



ECONOMIC DEVELOPMENT COMMITTEE

MEETING AGENDA

Wednesday March 5, 2014 5:30 p.m.
Sister Bay Fire Station, Large Room

For additional information check: www.sisterbaywi.gov

Call Meeting to Order

Deviations from the agenda order shown may occur.

Roll Call

1	Larry Gajda – Chair	2	Dan Mortier
3	Jim Grasse	4	Denise Bhirdo
5	Jennifer Dahl	6	Mike Flood
7	Dave Lienau		Eric Lundquist (Alt)
	<i>Zeke Jackson</i>		<i>Bill Chaudoir</i>

Comments, correspondence and concerns from the public

It is possible that a quorum of the Plan Commission and or Board of Trustees may be present.

Approval of minutes as published

Business Items

1. Discussion on Vandewalle proposal for Downtown Redevelopment plan advancement and developer recruitment.
2. Report on future marketing activities and grant opportunities.
3. Matters to be placed on a future agenda or referred to a Committee, Official or Employee
4. Adjournment

Public Notice

Questions regarding the nature of the agenda items or more detail on the agenda items listed above scheduled to be considered by the governmental body listed above can be directed to Zeke Jackson, Village Administrator at 920-854-4118 or at zeke.jackson@sisterbaywi.gov. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Sister Bay Village Administrator at 854-4118, (FAX) 854-9637, or by writing to the Village Administrator at the Village Administration Building, 2383 Maple Drive, PO Box 769, Sister Bay, WI 54234. Copies of reports and other supporting documentation are available for review at the Village Administration Building during operating hours. (8 a.m. – 4 p.m. weekdays).

I hereby certify that I have posted a copy of this agenda at the following locations:		
<input type="checkbox"/> Administration Building	<input type="checkbox"/> Library	<input type="checkbox"/> Post Office
_____ / _____		

1 see that a similar document is prepared and distributed to as many potential developers as
2 possible. The employees at VandeWalle & Associates already know a number of
3 developers and are very familiar with their needs and wants, which is definitely a “plus”. It
4 would also be possible for a project management team to be created. It was the consensus
5 that creation of such a team would be an excellent idea and that the members of the team
6 shall be Jackson, Gajda and Chaudoir.

7
8 Concerns were voiced that the brochure not contain identical data to that which is already
9 delineated in the Redevelopment Plan, and several of the Committee members indicated
10 that they would like to see examples of other brochures which were prepared by
11 VandeWalle & Associates. Jackson and Chaudoir indicated that they will see that examples
12 of such a document are e-mailed to all the Committee members in the next few days.

13
14 *A motion was made by Gajda, seconded by Flood that the Economic Development*
15 *Committee is recommending that VandeWalle & Associates be retained to seek and aid*
16 *with developer recruitment, identification of grant opportunities and plan implementation,*
17 *and prepare a marketing brochure which will fully implement the marketing of the parcels*
18 *delineated in the Downtown Redevelopment Plan for Sister Bay which was adopted on*
19 *August 13, 2013. The cost of the brochure shall not exceed \$2,000. Motion carried – All*
20 *eyes.*

21
22 Lienau has recommended that a Waterfront Oversight Committee be created as there is
23 potential for the beach and the entire waterfront to get a lot more use once the work on the
24 beach project and the highway reconstruction project is completed. The Information Booth
25 will also have to be relocated. The Village Board will be considering his recommendation
26 at tomorrow night’s Village Board Meeting. If anyone is interested in serving on the
27 Waterfront Oversight Committee they should contact him.

28
29 Jackson noted that he will be applying for a Community Development Investment Grant for
30 the beach project. There are a number of other grant opportunities available, and he fully
31 intends to pursue those funding sources as soon as they become available.

32
33 **Item No. 3. Discussion regarding the next steps in the process and committee roles.**

34 A formal implementation strategy was included in the meeting packets, and it was the
35 consensus that several facets of that strategy shall be implemented. The Committee
36 members indicated that they believe there are other areas of the Village which are under-
37 utilized, and, therefore, they will consider redevelopment of those areas. Further, as much
38 free publicity as possible will be solicited.

