or potential competitor; that Bids/Proposals have not been knowingly disclosed prior to the opening of Bids/Proposals to any other Bidders/Proposers or competitor; that the above statement is accurate under penalty of perjury.

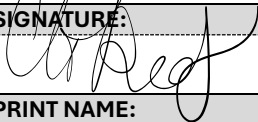
The undersigned, submitting Bids/Proposals, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Bids/Proposals, declares that the attached Bids/Proposals and pricing are in conformity therewith, and attests to the truthfulness of all submissions in response to this solicitation.

Bidders/Proposers shall provide the information requested below. Include the legal name of the Bidders/Proposers and signature of the person(s) legally authorized to bind the Bidders/Proposers to a contract.

Has your company ever been debarred?

☒ **NO**

☐ **YES** (please explain below):

COMPANY NAME:	
The Superlative Group	
SIGNATURE:	
	
PRINT NAME:	DATE:
Claire Reddy	06/03/2026



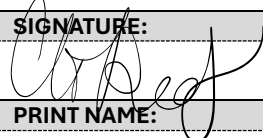
Form B – Receipt of Forms & Submittal Checklist

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

Bidders/Proposers hereby acknowledge the receipt and/or submittal of the following forms:

FORMS	Initial to Acknowledge SUBMITTAL	Initial to Acknowledge RECEIPT
Description of Services/Commodities	N/A	CR
FORM A: Signature of Affidavit	CR	N/A
FORM B: Receipt of Forms & Submittal Checklist	CR	N/A
FORM C: Vendor Profile Information	CR	N/A
FORM D: Bid/Proposal Offer Form	CR	N/A
FORM E: References	CR	N/A
FORM F: Confidential & Proprietary Information	CR	N/A
Appendix A: Standard Terms & Conditions	N/A	CR
Appendix B: Contract for Purchase of Services	N/A	CR
Statement of Qualifications (SOQ) – If Required	N/A	N/A
Addendum #	CR	CR
Addendum #		
Addendum #		
Addendum #		

COMPANY NAME:	
The Superlative Group	
SIGNATURE:	
	
PRINT NAME:	DATE:
Claire Reddy	06/03/2026



Form C – Vendor Profile Information

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

COMPANY INFORMATION

COMPANY NAME (Make sure to use your complete, legal company name):

The Superlative Group

FEIN (If FEIN is not applicable, SSN collected upon award):

341762954

CONTACT NAME:

Claire Reddy

TITLE:

Vice President of Client Services

TELEPHONE NUMBER:

216-592-9400

FAX NUMBER:

N/A

EMAIL:

reddy@superlativegroup.com

ADDRESS:

2843 Franklin Blvd.

CITY:

Cleveland

STATE:

OH

ZIP:

44113

ORDERS/BILLING CONTACT

CONTACT NAME:

Claire Reddy

TITLE:

Vice President of Client Services

TELEPHONE NUMBER:

216-592-9400

FAX NUMBER:

N/A

EMAIL:

reddy@superlativegroup.com

ADDRESS:

2843 Franklin Blvd.

CITY:

Cleveland

STATE:

OH

ZIP:

44113

PROCUREMENT CARD (P-CARD)

COMPANY ACCEPTS PAYMENT BY CREDIT CARD:

YES _____ or NO ☒ _____

NOTE: The City does not pay service charges.

The City of Green Bay has implemented a Procurement Card (P-Card) Program. Bidders/Proposers must have the capability to accept credit cards for payments or must be willing to take the necessary steps in order to accept credit card payments by the City prior to the implementation of this agreement as the City may opt to use the P-Card as its method of payment.

While acceptance of credit cards for payments may be mandatory, this shall not be the City's exclusive method of payment. Bidders/Proposers shall not charge a surcharge, convenience fee or any other fees associated with the acceptance of payment by the City's P-Card.



Form E – References

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

REFERENCE #1 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
City of Sacramento		Sabrina Tefft	
ADDRESS:	CITY:	STATE:	ZIP:
915 I Street, 4th Flr.	Sacramento	CA	95814
TELEPHONE NUMBER:		FAX NUMBER:	
916-808-3789		N/A	
EMAIL:			
stefft@cityofsacramento.com			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
2014	2019	Phase I: \$75,000; Phase II: \$10,000 retainer & 10% sales commission	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights & Sponsorship Asset Inventory & Valuation and Sales			

REFERENCE #2 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
Raleigh Convention & Performing Arts Complex		Evan Raleigh	
ADDRESS:	CITY:	STATE:	ZIP:
222 W. Hargett St.	Raleigh	NC	27601
TELEPHONE NUMBER:		FAX NUMBER:	
919-996-3070		N/A	
EMAIL:			
evan.raleigh@raleighnc.gov			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
2022	Ongoing	Confidential	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights & Sponsorship Asset Inventory & Valuation and Sales			

REFERENCE #3 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
Vibe Credit Union Showplace		Blair Bowman	
ADDRESS:	CITY:	STATE:	ZIP:
46100 Grand River Ave.	Novi	MI	48374
TELEPHONE NUMBER:		FAX NUMBER:	
248-348-5600 ext. 234		N/A	
EMAIL:			
bbowman@vibeshowplace.com			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
2024	Ongoing	Confidential	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights & Sponsorship Asset Inventory & Valuation and Sales			



Form E – References

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

REFERENCE #1 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
Miami-Dade County		Dan Wall	
ADDRESS:	CITY:	STATE:	ZIP:
111 Northeast 1st St.	Miami	FL	33128
TELEPHONE NUMBER:		FAX NUMBER:	
305.375.4742		N/A	
EMAIL:			
daniel.wall@miamidade.gov			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
2016	Ongoing	Phase I: \$250,000; Phase II: variable commissions	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights & Sponsorship Asset Inventory & Valuation and Sales			

REFERENCE #2 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
Placer Valley Tourism		Kim Summers	
ADDRESS:	CITY:	STATE:	ZIP:
2204 Plaza Dr., Suite 110	Rocklin	CA	95765
TELEPHONE NUMBER:		FAX NUMBER:	
916-773-5450		N/A	
EMAIL:			
ksummers@placertourism.com			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
2018	2020	Phase I: \$50,000; Phase II: \$7,500/month & 10% sales commission	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights & Sponsorship Asset Inventory & Valuation and Sales			

REFERENCE #3 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
City of Spokane, WA		Amy Lindsey	
ADDRESS:	CITY:	STATE:	ZIP:
808 W. Spokane Falls Blvd.	Spokane	WA	99201
TELEPHONE NUMBER:		FAX NUMBER:	
509-209-6956		N/A	
EMAIL:			
alindsey@spokanecity.org			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
2024	2025	Phase II: \$5,000 & 17% sales commission	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights & Sponsorship Asset Inventory & Valuation and Sales			



Form E – References

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

REFERENCE #1 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
Fishers Parks		Jacob Reardon McSoley	
ADDRESS:	CITY:	STATE:	ZIP:
3 Municipal Dr.	Fishers	IN	46038
TELEPHONE NUMBER:		FAX NUMBER:	
317-595-3256		N/A	
EMAIL:			
reardonmcsoleyj@fishers.in.us			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
2021	2024	Phase I: \$40,000; Phase II: \$5,000/month & 15% sales commission	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights & Sponsorship Asset Inventory & Valuation and Sales			

REFERENCE #2 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
Salt Lake County, UT		Jason Smith	
ADDRESS:	CITY:	STATE:	ZIP:
9575 S. State St.	Sandy	UT	84070
TELEPHONE NUMBER:		FAX NUMBER:	
801-842-1887		N/A	
EMAIL:			
jason@sponsorcx.com			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
2015	2018	Phase I: \$75,000; Phase II: \$7,500/month & 15% sales commission	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights & Sponsorship Asset Inventory & Valuation and Sales			

REFERENCE #3 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
Cuyahoga County, OH		Bonnie Teeuwen	
ADDRESS:	CITY:	STATE:	ZIP:
300 Lakeside Ave. E	Cleveland	OH	44114
TELEPHONE NUMBER:		FAX NUMBER:	
216-664-2712		N/A	
EMAIL:			
bteeuwen@clevelandohio.gov			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
2013	2015	Phase II: \$10,000/month & 15% sales commission	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights & Sponsorship Asset Inventory & Valuation and Sales			



Form F – Confidential & Proprietary Information

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

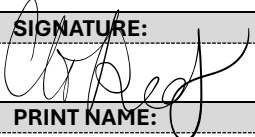
Material submitted in response to the City of Green Bay's ("City") Bid/Proposal includes at least one formula, pattern, compilation, program, device, method, technique or process that derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use and is the subject of reasonable efforts to maintain its secrecy. Such information qualifies as a trade secret, as provided in Wis. Stat. § 19.36(5). As such, the Bidder/Proposer asks that the trade secrets contained on certain pages of this Bid/Proposal, as indicated below, be treated as confidential material and not be released to the public. I am providing the following information with the understanding that it is being submitted to the City under a pledge of confidentiality. I would not have submitted this information had the City not pledged to keep it confidential* and request that the following pages not be released:

SECTION	PAGE	TOPIC

NOTE: Bidders/Proposers are cautioned that the entire Bid/Proposal may not fall within the confines of the pledge of confidentiality. The about designation(s) of confidentiality in no way guarantees that designated information will be kept confidential. Under the provision of the Public Records Law, Bidder/Proposer is not entitled to notification prior to release of information and is not entitled to go to court to block disclosure of any portion of the Bid/Proposal.

If the City agrees with Bidders/Proposers designation of trade secret or confidentiality and the designation is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the designation of trade secret or confidentiality.

Failure to include this designation in the Bid/Proposal response may mean that all information provided as part of the Bid/Proposal response will be open to examination and copying.

COMPANY NAME:	TITLE:
The Superlative Group	Vice President of Client Services
SIGNATURE: 	
PRINT NAME:	DATE:
Claire Reddy	06/03/2026

NOTE: The City as custodian of these public records has the obligation, pursuant to Public Record Laws, to determine whether the above information can be kept confidential.



WE LOOK FORWARD TO **OUR PARTNERSHIP**

CONTACT INFO

2843 Franklin Blvd.
Cleveland, OH 44113
United States

E : reddy@superlativegroup.com
W : www.superlativegroup.com
O : 216.592.9400

LEADING THE WAY





Form D – Bid/Proposal Offer Form

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

Prepare the BidProposal offer form as all inclusive, not-to-exceed, fixed fees:

All Inclusive – Covers all direct and indirect necessary expenses including but not limited to; travel, telephone, copying and other out-of-pocket expenses.

ITEM	DESCRIPTION OF ITEMS	
1.	Naming Rights Marketing & Sponsorship Services	
	TOTAL COST	\$90,000 & 20% commission

LEAD TIME (UPON RECEIPT OF ORDER):
PAYMENT TERMS (NET 30):
YES ☒ / NO ☐ / OTHER <u>Or as mutually agreed upon</u>
EARLY PAYMENT DISCOUNT (SPECIAL TERMS):

Annual Fees broken down as follows:

- \$45,000 annual retainer
- \$15,000 estimated annual T&E expenses (not to exceed \$15,000)
- \$30,000 Phase 1 valuation and analytics services (only in Year 1)

- Fees beyond Year 1 would be \$60,000 plus 20% commission on successful sales



THE OVG DIFFERENCE:

GLOBAL PARTNERSHIPS

RFP 2026-15

NAMING RIGHTS MARKETING & SPONSORSHIP

FOR THE CITY OF GREEN BAY CONVENTION CENTER

JUNE 8, 2026

OAK VIEW GROUP

5050 S SYRACUSE STREET

DENVER, CO 80237

LIAM WESELOH

TELEPHONE: 912.604.0140

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QUALIFICATIONS FOR THE PROJECT

Oak View Group builds and services iconic venues and creates extraordinary experiences. OVG offers a robust set of dynamic solutions to a collection of world-class venues including arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions throughout the world.

OUR STORY

Oak View Group was established in 2015 to bring innovative thinking to the world of venue development, management & hospitality. With decades of experience in the sports, music, and live entertainment industries, OVG's leadership saw an opportunity to gather best-in-class teams to transform the way venues were built, managed, and operated. With a "strong-as-oak" foundation of collective know-how and a mission to revolutionize the industry with an entrepreneurial culture, Oak View Group was born. Today, Oak View Group is a globally recognized venue developer and provider of premium hospitality, bringing partnership services and venue solutions to clients worldwide. Led by CEO Chris Granger, OVG continues to embrace an innovative, partner-first growth mentality that drives everything we do.

OUR MISSION

Driven by a passion to revolutionize the sports and live entertainment industry with dynamic experiences and an unshakeable dedication to those we serve, OVG's mission is to reinvent the way the world comes together. Creating lasting memories that lift the human spirit, OVG turns up the volume on what makes life extraordinary. We create stronger connections and bonded communities through our dedication, relationship building, and attention to detail. OVG celebrates integrity, accountability, and impact in everything we do while creating and servicing the most iconic venues around the world.

WHO WE ARE

OVG is led by a diverse and deeply dedicated expert team. We are committed to elevating expectations in venues across the world. As veteran owners and operators ourselves, we stand shoulder-to-shoulder with our partners and communities to offer our comprehensive solutions, fueled by data gleaned from our own hard-won victories, to make big things happen.



GLOBAL PARTNERSHIPS

EVERYONE HAS A STORY. EVERY BRAND. EVERY PROPERTY.

Our sponsorship division connects world-class brands with sports and entertainment properties to create mutually beneficial outcomes.

LED BY FORMER SENIOR MARKETING EXECUTIVES FROM FORTUNE 50 COMPANIES, OVG GP IS THE GLOBAL LEADER IN:

- » Naming Rights sales
- » Analytics & client service
- » Sponsorship sales & brand consulting
- » Premium seating sales
- » Partnership management & activation
- » Jersey patch & helmet sponsorship sales

\$6.8B+

REVENUE GENERATED

*BY 150+ PROFESSIONALS ACROSS
NORTH AMERICA IN THE LAST 5 YEARS*

43

NAMING RIGHTS SOLD SINCE 2019



**“BEST IN PROPERTY
CONSULTING, SALES &
CLIENT SERVICES”**

— WINNER 2026 & 2021

OVG Global Partnerships is Oak View Group's sponsorship and storytelling division. Led by a team of former senior marketing executives for Fortune 500 companies, OVG Global Partnerships connects world class sport and entertainment properties with world class brands who want to build and communicate a compelling story to their customers through sports and live entertainment. The OVG Global Partnerships team has over 20 years of experience on the property side of sports and live entertainment and has built successful careers on negotiating mutually beneficial outcomes with world class brands. They understand the unique personalities and needs for both the brand and the venue.

KEY SPONSORSHIP CATEGORIES

NAMING RIGHTS

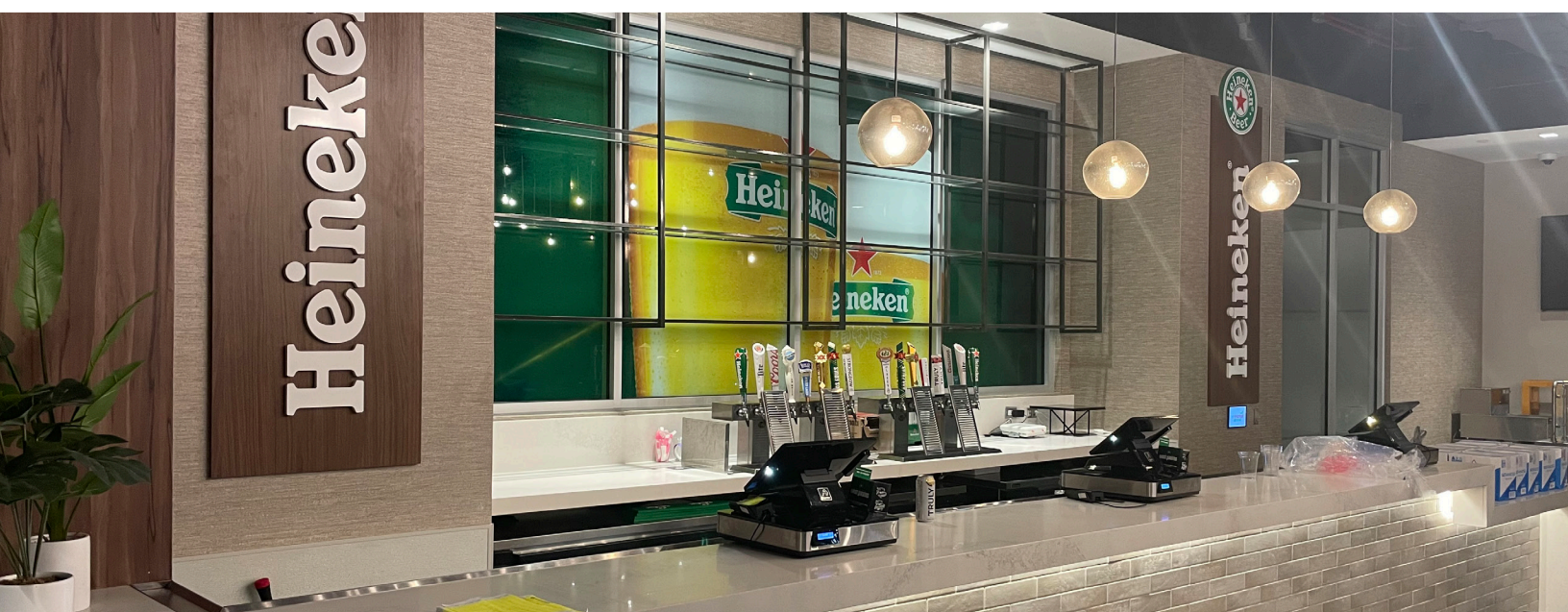
OVG is a leader in valuing, soliciting, and negotiating Naming Rights for an assortment of clients worldwide. Through our Naming Rights sales representation and consulting services, we have secured and renewed more deals than any other firm in North America. OVG has closed 43 Naming Rights deals and secured \$6.8B in contractually obligated income over the past 6 years.. Naming Rights sales efforts are led by our Global Partnerships Team, a marketing design team, and top tier analytic and CRM tools. This model allows us to leverage our existing relationships and maximize outreach to targeted companies while reinforcing our credibility amongst brands.

VENUE SPONSORSHIPS

Providing venue sponsorship sales representation is the core foundation of our business. Through our network of sales professionals, our team is regularly sharing best practices and discussing industry trends, ensuring we are well equipped to develop best-in-class sponsorship programs for all of our clients. Our standard business model is to hire and manage an on-site sales team dedicated to each client property we represent. This model maximizes revenue for our clients, as they benefit from the dedicated focus of a sales team whose sole responsibility is to generate sponsorships for their venues. This ensures that, in addition to securing national partnerships and utilizing traditional signage and branding opportunities, our sponsorship programs strive to maximize relationships with local and regional organizations and focus on presenting our partners with creative, out-of-the-box branding and activation ideas.

EVENT SPONSORSHIPS

Our sales team understands the desire for venue owners and operators to maximize all revenue streams for events hosted at their facilities. With that, we strive to generate incremental sponsorship income associated directly with events hosted at these venues, working closely with the operator and event promoter to develop agreed upon assets to sell. These partnerships present a great up-sell opportunity for existing venue partners to gain more exposure through events that are a fit for their brand.



We're in the business of making big things happen. **Big ideas. Big results.**

At OVG, you'll find a passionate and big-hearted team of thinkers, builders, and change-makers. Ready to work hard. Ready to innovate. We don't just want to do it well; we want to do it bigger and better, for our fans, teams, artists, communities, and planet. At our venues, our recipe for success lies in fresh-thinking and originality. This means solving for today's challenges while preparing for tomorrow's opportunities. We stand shoulder-to-shoulder with our people and our partners—driven by data gleaned from our hard-won victories—ready to deliver a comprehensive range of services and make big things happen. For everyone.

Combine big ideas and big results and there is no doubt that we're going to build a bigger and better future together. Let's get to work!

THE RIGHT TEAMMATES

We have assembled a team of sales and marketing professionals who have sold over 43 Naming Rights deals and secured \$6.8B in total COI in the last 6 years. It is deep experience on both the buy and sell side of the equation that makes us unique. We can speak the same language as brands and we know how to get these deals approved.

WE ACCOMPLISH OUR GOALS

- We are the largest developer of sports and entertainment venues in the world. We are the ONLY company to build and open 7 brand new state-of-the-art venues within 16 months.
- We treat every person, every partner, and every project as a unique opportunity to build something special. We leverage data and unique operational insights gleaned from our own venues to design custom solutions with intention and individualized strategy.
- We develop and deliver the best venues and experiences in the world, shaping our future and leaving it better than it was.

