

**COMMUNITY
DEVELOPMENT
AUTHORITY**

Wednesday, March 6, 2019

7:00 PM

McFarland Municipal Center
Conference Room A

Amended AGENDA

1. CALL TO ORDER
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Review and possible approval of the January 2, 2019 Community Development Authority minutes.
 - b. Review and possible approval of the February 6, 2019 Community Development Authority minutes.
4. BUSINESS.
 - a. Discussion and possible action in order to make a recommendation to the Village Board regarding the selection of a proposal for the Farwell Street Property Redevelopment project located at and around 4719 Farwell Street.
 - b. Public Hearing - Regarding an amendment to Redevelopment District No. 1 (TID #3) District Boundary for the Village of McFarland, Wisconsin and Project Plan, re-designating 4703 Terminal Drive from Industrial land use and to Mixed use Commercial/Residential.
 - c. Possible recommendation to the Village Board regarding Resolution No. 05-2019 approving an amendment to Redevelopment District No. 1(TID #3) District Boundary and Project Plan for the Village of McFarland, Wisconsin re-designating 4703 Terminal Drive from Industrial land use to Mixed Use Commercial/Residential.
 - d. Review and possible recommendation to the Plan Commission regarding a General Plan & Detailed Plan for Phase 1 for 4703 Terminal Drive and rezoning from C-H Commercial Highway to PDD-GPA Planned Development District - General Plan Approved and PDD-DPA Planned Development District Detailed Plan Approved.
 - e. Review and possible recommendation to the Plan Commission regarding a site design plan for McFarland Liquor located at 4716 Farwell Street located within TID #5.
 - f. Discussion and possible recommendation to the Village Board regarding the establishment of a fee within the Tax Increment Financing Development Incentives Policy Manual together with minor text changes relating to payback of TIF loans.
 - g. Discussion and possible action on a recommendation to the Village Board regarding acceptance of the Lodging Market Feasibility Study/Analysis.

5. SCHEDULE NEXT MEETING DATE.

6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. 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, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

Working Draft - MINUTES
Community Development Authority Meeting

January 2, 2019

Members Present: Sue Smith, Ken Brost, Peter Bloechl-Anderson, Shaun O'Hearn, Stephanie Brassington, Toni Stolarik, Jerry Dietzel

Members Absent: None

Staff Present: Pauline Boness, Matt Schuenke, Karen Knoll

Others Present: Ryan Quam, Will Rutherford, Eric Kryzenske

1. Call to Order

Brost called the meeting to order at 7:00 p.m.

2. Public Appearances

None

3. Approval of Minutes

- a. Review and possible approval of draft minutes from the December 5, 2018 Community Development Authority meeting.

Smith moved to approve the draft minutes from the December 5, 2018 Community Development meeting. Brassington seconded the motion. Motion carried.

4. BUSINESS.

- a. Discussion regarding the conceptual development of 4703 Terminal Drive for residential and commercial improvements by Ryan Quam

Ryan Quam of Quam Engineering presented his concept plan for a new development. Located in TIF #3, 10½ acres on 4703 Terminal Drive. Quam reviewed the terrain of the land, and current trees and creek on the site. A professional partner indicated they have office space in Madison with leases ending in 2020. Quam would be proposing a four phase development with Phase one being a 27 unit apartment building, similar to the 27 unit Waubesa Village building. He does not have plans to move forward with the third phase of Waubesa Village for a

few years. During the first phase, he would be doing the storm water management, grading of site, tree removal, and have sewer brought in. All of the prep work for all four phases would be done at this time. Quam currently has an offer to purchase on the site, and the current owners would be able to reside in their current home as long as they wish. They are proposing to build a shed in the back corner of the property. The detached garage by the current house would stay; the other existing sheds would be taken down. Phase four of the project would not proceed until the residents decided to leave. If approved, he would break ground this spring, have utilities extended and install the foundation in October. Construction would take place over the winter, ready to rent the following spring. They would break ground on the office space in spring of 2020 and have be ready by fall for occupancy.

The apartment building would be designed similar to Waubesa Village, with changes to accommodate people with dogs. Adding more flat areas, and possibly more sidewalks for walking of dogs, together with a dog washing station, and a small dog park. There will be plenty of parking with underground and above ground parking.

The office (per pages 3 & 4) would be on top of the hill with a 9% slope to match the grades, on the drive. He is trying to save as many trees as possible. It will be affordable office space with nice finishes, and a nice view. Quam would move his engineering company into the new office space if needed as his business is growing.

The third phase is a three-story office building. If the potential tenant grows as much as they feel they will, they would need the additional space. It would be developed when they needed it.

Phase 4 would be another apartment building. He does have lot lines drawn and is trying to sell lots to generate revenue. Due to the grade, it does come with its challenges, and once completed, it would appear to be different sites in the campus. Members discussed saving of the trees, retaining walls and landscaping options for the site including removal of invasive species, and tree plantings.

Quam advised he would like to meet with staff to come up with a timeline, and understands this would have to be rezoned. There are many challenges with this site, and he is on a tight timeline. Quam advised he has had some site testing done; he is working on the sanitary sewer discussion for the creek so he can put a boardwalk over it. Quam advised he would be submitting a request for a TID loan.

Schuenke asked Quam to review the wetland area on the site. Quam discussed and pointed out where the wetlands are located. There was a study and wetland delineation done about 1 ½ years ago, Quam has a copy and it is valid for 5 years. Quam is not sure if the project takes more than the valid timeframe, if he would be required to have another delineation done. Quam advised the two ponds on site meet the standards; the clean water, which would come out of the ponds, would go into the creek, which runs into the lake. O'Hearn inquired if the public would have access

to the dog park. Quam advised there is no pedestrian access on Terminal Drive, if there was he would likely open an access there.

Schuenke pointed out this site was planned for future use of industrial, office space would be fine, but with residential the zoning and future land use map would have to be changed. Schuenke inquired about the mix of commercial and residential on this site, why not just commercial office space. Was there a market study done, or personal experience? Quam replied much is based on his personal experience. Quam feels there is a higher demand for apartments, with not as big a desire for home ownership for some people. He has experienced a lot of demand for rentals, and he would like to see the TIF succeed. He feels apartments do better than office space. Quam also feels the higher area would be more desirable for office space as it can be seen from Hwy. 51 – the lower area would not be as desirable. Unless there was some plans for Terminal Drive, access is also a concern. He feels he can overcome that with the plans for the commercial to be on the higher end of the site where it would be visible from highway 51. The western part of the site he does not feel would be as desirable for commercial. Smith was concerned about there only being one entrance and exit, and the safety issues, which could go along with that as Terminal Dr. is such a small road. Quam stated there would be a shared driveway agreement with all property owners, along with shared utilities. There would be a turn around for emergency equipment and he would be working with the Fire Chief on that. Schuenke asked if Quam would consider platting this rather than using a CSM. Quam replied if there was a benefit for doing it that way, he can do up to four splits with a CSM and with a shared driveway; one of the LLC's would be responsible for snow removal etc. Schuenke advised they have done that recently with developments like Cedar Glade. Schuenke inquired what if the office space does not work out. Quam advised he is in the process of getting bids, he has faith that it will work out. If it does not or if a bank was not interested in a loan, which would tell you something about the proposal and or economy. If he had to do this in longer phases he would, he would prefer to go with his "plan A" option. He would be applying for two loans, one for the apartments and one for the office space. If the potential tenant did not work out, he could market it to other potential companies.

Boness inquired about the historical aspects and the possible Indian mounds on the ridge of the property. She does not know exactly where they are located, but they are up there. Quam advised there are maps and documents that he does not have access to, as they do not want to publicly disclose locations so as not to disturb them. Schuenke stated the Village Engineer might have access to them. Quam stated if there were a large find, he would not be able to move forward with this project. He has been in contact with the DNR to see what information can be located.

Brost and members felt there was no reason to not move forward with his proposal at this time.

- b. Discussion and action to further consider the proposal submitted for the Farwell Street Property Redevelopment project located at and around 4719 Farwell Street.

Schuenke summarized there are a few items to go through regarding the redevelopment. First, we need to talk about continued consideration of the proposals; second, would be the evaluation process as laid out. Lastly, he has suggested providing additional direction to the developers. Schuenke wanted to make sure this is the direction the members wanted to move.

Boness reviewed the statistics provided in packets at the request of Brost. Brost said they have had a month to review and think about what they would like to see. Brost asked Brassington as she had indicated she did not like either proposal, what would she like to see. Brassington would prefer to not pursue either one of them. She thinks there could be more commercial development on that space. Brassington feels the space provided was more of an afterthought; and, she feels this is prime real estate and it should be a commercial site and a draw to the community. Brassington feels everything about the proposals was about the residents with green space, picnic area etc. all for the residents of the proposal. She would rather see commercial space, not a strip mall, maybe something with some apartments above, but more retail than residential. Brost inquired on how many RFP's were sent out. Boness replied over a dozen, four were interested and two submitted proposals. Smith inquired how soon we had to find someone to develop it. Schuenke replied the Village borrowed money against the TID for the purchase and the longer it takes to develop, the more TID #5 as a whole is responsible. Brassington feels this has been a learning experience for her, she is not sure they did the right thing first, was it premature in not having any feedback from anyone but CDA members. Smith said when they purchased the property, it was so they could control the development, and just putting up an apartment is not doing that. Brost inquired if any members solicited input from community members. Stolarik advised she did speak with some in the area, they did not have any specific ideas, but they were not largely in favor of an apartment building. Smith inquired about the senior aspects of the proposals. Schuenke responded both had affordable housing as part of their developments, which would include seniors being able to reside there. One proposal did include a senior center to add that amenity, they would have to discuss that further as to who would own and manage that, along with is the appropriate size. It does achieve value to the community, but it does not necessarily add. Isolating a small department as Senior Outreach, is that functionality wise? Bloechl-Anderson felt one of the proposals came closer to what we are looking for with mixed use, open space that was just not apparently for the residents and following the TID guidelines, but it was not quite there yet. Dietzel said he did speak with people, and they indicated the concern over other similar projects, which have the retail space sitting vacant. If you do not build apartments you do not have built in customers for the retail, but you also end up with retail, which is mainly geared to the tenant traffic. If you do not have the apartments, you need to have businesses, which would draw people.

Schuenke felt all points were good, we have two developers who are capable of bringing something forward, and we can get additional feedback from the public, and share with the developers and see what they come back with. They (CDA)

would essentially provide an addendum to try to address concerns. We will probably have to compromise to some degree between what our vision is and adding value to the TIF. We need to find a balance, Schuenke would rather continue to consider these proposals and give them proper due diligence through the procedure process and tell the developers what you would like to see now that you have seen their vision. If we reject both, he is not certain where this would go as the RFP was sent out to many in a good economy. Brost pointed out based on feedback he received, we should be careful not to put something there that would be empty, and a developer will only want to do something that would be sustainable.

Members discussed various options of housing versus retail, how the submissions fared per the TIF guidelines and what other communities have done along with options for getting the public involved. Brassington felt defining your housing would limit the ability to fill the commercial space. Smith agreed on the point that sometimes what we want and what can be sustained are two different things, we only have one chance to do this right. Brost called for a consensus to have an open house for the developers to give their presentations.

Schuenke advised they would have an open house in 2 weeks to invite the public, and other committees. They will use social media, mailings to those in the proximity, as well as a newspaper story to invite the public.

- c. Discussion and action to set the process to evaluate the proposals submitted for the Farwell Street Property Redevelopment located at and around 4719 Farwell Street.

Members agreed to wait to discuss and give feedback until after the open house and public input.

- d. Discussion and action to provide direction regarding addendums to the proposals submitted for the Farwell Street Property Redevelopment project located at and around 4719 Farwell Street.

Members agreed to wait to discuss and give direction until after the open house and public input.

4. SCHEDULE NEXT MEETING DATE.

- a. February 6, 2019

6. ADJOURNMENT.

O'Hearn moved to adjourn, seconded by Brassington. Motion carried. Meeting adjourned at 8:55 p.m.

Working Draft - MINUTES
Community Development Authority Meeting
February 6, 2019

Members Present: Sue Smith, Ken Brost, Shaun O'Hearn Jerry Dietzel
Members Absent: Stephanie Brassington, Toni Stolarik, Peter Bloechl-Anderson
Staff Present: Pauline Boness, Matt Schuenke, Karen Knoll
Others Present: Ryan Quam, Clair Utter, Elisabeth Yszenga

1. Call to Order

Brost called the meeting to order at 7:00 p.m.

2. Public Appearances

Clair Utter – 5220 Rustling Oaks- spoke in opposition to the proposals of 4719 Farwell Street, he feels more public input is needed.

Utter is in support of the development of 4703 Terminal Drive

Elisabeth Yszenga – 4905 Farwell Street – spoke in opposition to the proposals of 4719 Farwell Street. Feels more public input is needed.

4. BUSINESS.

- a. Discussion and possible recommendation to the Village Board for financial participation regarding two TIF loan applications submitted by Ryan Quam for mixed development of residential/office uses at 4703 Terminal Drive.

Schuenke summarized Quam gave a general overview at the CDA, Plan Commission and Village Board meeting last month. The applications for TIF financing are for Phases 1 & 2 as submitted with comments provided by Andrew Bremer of MSA, which will be reviewed. There are some options, which will be discussed.

Quam summarized the proposed project he submitted; he is working on estimated costs for his project, and has met with some banks to discuss his proposal for financing. The site plan has not changed much from last month. First phase will be an apartment building, second phase will be an office building which will require him to collaborate with a

professional partner. Quam met with one whom he feels this will be ideal, however; they are looking at other sites, and have concerns about the tanks, view and access to the property. Quam is hoping the CDA will support this so he can start moving forward. If Quam receives approval, he can move forward with the apartment portion, and will still have time to put together something for the office portion. Quam summarized why he feels this project would meet the TIF requirements. He is working on another layout, which would take the buildings further away from the highway, with the parking lot on the highway side of the buildings.

O'Hearn asked the number of people who would be working there, and would these be new jobs or transfer of current employees. Quam replied they could not grow in their current space in Madison; they also have a building in Milwaukee. The owners currently reside in McFarland and Monona; they currently have about 20 employees.

Smith had concerns over the parking being visible from Hwy. 51. Quam showed members how the views would be, it will not be highly visible, and there will be underground parking. The first office building will be 2 stories and the second will be 3 stories.

Schuenke summarized the request in total is \$1.1 million, with \$675,000 for Phase 1 and \$425,000 for Phase 2. There are processes of reviews, which have to go into place, once done, there would be a formal financial agreement put into place. Tonight we are looking at the request and application to decide if it should be forwarded to the Village Board.

Andrew Bremer from MSA summarized when the TID application process was put into in effect in 2017 there were 15 criteria, which needed to be met by an applicant. Bremer reviewed his memo of this proposal, and went over section 2, the performa analysis. Quam indicated the property value upon completion would go from about \$250,000 to \$4.9 million provided the construction is completed in 2020. Bremer reviewed the gap of \$125,000 if it did not cash flow; there is the possibility to collect in 2019 depending on when the project is started. A project delay could reduce the property value before any value is added. Bremer felt the future assessment value could be a little aggressive.

Bremer reviewed how the proposal lays out with of Phase 1 and Phase 2 combined and options with Members per information provided in the packet. Overall, Bremer felt this project could be a good candidate for TID financing. Schuenke stated the first 3 options are what you have at your disposal present day, items 4 & 5 would have to go before the Joint Review Board, and it would push out the timeframe. They would offer more flexibility later on, but, you need to work with other tax authorities on this, and there is more work before you can bring it to fruition.

O'Hearn inquired of Quam if he would be able to come up with the difference between the 1.1 million and the \$980,000. Quam responded there are a couple of things, which could derail this project, he feels he could come up with 10 – 12%. Brost said the biggest concern is if there was something else they wanted to do with this TIF. Schuenke replied Terminal and Triangle redevelopment have always been something the Village has wanted to do, but very costly. It would be a possibility for TID 6. Boness inquired of

Quam, a lot of staff time is being spent, plus time of his own time for this project, when did he feel he would be getting a commitment from the bank for financing? Quam replied on his last project the bank would not commit until late in the process, they wanted to know all had been approved through the Village, and all contracts in place. They then take it to their Board, and that can take weeks. Schuenke reviewed the timeframe of the approval process through the Village. It could be a part of the agreement for a date for when the financing is approved by. The other part, Schuenke has expressed is the office building, it is up to the group to decide when they are comfortable knowing who the partner is, at some point the Village would need to know who the partner is as what the money is being used for, this is part of the process. Boness inquired when would Quam would have some type of commitment from the other partner, did he have a deadline in mind? Quam replied he would love to state who it is, but he is concerned they may take their project to another site. Quam is concerned other developers may be seeking them out. Quam would be comfortable telling staff tomorrow, but is not ready for it to be out yet. It is slated for a 2020 start, if he had the approval from the Committee and Village Board it could happened any time before December. If he only gets the apartments up, he would be able to cover his costs, he feels the bank may also see it that way, and they would want to know that information for the loan. Boness stated obviously, you do not want to be caught in a situation where you cannot make your debt service.

Dietzel move to make a recommendation to the Village Board to approve the use of projected surplus from TID #3 revenues to fund applications 1 and 2 for financial participation regarding two TIF loan applications submitted by Ryan Quam for mixed development of residential/office uses at 4703 Terminal Drive. O'Hearn seconded the motion. Motion carried 4-0.

- b. Discussion and action to provide direction regarding revisions to the proposals submitted for the Farwell Street Property Redevelopment project located at and around 4719 Farwell Street.

Schuenke summarized at the previous CDA meeting it was discussed the need for development and the steps we needed to take place. The open houses were held, about 24 people attended each, and we did receive feedback. We need to give feedback to the developers, based on feedback received.

Brost and members discussed affordable housing and the vacancies currently in McFarland in units which would be considered affordable, or, workforce rate apartments. Members had concern over putting in additional affordable units when those we have are not filled. Smith concurred, do we want to compete with rentals in the area. Brost stated while there is supply and demand, how do the older buildings compete with something which is new and affordable. Bremer stated if you add new units in the area at a similar price, what does that do to a building that is much older, it would create competition. Boness stated there is always the concern that there is not enough affordable housing in McFarland, then why are there vacant units in buildings, which have affordable rents. Smith stated who would choose to rent in an older building when

you can rent for the same amount in a new building; she is concerned this may compete for rent against current owners. Brost concurred this is one of his concerns also. Members were also concerned over density, and, too large of a building with too many units in one area. Members discussed the need for developers to have rentals to cover the financial parts of the project; it is likely the site would not fare as well if just a commercial project. There does need to be some density, Smith pointed out this is mainly a commercial area, does adding residential cover the need for more businesses on Farwell Street. Concerns also came up over the current traffic on Farwell Street and the number of units along with only one exit in and out causing more traffic issues. Smith had concerns over having a picnic/play area close to the street and safety issues with that location. There were also concerns voiced over both projects relying on low income to meet financing, what happens if a project is accepted and fails to secure the needed financing and tax credits, does the Village then have a vacant lot sitting and waiting. Schuenke replied if they cannot they will possibly ask the Village for more money, bring on additional partners, look for additional financing, there are many options, it would likely be asking the Village first for more financing. O'Hearn stated to preserve green space he would rather see a slightly taller building, with less of a footprint rather than a wider building with less green space, but still keeping it in scale. Bremer summarized it appears increased commercial is a top request, would they be willing to be more lenient on the number of residential if there was more commercial space. Bremer stated in response to Smith's question, telling the developers that you want a minimum of 25% market rate, and then have the developer respond and tell the CDA what they feel will work is an appropriate path. Boness added the master plans for the downtown were based on more residences in the area who would be able to walk to the businesses.

Schuenke went over the CDA review - Proposal Revision Criteria and feedback forms in packets with Members. It is the feeling that each party is fully capable of doing the project, and there was no need to do another RFP. Schuenke and CDA Members discussed the topics of Residential/Commercial; Affordable/Market Rate; Density; Outdoor Usage; Aesthetic and Impact fees and completed the details (per the attached sheet) to be submitted to the two proposed developers. Bremer mentioned listing the aspects of the projects, which the authority liked, and listing that as items they would like to see kept in the proposal, such as outdoor commercial space and outdoor residential space along with the underground parking. Schuenke will take the list back to the developers, listen to their feedback, and work with them to try to resubmit. The timeline would be a submittal by the 25th of February to allow staff time to review, it would then be brought before the March 7th CDA meetings. Schuenke explained once a partnership is made there would be many steps to take in the future, as the project moves forward and there are parts of the plan, which may change through this process.

Brost moved to direct the Village Administrator and Community Development Director to provide the criteria established at the 2.6.19 meeting to the developers for revisions to be submitted back to the CDA for further review. O'Hearn seconded the motion. Motion carried 4-0.

5. SCHEDULE NEXT MEETING DATE.

Next meeting will be March 6, 2019

6. ADJOURNMENT.

Smith moved to adjourn, seconded by O'Hearn. Motion carried. Meeting adjourned at 9:20 p.m.

Working Draft

4719 Farwell Street Redevelopment Project

CDA Requested Proposal Revision Request

<i>Category</i>	<i>Criteria</i>	<i>Direction</i>
Residential/Commercial	Commercial has to be greater than 50% utilization of the ground level.	This is the highest priority of the CDA. Higher consideration will be given to revised proposals that exceed this standard. Commercial portion of the proposed development shall also front on Farwell.
Affordable/Market Rate	Minimum of 25% of units have to be market rate apartments.	The CDA desires to find the right balance between affordable and market rate units within the project, but is requiring at least some of the residential units be committed to market rate apartments. Higher consideration will be given to revised proposals that exceed this threshold for market rate apartments.
Density	25 residential units per acre which would allow for 58 units on 2.3 acres.	The CDA will provide lower consideration for revised proposals that are presented closer to the maximum threshold established here. They will not consider projects in excess of this amount.
Outdoor Usage	Enhanced utilization of outdoor areas to maximize green space, encourage commercial and residential outdoor usage.	Current ideas regarding outdoor utilization are desirable within the current proposals. The CDA desires to see these elements maintained and/or enhanced within the revised proposal. Additional consideration could be provided to the revised proposal that demonstrates the most creativity in utilizing the outdoor space and maximizing available greenspace.
Aesthetics	Full and complete compliance to the TID #5 Design Guidelines.	The CDA will only further consider revised proposals that are in full compliance with the design guidelines for this district.
Impact Fees	Full payment of all relevant impact fees.	The CDA will only further consider revised proposals that include full payment of all associated impact fees for this project.

Further Tax Increment Financing Contribution...

In light of the additional criteria applied and further direction provided, the CDA is willing to further discuss and negotiate an additional Tax Increment Financing assistance beyond simply providing the land as incentive. Further discussion and negotiation will only be considered as a result of those revised proposals that most closely align with the vision of the CDA as developed within the preceding criteria and direction provided. Each Developer may though present their additional TIF request based upon the gap that may be present within the revised proposals in order to meet these priorities.



COMMUNITY DEVELOPMENT AUTHORITY SUMMARY SHEET

MEETING DATE: Wednesday, March 6, 2019

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator, Pauline Boness, Director

AGENDA ITEM: Discussion and possible action in order to make a recommendation to the Village Board regarding the selection of a proposal for the Farwell Street Property Redevelopment project located at and around 4719 Farwell Street.

PREVIOUS ACTION:

The CDA has been meeting since December of last year to evaluate these proposals. At its last meeting, action was taken to provide direction to the Developers to revise their proposals in order for the revisions to be reviewed at this meeting.

ISSUE SUMMARY:

Following our last meeting the CDA provided direction that was conveyed to the two Developers what it wished to see changed regarding the original proposals submitted. The email conveying this and the actual direction are provided in your packet for reference. Both developers responded as they felt is appropriate and their responses are included in your packet:

1. Lakestone - They have advised they will be developing the property on their own and not in partnership with Movin Out. They intend to develop a residential facility as market rate apartments but are still exploring affordable options. The size of the residential portion is about half of what was previously proposed while the commercial has expanded greatly. There is a stand alone building solely for commercial plus additional commercial included with the residential building totaling 14,810 square feet. This equates to a commercial utilization on the first floor of 60% in excess of the 50% threshold that was set by the CDA as its top priority. They did request further TIF assistance and Staff is continuing to evaluate this request.
2. Horizon - They are proposing a smaller project as well; however, did not provide any drawings to depict these specifics. The 40 unit residential development will maintain a 75% mix of mixed income senior apartments with 25% market rate units. The ground floor will contain about 8,500 square feet of residential which equates to 47% of the first floor below the 50% threshold. This project is presented essentially as only constructing "Phase 2" of their original submittal but redesigning the former phase to utilize the whole site so there would be more opportunity to use green space. They are also asking for additional TIF support.

Having received a presentation from the Developers, held an Open House, solicited input from the public, and provided direction to the Developers to revise their proposals the CDA needs to now make a decision on which proposal to select. This selection comes in the form of a recommendation to the Village Board in order to



fulfill the original direction provided. Remember, simply selecting a project does not mean every detail as thus far presented is set in stone. It means that we have identified a partner that we wish to work with in order to redevelop this site which kicks off a whole new process to drill into the details of that proposal in order to bring it to fruition.

FINANCIAL/BUDGET IMPACT:

Staff with our consultant is reviewing the financial projections of the project. Most of the other parameters in the initial review will remain constant but we will provide an update on the financial projections in the meeting based on the additional TIF requested.

VILLAGE PLAN REFERENCE:

TID #5 Project Plan

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Village Staff recommends the CDA select the revised proposal from Lakestone as its recommendation to the Village Board. This Developer was able to meet the challenge the best and greatly enhanced the commercial presence in the project. Additionally, they met the terms of the density requirement and other characteristics desired. More work will be needed in order to implement this project but this would be a step in the right direction to making those final determinations.

ATTACHMENTS:

1. Farwell Street CDA Direction
2. Farwell Street Property Redevelopment - Lakestone REVISED
3. Farwell Street Property Redevelopment - Horizon Devel Group REVISED

Matt Schuenke

From: Matt Schuenke
Sent: Thursday, February 7, 2019 8:49 AM
To: Matt Schuenke
Cc: Pauline Boness
Subject: Request for Revised Proposals - 4719 Farwell Street
Attachments: Farwell Street CDA Direction.pdf; McFarland Farwell Property Development RFP 09012018 FINAL.pdf; TID #5 - Approved Design Guidelines 8-13-18.pdf

Good morning,

The CDA met last night to further consider the proposals submitted to redevelop 4719 Farwell Street. In doing so, action was taken to provide direction back to each Developer for their consideration to submit revised proposals for their review at a future meeting. Several categories are included within the attachment and for each criteria is established followed by direction from the CDA on how they would like that item to be addressed. There is also a statement at the end regarding additional TIF incentive in light of these requests.

We would ask that the following materials from the original proposal be revised and resubmitted in line with the attached guidance. ***This revised submittal is due by end of day on Monday, February 25th.*** This may be submitted digitally. Each of these requests corresponds to the original request established within the RFP and contained within your proposal. Please note the following revised sections that are needed:

- Section 4 – Finance
- Section 6 – Development Schedule
- Section 7 – Concept Design
- Section 8 – Preliminary Proforma

Please see attached for reference the original RFP. Contained within this document are the details behind the documentation needed for each of the sections requested. I have also included the design guidelines for the district for reference. Please contact Pauline if you have further questions on impact fees that may apply to this project if you don't already have this information.

As a reminder, this revised submittal will be due on February 25th. Village Staff will complete its review and forward to the CDA by March 1st. The CDA will then consider the revised proposals at its next meeting on March 6th in which they may possibly make a recommendation to the Village Board regarding proposal selection at that meeting.

We certainly understand if you would like to meet to further discuss this new information. I would suggest we do so next week depending on available schedules, just let us know what might work for you and we'll work to get something lined up. Otherwise, let us know if you have any questions and we appreciate your interest and work on this project.

Thanks,
Matt

4719 Farwell Street Redevelopment Project

CDA Requested Proposal Revision Request

<i>Category</i>	<i>Criteria</i>	<i>Direction</i>
Residential/Commercial	Commercial has to be greater than 50% utilization of the ground level.	This is the highest priority of the CDA. Higher consideration will be given to revised proposals that exceed this standard. Commercial portion of the proposed development shall also front on Farwell.
Affordable/Market Rate	Minimum of 25% of units have to be market rate apartments.	The CDA desires to find the right balance between affordable and market rate units within the project, but is requiring at least some of the residential units be committed to market rate apartments. Higher consideration will be given to revised proposals that exceed this threshold for market rate apartments.
Density	25 residential units per acre which would allow for 58 units on 2.3 acres.	The CDA will provide lower consideration for revised proposals that are presented closer to the maximum threshold established here. They will not consider projects in excess of this amount.
Outdoor Usage	Enhanced utilization of outdoor areas to maximize green space, encourage commercial and residential outdoor usage.	Current ideas regarding outdoor utilization are desirable within the current proposals. The CDA desires to see these elements maintained and/or enhanced within the revised proposal. Additional consideration could be provided to the revised proposal that demonstrates the most creativity in utilizing the outdoor space and maximizing available greenspace.
Aesthetics	Full and complete compliance to the TID #5 Design Guidelines.	The CDA will only further consider revised proposals that are in full compliance with the design guidelines for this district.
Impact Fees	Full payment of all relevant impact fees.	The CDA will only further consider revised proposals that include full payment of all associated impact fees for this project.

Further Tax Increment Financing Contribution...

In light of the additional criteria applied and further direction provided, the CDA is willing to further discuss and negotiate an additional Tax Increment Financing assistance beyond simply providing the land as incentive. Further discussion and negotiation will only be considered as a result of those revised proposals that most closely align with the vision of the CDA as developed within the preceding criteria and direction provided. Each Developer may though present their additional TIF request based upon the gap that may be present within the revised proposals in order to meet these priorities.

Revised RFP Farwell Street Project

Due to the reduction of allowable affordable housing units in the revised RFP and the elimination of them in the updated proposal, our partner Movin' Out will no longer be a developing partner in this project. However, Lakestone properties and Movin' Out will continue to seek alternative projects in the Village of McFarland to meet the needs of residents.

Lakestone Properties has listened to feedback from the CDA and community residents. The goal of this revised RFP is to respond to these comments and develop a project that will meet these needs and be financially feasible. We would like to also note that the unit mix and target residents for this site is not set in stone. It would be important for the team to work side-by-side with civic leaders and neighborhood organizations to engage in a planning process the ensure needs and goals of the community are met.

3 – Conceptual Proposal of Project

a. Narrative Description & Project Type

The project site currently consists of two vacant parcels and a third parcel with a one-story commercial building. The development proposes to deconstruct the existing ~6,500 SF commercial building and construct a mixed-use building (44 apartments and 2,696 square feet of commercial space) and a commercial building consisting of 12,116 square feet.

The 44 units of will be market rate apartments and we are flexible to develop either senior housing or non-age restricted housing and will continue to research the market and welcome feedback from the community and civic leaders.

Below is a breakout of the unit mix:

Bedrooms	Number of Units
Studio	12
1	16
2	16
Total	44

The mixed-use building will be three stories in height with a significant portion of the building pushed back from Farwell Street to reduce the perceived building mass leaving the façade elements up on the street to convey a commercial feel. The building facades are well articulated and activate the street level with multiple potential entries to the commercial spaces with the multifamily entry located back from Farwell. The commercial building will be one story with multiple exterior areas that maximize utilization of outdoor space.

The exterior materials will be a combination of masonry and fiber-cement siding. A central outdoor gathering area that includes a pavilion, seating areas, grills, and landscape planters will be available for the apartment residents. Each apartment would also have an individual patio or deck. Common residential amenities include an exercise room and community room.

Vehicular access is provided by one central driveway that serves both the commercial and residential buildings. Pedestrian access and on-street parking have been enhanced by recent street improvements to Farwell. Based on parking needs during and after business hours, we feel the site has adequate parking for both the residential residents and commercial customers. The type of commercial tenant will dictate demand for those spaces.

b. Land Use and Anticipated Zoning Classification

The existing site is zoned C-G (General Commercial). To accommodate the proposed development, the existing C-G zoning district would be rezoned to Planned Development. C-G zoning surrounds the property with the exception of R-3 zoning adjacent to the south. This project generally fits into the bulk standards for C-G zoning with the exception for density and parking (parking exception subject to commercial uses).

The redevelopment proposes the deconstruction of the one-story commercial structure. The existing one-story commercial building and parking lot are not consistent with the City plans and redevelopment of that site is a component in the redevelopment of Farwell Street.

c. Occupancy

We would like to also note that the unit mix and target resident for this site is not set in stone. It would be important for the team to work side-by-side with civic leaders and neighborhood organizations to engage in a planning process the ensure needs and goals of the community are met.

d. Ownership

Lakestone Properties would be 100% owner of the development.

e. Management

Lakestone Properties would manage the residential and commercial buildings.

4 - Finance

Financing

Lakestone Properties will be funding both buildings with private equity and financing with a local community bank.