39
40 **Item No. 4. Matters to be placed on a future agenda or referred to a Committee, of**
41 **Village official or employee:**

42 *It was the consensus that the following issues shall be addressed at a future Economic*
43 *Development Committee meeting(s):*

- 44 1. *Signage,*
 - 45 2. *T.I.F. capacity analysis, and,*
 - 46 3. *The role of the T.I.F. in the redevelopment process.*
- 47
48
49

1 **Adjournment:**

2 *A motion was made by Mortier, seconded by Flood to adjourn the meeting of the*
3 *Economic Development Committee at 7:03 P.M.*

4

5 Respectfully submitted,



6

7 Janal Suppanz,

8 Administrative Assistant



Sister Bay Downtown Redevelopment Plan Implementation Scope of Work and Budget Proposal

The Downtown Redevelopment Plan & Implementation Strategy is a vision for what Downtown Sister Bay can become. As a vision it should be anticipated that the sites will not redevelop precisely as drawn or conceptualized – but the Plan conveys the community’s general consensus toward land uses, density, and general form for the redevelopment sites. The vision and recommendations in this Plan require the Village Board, Plan Commission, Economic Development Committee, and staff to use various coordinated implementation tools. Generally these tools fall within three inter-related implementation tracks, public actions, redevelopment facilitation, and infrastructure improvements.

To advance implementation of the most critical and catalytic aspects of the Plan in 2014, Vandewalle & Associates proposes to provide the following services (Items 1-2 below) over the next six months on a time and materials basis, with a budget not to exceed \$25,000, with work to be conducted as guided by the Client.

Immediate Next Steps to Advance Sister Bay Downtown Redevelopment

1. **Project Advancement (Months 1-6; anticipated budget \$7,500)**
 - A. **Advance the Redevelopment Project Management Team (PMT):** With the client, coordinate, and manage on an ongoing basis, the EDC identified PMT to advance area redevelopment. PMT will report on progress and necessary actions needed by the EDC, Village leadership and committees. Conduct bi-weekly PMT discussions via teleconference or (as needed) in-person.
 - B. **Leverage funding opportunities for project implementation:** With the PMT, explore grant funding opportunities from Wisconsin DNR, WEDC, WI Coastal Management Program, and other related agencies to promote implementation of priority redevelopment sites and public features. Assist private developers in identifying tax credits to assist in project development including historic tax credit and residential programs.
2. **Advance Catalytic Sites (Months 1-6; anticipated budget \$17,500)**
 - A. **Prepare a project “sell sheet”** promotional document to highlight, promote, and generate excitement around the catalytic sites defined in the Plan for developer and investor recruitment. Prepare additional site plan designs and sketches as needed to advance developer recruitment.
 - B. **Site A Village Center Mixed Use Site:** Recruit hotel and mixed use project developer. Further test the market with specific targeted recruitment of Door County familiar developers, and further reaching regional developers to promote the redevelopment vision and advance the projects to the next stage of conceptual development.
 - C. **Site C Sunset View Mixed Use Site:** Recruit hotel and mixed use project developer. Further test the market with specific targeted recruitment of Door County familiar developers, and further reaching regional developers to promote the redevelopment vision and advance the projects to the next stage of conceptual development.
 - D. **Site B Mill Road Recreation:** Recruit outfitter or other recreation-focused developer and businesses for Site B. Outreach to existing businesses in Sister Bay/Door County to advance this concept and determine their level of interest and next steps for creating a recreation-oriented development at this location.



VANDEWALLE & ASSOCIATES INC.

Future Steps to Advance Sister Bay Downtown Redevelopment

The following is a menu of additional tasks that could be advanced under a work order amendment to an existing implementation contract. The following are additional ongoing or long-term implementation activities that are important to accomplish the goals and vision laid out in the Plan. Vandewalle & Associates is available to assist or lead these tasks as directed by the Client.