We are qualified and well experienced integrating within a team and utilizing all available resources to build your Naming Rights and sponsorship strategy.

ANALYTICS & SOLUTIONS

OUR SERVICES



VENUE DEVELOPMENT
& FINANCING



SPONSORSHIP
SALES & PARTNERSHIP MANAGEMENT



MEDIA
& CONTENT



SPORTS & ENTERTAINMENT
CONSULTING

VALUATION & ANALYTICS

PURPOSE

To deliver the best data, analytics, and valuation insights available to provide our clients with measurable outcomes for their partners

CAPABILITIES

- Valuation Services
- Category Deep Dives
- Brand Alignment
- Earned Media Assessment
- Benchmarking
- Sales Support
- Brand Lift & Sentiment

EXPERIENCE

Our team members have over 25+ years experience and have provided large scale valuations for both the brand and property side, including:



EXPERTISE

With our vast footprint throughout the sports & entertainment world, OVG has experience on all sides of the sponsorship equation that allows us to provide the right story for the right partners!

IN ADDITION TO OUR INTERNAL KNOWLEDGE ACROSS OUR OWNED & OPERATED PROPERTIES, THE ARENA ALLIANCE, ENTERTAINMENT DISTRICTS, OVG360, 3RD PARTY CLIENTS, AND MORE,

WE ARE EQUIPPED WITH THE TOP 3RD PARTY TOOLS AND RESOURCES TO DRIVE DIRECT RESULTS...



OVG CAN RESOURCE ANY ADDITIONAL 3RD PARTY PROVIDER

...AND SEAMLESSLY INTEGRATE WITH YOUR EXISTING TEAM

Our team will be organized to complement and augment the work being done by your existing partnerships team. Utilizing first party data from your organization along with OVG's internal and 3rd Party Tools, we will become an extension of your team to provide the most holistic integration possible. Your team will have a direct line into all of our resources for complete transparency throughout the process.

1

CLIENT IMMERSION

OVG will spend time with your team to understand roles, responsibilities, data availability, and integration

2

DETAILED PLAN DEVELOPMENT

OVG will create a plan of attack, in conjunction with your team, to ensure the inclusion of any and all assets in the partnership package

3

CONTINUOUS ALIGNMENT

We will organize a regular meeting cadence throughout the project to ensure proper progress is being made on all aspects of the work

4

SEAMLESS INTEGRATION

OVG will work with your team to establish ways to integrate data into existing data visualization and automation tools to confirm materials delivered are in the templates needed

INTANGIBLE VALUATION METHODOLOGY

The intangible valuation attempts to quantify the ancillary benefits of a partnership that encompass all aspects outside of impression-based metrics. OVG utilizes a proprietary methodology to determine what proportion of the tangible value should be applied through various factors. These factors include multiple brand, franchise, local, and sponsorship attributes. All factors are listed below, scored from 1-10 and weighted proportionally to determine the overall percentage factor applied to the tangible value.

These factors can determine an intangible weight from a -15% discount to a 40% upweight. The Intangible weight is only applied to impression-based assets and would not be applied to assets that have the intangible inherently built in (i.e., tickets, hospitality, appearances, etc.).

Intangible Inputs

BRAND ATTRIBUTES

Category Exclusivity
IP Rights
Sponsorship Integration
Business Opportunity

FRANCHISE ATTRIBUTES

Franchise Prominence
Attendee Experience
Event Schedule

LOCAL ATTRIBUTES

Population
Economy
Demographics

SPONSORSHIP ATTRIBUTES

Ad Spend
Economic Status
Sponsorship Strength

EXPERIENCE



CFG BANK ARENA **BALTIMORE, MD**

Services Provided:
Partnerships & Naming Rights



UBS ARENA **LONG ISLAND, NY**

Services Provided:
Partnerships, Naming Rights, Activation



MOODY CENTER **AUSTIN, TX**

Services Provided:
Partnerships, Naming Rights, Venue
Management & Operations



HILLIARD CENTER **CORPUS CHRISTI, TX**

Services Provided:
Partnerships, Naming Rights,
Concessions & Catering Sales



STORMONT VAIL EVENTS CENTER **TOPEKA, KS**

Services Provided:
Partnerships, Naming Rights, Catering
Sales & Event Management



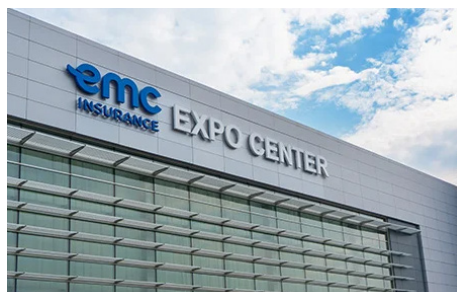
ATRIUM HEALTH AMPHITHEATER **MACON, GA**

Services Provided:
Partnerships, Naming Rights, Venue
Management



ARVEST CONVENTION CENTER **TULSA, OK**

Services Provided:
Partnerships, Naming Rights,
Hospitality, and Venue Management



EMC EXPO CENTER **DES MOINES, IOWA**

Services Provided:
Partnerships, Naming Rights, and
Venue Management.



COMMUNITY CHOICE CONVENTION CENTER **DES MOINES, IOWA**

Services Provided:
Partnerships, Naming Rights, and
Venue Management.

KEY PERSONNEL



LIAM WESELOH - PRIMARY POINT OF CONTACT
SENIOR VICE PRESIDENT, GLOBAL PARTNERSHIPS

Liam leads the OVG Managed Facilities' commercial rights sales efforts across the United States. He is responsible for generating profitable growth for sports and entertainment clients and OVG-managed facilities through the sale of Naming Rights, sponsorships, premium seating, and other commercial marketing rights. A 20+ year veteran of the industry, Liam oversees the business operations of the division emphasizing a customer focus and providing expertise of working with a diverse portfolio of brands and properties.



MIKE CZOPEK
VICE PRESIDENT, GLOBAL PARTNERSHIPS

Mike leads the Midwest and West OVG Managed Facilities' commercial rights sales efforts under Liam Weseloh. He is based in Chicago and responsible for overseeing revenue growth through the sale of Naming Rights, sponsorships, premium seating, and other commercial marketing rights across more than 20 properties. Mike joined OVG in 2018 to lead the on-site property sales and growth efforts for the 11,000-seat Sears Centre Arena in suburban Chicago. During his time there, Mike raised sponsorship and premium seating revenues to all-time highs while also securing a new 15-year Naming Rights agreement to NOW Arena with locally-based NOW Foods amidst the pandemic in September of 2020.

CORPORATE SUPPORT

Led by our president Dan Griffis, our project team will receive corporate support by our division leads who have extensive sports and entertainment experience.



DAN GRIFFIS
PRESIDENT,
OVG GLOBAL
PARTNERSHIPS



JOE CASEY
VICE PRESIDENT,
HEAD OF ANALYTICS,
RESEARCH, &
VALUATION



RYAN REDLER
VICE PRESIDENT
OF SALES, GLOBAL
PARTNERSHIPS



LARRY NICHOLS
SENIOR DIRECTOR
OF NATIONAL
SALES, GLOBAL
PARTNERSHIPS

ABILITY TO MEET TIMELINES

OVG Global Partnerships looks forward to the opportunity to work with you to develop a customized timeline specific to your project/scope. For your review, below we have provided our standard timeline, which will be used as a BASIS for this customization.

0-60 Days: Value of Assets & Sponsorship Commercialization Structure

60-90 Days: Strategic Plan Development

90 days & On: Overall Sponsorship Solicitation

Our team of sponsorship executives will lead the Naming Rights and sponsorships strategy and execution for the City of Green Bay Convention Center. We will develop a customized approach, based on our extensive local presence and our experience connecting world class brands to the properties we represent across the globe. OVG Global Partnerships will deploy the industry's latest trends that we have developed opening entertainment facilities to maximize revenue for you.

SPONSORSHIP SALES & SERVICING

SPONSORSHIP STRATEGY DEVELOPMENT

ADVERTISING INVENTORY DESIGN & MANAGEMENT

ASSET VALUATION & RATE CARD DEVELOPMENTS

DIGITAL SIGNAGE CONSULTATION & SALES

SALES COLLATERAL DESIGN

NATIONAL SALES SUPPORT

CONTRACT NEGOTIATION

THE OVG PROCESS

OVG Global Partnerships connects world-class sports and entertainment properties with world-class brands to create mutually beneficial outcomes.

- 1. We are an extension of your brand.** There is no competition. We work in concert with your team to make sure there are not any lapses in communication or confusion in the marketplace. There will always be clear lines of responsibility and reporting.
- 2. Align on Comps and Ownership Expectations.** Get a complete understanding on what the comps are, and then get clear expectations from the ownership group on what they need financially, making sure the comps and the expectations align before going to market.
- 3. Building out the Sponsorship Strategy and Rate Card.** *To be completed in the first 90 days*
 - Identify all sponsorable assets within City of Green Bay Convention Center's strategy and provide the group with an asset-by-asset rate card.
 - OVG will work to ideate and identify new potential assets to sell within the constructs of City of Green Bay Convention Center's messaging.
 - Will work in conjunction with the sales team to provide a strategic look at the sponsorship packages and tiers to maximize commercial revenue.
 - Provide adjustable values to arm the sales team with variable pricing across the sponsorship portfolio that incorporates various inputs.
- 4. Prospecting Strategy**
 - Develop a list of brands that OVG has close, personal relationships with on a national scale.
 - List the largest companies in the region, followed by digging one level deeper as to who their main suppliers and partners are, and where they are located.
 - Identify open categories and deep dive into the alignment of the fan base with potential brands in the space. Utilize fan demographics, consumer behavior metrics, and passion points to show the unique differentiators City of Green Bay Convention Center has to offer in the market.
- 5. Creating Buzz**
 - Use PR as our friend in the process to communicate new things coming and use those articles as touchpoints with potential partners. Buzz will be a necessary piece around this asset locally and nationally.
 - Utilize our internal and external resources to provide key initiative snapshots across key events, sponsor initiatives, and viral moments throughout the year to illustrate the value of City of Green Bay Convention Center.
 - Our national sales team is responsible for approaching brands with a scalable marketing platform that reaches the valuable sports and entertainment audience across our hundreds of venues. We will incorporate City of Green Bay Convention Center, providing the opportunity to receive incremental sponsorship dollars outside of local companies. OVG Global Partnerships has ongoing relationships with over 3,000 brands.
- 6. Closing the Deal.** We will create levels of partnerships that provide corporate partners a premium position and close brand associate with the property.

ABILITY TO INTEGRATE PROJECT INTO PRESENT WORKLOAD

OVG Global Partnerships is uniquely positioned to integrate the City of Green Bay Convention Center Naming Rights and sponsorship initiative into our current workload without disruption to project timelines, responsiveness, or service quality. Our organizational structure, dedicated staffing model, and national platform are specifically designed to manage multiple concurrent Naming Rights and sponsorship engagements while maintaining a highly customized, client-focused approach.

Specific to the Green Bay Convention Center, OVG Global Partnerships would identify a designated salesperson to be the primary revenue driver for the venue. This person's sole area of focus would be on generating revenue in targeted categories aligned with specific convention centers in the OVG portfolio, with a priority focus made to the Green Bay Convention Center opportunities. By aligning our sales efforts around multiple venues, it allows for more broad conversations with regional and national brands, expanding the sales footprint for the Green Bay Convention Center.

THE RIGHT PARTNERS FOR THE RIGHT STORY

What makes us unique is that we have experience on all sides of the sponsorship equation



REFERENCES

UBS ARENA

BRIAN HULL

1285 Avenue of the Americas,
14th Floor New York, NY 10019

917.207.2490

Brian.Hull@ubs.com

ACRISURE ARENA

GREG WILLIAMS

2900 West Road, Suite 510,
Easting Lansing, MI 48823

517.242.5411

gwilliams@acrisure.com

STORMONT VAIL EVENTS CENTER

RICH ECKERT

200 SE 7th Street,
Topeka, KS 66603

785.608.7660

rich.eckert@snco.us

WHAT OUR CLIENTS ARE SAYING

“

Our investment in UBS Arena is the single greatest marketing investment we have made in the Americas. In only one short year since opening, this venue continues to exceed expectations and we could not be more happy with our partnership with OVG.

Tom Naratil (Former UBS CEO)

“

OVG is a global powerhouse full of innovators and they proved it once again with Climate Pledge Arena. Amazon will receive a minimum of 10X the value from this partnership and if we had to do it all over again, our only change would have been signing up day 1 vs day 10.

Andy Jassy (Amazon)

“

If anything, OVG undersold the power of our Naming Rights deal together. OVG hustles every day to make sure that we get maximum value from this partnership.

Greg Williams (Acrisure)

LEGAL EXCEPTIONS

GENERAL EXCEPTIONS:

- OVG reserves the right to further negotiate terms and conditions in accordance with industry-standard practice.
- OVG reserves the right to remove inapplicable terms and conditions, such as language relating to equipment, delivery charges, and the like.

SPECIFIC EXCEPTIONS:

- Sections 11(a) and (b): Delete (no right to cancel contract or terminate for convenience).
- Section 11(d): Bidder should have right to cure in accordance with Section 11(c).
- Section 14: Delete (product warranty inapplicable).
- Section 16: We assume the engagement / contract will provide that Bidder is appointed as the exclusive third-party sales agent for purposes of sales of Convention Center Naming Rights (but that Green Bay reserves the right to contract third parties with respect to other sponsorship assets, which may include sponsorship assets at the Convention Center).
- Section 18(c): Delete (no early payment discount)
- Section 23: Indemnity should be limited to OVG's negligence or willful misconduct in relation to its performance of the Contract, and the indemnity should not include coverage to the extent of (i) the negligence or willful misconduct of the City, its officials, officers, etc., or (ii) if OVG's negligence or willful misconduct was the direct result of direction by the City, its officials, officers, etc.
- Section 30: Delete as warranties as to performance and workmanship are not applicable.
- Section 33: Ownership of Contract Product should be limited to final products/deliverables or items that are publicly disseminated. Internal communications at OVG and draft term sheets should not be matters of public record. Final scope subject to further discussion between the parties.



Form A – Signature of Affidavit

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

In signing Bids/Proposals, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise take any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit Bids/Proposals, that Bids/Proposals have been independently arrived at, without collusion with any other Bidders/Proposers, competitor or potential competitor; that Bids/Proposals have not been knowingly disclosed prior to the opening of Bids/Proposals to any other Bidders/Proposers or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting Bids/Proposals, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Bids/Proposals, declares that the attached Bids/Proposals and pricing are in conformity therewith, and attests to the truthfulness of all submissions in response to this solicitation.

Bidders/Proposers shall provide the information requested below. Include the legal name of the Bidders/Proposers and signature of the person(s) legally authorized to bind the Bidders/Proposers to a contract.

Has your company ever been debarred?

☒ **NO**

☐ **YES** (please explain below):

COMPANY NAME:	
OVG Global Partnerships LLC	
SIGNATURE:	
	
PRINT NAME:	DATE:
Brian Rothenberg	6/3/2026



Form B – Receipt of Forms & Submittal Checklist

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

Bidders/Proposers hereby acknowledge the receipt and/or submittal of the following forms:

FORMS	Initial to Acknowledge SUBMITTAL	Initial to Acknowledge RECEIPT
Description of Services/Commodities	N/A	BR
FORM A: Signature of Affidavit	BR	N/A
FORM B: Receipt of Forms & Submittal Checklist	BR	N/A
FORM C: Vendor Profile Information	BR	N/A
FORM D: Bid/Proposal Offer Form	BR	N/A
FORM E: References	BR	N/A
FORM F: Confidential & Proprietary Information	BR	N/A
Appendix A: Standard Terms & Conditions	N/A	BR
Appendix B: Contract for Purchase of Services	N/A	
Statement of Qualifications (SOQ) – If Required	N/A	N/A
Addendum # 1	BR	
Addendum #		
Addendum #		
Addendum #		

COMPANY NAME:	
OVG Global Partnerships LLC	
SIGNATURE:	
	
PRINT NAME:	DATE:
Brian Rothenberg	6/3/2026



Form C – Vendor Profile Information

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

COMPANY INFORMATION

COMPANY NAME (Make sure to use your complete, legal company name):

OVG Global Partnerships LLC

FEIN (If FEIN is not applicable, SSN collected upon award):

87-2368654

CONTACT NAME:

Dan Griffis

TITLE:

President

TELEPHONE NUMBER:

412.906.1285

FAX NUMBER:

EMAIL:

dgriffis@oakviewgroup.com

ADDRESS:

5050 S Syracuse St., Suite 800.

CITY:

Denver

STATE:

CO

ZIP:

80237

ORDERS/BILLING CONTACT

CONTACT NAME:

Liam Weseloh

TITLE:

Senior Vice President

TELEPHONE NUMBER:

912.604.0140

FAX NUMBER:

EMAIL:

lweseloh@oakviewgroup.com

ADDRESS:

5050 S Syracuse St., Suite 800.

CITY:

Denver

STATE:

CO

ZIP:

80237

PROCUREMENT CARD (P-CARD)

COMPANY ACCEPTS PAYMENT BY CREDIT CARD:

YES ☒ or NO ☐

NOTE: The City does not pay service charges.

The City of Green Bay has implemented a Procurement Card (P-Card) Program. Bidders/Proposers must have the capability to accept credit cards for payments or must be willing to take the necessary steps in order to accept credit card payments by the City prior to the implementation of this agreement as the City may opt to use the P-Card as its method of payment.

While acceptance of credit cards for payments may be mandatory, this shall not be the City's exclusive method of payment. Bidders/Proposers shall not charge a surcharge, convenience fee or any other fees associated with the acceptance of payment by the City's P-Card.



Form E – References

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

REFERENCE #1 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
UBS Bank		Brian Hull	
ADDRESS:	CITY:	STATE:	ZIP:
1285 Avenue of the Americas - 14th Floor	New York	NY	10019
TELEPHONE NUMBER:		FAX NUMBER:	
917-207-2490			
EMAIL:			
Brian.Hull@ubs.com			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights partner of OVG at UBS Arena in New York, NY			

REFERENCE #2 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
Acrisure		Greg Williams	
ADDRESS:	CITY:	STATE:	ZIP:
2900 West Road, Suite 510	East Lansing	MI	48823
TELEPHONE NUMBER:		FAX NUMBER:	
517-242-5411			
EMAIL:			
gwilliams@acrisure.com			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
DESCRIPTION OF WORK PERFORMED:			
Naming Rights partner of OVG at Acrisure Arena in Palm Desert, CA			

REFERENCE #3 – CLIENT INFORMATION

COMPANY NAME:		CONTACT NAME:	
Stormont Vail Events Center		Rich Eckert	
ADDRESS:	CITY:	STATE:	ZIP:
200 SE 7th Street	Topeka	KS	66603
TELEPHONE NUMBER:		FAX NUMBER:	
785-608-7660			
EMAIL:			
rich.eckert@snco.us			
CONTRACT PERIOD:	YEAR COMPLETED:	TOTAL COST:	
DESCRIPTION OF WORK PERFORMED:			
Client of OVG. Has firsthand experience working with OVG.			



Form F – Confidential & Proprietary Information

RFP 2026-15 NAMING RIGHTS MARKETING & SPONSORSHIP SERVICES

This form must be returned with your response.

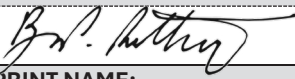
Material submitted in response to the City of Green Bay's ("City") Bid/Proposal includes at least one formula, pattern, compilation, program, device, method, technique or process that derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use and is the subject of reasonable efforts to maintain its secrecy. Such information qualifies as a trade secret, as provided in Wis. Stat. § 19.36(5). As such, the Bidder/Proposer asks that the trade secrets contained on certain pages of this Bid/Proposal, as indicated below, be treated as confidential material and not be released to the public. I am providing the following information with the understanding that it is being submitted to the City under a pledge of confidentiality. I would not have submitted this information had the City not pledged to keep it confidential* and request that the following pages not be released:

SECTION	PAGE	TOPIC

NOTE: Bidders/Proposers are cautioned that the entire Bid/Proposal may not fall within the confines of the pledge of confidentiality. The about designation(s) of confidentiality in no way guarantees that designated information will be kept confidential. Under the provision of the Public Records Law, Bidder/Proposer is not entitled to notification prior to release of information and is not entitled to go to court to block disclosure of any portion of the Bid/Proposal.