Projected Sources & Uses:

Residential Building

Sources		Uses	
First Mortgage	\$4,584,559	Acquisition	\$1
Equity	\$669,414	Hard Construction Costs	\$5,025,040
Gap Equity	\$700,000	Soft Costs	\$928,932
Total	\$5,953,973	Total	\$5,953,973

Commercial Building

Sources		Uses	
First Mortgage	\$1,650,632	Acquisition	\$1
Equity	\$300,211	Hard Construction Costs	\$1,800,000
Gap Equity	\$250,000	Soft Costs	\$400,842
Total	\$2,200,843	Total	\$2,200,843

6 – Development Schedule

Proposed general development schedule:

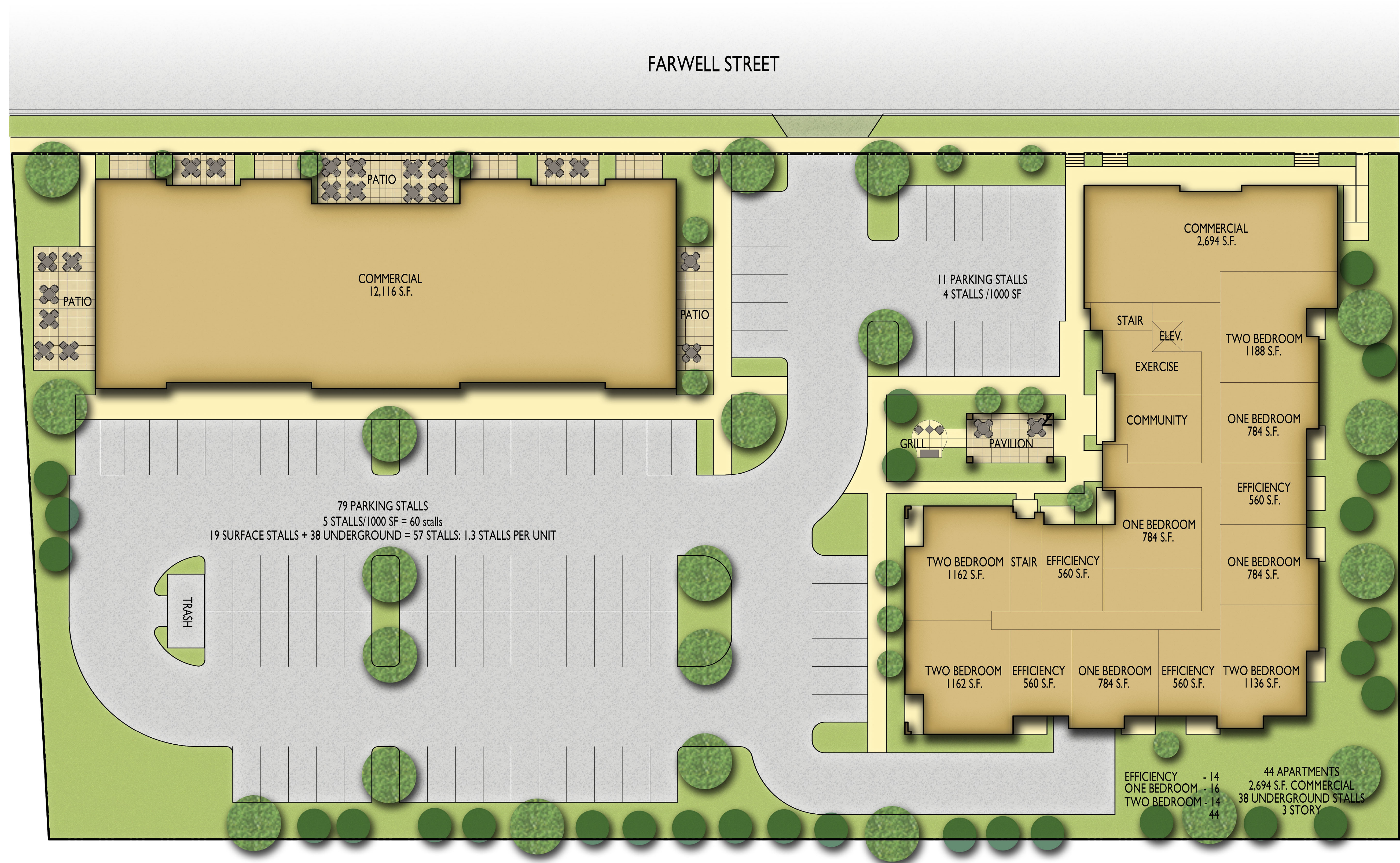
Residential Building – 44 Unit Market Rate Residential and 2,696 square feet of Commercial

Real Estate-Option/Contract	4/1/19
Negotiate Developer's Agreement	4/1/19 – 5/31/19
Zoning Approval	4/1/19 – 5/31/19
Final Design and Construction Drawing Preparation	4/1/19 – 7/31/19
Final selection of Lender	7/1/2019
Site Acquisition/Closing	8/1/2019
Select construction vendor and Submit Plans for State Review	8/1/19 – 8/31/19
Issuance of Building Permit	9/1/19
Construction Start Date	9/1/19
Construction Completion	8/31/20
Lease Up Period	9/1/20 – 1/31/21

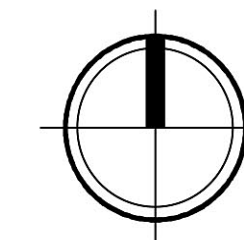
Commercial Building – 12,116 square feet of Commercial (Schedule subject to change based on lease-up)

Real Estate-Option/Contract	4/1/19
Negotiate Developer's Agreement	4/1/19 – 5/31/19
Zoning Approval	4/1/19 – 5/31/19
Final selection of Lender	7/1/2019
Site Acquisition/Closing	8/1/2019
These dates are based on securing Letter of Intent with at least 60% of the commercial space by 8/1/19.	
Final Design and Construction Drawing Preparation	8/1/19 – 11/30/19
Bid Project and Submit Plans for State Review	11/1/19 – 1/31/19
Closing on construction loan for Phase 2	2/1/20
Issuance of Building Permit and Final Selection of vendors	2/1/20 – 3/1/20
Construction Start Date	3/1/20
Construction Completion	11/1/20
Additional lease Up Period	11/1/20 – 12/31/21

7 – Concept Design



Farwell Street, McFarland, WI - RFP
Site Plan
February 25, 2019





Farwell Street, McFarland, WI - RFP
 Street View 2
 February 25, 2019



Farwell Street, McFarland, WI - RFP
 Street View 1
 February 25, 2019

8 – Preliminary Proforma

a. Operating costs by phase

This project will be built in two phases and the operating costs are in the attached spreadsheet with a breakdown of expenses. Assumptions for the residential building are based on the following recent residential projects by Lakestone Properties.

- 38-unit apartment completed in McFarland in 2016
- 61-unit apartment completed in Oregon in 2018
- 40-unit apartment completed in Mt Horeb in 2018
- 40-unit apartment under construction in Stoughton 2019

Assumptions for the commercial building are based on recently developed retail buildings in Dane County as well as a retail center that Lakestone Property owns listed below.

- Crawford Landing retail center located at 115 E Broadway Monona WI. This is a \$2,500,000 retail center which includes restaurants, full-service salon, office and general retailers.

b. Anticipated sources and timing of capital investment

Residential Building (44 Residential units and 2,696 square feet of commercial)

The total estimated cost of this project will be \$5,953,973. The loan amount will be approximately \$4,584,559 based on a 77% loan to value.

Commercial Building (12,116 square feet of commercial space)

The total estimated cost of this project will be \$2,200,843. The loan amount will be approximately \$1,650,632 based on a 75% loan to value.

Lakestone Properties will be funding both buildings with private equity and financing with a local community bank.

c. Anticipated number of jobs created/retained

The construction of the building will take place over a 15-month period (based on the assumption in the development schedule) and will create jobs for trades involved in the building process. An estimated 30 – 50 new jobs will be created through the new commercial space. The goal of the commercial building is to bring new businesses as well as provide expansion opportunities for existing businesses in the Village.

d. Estimated value at full buildout.

The completed stabilized value of the residential building is estimated to be \$4,151,120.

The completed stabilized value of the commercial building is estimated to be \$1,151,020.

5 Year Proforma - Residential Building

Year :	1	2	3	4	5
Potential Rental Income	613,932	620,071	626,272	632,535	638,860
+Other Income affected by vacancy	4,200	4,242	4,284	4,327	4,371
Vacancy & Credit Losses	30,907	31,216	31,528	31,843	32,162
=Effective Rental Income	587,225	593,098	599,029	605,019	611,069
+Other Income not affected by vacancy					
=Gross Operating Income	587,225	593,098	599,029	605,019	611,069
-Operating Expenses	208,009	212,169	216,412	220,740	225,155
=NET OPERATING INCOME	379,217	380,929	382,617	384,279	385,914
-Interest - 1st Mortgage	227,081	222,245	217,161	211,817	206,200
-Interest - 2nd Mortgage					
-Cost Recovery - Improvements	194,838	194,838	194,838	194,838	194,838
-Cost Recovery - Personal Property	25,518	25,518	25,518	25,518	25,518
=Real Estate Taxable Income	(68,220)	(61,672)	(54,901)	(47,895)	(40,642)
Tax Liability (Savings) at 35.0%	(23,877)	(21,585)	(19,215)	(16,763)	(14,225)

Cash Flow

NET OPERATING INCOME (Line 8)	379,217	380,929	382,617	384,279	385,914
-Annual Debt Service	321,611	321,611	321,611	321,611	321,611
-Reserves for Replacements					
=CASH FLOW BEFORE TAXES	57,606	59,318	61,006	62,668	64,303
Cash on Cash Return	8.6%	8.9%	9.1%	9.4%	9.6%

5 year Proforma - Commercial Building

Year :	1	2	3	4	5
Potential Rental Income	190,440	192,344	194,268	196,211	198,173
+Other Income affected by vacancy					
Vacancy & Credit Losses	28,566	28,852	29,140	29,432	29,726
=Effective Rental Income	161,874	163,493	165,128	166,779	168,447
+Other Income not affected by vacancy					
=Gross Operating Income	161,874	163,493	165,128	166,779	168,447
-Operating Expenses	15,000	15,300	15,606	15,918	16,236
=NET OPERATING INCOME	146,874	148,193	149,522	150,861	152,210
-Interest - 1st Mortgage	81,759	80,017	78,187	76,263	74,241
-Interest - 2nd Mortgage					
-Cost Recovery - Improvements	72,020	72,020	72,020	72,020	72,020
-Cost Recovery - Personal Property	9,432	9,432	9,432	9,432	9,432
=Real Estate Taxable Income	(16,337)	(13,277)	(10,117)	(6,854)	(3,482)
Tax Liability (Savings) at 35.0%	(5,718)	(4,647)	(3,541)	(2,399)	(1,219)

Cash Flow

NET OPERATING INCOME (Line 8)	146,874	148,193	149,522	150,861	152,210
-Annual Debt Service	115,793	115,793	115,793	115,793	115,793
-Reserves for Replacements					
=CASH FLOW BEFORE TAXES	31,081	32,400	33,729	35,068	36,417
Cash on Cash Return	10.4%	10.8%	11.2%	11.7%	12.1%



February 25, 2019

Cassandra Suettinger
Village Clerk/Treasurer
Village of McFarland
5915 Milwaukee Street
McFarland, WI 53558

Re: Scarlett Oaks Senior Housing Revision
Response to: Farwell Street Redevelopment RFP

Dear Ms. Suettinger,

Horizon Development Group, Inc., is pleased to submit our revised proposal in response to the Farwell Street Redevelopment RFP. In response to direction from the CDA, we are now proposing: a 40-unit, mixed-income senior apartment community with 8,500 square feet of commercial space and 25% market rate units.

Consistency with CDA Direction:

Residential/Commercial Direction:

The CDA requested that 50% or more of the ground floor must be commercial space. With 8,500 square feet of commercial on the first floor, the total finished floor area should be 51,000 square feet or less. The revised design has a total square footage of 53,592 square feet, and the commercial space takes up 47% of first floor square footage.

Affordable/Market Rate Direction:

The CDA requested that a minimum of 25% of total units be market rate. The revised proposal contains adheres precisely to this request, with 30 affordable units and 10 market units.

Density Direction:

The CDA requested a maximum density of 25 residential units per acre. With 40 units on 2.3 acres, the revised proposal has a density of 17.3 units per acre.

Outdoor Usage Direction:

The CDA requested a creative utilization of indoor space to maximize green space. The revised proposal will only take up approximately half of the site area from our original proposal. While we have yet to

develop the new design, we still intend to propose the community garden and the adjusted footprint will provide for ample green space.

Aesthetics Direction:

The CDA is requiring that our proposal adheres to all design requirements in TID#5. If selected, we are happy to work with the Village to ensure these design guidelines are met.

Impact Fees Direction:

The CDA requested that the project pay all relevant impact fees. At 40 units, with a 6” public water connector, the project is proposing to pay all impact fees \$233,504 (\$32,507 for water connection, \$443.93 per unit for park fees, \$431 per unit for library fees, \$4,115 per unit for parkland dedication).

Finance:

Phase II of the original proposal had a total development budget of \$8,300,715 to construct 40 units of affordable senior housing with 5,000 square feet of commercial space. After incorporating the requested modifications, our total development budget added \$645,000 in residential costs, \$667,500 in commercial hard costs, and \$233,504 in impact fees.

To account for the increased risk associated with the modifications, Horizon is requesting that the Village contribute \$465,000 in tax increment financing.

Development Schedule:

The schedule for our revised proposal needed to be adjusted from Phase II’s original schedule to account for a shift in the Federal Home Loan Bank of Chicago’s Competitive Affordable Housing Program (FHLB AHP). In October, developers could apply for FHLB AHP funding prior to submitting a 9% tax credit application. The program has since changed and now requires all applications to already have received an award of tax credits.

Step	Milestone	Projected Date
1	Receive RFP Award	February 2019
2	Obtain General Plan Approval	May 2019
3	Submit Dane County Affordable Housing Development Fund (AHDF) application	June 2019
5	Receive Dane County AHDF award	October 2019
7	Submit WHEDA application	December 2019
8	Receive tax credit allocation	Late March 2020
9	Complete Design Development	Late April 2020
10	Apply for FHLB AHP	June 2020
10	Receive FHLB AHP award	December 2020
10	Bid financing and equity	December 2020
11	Complete construction documents & submit for state approval	February 2021

12	Receive state approval, close, and start construction	April 2021
13	Complete construction	February 2022
14	Achieve stabilized occupancy	October 2022

Concept Design:

The revised proposal will feature similar design aesthetics and material quality to our original submission. The three-story, wood-frame building will feature a mix of one- and two-bedroom apartments, heated underground parking, storage, a community garden, free in-unit internet, a clubroom with kitchen, and an on-site leasing office. Horizon Management Services will employ a property manager who will manage operations and coordinate an activity calendar to promote resident engagement.

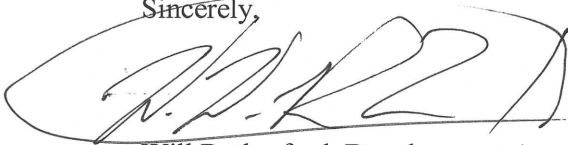
We are happy to submit updated concept imagery if we are selected. Phase II from our original proposal illustrates a general idea of the design concept, but we are happy to work with the Village to better address TID#5's design guidelines.

Preliminary Proforma:

Attached, please find an updated sources and uses statement. If the Village would like to discuss the project financing in greater depth, we are happy to submit an updated proforma and financial request detail.

Thank you in advance for your time and consideration. Please feel free to contact me at w.rutherford@horizondbm.com / (608) 354-0843 with any questions or comments. We look forward to working with the Village on this exciting project.

Sincerely,



Will Rutherford, Development Associate
Horizon Development Group, Inc.

Scarlett Oaks Phase II
Sources and Uses Statement
February 25, 2019

40-Unit Senior Tax Credit

Sources of Funds

Permanent Mortgage	(6.1%, 35 yrs)	\$	2,550,000	25.8%
Federal Home Loan Bank AHP Grant		\$	450,000	4.6%
Dane County AHDF		\$	320,000	3.2%
CDP Grant via WEDC		\$	250,000	2.5%
TIF Loan from Village of McFarland	(5%, 24 years)	\$	465,000	4.7%
Gap		\$	256,036	2.6%
Tax Credit Equity @ \$0.90		\$	<u>5,578,385</u>	<u>56.5%</u>
		\$	<u><u>9,869,421</u></u>	100.0%

Uses of Funds

Acquisition Cost		\$	1	0.0%
Hard Construction Costs		\$	7,700,477	78.0%
Soft Costs		\$	1,739,118	17.6%
Financing and Reserves		\$	<u>429,825</u>	<u>4.4%</u>
		\$	<u><u>9,869,421</u></u>	100.0%



COMMUNITY DEVELOPMENT AUTHORITY SUMMARY SHEET

MEETING DATE: Wednesday, March 6, 2019

SECTION: Business

DEPARTMENT: Community Development

CONTACT:

AGENDA ITEM: Public Hearing - Regarding an amendment to Redevelopment District No. 1 (TID #3) District Boundary for the Village of McFarland, Wisconsin and Project Plan, re-designating 4703 Terminal Drive from Industrial land use and to Mixed use Commercial/Residential.

PREVIOUS ACTION:

ISSUE SUMMARY:

Ryan Quams Terminal Drive project requires an amendment to the Redevelopment Plan for TID #3 from an Industrial designation to Mixed Use Commercial/Residential. The current industrial designation does not allow a residential use for 4703 Terminal Drive. In order to make this amendment a Public Hearing is necessary.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. 3.6.19 District boundary and project plan

46-

A Planning Document For

VILLAGE OF MCFARLAND, WISCONSIN District Boundary and Project Plan

Redevelopment District No. 1 (TID #3)

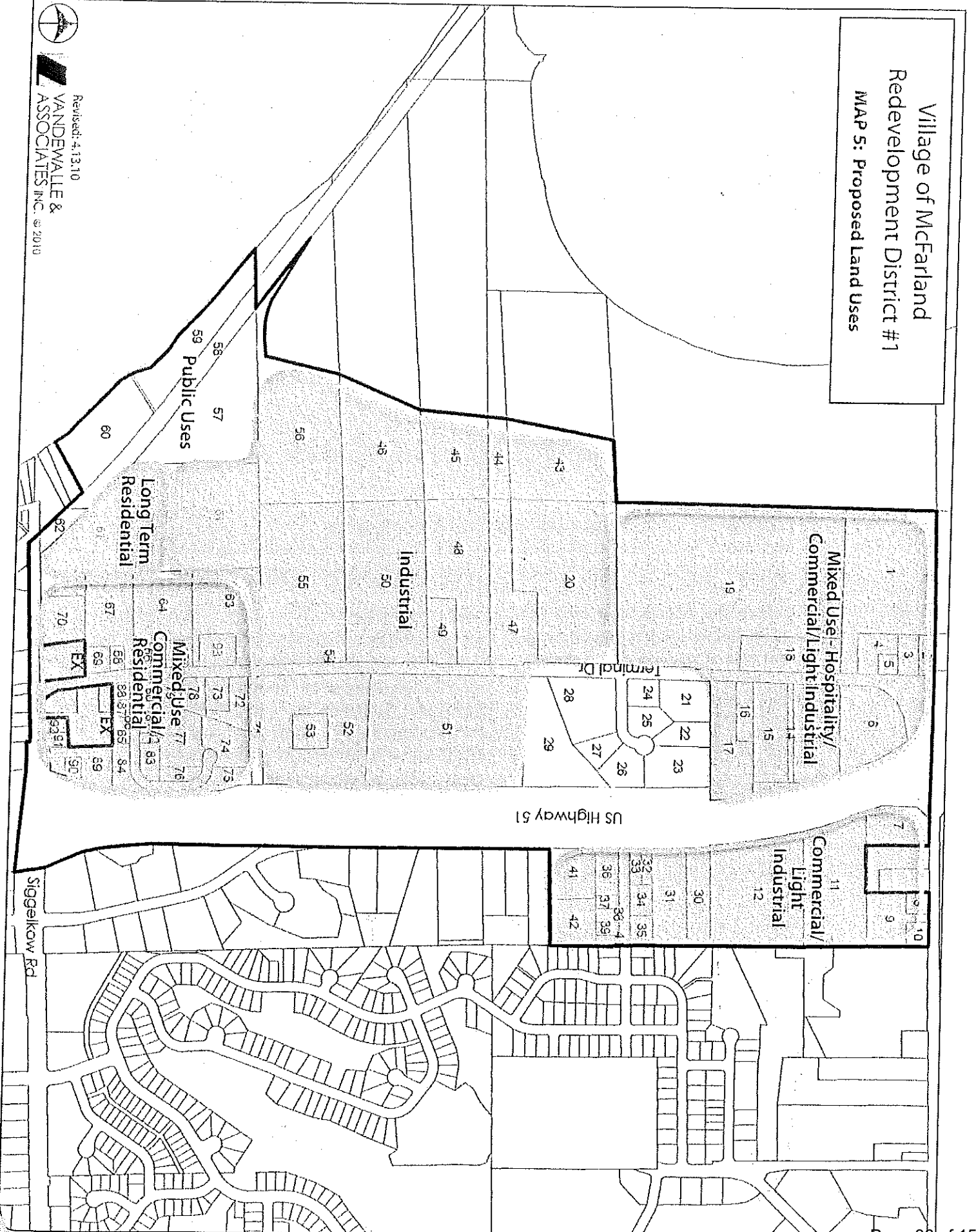
Village Board Adoption – July 12, 2010



Village of McFarland Redevelopment District #1 MAP 5: Proposed Land Uses



Revised: 4.13.10
VANDEWALLE &
ASSOCIATES INC. © 2010





COMMUNITY DEVELOPMENT AUTHORITY SUMMARY SHEET

MEETING DATE: Wednesday, March 6, 2019

SECTION: Business

DEPARTMENT: Community Development

CONTACT:

AGENDA ITEM: Possible recommendation to the Village Board regarding Resolution No. 05-2019 approving an amendment to Redevelopment District No. 1(TID #3) District Boundary and Project Plan for the Village of McFarland, Wisconsin re-designating 4703 Terminal Drive from Industrial land use to Mixed Use Commercial/Residential.

PREVIOUS ACTION:

ISSUE SUMMARY:

Based on any feedback from the above public hearing Authority members need to consider placing residential units in close proximity to industrial uses. Presently, storage units on either side of Terminal Drive act as a buffer to any nuisance posed by existing industrial uses that might affect existing residential uses further south on Terminal Drive. Mixing of residential traffic with tanker trucks traveling to the terminals should also be considered.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Resolution - CDA Approving Amendment to Plan 05-2019

RESOLUTION #05-2019

**RESOLUTION APPROVING AMENDMENT TO THE
REDEVELOPMENT DISTRICT NO. 1 PROJECT PLAN FOR THE
VILLAGE OF MCFARLAND WISCONSIN**

WHEREAS, the Community Development Authority for the Village of McFarland created the Redevelopment District No. 1 Project Plan in 2010, which includes a redevelopment plan for Tax Increment District No. 3, pursuant to Wis. Stats. § 66.1333 (the Redevelopment Plan); and;

WHEREAS, the Redevelopment Plan contains a land use map designating certain areas along Terminal Drive for industrial, commercial, residential and mixed use; and,

WHEREAS, a request was made to the Community Development Authority to amend the Redevelopment Plan, specifically to change the use of the following described properties from industrial to a mix of residential and commercial uses:

All that part of Outlot One (1), Assessor's Plat No. 4, Town of Blooming Grove, in the Village of McFarland, Dane County, Wisconsin, lying West of the West right of way line of Relocated U.S. Highway No. 51

and

All that part of the North ½ of the Northwest ¼ of Section 34, Township 7 North, Range 10 East, in the Village of McFarland, Dane County, Wisconsin, lying between the centerline of Terminal Drive and the West right of way line of Relocated U.S. Highway No. 51, except that part thereof conveyed by Warranty Deed recorded in Volume 694 of Deeds, Page 473, as Document No. 981101.

Tax Parcel ID Nos. 154/0710-342-8220-0, 154/0710-342-8200-4, 154/0710-342-7002-1 (Lots 52, 53 and 71 set forth on Map 1 of the Redevelopment Plan);

WHEREAS, notice was properly given and a public hearing was held on the proposed modifications, pursuant to Wis. Stats. § 66.1333(11);

WHEREAS, the Community Development Authority finds that the proposed change in use for the aforesaid properties is in the public interest, will not affect the objectives of the Redevelopment Plan, and will not produce conditions leading to a reoccurrence of blight within project area;

NOW, THEREFORE, BE IT RESOLVED, that the Community Development Authority for the Village of McFarland hereby approves the proposed change in use for the aforesaid properties to reflect a mix of commercial and residential use, amends to the

Redevelopment Plan to reflect this change, subject to approval by the Village Board, and recommends to the Village Board that it approve the amendment, pursuant to Wis. Stats. § 66.1333(11); and,

BE IT FURTHER RESOLVED that upon Village Board approval of the amendment the Village Clerk-Treasurer shall record an amendment with the Dane County Register of Deeds consistent with this Resolution; and

The above and foregoing Resolution was duly adopted at a regular meeting of the Community Development Authority for the Village of McFarland on the ____ day of _____, 2019.

APPROVED:

Community Development Authority Chair

ATTEST:

Cassandra Suettinger, Village Clerk-Treasurer

RESOLUTION # ____-2019	
MOTION	SECOND
ACTION	DATE
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
INDIVIDUAL VOTING RECORD	
Brassington	O'Hearn
Brost	Smith
Dietzel	Stolarik
Bloechl-Anderson	
VOTING RESULTS	
Motion Carried	
Motion Defeated:	



COMMUNITY DEVELOPMENT AUTHORITY SUMMARY SHEET

MEETING DATE: Wednesday, March 6, 2019

SECTION: Business

DEPARTMENT: Community Development

CONTACT:

AGENDA ITEM: Review and possible recommendation to the Plan Commission regarding a General Plan & Detailed Plan for Phase 1 for 4703 Terminal Drive and rezoning from C-H Commercial Highway to PDD-GPA Planned Development District - General Plan Approved and PDD-DPA Planned Development District Detailed Plan Approved.

PREVIOUS ACTION:

ISSUE SUMMARY:

Mr. Quam has submitted a general plan for the entire site and a detailed plan for Phase I. CDA is typically asked to comment on projects within the Villages TID's. This project is within TID #3. Included in your packet are the standards for reviewing general plans section 62-67-(h) (1.) and detailed plans 62-67 (i.) (1.) together with comments from Mr. Quam and staff.

Provided the Redevelopment and Comprehensive Plans are amended, the General and Detailed Plan is for the most part in conformance with the majority of standards. However, review by various committees are needed for utilities, access and street issues.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. 3.6.19 Quam PDD



421

Planned Development District

Statement of Owners Intent,
General Plan for Staged
Development, and Detailed
Plan for Phase 1 Development

RECEIVED
FEB 14 2019
VILLAGE OF McFARLAND

RECEIVED
FEB 14 2019
VILLAGE OF McFARLAND

Project:
4703 Terminal Drive Development

Owner:
Ezra Properties, LLC
Attn: Ryan Quam

Statement of Owners Intent

It is the intent of the Owner to develop the lands controlled by the Owner as a Mixed Use development in general conformance with the TIF plan. The purpose of this submittal is to seek the following Village approvals:

- 1) General Plan for Staged Development for all controlled lands;
- 2) Detailed Plan for Phase 1 Development;
- 3) Zoning amendment creating the Planned Development District;

Legal Description

The lands controlled by the Owner address is 4703 Terminal Drive and the legal description is as follows:

All that part of Outlot One (1), Assessor's Plat No. 4, Town of Blooming Grove, in the Village of McFarland, Dane County, Wisconsin lying west of the west right-of-way line of relocated U.S. Highway No. 51, except that part thereof conveyed by warranty deed recorded as document no. 4408230

And all that part of the north $\frac{1}{2}$ of the northwest $\frac{1}{4}$ of section 34, Township 7 North, Range 10 East, in the Village of McFarland, Dane County Wisconsin, lying between the centerline of Terminal Drive and the west right-of-way line of relocated U.S. Highway No. 51, except that part thereof conveyed by warranty deed recorded in volume 694 of deeds, page 473, as document no. 981101.

Existing Site

The Existing Site Plan is included as sheet C-1 and site features are as follows:

- 1) 10.54 total acres;
- 2) Currently zoned Industrial without an existing house and six storage buildings.
- 3) Sloping with 82 feet of fall from the southeast property corner to the creek crossing the northwest portion of the property.
- 4) U.S. Highway 51 is adjacent to the east;
- 5) Existing storage, contractor storage/office, and commercial building is adjacent to the south;
- 6) Existing Oil Terminal is adjacent to the north;
- 7) Terminal Drive and mini-warehouse and refrigerated storage are adjacent to the west;
- 8) Public sanitary sewer and water main is available beneath Terminal Drive;

Description of General Plan for Staged Development

The General Plan proposes the development of the land with four buildings and associated drive aisles, parking lot, and regional ponds as shown on the General Development Plan included as sheet C-2. The buildings and site layout are described as follows:

- 1) Phase 1 Apartment Building
 - 27 unit, three story apartment building which will be described in the Detailed Plan for Phase 1 Development portion of this submittal;
- 2) Phase 2 Office Building
 - Future two story office building
 - Approximately 20,000 square feet of leased office space;
 - Approximately 11,130 square foot footprint;
 - Approximately 26 underground parking stalls;
 - Approximately 160 feet long;
 - Approximately 70 feet deep;

- 3) Phase 3 Office Building
 - Future three story office building
 - Approximately 30,000 square feet of leased office space;
 - Approximately 11,130 square foot footprint;
 - Approximately 26 underground parking stalls;
 - Approximately 160 feet long;
 - Approximately 70 feet deep;
- 4) Phase 4 Apartment Building
 - Future three story apartment building;
 - 27 units;
 - Approximately 30,000 square feet of leased office space;
 - Approximately 11,300 square foot footprint;
 - Approximately 29 underground parking stalls;
 - Approximately 175 feet long;
 - Approximately 70 feet deep;
 - Mix of 1, 2, and 3 bedroom units with individual washers and dryers and private balconies;
- 5) Certified Survey Map is included with the submittal
 - Lot 1 contains 2.52 acres for the proposed phase 2 office building;
 - Lot 2 contains 1.79 acres for the proposed phase 3 office building;
 - Lot 3 contains 5.27 acres for the proposed phase 1 and phase 4 apartment buildings and proposed shed and existing house;
 - Lot 4 contains 0.96 acres for the proposed dog park. Lot 4 is required because State of Wisconsin standards requires a lot division along navigable streams;
- 6) Site Layout
 - Approximately 164 above ground parking stalls are proposed to supplement the underground parking and to meet overall parking requirements;
 - Two regional detention ponds will meet rate runoff control, sediment control requirements and two infiltration ponds will meet infiltration requirements for all proposed impervious areas;
 - Approximately 0.65 acre dog park within the proposed perimeter fence with boardwalk access.
- 7) Tabulations
 - 50,000 approximate gross square feet of office space;
 - 66,780 approximate gross square feet of apartment space;
 - 54 approximate total number of apartment units;
 - 5.14 Dwelling Units / Acre (overall development site which is 10.54 acres)
 - 10.25 Dwelling Units / Acre (over Lot 3 which is 5.27 acres)
- 8) Schedule
 - Phase 1 27 Unit apartment building open on June 2020
 - Phase 2 Two-story office building open on October 2020
 - Phase 3 Three-story office building open on May 2024
 - Phase 4 27 Unit apartment building open on May 2025

Description of Detailed Plan for Phase 1 Development

A three story 27-unit apartment building is proposed as the first phase of development and the details are as follows:

- 1) The Site Plan is included as sheet C-3 with features as follows:
 - 11,300 square foot footprint;
 - 175 feet long;

- 70 feet deep;
 - 25 above ground parking stalls;
 - 29 below ground parking stalls;
 - The existing house and detached garage are to remain.
- 2) The Grading Plans are included as sheets C-4.1 and C-4.2 with features as follows:
- Apartment building underground garage entrance on the north side of the building;
 - Apartment building first floor doors on the east side of the building;
 - Apartment building garage doors on the north and west sides of the building;
 - Apartment retaining walls to accommodate the natural grade changes;
 - 40'x70' shed shown on sheet C-4.1;
- 3) The Exterior Elevations drawing is included
- Intended to meet the TIF goal to "emphasize high quality natural building wall materials such as brick, block, and glass";
 - Materials include single hung vinyl windows, aluminum railing systems, thin stone veneer, fiber-cement lap siding, and fiber-cement siding panels with reveal joints;
 - Roof materials include three dimensional asphalt shingles and standing seam metal accent roofs;
- 4) The Landscape and Lighting Plan is included as sheet C-6
- 5) The Utility Plan is included as sheet C-5
- The 8" sanitary sewer will connect to the existing sanitary manhole under Terminal Drive to provide 6" sanitary sewer laterals to serve the phase 1 through phase 4 buildings as well as the existing house.
 - The 8" water main will connect to the water main to the existing 10" water main under Terminal Drive to provide 6" water services to serve the phase 1 through phase 4 buildings as well as the existing house.
 - Inlets and catch basins will collect runoff from all impervious areas and storm sewer will carry runoff to the detention pond and infiltration pond;
- 6) The First Floor Plan is included
- 8,912 approximate apartments area;
 - Six two bedrooms;
 - Three one bedrooms;
 - Each unit will have individual washers and dryers and private balconies;
- 7) The Second Floor Plan is included
- 8,912 approximate apartments area;
 - Six two bedrooms;
 - Three one bedrooms;
 - Each unit will have individual washers and dryers and private balconies;
- 8) The Third Floor Plan is included
- 9,712 square feet apartments area (including lofts);
 - Four two bedrooms with loft;
 - Two two bedrooms;
 - Three one bedrooms;
 - Each unit will have individual washers and dryers and private balconies;
- 9) The Garage Floor Plan is included
- Tenant storage and mechanical rooms in the garage;
 - 29 parking stalls;
 - Dog washing station;

Planned Development District Standards and Responses

Section 62-67(4) lists the standards shall apply in the review of all general or detailed plans proposed for the Planned Development District. The standards and this submittal responses are as follows:

- a) *"The uses proposed in the planned development shall be in general conformance with the Village Comprehensive Plan".* This application includes a request for a Comprehensive Plan amendment to accommodate this proposed General Plan for Staged Development, and Detailed Plan for Phase 1.
- b) *"The establishment, maintenance or operation of the uses proposed in the planned development shall not substantially impair or diminish the use value and enjoyment of other properties within the neighborhood".* The proposed General Plan for Staged Development, and Detailed Plan for Phase 1 Development will not substantially impair or diminish the use value and enjoyment of the adjacent properties.
- c) *"Traffic circulation into and within the development shall be designed to minimize traffic congestion and traffic hazards, provide for the accessibility of all uses and buildings and also provide for the safe and convenient movement of both vehicles and pedestrians".* The proposed private driveway from Terminal Drive serving the proposed buildings is located directly across the street from the driveway serving the mini-ware house development to the west. The existing residential driveway will be removed. The 24' wide driveway will provide safe and convenient movement of vehicles and the adjacent sidewalk will provide safe movement for pedestrians.
- d) *"The planned development shall incorporate environmental design considerations, including the preservation of topography, trees and ground cover, streams and natural bodies of waters, and other significant natural features and control of erosion and runoff in accord with the Village Erosion Control and Stormwater Management Ordinances".* The proposed buildings are located a minimum of 75' from the delineated wetlands and the proposed grading limits are a minimum of 25' from the delineated wetlands. Stormwater runoff from the development will pass through detention ponds and infiltration ponds. The proposed development will include storm sewer, detention ponds, and infiltration ponds to meet Village Erosion Control and Stormwater Management Ordinances. Many large oak trees and cedar trees will be protected during construction in order to remain. The Landscape Plan will meet Village landscaping ordinances.
- e) *"The planned development shall provide for convenient and harmonious groups of buildings, structures and uses; and buildings shall be spaced and sited to ensure adequate safety, light, ventilation and privacy".* The four proposed buildings will be designed with similar materials and architectural style. The office buildings are located over 100 horizontal feet and 30 vertical feet from the apartment buildings to maximize privacy.
- f) *"In a planned development for residential use, adequate open space and recreational areas shall be provided in appropriate locations, and all public and common open spaces shall be designed and located to provide safe and convenient access to residents".* A 0.65 acre dog park with perimeter fencing and boardwalk access is proposed as shown on sheet C-2. The lawn and landscaped areas will provide a common open space that is safe and accessible to residents.
- g) *"Planned Development Districts housing impacts on community resources in the same manner as other new development, which are characterized by division of land into lots. In particular, the additional population density places demands upon Village parks and recreation areas. Accordingly, each dwelling unit newly established shall be required to dedicate land or provide fees in lieu of land, in accordance with the procedures set forth in Section 62-64".* The proposed 74

dwelling units will provide \$222,210 of fees-in-lieu of parkland dedication, \$23,653 in Park Improvement fees, and \$23,274 in Library Impact fees.