1. Advance Additional Catalytic Sites:

- A. **Site D School House Overlook Site:** Discuss with the new property owner/development team the opportunity for historic renovation/adaptive reuse of the school house and the potential benefit of historic tax credits to the overall project <http://inwisconsin.com/community-development/programs/htc/>. Coordinate with the PMT and Site D development team to develop a strategy for creation of the staircase and overlook amenity on-site to improve connection of the site to Downtown and waterfront, and develop a community amenity for visitors and residents. Identify funding via grants and other means for design, engineering, and construction.
- B. **Nature Preserve Opportunity:** Consider collaboration with the Door County Land Trust to advance the Sister Bay Nature Preserve concept and trail development as a connection and asset to the waterfront park assets.

2. Advance the Market Walkway Concept:

- A. Coordinate with property owners to determine interest and commitment to advancing the Walkway. Develop strategy in coordination with property owners for the creation of internal development sites – manageable in size and cost for small businesses to develop a mixed use retail/accessory residential building along the Market Walkway.
- B. Develop schematic design in coordination for the Market Walkway to plan for implementation as redevelopment occurs and neighboring properties get engaged in advancing the Walkway.
- C. Develop a branding and identification strategy authentic to the community which communicates the unique aspects of the Walkway area to advance it as an attraction to developers, businesses, and visitors.

3. Downtown District Marketing and Promotion:

- A. Advance planning and design for Downtown gateway development; signage and wayfinding improvements for pedestrian connections, public parking, and other destinations to further distinguish and enhance the area.
- B. Advance the concept of a business connector services such as a trolley for visitors to experience Sister Bay and access businesses, hotels, restaurants, historic sites, and other amenities.
- C. Coordinate with the Sister Bay Marina to promote visitor use of Downtown Sister Bay and connect their patrons to Downtown businesses and amenities.
- D. Promote Downtown Sister Bay as a destination for events in particular weddings and athletic events, capitalizing on the public waterfront.
- E. Outreach to local and regional connections that may have a particular interest in Sister Bay's historic downtown, existing buildings, or other aspects of the plan from an investment or philanthropic perspective.
- F. Advance discussions of rehabilitation of the Old Village Hall for use as the Sister Bay Visitors Center.

Sturgeon Bay Festival Waterfront

Real Estate Development Opportunity



Now recruiting developers for Boutique Lodging, Young Professional Housing, and the Market

PRIME FESTIVAL WATERFRONT LOCATION

This is a redevelopment area focused on the Maritime Experience – directly adjacent to the Maritime Museum on Sturgeon Bay, with views and access to the community’s working maritime waterfront.

The West Waterfront redevelopment will give residents and visitors the premier Door County waterfront destination:

- Enhancing access to the water with the planned festival dock, event stage, and commercial pier including excursion boats, public boat launch, and rentals – kayaks, canoes, paddle boards
- Bringing together the maritime heritage through the Door County Maritime Museum, the neighboring US Coast Guard Cutter Mobile Bay and upcoming US Coast Guard interpretive displays, and Sawyer Park, along with the working waterfront that includes Bay Shipbuilding, Selvick Tugs, and Palmer Johnson Yachts
- Celebrating and providing year-round access to locally grown and produced food and beverages – at the BridgeDeck Brew Pub and Restaurant, and the Market with fish, cherries, apples, café and event space
- Creating modern housing opportunities for young professionals and empty nesters in Door County’s only city



The West Waterfront redevelopment area includes an approximately 3.5 acre site owned by the City, located at the intersection of Neenah Avenue, Maple Street and the Oregon Street Bridge.

Real Estate Development Opportunities

NOW SEEKING INTERESTED MASTER DEVELOPER FOR ENTIRE DISTRICT OR INDIVIDUAL PROJECTS

The Four Seasons Festival Market

- Opportunity to create a unique, Four-Seasons Market – trailhead for Door County agritourism and access to local foods including Great Lakes fish, cherries, apples, local dairy and meats, and other value-added products
- The Market is already attracting tenants; An investment team or developer is sought to advance the project
- Planned as a destination showcase for Door County products at the core of the redevelopment area
- Café to be operated by a Door County coffee roaster and café operator, offering locally roasted beans, tea, prepared beverages, and light fare, with stairway access to the Market's spacious upper level event rooms
- Second floor Waterfront Room and event space leasable to a local event promoter and booked for year-round music performances, Maritime Museum lectures, food product shows, parties, and more, with capacity of approximately 300 people
- Serves as an engaging link to the public waterfront promenade, featuring a live music stage, commercial fishing pier and Festival Dock ideal for art shows, food and wine festivals, and other cultural events