If the City agrees with Bidders/Proposers designation of trade secret or confidentiality and the designation is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the designation of trade secret or confidentiality.

Failure to include this designation in the Bid/Proposal response may mean that all information provided as part of the Bid/Proposal response will be open to examination and copying.

COMPANY NAME:	TITLE:
OVG Global Partnerships	Executive Vice President & General Counsel
SIGNATURE:	
	
PRINT NAME:	DATE:
Brian Rothenberg	6/3/2026

NOTE: The City as custodian of these public records has the obligation, pursuant to Public Record Laws, to determine whether the above information can be kept confidential.



Order Number: Q-124603 - 1
Date Created: May 2, 2026
Valid Through: July 31, 2026

ORDER FORM

PREPARED FOR:

Stephanie Schmutzer
City of Green Bay
1085 Parkview Road
Green Bay, Wisconsin 54304
United States
+1 312-750-1234
stephanie.schmutzer@greenbaywi.gov

PREPARED BY:

Pratima Lal
Four Winds Interactive LLC
80 S Santa Fe Drive
Denver, CO 80223
United States

pratima.lal@poppulo.com

ORDER SUMMARY

Order Term (months)	36	First Year Amount	15,120.00
Currency	USD	Total Order Amount	49,085.60

ORDER DETAILS

SUBSCRIPTION FEES

Period	Start Date	End Date	Amount
1	08-01-2026	07-31-2027	15,120.00
2	08-01-2027	07-31-2028	16,329.60
3	08-01-2028	07-31-2029	17,636.00
Total			49,085.60

Product	Description	Qty	Billing Frequency
Poppulo Harmony - Digital Signage - Pro	Access to Harmony Signage Cloud and standard Ready to Use Content, device network management and user onboarding. 10 - Digital Signage Device Subscriptions 3 - DS Contributor users 1 - Author License	1	Annually

Confidential between Customer and Poppulo. Not for distribution.

Q-124603

Page 1 of 3



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Lacey Cochart, City Attorney

AGENDA ITEM # F.10

For consideration and possible action on Assignment of the Convention Center Management Agreement and Parking Agreement to Revir Hospitality Green Bay, LLC.

BACKGROUND

The convention center is currently operated by 333 Main LLC, an assignee of Scarlett Real Estate Holdings, also the current owner of the Hyatt Hotel. The hotel is being sold to Revir Capital, LLC, of Illinois. Scarlett will continue to operate the hotel and convention center under the newly organized Revir Hospitality Green Bay, LLC.

RECOMMENDATION

To approve Assignment of the Convention Center Management Agreement and Parking Agreement to Revir Hospitality Green Bay, LLC.

FISCAL IMPACT

ATTACHMENTS

1. 333 Main - Third Amendment Estoppel and Consent to Assignment of Convention Center Management Agreement
2. 333 Main - Third Amendment Estoppel and Consent to Assignment of Parking Agreement-137630138-v5

Consent to Assignment, Third Amendment and
Estoppel Certificate
Management Agreement for the Green Bay Convention Center and Conference Center

This Consent to Assignment, Third Amendment, and Estoppel Certificate (the “Third Amendment”) is made as of _____, 2026, by and between the City of Green Bay, Wisconsin, a municipal corporation (“Lessee”) and 333 Main, LLC, a Delaware limited liability company, (the “Operator”), as assignee of Scarlett Real Estate Holdings, LLC, a Tennessee limited liability company (“Scarlett”), and with the approval of the Redevelopment Authority of the City of Green Bay, Wisconsin, a municipal corporation (the “Authority”), (collectively the “Parties”).

The Parties entered into a certain Management Agreement for the Green Bay Convention Center and Conference Center, dated as of July 1, 1999, as modified by that certain Letter, dated February 28, 2007 regarding assignment from Regency Suites to Green Bay Hotel Associates LLC, as amended by that certain First Amendment to Management Agreement, dated as of July 8, 2015 and as further amended by that certain Second Amendment to Management Agreement, dated as of April 18, 2024 (collectively and together with any amendments and assignments, the (“Agreement”), with respect to the management of the Center (as defined in the Agreement). All capitalized terms used herein but not defined shall have the meanings ascribed to such terms in the Agreement. Operator’s rights under the Agreement were acquired pursuant to that certain Assignment and Assumption of Convention Center Agreement, dated as of May 1, 2024 (the “333 Main Assignment”), by and between HR Green Bay Owner, LLC, a Delaware limited liability company, d/b/a Hyatt Regency Green Bay (f/k/a Hyatt on Main, Green Bay) (“Hyatt”) and Operator as assignee of Scarlett, whereby Hyatt assigned all of its right, title and interest in and to the Agreement to Operator.

Operator and REVIR CAPITAL, LLC, a Illinois limited liability company (“Contract Buyer”) have entered into that certain Purchase and Sale Agreement dated as of April 21, 2026, as amended, as assigned by Contract Buyer to REVIR HOSPITALITY GREEN BAY, LLC, a Wisconsin limited liability company (“New Owner”), an affiliate of Contract Buyer, whereby Operator desires to sell to New Owner (as the assignee of Contract Buyer) certain property located at 333 Main Street, Green Bay, WI 54301, commonly known and operated as the Hyatt Regency Green Bay (the “Hotel”). In connection with such transfer, Operator desires to assign all of its rights and obligations under the Agreement to New Owner by entering into an assignment and assumption agreement with New Owner in the form of Exhibit A hereto (the “Assignment”).

1. Consent to Assignment

Pursuant to Section 12.1 of the Agreement, Lessee’s consent is required for any assignment made by the “Operator” thereunder. The Lessee hereby consents to Assignment in executing this Third Amendment. Such signature to evidence: (i) acknowledgement of the Assignment and that the Assignment will not constitute a breach of the Agreement; (ii) Lessee’s consent to and approval of the Assignment effective as of New Owner’s acquisition of the Hotel; (iii) Lessee’s acknowledgement that the Agreement will remain in full force and effect, in accordance with its terms, following the Assignment; and (iv) Operator is hereby released and discharged of any duty or responsibility under the Agreement following the Assignment.

2. Amendments

Consent to Assignment, Third Amendment and
Estoppel Certificate
Management Agreement for the Green Bay Convention Center and Conference Center

- A. Definitions. Section 1.1 of the Agreement shall be amended to reflect the following definitions:

Operator shall mean REVIR HOSPITALITY GREEN BAY, LLC, a Wisconsin limited liability company.

Operator's Predecessor-in-interest shall mean 333 Main, LLC, a Delaware limited liability company as successor-in-interest to HR Green Bay Owner, LLC, a Delaware limited liability company, as successor-in-interest to Hyatt Corporation, a Delaware corporation, as authorized agent of Hyatt Equities, L.L.C., a Delaware limited liability company, d/b/a Hyatt Regency Green Bay (f/k/a Hyatt on Main, Green Bay).

- B. Notices. From and after the effective date of the Assignment, all notices under the Agreement to be sent to the "Operator" or the related party thereunder shall be sent to the addresses below. The parties will provide the Lessee with notice of the effective date of the Assignment:

REVIR HOSPITALITY GREEN BAY, LLC
c/o Revir Capital, LLC
1141 West Randolph Street, 2nd floor
Chicago, Illinois 60607
Attention: Rushi Shah
Email: rshah@magmilecapital.com

with a copy to:

Wolin Law Group LLC
100 North LaSalle Street, Suite 800
Chicago, Illinois 60602
Attention: Julie Kaminski
Email: jkaminski@wolinlawgroup.com

If to Lessee:

City of Green Bay
Attn: Community and Economic Development Director
City Hall
100 N. Jefferson
Green Bay, WI 54301
cheryl.renier-wigg@greenbay.wi.gov

City of Green Bay
Attn: City Attorney
City Hall
100 N. Jefferson
Green Bay, WI 54301

Consent to Assignment, Third Amendment and
Estoppel Certificate
Management Agreement for the Green Bay Convention Center and Conference Center

lacey.cochart@greenbay.wi.gov

3. Estoppel

Pursuant to Section 12.1 of the Agreement, Operator hereby requests the Lessee certify and acknowledge that:

- A. As of the date this letter is signed, (i) the Agreement is currently in full force and effect; (ii) the Agreement has not been amended, supplemented and/or otherwise modified, either orally or in writing, except as set forth in this Letter; and (iii) to the undersigned's knowledge, neither the Lessee, nor the Operator are in default in the performance of any of their obligations under the Agreement and there are no violations by the Lessee or the Operator thereunder.
- B. The person signing this Letter is duly authorized to sign and deliver it on behalf of the Lessee, and no other signatures or approvals are required or necessary in connection with the execution and validity of this Letter.
- C. This Letter shall have the effect of estopping the Lessee from making any assertions contrary to the contents hereof.
- D. This Letter shall inure to the benefit of Contract Buyer, New Owner and each of their respective successors and assigns, together with their respective lenders, title insurers, mortgagees, and each of their successors and assigns, and shall be binding upon the Lessee and its successors and assigns.
- E. The current amount of guaranteed Gross Revenue to Lessee is \$ _____ and this is set to increase on _____.

Signature page follows.

Consent to Assignment, Third Amendment and
Estoppel Certificate
Management Agreement for the Green Bay Convention Center and Conference Center

For the Redevelopment Authority of the City of Green Bay:

By: _____ Date: _____
Gary J. Delveaux, Chair

Attest: _____ Date: _____
Cheryl Renier-Wigg,
Executive Director

For the Lessee, City of Green Bay:

By: _____ Date: _____
Eric Genrich, Mayor

By: _____ Date: _____
Celestine Jeffreys, Clerk

[signatures continue on the following page]

Consent to Assignment, Third Amendment and
Estoppel Certificate
Management Agreement for the Green Bay Convention Center and Conference Center

For the Operator, 333 MAIN, LLC, a Delaware limited liability company

333 MAIN, LLC,
a Delaware limited liability company

By: SREH Investment Manager Green Bay,
LLC, a Delaware limited liability company,
its Manager

By: ZAR Capital Partners, LLC,
a Delaware limited liability company,
its Sole Member

By: _____

Name: Zio Pekovic

Title: Authorized Signatory

Date: _____

EXHIBIT A

Form Assignment and Assumption Agreement

ASSIGNMENT AND ASSUMPTION OF CONVENTION CENTER AGREEMENT

This Assignment and Assumption of Convention Center Agreement (this “Assignment”) is made and entered into as of _____, 2026 (the “Effective Date”) by and between 333 MAIN, LLC, a Delaware limited liability company (“Assignor”), and REVIR HOSPITALITY GREEN BAY, LLC, a Wisconsin limited liability company (“Assignee”), each a “Party” and together the “Parties”.

RECITALS

Assignor is a party to that certain Management Agreement, dated July 1, 1999, between the City, as “Lessee”, and Assignor, as “Operator”, as amended by that certain Letter, dated February 28, 2007, as amended by that certain First Amendment to Management Agreement, dated as of July 8, 2015, and as further amended by that certain Second Amendment to Management Agreement, dated as of April 18, 2024 (collectively and together with any amendments and assignments, the (“Convention Center Management Agreement”). Operator’s rights under the Agreement were acquired pursuant to that certain Assignment and Assumption of Convention Center Agreement, dated as of May 1, 2024 (the “333 Main Assignment”), by and between HR Green Bay Owner, LLC, a Delaware limited liability company, d/b/a Hyatt Regency Green Bay (f/k/a Hyatt on Main, Green Bay) (“Hyatt”) and Operator as assignee of Scarlett, whereby Hyatt assigned all of its right, title and interest in and to the Agreement to Operator. Capitalized terms used herein and not defined shall have the meanings assigned to them in the Convention Center Agreement, as applicable.

Assignor has agreed to sell, and Assignee has agreed to purchase, that certain hotel located at 333 Main Street, Green Bay, Wisconsin and commonly known as the Hyatt Regency Green Bay.

In connection with the purchase and sale of the hotel, Assignor desires to assign, and Assignee desires to assume, all of the rights and obligations of Assignor under the Convention Center Agreement.

AGREEMENT

NOW THEREFORE, in consideration of the agreements and conditions contained herein and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows, with effect as of the Effective Date:

Section 1.1 Assignment and Assumption.

(a) Assignment. Effective as of the Effective Date, Assignor hereby assigns, sells, conveys and otherwise transfers to Assignee all of Assignor’s right, title and interest in and to the Convention Center Agreement.

Consent to Assignment, Third Amendment and
Estoppel Certificate
Management Agreement for the Green Bay Convention Center and Conference Center

(b) Assumption. Assignee hereby accepts the assignment of all of Assignor's right, title and interest in and to the Convention Center Agreement and assumes and agrees to be bound by and perform, as a direct obligation of Assignee, each and all of the obligations, terms, covenants and agreements of Assignor under the Convention Center Agreement accruing from and after the Effective Date.

Section 1.2 Miscellaneous.

(a) As between Assignor and Assignee, this Assignment does not enlarge, restrict or otherwise modify the terms of the purchase and sale or constitute a waiver or release by Assignor or Assignee of any liabilities, duties or obligations imposed upon them (or any of their respective affiliates) by the terms of the purchase and sale applicable to the Hyatt Regency Green Bay.

(b) A Party may deliver an executed signature page to this Assignment by PDF or other email transmission, including DocuSign or similar electronic signatures to any other Parties, which PDF or email copy shall be deemed to be an original executed signature page. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original and all of which counterparts together shall constitute one agreement with the same effect as if the Parties had signed the same signature page.

[Remainder of Page Intentionally Left Blank]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the date first set forth above.

ASSIGNOR:

333 MAIN, LLC,
a Delaware limited liability company

By: SREH Investment Manager Green Bay,
LLC, a Delaware limited liability company,
its Manager

By: ZAR Capital Partners, LLC,
a Delaware limited liability company,
its Sole Member

By: _____
Name: Zio Pekovic
Title: Authorized Signatory

(Signatures continue on the following page)

ASSIGNEE:

REVIR HOSPITALITY GREEN BAY, LLC,
a Wisconsin limited liability company

By: _____

Name: Rushi Shah

Title: Manager

[Signature to Assignment and Assumption of Convention Center Agreement]

333 Main, LLC
c/o Scarlett Hotel Group, LLC
770 Lake Cook Road, Suite 355
Deerfield, IL 60015

_____, 2026

VIA OVERNIGHT COURIER (RETURN RECEIPT REQUESTED) AND EMAIL

City of Green Bay, Wisconsin
City of Green Bay, City Hall
100 N. Jefferson
Green Bay, Wisconsin 54301
Attention: City Clerk

Re: Parking Agreement – Consent to Assignment, Amendment and Estoppel

Ladies and Gentlemen:

The City of Green Bay, Wisconsin, a municipal corporation (“City”) and 333 MAIN, LLC, a Delaware limited liability company (“Existing Owner”), as assignee of Scarlett Real Estate Holdings, LLC (“Scarlett”), a Tennessee limited liability company, are parties to that certain Parking Agreement, dated as of August 31, 2012, as amended by that certain First Amendment to Parking Agreement dated October 12, 2023 and as further amended by that certain Second Amendment to Parking Agreement dated April 18, 2024 (as amended and assigned, and as the same may be further amended, modified and/or supplemented from time to time, the “Parking Agreement”), with respect to the Hyatt Parking Passes and Existing Ramps (as each is defined in the Parking Agreement). Existing Owner’s rights under the Parking Agreement were acquired pursuant to that certain Assignment and Assumption of Parking Agreement, dated as of May 1, 2024 (the “333 Main Assignment”), by and between HR Green Bay Owner, LLC, a Delaware limited liability company, d/b/a Hyatt Regency Green Bay (f/k/a Hyatt on Main, Green Bay) (“Hyatt”) and Existing Owner as assignee of Scarlett, whereby Hyatt assigned all of its right, title and interest in and to the Parking Agreement to Existing Owner.

Existing Owner and REVIR CAPITAL, LLC, a Illinois limited liability company (“Contract Buyer”) have entered into that certain Purchase and Sale Agreement dated as of April 21, 2026, as amended by that certain First Amendment to Purchase and Sale Agreement, dated as of June 5, 2026, and as further amended by that certain Second Amendment to Purchase and Sale Agreement, dated as of June 10, 2026, as assigned by Contract Buyer to REVIR HOSPITALITY GREEN BAY, LLC, a Wisconsin limited liability company (“New Owner”), an affiliate of Contract Buyer, and whereby Existing Owner desires to sell to New Owner (as assignee of Contract Buyer) that certain property located at 333 Main Street, Green Bay, WI 54301, commonly known and operated as the Hyatt Regency Green Bay (the “Hotel”). In connection with such transfer, Existing Owner desires to assign all of its rights and obligations under the Parking Agreement to New Owner by entering into an assignment and assumption agreement with New Owner in the form of Exhibit A hereto (the “Assignment”).

1. Consent to Assignment

Pursuant to Section 10 of the Parking Agreement, City's consent is required for any assignment made by "Hotel Owner" thereunder, and Existing Owner is currently Hotel Owner. Therefore, Existing Owner hereby requests that an authorized representative of the City kindly sign and return a copy of this letter (the "Letter"), such signature to evidence: (i) acknowledgement of the Assignment and that the Assignment will not constitute a breach of the Parking Agreement, (ii) City's consent to and approval of the Assignment effective as of the date the City executes this Letter, which pursuant to Section 10 of the Parking Agreement shall be no later than thirty (30) days from the date hereof, (iii) City's acknowledgement that the Parking Agreement will remain in full force and effect, in accordance with its terms, following the Assignment; and (iv) following the Assignment, Existing Owner is hereby released and discharged of any duty or responsibility under the Parking Agreement. Following such assignment, the term "Hotel Owner" set forth in the Parking Agreement shall mean "REVIR HOSPITALITY GREEN BAY, LLC".

2. Notices

From and after the effective date of the Assignment, all notices under the Parking Agreement to be sent to the New Owner or the related party thereunder shall be sent to the addresses below. The parties will provide the City with notice of the effective date of the Assignment.

REVIR HOSPITALITY GREEN BAY, LLC
c/o Revir Capital, LLC
1141 West Randolph Street, 2nd floor
Chicago, Illinois 60607
Attention: Rushi Shah
Email: rshah@magmilecapital.com

with a copy to:

Wolin Law Group LLC
100 North LaSalle Street, Suite 800
Chicago, Illinois 60602
Attention: Julie Kaminski
Email: jkaminski@wolinlawgroup.com

3. Estoppel

Pursuant to Section 13 of the Parking Agreement, Existing Owner hereby requests the City certify and acknowledge that:

- A. As of the date this Letter is signed, (i) the Parking Agreement is currently in full force and effect; (ii) the Parking Agreement has not been amended, supplemented and/or otherwise modified, either orally or in writing, except as set forth in this Letter; and (iii) to the undersigned's knowledge, neither the City nor Existing Owner is in default in the performance of any of their obligations under the Parking Agreement.

- B. The current rent is \$20.47 per Hyatt Parking Passes. The current cost per any temporary parking vouchers issued to Existing Owner for daily, one-time use, as needed (the “Vouchers”, each a “Voucher”) is \$1.25/hour. Existing Owner has paid all sums due under the Parking Agreement, including the cost of any Vouchers, through May 31, 2026. There is no additional rent due under the Parking Agreement.
- C. The person signing this Letter is duly authorized to sign and deliver it on behalf of the City, and no other signatures or approvals are required or necessary in connection with the execution and validity of this Letter.
- D. This Letter shall have the effect of estopping the City from making any assertions contrary to the contents hereof.
- E. This Letter shall inure to the benefit of Contract Buyer, New Owner and each of their respective successors and assigns, together with their respective lenders, title insurers, mortgagees, and each of their successors and assigns, and shall be binding upon the City and its successors and assigns.

Please sign this letter where indicated below to indicate your acknowledgement of and agreement and consent to the above and return the signed copy to Zio Pekovic c/o Scarlett Hotel Group, LLC at 770 Lake Cook Road, Suite 355, Deerfield, Illinois 60015, along with a scanned copy by email at zio.pekovic@scarletthotelgroup.com. Thank you in advance for your assistance and prompt attention to this matter.

Signature page follows.

We appreciate your prompt attention to this matter and look forward to continuing our mutually beneficial relationship.