- h) *"The planned development will not adversely affect the ability of public agencies to provide school or other municipal services". The planned development will not adversely affect the ability of public agencies to provide school or other municipal services*
- i) *"The width of street rights-of-way, width of paving, width and location of street or other paving, outdoor lighting, location of sewer and water lines, provision for stormwater drainage or other similar environmental engineering considerations shall be based on a determination and the appropriate standards necessary to implement the specific function in the specific situation; provided, however, that in no case shall standards be less than those necessary to ensure the public safety and welfare as determined by the Village". The constructions will meet Village and State requirements.*
- j) *"The proponents of a Planned Development District application shall provide evidence satisfactory to the Village Board of its economic feasibility of available adequate financing and that it would not adversely affect the economic prosperity of the Village or the values of surrounding properties". The applicant feels that this proposal will be a benefit to the Village and not adversely affect surrounding properties;*
- k) *"The proponents of a Planned Development District shall submit a reasonable schedule for the implementation of the development of the development to the satisfaction of the Village Board, including suitable provisions for assurance that each phase could be brought to completion in a manner that would not result in an adverse effect upon the community as a result of termination at that point". The anticipated development schedule is included on page 2 of this submittal and on sheet C-2.*

QUAM ENGINEERING, LLC 4604 Siggelkow Road, Suite A - McFarland, WI 53558 (608) 838-7750 \RQ-05-17\RQ05BASE.DWG Page 48 of 151

FEB 14 2019

VILLAGE OF McFARLAND



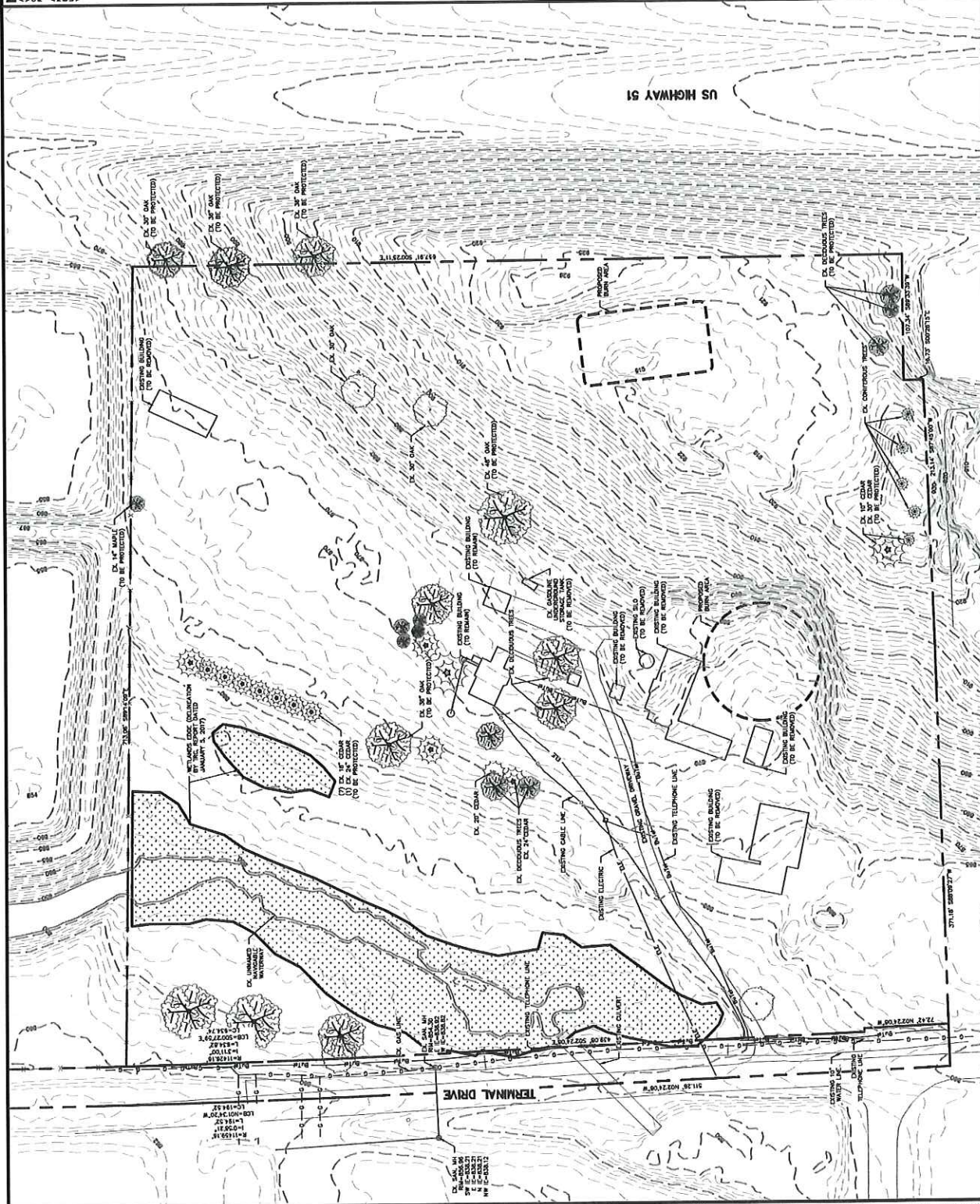
4703 TERMINAL DRIVE
EXISTING SITE & DEMOLITION PLAN WITH BURN AREA
SHEET: C-1
DATED: FEBRUARY 13, 2019

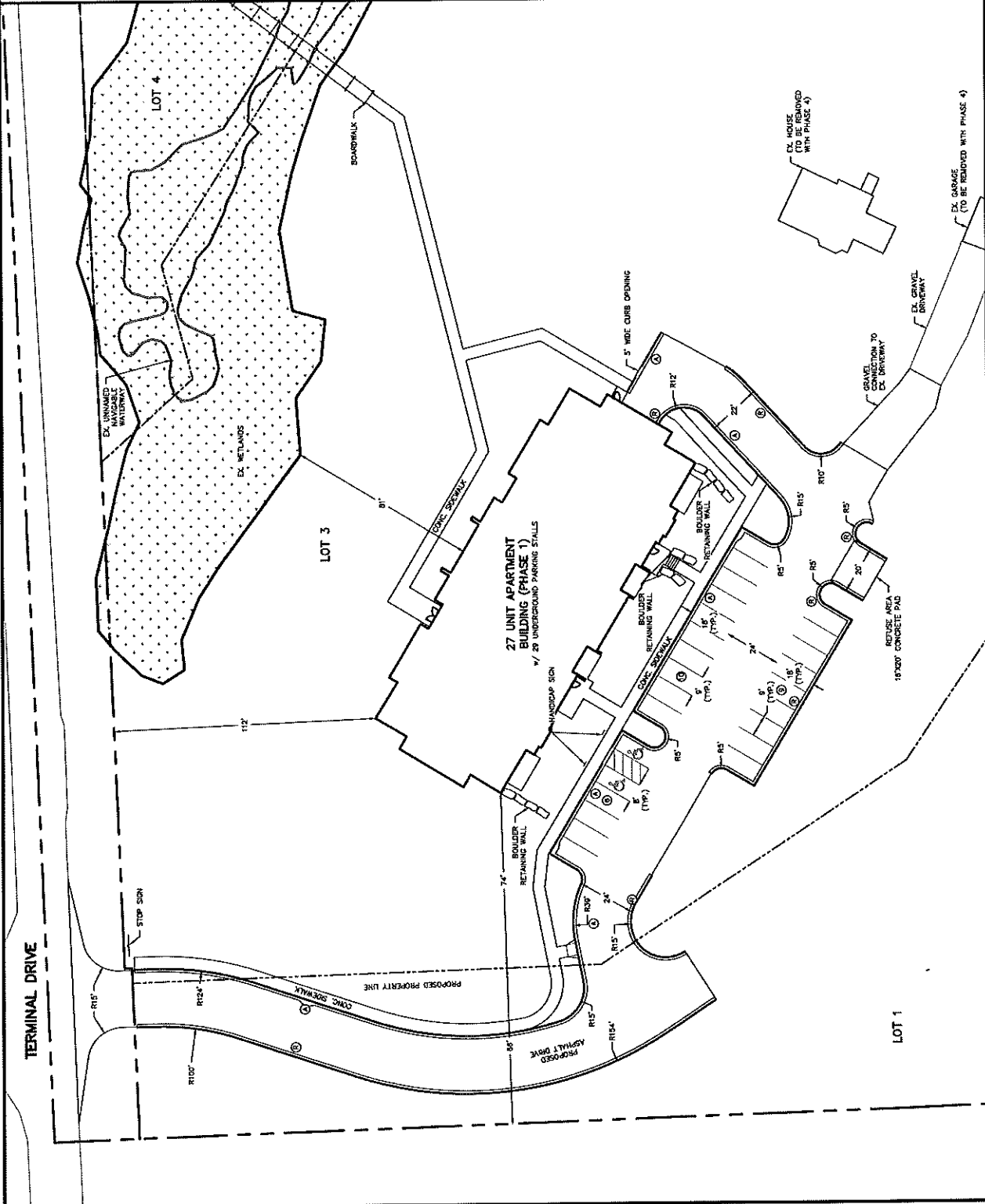
QUAM ENGINEERING, LLC



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www.gugmengineering.com

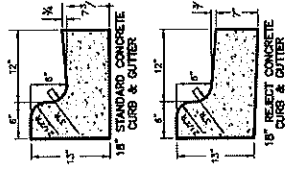
4804 Siggekow Road, Suite A - McFarland, Wisconsin 53558
Phone (608) 838-7750 Fax (608) 838-7752
www.qualitymfg.com





EXISTENTIAL STALLS REQUIRED:
1-BEDROOM: 27 D.U. AT 2.0 STALLS = 54 STALLS REQUIRED
TOTAL REQUIRED = 54 STALLS REQUIRED

EXISTENTIAL STALLS PROVIDED:
15 STALLS PROVIDED
39 STALLS PROVIDED
TOTAL PROVIDED = 54 STALLS PROVIDED



- ④ = 18\"/>
- ⑤ = 18\"/>

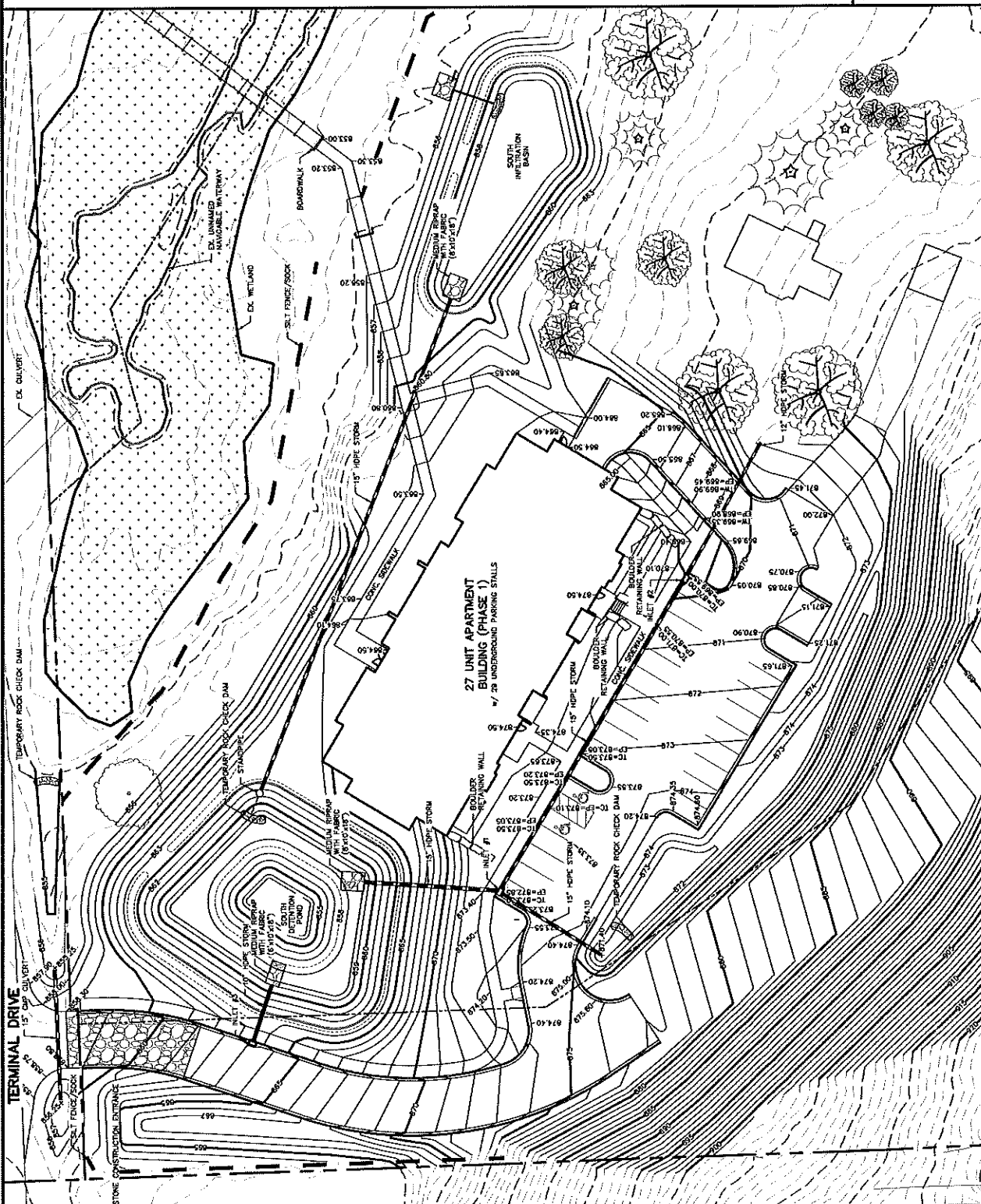
TO OBTAIN LOCATION OF
PARTICIPATING UNDERGROUND
UTILITIES CALL
CALL DIGGERS HOTLINE
1-800-222-1511
TOLL FREE
FOR THE HEAVY INFRASTRUCTURE
INFORMATION SYSTEM
RECEIVED MAIL OF 3 WEEK DAYS
BEFORE YOUR DATE



4703 TERMINAL DRIVE
PHASE 1 APARTMENTS SITE PLAN
SHEET: C-3
DATED: FEBRUARY 13, 2019

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Registered Professional Engineers
www.quamengineering.com
4604 Sigelkow Road, Suite A - McFarland, Wisconsin 53558
Phone (608) 838-7750; Fax (608) 838-7752

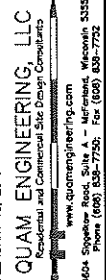




TO OBTAIN LOCATION OF
PARTICIPATING AGENCIES
CALL 800-242-8811
TOLL FREE
1-800-242-8811
WWW.QUAMENGINEERING.COM
RESIDENTIAL AND COMMERCIAL SITE DESIGN CONSULTANTS
4604 SIGELKOW ROAD, SUITE A - MCFARLAND, WISCONSIN 53558
PHONE (608) 838-7750 FAX (608) 838-7752



4703 TERMINAL DRIVE
APARTMENTS GRADING AND EROSION CONTROL PLAN
C-4.2
DATED: FEBRUARY 13, 2019
QUAM ENGINEERING, LLC
Residential and Commercial Site Design Consultants
www.quamengineering.com
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Phone (608) 838-7750 Fax (608) 838-7752



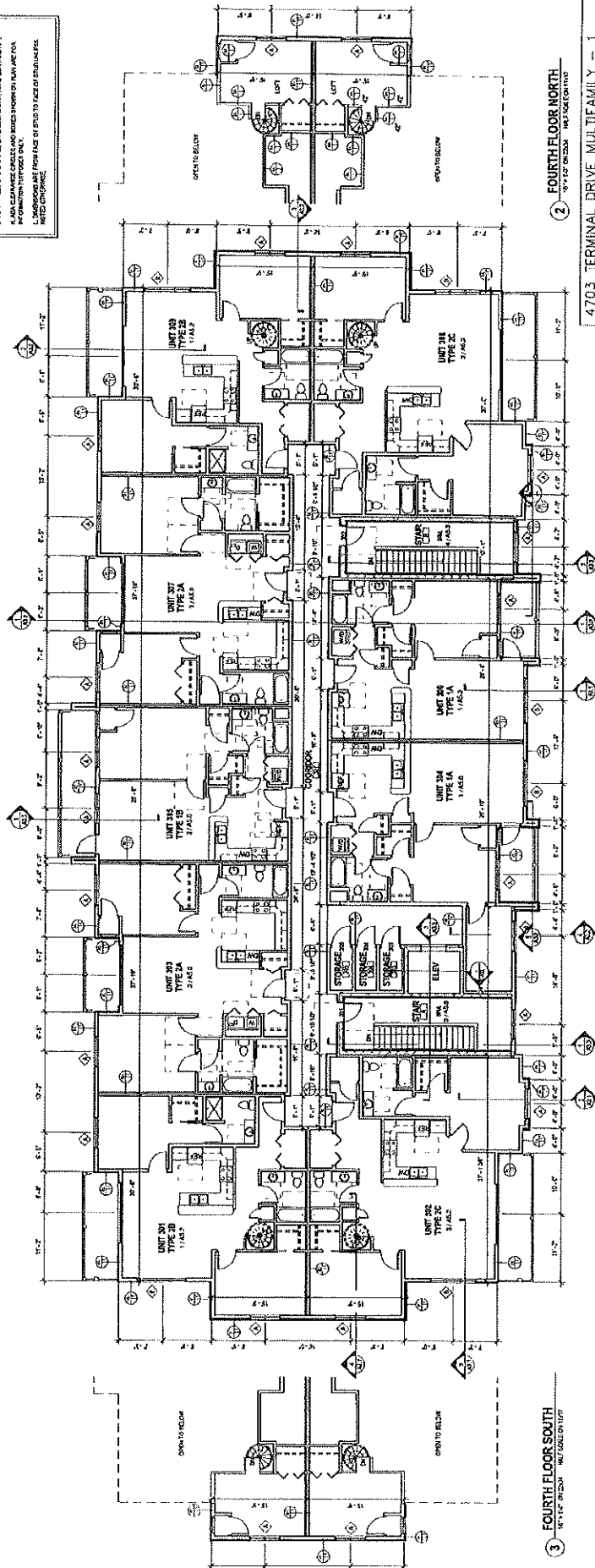


2 WEST ELEVATION 10' 5 1/2" ON 2226 WAS FOUND ON 7/17/7

QUAM ENGINEERING, LLC
Residential and Commercial Site Design Consultants
100 South Main Street • Suite 100 • Portland, ME 04101
Tel: 603.883.4444 • Fax: 603.883.4444
www.quameng.com

QUAM ENGINEERING, LLC
Residential and Commercial Site Design Consultants
www.quamengineering.com
10015 S. 26th St., Suite 100 • Phoenix, Arizona 85048
PH: (602) 424-7700 • FX: (602) 424-7704

FLOOR PLAN GENERAL NOTES	
A. SEE SHEET 150-1.1 FOR LARGE SCALE PLAN.	
B. SEE SHEET 150-1.2 FOR INTERIOR ELEVATION.	
C. PROVIDE VERTICAL CURTAIN, DOWNSIDE, CASE, WINDOW, STRUCTURAL, AND FINISHES TO MATCH EXISTING. PROVIDE FINISHES TO MATCH EXISTING. PROVIDE FINISHES TO MATCH EXISTING.	
D. VERIFY SIZE AND LOCATION OF ALL MECHANICAL, ELECTRICAL, AND PLUMBING EQUIPMENT. PROVIDE FINISHES TO MATCH EXISTING. PROVIDE FINISHES TO MATCH EXISTING.	
E. GENERAL CONTRACTOR TO PROVIDE CORRECT CONDUIT SIZES AND TYPES. PROVIDE FINISHES TO MATCH EXISTING. PROVIDE FINISHES TO MATCH EXISTING.	
F. GENERAL CONTRACTOR TO PROVIDE CORRECT CONDUIT SIZES AND TYPES. PROVIDE FINISHES TO MATCH EXISTING. PROVIDE FINISHES TO MATCH EXISTING.	
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H. GENERAL CONTRACTOR TO PROVIDE CORRECT CONDUIT SIZES AND TYPES. PROVIDE FINISHES TO MATCH EXISTING. PROVIDE FINISHES TO MATCH EXISTING.	
I. SEE TO EXISTING ELEVATION FOR EXISTING WALL CURTAIN, DOWNSIDE, CASE, WINDOW, STRUCTURAL, AND FINISHES TO MATCH EXISTING. PROVIDE FINISHES TO MATCH EXISTING.	
J. VERIFY ALL APPLICABLE DIMENSIONS WITH EXISTING CONTRACTOR. PROVIDE FINISHES TO MATCH EXISTING. PROVIDE FINISHES TO MATCH EXISTING.	



1 THIRD FLOOR PLAN
18'-0" x 12'-0" SCALE (1/8" = 1'-0")

3 FOURTH FLOOR SOUTH
18'-0" x 12'-0" SCALE (1/8" = 1'-0")

2 FOURTH FLOOR NORTH
18'-0" x 12'-0" SCALE (1/8" = 1'-0")

4703 TERMINAL DRIVE MULTIFAMILY - 1
THIRD FLOOR PLAN
DATE: FEB. 11, 2018

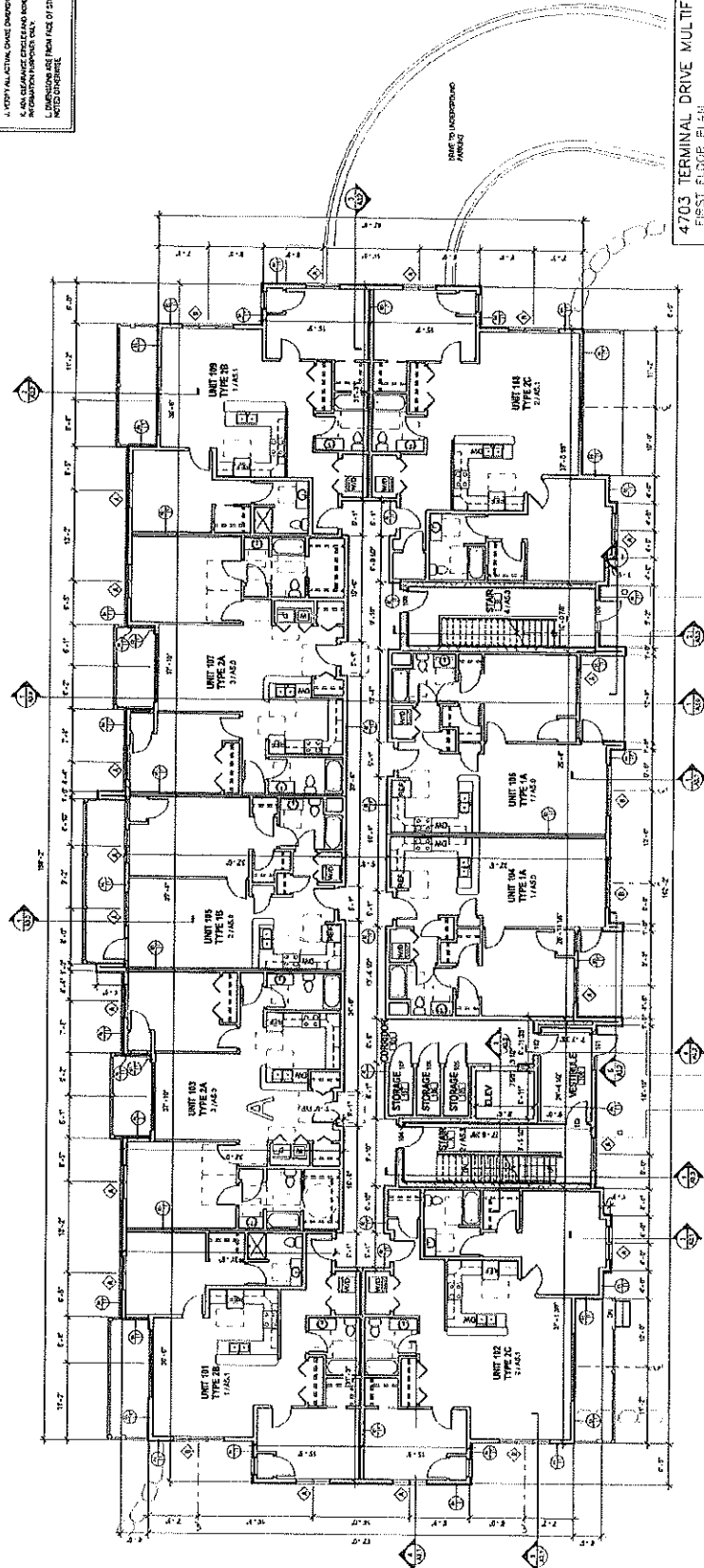
QUAM ENGINEERING, LLC
Commercial and Residential Design Consultants
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1530 S. Jackson St., Suite 200, Madison, WI 53704
Phone: (608) 858-7750, Fax: (608) 858-7751

[illegible]

4703 TERMINAL DRIVE MULTIFAMILY - 1
SECOND FLOOR PLAN
TAG: A12
DATE: FEB. 11, 2013

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1. The first part of the document is a title page. It contains the title "THE HISTORY OF THE CITY OF BOSTON" and the author's name "BY SAMUEL JOHNSON".

[illegible]

FIRST FLOOR PLAN

4703 TERMINAL DRIVE MULTIFAMILY - 17

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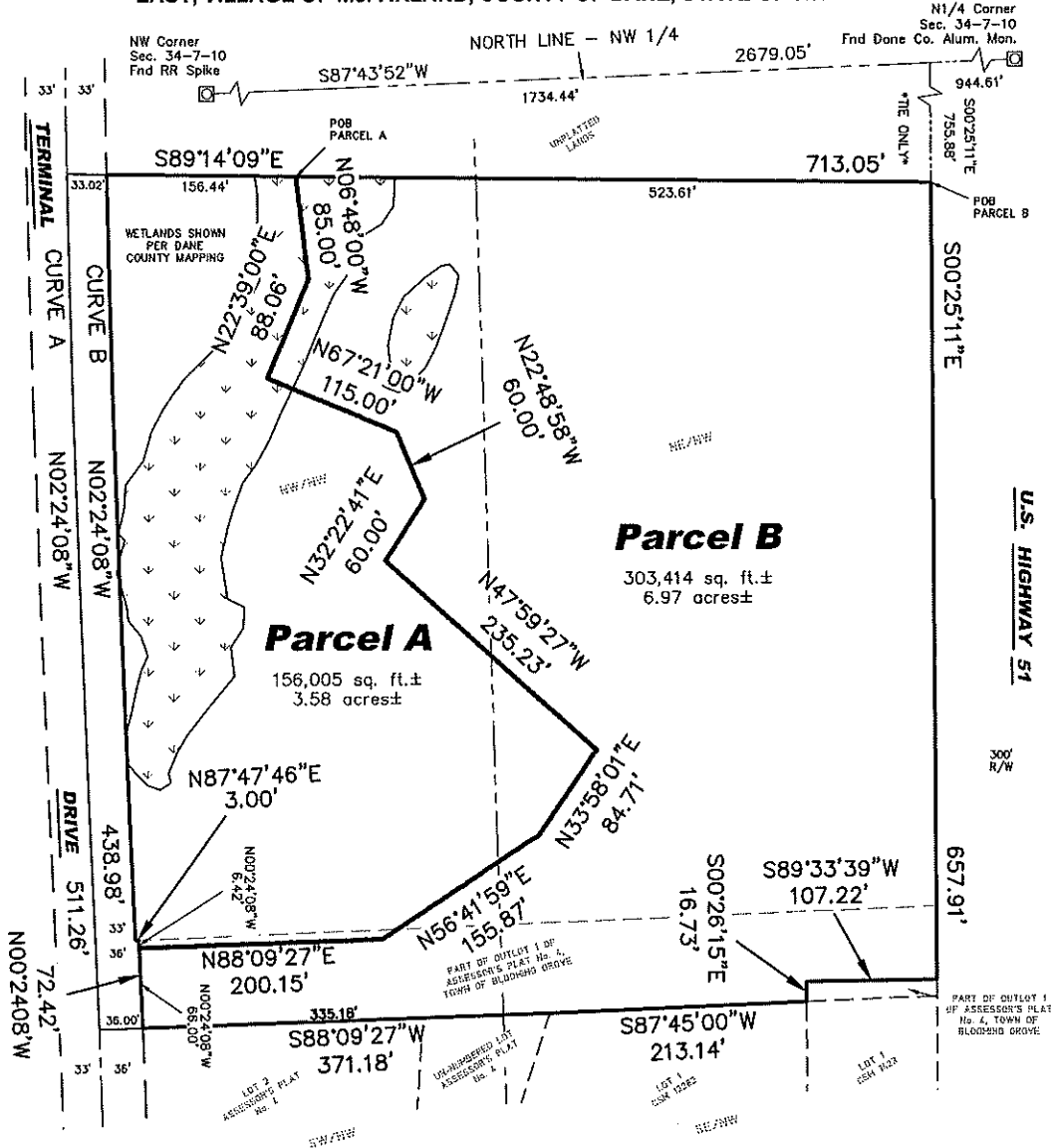
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 2030

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Exhibit B - Rezoning Map

PART OF OUTLOT 1, ASSESSOR'S PLAT No. 4, TOWN OF BLOOMING GROVE IN THE SOUTHEAST 1/4 AND THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4, AND PART OF THE NORTH 1/2 OF THE NORTHWEST 1/4, ALL IN SECTION 34, TOWNSHIP 7 NORTH, RANGE 10 EAST, VILLAGE OF McFARLAND, COUNTY OF DANE, STATE OF WISCONSIN.



CURVE	LENGTH	RADIUS	CHD BEARING	CHD LENGTH
A	194.52'	11459.16'	N01°34'20" W	194.52'
B	192.90'	11426.16'	N01°34'30" W	192.89'

LEGEND

- Property Boundary Line
- Wetland Boundary Line
- Existing R/W Line
- Sectional Subdivision Line

BEARINGS ARE REFERENCED TO THE WISCONSIN COUNTY COORDINATE SYSTEM, DANE COUNTY. THE NORTH LINE OF GSM 12282 BEARS SOUTH 87°45'00" WEST.

GRAPHIC SCALE



(IN FEET)

SEE EXHIBIT A FOR LEGAL DESCRIPTIONS

REZONING MAP
VILLAGE OF McFARLAND
PROJECT NO. RQ-05-17 SHEET 2 OF 2
February 22, 2019

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VILLAGE OF McFARLAND

CERTIFIED SURVEY MAP

PART OF OUTLOT 1, ASSESSOR'S PLAT No. 4, TOWN OF BLOOMING GROVE IN THE SOUTHEAST 1/4 AND THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4, AND PART OF THE NORTH 1/2 OF THE NORTHWEST 1/4, OF SECTION 34, TOWNSHIP 7 NORTH, RANGE 10 EAST, IN THE VILLAGE OF McFARLAND, COUNTY OF DANE, STATE OF WISCONSIN.

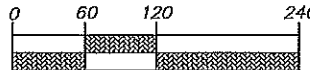
PRELIMINARY

LABEL	WIDTH	EASEMENT	DOCUMENT NO.	RECORDED
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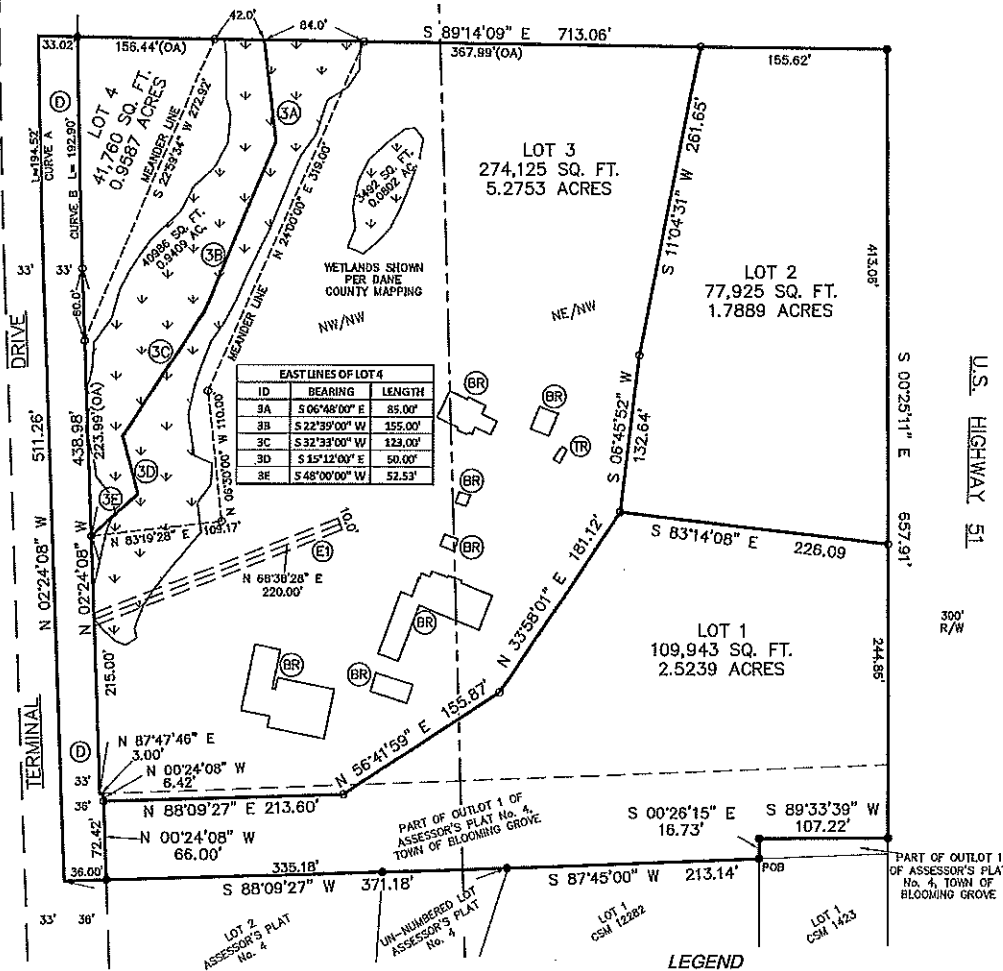
UNPLATTED LANDS

BEARINGS ARE REFERENCED TO THE WISCONSIN COUNTY COORDINATE SYSTEM, DANE COUNTY. THE NORTH LINE OF CSM 12282 BEARS SOUTH 87°45'00" WEST.

SCALE



CURVE	LENGTH	RADIUS	CHD BEARING	CHD LENGTH
A	194.52'	11459.16'	N 01°34'20" W	194.52'
B	192.90'	11426.16'	N 01°34'30" W	192.89'

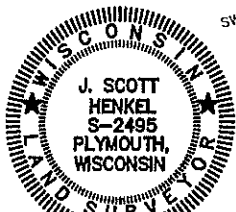


LEGEND

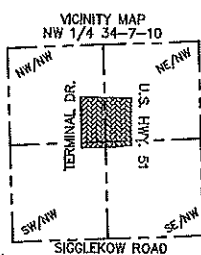
- 1" IRON PIPE FOUND
- 3/4" x 18" REBAR WEIGHING 1.13 LBS/FOOT SET.
- (OA) OVERALL LENGTH
- (D) DEDICATED TO THE PUBLIC FOR ROAD PURPOSES. 23,483 SQ. FT. // 0.5391 ACRES
- (BR) BUILDING TO BE RAZED.
- (TR) UNDERGROUND TANK TO BE REMOVED.

QUAM ENGINEERING, LLC

122 WISCONSIN ST., WEST BEND WI, 53095
262-338-6641 www.quamengineering.com
Project # RQ-05-17 Date: 12/26/18



Surveyed by Matt Hoglund
Mapped by J. Scott Henkel



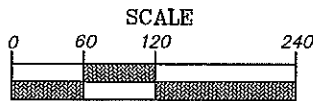
SINGLEKOW ROAD
1"=2000 FEET

Rev. 2/11/19

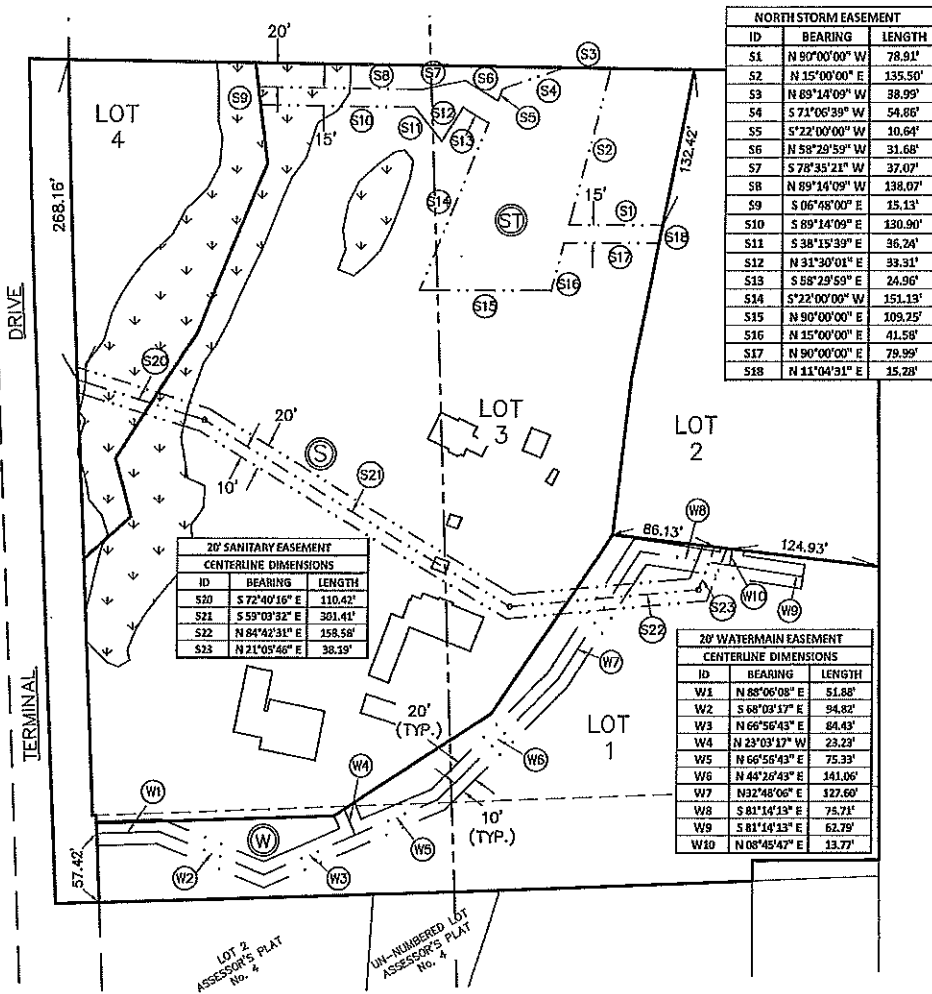
CERTIFIED SURVEY MAP

PART OF OUTLOT 1, ASSESSOR'S PLAT No. 4, TOWN OF BLOOMING GROVE IN THE SOUTHEAST 1/4 AND THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4, AND PART OF THE NORTH 1/2 OF THE NORTHWEST 1/4, OF SECTION 34, TOWNSHIP 7 NORTH, RANGE 10 EAST, IN THE VILLAGE OF McFARLAND, COUNTY OF DANE, STATE OF WISCONSIN.