1



Young Professional Housing

- Potential for attractive, modern rental housing for year-round residents – with target market of young professionals and empty nesters looking to be in the heart of the community
- The site at Maple and Madison is envisioned as rental housing for young professionals and empty nesters, and the site at Larch and Madison is planned for owner-occupied residential development
- Privately-owned, and within the newly created TIF district, the City is working cooperatively with the current property owners to advance the redevelopment vision for these sites

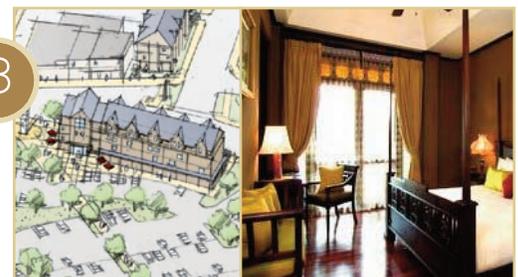
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Boutique Lodging

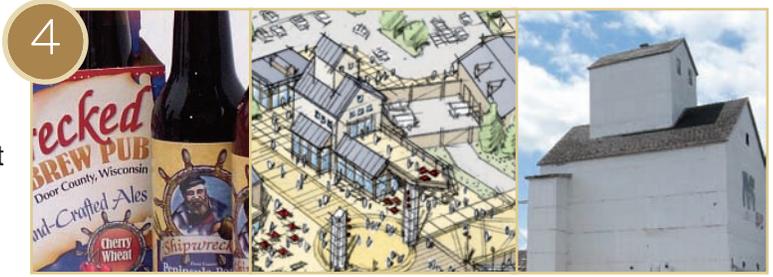
- Opportunity for a 30-room destination lodging experience
- Incredible Bay views and waterfront access
- Within the Westside Business District, and is walkable to Downtown, marinas, dining, and shopping
- City-owned site within a newly created TIF District

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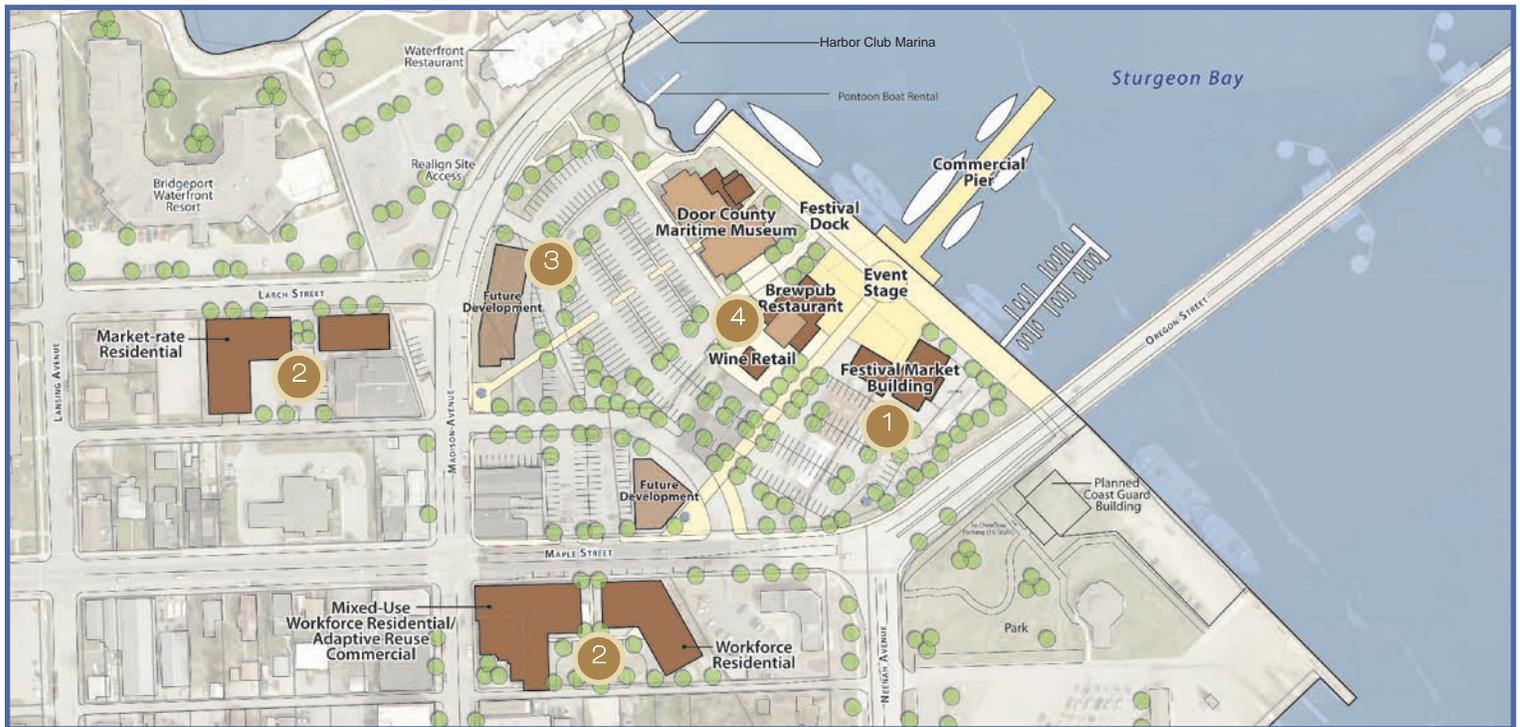