Sincerely,

333 MAIN, LLC,
a Delaware limited liability company

By: _____
Name: Zio Pekovic
Title: Authorized Signatory

[Signatures continue on following page]

ACKNOWLEDGED, AGREED AND CONSENTED TO:

CITY OF GREEN BAY, WISCONSIN

a municipal corporation

By: _____

Name: Eric Genrich, Mayor

Date: _____

By: _____

Name: Celestine Jeffreys, Clerk

Date: _____

cc: City Attorney
City of Green Bay
100 N. Jefferson Street
Green Bay, Wisconsin 54301
Email: lacey.cochart@greenbaywi.gov

EXHIBIT A

FORM OF ASSIGNMENT AND ASSUMPTION OF PARKING AGREEMENT

ASSIGNMENT AND ASSUMPTION OF PARKING AGREEMENT

This Assignment and Assumption of Parking Agreement (this “Assignment”) is made and entered into as of June ____, 2026 (the “Effective Date”) by and between 333 MAIN, LLC, a Delaware limited liability company (“Assignor”), and REVIR HOSPITALITY GREEN BAY, LLC, a Wisconsin limited liability company (“Assignee”), each a “Party” and together the “Parties”.

RECITALS

Assignor is a party to that certain Parking Agreement, dated August 31, 2012, between Assignor and the City as amended by that certain First Amendment to Parking Agreement dated October 12, 2023 and as further amended by that certain Second Amendment to Parking Agreement dated April 18, 2024 (as amended and assigned, the “Parking Agreement”). Capitalized terms used herein and not defined shall have the meanings assigned to them in the Parking Agreement, as applicable.

Assignor’s rights under the Parking Agreement were acquired pursuant to that certain Assignment and Assumption of Parking Agreement, dated as of May 1, 2024 (the “333 Main Assignment”), by and between HR Green Bay Owner, LLC, a Delaware limited liability company, d/b/a Hyatt Regency Green Bay (f/k/a Hyatt on Main, Green Bay) (“Hyatt”) and Assignor, as assignee of Scarlett Real Estate Holdings, LLC, a Tennessee limited liability company, whereby Hyatt assigned all of its right, title and interest in and to the Parking Agreement to Assignor.

Assignor has agreed to sell, and Assignee has agreed to purchase, that certain hotel located at 333 Main Street, Green Bay, Wisconsin and commonly known as the Hyatt Regency Green Bay.

In connection with the purchase and sale of the hotel, Assignor desires to assign, and Assignee desires to assume, all of the rights and obligations of Assignor under the Parking Agreement.

AGREEMENT

NOW THEREFORE, in consideration of the agreements and conditions contained herein and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows, with effect as of the Effective Date:

Section 1.1 Assignment and Assumption.

(a) Assignment. Effective as of the Effective Date, Assignor hereby assigns, sells, conveys and otherwise transfers to Assignee all of Assignor’s right, title and interest in and to the Parking Agreement.

(b) Assumption. Assignee hereby accepts the assignment of all of Assignor's right, title and interest in and to the Parking Agreement and assumes and agrees to be bound by and perform, as a direct obligation of Assignee, each and all of the obligations, terms, covenants and agreements of Assignor under the Parking Agreement accruing from and after the Effective Date.

Section 1.2 Miscellaneous.

(a) As between Assignor and Assignee, this Assignment does not enlarge, restrict or otherwise modify the terms of the purchase and sale or constitute a waiver or release by Assignor or Assignee of any liabilities, duties or obligations imposed upon them (or any of their respective affiliates) by the terms of the purchase and sale applicable to the Hyatt Regency Green Bay.

(b) A Party may deliver an executed signature page to this Assignment by PDF or other email transmission, including DocuSign or similar electronic signatures to any other Parties, which PDF or email copy shall be deemed to be an original executed signature page. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original and all of which counterparts together shall constitute one agreement with the same effect as if the Parties had signed the same signature page.

[Remainder of Page Intentionally Left Blank]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the date first set forth above.

ASSIGNOR:

333 MAIN, LLC,
a Delaware limited liability company

By: SREH Investment Manager Green Bay,
LLC, a Delaware limited liability company,
its Manager

By: ZAR Capital Partners, LLC,
a Delaware limited liability company,
its Sole Member

By: _____
Name: Zio Pekovic
Title: Authorized Signatory

(Signatures continue on following page)

ASSIGNEE:

REVIR HOSPITALITY GREEN BAY, LLC,
a Wisconsin limited liability company

By: _____

Name: Rushi Shah

Title: Manager



Report to the Redevelopment Authority of the City of Green Bay

MEETING DATE

July 14, 2026

PREPARED BY

Will Peters

AGENDA ITEM # F.1.1

Consideration with possible action to approve a Development Agreement with NeighborWorks Green Bay for Lots 1-6 located on Dahlia Lane of the JBS Redevelopment Site.

BACKGROUND

On July 25, 2025, staff issued a Request for Proposals (RFP) for the single-family and town home housing component of the JBS Redevelopment Site located at 0 Lime Kiln Road (Tax Parcels 23-243-1-1, 23-243-1-2 and 23-243-1-3). The JBS Redevelopment Site is a mixed-use development which will complement the Imperial Pride Neighborhood, the East Side, and greater Green Bay. This project will incorporate three primary elements: housing development, a destination community park, and an urban farm. The RFP asked for housing options that meet current and future market demand and do not readily exist within the City (affordability, design, lot size, bedroom count, ownership, etc.). Staff received proposals from three qualified developers: Greater Green Bay Habitat for Humanity, NeighborWorks Green Bay, and Radue Homes, Inc.

NeighborWorks Green Bay is proposing to build six (6) single-family town homes on Lots 1-6 located on Dahlia Lane. All are three bedrooms, 2.5 baths with an unfinished basement and a two-car garage. Four (4) of the six (6) units will be made affordable through the Green Bay Housing Partnership Community Land Trust and the remaining two units will be unrestricted, but listed for an attainable price for modest-income households. The town home design meets the City's desired design requirements.

The total construction cost is estimated to be \$1,810,644. The anticipated sale price is estimated to be between \$236,000-\$264,000 per unit. NeighborWorks Green Bay is anticipating a construction gap of \$275,000 and intends to submit an application for HOME funds for gap financing.

Staff recommends approval of the Development Agreement with NeighborWorks Green Bay for the development of Lots 1-6 located on Dahlia Lane.

RECOMMENDATION

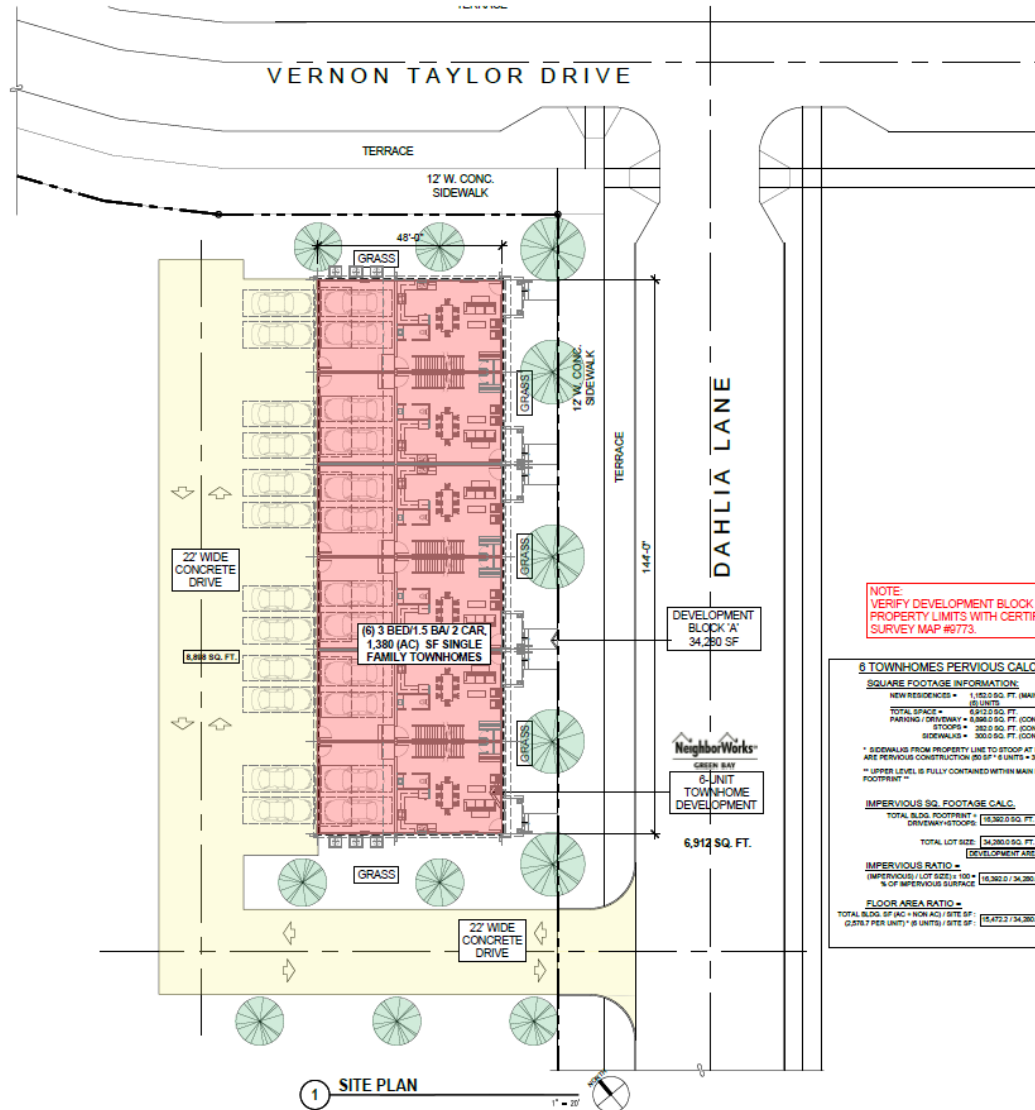
To approve a Development Agreement with NeighborWorks Green Bay for Lots 1-6 located on Dahlia Lane of the JBS Redevelopment Site.

FISCAL IMPACT

ATTACHMENTS

1. Phased Mapping
2. NWGB Townhomes
3. Development Agreement





NOTE:
VERIFY DEVELOPMENT BLOCK 'A'
PROPERTY LIMITS WITH CERTIFIED
SURVEY MAP #6773.

6 TOWNHOMES PERVIOUS CALCULATIONS	
SQUARE FOOTAGE INFORMATION:	
NEW RESIDENCES *	1,153.5 SQ. FT. (MAIN LEVEL) **
	(6) UNITS
TOTAL SPACE *	6,912.5 SQ. FT.
PARKING / DRIVEWAY *	5,886.0 SQ. FT. (CONCRETE)
STOOPS *	382.0 SQ. FT. (CONCRETE)
SIDEWALKS *	300.0 SQ. FT. (CONCRETE) *
* SIDEWALKS FROM PROPERTY LINE TO STOOP AT EACH RESIDENCE ARE PERVIOUS CONSTRUCTION (60.00' x 6.00' = 360.00')	
** UPPER LEVEL IS FULLY CONTAINED WITHIN MAIN LEVEL FOOTPRINT **	
IMPERVIOUS SQ. FOOTAGE CALC.	
TOTAL BLDG. FOOTPRINT *	18,360.0 SQ. FT.
DRIVEWAY + STOOPS	6,268.0 SQ. FT.
TOTAL LOT SIZE	24,628.0 SQ. FT.
	(DEVELOPMENT AREA 'A')
IMPERVIOUS RATIO *	
(IMPERVIOUS) / (LOT SIZE) x 100 =	18,360.0 / 24,628.0 x 100 = 47.8%
* % OF IMPERVIOUS SURFACE	
FLOOR AREA RATIO *	
TOTAL BLDG. SF (AC + NON AC) / SITE SF =	18,472.0 / 24,628.0 = .491
(0.5767 PER UNIT) * (6 UNITS) / SITE SF:	

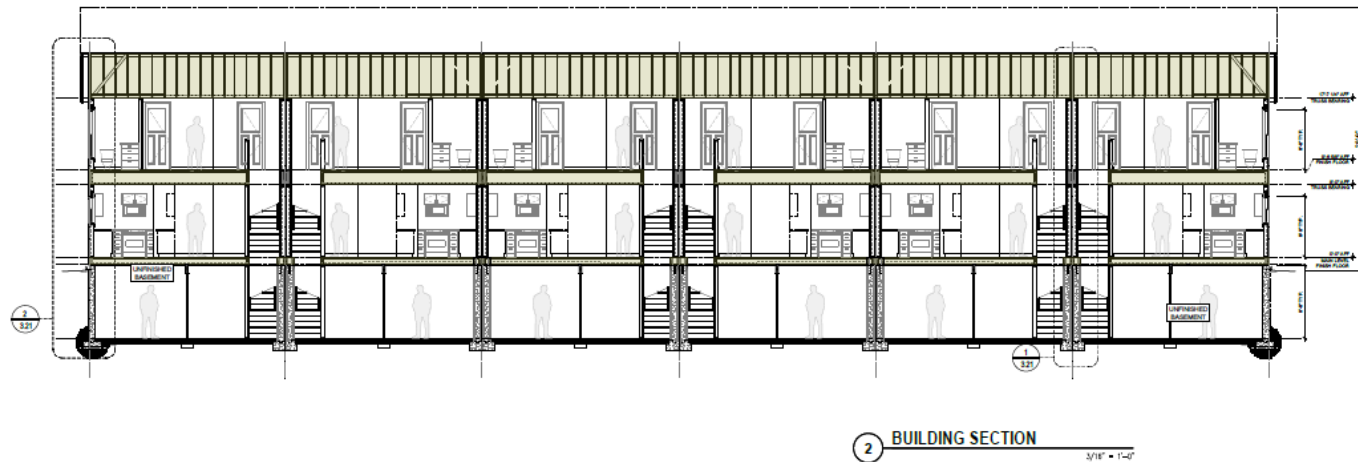
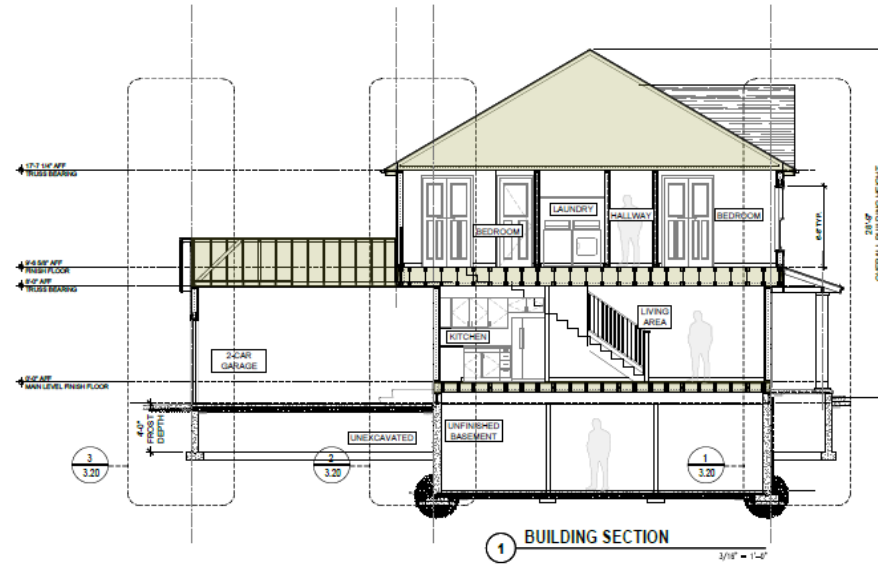


NOTE: ALL TOWNHOMES EXISTING STOPS HAVE BEEN MADE IN PREVIOUS YEARS. PLEASE SEE GREEN BAY FOR ALL TOWNHOMES. THE CONTRACTOR MUST VERIFY ALL DETAILS & DIMENSIONS AND BE RESPONSIBLE FOR THE SAME.

**(6) SINGLE-FAMILY
TOWNHOME RESIDENCES**
3 Bed/1.5 Bath/2 Car Garage (v.4)
SW Corner of Vernon Taylor Dr & Dahlia La
Green Bay, WI
Parcel - 23-243-1-2

NOT FOR CONSTRUCTION
ISSUE DATE: 12/3/2025
ISSUED FOR: REVIEW
REVISION LOG
@ NEIGHBORWORKS GREEN BAY
▲
▲
▲

JBS DEVELOPMENT
GREEN BAY, WI
SHEET NAME
PROJECT NUMBER:
DRAWN BY: DE CHECKED BY:
SCALE: AS NOTED
0.20
SHEET NUMBER



NOTE: ALL DIMENSIONS SHOWN ARE BASED ON THE RECORD & FIELD SURVEY DATA. THE CONTRACTOR MUST CHECK ALL DETAILS & DIMENSIONS AND BE RESPONSIBLE FOR THE SAME.

**(6) SINGLE-FAMILY
TOWNHOME RESIDENCES**
3 Bed/1.5 Bath/2 Car Garage (v.4)
SW Corner of Vernon Taylor Dr & Dahlia La
Green Bay, WI
Parcel - 23-243-1-2

NOT FOR CONSTRUCTION	
ISSUE DATE:	12/3/2025
ISSUED FOR:	REVIEW
REVISION LOG	
NO. NEIGHBORWORKS GREEN BAY	
△	
△	
△	
JBS DEVELOPMENT GREEN BAY, WI	
BUILDING SECTIONS	
PROJECT NUMBER:	
DRAWN BY: DE	CHECKED BY:
SCALE: AS NOTED	
3.10	
SHEET NUMBER	

DEVELOPMENT AGREEMENT BETWEEN
THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY ("RDA")
AND NEIGHBORWORKS ("DEVELOPER")
FOR
LOTS 1-6 DAHLIA LANE

THIS AGREEMENT is made by and between the Redevelopment Authority of the City of Green Bay (hereinafter called "RDA"), and NeighborWorks Green Bay (hereinafter called "DEVELOPER") on July 14, 2026.

WHEREAS, Lots 1-6 of Dahlia Way as part of JBS Neighborhood Flagship Development., legally described in Exhibit "A" (hereinafter called the "RDA Site"), was acquired by the RDA for the purpose of inducing private enterprise to construct single-family homes, adding to the tax base of the City of Green Bay; and

WHEREAS DEVELOPER desires to complete the construction of six (6) single-family, owner-occupied townhomes located on the RDA Site and assume the responsibilities outlined in this development agreement.

NOW, THEREFORE, in consideration of the promises and obligations herein set forth, it is mutually agreed between the RDA and DEVELOPER as follows:

I. PROJECT SCOPE. The Project includes construction of six (6) single-family, 3-bedroom, 1.5 bath townhomes with 2-car attached garages on the RDA Site as proposed in the attached proposal marked Exhibit "B" (hereinafter the "Project").

II. PROPERTY TRANSFER. The RDA shall transfer the parcels to the DEVELOPER upon the receipt of \$1.00 per lot for Lots 1-6 + \$30 for recording fees no later than 30 days after completed Certified Survey Map is recorded.

III. FINANCIAL ASSISTANCE. The Developer intends to apply for \$275,000 of funds from the City's HOME program. Award of these funds will be subject to a separate application and agreement. Approval of this development agreement in no way guarantees the approval of these funds. The Developer shall adhere to all requirements of the City's HOME program as defined in separate agreements to be approved by the RDA.

III. DEVELOPER OBLIGATIONS.

- A. DEVELOPER is responsible for obtaining all necessary permits and shall construct the structure in conformance with all state and local building codes, rules and regulations. Permits may be submitted, but will not be issued until property has been transferred to the Developer.
- B. The Project shall be designed in such a manner that it is similar to the predominant housing style in the neighborhood and shall conform to the proposal as submitted in conjunction with this Agreement.
- C. During project implementation, DEVELOPER shall advise RDA staff as to the progress of the construction and allow staff on site to review the progress of the Project.

IV. PROJECT COMMENCEMENT. DEVELOPER shall commence construction of the Project within 30 days after completed Certified Survey is recorded (hereinafter "Commencement Date").

V. PROJECT COMPLETION. DEVELOPER agrees to complete the construction of the Project in accordance with RDA and CITY approved plans no later than December 31, 2027 (hereinafter "Completion Date"). The Project shall be deemed completed upon issuance of an Occupancy Permit by the City of Green Bay. In the event DEVELOPER fails to complete construction by the Completion Date, the DEVELOPER shall transfer the RDA site back to the RDA upon written request of the RDA and at no cost to the RDA. This transfer to the RDA shall be via warranty deed and the RDA site shall be subject to no liens or other encumbrances other than those existing at the time of the original transfer by the RDA.