PRELIMINARY



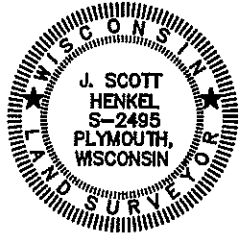
UNPLATTED LANDS



NORTH STORM EASEMENT		
ID	BEARING	LENGTH
S1	N 90°00'00" W	78.91'
S2	N 15°00'00" E	135.50'
S3	N 89°14'09" W	38.99'
S4	S 71°06'39" W	54.86'
S5	S 22°00'00" W	10.64'
S6	N 58°29'59" W	31.68'
S7	S 78°35'21" W	37.07'
S8	N 89°14'09" W	138.07'
S9	S 06°48'00" E	15.13'
S10	S 89°14'09" E	130.90'
S11	S 38°19'39" E	36.24'
S12	N 31°30'01" E	33.31'
S13	S 58°29'59" E	24.96'
S14	S 22°00'00" W	151.13'
S15	N 90°00'00" E	109.25'
S16	N 15°00'00" E	41.58'
S17	N 90°00'00" E	79.99'
S18	N 11°04'31" E	15.28'

20' SANITARY EASEMENT		
ID	BEARING	LENGTH
S20	S 72°40'16" E	110.42'
S21	S 59°03'32" E	301.41'
S22	N 84°42'31" E	158.58'
S23	N 21°03'46" E	38.19'

20' WATERMAIN EASEMENT		
ID	BEARING	LENGTH
W1	N 88°06'08" E	51.88'
W2	S 68°03'17" E	94.82'
W3	N 66°56'43" E	84.43'
W4	N 23°03'17" W	23.23'
W5	N 66°56'43" E	75.33'
W6	N 44°26'43" E	141.06'
W7	N 32°48'06" E	127.60'
W8	S 81°14'13" E	75.71'
W9	S 81°14'13" E	62.79'
W10	N 08°45'42" E	13.77'



- (W) 20' WIDE NON-EXCLUSIVE PRIVATE EASEMENT FOR WATERMAIN PURPOSES BENEFITTING LOTS 1, 2, AND 3 HEREOF.
- (S) 20' WIDE NON-EXCLUSIVE PRIVATE EASEMENT FOR SANITARY SEWER PURPOSES BENEFITTING LOTS 1, 2, AND 3 HEREOF.
- (ST) VARIABLE WIDTH NON-EXCLUSIVE PRIVATE EASEMENT FOR STORMWATER MANAGEMENT PURPOSES BENEFITTING LOT 2 HEREOF.

QUAM ENGINEERING, LLC

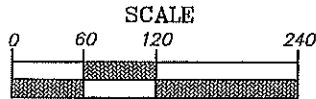
122 WISCONSIN ST., WEST BEND WI, 53095
262-338-6641 www.quamengineering.com
Project # RQ-05-17 Date: 12/26/18

Surveyed by Matt Hoglund
Mapped by J. Scott Henkel

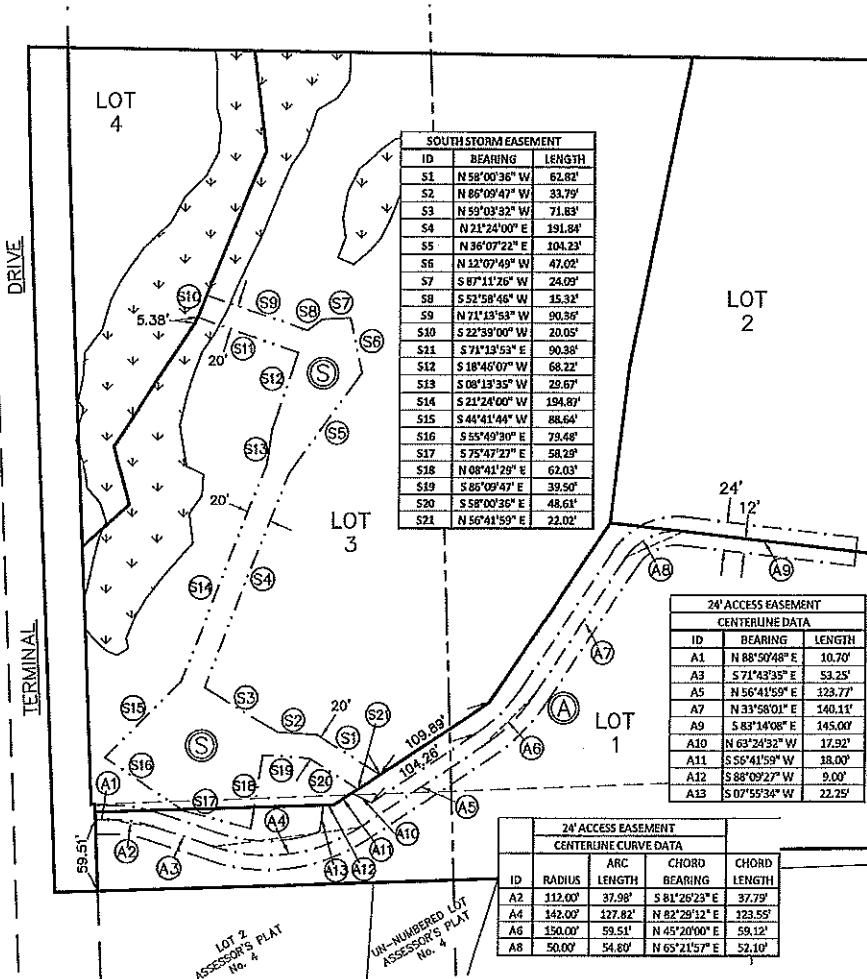
Rev. 2/11/19

CERTIFIED SURVEY MAP

PART OF OUTLOT 1, ASSESSOR'S PLAT No. 4, TOWN OF BLOOMING GROVE IN THE SOUTHEAST 1/4 AND THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4, AND PART OF THE NORTH 1/2 OF THE NORTHWEST 1/4, OF SECTION 34, TOWNSHIP 7 NORTH, RANGE 10 EAST, IN THE VILLAGE OF McFARLAND, COUNTY OF DANE, STATE OF WISCONSIN.



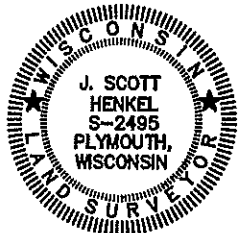
UNPLATTED LANDS



SOUTH STORM EASEMENT		
ID	BEARING	LENGTH
S1	N 58°00'36" W	61.82'
S2	N 88°09'47" W	33.79'
S3	N 59°03'52" W	71.83'
S4	N 21°24'00" E	191.84'
S5	N 36°07'22" E	104.23'
S6	N 12°07'49" W	47.02'
S7	S 87°11'26" W	24.09'
S8	S 52°58'46" W	15.32'
S9	N 71°13'53" W	90.36'
S10	S 22°39'00" W	20.05'
S11	S 71°13'53" E	90.38'
S12	S 18°46'07" W	68.22'
S13	S 08°13'35" W	29.67'
S14	S 21°24'00" W	194.87'
S15	S 44°41'44" W	88.64'
S16	S 55°49'30" E	73.48'
S17	S 75°47'27" E	58.29'
S18	N 08°41'29" E	62.03'
S19	S 86°09'47" E	39.50'
S20	S 58°00'36" E	48.61'
S21	N 56°41'59" E	22.02'

24' ACCESS EASEMENT		
CENTERLINE DATA		
ID	BEARING	LENGTH
A1	N 88°50'48" E	10.70'
A3	S 71°43'33" E	53.25'
A5	N 56°41'59" E	123.77'
A7	N 33°58'01" E	140.11'
A9	S 83°14'08" E	145.00'
A10	N 63°24'32" W	17.92'
A11	S 55°41'59" W	18.00'
A12	S 88°09'27" W	9.00'
A13	S 07°55'34" W	22.25'

24' ACCESS EASEMENT			
CENTERLINE CURVE DATA			
ID	RADIUS	ARC LENGTH	CHORD BEARING
A2	112.00'	37.98'	S 81°26'23" E
A4	143.00'	127.82'	N 82°29'12" E
A6	150.00'	59.51'	N 43°20'00" E
A8	50.00'	54.80'	N 65°21'57" E



- (A) 24' WIDE NON-EXCLUSIVE PRIVATE EASEMENT FOR INGRESS AND EGRESS PURPOSES BENEFITTING LOTS 1, 2, AND 3 HEREOF.
- (S) VARIABLE WIDTH NON-EXCLUSIVE PRIVATE EASEMENT FOR STORMWATER MANAGEMENT PURPOSES BENEFITTING LOT 1 HEREOF.

QUAM ENGINEERING, LLC

122 WISCONSIN ST., WEST BEND WI, 53095
262-338-6641 www.quamengineering.com
Project # RQ-05-17 Date: 12/26/18

Surveyed by Matt Hoglund
Mapped by J. Scott Henkel

Rev. 2/11/19

CERTIFIED SURVEY MAP # _____

PART OF OUTLOT 1, ASSESSOR'S PLAT No. 4, TOWN OF BLOOMING GROVE IN THE SOUTHEAST 1/4 AND THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4, AND PART OF THE NORTH 1/2 OF THE NORTHWEST 1/4, OF SECTION 34, TOWNSHIP 7 NORTH, RANGE 10 EAST, IN THE VILLAGE OF McFARLAND, COUNTY OF DANE, STATE OF WISCONSIN.

SURVEYOR'S CERTIFICATE

I, J. SCOTT HENKEL, PROFESSIONAL LAND SURVEYOR, DO HEREBY CERTIFY THAT I HAVE SURVEYED, DIVIDED, AND MAPPED THE FOLLOWING LAND AS DIRECTED BY THE OWNERS, ROBERT ANDERSON AND CAROLYN SIMPSON:

THAT PART OF OUTLOT 1 OF ASSESSOR'S PLAT NO. 4, TOWN OF BLOOMING GROVE, IN THE VILLAGE OF McFARLAND, OF THE NORTHWEST 1/4 OF SECTION 34, TOWNSHIP 7 NORTH, RANGE 10 EAST, IN THE VILLAGE OF McFARLAND, COUNTY OF DANE, STATE OF WISCONSIN, LYING BETWEEN THE CENTERLINE OF TERMINAL DRIVE AND THE WEST RIGHT-OF-WAY LINE OF RELOCATED U.S. HIGHWAY NO. 51, EXCEPT THAT PART THEREOF CONVEYED BY WARRANTY DEED RECORDED IN VOLUME 694 OF DEEDS, PAGE 473, AS DOCUMENT NO. 981101, FURTHER DESCRIBED AS FOLLOWS:

COMMENCING AT THE NORTHEAST CORNER OF LOT 1 OF CERTIFIED SURVEY MAP 12262, SAID CORNER ALSO BEING THE POINT OF BEGINNING OF THIS DESCRIPTION;
THENCE SOUTH 87°45'00" WEST, 213.14 FEET, ALONG THE NORTH LINE OF SAID CERTIFIED SURVEY MAP TO THE NORTHWEST CORNER OF SAID CERTIFIED SURVEY MAP;
THENCE SOUTH 88°09'27" WEST, 371.18 FEET, ALONG THE SOUTH LINE OF OUTLOT 1 OF ASSESSOR'S PLAT NO. 4, TOWN OF BLOOMING GROVE, TO THE CENTERLINE OF TERMINAL DRIVE;
THENCE NORTH 02°24'08" WEST, 511.26 FEET, ALONG SAID CENTERLINE;
THENCE ALONG SAID CENTERLINE BEING THE ARC OF A CURVE BEARING TO THE RIGHT 194.52 FEET, WITH A RADIUS OF 11459.16 FEET, AND A CHORD BEARING AND LENGTH OF NORTH 01°34'20" WEST, 194.52 FEET;
THENCE SOUTH 89°14'09" EAST, 713.06 FEET, TO THE WEST RIGHT-OF-WAY LINE OF RELOCATED U.S. HIGHWAY NO. 51;
THENCE SOUTH 00°25'11" EAST, 657.91 FEET, ALONG SAID WEST LINE;
THENCE SOUTH 89°33'39" WEST, 107.22 FEET;
THENCE SOUTH 00°26'15" EAST, 16.73 FEET, TO THE POINT OF BEGINNING.

CONTAINING 482,902 SQUARE FEET // 11.0859 ACRES, MORE OR LESS, AND SUBJECT TO ALL EASEMENTS AND RESTRICTIONS OF RECORD.

I FURTHER CERTIFY THAT THE MAP PREPARED IS A CORRECT REPRESENTATION OF ALL EXTERIOR BOUNDARIES AS SHOWN AND THAT I HAVE FULLY COMPLIED WITH THE PROVISIONS OF CHAPTER 236.34 OF THE WISCONSIN STATUTES, AND THE VILLAGE OF McFARLAND MUNICIPAL CODE.

J. SCOTT HENKEL, PLS 2495

OWNER'S CERTIFICATE

AS OWNERS, ROBERT ANDERSON AND CAROLYN SIMPSON DO HEREBY CERTIFY THAT THEY HAVE CAUSED THE LAND DESCRIBED TO BE SURVEYED, DIVIDED, DEDICATED, AND MAPPED AS REPRESENTED ON THIS PLAT IN ACCORDANCE WITH WISCONSIN STATUTES 236.34 AND THE VILLAGE OF McFARLAND REQUIREMENTS FOR CERTIFIED SURVEY MAPS.

STATE OF WISCONSIN

:SS

COUNTY

PERSONALLY CAME BEFORE ME THIS _____ DAY OF _____, 2019,

_____, AND _____ TO ME KNOWN AS THE
PERSONS WHO EXECUTED THE FOREGOING INSTRUMENT AND ACKNOWLEDGED SAME.

NOTARY PUBLIC, STATE OF WISCONSIN

MY COMMISSION EXPIRES: _____

QUAM ENGINEERING, LLC

122 WISCONSIN ST., WEST BEND WI, 53095
262-338-6641 www.quamengineering.com
Project # RQ-05-17 Date: 12/26/18

4 of 5

CERTIFIED SURVEY MAP # _____

PART OF OUTLOT 1, ASSESSOR'S PLAT No. 4, TOWN OF
BLOOMING GROVE IN THE SOUTHEAST 1/4 AND THE
SOUTHWEST 1/4 OF THE NORTHWEST 1/4, AND PART OF THE
NORTH 1/2 OF THE NORTHWEST 1/4, OF SECTION 34,
TOWNSHIP 7 NORTH, RANGE 10 EAST, IN THE VILLAGE OF
McFARLAND, COUNTY OF DANE, STATE OF WISCONSIN.

VILLAGE OF McFARLAND PLAN COMMISSION APPROVAL

THIS LAND DIVISION IS HEREBY APPROVED BY THE PLAN COMMISSION OF THE VILLAGE OF McFARLAND ON THIS
_____ DAY OF _____, 2019.

CASSANDRA SUETTINGER, CLERK, VILLAGE OF McFARLAND

VILLAGE OF McFARLAND BOARD APPROVAL

THIS LAND DIVISION IS HEREBY APPROVED BY THE VILLAGE BOARD OF THE VILLAGE OF McFARLAND ON THIS
_____ DAY OF _____, 2019.

CASSANDRA SUETTINGER, CLERK, VILLAGE OF McFARLAND

REGISTER OF DEEDS CERTIFICATE

RECEIVED FOR RECORDING THIS _____ DAY OF _____, 2019
AT _____ O'CLOCK _____ M, AND RECORDED IN VOLUME _____ OF CERTIFIED SURVEY MAPS OF
DANE COUNTY ON PAGES _____
CERTIFIED SURVEY MAP No. _____ DOCUMENT No. _____

KRISTI CHLEBOWSKI, DANE COUNTY REGISTER OF DEEDS

QUAM ENGINEERING, LLC

122 WISCONSIN ST., WEST BEND WI, 53095
262-338-6641 www.quamengineering.com
Project # RQ-05-17 Date: 12/26/18

5
15

General Plan Contents

The general plan shall contain any information and representations deemed necessary by the Plan Commission and shall consist of a statement entitled "Planned Development District - General Plan, Statement of Owner's Intent and Description of Development," which shall include, without limitation, the following:

- a. A legal description of the entire tract of land included in the proposed development. **Submitted -OK**
- b. A statement indicating the nature of the applicant's interest in the land included in the proposed development. **Submitted -OK**
- c. A statement describing the proposed development, including the character, method and operation of the development and a development schedule or timetable for construction. **Submitted- unsure of timetable for Phase 2**
- d. A statement as to the following data or graphic information referenced to a map or plan of the proposed development:
 1. The location and size of the site including dimensioned exterior boundaries, topography and other salient features, and existing buildings and structures, and also adjacent properties and streets, including all public utilities and public easements. **Submitted -OK**
 2. The use and approximate location and bulk of buildings and structures including number of stories and dimensions of buildings. **Submitted -OK**
 3. The approximate location of vehicular and pedestrian facilities, such as streets, sidewalks and off-street parking areas, including approximate number of parking spaces. **Submitted sidewalk dimensions ?**
 4. The approximate location of areas for public or common open spaces and for other public or semi-public uses. **Needs to better identify**
5. A tabulation of land areas for the different types of uses in relation to the total area. **Need tabulations for Common Areas**
6. A tabulation of the gross floor areas of buildings by types of uses. **See page 2 item 7**
7. A tabulation of the number of types of dwelling units. **See page 2 Item 7**

Detailed Plan – Contents

The detailed plan shall contain any information and representation deemed necessary by the Plan Commission and shall consist of a statement entitled, "Planned Development District – Detailed Plan, Statement of Owner's Intent and Description of Development," which shall include, without limitations, the following:

- a. A legal description of the entire tract of land included in the proposed development, referenced to a locational map indicating the relationship of the tract to the total general plan. **Submitted**
- b. A statement indicating the nature of the applicant's interest in the land included in the proposed development. **Submitted**
- c. A statement describing the proposed development, including the character, method and operation of the development, and a development schedule or timetable for construction. **Submitted**
Where the formation of organizations such as a homeowners' association is proposed, such statement shall include any agreements, bylaws or covenants which govern the organizational structure, use, maintenance and protection of the development and any of its common services, common open spaces or other common facilities. **Unknown as to association. Need better to define common open areas**
- d. A statement as to the following data or graphic information referenced to a map of the proposed development:
 1. The location and size of the site, including dimensioned exterior boundaries, topography and other salient features, and existing buildings and structures, and also adjacent properties and streets. **Submitted**
 2. The use and location of all buildings or structures, including the architectural character and design of each building, the number of stories and dimensions of each building, and the dimensioned yards between buildings or structures and lot lines. **Submitted**
 3. The location of vehicular and pedestrian facilities, including dimensioned streets, walkways, access driveways, off-street parking spaces and loading berths, and refuse receptacle areas. **Submitted- needs to be reviewed by Fire and Rescue**
 4. The location and size of areas for public common open spaces and for other public and semi-public uses. **Needs to be better identify common open areas**
 5. A grading plan, including any storm sewer system, a landscaping plan, and a stormwater management plan. **Submitted under review by the Village Eng,**
6. A sanitary sewer and water distribution system plan. **Submitted- under review by the Village Eng.**
7. A tabulation of land areas for the different uses in relation to the total tract area. **Need to identify common and open space areas**
8. A tabulation indicating the number of buildings and the use and the total gross floor area for each building. **Submitted**
9. A tabulation indicating the number and types of dwelling units in each building. **Submitted**
10. Payment in lieu of taxes or PILOT Agreement. **NA**

Review Standards - General Plan/Detailed Plan

The following standards apply in the review of all general or detailed plans proposed for the Planned Development District:

- a. The uses proposed in the planned development shall be in general conformance with the Comprehensive Plan. **Under review by P.C. and V.B.**
- b. The establishment, maintenance or operation of the uses proposed in the planned development shall not substantially impair or diminish the use, value and enjoyment of other properties in the neighborhood. **Under review by P.C. and V.B. Developer should identify why this project does not impair or diminish use value and enjoyment of other properties in the neighborhood in the General and Detailed Plan Submitted**
- c. Traffic circulation into and within the development shall be designed to minimize traffic congestion and traffic hazards, provide for the accessibility of all uses and buildings and also provide for the safe and convenient movement of both vehicles and pedestrians. **To be reviewed by various Committees**
- d. The planned development shall incorporate environmental design considerations, including the preservation of topography, trees and ground cover, streams and natural bodies of waters, and other significant natural features and control of erosion and runoff in accord with the Village Erosion Control and Stormwater Management Ordinance. **Under review by the Village Eng.**
- e. The planned development shall provide for convenient and harmonious groups of buildings, structures and uses; and buildings shall be spaced and sited to ensure adequate safety, light, ventilation, and privacy.
- f.
 1. In a planned development for residential use, adequate open space and recreational areas shall be provided in appropriate locations, and all public and common open spaces shall be designed and located to provide safe and convenient access to residents. **Needs to better identify open common areas on plans. Fees in lieu to be paid for parks req.**
 2. Parkland dedication requirements will apply. **To pay fees, see pages 4 and 5 of submitted plan**
- g. The planned development will not adversely affect the ability of public agencies to provide school or other municipal services. **Emergency access to be discussed with Fire and Rescue**
- h. The width of street right-of-way, width of paving, width and location of street or other paving, outdoor lighting, location of sewer and waterlines, provision for stormwater drainage or other similar environmental engineering considerations shall be based on a determination of the appropriate standards necessary to implement the specific function in the specific situation, provided, however, that in no case shall standards be less than those necessary to insure the public safety and welfare as determined by the Village. **To be reviewed by various Committees**
- i. The proponents of a Planned Development District application shall provide evidence satisfactory to the Village Board of its economic feasibility of available financing and that it would not adversely affect the economic prosperity of the Village or the values of surrounding properties. **Developer to negotiate a Developers Agreement with the Village**
- j. The proponents of a Planned Development District shall submit a reasonable schedule for the implementation of the development to the satisfaction of the Village Board, including suitable provisions for assurance that each phase could be brought to completion in a manner which would not result in an adverse effect upon the community as a result of termination at that point. **See detailed plan page 2. Developer unsure of timetable for office building**
- k. Plan contains all information required by the Plan Commission as well as information enumerated in the PD District for General and Detailed Plans. **TBD**



COMMUNITY DEVELOPMENT AUTHORITY SUMMARY SHEET

MEETING DATE: Wednesday, March 6, 2019

SECTION: Business

DEPARTMENT: Community Development

CONTACT:

AGENDA ITEM: Review and possible recommendation to the Plan Commission regarding a site design plan for McFarland Liquor located at 4716 Farwell Street located within TID #5.

PREVIOUS ACTION:

ISSUE SUMMARY:

The CDA review for this project consists of compliance with the design guidelines forth TID #5. Due to the fact this is an existing building, strict compliance with all standards will not be possible. However, this project will add landscaping, improve the traffic circulation, improve the aesthetics of the building, and improve compatibility with adjoining commercial buildings

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. CDA McFarland Liquor Store



RECEIVED
FEB 11 2019
VILLAGE OF MCFARLAND

February 8th, 2019

Village of McFarland
Community Development Department

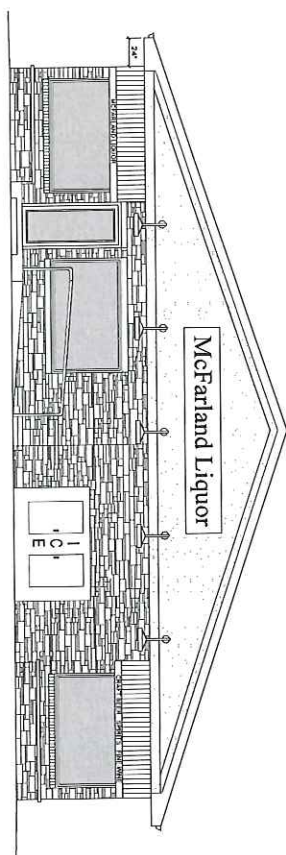
Re: McFarland Liquor Store Addition

The owner of the property, Pat Macovec; would like to expand the existing building due to an increase in demand of his specialty products and an ever-expanding inventory. The building was built in approximately 1960 and is in a constant need of maintenance including roof leaks and other issues. He wants to completely re clad the existing building while adding approx. 1200 SF of new space. We will add a new ADA compliant toilet room, a new roof truss assembly, update the insulation, put a new masonry face on the front of the building and reside the remainder of it. We will use materials that complement the existing adjacent buildings and will submit samples for the Villages approval. In doing so, we will bring the facility up to the new design guidelines of the Village and also bring the building up to the current energy standards.

Due to the limited area in front of the building, we would like to be able to keep the plantings along the front of the building to approx. 3-1/2 ft. This would allow us to keep a 5' walk and HC accessible ramp to provide the best access to the building. We will alleviate the present west entrance on Farwell Street

and have a double loaded parking lot which provides the best customer flow. (See Site Plan) We will designate the last 2 stalls to the west for landscaping and have a large island adjacent to the drive to meet the landscaping guideline requirements. (See Attached Landscape plan) We will also remove the existing free-standing sign.

We hope this achieves the desired results that the community is trying to achieve with their design guidelines.



McFARLAND LIQUORS

4716 FARWELL ST., McFARLAND, WI 53558

BUILDING ADDITION TRANSFORMATION

RECEIVED
FEB 11 2019
VILLAGE OF McFARLAND

OWNER:

McFARLAND LIQUORS
4716 FARWELL ST.
McFARLAND, WI 53558
CONTACT: PAT MACOVEC
PHONE: 608-345-5788

SHEET INDEX:

EX.1 = EXISTING PLAN & EXTERIOR
D1.0 = DEMOLITION PLAN
A1.0 = PROPOSED PLAN & SECTION
A2.0 = PROPOSED ELEVATIONS
S1.0 = FOUNDATION & JOB NOTES
S1.1 = SECTIONS & DETAILS
C.1 = EXISTING SITE CONDITIONS
C.2 = PROPOSED SITE PLAN

ARCHITECT:

JSS CONSULTING, LLC
9814 HAWNS NEST DR.
VERONA, WI 53593
CONTACT: JOE SMERKO, AIA
PHONE: 608-332-8148
ALT. PH: 608-829-2012
E-MAIL: jsmerko@gmail.com

BUILDING INFORMATION:

BUILDING CODE: IBC 2009
CONSTRUCTION TYPE: 5B
OCCUPANCY: MERCANTILE
HEIGHT: SLAB-ON-GRADE
AND BASEMENT (ONE-STORY)
FIRE PROTECTION: 0HR

STRUCTURAL ENGINEER:

STRUCTURAL ENGINEERING SERVICES, LLC
1225 BURNING WOOD WAY
MADISON, WI 53704
CONTACT: BOB SHULTZ - P.E.
PHONE: 608-577-1428
E-MAIL: bshultz@chorus.net

CIVIL ENGINEER:

ROYAL OAK & ASSOCIATES, INC.
3678 KINSMAN BLVD.
MADISON, WI 53704
CONTACT: TIM THORSON
PHONE: 608-274-0500
E-MAIL:
tthorson@royaloakengineering.com



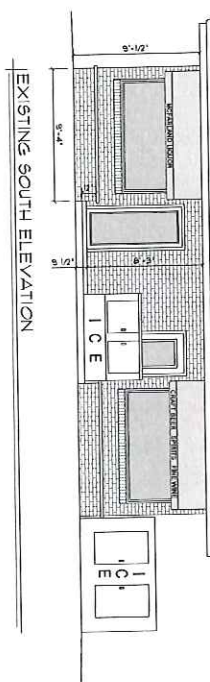
EXISTING WEST ELEVATION



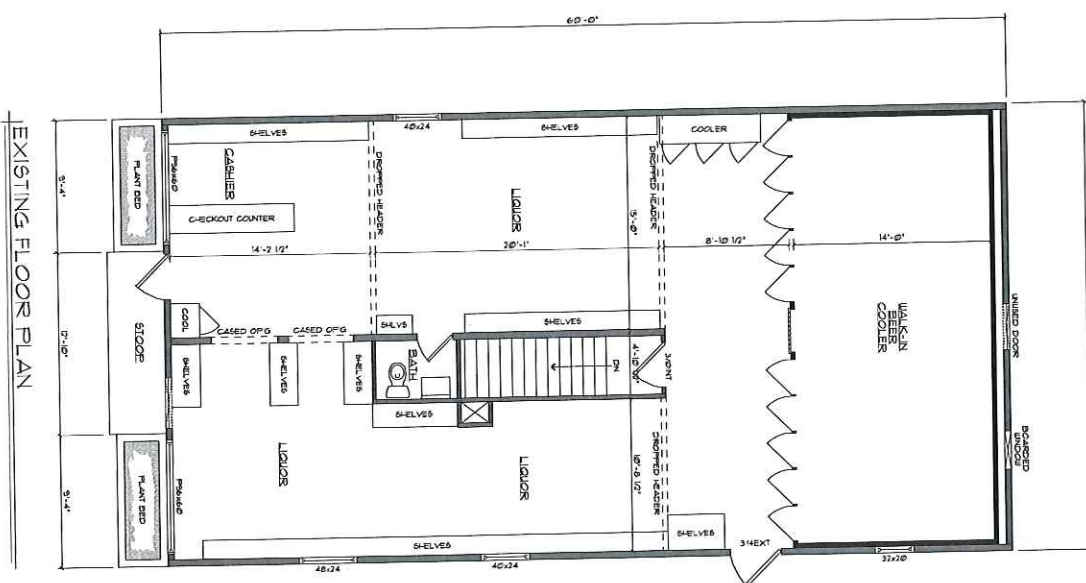
EXISTING EAST ELEVATION



EXISTING NORTH ELEVATION



EXISTING SOUTH ELEVATION



EXISTING FLOOR PLAN

REVISIONS:	
5-13-18	

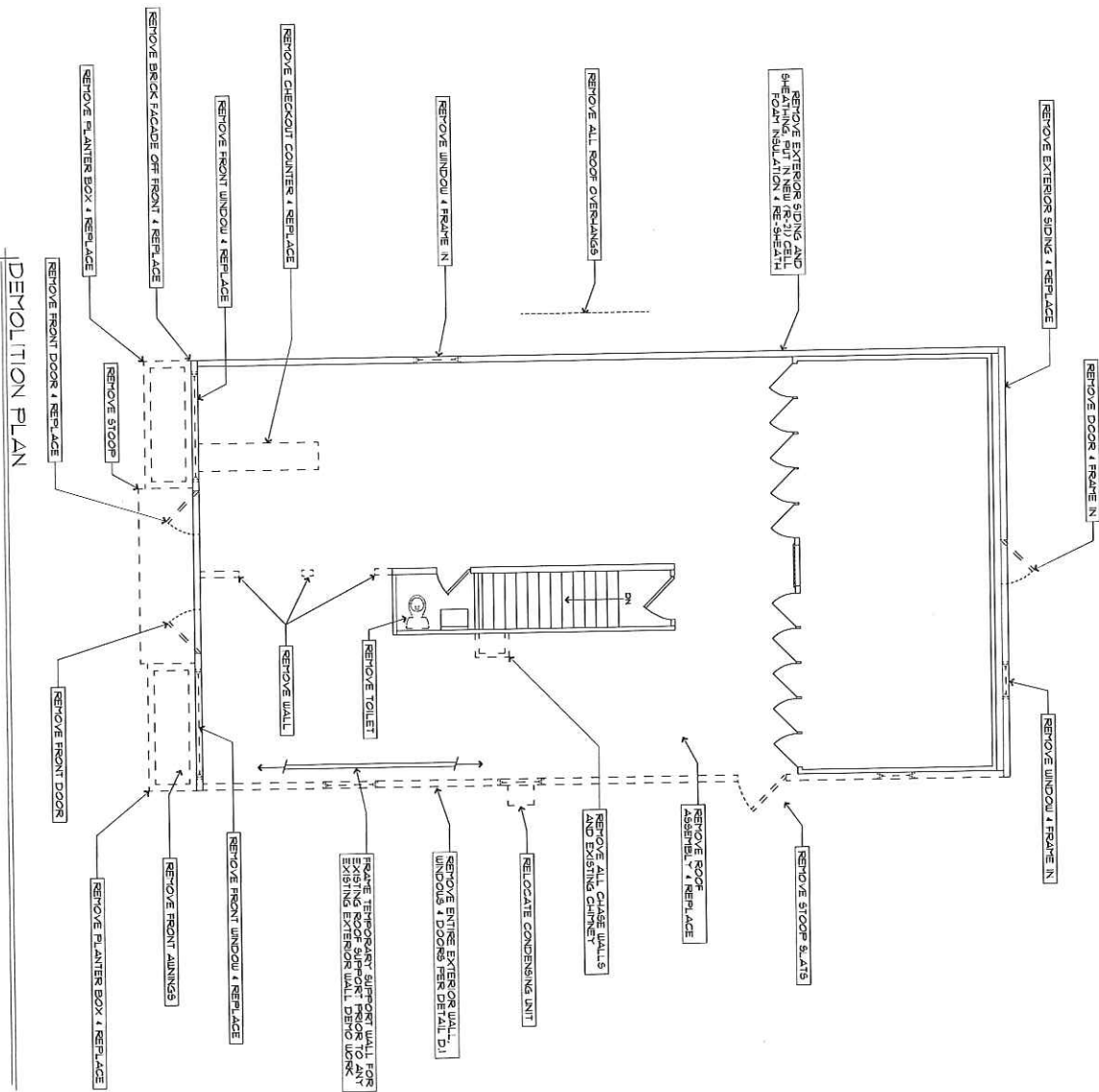
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CUSTOM DESIGN FOR:

-JSS Consulting-
McFarland Liquor

EX. 1



D1.0

REVISIONS:	DATE:	JSS-M, liquor	SCALE:	SHEET:
5-31-18	5-15-18		1/4" = 1'-0"	
6-5-18				

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DRAWINGS BY:

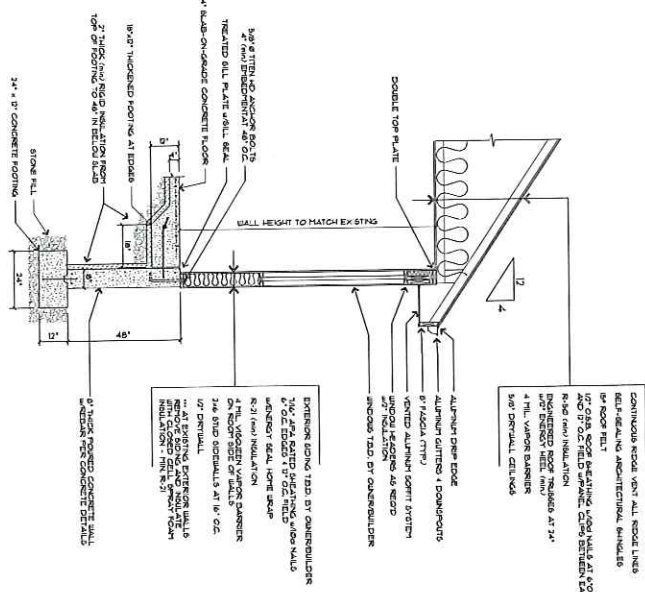
www.msmdesigngroup.com
msmdesigngroup@msm.com

CUSTOM DESIGN FOR:

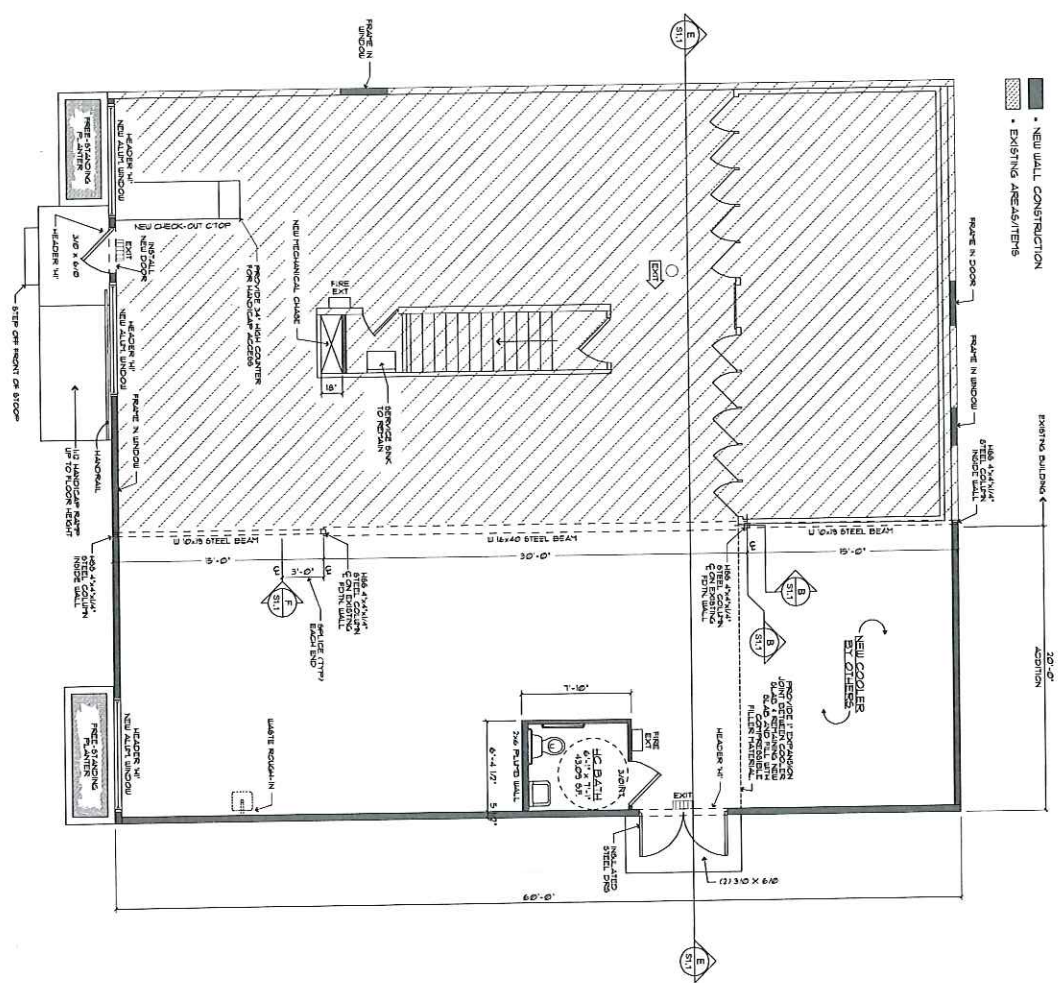
**-JSS Consulting-
McFarland Liquor**

STANDARD WALL SECTION

SCALE: 1/4" = 1'-0"



PROPOSED TRANSFORMATION FLOOR PLAN



A1.0

REVISIONS:	
5-13-18	
5-31-18	
6-5-18	
6-7-18	
DATE:	4-17-18
JOB NAME:	JSS-M Liquor
SCALE:	1/4" = 1'-0"
SHEET:	

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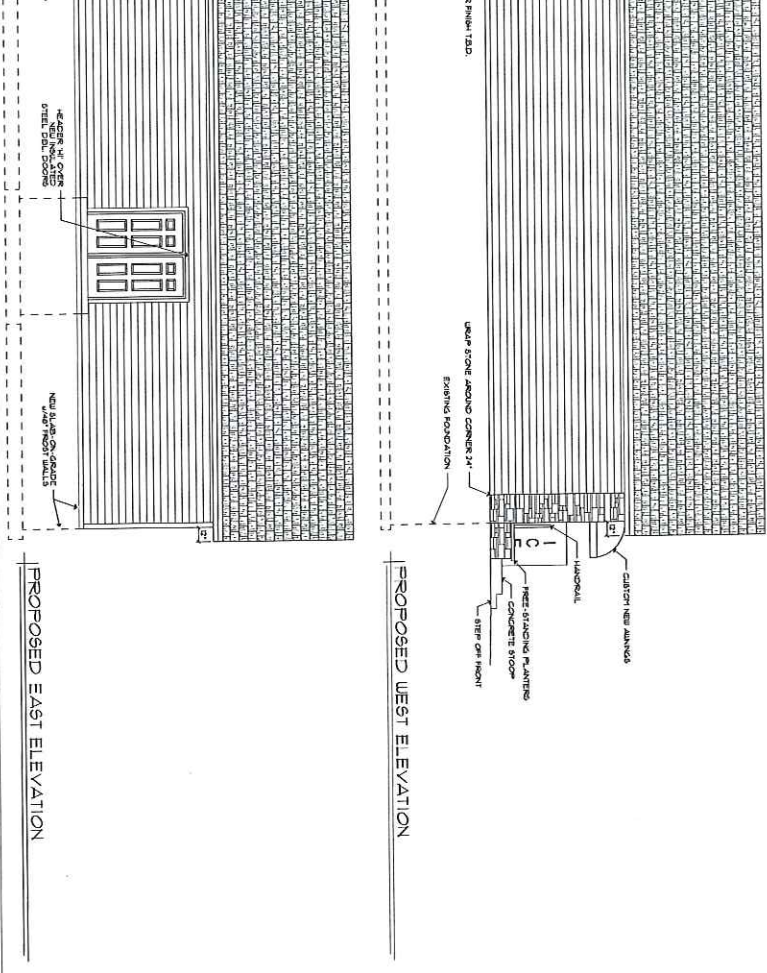
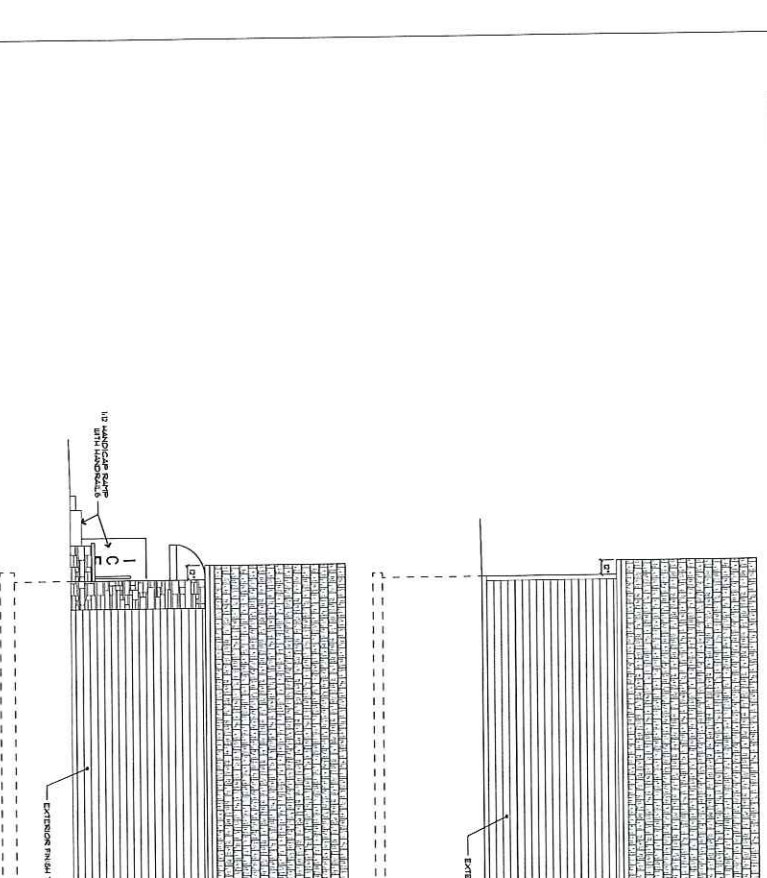
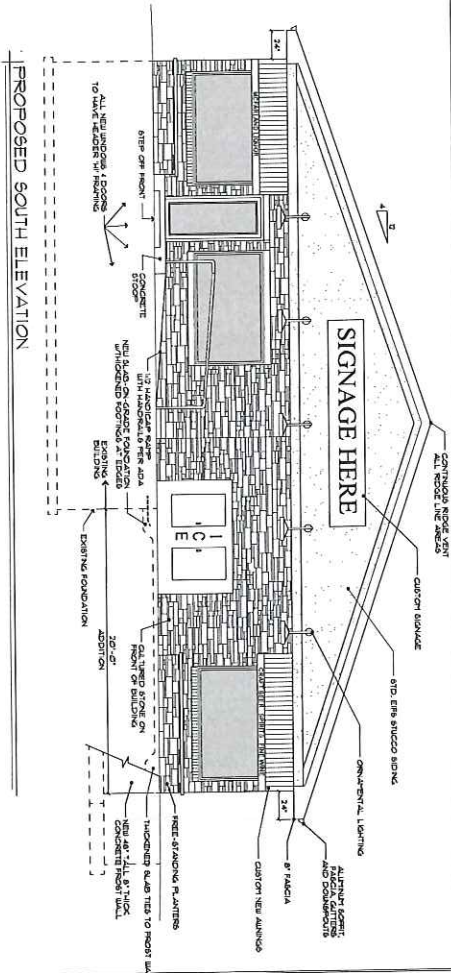
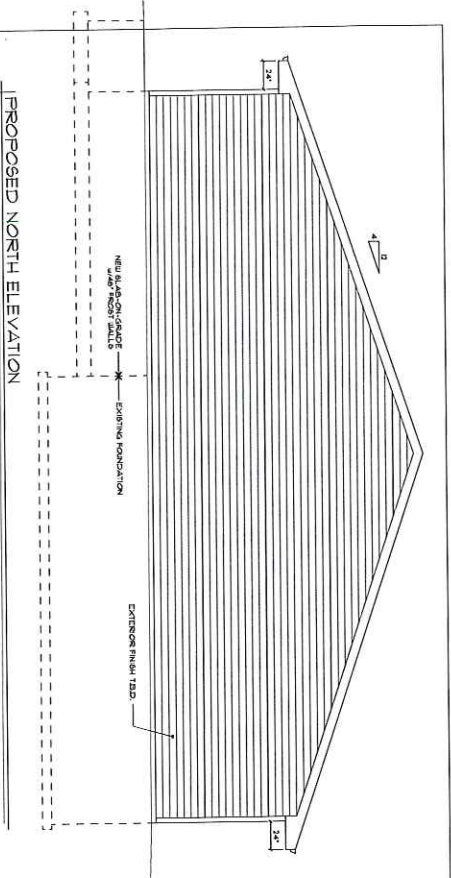
DRAWINGS BY:

MSM DESIGN GROUP, LLC

www.msmdesigngroup.com

CUSTOM DESIGN FOR:

**-JSS Consulting-
McFarland Liquor**



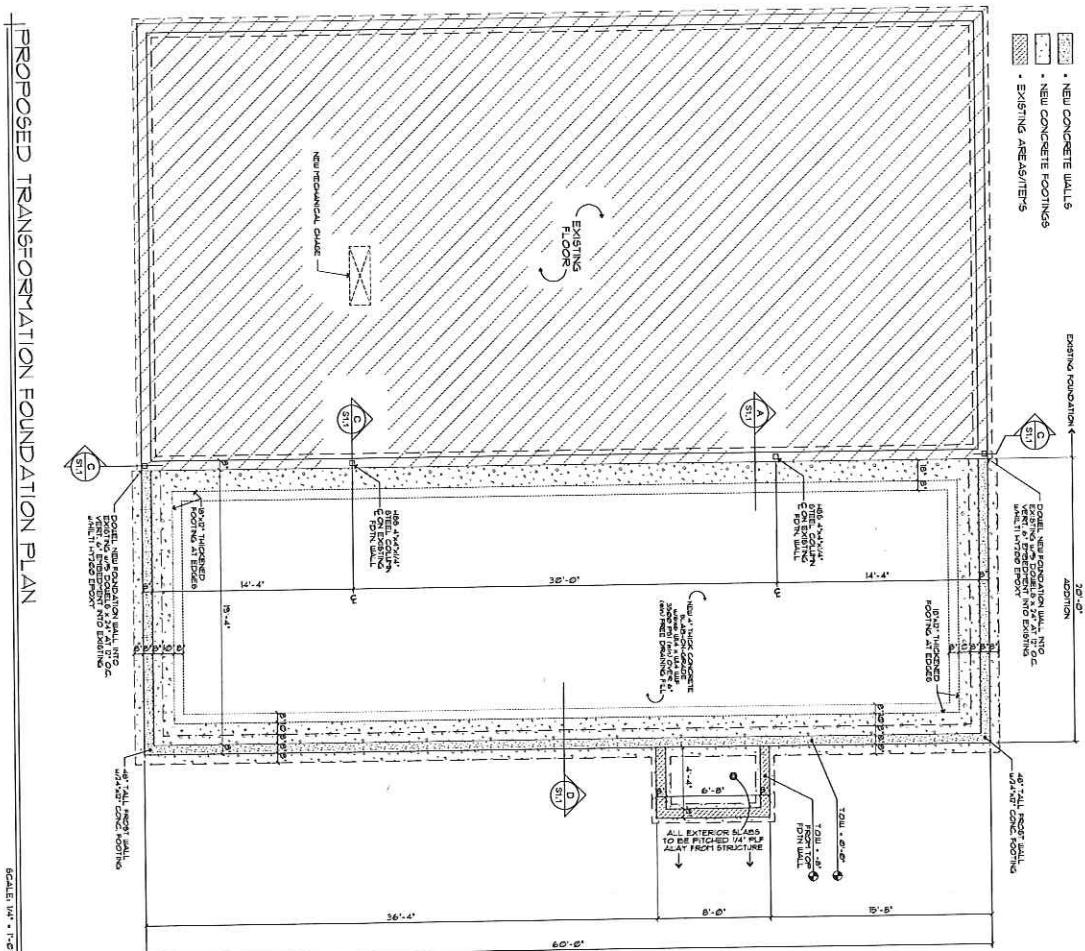
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DRAWINGS BY:
MSM DESIGN GROUP, LLC
 www.msmdesigngroup.com
 800.451.4514

CUSTOM DESIGN FOR:
**-JSS Consulting-
 McFarland Liquor**

REVISIONS:	5-14-18
	5-31-18
	6-6-18
DATE:	4-17-18
JOB NAME:	JSS-M-Liquor
SCALE:	1/4" = 1'-0"
SHEET:	A2.0

GENERAL STRUCTURAL NOTES:	
DESIGN LOADS:	ROOF LIVE LOAD • 20 PSF GROUND SNOW • 30 PSF • 1.0 WIND • 90 MPH • EXPOSURE C • 1.0 SEISMIC • CLASS D S ₁ • 0.09 g S ₂ • 0.44 g S ₃ • 0.65 g R • 0.5 C _s • 0.075
SOIL BEARING:	BEARING • 1500 PSF (PRESUMPTIVE) FROST DEPTH • 4'-0"
BUILDING CODE:	WISCONSIN ENROLLED BUILDING CODE (IBC 2003)
CONCRETE:	ALL CONCRETE SHALL BE 4000 PSF MINIMUM ALL EXTERIOR CONCRETE & CONCRETE EXPOSED TO FREEZE-THAW SHALL HAVE 5 1/2" ± 10% REBAR • 405 6X6 FRESH • ASTM A606
STEEL:	WIDE FLANGE • A992 50KSI PLATE/ISC • A36 WELDING • PER AISC D11 USING E70XX ELECTRODES BOLT • A325-N TENSION CONTROL
WOOD:	WALL FRAMING • 2" x 8" SPF HEADERS • MICRO-AM FB • 2500 PSI E-20 ALL NAILING SHALL BE PER TABLE 2304.1 OF 2003 IBC WOOD TRUSS DESIGN LOAD: TOP CHORD DEAD LOAD • 15 PSF TOP CHORD LIVE LOAD • 25 PSF BOTTOM CHORD DEAD LOAD • 10 PSF BRACING • 4" x 8" x 10 ALL BRACING & BLOCKING BY TRUSS SUPPLIER TRUSS DESIGN SHALL CONSIDER UNBALANCED ROOF SNOW LOADS
DEFERRED SUBMITTAL:	WOOD TRUSSES



PROPOSED TRANSFORMATION FOUNDATION PLAN

SCALE: 1/4" = 1'-0"

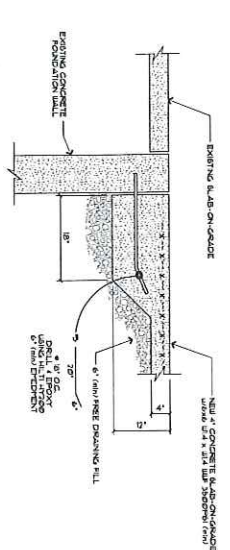
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REVISIONS:	
5-31-18	
6-6-18	
6-7-18	
DATE:	5-15-18
JSS NAME:	JSS-MILQUOR
SCALE:	1/4" = 1'-0"
SHEET:	

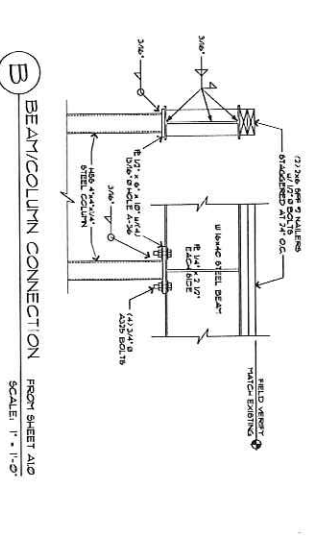
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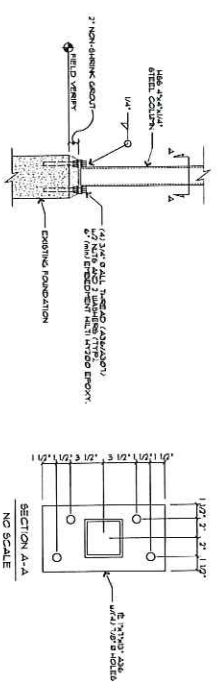
CUSTOM DESIGN FOR:
**-JSS Consulting-
 McFarland Liquor**



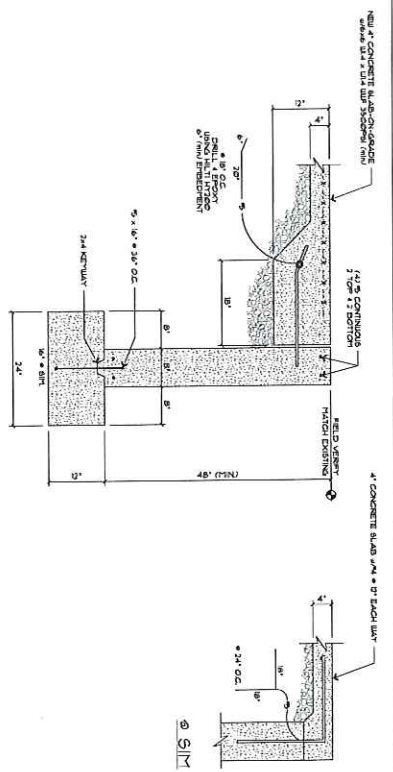
A THICKENED SLAB AT SLAB-ON-GRADE
FROM SHEET S1.0
SCALE: 1" = 1'-0"



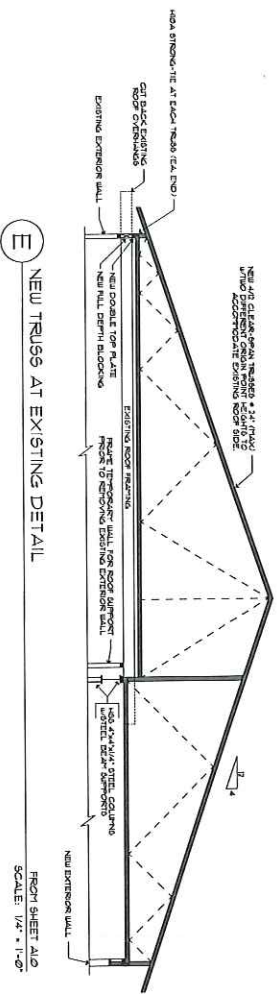
B BEAM/COLUMN CONNECTION
FROM SHEET S1.0
SCALE: 1" = 1'-0"



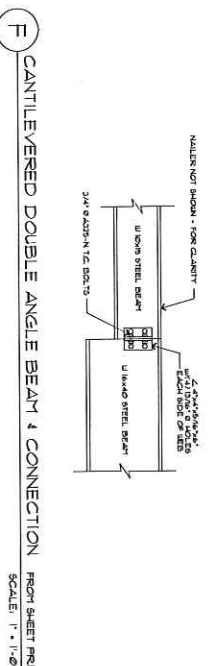
C HSS 4x4 BASE PLATE/ANCHOR BOLTS
ROTATE BASE PLATE AT EXTERIOR COLUMNS
FROM SHEET S1.0
SCALE: 1" = 1'-0"



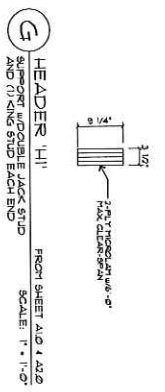
D 8' FROST WALL FOUNDATION
FROM SHEET S1.0
SCALE: 1" = 1'-0"



E NEW TRUSS AT EXISTING DETAIL
FROM SHEET S1.0
SCALE: 1/4" = 1'-0"



F CANTILEVERED DOUBLE ANGLE BEAM CONNECTION
FROM SHEET FRI
SCALE: 1" = 1'-0"



G HEADER 'H1'
FROM SHEET S1.0 AND S1.1
SCALE: 1" = 1'-0"

REVISIONS:

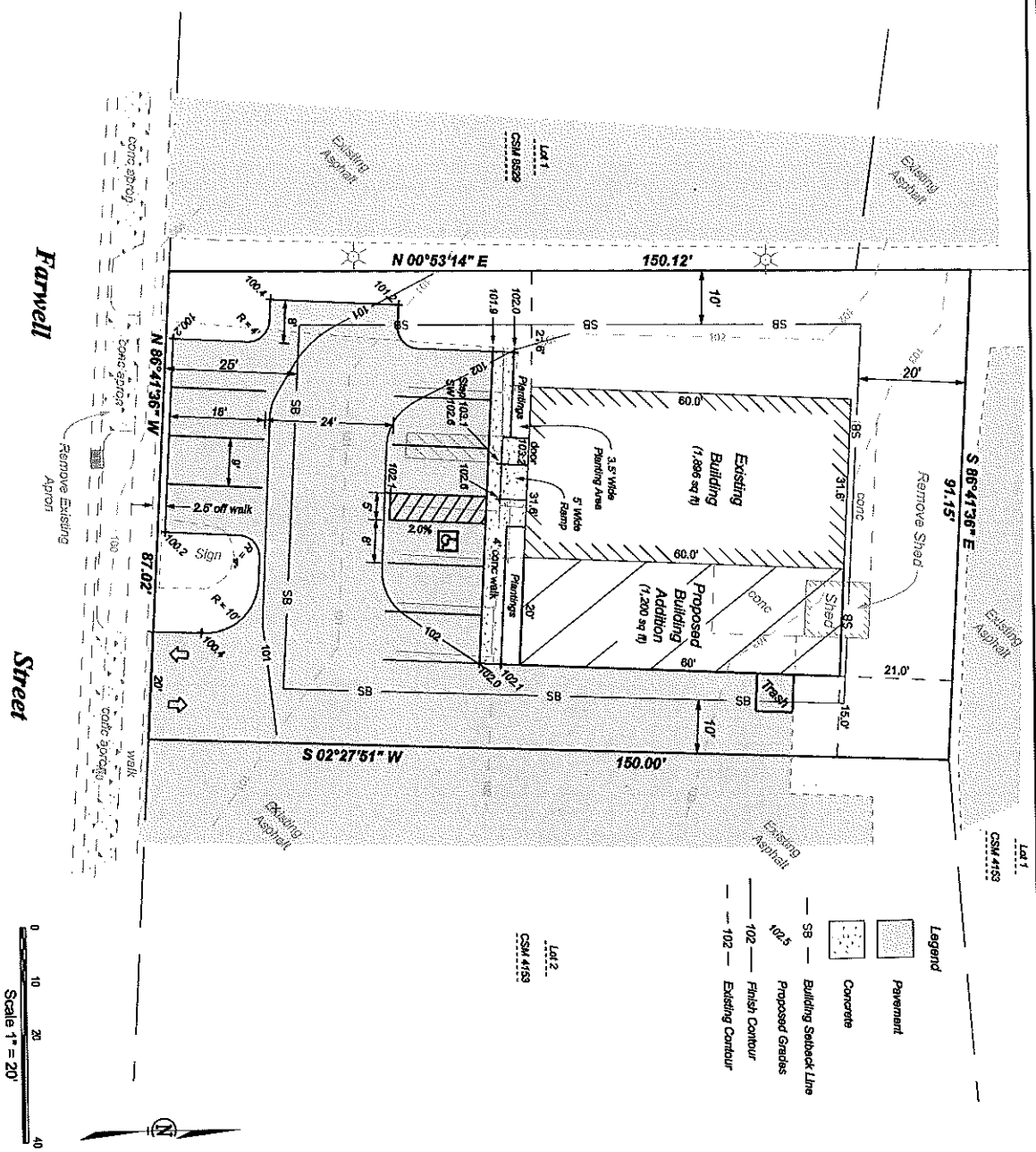
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SHEET:	

S1.1

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DRAWINGS BY:
JSS DESIGN GROUP, LLC
www.jssdesigngroup.com
jssdesigngroup@jssdesign.com

CUSTOM DESIGN FOR:
**-JSS Consulting-
McFarland Liquor**



Project Description

This project consists of a 20' x 60' addition to the existing building. The parking area will be reconstructed to 9 regular parking stalls in place of the existing 5 regular stalls. The will be one handicap stall. The entrance and exit of the site will utilize the existing east side apron of the parcel from Farwell Street. The existing west apron will be removed.

Site Information

Parcel lying in part of OL 70, Assessors Plat of the Village of McFarland, lying in the SE1/4 of the NW1/4 of Section 03, T06N, R10E, Village of McFarland, Dane County, Wisconsin

Owners: Patrick A. Macpherson LLC
McFarland Liquor's
Site Address: 4716 Farwell Street
Zoning: (C-5) General Commercial
Use of Property: Liquor Store

Parcel Information

Lot Area = 13,362 sq ft			
	Existing	Proposed	% of Site
Building	1,896 sq ft	3,096 sq ft	23%
Pavement	7,005 sq ft	5,517 sq ft	41%
Concrete			
Total Impervious	8,901 sq ft	8,613 sq ft	64%
Green Space	4,336 sq ft	4,749 sq ft	36%
Parking Stalls	5 Reg. Stalls 1 Hand. Stall	9 Reg. Stalls 1 Hand. Stall	

Trash Enclosure
Trash area proposed in the Northeast Corner of Building (shown).

Lighting
Lighting will be installed on the front of Building

Sign
The existing sign along the sidewalk will be removed. The area will be utilized as landscaping.

Proposed Site Plan
McFarland Liquors
4716 Farwell Street
Village of McFarland, Dane County WI

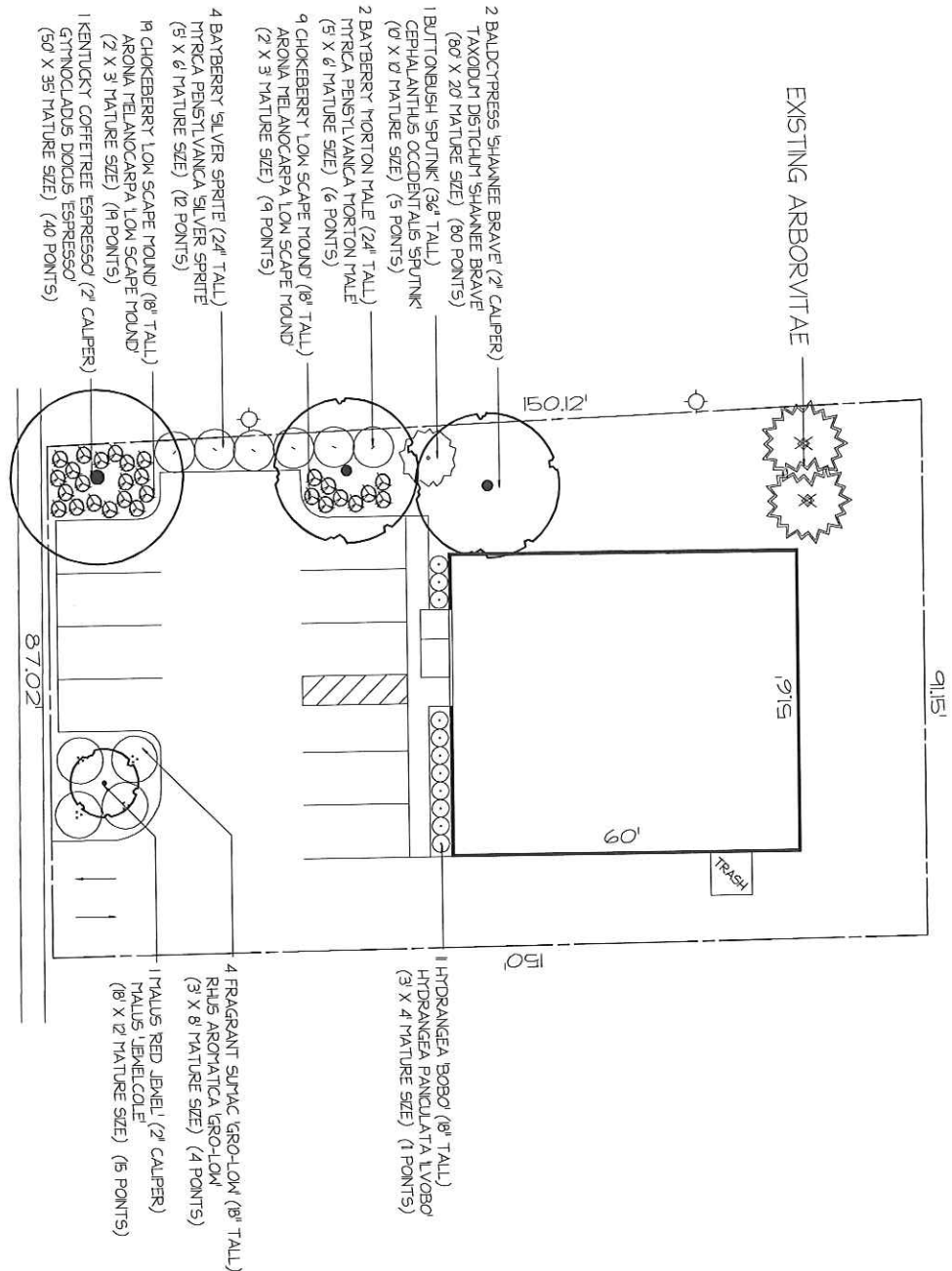


Royal Oak & Associates, Inc.
3678 Kinsman Blvd
Madison, WI 53704
Phone (608) 274-0500

Drafted By: TT
Checked By: CN
Approved By: CN
Date: 07-08-18
01-21-18

Official Map No. 18347
Sheet C-2

FARWELL STREET



DESIGNED FOR:
McFarland Liquors
4716 Farwell Street
Village of McFarland, Dane County WI
LANDSCAPE PLAN

DESIGNED BY:
Errin Schlopach

DATE:
2/5/2019

SCALE:

REVISION #

1" = 20'



DIRECTION



Village of McFarland
 Landscape Point Calculations
 Minimum Points Required for C-G Zoning District

	Site Measurement	Points Required	Points Provided
Building Foundation	223.2 ft	40 Per 100 ft.	89.28
G.F.A.	3,096 sqft	10 Per 1,000 ft.	30.96
Street Frontage	87.02 ft	40 Per 100 ft.	34.81
Paved Area	5,517 sqft	80 Per 10,000 sq. ft.	44.14
Total Points: 199.19			

MEDIUM DECIDUOUS SHRUB(S)	2	Myrica pensylvanica 'Morton Male'	Morton Male Bayberry	24"	5'h x 6'w	3	6
LOW DECIDUOUS SHRUB(S)	28	Aronia melanocarpa 'Low Scape Mound'	Low Scape Mound Chokeberry	18"	2'h x 3'w	1	28
LOW DECIDUOUS SHRUB(S)	11	Hydrangea paniculata 'ILVOBO'	Bobo Hydrangea	18"	3'h x 4'w	1	11
LOW DECIDUOUS SHRUB(S)	4	Rhus aromatica 'Gro-Low'	Gro-Low Fragrant Sumac	18"	3'h x 8'w	1	4
TOTAL POINTS:							201

PLANT LIST: McFarland Liquor

PLANT CATEGORY	QUANTITY	SCIENTIFIC NAME	COMMON NAME	INSTALLATION SIZE	MATURE SIZE	POINT VALUE PER PLANT	TOTAL POINT VALUE
CANOPY TREE(S)	1	Gymnocladus dioica 'Espresso'	Espresso Kentucky Coffee tree	2" caliper	50'h x 35'w	40	40
CANOPY TREE(S)	2	Taxodium distichum 'Shawnee Brave'	Shawnee Brave Baldypress	2" caliper	80'h x 20'w	40	80
LOW DECIDUOUS TREE(S)	1	Malus 'Jewelcole'	Red Jewel Crabapple	2" caliper	18'h x 12'w	15	15
TALL DECIDUOUS SHRUB(S)	1	Cephalanthus occidentalis 'Sputnik'	Sputnik Buttonbush	36"	10' h x 10'w	5	5
MEDIUM DECIDUOUS SHRUB(S)	4	Myrica pensylvanica 'Morton'	Silver Sprite Bayberry	24"	5'h x 6'w	3	12



COMMUNITY DEVELOPMENT AUTHORITY SUMMARY SHEET

MEETING DATE: Wednesday, March 6, 2019

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator, Pauline Boness, Director

AGENDA ITEM: Discussion and possible recommendation to the Village Board regarding the establishment of a fee within the Tax Increment Financing Development Incentives Policy Manual together with minor text changes relating to payback of TIF loans.

PREVIOUS ACTION:

The Village Board upon recommendation of the CDA approved the original manual at its meeting on November 13, 2017.

ISSUE SUMMARY:

Revisions are proposed for discussion by the CDA to the TIF Manual for requests for financing. The main reason for this is that a fee needs to be set for these applications. Originally it was thought we would include this within our fee schedule; however, that document is codified based on Village ordinance established fees. This process is implemented as a matter of policy and not the code, so codifying it would be more burdensome than helpful. The Village Attorney recommended we simply amend the policy to include the fee which these changes do provide for.