The BridgeDeck Brew Pub and Restaurant

- A prominent Door County business plans to expand its portfolio and develop the new BridgeDeck Brew Pub and Restaurant in this location
- With plans to open in 2015, the owners want adjacent development to occur in tandem with their construction to create a truly dynamic waterfront experience
- The development will include a restaurant and brewery with a local food menu, and a retail establishment with locally-produced beer, wine, spirits, and other products of their businesses throughout the County
- With potential to build the Brew Pub and Restaurant around the existing historic 1901 Teweles and Brandeis grain elevator, the structure is owned by the City and within a new TIF district



- This iconic feature is visible from across the Bay and from the Bay View Bridge
- Incorporating a symbol of the community's working waterfront and food heritage, the Brew Pub and Restaurant is an opportunity to restore an authentic icon and landmark adjacent to the festival pier, baywalk, and other public spaces



STURGEON BAY MOMENTUM

Waterfront District / Westside Business District



Revitalization of the West Waterfront area is underway; the timing is right for developers to capture unique opportunities for commercial and residential development in this highly visible and accessible location.

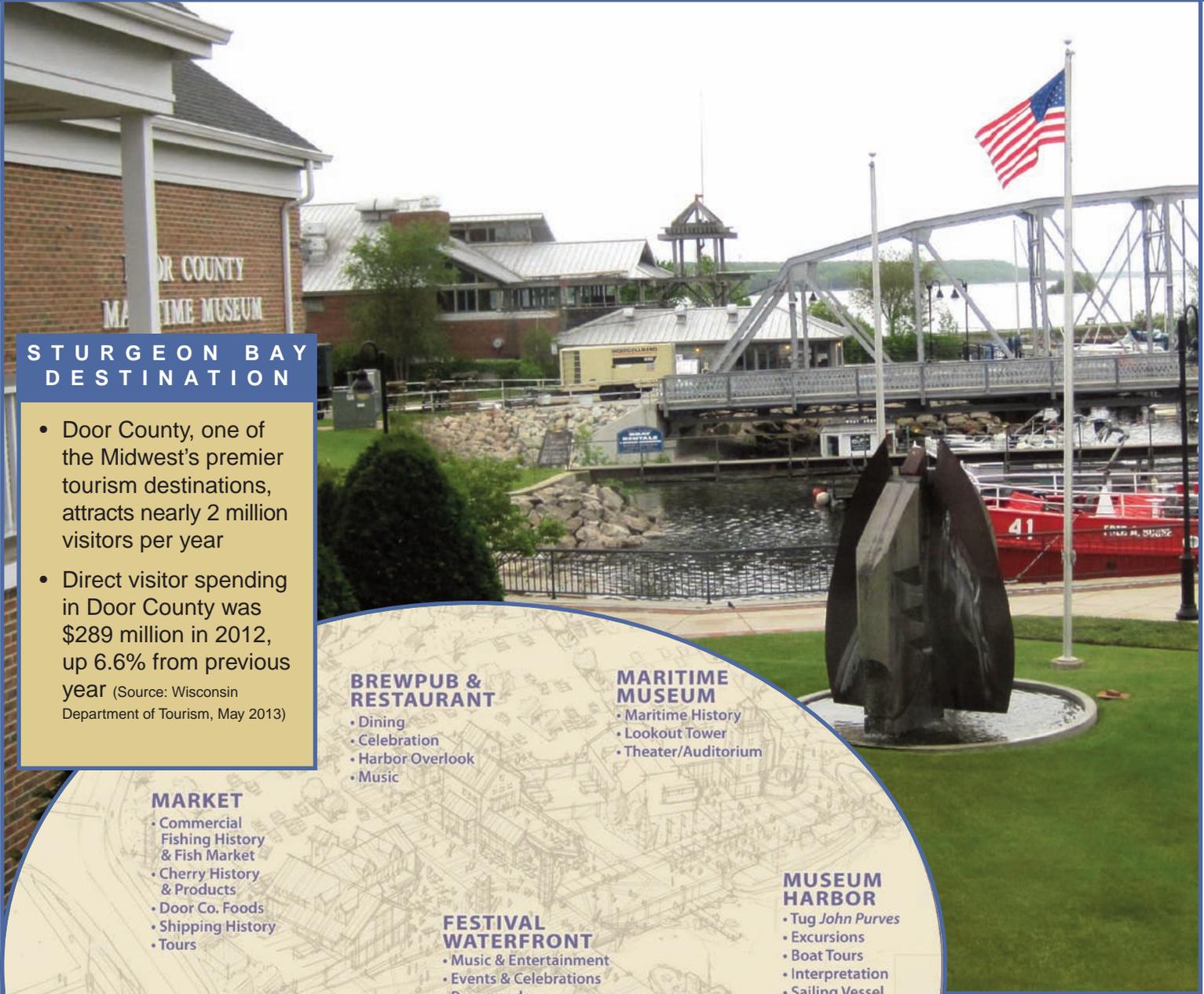
As part of the Westside Business District, the West Waterfront is highly walkable and accessible for residents and tourists.