Upon project completion, The DEVELOPER shall convey 4 of the 6 lots to Green Bay Housing Partnership Community Land Trust (GBHPCLT) where 4 completed homes will be sold to income qualified homebuyers. Developer agrees that it will evidence its compliance by providing RDA with a compliant, fully executed purchase agreement between Developer and GBHPCLT for the land and improvements, together with recorded evidence of title to the properties in the name of GBHPCLT. Developer's failure to provide such evidence to RDA, to RDA's satisfaction, shall constitute an event of default.

GBHPCLT will own the land underlying each of the homes and will enter into land trust ground leases with each of the four (4) separate qualified purchasers for the lease of the land underlying the homes. GBHPCLT will work in earnest to sell the four (4) completed homes to an income qualified owner occupant within 12 months of Completion Date. In the event GBHPCLT fails to sell and warrant the completed homes within the allotted time, the GBHPCLT and RDA shall come to an agreement with revised timeline for sale and transfer of Project.

VI. TERMINATION AND REMEDIES.

A. It is the intent of the Project to generate tax base, eliminate blight within neighborhoods, encourage home ownership and enhance the neighborhood. These goals have both tangible and intangible costs that are difficult to place a value on. Therefore, in the event the DEVELOPER fails to complete the construction of the Project by the Completion Date, the RDA may at its sole discretion take one, a combination, or all of the following actions as liquidated damages:

1. The RDA may charge liquidated damages in the amount of \$100 per day for each day beyond the completion date until such time that certificate of occupancy is granted.
2. The DEVELOPER shall transfer the RDA site back to the RDA upon written request of the RDA and at no cost to the RDA. This transfer to the RDA shall be via warranty deed and the RDA site shall be subject to no liens or other encumbrances other than those existing at the time of the original transfer by the RDA.

B. Except as otherwise provided in this Agreement, in the event of any default or breach of this Agreement, the breaching party shall, upon written notice from the other party,

proceed immediately to ensure or remedy such default or breach, and, in any event, within sixty (60) days after receipt of such notice unless such default or breach cannot, with reasonable diligence, be cured within this period. In this event, the breaching party shall commence action to cure within the 60-day period and diligently proceed to cure the breach. In case such action is not taken or not diligently pursued, or the default or breach is not cured or remedied within a reasonable time, the aggrieved party may institute proceedings as may be necessary or desirable, in its opinion, to cure and remedy the breach, including, but not limited to, proceedings to compel specific performance by the party in default or breach of its obligation.

- C. Completion of the Project in accordance with the terms and conditions of this Agreement is the essential and unique consideration for the obligations of the RDA. Accordingly, the RDA may, in the event of legal proceedings, seek remedies to compel the specific performance of the defaulting party as the only adequate remedy and shall not seek damages in lieu of specific performance unless specific performance is legally unavailable, in which event the RDA may seek damages as authorized.

VII. MISCELLANEOUS PROVISIONS.

- A. DEVELOPER agrees not to discriminate on the basis of race, color, religion, sex, or national origin in the sale or occupancy of the property or any improvements located thereon, in violation of any applicable law or regulation; provided, however, that a violation of said covenant will not result (and any subsequent lease or deed shall so provide) in a reversion or forfeiture of title, but will entitle the RDA to such injunctive relief or other remedies as may be available at law.
- B. The time for performance of any term, covenant, condition, or agreement of this Agreement shall be extended by any period of unavoidable delays. In this Agreement, "unavoidable delays" means beyond the reasonable control of the party obligated to perform the applicable term, covenant, condition, or agreement under this Agreement and shall include, without limiting the generality of the foregoing, delays, attributable to acts of God, any other party in this Agreement, strikes, labor disputes, governmental restrictions, court injunctions, riot, civil commotion, acts of public enemy and casualty.
- C. The RDA and DEVELOPER shall have the right to institute such actions or proceedings as they may deem desirable for effectuating the purpose of this Agreement; provided that any delay in instituting or prosecuting any such actions or proceedings or otherwise asserting such rights, shall not operate as a waiver of such rights to, or deprive it of or limit such rights in any way. It is the intent of this provision that a party should not be constrained, so as to avoid the risk of being deprived of or limited in the exercise of any remedy because of concepts of waiver, laches, or otherwise, to exercise such remedy at a time when it may still hope otherwise to resolve the problems involved. No waiver in fact made with respect to any specific default shall be considered or treated as a waiver of any rights with respect to other defaults or with respect to the particular default except to the extent specifically waived in writing.
- D. This Agreement shall be governed by and construed in accordance with the laws of the State of Wisconsin governing agreements made and fully performed in Wisconsin. If any provision of this Agreement, or the application thereof to any persons or circumstances shall, to any extent, be invalid or unenforceable, then the remainder of this Agreement or the application of such provision, or portion thereof, and each provision of this

Agreement shall be fully valid and enforceable by law. This Agreement sets forth the entire understanding between the RDA and DEVELOPER with respect to its subject matter, there being no terms, conditions, warranties, or representatives with respect to its subject matter other than that contained herein. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto, their respective successors and assigns.

- E. ASSIGNMENT. DEVELOPER may not assign this Agreement or sell to a third party without the prior consent of the RDA. In the event that DEVELOPER violates this section, DEVELOPER shall pay RDA fair market value of land determined by City Assessor as damages for their action.
- F. AMENDMENTS TO AGREEMENT. This Agreement may not be changed orally, but only by agreement in writing and signed by the parties hereto.
- G. THIRD PARTIES. Except as expressly provided otherwise in this Agreement, the provisions of this Agreement are for the exclusive benefit of the parties hereto and not for the benefit of any other persons, as third party beneficiaries or otherwise, and this Agreement shall not be deemed to have conferred any rights, expressed or implied, upon any other person.
- H. NO PARTNERSHIP CREATED. This Agreement specifically does not create any partnership or joint venture between the parties hereto, or render any party liable for any of the debts or obligations of any other party.
- I. ENVIRONMENTAL ASSESSMENT. The parties understand and acknowledge that the RDA and City of Green Bay have no knowledge of activities that occurred on the premises that would have included the storage, treatment, or disposal of hazardous substances. The RDA and City of Green Bay have fully disclosed to DEVELOPER any reports, analysis, studies, or other documents that would identify contaminants on the premises. DEVELOPER acknowledges that DEVELOPER has had a full and fair opportunity to inspect the premises and to perform any tests or analysis desired by DEVELOPER as to the condition of the premises. DEVELOPER agrees to purchase the premises as is and where is.
- J. FORMALITIES AND AUTHORITY. The parties hereto represent and warrant that they are validly existing and lawful entities with the power and authorization to execute and perform this Agreement. The headings set forth in this Agreement are for convenience and reference only, and in no way define or limit the scope of content of this Agreement or in any way affect its provisions.
- K. NOTICES AND DEMANDS. A notice, demand, or other communications under this Agreement shall be sufficiently given or delivered if it is deposited in the United States mail, registered or certified mail, postage prepaid, return receipt requested, or delivered personally:

TO DEVELOPER:

Noel Halvorsen
NeighborWorks Green Bay
437 S. Jackson Street
Green Bay, WI 54301

TO RDA: Cheryl Renier-Wigg, Secretary
Redevelopment Authority of the City of Green Bay
100 North Jefferson Street, Room 608
Green Bay, WI 54301

or to such other address, within the United States, with respect to a party as that party may from time to time designate in writing and forward to the other as provided in this Section. A copy of any notice, demand, or other communication under this Agreement given by a party under this Agreement to any other party under this Section shall be given to each other party to this Agreement.

L. NONMERGER AND SURVIVAL. Any provision in this Agreement which has not been fully performed prior to transfer of possession shall not be deemed to have terminated, but shall, unless expressly waived in writing, survive such transfer of possession and be in force and effect until performed.

ACKNOWLEDGMENT

State of Wisconsin
Brown County. Personally, came before me this
day of , the above named
Gary J. Delveaux, Chairman;
Cheryl Renier-Wigg, Secretary
Redevelopment Authority of the City of Green Bay

to me known to be the person who executed the foregoing
instrument and acknowledge the same.

SIGNATURE PAGE TO FOLLOW

Notary Public Brown County, Wis.
My commission is permanent. (If not, state expiration date:
,20 .)

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed and effective as of the date first written above.

Redevelopment Authority of the City of Green Bay

Gary J. Delveaux, Chairman

Cheryl Renier-Wigg, Secretary

Developer: NeighborWorks Green Bay

Noel Halvorsen, President and CEO

THIS INSTRUMENT WAS DRAFTED BY

Ronda Bitney

Redevelopment Authority of the City of Green Bay

ACKNOWLEDGMENT

State of Wisconsin

Brown County. Personally came before me this
____ day of _____, the above named

Noel Halvorsen, President and CEO

NeighborWorks Green Bay

to me known to be the person ____ who executed the foregoing
instrument and acknowledge the same.

Notary Public Brown County, Wis.
My commission is permanent. (If not, state expiration date:

_____, 20 ____ .)

EXHIBIT A
Legal Description of the RDA Site

Parcel Number: Part of 23-243-1-2

Legal Description: TBD

EXHIBIT B

See attached proposal for Lots 1-6 Dahlia Lane



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Jason Flatt, Staff

AGENDA ITEM # F.12

Consideration with possible action to approve a twelve-month contract extension with NeighborWorks Green Bay for the administration of the Home Improvement Loan Program.

BACKGROUND

The Redevelopment Authority annually allocates HOME and Community Development Block Grant (CDBG) funds to fund a Home Improvement Loan Program (HILP). Deferred payment 0% loans are provided to homeowners; they are not required to be repaid until the property is sold, or they move out. This has been a very successful program which allows homeowners and their families' stability in housing and our older population the ability to age in place. The loan covers expensive repairs that could not be accomplished without this loan product.

The current contract between the RDA and NeighborWorks Green Bay (approved by the RDA at the June 13, 2023, RDA meeting) includes a time of performance that began July 1, 2023, and ended July 1, 2026. Active funded projects remain underway and a new contract for administering is anticipated in 2027. The proposed twelve-month contract extension will allow time to complete the drawdown of funding for active projects until a new contract is put in place.

RECOMMENDATION

To approve a twelve-month extension to the existing contract for the administration of the Home Improvement Loan Program.

FISCAL IMPACT

ATTACHMENTS

- I. Signed Agreement 2023 to 2026

2023 HOME SUBGRANTEE AGREEMENT
BETWEEN REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY AND
NEIGHBORHOOD HOUSING SERVICES D/B/A NEIGHBORWORKS GREEN BAY

This AGREEMENT ("Agreement") is entered into by and between THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY, Wisconsin (hereinafter called "RDA") and **Neighborhood Housing Services d/b/a NeighborWorks Green Bay** (hereinafter called (SUBGRANTEE")), a non-profit corporation and operating under the laws of the State of Wisconsin, having a principal place of business at 437 S. Jackson Street, Green Bay, WI 54301.

I. RECITALS

- A. RDA has obtained a grant of Home Investment Partnership Program (hereinafter called "HOME") funds from the United States Government, through Section 92 of the National Affordable Housing Act of 1990, Title II, (hereinafter called "HUD").
- B. RDA has considered and approved the application of SUBGRANTEE and hereby agrees to distribute to SUBGRANTEE a portion of HOME funds allotted to the RDA ("GRANT FUNDS"), with the portion distributed to SUBGRANTEE being in an amount and upon the conditions provided herein.
- C. RDA and SUBGRANTEE enter into this Agreement pursuant to their respective powers, as those powers are defined in the Wisconsin Constitution and applicable statutes, the SUBGRANTEE's Articles of Incorporation, By-Laws or other appropriate documents of organization and authority.
- D. SUBGRANTEE hereby agrees to perform, in a timely fashion, the following activity, as previously defined in the application and project description submitted by the SUBGRANTEE: **THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY HOME IMPROVEMENT LOAN PROGRAM (HILP)** (hereinafter called the "PROJECT").

NOW, THEREFORE, in consideration of the mutual covenants and conditions contained herein, the receipt and adequacy of which are acknowledged, RDA and SUBGRANTEE agree to the following terms:

II. AMOUNT OF GRANT

- A. RDA shall distribute to SUBGRANTEE, in consideration of SUBGRANTEE's undertaking to perform the PROJECT, GRANT FUNDS in the amount allocated in the Annual Action Plan per year of agreement, to be paid in the manner set forth herein in this Agreement and Exhibit A.
- B. The Amount of Funds provided in this Agreement is 100% funded under the U.S. Department of Housing and Urban Development's Home Investment Partnership Program. Should the availability of these federal funds be modified, changed or altered in any manner by action of the federal government, RDA and SUBGRANTEE agree that SUBGRANTEE's funding as provided for in this Agreement, can be modified and reduced, and/or SUBGRANTEE's time of performance can be modified or reduced. (SUBGRANTEE will be notified in writing of any such modification or reduction). In the event of such modification or reduction, RDA shall determine the portion of this Agreement to be modified or reduced.

III. SCOPE OF THE PROJECT AND USE OF GRANT FUNDS

- A. The description of the PROJECT stated herein includes and incorporates SUBGRANTEE's application and PROJECT description and the description in Exhibit A, which is attached hereto and made a part of this Agreement.
- B. SUBGRANTEE agrees that GRANT FUNDS received pursuant to this Agreement shall solely be devoted to the activity and utilized in the manner described in Exhibit A, and that no alteration of such activity or expenditure for other purpose shall be undertaken without written authorization of RDA.
- C. SUBGRANTEE agrees that the assistance provided under this Agreement shall not be used in the payment of any bonus or commission for the purpose of obtaining RDA or HUD's approval of the application for such assistance, or RDA or HUD's approval of applications for additional assistance, any other approval or concurrence of RDA or HUD required under this Agreement or HUD regulations thereto; provided, however, that reasonable fees or bona fide technical, consultant, managerial or other such services other than actual solicitation, are not hereby prohibited if otherwise eligible as project costs.
- D. SUBGRANTEE shall cooperate with RDA in its responsibilities pursuant to HUD's Environmental Review Procedures, Part 58 of Title 24 of the Code of Federal Regulations (hereinafter referred to as "CFR"), as amended, and shall permit RDA or its designees or employees to conduct site inspections, conduct appropriate tests, examine applicable documents, and such other activities as RDA deems appropriate in order to fulfill its responsibilities in the implementation of the policies of the National Environmental Policy Act of 1969.
- E. All activities funded with GRANT FUNDS must provide decent, affordable housing to low- and moderate-income households.

IV. TIME OF PERFORMANCE

Services of SUBGRANTEE shall start on the 1st of July 2023 and end on the 1st of July 2026. The term of this Agreement and the provisions herein shall be extended to cover any additional time period during which SUBGRANTEE remains in control of GRANT FUNDS or other CDBG assets, including program income.

V. GENERAL CONDITIONS

A. General Compliance

SUBGRANTEE agrees to comply with the requirements of Title 24 of the Code of Federal Regulations, Part 92 (the U.S. Housing and Urban Development regulations concerning the home investment partnership program (HOME)) including 92.352 of these regulations, except that (1) SUBGRANTEE does not assume the RDA's environmental responsibilities described in 24 CFR § 92.352 and (2) SUBGRANTEE does not assume the RDA's responsibility for initiating the review process under the provisions of 24 CFR Part 52. SUBGRANTEE also agrees to comply with all other applicable Federal, state and local laws, regulations, and policies governing the funds provided under this Agreement. SUBGRANTEE further agrees to utilize funds available under this Agreement to supplement rather than supplant funds otherwise available.

B. "Independent Contractor"

Nothing contained in this Agreement is intended to, or shall be construed in any manner, as creating or establishing the relationship of employer/employee between the parties. SUBGRANTEE shall, at all times, remain an "independent contractor" with respect to the services to be performed under this Agreement. RDA shall be exempt from payment of all Unemployment Compensation, FICA, retirement, life and/or medical insurance and Worker's Compensation Insurance, as SUBGRANTEE is an independent contractor.

C. Indemnification

For the purpose of use of HOME funds disbursed to SUBGRANTEE pursuant to this Agreement, SUBGRANTEE hereby agrees to indemnify, defend and hold harmless the RDA, its elected and appointed officials, officers, employees, agents, representatives and volunteers, and each of them, from and against any and all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, interest, attorneys' fees, costs and expenses of whatsoever kind or nature in any manner directly or indirectly caused, occasioned, or contributed to in whole or in part or claimed to be caused, occasioned, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence, whether active or passive, of SUBGRANTEE or of anyone acting under its direction or control or on its behalf, even if liability is also sought to be imposed on RDA, its elected and appointed officials, officers, employees, agents, representatives and volunteers. The obligation to indemnify, defend and hold harmless the RDA, its elected and appointed officials, officers, employees, agents, representatives and volunteers, and each of them, shall be applicable unless liability results from the sole negligence of the RDA, its elected and appointed officials, officers, employees, agents, representatives and volunteers.

SUBGRANTEE shall reimburse the RDA, its elected and appointed officials, officers, employees, agent or authorized representatives or volunteers for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided.

In the event that SUBGRANTEE employs other persons, firms, corporations or entities as part of the work covered by this Agreement, it shall be SUBGRANTEE'S responsibility to require and confirm that each third party enters into an Indemnity Agreement in favor of the RDA, its elected and appointed officials, officers, employees, agents, representatives and volunteers, which is identical to this Indemnity Agreement.

This indemnity provision shall survive the termination or expiration of this Agreement.

D. Worker's Compensation

SUBGRANTEE shall provide Worker's Compensation Insurance coverage for all of its employees involved in the performance of this Agreement.

E. Insurance & Bonding

SUBGRANTEE shall carry sufficient insurance coverage to protect contract assets from loss due to theft, fraud and/or undue physical damage, and as a minimum shall purchase a blanket fidelity bond covering all employees in an amount equal to cash advances from RDA.

SUBGRANTEE shall comply with the insurance requirements of 2 CFR § 200.310 Insurance coverage.

F. Amendments

RDA or SUBGRANTEE may amend this Agreement at any time provided that such amendments make specific reference to this Agreement; are executed in writing; signed by a duly authorized representative of each organization; and, approved by RDA's Board. Such amendments shall not invalidate this Agreement, nor relieve or release RDA or SUBGRANTEE from its obligations under this Agreement.

RDA may, in its discretion, amend this Agreement to conform with Federal, State or local law, governmental guidelines, policies and available funding amounts, or for other reasons. If such amendments result in a change in the funding, the scope of services, or schedule of the activities to be undertaken as a part of this Agreement, such modifications will be incorporated only by written amendment signed by both RDA and SUBGRANTEE.

G. Rental Housing

For rental housing, SUBGRANTEE shall ensure that fifty-one percent (51%) of the units shall be occupied by low- and moderate-income households. The rents must be at or below the current year HUD High HOME Rent Limits to qualify pursuant to 24 CFR § 92.252.

VI. ADMINISTRATION AND REPORTING REQUIREMENTS

A. Financial Management

1. Cost Principles

SUBGRANTEE shall comply with the requirements and standards of 2 CFR Part 200 Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards (hereinafter referred to as "2 CFR Part 200").

2. Accounting Standards

SUBGRANTEE agrees to account separately for the receipt and expenditure of funds under this Agreement, and to complete and maintain books, records and other documents related directly to the receipt and disbursement of GRANT FUNDS, including program income, on a cash or accrual basis. The records shall identify adequately the source and application of all income and expenses of the PROJECT, including those derived from sources other than RDA. The records shall contain information pertaining to grant awards and authorizations, obligations, unobligated balances, assets, liabilities, outlays and income.

SUBGRANTEE agrees to comply with 2 CFR Part 200 and agrees to adhere to the accounting principles and procedures required therein, utilize adequate internal controls, and maintain necessary source documentation for all costs incurred.

If SUBGRANTEE is a governmental or quasi-governmental agency, the applicable sections of 2 CFR Part 200, "Uniform Administrative Requirements, Cost Principles and Audit Requirements" will apply.

B. Documentation and Record Keeping

1. Records to be Maintained

SUBGRANTEE agrees to obtain and maintain records regarding the economic and demographic characteristics of PROJECT beneficiaries, as described in Exhibit A.

SUBGRANTEE shall maintain all records required by the Federal regulations specified in 24 CFR § 570.506, that are pertinent to the activities to be funded under this Agreement. Such records shall include but not be limited to:

- a. Records providing a full description of each activity undertaken;
- b. Records demonstrating that each activity undertaken meets one of the National Objectives of the CDBG program;
- c. Records required to determine the eligibility of activities;
- d. Records required to document the acquisition, improvement, use or disposition of real property acquired or improved with CDBG assistance;
- e. Records documenting compliance with the fair housing and equal opportunity components of the CDBG program;
- f. Financial records as required by 24 CFR § 570.502 and 2 CFR Part 200; and
- g. Other records necessary to document compliance with Subpart K of 24 CFR Part 570.