Other changes are proposed for discussion regarding various criteria when we evaluate applications. This is in response to some things we seen with a recent application that might be worth changing for future applications.

FINANCIAL/BUDGET IMPACT:

Adding the fee language provides clear direction to whomever is applying what their costs for the application will be. Further, the policy manual itself is crucial in evaluating the financial impact of projects requesting financial assistance from our TIDs.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion and action as might be appropriate in order to make a recommendation to the Village Board.

ATTACHMENTS:



1. McFarland_TIF Incentives Policy Manual and Application_11132017_rev_02272019

TAX INCREMENT FINANCING DEVELOPMENT INCENTIVES POLICY MANUAL



1. PURPOSE

The attached policies, and associated application, have been adopted by the Village of McFarland for the purpose of guiding decisions related to requests for development incentives within Village tax increment financing (TIF) districts.

2. DISCLAIMER

The authority to make decisions regarding the use of TIF funds is vested solely in the Village Board of the Village of McFarland. This policy manual and associated application have been prepared by the Village to provide both Village Officials and applicants a consistent process and set of criteria for reviewing requests for TIF assistance. The actual amount of TIF assistance provided to a project will be determined at the discretion of the Village Board on the basis of need, risk, project characteristics, applicant qualifications and the degree to which the project meets the public objectives of the Village described in Section 3 General Objectives and Section 6 Evaluation Criteria. The Village Board reserves the right to amend or adjust these policies, and recommend any project the Village Board deems to be in the best interests of the Village of McFarland.

The Village Board also reserves the right to reject any and all applications, even those which satisfy all of the attached criteria for the use of TIF for any reason whatsoever, without regard for the viability of the project. The Village will provide the applicant with reasons for rejecting the application. Examples why a project may be rejected include but are not limited to: the Village's own capacity to fund the project, the scale of the project is too small, the project results in minimal public benefits, failure to meet one or more evaluation criteria, other existing Village, County or State funding programs are available for the proposed project, the project results in a tax exempt property, etc.

3. GENERAL OBJECTIVES FOR THE USE OF TAX INCREMENT FINANCING – DEVELOPMENT INCENTIVES

The overall objective of the program is to stimulate redevelopment of commercial, industrial, multi-family (4+ units) residential, and mixed-use properties within the boundaries of Village TIF districts. While TIF is an important and useful economic development tool, it is essential that it be used appropriately to accomplish the Village's economic development goals and objectives. A fundamental principle of tax increment financing is that it is designed to encourage development that would not otherwise occur, or would only occur to a lesser extent, "but for" the assistance provided through tax increment financing. It is the policy of the Village Board to consider the judicious use of TIF incentives for those projects that demonstrate a substantial and significant public benefit by:

- ✓ Eliminating blight, unhealthy, or unsafe conditions
- ✓ Strengthening the employment and economic base of the Village
- ✓ Increasing property values and tax revenues
- ✓ Fostering rehabilitation and conservation activities
- ✓ Installing, constructing, or reconstructing community amenities or utilities
- ✓ Implementing plans and development strategies adopted by the Village
- ✓ Implementing high-quality site and building designs and materials

4. ELIGIBLE COSTS

Allowable uses of TIF development incentives include, but are not limited to:

- ✓ Land acquisition and surveying
- ✓ Construction costs of new building and utility improvements (interior or exterior)
- ✓ Environmental audits or remediation
- ✓ Demolition of buildings and site grading to bring sites to shovel ready status
- ✓ Rehabilitation of existing structures and utilities (interior or exterior)
- ✓ Site improvements (parking, landscaping, lighting, stormwater, signage, etc.)
- ✓ Planning, legal, engineering, architectural, financing, permit costs and reasonable developer fees

5. METHODS OF FINANCING & PROJECT COMPLETION ASSURANCES

Applications for TIF assistance require the applicant to indicate the type of financing method they are requesting from the Village from the list of options below. The list is ordered sequentially based on the Village's preferred methods of providing TIF assistance. Applicants seeking more advantageous financing terms (e.g. Tax Increment Loan at Project Start) should be aware that the Village reserves the right to both specify which form of financing the Village will offer based on the merits of the project AND to lower the amount of TIF assistance (i.e. as the Village incurs more risk the Village reserves the right to reduce the amount of assistance below the amount requested). The Village may also consider the use of a combination of financing methods.

- **Pay-As-You-Go (Developer Financed Loan):** Under a pay-as-you-go incentive the applicant finances the upfront costs related to the construction project and the Village agrees to make an annual payment back to the applicant starting with the first year the Village receives taxes from the improved property (i.e. two years after project completion). The terms of the annual payment are subject to the development agreement negotiated and signed by both parties. The terms are typically represented as a percentage of the annual tax increment collected over a set period of years (e.g. 90% of the actual tax increment collect over 10 years or until the total requested financing amount has been reached).
- **Traditional Loan.** The Village may provide financing in the form of a loan at project start (e.g. after completion of the development agreement and within 60 days of receiving all necessary building permits). The terms of the loan (i.e. interest rate, amortization schedule, collateral) will be negotiated as part of the development agreement. The Village may also consider the use of no-interest loans or loans with forgivable payments (e.g. waiving a final payment) to provide an additional incentive to the applicant based on the merits of the proposed project. The use of future tax increments generated from the project to pay back the loan from the Village is not applicable. Examples of this type of financing are usually part of a community façade improvement revolving loan program.
- **Tax Increment Loan at Occupancy.** The Village may provide financing in the form of a loan at occupancy. Under this form of financing the Village provides a cash payment at the time (e.g. within 60 days) the proposed applicant completes the project (i.e. receives a building occupancy permit from the Village). The Village reserves the right to withhold a percentage of the TIF assistance until all landscaping has been installed on the property in accordance with approved site plans. The loan is paid back through future tax increments generated from the project.
- **Tax Increment Loan at Project Start.** The Village may provide financing in the form of a loan at the start of a project. Under this form of financing the Village provides a cash payment at the time the project starts (e.g. after completion of the development agreement and within 60 days of receiving all necessary building permits). The Village reserves the right to stagger payments to the applicant from the time of obtaining building permits to the time of receiving a building occupancy permit based on meeting predetermined construction milestones. The Village reserves the right to withhold a percentage of the TIF assistance until all landscaping has been installed on the property in accordance with approved site plans. The loan is paid back through future tax increments generated from the project.

Applicants are advised that the Village will require certain financial and project completion guarantees. These may include, but are not limited to, assessment guarantees, letters of credit, personal or corporate guarantees, minimum payment agreements, lien waivers for contractors, consent of mortgagee or other loan security instruments. In addition, the Village reserves the right to require an applicant to provide copies of paid invoices demonstrating actual costs incurred and to adjust accordingly any assistance provided by the Village in proportion to the ratio of estimated to actual project costs. **All terms and obligations of the Village and the applicant shall be finalized through the execution of a development agreement.**

6. EVALUATION CRITERIA – DEVELOPMENT INCENTIVE QUALIFICATIONS

The following criteria and qualifications will be used by the Village to evaluate requests for development incentives. All terms and obligations of the Village and the applicant shall be finalized through the execution of a development agreement.

- ☐ **Location Criteria:** The proposed project must be within the boundaries of a Village TIF district at the time of approval of a development agreement.
- ☐ **Ownership Criteria:** The applicant must be the owner of the property or have a written agreed option to purchase the property from the current owner at the time of approval of a development agreement. Proof of property ownership will be required prior to receiving financial assistance from the Village.
- ☐ **“But For” Criteria:** The applicant must demonstrate to the Village’s satisfaction that “but for” the TIF assistance, the project is not feasible on the proposed site, or would occur to a lesser extent, and that the public benefits described in Section 3 General Objectives would not be achieved.
- ☐ **Financial Capability Criteria:** Each TIF application must include evidence that the applicant possesses the financial ability to complete and operate the project and will be liable for, or contribute equity of at least 15% of the total cost of the project. Proof of equity and private commercial lending commitment will be required prior to receiving financial assistance from the Village.
- ☐ **Maximum Assistance Criteria¹:** The total amount of TIF assistance in support of a project may not exceed 30% of the estimated total project costs. The Village at its discretion may include in the total percentage of project costs other costs incurred by the Village in support of bringing the subject property to shovel ready status (e.g. prior land acquisition costs, environmental remediation costs, public works costs, etc.).
- ☐ **Payback Period Criteria¹:** All requests for TIF assistance will be required to demonstrate that the tax increment estimated to be generated by the project will be sufficient to payback any TIF assistance provided by the Village (including applicable interest expenses) in support of the project according to the following terms:
 - ☐ For Pay-As-You-Go (Developer Financed) Agreements. Payments to the Developer shall commence with the first year in which the Village receives tax increment from the completed project and continue no longer then the year in which the applicable TID Expenditure Period ends for the TID the subject property lies within terminates, or until the maximum amount of assistance is reached, whichever comes first. In addition, the annual amount of tax increment applied toward retirement of the developer loan shall not exceed 90% of the actual annual amount of tax increment collected from the project, unless a higher percentage is granted by the Village Board.
 - ☐ For Traditional Loan agreements. Within 12 years starting with the year the loan is obtained and no longer then the year in which the applicable TID Expenditure Period ends for the TID the subject property lies within terminates. Interest shall be charged based on current general obligation loan interest rates from the Wisconsin Board of Commissioners of Public Lands, for the applicable loan term, at the time of Village disbursement of funds, plus 0.15%.
 - ☐ For Tax Increment Loan at Occupancy agreements. Within 12 years starting with the year the loan is obtained and no longer then the year in which the applicable TID Expenditure Period ends for the TID the subject property lies within terminates.
 - ☐ For Tax Increment Loan at Project Start agreements. Within 7 years starting with the year the loan is obtained and no longer then the year in which the applicable TID Expenditure Period ends for the TID the subject property lies within.

Commented [AB1]: The Village may want to consider a revision to this section that would tier the maximum amount of assistance based on the level of risk similar to how the Payback Period Criteria is tiered. A suggestion:

30% for Pay-Go
20% for Traditional Loans and Loans at Occupancy
10% for Loans at Project Start

Commented [AB2]: Since this form of financing is the highest risk to the Village the Village may want to keep the policy that the payback has to occur prior to the expenditure period terminating. It would provide another deterrent to requesting upfront TID funds.

¹ At the Village’s discretion, the maximum amount of assistance and/or the payback period criteria may be modified for projects that demonstrate substantial merit (e.g. completion of LEED Certified Buildings, projects which lead to at least 50% of all jobs created with annual salaries (not including benefits) at or exceeding the median household income for the Village as reported by the U.S. Census, etc.).

- ☐ Financial/Project Assurances Criteria: The applicant must agree to provide financial and project completion guarantees to the Village. These may include, but are not limited to, assessment guarantees, letters of credit, personal or corporate guarantees, minimum payment agreements, lien waivers for contractors, consent of mortgagee or other loan security instrument.
- ☐ Technical & Operational Capability Criteria: The applicant must provide evidence satisfactory to the Village that the applicant possesses the technical ability to complete the project or has obtained construction cost estimates from professional businesses capable of performing the work. Applicants must demonstrate that they have the ability to operate the proposed use. The Village may require applicants to submit copies of contracts with design professionals and construction contractor prior to receiving financial assistance from the Village.
- ☐ Insurance Criteria: Applicants shall furnish to the Village certificates of insurance for all insurance policies required under the development agreement prior to receiving financial assistance from the Village.
- ☐ Adherence to Local Land Use Plans Criteria: The project is consistent with the Village of McFarland Comprehensive Land Use Plan, Village Building or Zoning Ordinances, or any other applicable plans and ordinances adopted by the Village which includes the subject property.
- ☐ Adherence to TIF Project Plan Criteria: All requests for TIF assistance must clearly comply with the requirements of the Wisconsin TIF Statutes and the Village's adopted TID Project Plan applicable to the subject property.
- ☐ Creation of Tax Increment Criteria: The project will not result in a tax exempt property, aside from any remnant portions of a parcel which are specifically dedicated to the Village for public use. Applicants will be required to return any TIF assistance provided to the Village if during the terms of the development agreement the property becomes exempt from property taxes.
- ☐ Applicant in Good Standing Criteria: The applicant does not have a history of delinquent property tax payments or own any property within the Village with known zoning or building code violations.
- ☐ Absence of Conflict of Interest Criteria: The applicant is not a member of the Village Board or a Village Committee, or any other official, employee, or agent of the Village who is authorized to exercise policy decision-making functions or responsibilities in connection with the application.
- ☐ Application Criteria: A completed application, fee, and escrow have been filed with the Village Community Development Director.

7. APPLICATION PROCEDURE

Applications submitted for TIF assistance shall be reviewed through the following process:

- ☐ Initial Consultation. Applicants are encouraged to meet with the Village Administrator and Community Development Director to discuss proposed TIF assistance requests and conceptual development plans prior to submitting an application.
- ☐ Plan Commission Referral. Applicants may be referred to the Village's Plan Commission to discuss the proposed project in order to gain better insight on how to design the project to meet the Village's planning objectives and applicable zoning requirements. *Note, it is not the intent of the Plan Commission to make recommendations regarding the financing requested, only design aspects of projects.*
- ☐ Application. Application materials, including the required fee and escrow shall be submitted to the Village Community Development Director who will notify the appropriate Village Staff, Village Attorney or any other professional who provides services to the Village whom are directed by the Village Community Development Director to review the application.

- Fees and Escrow Deposit. A processing fee in the amount ~~of \$250 per application specified under Appendix A of the Village's Municipal Code of Ordinances~~ must be submitted with the application. In addition, the applicant will be required to submit an initial escrow deposit in the amount ~~of \$2,500 per application, with addition \$2,500 increment payments as needed, to reimburse as specified under Appendix A of the Village's Municipal Code of Ordinances for any~~ fees for professional services incurred by the Village related to the review of the application or development agreement.
- Preliminary Determination of Completeness. The Village Community Development Director, and other designated staff, will review the application for completeness and applicability. If the application is incomplete or if additional information is needed the applicant will be notified that the application is not complete, and the reasons will be stated referring to the specific additional information required. The applicant may then resubmit the application with additional information/modifications or may withdraw the application.
- Project Management Team Review. The Village's Project Management Team (PMT) will review the application for eligibility and complete a pro forma analysis of the project. In order to better understand the needs of the project, the applicant or staff may request a meeting(s). Review time will be approximately 30 days from the date the completed application is submitted to the Village; however, more or less time may be required for particular applications. Upon completion of staff review, the application and a supplemental staff report will be submitted to the Village's Community Development Authority.
- Community Development Authority Recommendation. Within 30 days of receiving the staff report the TIF application shall be reviewed by the Village Community Development Authority (CDA), unless a delay is requested by the applicant. The applicant will be notified of the date of the meeting(s)² in which the application is reviewed. Applicants will be required to be present at the CDA meeting to answer questions regarding the proposed project. The CDA will make a recommendation to the Village Board to approve, approve with conditions, deny the application, or table the application pending further discussion or information by the applicant.
- Village Board Preliminary Approval. The application will be reviewed by the Village Board at its next scheduled meeting following action by the CDA. The applicant will be notified of the date of Village Board meeting(s)² in which the application is reviewed. Applicants will be required to be present at the Village Board meeting to answer questions regarding the proposed project. The Village Board at their discretion may refer the matter to another Village committee for recommendation or may hold a public hearing. The Village Board may approve, approve with conditions, deny the application, or table the application pending further discussion or information by the applicant. *Note, at this stage in the process the Village Board may make a determination as to whether to provide TIF assistance, a maximum amount of assistance, the form of incentives, and required assurances. These decision points will provide parameters for Village Staff and the applicant to negotiate a draft Development Agreement for future consideration by the Village Board.*
- Draft Development Agreement. Upon preliminary approval of the TIF Application by the Village Board, Village Staff shall create a draft Development Agreement based on the direction provided by Village Board. The draft Development Agreement will be reviewed with the applicant. The Development Agreement will describe the obligations of both the Village and the applicant, and the terms and conditions of TIF assistance.
- Village Board Final Approval. The Development Agreement will be reviewed by the Village Board. The applicant will be notified of the date of Village Board meeting(s)² in which the Development Agreement is reviewed. Applicants will be required to be present at the Village Board meeting to answer questions regarding the proposed Development Agreement. The Village Board may approve, approve with conditions, deny the Development Agreement, or table action pending further discussion or information by the applicant. *Note, the*

² The CDA and/or Village Board may meet in closed session, pursuant to Wisconsin statutes, to deliberate or negotiate the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, specifically to discuss the TIF application or Development Agreement.

applicant shall also be responsible for submitting other documentation in order to gain required zoning or building permit approvals.

- ☐ Expiration. Approved TIF applications shall become void if after six months (6) from the date of approval the applicant and Village have not executed the Development Agreement, unless both parties agree to an extension.

**TAX INCREMENT FINANCING
DEVELOPMENT INCENTIVES
APPLICATION**



Application ID: _____ (Year) - _____ (#) to be completed by Village Community Development Director upon submittal

Please complete and submit the following information to the Village Community Development Director for a more detailed review of the feasibility of your request for Tax Incremental Financing (TIF) Development Incentives. The application is comprised of five sections: (A) Applicant Information, (B) Property Information, (C) Project/Business Information, (D) TIF Request, (E) Budget/Financing Strategy, and (F) Applicant Certification and Acknowledgement. Where there is not enough room for responses provided, please use an attachment. Where questions do not apply, mark NA (not applicable). Applicants are encouraged and may be required to submit additional information such as site plans, environmental studies, market studies, business plans, business or personal financial statements, or financial commitment letters to be included for review and consideration.

A. APPLICANT INFORMATION

Project Name: _____

Applicant: _____

Mailing Address: _____

Primary Contact: _____ Telephone: _____

Email: _____ Fax: _____

Legal Entity: ☐ Individual(s) ☐ Joint Tenants ☐ Tenants in Common
☐ Corporation ☐ LLC ☐ Partnership ☐ Other: _____

If not a Wisconsin corporation/partnership/LLC, state where organized: _____

Will new entity be created for ownership? ☐ No ☐ Yes

Is any owner, member, stockholder, partner, officer or director of any previously identified entities, or any member of the immediate family of any such person, an employee or elected official of the Village of McFarland?

☐ No ☐ Yes, If yes, give the name and relationship of the employee: _____

Provide the names of consultants (e.g. attorneys, engineers, planners, architects, contractors, etc.) authorized to act on behalf of the applicant.

Name	Title/Company	Email	Phone #

B. PROPERTY INFORMATION

Parcel(s) Address: _____

Parcel(s) Tax Number: _____

As the Applicant, are you the current owner of this parcel(s)? ☐ No ☐ Yes

If no, current owner is: _____

If no, do you have an agreed upon option to purchase the property? ☐ No ☐ Yes (provide

documentation and note the expiration date here: _____

Total Lot Size: _____ square feet

Parcel Contains Existing Buildings? ☐ No ☐ Yes

If yes, indicate Total Building Size _____ sq.ft.

Most recent property assessment (PA):

\$ _____ Land \$ _____ Improvements \$ _____ Total

Existing Uses: _____

Existing Zoning: _____

Existing Uses, Adjacent Parcels: _____ N _____ S _____ E _____ W

Existing Zoning, Adjacent Parcels: _____ N _____ S _____ E _____ W

Will a zoning change be requested? ☐ No ☐ Yes

If yes, indicate new zoning _____

Identify other approvals, permits, or licenses your project may need (e.g. County, State or Federal permits).

Existing Mortgage Holder: _____

Contact Person & Phone Number: _____

Does the property have any existing tax delinquencies, zoning or building violations? ☐ No ☐ Yes

If yes, explain: _____

C. PROJECT/BUSINESS INFORMATION

The proposed project is: ☐ An Improvement to Existing Business ☐ A New Business(s)

☐ Business Relocation ☐ Residential Development ☐ Other

Project Description. Include any plans or illustrations prepared for the project, if available. At a minimum, a concept plan shall be submitted with the application.

Will the project incorporate any "sustainability" or "green design" concepts? Describe.

Current annual revenue: \$_____ Estimated annual revenue: \$_____

Current annual expenses: \$_____ Estimated annual expenses: \$_____

Business Plan and/or Marketing Plan attached? ☐ No ☐ Yes

Balance Sheets and Profit and Loss Statements for the past two years attached? ☐ No ☐ Yes

Describe the project schedule.

Final Plan/Specification Preparation Date: _____

Preliminary Construction Start Date: _____

Preliminary Construction Completion Date: _____

Date Occupied or Opened: _____

VILLAGE OF MCFARLAND TAX INCREMENTAL FINANCING – DEVELOPMENT INCENTIVES APPLICATION

Number of principal buildings and estimated square footage: _____

Estimated equalized assessed valuation after project completion (EAV)

\$ _____ Land \$ _____ Improvements \$ _____ Total

Estimate the incremental property taxes to be generated by the project (attach any independent appraisals).

Pre-improvements: \$ _____ PA x _____ Mill Rate = \$ _____ Total (A)

Post-improvements: \$ _____ PA x _____ Mill Rate = \$ _____ Total (B)

Additional increment (B-A) = \$ _____

Will the proposed project result in the relocation of economic activity/businesses from another location within the Village? ☐ No ☐ Yes

If yes, discuss the nature of any anticipated relocations and the impact the relocation would have on the neighborhood where such activity is currently located.

Will the proposed project result in the relocation of economic activity from an adjacent community?

☐ No ☐ Yes

If yes, discuss the nature of any anticipated relocations and the impact the relocation would have on the community where such activity is currently located.

Identify any proposed tenants of the project. Have leases been negotiated or signed? ☐ No ☐ Yes

Who will own and operate the developed property? _____

Do similar businesses/uses already exist in McFarland?

☐ No ☐ Yes, If yes, indicate _____

Describe any differences in your proposed business/uses to existing businesses/uses

Current and Created Jobs by Annual Wage Range (Full Time ≥ 30 hrs/week).

\$0-\$19,000

_____ Full Time (current) _____ Part Time (current) _____ FT (created) _____ PT (created)

\$20,000-\$39,000

_____ Full Time (current) _____ Part Time (current) _____ FT (created) _____ PT (created)

\$40,000-\$59,000

_____ Full Time (current) _____ Part Time (current) _____ FT (created) _____ PT (created)

\$60,000+

_____ Full Time (current) _____ Part Time (current) _____ FT (created) _____ PT (created)

Average per hour wage rate of all employees (not including benefits) \$_____

Approximately what percentage of employees do you expect will be hired from the McFarland area (i.e. 53558 zip code)_____.

Will the proposed business offer its employees a benefit package including health care and retirement benefits?

☐ No ☐ Yes

Discuss neighborhood impact/support for the project. Has the applicant discussed the project with neighboring property owners? ☐ No ☐ Yes

Discuss any history of community involvement by the applicant or business within the Village.

Has any portion of the project already been started or completed? ☐ No ☐ Yes

If yes, describe the portions of the project completed, the work remaining, and why public financing is necessary to complete the project.

State the form of incentives requested:

-
- This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

☐ Land Acquisition/Survey	☐ Environmental Audits	☐ Site Grading
☐ Demolition/Remediation	☐ New Construction	☐ Rehabilitation/Expansion
☐ Utility Improvements	☐ Parking/Access	☐ Landscaping
☐ Recreation/Conservation	☐ Professional Services	☐ Financing Costs
☐ Other _____		

E. PROJECT BUDGET AND FINANCIAL STRATEGY

Project Costs	Amount (\$)	Source(s) of Financing
Property Acquisition		
Environmental testing/remediation		
Demolition		
Construction of new building(s)		
Site Improvements		
Renovation of existing structures		
Cost of installation of machinery/equipment		
Architectural/Engineering fees		
Legal & other professional fees		
Permit fees		
Financing fees		
Developer fees		
Other (please specify)		
Total Project Costs		

Budget source: ☐ Developer ☐ Arch/Eng ☐ Contractor ☐ Other _____

Sources of Financing	Amount (\$)	Percent of Total Costs
TIF		%
Equity		%
Loans		%
Grants		%
Other (please specify)		%
Total Project Costs		100.0 %

Lender for Project if in addition to the Village: _____

Officer _____ Phone _____ Email _____

Preapproved: ☐ No ☐ Yes, attach a Letter of Commitment from the Lender indicating that the applicant has sufficient financial resources to obtain the private financing for the project.

Grant Sources: _____ Grant Amount: _____

Grant Officer: _____ Phone _____ Email _____

Application Status: _____

Date of Grant Announcement: _____

F. APPLICANT CERTIFICATION AND ACKNOWLEDGEMENT

I acknowledge being informed that the Village of McFarland (Village) will, upon request by a member of the public or in the course of reporting its activities to the public, disclose the names of individuals requesting Tax Incremental Financing (TIF), the amount of TIF requested, state/federal programs used, if any, and the development impact of the TIF requested (e.g. jobs created, tax base impact and total project investment). I have been assured by the Village, and I understand, that other financial information provided by me in connection with this application or with assistance from the Village, if any is given (including, but not necessarily limited to business and personal financial statements, business operating statements, data on historical and projected future sales or other aspects of business performance, and business plans) will, to the extent permissible by law, and except for use in collection proceedings, if any, be treated as confidential. This will confirm that I have relied upon such assurance by the Village in providing financial information to the Village, and that, but for such assurances, such information would not be provided.

I certify that the information contained in this application is, to the best of my knowledge, true and correct. I agree to notify the Village, in writing, of any changes that materially affect the accuracy of this statement. I authorize the Village or its agents to verify the information provided in this application and to obtain additional information concerning the applicant(s) financial condition.

I certify through signing the TIF application that the final form and amount of financing the Village offers may differ from that requested. The form and amount of financing shall be finalized through the execution of a development agreement.

I certify that financial, insurance, and project assurances will be required as part of the final development agreement to be negotiated with the Village upon preliminary approval of this application. These may include, but are not limited to, assessment guarantees, letters of credit, personal or corporate guarantees, minimum payment agreements, lien waivers for contractors, consent of mortgagee or other loan security instrument. All terms and obligations of the Village and the applicant shall be finalized through the execution of a development agreement.

I certify, by signing and submitting this application, that additional costs, above the amount of the application fee, incurred by the Village for outside professional review or expertise of this application, and any development agreement resulting from this application, will be the responsibility of the applicant. I further certify, that denial of the application or failure to reach agreement with the Village on a development agreement shall not entitle the applicant to a refund of the application fee or any amounts of the escrow used in the review of the application.

Applicant _____ Title _____

Signature _____ Date _____

Return To:

Village of McFarland
Attn: Village Community Development Director
5915 Milwaukee Street
McFarland, WI 53558
P: 608-838-3153



COMMUNITY DEVELOPMENT AUTHORITY SUMMARY SHEET

MEETING DATE: Wednesday, March 6, 2019

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion and possible action on a recommendation to the Village Board regarding acceptance of the Lodging Market Feasibility Study/Analysis.

PREVIOUS ACTION:

The CDA approved this study at its meeting on November 7, 2018.

ISSUE SUMMARY:

Last year the Village entered into a study with a consultant to study the viability of developing a hotel in the Community. That work is now complete after they have since reviewed the Village, our demographics, local trends, and the potential for the development. Their recommendation is that a hotel could be supported in the Community and it has the potential to bring with it other desirable amenities like an indoor pool, restaurant/bar, large event meeting space, etc. The intent of putting this on the agenda is to share the study with the CDA for their reaction and to see if there are any questions with the information put forward. We presently have two different hotel brands interested in this property, and this study can be used as a basis to support the project. However, the property in question is privately owned and they will have to take the next step to sell the property to a developer for additional discussions to be had on the project. The information though is helpful and can be used for this project or in the future as these needs might arise.

FINANCIAL/BUDGET IMPACT:

The cost of this work was \$8,000 and paid for out of TID #3.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

If agreeable, the CDA may make a recommendation of acceptance to the Village Board for their consideration.

ATTACHMENTS:

1. McFarland, WI - Final





Core DISTINCTION GROUP

McFarland, WI

Lodging Market Feasibility Study/Analysis

Prepared
Exclusively for:
**McFarland,
Wisconsin**

Prepared by:
Core Distinction Group

Lisa Pennau
Founding Partner
l.pennau@coredistinctiongroup.com

Jessica Junker
Managing Partner
jjunker@coredistinctiongroup.com

Offices in Wisconsin and Arizona



www.coredistinctiongroup.com

Introduction/Objective 3

Executive Summary 4-12

- Property Segment
- Property Size
- Room Rate
- Property Features, Amenities, and Services
- Recommended Sleeping Room Configuration
- Economic Impact Potential
- Lodging Demand Analysis
- Ramp Up Year Projections
- 1-5 Year Projection
- Market Demand Area
- SWOT: Community Feedback
- Understanding the Terms

Site Analysis 13-15

- Development Sites & Maps
- AADT - Annual Average Daily Traffic

Economic Overview 16-19

- Population
- Effective Buying Income
- Workforce/Employment Distribution
- Unemployment/Labor Supply/Wage Pressures
- Transportation Information

Lodging Demand 20-26

- Market Segmentation
- Events and Attractions
- Community Interviews

Lodging Supply 27-50

- Competitive Hotel Properties Peak and Low Season
- Projected Average Daily Room Rate & Positioning
- Historical and Projected Market Performance
- Local and Competitive Set Surveyed Lodging Details
- STR Data Trends & STR Chain Scales

The following Comprehensive Lodging Feasibility Study Report will review the potential development of a hotel in McFarland, WI.

Intended Use - This report is to be used by the Client for determining feasibility and attracting a hotel.

Intended User - Village of McFarland, WI is the only intended user for this report.

Core Distinction Group LLC (CDG) has been engaged to provide this Comprehensive Lodging Feasibility Study Report for the McFarland, WI market area. This Lodging Feasibility Study provides an overview of information concerning the market area and the factors that would affect the possible development of a hotel facility in this community.

This consultant from Core Distinction Group LLC met with representatives of the community and the surrounding area to gather information pertinent to hotel development. Comprehensive research was performed and reviewed regarding the community's economic indicators, competitive lodging supply, and lodging demand generators. CDG performed field research to determine the relationship between the community and its lodging need. Economic indicators were studied to determine the stability and future growth potential of the general market. The research was conducted as a macro and micro market analysis of the McFarland, WI and the areas immediately surrounding area to determine their viability to support the potential of a hotel development.

This report will present projections for stabilized hotel operation based upon current operating performance in the market area. Occupancy, Average Daily Room Rate, and Sales Revenue projections for the hotel were based upon a detailed review of the field research data. Also, recommendations as to the property type, suggested property size, services, and amenities were included. These projections and recommendations were based upon the market demand research for a potential lodging facility.

This report provides statistical and highlighted narratives to support the conclusions regarding the market area and its ability to support potential hotel development.

General Assumptions - For the purpose of this assignment, we assumed the proposed property will be operated as an upper-mid scaled to upper scaled, franchised hotel with a central reservations system that is fully-integrated with a recognized marketing platform. If this or any of the following are not followed, it could affect the overall feasibility of subject property.

Operational Assumptions - For the purpose of this assignment, we assume the subject property would be managed by a professional Hotel Management Company at an industry standard fee between five and seven percent.

Franchise Fees - For the purpose of this assignment, we assume the subject property would pay franchise fees either quoted to Core Distinction Group, LLC by the developer or franchise representative. In the event that Core Distinction Group is not able to receive a quote, fees will be based on the franchise's registered Franchise Disclosure Document.



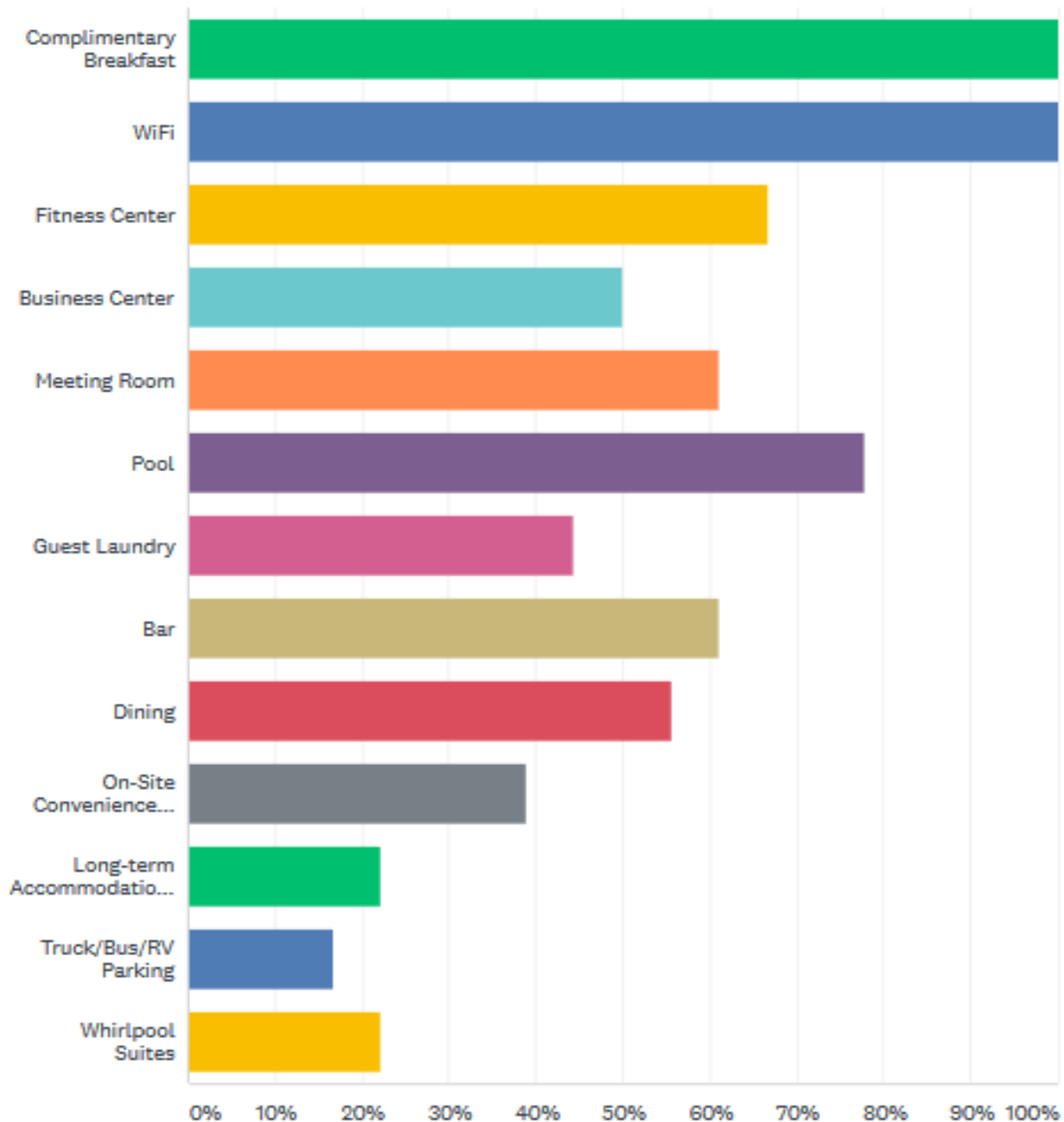
Property segment recommended for the potential development of a hotel is an Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that a new hotel would capture displaced Lodging Demand currently staying in markets surrounding McFarland, WI. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve McFarland and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

Property size recommendation of a newly developed hotel was researched to be between 60-70 guestrooms in this report. This would position it to be slightly smaller than the average room size of 86 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

Rate Competition will be dictated by both the immediate market and regional market demand. With proper rate positioning the hotel should achieve a yield to the regional market hotels at 120% or greater peak season and match the competitive set at 100% during low season. The newly developed hotel in this market could expect to run similar rates to the only upper midscale hotel in the competitive set surveyed.



Property features, amenities, and services of the hotel should satisfy the market it is attempting to attract. Standard features and amenities required for a proposed hotel in this market should include:



The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms due to the mix of business being primarily transient, corporate, and group.