With a funded initiative to increase the economic vitality and appeal of this highly visible waterfront area in Sturgeon Bay, public- and private-sector partners are focused on site reuse that will utilize existing assets and stimulate private reinvestment. Sturgeon Bay's goals for this area include:

- Opening up the waterfront to the public
- Promoting waterfront activities, amenities, and commerce
- Creating a unique destination that complements the existing assets in the area

Enter the Door County Marketplace

Be part of the exciting maritime destination at the door to one of the Midwest's top vacation spots



STURGEON BAY DESTINATION

- Door County, one of the Midwest's premier tourism destinations, attracts nearly 2 million visitors per year
- Direct visitor spending in Door County was \$289 million in 2012, up 6.6% from previous year (Source: Wisconsin Department of Tourism, May 2013)

BREW PUB & RESTAURANT

- Dining
- Celebration
- Harbor Overlook
- Music

MARITIME MUSEUM

- Maritime History
- Lookout Tower
- Theater/Auditorium

MARKET

- Commercial Fishing History & Fish Market
- Cherry History & Products
- Door Co. Foods
- Shipping History
- Tours

FESTIVAL WATERFRONT

- Music & Entertainment
- Events & Celebrations
- Promenade
- Vendors
- Art Shows
- Boat Shows

MUSEUM HARBOR

- Tug John Purves
- Excursions
- Boat Tours
- Interpretation
- Sailing Vessel Denis Sullivan

US COAST GUARD CUTTER MOBILE BAY

- Tours
- Storytelling
- Artifacts

PUBLIC COMMERCIAL PIER

- Public Baywalk
- Tugboats on Display
- Excursions

PUBLIC HARBOR

- Docking
- Events

FOR MORE INFORMATION CONTACT

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