2. Retention

SUBGRANTEE shall retain all financial records, supporting documents, statistical records, and all other records pertinent to the Agreement for a period of four (4) years. The retention period begins on the date of the submission of RDA's annual performance and evaluation report to HUD in which the activities assisted under the Agreement are reported on for the final time. Notwithstanding the above, if there is litigation, claims, audits, negotiations or other actions that involve any of the records cited and that have started before the expiration of the four-year period, then such records must be retained until completion the actions and resolution of all issues, or the expiration of the four-year period, whichever occurs later.

3. Client Data

SUBGRANTEE shall maintain client data demonstrating client eligibility for services provided. Such data shall include, but not be limited to, client name, address, income level or other basis for determining eligibility, and description of service provided. Such information shall be made available to RDA monitors or their designees for review upon request.

SUBGRANTEE shall maintain a separate file on each client served, the assistance provided, and any on-going services being provided. Client records must include gender, race, income, handicap, family status, and head of household. SUBGRANTEE shall report on a semi-annual and cumulative basis all client assistance provided.

4. Disclosure

SUBGRANTEE understands that client information collected under this contract is private and the use of or disclosure of such information, when not directly connected with the administration of RDA's or SUBGRANTEE's responsibilities with respect to services provided under this

Agreement, is prohibited by 2 CFR Part 200 unless written consent is obtained from such person receiving service and, in the case of a minor, that of a responsible parent/guardian.

5. Close-outs

SUBGRANTEE's obligation to RDA shall not end until all close-out requirements are completed. Activities during this close-out period shall include, but are not limited to: making final payments, disposing of program assets (including the return of all unused materials, equipment, unspent cash advances, program income balances and accounts receivable to RDA), and determining the custodianship of records. Notwithstanding the foregoing, the terms of this Agreement shall remain in effect during any period that SUBGRANTEE has control over CDBG GRANT FUNDS, including program income.

6. Audits & Inspections

All SUBGRANTEE records with respect to any matters covered by this Agreement shall be made available to RDA, grantor agency, and the Comptroller General of the United States or any of their authorized representatives, at any time during normal business hours, as often as deemed necessary, to audit, examine, and make excerpts or transcripts of all relevant data. Any deficiencies noted in audit reports must be fully cleared by SUBGRANTEE within 30 days after receipt by SUBGRANTEE. Failure of SUBGRANTEE to comply with the above audit requirements will constitute a violation of this Agreement and may result in the withholding of future payments. SUBGRANTEE hereby agrees to have an annual agency audit conducted in accordance with current RDA policy concerning SUBGRANTEE audits and 2 CFR Part 200.

C. Reporting

SUBGRANTEE agrees to submit all required information to show compliance with applicable laws, rules and regulations, as specified in this Agreement, and shall submit to RDA semi-annual financial, performance and progress reports, in the form specified by RDA.

SUBGRANTEE agrees to prepare and submit semi-annual reports as required by RDA to effectively administer and monitor the PROJECT, to carry out its responsibilities, or comply with requirements of the ACT. RDA reserves the right to change the reporting requirements as it deems necessary for administration of GRANT FUNDS and compliance with federal requirements.

SUBGRANTEE agrees to promptly inform RDA of any significant events which may occur between the scheduled reporting periods which may materially impair SUBGRANTEE's ability to complete the PROJECT as scheduled or which may enable SUBGRANTEE to complete the PROJECT at an earlier date or at less cost than anticipated.

D. Procurement

1. Compliance

SUBGRANTEE shall comply with current RDA policy concerning the purchase of equipment and shall maintain inventory records of all non-expendable personal property as defined by such policy as may be procured with funds provided herein. All program assets (unexpended program income, property, equipment, etc.) shall revert to RDA upon termination of this Agreement.

2. OMB Standards

Unless otherwise specified within this Agreement, SUBGRANTEE shall procure all materials, property, or services in accordance with the requirements of 2 CFR Part 200.

3. Travel

SUBGRANTEE shall obtain written approval from RDA for any travel outside the metropolitan area with funds provided under this Agreement.

VII. RELOCATION, REAL PROPERTY ACQUISITION AND ONE-FOR-ONE HOUSING REPLACEMENT

SUBGRANTEE agrees to comply with (a) the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, as amended (URA), and implementing regulations at 49 CFR Part 24 and 24 CFR § 570.606(b); (b) the requirements of 24 CFR § 570.606(c) governing the Residential Anti-displacement and Relocation Assistance Plan under section 104(d) of the HCD Act; SUBGRANTEE shall provide relocation assistance to displaced persons as defined by 24 CFR § 570.606(b)(2) that are displaced as a direct result of acquisition, rehabilitation, demolition or conversion for a CDBG-assisted project. SUBGRANTEE also agrees to comply with applicable THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY ordinances, resolutions and policies concerning the displacement of persons from their residences.

VIII. PERSONNEL AND PARTICIPANT CONDITIONS

A. Civil Rights

1. Compliance

SUBGRANTEE agrees to comply with § 106.50, § 106.52 and §§ 111.31-.395, Wis. Stats. and with Title VI of the Civil Rights Act of 1964 as amended, Title VIII of the Civil Rights Act of 1968 as amended, Section 104(b) and Section 109 of Title I of the ACT as amended, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, the Age Discrimination Act of 1975, Executive Order 11063, and Executive Order 11246 as amended by Executive Orders 11375, 11478, 12107 and 12086.

2. Nondiscrimination

SUBGRANTEE agrees to comply with the non-discrimination in employment and contracting opportunities laws, regulations, and executive orders referenced in 24 CFR § 570.607, as revised by Executive Order 13279. The applicable non-discrimination provisions in Section 109 of the ACT are still applicable.

3. Land Covenants

This Agreement is subject to the requirements of Title VI of the Civil Rights Act of 1964 (P.L. 88-352) and 24 CFR § 570.601 and § 570.602. In regard to the sale, lease, or other transfer of land acquired, cleared or improved with assistance provided under this Agreement, SUBGRANTEE shall cause or require a covenant running with the land to be inserted in the deed or lease for such transfer, prohibiting discrimination as herein defined, in the sale, lease or rental, or in the use or occupancy of such land, or in any improvements erected or to be erected thereon, providing that

RDA and the United States are beneficiaries of and entitled to enforce such covenants. SUBGRANTEE, in undertaking its obligation to carry out the program assisted hereunder, agrees to take such measures as are necessary to enforce such covenant, and will not itself so discriminate.

4. Section 504

SUBGRANTEE agrees to comply with all Federal regulations issued pursuant to compliance with Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), which prohibits discrimination against individuals with disabilities or handicaps in any Federally assisted program. RDA shall provide SUBGRANTEE with any guidelines necessary for compliance with that portion of the regulations in force during the term of this Agreement.

B. Affirmative Action

1. Approved Plan

SUBGRANTEE agrees that it shall be committed to carry out pursuant to RDA's specifications an Affirmative Action Program in keeping with the principles as provided in President's Executive Order 11246 of September 24, 1966. RDA shall provide Affirmative Action guidelines to SUBGRANTEE to assist in the formulation of such program. SUBGRANTEE shall submit a plan for an Affirmative Action program for approval prior to the award of funds.

2. Women- and Minority-Owned Businesses ("W/MBE")

SUBGRANTEE will use its best efforts to afford small businesses, minority business enterprises, and women's business enterprises the maximum practicable opportunity to participate in the performance of this Agreement. As used in this Agreement, the terms "small business" means a business that meets the criteria set forth in Section 3(a) of the Small Business Act, as amended (15 U.S.C. 632), and "minority and women's business enterprise" means a business at least fifty-one (51) percent owned and controlled by minority group members or women. For the purpose of this definition, "minority group members" are Afro-Americans, Spanish-speaking, Spanish surnamed or Spanish-heritage Americans, Asian-Americans, and American Indians. SUBGRANTEE may rely on written representations by businesses regarding their status as minority and women business enterprises in lieu of an independent investigation.

3. Access to Records

SUBGRANTEE shall furnish and cause each of its own SUBGRANTEES or subcontractors to furnish all information and reports required hereunder and will permit access to its books, records and accounts by RDA, HUD or its agent, or other authorized Federal officials for purposes of investigation to ascertain compliance with the rules, regulations and provisions stated herein.

4. Notifications

SUBGRANTEE will send to each labor union or representative of workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer, advising the labor union or worker's representative of SUBGRANTEE's commitments hereunder, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

5. Equal Employment Opportunity and Affirmative Action (EEO/AA) Statement

SUBGRANTEE will, in all solicitations or advertisements for employees placed by or on behalf SUBGRANTEE, state that it is an Equal Opportunity or Affirmative Action employer.

6. Subcontract Provisions

SUBGRANTEE will include the provisions of Paragraphs VIII. A. Civil Rights and B. Affirmative Action, in every subcontract or purchase order, specifically or by reference, so that such provisions will be binding upon each of its own SUBGRANTEES or subcontractors.

C. Employment Restrictions

1. Prohibited Activity

SUBGRANTEE is prohibited from using GRANT FUNDS provided herein or personnel employed in the administration of the program for: political activities; inherently religious activities; lobbying; political patronage; and, nepotism activities.

2. Labor Standards

SUBGRANTEE agrees to comply with the requirements of the Secretary of Labor in accordance with the Davis-Bacon Act as amended, the provisions of Contract Work Hours and Safety Standards Act (40 U.S.C. 327 *et seq.*) and all other applicable Federal, state and local laws and regulations pertaining to labor standards insofar as those acts apply to the performance of this Agreement. SUBGRANTEE agrees to comply with the Copeland Anti-Kick Back Act (18 U.S.C. 874 *et seq.*) and its implementing regulations of the U.S. Department of Labor at 29 CFR Part 5. SUBGRANTEE shall maintain documentation that demonstrates compliance with hour and wage requirements of this part. Such documentation shall be made available to the RDA for review upon request.

SUBGRANTEE agrees that, except with respect to the rehabilitation or construction of residential property containing less than eight (8) units, all contractors engaged under contracts in excess of \$2,000.00 for construction, renovation or repair work financed in whole or in part with assistance provided under this Agreement, shall comply with Federal requirements adopted by RDA pertaining to such contracts and with the applicable requirements of the regulations of the Department of Labor, under 29 CFR Parts 1, 3, 5 and 7 governing the payment of wages and ratio of apprentices and trainees to journey workers; provided that, if wage rates higher than those required under the regulations are imposed by state or local law, nothing hereunder is intended to relieve SUBGRANTEE of its obligation, if any, to require payment of the higher wage. SUBGRANTEE shall cause or require to be inserted in full, in all such contracts subject to such regulations, provisions meeting the requirements of this paragraph.

3. "Section 3" Clause

a. Compliance

Compliance with the provisions of Section 3 of the HUD Act of 1968, as amended, and as implemented by the regulations set forth in 24 CFR Part 135, and all applicable rules and orders issued hereunder prior to the execution of this Agreement, shall be a condition of the Federal financial assistance provided under this Agreement and binding upon RDA, SUBGRANTEE, and any of SUBGRANTEE's SUBGRANTEES and subcontractors, their successors and assigns. Failure to fulfill these requirements shall subject RDA, SUBGRANTEE and any of SUBGRANTEE's SUBGRANTEES and subcontractors, their successor and assigns, to those

sanctions specified by this Agreement through which Federal assistance is provided. SUBGRANTEE certifies and agrees that no contractual or other disability exists that would prevent compliance with these requirements.

SUBGRANTEE further agrees to comply with these "Section 3" requirements and to include the following language in all subcontracts executed under this Agreement:

The work to be performed under this Agreement is a project assisted under a program providing direct Federal financial assistance from HUD and is subject to the requirements of Section 3 of the Housing and Urban Development Act of 1968, as amended (12 U.S.C. 1701). Section 3 requires that, to the greatest extent feasible, opportunities for training and employment be given to low- and very, low income residents of the project area, and that contracts for work in connection with the project be awarded to business concerns that provide economic opportunities for low and very low income persons residing in the metropolitan area in which the project is located.

SUBGRANTEE further agrees to ensure that opportunities for training and employment arising in connection with a housing rehabilitation (including reduction and abatement of lead-based paint hazards), housing construction, or other public construction project are given to low- and very low income persons residing within the metropolitan area in which the CDBG-funded project is located. Where feasible, priority should be given to low and very, low income persons within the service area of the project or the neighborhood in which the CDBG-funded project is located, and to low and very, low income participants in other HUD programs; and to award contracts for work undertaken in connection with a housing rehabilitation (including reduction and abatement of lead-based paint hazards), housing construction, or other public construction project to business concerns that provide economic opportunities for low and very, low income persons residing within the metropolitan area in which the CDBG-funded project is located. Where feasible, priority should be given to business concerns that provide economic opportunities to low and very, low income residents within the service area or the neighborhood in which the project is located, and to low and very, low income participants in other HUD programs.

SUBGRANTEE certifies and agrees that no contractual or other legal incapacity exists that would prevent compliance with these requirements.

b. Notifications

SUBGRANTEE agrees to send to each labor organization or representative of workers with which it has a collective bargaining agreement or other contract or understanding, if any, a notice advising said labor organization or worker's representative of its commitments under this Section 3 clause and shall post copies of the notice in conspicuous places available to employees and applicants for employment or training.

c. Subcontracts

SUBGRANTEE will include this Section 3 clause in every subcontract and will take appropriate action pursuant to the subcontract upon a finding that the subcontractor is in violation of regulations issued by the grantor agency. SUBGRANTEE will not subcontract with any entity where it has notice or knowledge that the latter has been found in violation of regulations under 24 CFR Part 135 and will not permit any subcontract unless the entity has first provided it with a preliminary statement of ability to comply with the requirements of these regulations.

D. Conduct

1. Assignability

SUBGRANTEE shall not assign or transfer any interest in this Agreement or any part thereof and SUBGRANTEE shall not transfer or assign any GRANT FUNDS or claims due or become due hereunder, without the written approval of RDA having first been obtained.

2. Subcontracts

a. Approvals

SUBGRANTEE shall not enter into any subcontracts with any agency or individual in the performance of this Agreement without the written consent of RDA prior to the execution of such agreement.

b. Monitoring

SUBGRANTEE will monitor all subcontracted services on a regular basis to ensure contract compliance. Results of monitoring efforts shall be summarized in written reports and supported with documented evidence of follow-up actions taken to correct areas of noncompliance.

c. Content

SUBGRANTEE shall cause all of the provisions of this Agreement in its entirety to be included in and made a part of any subcontract executed in the performance of this Agreement.

d. Selection Process

SUBGRANTEE shall undertake to ensure that all subcontracts permitted in the performance of this Agreement shall be awarded on a fair and open competition basis in accordance with applicable procurement requirements. Executed copies of all subcontracts shall be forwarded to RDA along with documentation concerning the selection process.

3. Hatch Act

SUBGRANTEE agrees that no funds provided, nor personnel employed under this Agreement, shall be in any way or to any extent engaged in the conduct of political activities in violation of Chapter 15 of Title V of the U.S.C.

4. Conflict of Interest

SUBGRANTEE agrees to abide by the provisions of 2 CFR Part 200 and 24 CFR § 570.611, which include but are not limited to the following:

- a. SUBGRANTEE shall maintain a written code or standards of conduct that shall govern the performance of its officers, employees or agents engaged in the award and administration of contracts supported by Federal funds.

- b. No employee, officer or agent of SUBGRANTEE shall participate in the selection, or in the award, or administration of, a contract supported by Federal funds if a conflict of interest, real or apparent, would be involved.
- c. No covered persons who exercise or have exercised any functions or responsibilities with respect to HOME-assisted activities, or who are in a position to participate in a decision-making process or gain inside information with regard to such activities, may obtain a financial interest in any contract, or have a financial interest in any contract, subcontract, or agreement with respect to the HOME-assisted activity, or with respect to the proceeds from the HOME-assisted activity, either for themselves or those with whom they have business or immediate family ties, during their tenure or for a period of one (1) year thereafter. For purposes of this paragraph, a "covered person" includes any person who is an employee, agent, consultant, officer, or elected or appointed official of RDA, SUBGRANTEE, or any designated public agency.

5. Lobbying

SUBGRANTEE hereby certifies that:

- a. No Federal appropriated funds have been paid or will be paid, by or on behalf of it, to any person for influencing or attempting to influence and officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan or cooperative agreement;
- b. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Agreement, Federal grant, loan or cooperative agreement, it will complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities", in accordance with its instructions.

6. Copyright

If this Agreement results in any copyrightable material or inventions, RDA and/or grantor agency reserves the right to royalty-free, non-exclusive and irrevocable license to reproduce, publish or otherwise use and to authorize others to use, the work or materials for governmental purposes.

7. Religious Activities

SUBGRANTEE agrees that funds provided under this Agreement will not be utilized for inherently religious activities prohibited by 24 CFR § 570.200(j), such as worship, religious instruction, or proselytization.

8. Employee Timecards

SUBGRANTEE is required to maintain weekly (or bi-weekly) time-records, which show actual hours worked on HOME activities, for each employee receiving compensation for salary with HOME funds.

IX. PAYMENT PROCEDURE

- A. This Agreement is intended to cover expenses incurred in HOME Program Year 2023, beginning July 1, 2023. RDA will make disbursements to the SUBGRANTEE for expenditures, which have been incurred in Program Year 2023, but such disbursements will only be made after the execution of this Agreement by both parties.
- B. All claims of SUBGRANTEE shall comply with the following requirements:
 - 1. SUBGRANTEE shall submit a detailed listing of all GRANT FUNDS requested on a form specified by RDA. SUBGRANTEE shall retain and preserve for audit purposes all supporting documentation, including but not limited to contracts, bids, time sheets, billings, invoices, vouchers, indirect cost allocation plans, and other documents representing or supporting accounts payable.
 - 2. Any claim for GRANT FUNDS shall be limited to the amount necessary to SUBGRANTEE for specific cash expenditures, or for cash advances required to meet immediate needs of the PROJECT.
 - 3. SUBGRANTEE may not request disbursement of funds under this Agreement until funds are needed for payment of eligible costs. The amount of each request for funds must be limited to the amount needed.
- C. Program Income
 - 1. SUBGRANTEE shall report to RDA any and all program income, as at 24 CFR § 570.504, which is directly generated through the provision of GRANT FUNDS for the PROJECT.
 - 2. Program income includes principal payment and any interest earned on program income pending its disposition.
 - 3. Program income does not include:
 - a. Proceeds from fund-raising activities carried out by SUBGRANTEE.
 - b. Gross income generated by SUBGRANTEE through other activities not associated with the PROJECT.
 - c. That percentage of program income generated by the PROJECT which would be proportionately attributable to the investment of funds other than GRANT FUNDS.
 - d. That percentage of the proceeds of the sale of real property, equipment, loans or other assets of SUBGRANTEE which are proportionately attributable to the investment of funds by SUBGRANTEE, other than GRANT FUNDS.
 - 4. Program income must be calculated by the SUBGRANTEE every quarter as of March 31, June 30, September 30 and November 30 of each year and returned by

SUBGRANTEE as a payment to the RDA every quarter on or before April 15, July 15, October 15 and December 15 of the same year.

5. Interest earned by a SUBGRANTEE on a program income account must be repaid by submitting a check made payable to the "U. S. Treasury" and sending it to the CDBG Manager at THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY on or before December 15 of each year.
6. All program income possessed by SUBGRANTEE at the time of the expiration of Agreement and closeout of the PROJECT shall be returned to the RDA along with accounts receivable which are attributable to GRANT FUNDS.

X. TIMELINESS

- A. Duration of Agreement: The Project Year is 2023-2026. For reporting purposes, all funded projects must draw down within a year of receiving the funds or risk loss of remaining funds.
- B. Time is of the essence of this Agreement. SUBGRANTEE shall be responsible for undertaking PROJECT within a reasonable timeframe. If SUBGRANTEE does not complete PROJECT within a twelve (12) month period, any extension is at the discretion of RDA.
- C. SUBGRANTEE shall complete all PROJECT activities, and submit required final reports not later than November 30. In the event of any alterations or additions or of circumstances beyond the control of the SUBGRANTEE, which in the opinion of the RDA will require additional time for completion of the PROJECT, the time of completion may be extended by RDA.