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all rooms revenues, meeting room revenue, as well as vending/bar revenue. On Average, this size property will create 15-25 full time jobs, part-time employment varies by hotel need and hiring practices. Additional economic development will include taxes, which include all sales taxes collected on hotel revenue, as well as all payroll related taxes collected from full-time hotel employees and temporary construction workers. Local governments will also collect new property taxes from the operation of the hotel. Indirect Impact includes all jobs and income generated by businesses that supply goods and services to the hotel. A few examples of businesses that will indirectly benefit from the development of a hotel include suppliers of rooms related goods (housekeeping supplies, room amenities, etc.), telecommunication vendors (internet, cable, etc.), utility companies, food and beverage suppliers, and other hotel related vendors.



A **Lodging Demand Analysis** was performed. This demand analysis is based on general observations of the surrounding market area and the overall McFarland, WI market area.

1st Quarter (Jan-Mar)	January	February	March
Lodging Rooms Available	1,860	1,680	1,860
Lodging Occupancy %	45.7%	53.6%	56.5%
Total Occ. Rooms	850	900	1,050
Average Daily Rate	92.86	99.10	105.50
Total Revenue	\$78,931	\$89,190	\$110,775
2nd Quarter (Apr-June)	April	May	June
Lodging Rooms Available	1,800	1,860	1,800
Lodging Occupancy %	69.4%	83.3%	88.9%
Total Occ. Rooms	1,250	1,550	1,600
Average Daily Rate	113.15	111.85	111.70
Total Revenue	\$141,438	\$173,368	\$178,720
3rd Quarter (July-Sept)	July	August	September
Lodging Rooms Available	1,860	1,860	1,800
Lodging Occupancy %	83.3%	88.7%	75.0%
Total Occ. Rooms	1,550	1,650	1,350
Average Daily Rate	113.89	143.97	124.18
Total Revenue	\$176,530	\$237,551	\$167,643
4th Quarter (Oct-Dec)	October	November	December
Lodging Rooms Available	1,860	1,800	1,860
Lodging Occupancy %	78.0%	52.8%	43.0%
Total Occ. Rooms	1,450	950	800
Average Daily Rate	139.45	104.72	90.40
Total Revenue	\$202,203	\$99,484	\$72,320

**Based on 60
Guestrooms**

TOTAL
21,900
68.3%
14,950
\$115.60
1,728,151

NOTE: Above "Lodging Rooms Available" represent the total amount each month. Due to the variation of days in the month, this number changes.

* The above forecasts represent projections for occupancy, adr, and revenue of a developed 60 unit lodging option. Financial Returns projected based on specific brand chosen for development. Development costs and FDD required by each brand for financial projection estimates.

NOTE: The above information is a forward looking projection of anticipated occupancies, average daily rate and revenue based on the professional experience of Core Distinction Group LLC (CDG) participation in other projects, similar in nature. Occupancy and ADR projections derived from market data trends reported by Smith Travel Research (STR) in the market's proximity along with to date rate shopping of local and surrounding hotels, and community feedback. This projection could change due to changes in the economy, both locally and overall, the acceptance of the project by the local community and patrons and the fact that CDG has not been involved in a project in this area and in a municipality with these demographics in the past. Thereby, all investors understand and acknowledge that these forward looking projections are not warranted by CDG and are subject to change and fluctuation.

Source: Core Distinction Group LLC





First Year Ramp Up Projections of 60 Guestroom Lodging Options:

OCC%	ADR:	REVPAR	Room Revenue:
64.9%	\$112.13	\$72.72	\$1,592,491

1-5 Year Projections:

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 1
68.30%	\$115.60	\$78.91	\$1,728,151	

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 2
70.00%	\$117.91	\$82.58	\$1,808,544	

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 3
72.00%	\$120.27	\$86.59	\$896,367	

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 4
75.00%	\$121.47	\$91.04	\$1,993,859	

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 5
75.00%	\$122.68	\$91.95	\$2,013,798	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	45	47	40	124	130
38%	41%	75%	78%	67%	207%	217%

* Demand % of demand for available rooms graph shown above. Weekend Demand shows the greatest potential for increased revenues through proper yield management. Required minimum length of stays of 2 nights Friday/ Saturday required to maximize weekend demand revenue.

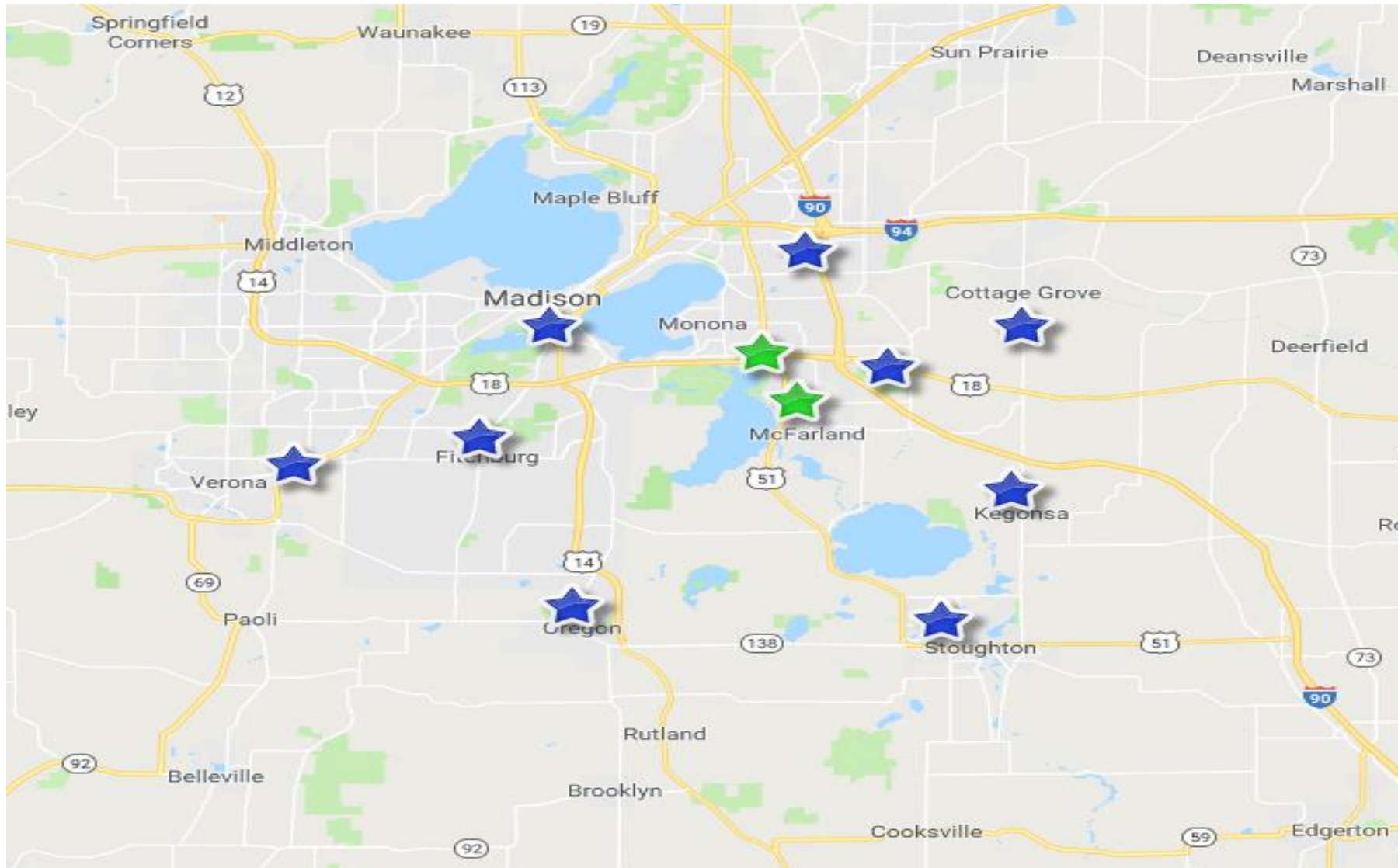
It should be noted that the above projections are considered to be forecasted for the first full year open. Consideration for a ramp up period at a minimum of 90 to 180 days is typical for new hotel development. It should be noted that projections shown in any forward reaching proforma will indicate a first partial year ramp up period for comparison and budget planning. The opening of this potential hotel development should be in timing up to 90 days prior to peak season to ensure highest potential profitability in year 1. A minimum of \$150k should be factored into the total project cost under working capital to offset this first year ramp up period loss potential. Hotels used in this seasonality analysis are from both the immediate and neighboring markets of McFarland, WI. The market's demand patterns appear above average at the time of this report.

Source: Core Distinction Group LLC





Market Demand Area: (Focus Area of Sales Efforts of Additional Lodging)



★ Immediate Feeder Market

★ Secondary Feeder Market

** Feeder Market = Outlying Community that feeds travelers into desired market (Sales Focus Area)

Source: Google Maps; TripAdvisor; Core Distinction Group, LLC.



Strengths of McFarland, WI:

(In no specific order)

-  Close Proximity to Larger Community
-  Lower Yahara River Trail
-  Easy Access to Interstate and Major Highways
-  Good Schools
-  Recreation Access
-  Parks
-  Family Friendly
-  Low Crime
-  Community Pride

Weaknesses of McFarland, WI:

(In no specific order)

-  Lack of Jobs
-  Lack of Downtown/Business District
-  Lack of Employers

Opportunities:

(In order of most mentioned)

-  Event/Meeting Space
-  Medical Facility
-  Downtown Development
-  Retail
-  Restaurants

Source: Core Distinction Group LLC Community Interviews (2018)

*** The above mentioned listings are not the opinion of Core Distinction Group, LLC, yet a compilation of direct feedback by members of the community during our interview process.*





Understanding Terms:

Average Daily Rate (ADR)

A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. $ADR = \text{Room Revenue} / \text{Rooms Sold}$

Chain Scale

Chain Scale segments are grouped primarily according to actual average room rates. An independent hotel, regardless of average room rate, is included as a separate Chain Scale category. The Chain Scale segments are: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale, Economy and Independent.

Competitive Set (Comp Set)

A peer group of hotels that competes for business and is selected to benchmark the subject property's performance.

Date-To-Date Comparison

Comparison of daily performance by actual calendar date (1st of January this year vs. 1st of January last year).

Day-To-Day Comparison

Comparison of daily performance by day of week (Monday this year vs. Monday last year).

Demand

The number of rooms sold in a specified time period (excludes complimentary rooms).

Group Rooms

Typically defined as 10 or more rooms per night, sold pursuant to a signed agreement. Refer to Data Reporting Guidelines for more specific application.

Index

Measures a hotel's performance relative to an aggregated grouping of hotels (i.e., competitive set, market or submarket). We utilize indexes to measure performance in three key areas: Occupancy, ADR and RevPAR.

Occupancy (OCC)

Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available. $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$

Revenue Per Available Room (RevPAR)

Total room revenue divided by the total number of available rooms. $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$



Total Revenue

Revenue from all hotel operations - including rooms, F&B, other revenue departments (i.e., spa, golf, parking) and miscellaneous revenue (i.e., rentals, leases, resort fees and cancellation fees).

Year to Date

Period starting at the beginning of the current year and ending on the current date.

Hotel Types

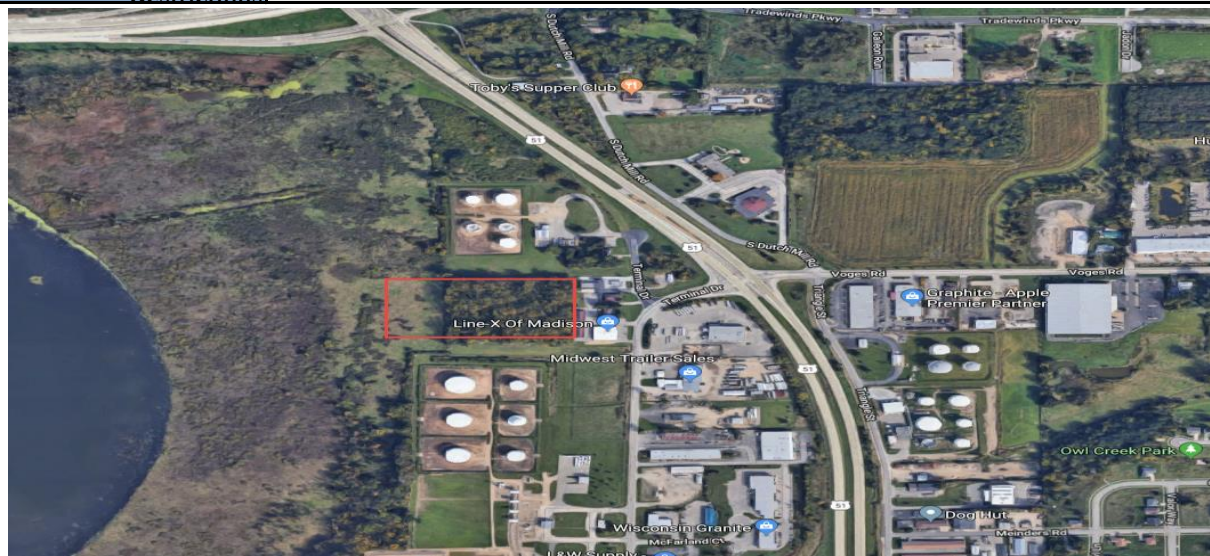
Hotel classifications are driven primarily by building structure and, secondarily, by service level. Hotel types include:

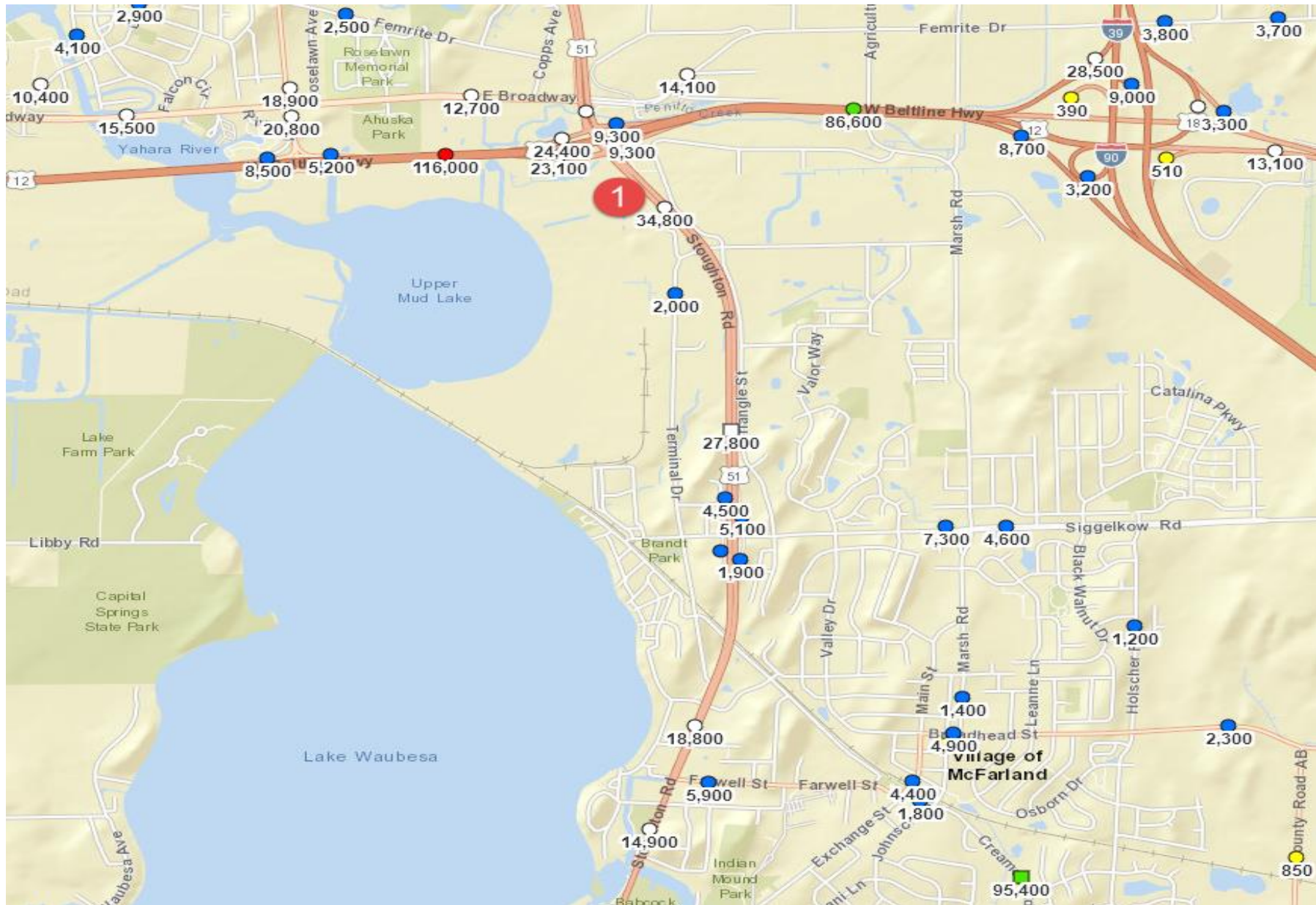
- All-Inclusive: Property with rooms sold only as a complete package, bundling overnight accommodations and value-added amenities and services (i.e., food, beverage, activities and gratuities, etc.)
- All-Suite: Property with guestroom inventory that exclusively consists of rooms offering more space and furniture than a typical hotel room, including a designated living area or multiple rooms.
- B&B/Inn: Independently owned and operated properties that typically include breakfast in the room rates, 20 rooms or fewer and a resident/owner innkeeper.
- Boutique: Hotel that appeals to guests because of its atypical amenity and room configurations. Boutiques are normally independent (with fewer than 200 rooms), have a high average rate and offer high levels of service. Boutique hotels often provide authentic cultural, historic experiences and interesting guest services.
- Condo: Individually and wholly-owned condominium units. Inventory is included in a rental pool operated and serviced by a management company.
- Conference Center: Lodging hotel with a major focus on conference facilities.
- Convention Center: Property with a minimum of 300 rooms and large meeting facilities (minimum of 20,000 square feet).
- Destination Resort: Property that appeals to leisure travelers, typically located in resort markets, and considered a destination in and of themselves with extensive amenity offerings. These properties are typically larger and full-service.
- Extended Stay: Properties typically focused on attracting guests for extended periods. These properties quote weekly rates. The typical length of stay average for guests is four to seven nights.
- Full Service Hotel: Typically Upscale, Upper Upscale and Luxury properties with a wide variety of onsite amenities, such as restaurants, meeting spaces, exercise rooms or spas.
- Gaming/Casino: Property with a major focus on casino operations.
- Golf: Property that includes a golf course amenity as part of its operations. A property does not qualify if it only has privileges on a nearby course.
- Hotel/Motel: Standard hotel or motel operation.
- Limited Service: Property that offers limited facilities and amenities, typically without a full-service restaurant. These hotels are often in the Economy, Midscale or Upper Midscale class.
- Lifestyle Brand: Group of hotels operating under the same brand that is adapted to reflect current trends.
- New Build: Property built from the ground up, not a conversion or building that was not previously a hotel.
- Ski: Property with onsite access to ski slopes.
- Soft Brand: Collection of hotels that allows owners and operators to affiliate with a major chain while retaining their unique name, design and orientation.
- Spa: Property with an onsite spa facility and full-time staff offering spa treatments.
- Timeshare: Property that typically is a resort condominium unit, in which multiple parties hold property use rights, and each timeshare owner is allotted a period of time when the property may be used.

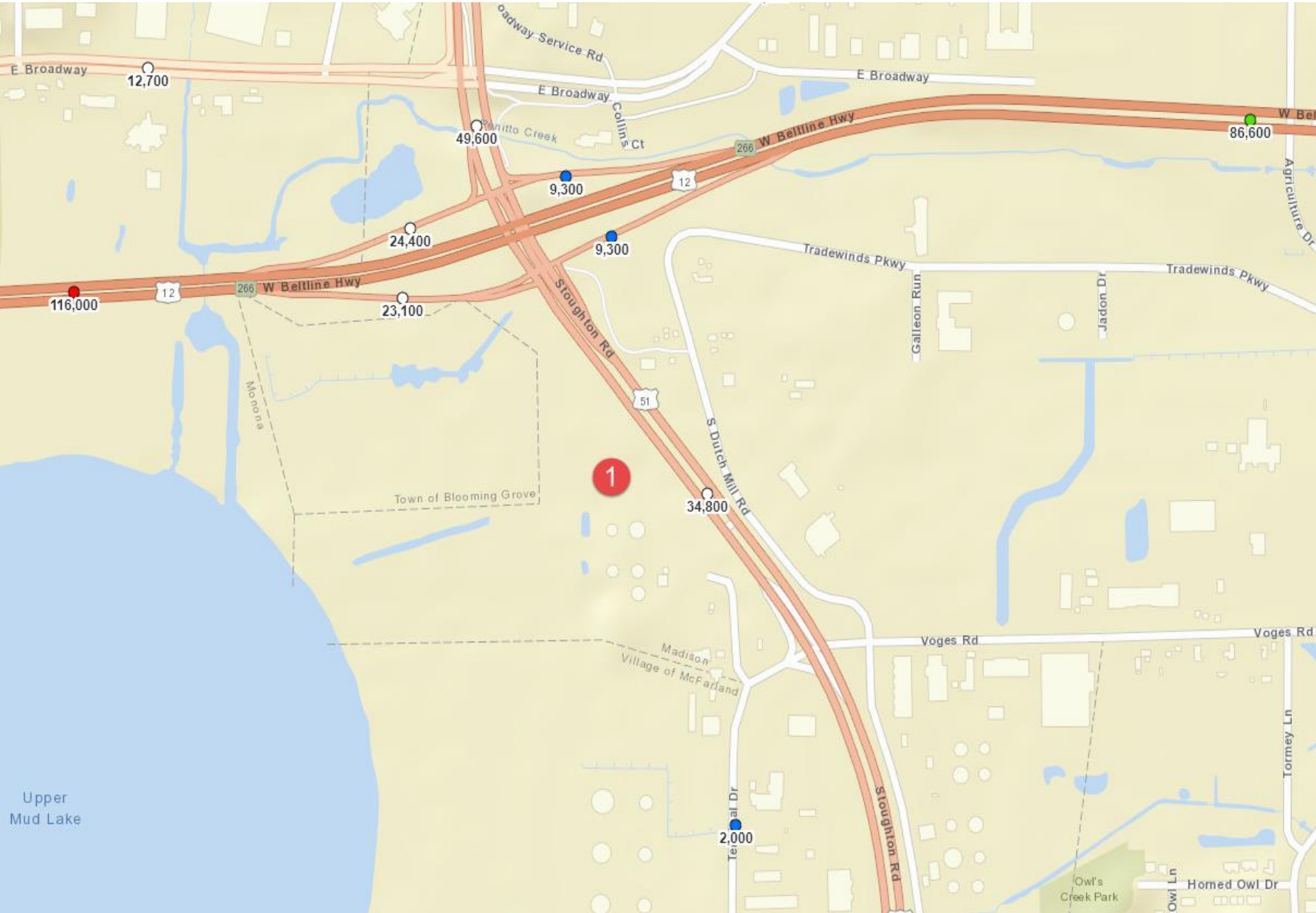

Subject Site Evaluation (Site 1) - Off Stoughton Rd, Visibility to Highway 12, 18 and 51 - On Upper Mud Lake

Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Demand Generator Position	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			93%	42	45

Location	Potential site is located off of Highway 51 with easy access to Highway 12/18, Interstate 90 and the community of Madison, Monona and McFarland.
Land Area	The recommended site size for proposed property is two to three acres.
Frontage	This proposed site does not offer frontage to major highways but does have high visibility.
Topography	The area offers many options with very little issues. The topography does not appear to have development issues at this time. Due to the proposed land's proximity to the lake, the developer may need to conduct additional testing.
Drainage	No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit.
Environmental Hazards	An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group's scope of work and expertise. It is assumed that property is no adversely affected by these hazards.
Ground Stability	A soil report was not provided for review. However, these issues are out of Core Distinction Group's scope of work and expertise. It is assumed that property is no adversely affected by these hazards.
Utilities	It is our understanding that water, electric and sewer are available in the general area.
Parking	This site is assumed to be able to accommodate the appropriate number of parking spaces.
Easements, Encroachments and Restrictions	Core Distinction Group was not provided a title report on said site and was not made aware of any easements, encroachments or restrictions that would affect this site.







Source - Wisconsin Department of Transportation



Population

McFarland is a village in Dane County, Wisconsin on the eastern shore of Lake Waubesa. The population was 7,808 at the 2010 census. McFarland is part of the Madison Metropolitan Statistical Area.

McFarland, WI	April 1, 2010		Population Estimate (as of July 1)				
	Census	Estimates Base	2013	2014	2015	2016	2017
	7,808	7,805	8,086	8,168	8,177	8,294	8,449

2010 Census Data (Including 2017)	McFarland, WI	Dane County
Population estimates, July 1, 2017	8,449	536,416
Population estimates base, April 1, 2010	7,805	488,075
Population, percent change - April 1, 2010 to July 1, 2017	8.3%	9.9%
Population, Census, April 1, 2010	7,808	488,073
Persons under 5 years, percent, 2017	6.3%	5.8%
Persons under 18 years, percent, 2017	22.0%	20.7%
Persons 65 years and over, percent, 2017	15.4%	13.2%
Female persons, percent, July 1, 2017	48.1%	50.3%
White alone, percent, July 1, 2017	95.2%	85.2%
Black or African American alone, percent, July 1, 2017	2.0%	5.4%
American Indian and Alaska Native alone, percent, July 1, 2017	0.0%	0.5%
Asian alone, percent, July 1, 2017	1.1%	6.2%
Native Hawaiian and Other Pacific Islander alone, percent, July 1, 2017	0.0%	0.1%
Two or More Races, percent, July 1, 2017	1.5%	2.7%
Hispanic or Latino, percent, July 1, 2017	1.3%	6.5%
White alone, not Hispanic or Latino, percent, July 1, 2017	94.4%	79.6%
Housing units, July 1, 2017	-	233,009
Owner-occupied housing unit rate, 2011-2017	79.3%	58.3%
Median value of owner-occupied housing units, 2010-2014	\$242,600	\$242,700
Building permits, 2017	-	4,336
Travel time to work (min), workers age 16 years+, 2010-2014	20.8	21.0

Source: US Census Bureau



Effective Buying Income

Households by Income	2017
Median Household Income	\$79,152
Mean Income	\$95,266
<\$10,000	1.4%
\$10,000-\$14,999	2.1%
\$15,000-\$24,999	3.6%
\$25,000-\$34,999	7.9%
\$35,000-\$49,999	10.4%
\$50,000-\$74,999	22.6%
\$75,000-\$99,999	13.0%
\$100,000-\$149,999	21.6%
\$150,000-\$199,999	11.1%
\$200,000+	6.4%

Source: U.S. Census Bureau, 2013-2017 5-Year American Community Survey

Workforce/Employment Distribution

by NAICS Codes (McFarland, WI)	Percent (%)
Educational services	13.40%
Health care and social assistance	13.36%
Retail trade	12.84%
Manufacturing	11.59%
Professional, scientific, and technical services	7.17%
Other services, except public administration	6.44%
Construction	4.96%
Accommodation and food services	4.63%
Wholesale trade	4.61%
Finance and insurance	4.21%
Public administration	3.77%
Real estate and rental and leasing	2.73%
Agriculture, forestry, fishing and hunting	2.57%
Transportation and warehousing	2.29%
Information	1.85%
Administrative and support and waste management services	1.68%
Utilities	1.01%
Arts, entertainment, and recreation	0.80%

Source: U.S. Census Bureau, 2013-2017 5-Year American Community Survey

Unemployment

The current unemployment rate for McFarland is 2.1% in October 2018

Labor Supply / Wage Pressures

Wisconsin's minimum wage is set at \$7.25 (2018). The labor supply is felt to be average to support a hotel development. The hotel could draw employment from the broad geographic area of Dane County or the surrounding counties to stay closer to home for work. The unemployment levels in the county do have the potential to place limitations on labor supply needed for this build. Wage pressures were reported to be a concern in attracting Service employees for a hotel.

Air Transportation

The closest major airport to McFarland, Wisconsin is Dane County Regional Airport (MSN / KMSN). This airport is in Madison, Wisconsin and is 11 miles from the center of McFarland, WI.

International airports near McFarland, WI

86 miles: Milwaukee, WI (MKE / KMKE) [General Mitchell International Airport](#)

128 miles: Chicago, IL (ORD / KORD) [Chicago O'Hare International Airport](#)

137 miles: Green Bay, WI (GRB / KGRB) [Austin Straubel International Airport](#)

146 miles: Chicago, IL (MDW / KMDW) [Chicago Midway International Airport](#)

Domestic airports near McFarland, WI

11 miles: Madison, WI (MSN / KMSN) [Dane County Regional Airport](#)

78 miles: Rockford, IL (RFD / KRFD) [Chicago Rockford International Airport](#)

86 miles: Milwaukee, WI (MKE / KMKE) [General Mitchell International Airport](#)

106 miles: Dubuque, IA (DBQ / KDBQ) [Dubuque Regional Airport](#)

109 miles: Appleton, WI (ATW / KATW) [Outagamie County Regional Airport](#)

128 miles: Chicago, IL (ORD / KORD) [Chicago O'Hare International Airport](#)

Local airports near McFarland, WI

42 miles: Janesville, WI (JVL / KJVL) [Southern Wisconsin Regional Airport](#)

55 miles: Lone Rock, WI (LNR / KLNR) [Tri-County Regional Airport](#)

56 miles: Juneau, WI (UNU / KUNU) [Dodge County Airport](#)

57 miles: Baraboo, WI (KDLL) [Baraboo-Wisconsin Dells Airport](#)



Market Segmentation Projection for McFarland, WI are as follows:

SMERF (Social, Military, Education, Religion, and Fraternal):	30%
Social(Weddings/Events)	5%
Military	0%
Education (Sports/Other)	25%
Religious	0%
Fraternal	0%
Transient/Walk-In:	30%
Area Events & Attractions:	20%
Healthcare & Social Assistance:	10%
Corporate:	10%
Total Need:	100%

Identifying which segments have the potential to produce 80 percent of your hotel's revenue is imperative to the success of developing these segments to ensure hotel is achieving fair market share. This starts with understanding the market in which any given hotel operates. A fundamental understanding of the competitive environment, key economic drivers and historical trends are essential to understanding which market segments are relevant. At this time, the proposed hotel should experience the same Market Segmentation as the overall market. The proposed hotel in McFarland, WI, would be the newest hotel in the immediate regional area and would be positioned to serve a wide variety of Lodging Demand. Also, as a proposed upper midscale hotel, it would be able to flex rates and services to accommodate a full range of Lodging Demand identified for this market.

Source: Core Distinction Group LLC





Events (McFarland & Surrounding Area Overflow) (The events listed below are demand generators for leisure transient business)	
January:	Frozen Five and Under Bonspiel, Drives Bonspiel, Wedding Show (Alliant Energy Center), Winter Restaurant Week, Monster Truck Nationals (Alliant Energy Center), Isthmus Beer & Cheese Fest (Alliant Energy Center)
February:	Madison Mixed Invitational Bonspiel, Curling vs. Cancer Bonspiel, All-American Woman's Bonspiel, Madison Mixed Bonspiel, Madison Winter Festival, Garden Expo (Alliant Energy Center), WIAA State Boys Swimming & Diving Championship, Wisconsin Fishing Expo (Alliant Energy Center), WIAA Individual Wrestling Tournament,
March:	Kraut Spiel, The Fowler Event Bonspiel, Canoecopia (Alliant Energy Center), WIAA State Boys Basketball Tournament (Kohl Center), Midwest Bicycle Show (Alliant Energy Center), WIAA Girls & Boys State Hockey Championship,
April:	Field & Stream Deer & Turkey Expo (Alliant Energy Center), Midwest Horse Fair (Alliant Energy Center), Capital Village Jazz Fest, Reddan Spring Shootout (Reddan Park)
May:	Madison Craft Beer Week, UW Madison Spring Commencement, Syttende Mai Folk Festival (Stoughton), World's Largest Brat Fest (Alliant Energy Center), MAYSA Cup (Reddan Park),
June:	WIAA State Boys Golf Tournament, WIAA Softball State Tournament, Mount Horeb Summer Folic, WIAA Boys Team Tennis Tournament, Marquette Waterfront Festival, PGA Tour: American Family Insurance Championship, McFarland Soccer Club Summer Soccer Cup,
July:	National Woman's Music Festival, Dane County Fair (Alliant Energy Center), Reebok CrossFit Games (Alliant Energy Center), Reddan Thunder Invitational (Reddan Park),
August:	Africa Fest, Sugar Maple Music Festival, Audl National Championship, Sun Prairie Sweet Corn Festival, Agora Art Fair (Fitchburg), Major League Quidditch Championship, UW Madison Football Home Opener, Reddan Toe Bash (Reddan Park)
September:	UW Madison Move-in, Quilt Expo (Alliant Energy Center), Thirsty Troll Brew Fest (Mount Horeb), Wizard World (Alliant Energy Center), UW Madison Woman's Hockey Home Opener, UW Madison Football, Madison 56ers Fall Invitational Tournament (Reddan Park), Reddan Toe Bash (Reddan Park)
October:	Halloween Spiel Invitational Bonspiel, World Dairy Expo (Alliant Energy Center), World Clydesdale Show (Alliant Energy Center), Mount Horeb Fall Heritage Festival, WIAA Girls Golf Tournament, WIAA Girls Individual Tennis Tournament, Wisconsin Science Festival, WIAA Girls Team Tennis Tournament, UW Madison Football, Reddan Ice Age Classic (Reddan Park)
November:	Schmecken Spiel, Madtown Doubledown Bonspiel, WIAA State Girls Swimming & Diving Championship, WIAA Football State Finals, Madison Women's Expo, MMOCA Art Fair, Wizard World Comic Con (Alliant Energy Center),
December:	MCC Junior Bonspiel, Holiday Glo-Spiel, Madison Men's Bonspiel,



Area/Regional Attractions:

Madison Curling Club - The roots of the Madison Curling Club date back to 1921, when some hearty University of Wisconsin professors and Madisonians made one sheet of ice under the stadium bleachers at Camp Randall on the campus of the University of Wisconsin. The early curlers each had their own set of stones and, therefore, uniform size and performance of stones was virtually nonexistent. The club was located under the Camp Randall bleachers from 1921 to 1929. In 1930, these members got permission from the Village of Madison to build a wooden building with casement windows at Burr Jones Field on East Washington Avenue. Ice was made when the weather was cold enough. Due to lack of artificial ice making equipment, some of the early “spiels” would have curling draws into the early morning hours. In 1950, a cement block 18 x 45 foot clubroom with a small kitchen was added and artificial ice making equipment was installed under the sand of the four sheets. In 1958 the wooden walls of the rink house were replaced with cement blocks and the men’s locker room and the clubroom were expanded. Expansion of the men’s locker room took place in 1964, along with the addition of a women’s locker room. The Madison Curling Club was at the East Washington Avenue location for seventy-nine years. Unfortunately, in September of 1997, the club’s relationship with the Village of Madison came to an end. In June of 1997, our new multipurpose, six sheet facility was constructed at a cost of 1.3 million dollars at William McFarland Park in McFarland, WI. The club’s relationship with the Village of McFarland has been a positive experience.

University of Wisconsin Madison - For 168 years, this campus has been a catalyst for the extraordinary. As a public land-grant university and prolific research institution, students, staff, and faculty members partake in a world-class education and solve real-world problems. The campus spans over 900 acres with advance athletic, academic, research and development facilities.

University of Wisconsin Madison - The University offer 9,000-plus courses; 200-plus undergraduate majors and certificates; 250-plus master’s, doctoral, and professional programs; 2,000-plus faculty.