XI. LOW AND MODERATE INCOME BENEFIT

GRANT FUNDS are being made available for the provision of services, which are for the exclusive benefit of low- and moderate-income persons. SUBGRANTEE shall determine the eligibility of program recipients through a verifiable application, which shall be signed and dated by the individual or the head or spouse of the family receiving PROJECT services. The recipient's income eligibility shall be determined through the utilization of the definition of income and the income limits set forth herein.

XII. ENVIRONMENTAL CONDITIONS

A. Air and Water

SUBGRANTEE agrees to comply with the following requirements insofar as they apply to the performance of this Agreement:

1. Clean Air Act, 42 U.S.C. § 7401, *et seq.*;
2. Federal Water Pollution Control Act, as amended, 33 U.S.C. § 1251, *et seq.*, as amended, § 1318 relating to inspection, monitoring, entry, reports, and information.
3. Environmental Protection Agency (EPA) regulations pursuant to 40 CFR Part 50, as amended.
4. Environmental Review Procedures for Entities Assuming HUD Environmental Responsibilities regulations pursuant to 24 CFR Part 58, as amended.

B. Flood Disaster Protection

In accordance with the requirements of the Flood Disaster Protection Act of 1973 (42 U.S.C. § 4001), SUBGRANTEE shall ensure that for activities located in an area identified by the Federal Emergency Management Agency (FEMA) as having special flood hazards, flood insurance under the National Flood Insurance Program is obtained and maintained as a condition of financial assistance for acquisition or construction purposes including rehabilitation.

C. Lead-Based Paint

SUBGRANTEE agrees that any construction or rehabilitation of residential structures with assistance provided under this Agreement shall be subject to HUD Lead-Based Paint Regulations at 24 CFR § 570.608 and 24 CFR Part 35, Subpart B. Such regulations pertain to all CDBG-assisted housing and require that all owners, prospective owners, and tenants of properties constructed prior to 1978 be properly notified that such properties may include lead-based paint. Such notification shall point out the hazards of lead-based paint and explain the symptoms, treatment and precautions that should be taken when dealing with lead-based paint poisoning and the advisability and availability of blood lead level screening for children under seven. The notice should also point out that if lead-based paint is found on the property, abatement measures may be undertaken. The regulations further require that, depending on the amount of Federal funds applied to a property, paint testing, risk assessment, treatment and/or abatement may be conducted.

D. Historic Preservation

SUBGRANTEE agrees to comply with the Historic Preservation requirements set forth in the National Historic Preservation Act of 1966, as amended (16 U.S.C. § 470) and the procedures set forth in 36 CFR Part 800, Advisory Council on Historic Preservation Procedures for Protection of Historic Properties, insofar as they apply to the performance of this Agreement.

In general, this requires concurrence from the State Historic Preservation Officer for all rehabilitation and demolition of historic properties that are fifty years old or older or that are included on a Federal, state, or local historic property list.

XIII. DEFINITIONS

A. **IRS 1040 ADJUSTED GROSS INCOME**

All SUBGRANTEES shall utilize and adhere to the IRS 1040 Adjusted Gross income definition of annual income set forth in 24 CFR § 5.609.

B. **LOW INCOME AND MODERATE INCOME FAMILIES**

A low income person or family is defined as one whose income, adjusted by family size, does not exceed the City of Green Bay's median income. A moderate income person or family is defined as one whose income, adjusted by family size, exceeds fifty percent but does not exceed eighty percent of the City of Green Bay's median income. Median income and adjusted income limits for individuals and families of various sizes shall be determined by HUD.

C. **FEDERAL LABOR STANDARDS**

1. SUBGRANTEE must follow the federal Labor Standards requirements, if applicable; i.e., labor costs for construction and equipment installation projects in excess of \$2,000.00.
2. **SPECIFICATIONS: (a-c must be included in your bid specifications).**
 - a. Must include prevailing wage rate, which you must request from the CDBG Manager at least two weeks prior to bidding.
 - b. Also must include federal contract provisions, which will be forwarded by the CDBG Manager with prevailing wage rate.
 - c. Should describe in sufficient detail the work to be completed with specific products to be incorporated or acceptable alternatives.

3. **BIDDING:**

All work MUST BE BID in conformance with RDA and federal procurement requirements. as follows (State agencies and local municipalities may have additional requirements):

- a. Work to be completed of less than \$25,000.00 can be obtained through small purchase bid procedures. Three written bids (minimum) should be obtained from suppliers, contractors/business to obtain and award lowest bid.
- b. Work estimated above \$25,000.00 should be bid under competitive sealed bid procedures. Specifications are developed, formally advertised, and sent to minimum of three (3) contractors to obtain bids. Bids must be opened publicly the time and place stated in the Invitation for Bid. The contract must be given to the lowest responsive and qualified bidder.
- c. Bid specifications must indicate that FH/EO and federal prevailing wages are applicable in any bid document.
- d. SUBGRANTEE must exclude contractors that develop or draft specifications for bid process from competing for procurement.
- e. SUBGRANTEE must ensure that awards are not made to any party which is debarred or suspended from participation in Federal assistance programs.
- f. SUBGRANTEE may NOT use "cost plus a percentage of cost" pricing for contracts.
- g. Professional services (architectural and engineering) may be procured using competitive proposal procedures whereby competitors' qualifications are evaluated, and the most qualified competitor is selected, subject to negotiation of fair and reasonable compensation. Price is not used as a selection factor.

4. **ADVERTISING:**

- a. Formal advertising is required for construction work in excess of \$25,000.00. All other bids over \$25,000.00 must be formally advertised.
- b. Must include the following "payment of federal prevailing wages and FH/EO requirements are applicable."

5. **PRECONSTRUCTION AND CONSTRUCTION:**

- a. Hold a preconstruction conference with prime contractor prior to work

- beginning for review of federal requirements.
- b. Follow the Davis Bacon regulations regarding interviewing workers on the job site. SUBGRANTEE must interview at least one worker from every prime and subcontractor to determine that work being done is consistent with job titles and wages reported on certified payroll. Use Department of Labor's Standard Form 1445 for interview documentation.
 - c. Obtain from contractors certified, weekly payrolls. SUBGRANTEE shall review for accuracy and forward them to RDA Community Development Division.

6. PAYMENTS:

- a. Payments for work completed are determined by your contract. RDA will distribute said funds to SUBGRANTEE upon receipt of a drawdown request and necessary documentation for eligible expenses. All drawdown requests for CDBG funds must be received by 3:00 p.m. in the form required by the AUTHORITY by the 9th and/or the 24th of each month in order to guarantee timely payment.
- b. SUBGRANTEE shall submit RDA Invoice form with copy of contractor invoice including the Bid Summary, a copy of the Contractor's Contract and a signed Contract Provision Form.

XIV. ASSET REVERSION

- A. Upon expiration of this Agreement, SUBGRANTEE shall transfer to RDA all GRANT FUNDS in its possession and any accounts receivable of the PROJECT attributable to GRANT FUNDS.
- B. At the time of PROJECT closeout, RDA shall determine the appropriate disposition of equipment purchased with GRANT FUNDS, and RDA shall permit SUBGRANTEE to retain title to such equipment, if SUBGRANTEE assures RDA that it intends to continue the PROJECT for a period of not less than five years following closeout.
- C. Any real property under SUBGRANTEE's control that was acquired or improved in whole or in part with CDBG funds, including CDBG funds provided in the form of a loan, in excess of \$25,000.00 must either be:
 - 1. Used to meet one of the National Objectives in 24 CFR § 570.208 until five years after the expiration of this Agreement; or
 - 2. Not used in accordance with subsection 1. above, in which event SUBGRANTEE shall pay to RDA an amount equal to the current market value of the real property less any portion of the value attributable to expenditures of non-CDBG funds for the acquisition of, or improvement to, the property. The payment is program income to RDA. (No payment is required after the period specified in subsection 1. above.)

XV. ADVERTISING

- A. SUBGRANTEE shall include in all advertising of the PROJECT's services that such services are available to all persons regardless of race, color, religion, sex, handicap, familial status, or national origin.

- B. SUBGRANTEE shall take care to ensure that its advertising publications and media presentations do not contain words, phrases, symbols and forms that would convey either overt or tacit discriminatory intent. Human models in photographs, drawings or other graphic techniques may not be used to indicate exclusiveness on the basis of race, color, religion, sex, handicap, familial status, or national origin.
- C. SUBGRANTEE shall ascertain the extent to which non-English speaking low and moderate income persons reside within its PROJECT area. SUBGRANTEE shall prepare and distribute brochures in the language of non-English speaking persons which may be concentrated in the PROJECT area who may be eligible for assistance through the PROJECT. SUBGRANTEE, in the use of public media, shall not rely on the exclusive of media catering to the majority population of the PROJECT area, when in such area, there are also available non-English language or other minority media.
- D. If the CDBG GRANT FUNDS received by SUBGRANTEE will be used for housing containing five or more CDBG assisted units, SUBGRANTEE must comply with the Fair Housing Act and THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY's Affirmative Marketing Guidelines. SUBGRANTEE must advertise within Green Bay for prospective tenants. At a minimum, this includes purchasing paid advertisements promoting the PROJECT in the Green Bay newspapers.

XVI. SUBGRANTEE AUDITS

- A. SUBGRANTEE shall obtain a financial audit(s) at SUBGRANTEE's expense. Audits shall be performed by an independent auditor in accordance with generally accepted governmental auditing standards covering financial and compliance audits. Audits shall include, in addition to the financial statement(s) of SUBGRANTEE, auditor's comments regarding SUBGRANTEE's compliance and internal controls pertaining to the expenditure of GRANT FUNDS.
- B. SUBGRANTEE is required to comply with 2 CFR Part 200 regarding independent audit reports.
- C. Any SUBGRANTEE that expends more than \$750,000.00 per fiscal year in federal awards must meet the requirements of the 2 CFR § 200.501. All other SUBGRANTEES must provide a grant audit following closeout of the PROJECT.
- D. SUBGRANTEE shall submit one certified copy of each required audit report to RDA no later than six months following the close of SUBGRANTEE's fiscal year for single audits; and not later than six months following PROJECT closeout for grant audits.

XVII. TERMINATION OF AGREEMENT OR SUSPENSION OF PAYMENT

- A. During the implementation of the PROJECT, RDA may, in its sole discretion, suspend or terminate this Agreement for SUBGRANTEE's improper or ineffective use of funds, failure to comply with any of the terms of the Agreement, submission of incorrect or incomplete reports, or the occurrence of any circumstance rendering impossible the performance of this Agreement. In the event that RDA elects to suspend its performance of this Agreement for any of the foregoing reasons, it shall withhold payment of funds until such time as the violation or breach is remedied to the satisfaction of RDA. No action taken or withheld by RDA under this section shall relieve SUBGRANTEE of the liability to RDA for any funds expended in violation of any of the terms of this Agreement, and

further provided that SUBGRANTEE shall indemnify RDA for any claim made or judgment obtained by the United States of America arising out of acts or omissions or circumstances constituting violations of this Agreement.

- B. In the event RDA elects to terminate this Agreement or to suspend payments, it shall notify SUBGRANTEE in writing of such action, specifying the particular deficiency, at least five (5) working days in advance of any such action and establishing a time and a place for SUBGRANTEE to refute the alleged deficiency at a time prior to RDA taking such action. If, in the opinion of RDA, the alleged deficiency continues to exist after SUBGRANTEE has had the opportunity to refute the alleged deficiency, RDA may terminate this Agreement and withhold payment of GRANT FUNDS. No action taken or withheld by RDA under this paragraph shall relieve SUBGRANTEE of its liability to RDA for any funds expended or obtained in violation of any of the terms of this Agreement.
- C. SUBGRANTEE agrees to immediately repay any GRANT FUNDS which are used for a purpose otherwise specified in this Agreement.
- D. In the event of breach, noncompliance or default of this Agreement, in accordance with 2 CFR Part 200, suspension or termination may occur. Additionally, HUD or RDA may use any other enforcement remedy available under law, including but not limited to cancelling, terminating or suspending in whole or in part this Agreement; refraining from extending any further assistance to SUBGRANTEE until satisfactory assurance of future compliance has been received, and undertaking administrative or legal proceedings to obtain reimbursement of GRANT FUNDS disbursed by RDA to SUBGRANTEE.
- E. In accordance with 2 CFR Part 200, this Agreement may also be terminated for convenience by either RDA or SUBGRANTEE, in whole or in part, by setting forth the reasons for such termination, the effective date, and, in the case of partial termination, the portion to be terminated. However, if in the case of a partial termination, RDA determines that the remaining portion of the GRANT FUNDS will not accomplish the purpose for which the GRANT FUNDS were made, RDA may terminate the award in its entirety.

XVIII. MISCELLANEOUS PROVISIONS

- A. ATTORNEY'S OPINION - If requested, SUBGRANTEE shall provide an opinion of its attorney, in a form reasonably satisfactory to RDA's Corporation Counsel, that all steps necessary to adopt this Agreement, in a manner binding upon SUBGRANTEE, have been taken by SUBGRANTEE.
- B. SECTION HEADINGS AND SUBHEADINGS - The section headings and subheadings contained in this Agreement are for convenience and reference only and in no way define, limit, or describe the scope or intent of this Agreement and should be ignored in construing or interpreting this Agreement.
- C. ADMINISTRATION - RDA's Community Development Specialist shall be responsible for the day-to-day administration of this Agreement.
- D. NOTICES - Notices required by this Agreement shall be in writing and delivered via mail (postage prepaid), commercial courier, or personal delivery or sent by facsimile or other electronic means. Any notice delivered or sent as aforesaid shall be effective on the date of delivery or sending. All notices and other written communications under this Agreement

shall be addressed to the individuals in the capacities indicated below, unless otherwise modified by subsequent written notice.

Communication and details concerning this Agreement shall be directed to the following Agreement representatives:

GRANTEE: Krista Cisneroz, Community Development Specialist Community Development Block Grant Program 100 N. Jefferson Street, Room 608 Green Bay, Wisconsin 54301 Krista.Cisneroz@greenbaywi.gov Telephone: 920-448-3404 Facsimile: 920-448-3426	SUBGRANTEE: Noel Halvorsen President & CEO Neighborhood Housing Services d/b/a NeighborWorks Green Bay 437 S. Jefferson Street Green Bay, Wisconsin 54301 Noel@nwgreenbay.org Telephone: 920-448-3075 Facsimile: 920-448-3078
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- E. FUTURE OBLIGATIONS OF RDA - SUBGRANTEE shall not assume or construe RDA's funding of this PROJECT to obligate RDA to provide additional or future GRANT FUNDS to SUBGRANTEE to undertake the PROJECT in subsequent years; or to obligate RDA to give preference or priority to SUBGRANTEE in the consideration of, or funding of future CDBG applications and projects.
- F. GRANT FUNDS - May not be used to directly or indirectly employ, award contracts to, or otherwise engage the services of any contractor during any period of debarment, suspension, or placement of ineligibility status. A list of debarred contractors can be found on the System Award Management website found at www.sam.gov.
- G. SEVERABILITY - If any provision of this Agreement is held invalid, the remainder of the Agreement shall not be affected thereby and all other parts of this Agreement shall nevertheless be in full force and effect.
- H. WAIVER - RDA's failure to act with respect to a breach by SUBGRANTEE does not waive its right to act with respect to subsequent or similar breaches. The failure of RDA to exercise or enforce any right or provision shall not constitute a waiver of such right or provision.
- H. ENTIRE AGREEMENT - This Agreement constitutes the entire agreement between RDA and SUBGRANTEE for the use of funds received under this Agreement and it supersedes all prior or contemporaneous communications and proposals, whether electronic, oral, or written between RDA and SUBGRANTEE with respect to this Agreement.
- I. COUNTERPARTS - This Agreement may be executed in multiple counterparts, each of such counterpart shall be deemed to constitute one and the same instrument and each of said counterparts shall be deemed an original hereof.

EXECUTION OF AGREEMENT

SUBGRANTEE hereby assures and certifies that it will comply with the regulations, policies, guidelines and requirements with respect to the acceptance and use of HOME GRANT FUNDS in accordance with the ACT. SUBGRANTEE further certifies with respect to the PROJECT that:

- A. It possesses legal authority to make an application submission to RDA and to execute this Agreement.
- B. Its governing body has duly adopted or passed as an official act, a resolution, motion or similar action authorizing the person identified as the official representative of SUBGRANTEE to execute the Agreement, all understandings and assurances contained herein, and directing the authorization of the person identified as the official representative of SUBGRANTEE to act in connection with the execution of the Agreement and to provide such additional information as may be required.
- C. It has developed its PROJECT so as to give maximum feasible priority to activities, which benefit low and moderate income families.
- D. It will establish safeguards to prohibit employees from using their positions for purposes that will or may give the appearance of being motivated by a desire for private gain for themselves or others, particularly those with whom they have a family, business or other ties.

The parties hereto have executed this Agreement on the dates recited below, to include as a part of this Agreement the attached Exhibit A. By executing this contract, SUBGRANTEE confirms that it has received a copy of the federal regulations set forth in 24 CFR Part 570.

THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY, a body politic in the State of Wisconsin

BY: Gary J. Delvaux
Gary J. Delvaux, Chairman

DATE: 10/24/2023

Neighborhood Housing Services d/b/a NeighborWorks Green Bay

BY: Noel Halvorsen
Noel Halvorsen, President & CEO

DATE: 09/22/2023

The CONTRACT must be executed by an Officer of the Board of Directors of SUBGRANTEE (President, Vice-President, Secretary or Treasurer) unless the Executive Director or other party is authorized to execute contracts on behalf of SUBGRANTEE.

EXHIBIT A
PROJECT OVERVIEW

SUBGRANTEE: Neighborhood Housing Services d/b/a NeighborWorks Green Bay
PROJECT TITLE: THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY HOME IMPROVEMENT LOAN PROGRAM (HILP)
GRANT: GRANT FUNDS in the amount allocated in the Annual Action Plan per year of agreement,

THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY reserves the right to reduce the grant award should the federally approved appropriation be less than estimated.

The Project Year is 2023. For reporting purposes, all 2020 funded projects must draw down funds by 2026 or risk loss of remaining funds.

SUBGRANTEE certifies that the activity(ies) carried out under this Agreement will meet the National Objective of benefitting low- and moderate-income persons. This National Objective will be met through the Low-Moderate Housing Activities (LMH) category.

By using the Low-Moderate Income Housing Activities category, the agency must document that 100 percent of the beneficiaries assisted with HOME funding are low- or moderate-income and remain occupied by the LMI household. Organizations must maintain records on the total number of beneficiaries assisted, their verified income, and their race/ethnicity and must report that information to THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY annually, using the 2020 Annual Demographics Report form. This information may be obtained from each person assisted as services are rendered.

HUD has implemented Outcome Measurements and Objectives.

Outcome:

1. Availability/accessibility
2. Affordability
3. Sustainability

Objectives:

1. Create suitable living environments
2. Provide decent affordable housing
3. Create economic opportunities

This activity has the following HUD Outcome / Objective:

Outcome	2	Objective	2
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FUNDING IS PROVIDED FOR THE ADMINISTRATION OF THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY HOME IMPROVEMENT LOAN PROGRAM (HILP).

A. SCOPE OF WORK

Attached HOME IMPROVEMENT LOAN PROGRAM Policies and Procedures.

B. GOALS

1. *Maintain written housing rehabilitation policies and procedures.*
2. *Maintain ongoing marketing/outreach plans.*
3. *Accept applications, determine eligibility and provide 4 of 8 loans.*
4. *Act as the liaison between homeowner, contractor, and inspector.*

5. *Process the loans and record mortgages.*

6. *Provide demographics on households receiving funds.*

C. PERFORMANCE MONITORING

RDA will monitor the performance of SUBGRANTEE against goals and performance standards as stated above. Substandard performance as determined by RDA will constitute noncompliance with this Agreement. If action to correct such substandard performance is not taken by SUBGRANTEE within a reasonable period of time after being notified by RDA, contract suspension or termination procedures will be initiated.

D. PROJECT BUDGET

GRANT FUNDS in the amount allocated in the Annual Action Plan per year of agreement,

E. SPECIAL CONDITIONS

NONE

F. IMPLEMENTATION SCHEDULE

The Home Investment Partnership Program Year begins February 1 and ends on January 31. Your contract is written for a period of one year which may, at the discretion of RDA, be extended. Semi-annual Reports will be required to be submitted and will be utilized to determine project progress. You will be expected to make reasonable progress during the program year.

G. PROGRAM PARTICIPANTS

The U.S. Department of Housing and Urban Development requires municipalities to execute Cooperation Agreements to participate in the HOME program. Beneficiaries of your projects **must be residents** of Green Bay.

HOME funds may not be used to serve residents outside of the Green Bay city limits.



Report to the
Redevelopment Authority
of the City of Green Bay

MEETING DATE

July 14, 2026

PREPARED BY

Matthew Buchanan, Staff

AGENDA ITEM # F.13

For consideration with possible action on a request by the Department of Public Works to award Parks 8-26 BADGER GREENWAY SITE IMPROVEMENTS to Northeast Asphalt, Inc. for the amount of \$374,000.40, which includes the Base Bid plus Alternate No. 2

BACKGROUND

The City's Department of Public Works has released a public bidding opportunity for the construction of a green infrastructure corridor and pedestrian trail at Redevelopment Authority-owned properties located at 400–420 S. Broadway. Commonly referred to as the former Badger Sheet Metal site, these properties are planned for redevelopment into a mixed-use project that will include affordable multi-family housing, a new fire station, fire department administration offices, a community room, and ground-floor commercial space. The project will collect stormwater runoff to help mitigate flooding, and will filter sediments/phosphorus to improve water quality in the Fox River. The project will also create a pedestrian connection between Seymour Park and the Shipyard.

RECOMMENDATION

To approve the award of Parks 8-26 BADGER GREENWAY SITE IMPROVEMENTS to Northeast Asphalt, inc. for the amount of \$374,000.40, which includes the Base Bid plus Alternate No. 2.

FISCAL IMPACT

The total cost of the project is \$374,000.40. The work will be paid for by federal ARPA funds dedicated to innovative stormwater projects, federal EPA Brownfield Cleanup Grant funds, private funds by General Capital Group, and if necessary, City Tax Increment District (TID) 22 funds.

ATTACHMENTS

- I. Bid Worksheet

PARKS 8-26 BADGER GREENWAY SITE IMPROVEMENTS (#10252553)

Owner: Green Bay WI, City of
Solicitor: Green Bay WI, City of
07/07/2026 09:00 AM CDT

Line Item	Item Code	Item Description	UofM	Quantity	Northeast Asphalt, Inc.		Relyco Plus LLC	
					Unit Price	Extension	Unit Price	Extension
						\$267,680.40		\$291,745.70
1	303.01	Excavation	CY	2500	\$10.00	\$25,000.00	\$22.15	\$55,375.00
2	305.01	Borrow	CY	1140	\$10.00	\$11,400.00	\$0.01	\$11.40
3	306.01	Backfill	CY	211	\$41.00	\$8,651.00	\$35.50	\$7,490.50
4	313.02	Silt Fence	LF	1800	\$2.00	\$3,600.00	\$2.00	\$3,600.00
5	313.03	Inlet Protection Maintenance	EA	2	\$0.01	\$0.02	\$75.00	\$150.00
6	313.05	Erosion Mat Class I, Type B	SY	1065	\$0.90	\$958.50	\$1.75	\$1,863.75
7	313.07	Erosion Control Mat Urban Class I, Type B	SY	5115	\$1.05	\$5,370.75	\$2.15	\$10,997.25
8	313.19	Inlet Protection Type D	EA	2	\$0.01	\$0.02	\$135.00	\$270.00
9	313.29	Tracking Pad	EA	1	\$1,475.00	\$1,475.00	\$2,500.00	\$2,500.00
10	313.31	Temporary Ditch Check	EA	70	\$0.01	\$0.70	\$75.00	\$5,250.00
11	314.16	Construction Staking Project	LS	1	\$6,500.00	\$6,500.00	\$6,000.00	\$6,000.00
12	314.17	Construction Staking As Built	LS	1	\$2,500.00	\$2,500.00	\$3,000.00	\$3,000.00
13	315.01	Traffic Control	LS	1	\$15,000.00	\$15,000.00	\$4,000.00	\$4,000.00
14	317.01	Mobilization	LS	1	\$45,000.00	\$45,000.00	\$38,000.00	\$38,000.00
15	415.03	Construct 12" Storm Sewer (HDPE)	LF	99	\$66.60	\$6,593.40	\$113.15	\$11,201.85
16	418.01	Culvert Pipe Class III, Corrugated Steel, 12"	LF	33	\$70.00	\$2,310.00	\$163.25	\$5,387.25
17	418.11	Apron Endwalls for Culvert Pipe Class III, Steel 12"	EA	1	\$315.00	\$315.00	\$1,447.50	\$1,447.50
18	418.21	RCCP Class III 12"	LF	59	\$160.00	\$9,440.00	\$174.80	\$10,313.20
19	419.17	Construct Storm Catch Basin	EA	2	\$8,025.00	\$16,050.00	\$8,360.00	\$16,720.00
20	601.02	CABC (3/4") Stone	CY	2	\$100.00	\$200.00	\$185.00	\$370.00
21	601.04	CABC (1-1/4")	CY	7	\$100.00	\$700.00	\$185.00	\$1,295.00
22	602.10	8" Integral Concrete Pavement	SY	23	\$357.00	\$8,211.00	\$145.00	\$3,335.00
23	603.01	Curb & Gutter 18"	LF	6	\$110.00	\$660.00	\$85.00	\$510.00
24	604.10	Reconstruct 8" Concrete Sidewalk	SF	350	\$15.40	\$5,390.00	\$18.00	\$6,300.00
25	801.03	Topsoil	CY	750	\$35.00	\$26,250.00	\$37.00	\$27,750.00
26	803.01	Fertilizer, Type A	CWT	1	\$100.00	\$100.00	\$150.00	\$150.00
27	804.05	Seeding Mixture No. 40	LB	8	\$250.00	\$2,000.00	\$15.00	\$120.00
28	804.09	Seeding Temporary	LB	50	\$190.00	\$9,500.00	\$8.00	\$400.00
29	1000.01	Indicator Fabric	SY	4500	\$4.35	\$19,575.00	\$2.94	\$13,230.00
30	1000.02	Temporary Site Control Fencing	LF	850	\$4.00	\$3,400.00	\$5.50	\$4,675.00
31	1000.03	Load and Haul Contaminated Soil	TON	960	\$24.25	\$23,280.00	\$30.00	\$28,800.00

32	1000.04	Allowance #1 Handling Contaminated Groundwater	DOL	1	\$0.01	\$0.01	\$15,000.00	\$15,000.00
33	1000.05	Native Seed	LB	10	\$310.00	\$3,100.00	\$200.00	\$2,000.00
35	1000.06	12" X 12" Tee for RCCP Class III, 12"	EA	1	\$5,150.00	\$5,150.00	\$4,233.00	\$4,233.00
						\$26,130.00		\$21,948.40
36	1000.07	(306.01) Granular Backfill	CY	280	\$58.00	\$16,240.00	\$33.83	\$9,472.40
37	1000.08	(313.05) Erosion Mat Class I, Type B	SY	900	\$0.90	\$810.00	\$2.00	\$1,800.00
38	1000.09	(801.03) Topsoil	CY	140	\$35.00	\$4,900.00	\$75.00	\$10,500.00
39	1000.10	(804.09) Seeding Temporary	LB	22	\$190.00	\$4,180.00	\$8.00	\$176.00
						\$31,464.75		\$42,036.85
40	1000.11	(601.03) CACB, 1 1/4"	TON	365	\$33.00	\$12,045.00	\$28.09	\$10,252.85
41	1000.12	(608.04) HMA Pavement Type 4LT 58-28 S	TON	80	\$141.75	\$11,340.00	\$232.00	\$18,560.00
42	1000.13	(608.07) HMA Pavement Type 5LT 58-28 S	TON	57	\$141.75	\$8,079.75	\$232.00	\$13,224.00
						\$80,190.00		\$105,552.85
43	1000.14	(601.03) CACB, 1 1/4"	TON	365	\$33.00	\$12,045.00	\$28.09	\$10,252.85
44	1000.15	(608.04) HMA Pavement Type 4LT 58-28 S	TON	64	\$169.50	\$10,848.00	\$280.00	\$17,920.00
45	1000.16	(608.07) HMA Pavement Type 5LT 58-28 S	TON	46	\$169.50	\$7,797.00	\$280.00	\$12,880.00
46	1000.17	(1000.03) Concrete Edge	LF	1500	\$33.00	\$49,500.00	\$43.00	\$64,500.00
						\$293,810.40		\$313,694.10

\$267,680.40	Base bid
\$80,190.00	asphalt with concrete
\$347,870.40	Subtotal
\$24,960	Landfill tipping fees
\$372,830.40	Subtotal
\$76,045.40	less Sewer costs for General Capital
\$296,785.00	Total



Report to the
**Redevelopment Authority
of the City of Green Bay**

MEETING DATE

July 14, 2026

PREPARED BY

Will Peters

AGENDA ITEM # F.14

Consideration with possible action to approve 2026 Annual Action Plan for Community Development Block Grant Program (CDBG) and HOME Investment Partnerships Program (HOME) programs.

BACKGROUND

The City of Green Bay is an entitlement jurisdiction that receives federal funds from the U.S. Department of Housing and Urban Development (HUD) to invest in the City of Green Bay. The funds are provided under the Community Development Block Grant Program (CDBG) and HOME Investment Partnerships Program (HOME) entitlement programs.

These programs provide funds for municipalities and other units of government around the country to develop viable urban communities. This is accomplished by providing affordable, decent housing, a suitable living environment and expanding economic opportunities principally for low and moderate income persons. Each local unit of government develops its own programs and funding priorities through a five-year Consolidated Plan required by the U.S. Department of Housing and Urban Development (HUD).

Public input was received through public hearings and the objectives and outcomes identified in this plan are the results of needs identified by the public, local organizations, and government departments.

The 2026 Annual Action Plan is attached and identifies how the CDBG and HOME Allocations will be spent on activities that support the Five-Year (2025-2029) Consolidated Plan goals.

Staff is recommending RDA approval. This will be forwarded to Common Council for final approval and recommendation the RDA administer the CDBG and HOME funding.

RECOMMENDATION

To approve 2026 Annual Action Plan for Community Development Block Grant Program (CDBG) and HOME Investment Partnerships Program (HOME) programs

FISCAL IMPACT

ATTACHMENTS

- I. 2026 CDBG and HOME Budget

2026 Community Development Block Grant Allocations

Potential Projects	Staff Recommendations	TOTAL
Public Service Programs		
Fair Housing Services	\$30,000.00	\$30,000.00
Community Gardens	\$25,000.00	\$25,000.00
Community Pubic Service Activities	\$94,846.00	\$94,846.00
Subtotal for Public Service (Max \$149,846)	\$149,846.00	\$149,846.00
Home Improvement Loan Program (includes emergency rehabilitation)	\$0.00	\$0.00
Infrastructure and Park Improvements in CDBG Eligible Areas	\$328,324.00	\$328,324.00
Beautification/Art Projects in CDBG Eligible Areas	\$25,000.00	\$25,000.00
Economic Development Micro-enterprise Grant Program	\$50,000.00	\$50,000.00
Economic Development Revolving Loan	\$200,000.00	\$200,000.00
* CDBG Administration	\$188,292.00	\$188,292.00
TOTALS	\$941,462.00	\$941,462.00

2026 CDBG Allocation - \$941,462.00

2026 Estimated Program Income \$ (\$ is restricted to Economic Revolving Loan fund)

Public Services-limited to a max of 15% total Entitlement + prior year PI (\$57516.00)= 149,846.00

* CDBG Administration amount is limited to a maximum of 20% total Entitlement plus Program Income

2026 HOME Allocations

Potential Projects	Staff Recommendations	TOTAL
Housing Development Advancement Projects	\$197,043.86	\$197,043.86
Single Family Rehabilitation Loans	\$50,000.00	\$50,000.00
Downpayment Closing Cost Assistance	\$100,000.00	\$100,000.00
Community Housing Development Organizations (CHDO) Set Aside	\$69,408.77	\$69,408.77
*HOME Administration	\$46,272.51	\$46,272.51
TOTALS	\$462,725.14	\$462,725.14

2026 HOME Allocation \$462,725.14

2026 Estimated Program Income \$

* HOME Administration amount is limited to a maximum of 10% total Entitlement plus Program Income

CHDO set-aside must be a minimum of 15% (\$) of total Entitlement amount; Eligible activities include:

- Acquisition and/or rehabilitation of housing
- New construction of housing



Report to the
Redevelopment Authority
of the City of Green Bay

MEETING DATE

July 14, 2026

PREPARED BY

AGENDA ITEM # G.I

Financial report and check register.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

1. RDA Financial Report 2026
2. Check Report

Redevelopment Authority
Financial Report
CDBG
6/30/2026

CDBG Entitlement Funds	2025 Budget	2024 Carry Over	Program Income	Expenses	Obligated	Remaining Balance
Fair Housing	30,000.00	7,592.00	-	7,592.00	-	30,000.00
Public Services	176,633.00	72,694.26	-	84,588.98	130,649.29	34,088.99
CDBG Eligible Areas HILP Program	56,541.00	189,391.31	50,146.18	22,767.50	27,462.50	245,848.49
CDBG Eligible Areas Public Facilities and Infrastructure	198,971.00	252,383.35	-	383,503.93	-	67,850.42
CDBG Eligible Areas-Beautificatio/Art	50,000.00	-	-	-	-	50,000.00
Economic Development Façade	50,000.00	90,000.00	-	-	-	140,000.00
Economic Development - RLF	200,000.00	-	271,384.42	35,000.00	-	436,384.42
Administration	176,209.00	13,477.55	20,348.30	74,818.80	-	135,216.05
	\$ 938,354.00	\$ 625,538.47	\$ 341,878.90	\$ 608,271.21	\$ 158,111.79	\$ 1,139,388.37

CARES CDBG-CV Funds	2025 Budget	2024 Carry Over	Program Income	Expenses	Obligated	Remaining Balance
Rental/Mortgage Assistance Program LMI	-	675.35	-	-	-	675.35
	\$ -	\$ 675.35	\$ -	\$ -	\$ -	\$ 675.35

Redevelopment Authority
Financial Report
HOME
6/30/2026

	2025 Budget	2024 Carry Over	Program Income	Expenses	Obligated	Remaining Balance
Single Family Rehab Loan Program	150,224.75	73,370.99	-	16,713.00	67,492.31	139,390.43
Downpayment Closing Cost Assistance	50,000.00	-	-	-	-	50,000.00
CHDO Projects	70,227.92	196,595.64	-	195,810.64	-	71,012.92
Housing Development Projects	151,108.63	1,793,047.28	113,617.03	-	1,099,698.00	958,074.94
Administration	67,620.00	83,628.84	12,624.11	37,887.12		125,985.83
HOME-ARP Admin	-	1,706,275.57	-	90,159.52	1,616,116.05	-
	\$ 489,181.30	\$ 3,852,918.32	\$ 126,241.14	\$ 340,570.28	\$ 2,783,306.36	\$ 1,344,464.12

City of Green Bay RDA
Check Register
30-Jun

CHECK #	CHECK DATE	VENDOR NAME	AMOUNT
21992	06/19/2026	BROWN COUNTY TREASURER	6,250.00
21993	06/19/2026	CITY OF GREEN BAY	29,943.01
21994	06/19/2026	NEIGHBORWORKS GREEN BAY	5,065.50
21995	06/19/2026	WE ALL RISE: AFRICAN AMERICAN RESOURCE CENTER	8,310.54
21996	06/30/2026	CITY OF GREEN BAY	33,791.22
21997	06/30/2026	FREEDOM HOUSE MINISTRIES, INC.	638.00
21998	06/30/2026	NEIGHBORWORKS GREEN BAY	19,200.00
			<u>\$ 103,198.27</u>



Report to the
Redevelopment Authority
of the City of Green Bay

MEETING DATE

July 14, 2026

PREPARED BY

AGENDA ITEM # G.2

Director's report and project updates.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Development Tracking 20260709

City of Green Bay Development Tracker (Large Scale) - July 2026								
	Project Name	Developer	Project Location	Project Description	Status Update	Housing Units		Est. Prop Value
Multi-family								
1	Skyline@425	Living Downtown LLC	425 Pine Street	Market multi-family rental, commercial	Construction underway	Total #	Under 80%	\$9,600,000.00
						66	0	
2	1116 Hobart Drive	Moski Corp	1116 Hobart Drive	Market multifamily	Construction underway	Total #	Under 80%	\$3,000,000.00
						30	0	
3	Merge @ Shipyard	Merge LLC	239 Arndt Street	Market multi-family rental, retail	Amendment 3 denied 3/17	Total #	Under 80%	\$21,000,000.00
						225	0	
4	200 N. Monroe	Three Sixty LLC	200 N. Monroe	Market multi-family rental, commercial	Phase 1 construction start late 2026	Total #	Under 80%	\$18,500,000.00
						164	0	
5	Gorman @ JBS	Gorman & Co.	0 Lime Kiln Rd	Workforce multi-family	Construction underway	Total #	Under 80%	\$11,000,000.00
						95	0	
6	Fire Station Flats	General Capital	420 S. Broadway/419 S. Maple	Multi-family rental, retail, Fire Station/Admin, greenway	Construction planned for Oct. 2026	Total #	Under 80%	\$7,000,000.00
						85	85	
7	New Land 221 Cherry	New Land Enterprises	221 Cherry	Market rate multi-family rental, retail	Construction completed 7/1/26	Total #	Under 80%	\$38,000,000.00
						268	0	
8	222 Cherry St LLC	Peter Nugent	216-222 Cherry St	Market rate apts with retail 1st floor	DA amendment terms under negotiation	Total #	Under 80%	\$10,500,000.00
						71	0	
9	One Astor	Spark Development	100 E. Mason	Market rate multi-family rental	Construction underway	Total #	Under 80%	\$15,500,000.00
						126	0	
10	1531 Main Street	GB Real Estate	1531 Main Street	Market rate multi-family rental	PO deadline 7/12/26	Total #	Under 80%	\$3,000,000.00
						40	0	
						Total #	Under 80%	

11	1409 Velp	veip Locust Investments LLC	1409 Velp Ave	Market rate multi-family rental	DA approved in June	90	0	\$9,500,000.00
Single-family								
12	Southwest Woods	Garritt Bader	Hinkle S. of Mason	Single family housing with new roads	Construction underway	Total # 29	Under 80% 0	\$8,000,000.00
13	The Pines	Broadway Realty	0 Deuchert Street	Single family housing with new roads	Construction starting this summer	Total # 41	Under 80% 0	\$10,000,000.00
15	Radue @ JBS	Radue	1327 & 1331 Paj Way	JBS-Single Family	Construction underway	Total # 2	Under 80% 0	\$700,000.00
16	Habitat @ JBS	HFH	Lots 1-7 Vernon Taylor Dr	JBS-Single Family	Term Sheet approved in June	Total # 7	Under 80% 0	TBD
17	NWGB @ JBS	Neighbor Works	Lots 1-6 Dahlia Lane	JBS-Single Family	Term Sheet approved in June	Total # 6	Under 80% 0	TBD
Commercial								
18	S&S Buildings	Investment Creations	227 E Walnut, 101 & 109 N Adams	Mixed use law office, retail, market rate apartment	Construction underway	Total # 1	Under 80% 0	\$1,500,000.00
19	Fire Station One	MOWGS LLC	501 S. Washington	Fire station rehab conversion to commercial uses	Tenant recruitment underway	Total # 0	Under 80% 0	\$1,000,000.00
20	C. Reiss Relocation	Port of Green Bay / Brown County	420 S. Broadway/419 S. Maple	Port development / C. Reiss relocation	Port improvements underway. Lease signed.	Total # 0	Under 80% 0	TBD
21	Green Bay Public Market	On Broadway, Inc	211 N. Broadway	Public Market	DA amendment terms under negotiation	Total # 0	Under 80% 0	\$7,000,000.00
22	United Soccer League Stadium	USL	TBD	Soccer Stadium	Site selection, owner recruitment underway	Total # 0	Under 80% 0	TBD

Industrial								
23	WE Hoban Co.	Hoban Real Estate	Finger Rd at Northview Rd	Industrial	Construction completed	Total #	Under 80%	
						0	0	
								\$10,500,000.00
24	Grandview - Keller 9 Acres	Keller client	Erie Rd south of Mason	Industrial	TIF request under review	Total #	Under 80%	
						0	0	
								tbd

COLOR KEY
Multi-family
Single-family
Commercial
Industrial
Park/Public

	Units	Under 80%	Value
TOTALS	1,331	85	\$184,600,000.00