University of Wisconsin Madison - Athletics

Men's Athletics	Hockey	Softball	Hockey
Baseball	Rowing	Cross Country	Basketball
Basketball	Volleyball	Track & Field	Golf
Wrestling	Soccer	Soccer	
Football	Tennis	Tennis	
Cross Country	Track & Field	Swimming & Diving	
Golf	Women's Athletics	Rowing & Rowing Lightweight	



Area/Regional Attractions:

University of Wisconsin Madison - Research oversees more than \$1 billion in annual research expenditures, a figure that puts UW–Madison sixth in the nation among universities for volume of research. The office also includes administration of 19 offices and cross-campus research and service centers, and maintains oversight of the Graduate School, which has an annual budget of \$160 million and is responsible for 9,400 graduate students in 150 master's and 120 doctoral fields. The Vice Chancellor's leadership team consists of faculty and staff members representing the various disciplines of research and graduate education, including administration, compliance, policy physical sciences, biological sciences, social sciences, and arts and humanities. In addition, an extensive network of operational support is in place to support the office's mission. The OVCERGE values the contributions of each person and respects the profound ways their identity, culture, background, experience, status, abilities, and opinion enrich the university community. We commit ourselves to the pursuit of excellence in research, graduate education, and diversity as inextricably linked goals. Diversity is a source of strength, creativity, and innovation for UW–Madison.

Alliant Energy Center – From food festivals and business conferences to horse shows and Roller Derby bouts, the Alliant Energy Center is Madison's premier entertainment venue. Less than four miles away from our hotel, this complex is home to a 10,000-seat coliseum, a 255,000-square-foot exhibit hall, a 29-acre outdoor space and more.

Reddan Soccer Park is a 60 acre facility belonging to the Madison Area Youth Soccer Association. On an annual basis, Reddan Soccer Park hosts more than 1,200 league games (and 700 practices), 8 major tournaments and events with participants from across the Midwest, over 225,000 visitors annually. Reddan Soccer Park was originally a 40 acre parcel in 1997. The land is leased from Dane County Parks and was developed through collaborative efforts, including both the financial and volunteer support of local businesses and individuals. Reddan Soccer Park grew to its present size in 2002 when it leased an additional 20 acres from Dane County Parks. The Greater Madison Convention & Visitors Bureau estimated the annual impact of the 2009 Tournaments at Reddan alone (apart from practices and league play) to be \$3 million, not including the impact of indirect spending.

Monona Terrace – Designed by Frank Lloyd Wright in 1938, Monona Terrace is a community and convention center on the bank of Lake Monona. As one of the Midwest's best event venues, it is noted for its state-of-the-art facilities and beautiful backdrop. Attend a wedding, concert, symposium or IRONMAN® competition, or simply tour this architectural wonder.

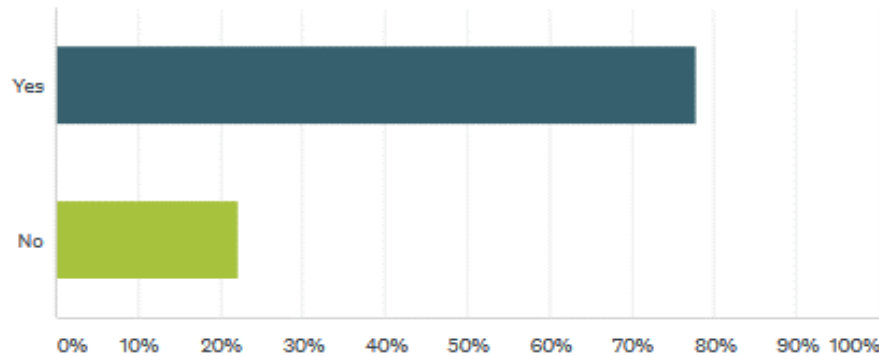
Capital Springs State Park – Trek through the park on a snowmobile in winter and paddleboard to your campsite in summer at Capital Springs State Park, less than a mile from the hotel. You can also hike or bike all the way into downtown on the park's Capital Village State Trail.



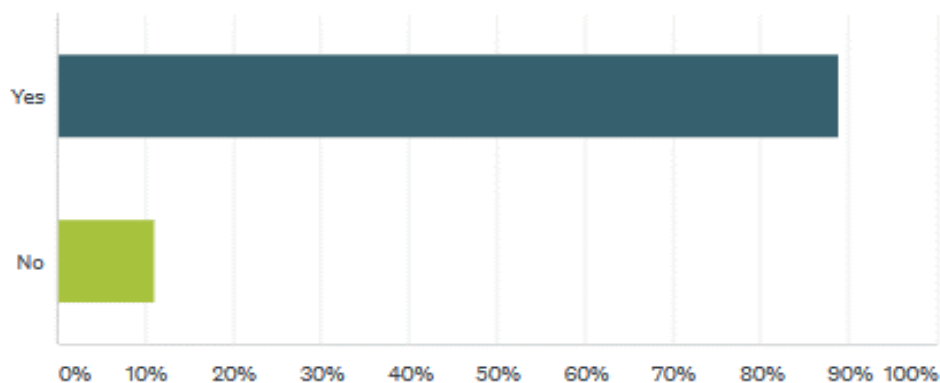


Community Interviews Overall Key Response

When Core Distinction Group asked individual businesses in the area if they had need for new, quality accommodations in the community, 78% identified specific a need:



When Core Distinction Group asked individual and businesses in the area if they felt there was a need in McFarland for a new hotel, 89% stated they did:



In surveying a representative with State Farm Insurance, they indicated that although they do not have need for lodging, they feel there is a need.

I surveying a representative with the Public Library, they indicated they have need for lodging two to four times a year for speakers they that will stay for one night. They will typically put them at the AmericInn in Monona.

In surveying a representative with Christ the King Parish, they indicated that although they do not have need for lodging they believe there is a need for lodging for families visiting people in McFarland as well as the many sporting events in the area.

I surveying a representative with Hoyos Consulting, they indicated they have need for lodging one or two times a month for one or two nights. They will typically recommend the Country Inn and Suites or send people downtown Madison.

In surveying a representative with Schraml Realty Group, they indicated they have need for lodging around five times a year for business visits for their company. In addition, they see a need for lodging three times or more a year for clients that are selling or buying homes. Sometimes the clients can have need to stay up to forty-five nights. They currently send clients to the Days Inn for temporary housing and clients to the Hilton in downtown Madison.

In surveying a representative with The Little Gym in McFarland, they indicated they have need for lodging two or three times a year. They will typically send anyone looking to the Sleep Inn by they seem to fill fast.

In surveying a representative with Hot Water Products, they indicated a need for lodging three times a month for vendors and typically will utilize the AmericInn.

In surveying a former representative with the Village of McFarland, they indicated they have need for ten rooms per year. They utilize the Sleep Inn or the Days Inn in Madison.

In surveying a representative with Double M Resources, they indicated a need for lodging in the past for employees that have relocated. They recommend the Sleep Inn.



In surveying a representative with Jaeckle Distributors, they indicated they have need for five to ten rooms per month. They typically will utilize the Sleep Inn and feel that shuttle service would be crucial to them utilizing a hotel in McFarland.

In surveying a representative with the McFarland Softball Association, they indicated a need for one large softball tournament in June each year. They typically see a few teams that are from out of the area. They also expect that some spectators may need rooms during their tournament.

In surveying a representative with McFarland Historical Society, they indicated they are only open on Sunday afternoons in the Summer and do see between five and ten visitors each day. Most are local but some are from out of the area.

In surveying a representative with the Madison Curling Club, they indicated a great need for lodging during their Bonspiels. These are extremely large curling events held at their facility (see Lodging Demand). Each Bonspiel brings in ten to fifteen teams from out of the area. In addition, they rent out their facility for events, accommodating between eight times a month for one hundred and sixty to three hundred people. Their facility also houses Olympic events. They are currently in the beginning stages of expanding their facility as well.

In surveying a representative with the McFarland School District, they currently have need for lodging once or twice a year for continuing education events. The school district is currently going through a large expansion that includes an update or all athletic facilities. The major and most substantial expansion is their indoor swimming facilities. They will have room for five hundred spectators and be in a position to house swim meets.

In surveying a representative with McFarland State Bank, they indicated they do not have much need for lodging in the area. Possibly a client or two each year. They did voice the need coming from the University of Wisconsin System, Cummins, AmTelco and Hospitals in the area.

Source: Core Distinction Group LLC Community Interviews (2018/2019)



Competitive Hotel Properties Regional

STR Competitive Hotel Rates Quoted (August 2019)					Peak Season	
Property	Rooms	RATE ANALYSIS			Date Opened:	SEGMENT
		SINGLE	DOUBLE	WEEKEND		
Hawthorn Suites by Wyndham Madison E	79	\$102	\$102	\$102	Jul-07	Midscale
Sleep Inn & Suites Madison	88	\$97	\$97	\$105	Aug-09	Midscale
Holiday Inn Express & Suites Madison C	111	\$271	\$271	\$144	Nov-14	Upper Midscale
Comfort Inn Madison Downtown	91	\$91	\$91	\$170	Jan-96	Upper Midscale
AmericInn Lodge & Suites Madison Sout	61	\$84	\$84	\$84	Nov-00	Upper Midscale
Country Inn & Suites Madison	87	\$156	\$156	\$156	May-97	Upper Midscale
AVERAGE DAILY ROOM RATE QUOTED:		\$134	\$134	\$127	120%	
% of Rate vs. Comp Set Rates:		119%	112%	130%		
Projected Rate vs. Comp Set Rates:		\$159	\$149	\$165		

Room Rate Competition Comparison/Review Peak Season:

	Average Rate	Yield	Probable Rate
Upper Midscale STR Comp Set Lodging Average Rates:	\$163	98%	\$159
Midscale STR Comp Set Lodging Average Rates:	\$99	160%	\$159





Competitive Hotel Properties Regional

STR Competitive Hotel Rates Quoted (December 2019)						Low Season
Property	Rooms	RATE ANALYSIS			Date Opened:	SEGMENT
		SINGLE	DOUBLE	WEEKEND		
Hawthorn Suites by Wyndham Madison E	79	\$102	\$102	\$102	Jul-07	Midscale
Sleep Inn & Suites Madison	88	\$97	\$97	\$105	Aug-09	Midscale
Holiday Inn Express & Suites Madison C	111	\$135	\$135	\$110	Nov-14	Upper Midscale
Comfort Inn Madison Downtown	91	\$68	\$68	\$68	Jan-96	Upper Midscale
AmericInn Lodge & Suites Madison Sout	61	\$84	\$84	\$89	Nov-00	Upper Midscale
Country Inn & Suites Madison	87	\$76	\$76	\$91	May-97	Upper Midscale
AVERAGE DAILY ROOM RATE QUOTED:		\$94	\$94	\$94	100%	
% of Rate vs. Comp Set Rates:		100%	100%	100%		
Projected Rate vs. Comp Set Rates:		\$94	\$94	\$94		

Room Rate Competition Comparison/Review Low Season:

	Average Rate	Yield	Probable Rate
Upper Midscale STR Comp Set Lodging Average Rates:	\$99	95%	\$94
Midscale STR Comp Set Lodging Average Rates:	\$94	100%	\$94





Competitive Hotels	
Primary Competitive Hotels	# of Rooms
Hawthorn Suites by Wyndham Madison Fitchburg	79
Sleep Inn & Suites Madison	88
Holiday Inn Express & Suites Madison Central	111
Comfort Inn Madison Downtown	91
AmericInn Lodge & Suites Madison South	61
Country Inn & Suites Madison	87
Grand Total:	517
Average Room Count:	86
<i>Source: STR / Core Distinction Group, LLC</i>	

The primary competitors are expected to be the hotels in the regional market shown above. Based on STR data provided the following table summarizes the historical trends in occupancy and rates for the competitive supply in the past five years.

Historical Market Performance					
Year	Annual Occupancy	Rooms Sold	Average Rate	Occ %	ADR
				(Growth/Decline)	
2013	69.5%	131,058	\$88.66	4.1%	\$1.73
2014	67.3%	126,998	\$93.76	-2.2%	\$5.10
2015	65.9%	124,379	\$101.29	-1.4%	\$7.52
2016	71.0%	133,956	\$107.76	5.1%	\$6.48
2017	67.2%	126,885	\$112.63	-3.7%	\$4.87
<i>Source: STR / Core Distinction Group, LLC</i>					

Based on STR data provided the following table summarizes the projected occupancy and rates for the competitive supply in the upcoming three years.

Projected Market Performance					
Year	Annual Occupancy	Rooms Sold	Average Rate	Occ %	ADR
				(Growth/Decline)	
2018	66.0%	124,545	\$112.50	-1.2%	(\$0.13)
2019	65.0%	122,658	\$113.63	-1.0%	\$1.13
2020	62.0%	116,997	\$114.76	-3.0%	\$1.14
<i>Source: Core Distinction Group, LLC</i>					



STR Competitive Set Surveyed





Hawthorn Suites by Wyndham Madison Fitchburg



# of Guestrooms	# of Floors	Year Built/Year Renovated
79	4	July-17

Welcome to Fitchburg. Off Route 18 and 14 near Madison Village center. Just a short drive from Dane County Regional Airport (MSN), our Hawthorn Suites by Wyndham Madison Fitchburg hotel is located near the University of Wisconsin-Madison campus. Enjoy easy access to Madison Village center, including convention and event venues like Alliant Energy Center. We also serve as a convenient extended stay hotel for nurses and doctors traveling to Unity Point Health or St. Mary's Hospital, as well as businesspeople in town for Epic Systems Software training, visits to Thermo Fisher Scientific offices, or meetings at Placon Corporation headquarters. Convenience comes first with in-room kitchenettes and local shuttle service. Kick off every morning with a free buffet breakfast, and reserve your free local area and airport shuttle ahead of time to make your trip as seamless as possible. Our fitness center helps you stay active, while our indoor pool and hot tub give you a chance to relax. Park outdoors for free or opt for underground parking for a nominal daily fee. Each guest room features a flat-screen HDTV with cable, hairdryer, iron and ironing board, as well as a kitchenette with a microwave, dishwasher, toaster, stove, coffee maker, cookware, silverware, and a refrigerator with an ice maker. Pet-friendly rooms are also available for a small charge. Discover nature trails, interact with wildlife, or catch a game. With UW-Madison nearby, you can see a Badgers basketball or hockey game at Kohl Center, or a football game at Camp Randall Stadium. The University of Wisconsin-Madison Arboretum offers a variety of forests and wetlands to explore, while Military Ridge State Trail features a scenic 40-mile hiking and biking trail alongside woods and prairies. Visit fascinating wildlife at the Henry Vilas Zoo, or check out the interactive exhibits at Madison Children's Museum. You can also hit the links at Nakoma Golf Club and Nine Springs Golf Course, or catch a race at Madison International Speedway.

Source: Wyndham Brand Website





Holiday Inn Express & Suites Madison Central



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>111</i>	<i>4</i>	<i>November-14</i>

Less than a mile from Alliant Energy Center sports venue, this relaxed hotel is 3 miles from the Wisconsin State Capitol and the Henry Vilas Zoo. Straightforward rooms feature minifridges, microwaves, and tea and coffeemaking facilities, plus desks, flat-screen TVs and free Wi-Fi. Suites add separate sitting areas and pull-out sofas. Amenities include free breakfast buffet, local shuttle service and parking. There's also an indoor saltwater pool, a 24-hour fitness room and a business center, plus laundry facilities and a snack shop. Experience our award-winning Holiday Inn Express & Suites Madison Central. Our exquisitely designed, upscale hotel is located near everything in Wisconsin's capitol Village. We are within walking distance to the Alliant Energy Center and Veterans Memorial Coliseum, and just minutes to Downtown Madison, Monona Terrace Convention Center, the State Capitol, the University of Wisconsin and Dane County Regional Airport. Convention attendees and business travelers alike will find our upscale accommodations exceed expectations. We provide complimentary local area shuttle service to nearby businesses Epic Systems, SubZero and UW Hospitals. While you stay at our Downtown Madison, Wisconsin hotel, we offer an indoor salt water pool, 24 hour state-of-the-art Fitness Center, guest laundry and our Complimentary Hot Breakfast Buffet. Conference Services available for up to 40 people and you will stay productive away from the office with fast high-speed Internet and a Business Center. Families will enjoy staying at our Downtown Madison location minutes from the University of Wisconsin, Camp Randall, Kohl Center, Capitol Square, State Street and Downtown Madison events adjacent to Lake Monona and miles of running/biking trails. Other area attractions include the Henry Vilas Zoo, Wisconsin Arboretum, Madison Children's Museum, Olbrich Botanical Gardens and Overture Center for the Arts.

Source: IHG Brand Website





Comfort Inn Madison Downtown



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>91</i>	<i>3</i>	<i>November-14</i>

This unpretentious hotel is 3 miles from Henry Vilas Zoo and 7 miles from Olbrich Botanical Gardens. Enjoy cozy accommodations and a convenient location at our newly renovated hotel near the Madison State Capitol building. Amenities include: - Free WiFi - Free hot breakfast - Free parking - Indoor heated pool and hot tub - Fitness center. Guest rooms feature: - Microwave and refrigerator - MP3 radio - Flat-panel TV - Free weekday newspaper. Whether you're searching for a place to stay on a business trip or looking for a pet-friendly family hotel, we've got you covered at the Comfort Inn® Madison - Downtown. We're near Alliant Energy Center and: - Monona Terrace Convention Center - Wisconsin Veteran's Museum - Capital Village Bike Trail - Camp Randall - Kohl Center. Join us every Monday through Thursday evening from 5-7p.m. for our evening social. We offer two free drinks for each guest over the age of 21. Also, don't forget to try our free fresh baked cookies and remember that guests of our hotel near Madison State Capitol can earn rewards, including free nights and gift cards, with our Choice Privileges® Rewards program.

Source: Choice Hotels Brand Website





AmericInn Lodge & Suites Madison South



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>61</i>	<i>3</i>	<i>November-00</i>

This informal hotel is 3 miles from the 16-acre Olbrich Botanical Gardens and 7 miles from Dane County Regional Airport. Comfortable hotel near I-90 and UW-Madison. Come stay with us at AmericInn Lodge & Suites Madison South, conveniently located on Route 18 just a short distance from downtown Madison and I-90. The University of Wisconsin-Madison is nearby, making us an ideal place to stay for college visits and Badger home games. Golfers enjoy the two nearby courses, and we're a great spot for business travelers, with WPS Health Solutions and Dawes Crane both within a short drive of our hotel. Dane County Regional Airport is also a quick ride away. Free breakfast and WiFi, plus a relaxing indoor pool, hot tub, and sauna. Fuel up for the day with a free homestyle breakfast offering favorites like Belgian waffles, scrambled eggs, fresh pastries, and more. Our free hotel-wide WiFi ensures you'll stay connected throughout your stay, while our soothing indoor pool, hot tub, and sauna are great spots to unwind. The comfortable fireside lounge is ideal for relaxing, or catching up on what's happening in the world with a free newspaper. Each welcoming room offers a flat-screen TV, mini-refrigerator, microwave, safe, iron, and ironing board. Art, sports, and entertainment on the water in Wisconsin's capital. Attend one of the variety of events always happening at the University of Wisconsin, including sports games, theater performances, and art exhibitions. The unique boutiques and delicious restaurants on State Street in downtown Madison are perfect for an afternoon of exploration, and the stunning and historic Wisconsin State Capitol Building offers free tours daily. Go for a hike and learn about the natural world at the Aldo Leopold Nature Center. Nearby lakes, including Lake Monona and Lake Mendota, offer lovely swimming, boating, and fishing spots.

Source: Wyndham Brand Website





Country Inn & Suites Madison



# of Guestrooms	# of Floors	Year Built/Year Renovated
87	3	May-97

Enjoy a Convenient Stay at Our Hotel near Downtown Madison. Nestled east of downtown Madison, the Country Inn & Suites® by Radisson, Madison, WI puts guests close to everything Monona has to offer. Whether you drive in from Beltline Highway or arrive via Dane County Regional Airport, our hotel welcomes you to enjoy your new home away from home near waterside fun at Yahara River and the burgeoning foodie culture by Capitol Square. When you check in, connect to the free Wi-Fi and grab a handful of complimentary cookies on the way to your room or suite. You can change into your swimsuit and head to the indoor pool for a swim or, if you're on a deadline, use the business center to catch up on work before you turn in for the night. The next morning, choose something tasty from our free, hot breakfast, and then walk out our back door for a calming stroll around the Yahara River. Our amenities and services include: •Free, Hot Breakfast •Free Wi-Fi •Heated Indoor Pool and Hot Tub •Fitness Center •Business Center. Our hotel offers comfortable guest rooms and suites so you can get a restful night's sleep before cheering on the Badgers or attending a wedding at Monona Terrace. Standard room amenities include: •Free Wi-Fi •Microwave and Refrigerator •Coffee/Tea Facilities •Rollaway Beds Available (\$10 per night) •Adjoining Rooms Available. Traveling with a large group? Reserve a King Suite, which includes all standard amenities, a plush king bed, plus extras like an additional TV and a sleeper sofa in the separate living room. In the morning, sit down to biscuits with gravy, waffles and fresh fruit at our hotel's free, hot breakfast. For an extra pick-me-up, hot coffee is available all day long.

Source: Radisson Brand Website





Sleep Inn & Suites Madison

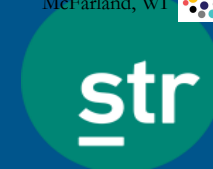


# of Guestrooms	# of Floors	Year Built/Year Renovated
88	3	August-09

Refresh and relax at the Sleep Inn & Suites® hotel in Madison, WI near Alliant Energy Center. Our affordable hotel in Madison is conveniently located less than a mile from Interstates 39 and 90 near many popular points of interest, including: - University of Wisconsin- Downtown Madison - Mona Terrace - East Towne Mall and West Towne Mall - Wisconsin State Capitol. While you are searching for pet-friendly hotels near MSN Airport – Dane County Regional Airport, look no further than the Sleep Inn & Suites. Business travelers appreciate our business center, which features copy and fax services and a computer with Internet access. As our valued guest at this affordable Madison hotel, you can also enjoy such amenities as an arcade room and:- Free hot Morning Medley breakfast - Free WiFi - Indoor pool and hot tub - Fitness center - Guest laundry facilities. We invite you to relax in your guest room, which features a smart HDTV, refrigerator, microwave, coffee maker, iron, ironing board and hair dryer.

Source: Choice Hotels Brand Website





Trend # 1044671_SADIM / Created January 03, 2019

Trend Report - Madison, WI Area Selected Properties (McFarland)

January 2012 to November 2018 Currency : USD - US Dollar

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Core Distinction Group, LLC

Tab 2 - Data by Measure



Madison, WI Area Selected Properties (McFarland)

Job Number: 1044671_SADIM Staff: MB Created: January 03, 2019

Occupancy (%)															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	Nov YTD
2012	54.2	60.2	65.9	64.6	64.2	76.5	74.7	77.6	73.3	75.8	57.8	40.0		65.4	67.8
2013	50.2	68.3	64.1	71.9	68.3	80.6	83.1	86.8	78.1	76.5	61.5	44.5		69.5	71.8
2014	49.9	62.7	68.0	69.0	68.5	84.6	85.8	84.3	80.8	78.2	49.3	38.9		67.3	70.6
2015	45.0	56.4	64.6	68.0	64.5	79.7	76.8	80.5	76.4	76.7	56.2	45.7		65.9	67.8
2016	52.8	63.4	66.7	79.9	70.2	81.9	81.1	83.1	78.5	82.6	65.7	46.0		71.0	73.3
2017	49.1	59.3	66.1	68.3	68.4	81.7	74.9	79.2	77.2	77.4	61.6	43.6		67.2	69.4
2018	48.8	55.5	60.7	70.8	69.4	81.4	78.0	84.3	74.4	75.8	58.3			68.9	
Avg	49.9	60.5	65.1	70.5	67.7	80.9	79.0	82.2	76.9	77.6	58.6	43.2		67.8	69.9

ADR (\$)															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	Nov YTD
2012	77.94	81.72	86.34	86.95	85.04	86.36	81.87	85.91	99.85	102.10	82.75	76.85		86.93	87.48
2013	80.49	81.98	83.89	87.39	86.74	86.80	85.93	89.78	107.01	102.24	84.18	76.66		88.66	89.35
2014	79.90	84.13	89.45	89.74	89.38	93.03	93.89	96.81	114.22	106.06	92.52	81.73		93.76	94.53
2015	85.02	91.03	97.61	100.04	95.62	101.27	95.89	107.55	126.53	113.76	92.46	90.53		101.29	101.96
2016	90.44	98.15	101.70	112.46	101.79	104.40	106.37	106.48	128.33	131.22	100.85	93.67		107.76	108.58
2017	95.37	100.65	103.65	116.46	111.69	114.14	105.90	114.63	133.11	133.33	111.59	90.94		112.63	113.89
2018	91.94	98.02	102.42	109.85	108.60	108.44	110.58	139.78	117.65	135.33	103.68			113.36	
Avg	86.44	91.39	95.80	101.96	98.13	100.34	98.14	107.42	119.30	119.27	96.46	85.97		99.57	102.38

RevPAR (\$)															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	Nov YTD
2012	42.24	49.16	56.90	56.14	54.64	66.08	61.15	66.70	73.24	77.36	47.82	30.74		56.87	59.29
2013	40.40	55.98	53.74	62.81	59.28	69.93	71.41	77.90	83.53	78.18	51.80	34.11		61.58	64.12
2014	39.86	52.74	60.81	61.96	61.23	78.67	80.55	81.63	92.29	82.97	45.59	31.79		63.10	66.71
2015	38.26	51.32	63.07	68.04	61.70	80.70	73.69	86.55	96.65	87.28	52.00	41.33		66.76	69.12
2016	47.74	62.27	67.80	89.86	71.41	85.49	86.25	88.48	100.68	108.37	66.30	43.11		76.50	79.60
2017	46.86	59.72	68.49	79.50	76.43	93.20	79.32	90.79	102.80	103.17	68.77	39.63		75.73	79.08
2018	44.84	54.39	62.19	77.79	75.34	88.25	86.21	117.81	87.53	102.56	60.40			78.14	
Avg	43.09	55.33	62.33	71.92	66.45	81.21	77.53	88.29	91.75	92.60	56.50	37.12		67.47	71.60

Supply															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	Nov YTD
2012	12,648	11,424	12,648	12,240	12,648	12,240	12,648	12,648	12,240	12,648	12,240	12,648		148,920	136,272
2013	12,648	11,424	12,648	12,240	12,648	12,240	12,648	12,648	12,240	12,648	12,240	12,648		148,920	136,272
2014	12,648	11,424	12,648	12,240	12,648	12,240	12,648	12,648	12,240	12,648	15,540	16,058		155,630	139,572
2015	16,058	14,504	16,058	15,540	16,058	15,540	16,058	16,058	15,540	16,058	15,540	16,058		189,070	173,012
2016	16,058	14,504	16,058	15,540	16,058	15,540	16,058	16,058	15,540	16,058	15,540	16,058		189,070	173,012
2017	16,058	14,504	16,058	15,510	16,027	15,510	16,027	16,027	15,510	16,027	15,510	16,027		188,795	172,768
2018	16,027	14,476	16,027	15,510	16,027	15,510	16,027	16,027	15,510	16,027	15,510			172,678	
Avg	14,592	13,180	14,592	14,117	14,588	14,117	14,588	14,588	14,117	14,588	14,589	14,916		170,068	157,655

Demand															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	Nov YTD
2012	6,854	6,872	8,335	7,903	8,126	9,365	9,447	9,821	8,978	9,583	7,073	5,060		97,417	92,357
2013	6,349	7,801	8,102	8,797	8,644	9,862	10,511	10,975	9,555	9,671	7,532	5,628		103,427	97,799
2014	6,310	7,162	8,598	8,451	8,665	10,350	10,851	10,665	9,890	9,895	7,657	6,245		104,739	98,494
2015	7,227	8,177	10,376	10,569	10,362	12,384	12,340	12,923	11,870	12,321	8,740	7,331		124,620	117,289
2016	8,476	9,202	10,706	12,416	11,265	12,726	13,021	13,343	12,192	13,262	10,216	7,390		134,215	126,825
2017	7,890	8,605	10,610	10,588	10,967	12,665	12,004	12,694	11,979	12,402	9,558	6,984		126,946	119,962
2018	7,816	8,033	9,732	10,983	11,119	12,622	12,495	13,508	11,539	12,146	9,036			119,029	
Avg	7,275	7,979	9,494	9,958	9,878	11,425	11,524	11,990	10,858	11,326	8,545	6,440		115,227	110,251

Revenue (\$)															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	Nov YTD
2012	534,233	561,553	719,662	687,168	691,051	808,779	773,459	843,683	896,420	978,408	585,271	388,851		8,468,538	8,079,687
2013	511,031	639,518	679,666	768,757	749,745	855,997	903,159	985,290	1,022,444	988,777	634,022	431,470		9,169,876	8,738,406
2014	504,148	602,505	769,082	758,429	774,435	962,905	1,018,751	1,032,518	1,129,653	1,049,415	708,426	510,416		9,820,683	9,310,267
2015	614,418	744,315	1,012,811	1,057,294	990,841	1,254,096	1,183,328	1,389,870	1,501,927	1,401,580	808,126	663,649		12,622,255	11,958,606
2016	766,593	903,132	1,088,794	1,396,347	1,146,680	1,328,584	1,384,986	1,420,765	1,564,620	1,740,203	1,030,292	692,213		14,463,209	13,770,996
2017	752,488	866,115	1,099,745	1,233,042	1,224,935	1,445,604	1,271,260	1,455,105	1,594,468	1,653,550	1,066,559	635,104		14,297,975	13,662,871
2018	718,592	787,398	996,782	1,206,478	1,207,475	1,368,757	1,381,654	1,888,116	1,357,522	1,643,673	936,859			13,493,306	
Avg	628,786	729,219	909,506	1,015,359	969,309	1,146,389	1,130,942	1,287,907	1,295,293	1,350,801	824,222	553,617		11,473,756	11,287,734

Tab 3 - Percent Change from Previous Year - Detail by Measure

Madison, WI Area Selected Properties (McFarland)

Job Number: 1044671_SADIM Staff: MB Created: January 03, 2019

Occupancy														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2013	-7.4	13.5	-2.8	11.3	6.4	5.3	11.3	11.8	6.4	0.9	6.5	11.2	6.2	5.9
2014	-0.6	-8.2	6.1	-3.9	0.2	4.9	3.2	-2.8	3.5	2.3	-19.9	-12.6	-3.1	-1.7
2015	-9.8	-10.1	-4.9	-1.5	-5.8	-5.8	-10.4	-4.6	-5.5	-1.9	14.1	17.4	-2.1	-3.9
2016	17.3	12.5	3.2	17.5	8.7	2.8	5.5	3.3	2.7	7.6	16.9	0.8	7.7	8.1
2017	-6.9	-6.5	-0.9	-14.6	-2.5	-0.3	-7.6	-4.7	-1.6	-6.3	-6.3	-5.3	-5.3	-5.3
2018	-0.7	-6.5	-8.1	3.7	1.4	-0.3	4.1	6.4	-3.7	-2.1	-5.5			-0.7
Avg	-1.4	-0.9	-1.2	2.1	1.4	1.1	1.0	1.6	0.3	0.1	1.0	2.3	0.7	0.4

ADR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2013	3.3	0.3	-2.8	0.5	2.0	0.5	4.9	4.5	7.2	0.1	1.7	-0.2	2.0	2.1
2014	-0.7	2.6	6.6	2.7	3.0	7.2	9.3	7.8	6.7	3.7	9.9	6.6	5.8	5.8
2015	6.4	8.2	9.1	11.5	7.0	8.8	2.1	11.1	10.8	7.3	-0.1	10.8	8.0	7.9
2016	6.4	7.8	4.2	12.4	6.5	3.1	10.9	-1.0	1.4	15.4	9.1	3.5	6.4	6.5
2017	5.5	2.6	1.9	3.6	9.7	9.3	-0.4	7.7	3.7	1.6	10.6	-2.9	4.5	4.9
2018	-3.6	-2.6	-1.2	-5.7	-2.8	-5.0	4.4	21.9	-11.6	1.5	-7.1			-0.5
Avg	2.9	3.2	3.0	4.2	4.2	4.0	5.2	8.7	3.0	4.9	4.0	3.5	5.3	4.5

RevPAR															
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD	
2013	-4.3	13.9	-5.6	11.9	8.5	5.8	16.8	16.8	14.1	1.1	8.3	11.0	8.3	8.2	
2014	-1.3	-5.8	13.2	-1.3	3.3	12.5	12.8	4.8	10.5	6.1	-12.0	-6.8	2.5	4.0	
2015	-4.0	-2.7	3.7	9.8	0.8	2.6	-8.5	6.0	4.7	5.2	14.1	30.0	5.8	3.6	
2016	24.8	21.3	7.5	32.1	15.7	5.9	17.0	2.2	4.2	24.2	27.5	4.3	14.6	15.2	
2017	-1.8	-4.1	1.0	-11.5	7.0	9.0	-8.0	2.6	2.1	-4.8	3.7	-8.1	-1.0	-0.6	
2018	-4.3	-8.9	-9.2	-2.2	-1.4	-5.3	8.7	29.8	-14.9	-0.6	-12.2			-1.2	
Avg	1.5	2.3	1.8	6.5	5.6	5.1	6.5	10.4	3.4	5.2	4.9	6.1	6.0	4.9	

Supply															
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD	
2013	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
2014	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.0	27.0	4.5	2.4	
2015	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	0.0	0.0	21.5	24.0	
2016	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
2017	0.0	0.0	0.0	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.1	-0.1	
2018	-0.2	-0.2	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			-0.1	
Avg	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	5.4	5.2	4.4	

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2013	-7.4	13.5	-2.8	11.3	6.4	5.3	11.3	11.8	6.4	0.9	6.5	11.2	6.2	5.9
2014	-0.6	-8.2	6.1	-3.9	0.2	4.9	3.2	-2.8	3.5	2.3	1.7	11.0	1.3	0.7
2015	14.5	14.2	20.7	25.1	19.6	19.7	13.7	21.2	20.0	24.5	14.1	17.4	19.0	19.1
2016	17.3	12.5	3.2	17.5	8.7	2.8	5.5	3.3	2.7	7.6	16.9	0.8	7.7	8.1
2017	-6.9	-6.5	-0.9	-14.7	-2.6	-0.5	-7.8	-4.9	-1.7	-6.5	-6.4	-5.5	-5.4	-5.4
2018	-0.9	-6.6	-8.3	3.7	1.4	-0.3	4.1	6.4	-3.7	-2.1	-5.5			-0.8
Avg	2.7	3.1	3.0	6.5	5.6	5.3	5.0	5.8	4.5	4.5	4.5	7.0	5.7	4.6

Revenue														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2013	-4.3	13.9	-5.6	11.9	8.5	5.8	16.8	16.8	14.1	1.1	8.3	11.0	8.3	8.2
2014	-1.3	-5.8	13.2	-1.3	3.3	12.5	12.8	4.8	10.5	6.1	11.7	18.3	7.1	6.5
2015	21.9	23.5	31.7	39.4	27.9	30.2	16.2	34.6	33.0	33.6	14.1	30.0	28.5	28.4
2016	24.8	21.3	7.5	32.1	15.7	5.9	17.0	2.2	4.2	24.2	27.5	4.3	14.6	15.2
2017	-1.8	-4.1	1.0	-11.7	6.8	8.8	-8.2	2.4	1.9	-5.0	3.5	-8.3	-1.1	-0.8
2018	-4.5	-9.1	-9.4	-2.2	-1.4	-5.3	8.7	29.8	-14.9	-0.6	-12.2			-1.2
Avg	5.8	6.6	6.4	11.4	10.1	9.7	10.5	15.1	8.1	9.9	8.8	11.1	11.5	9.4

Tab 4 - Percent Change from Previous Year - Detail by Year

Madison, WI Area Selected Properties (McFarland)

Job Number: 1044671_SADIM Staff: MB Created: January 03, 2019

	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Total Year	Nov YTD
Occ	-7.4	13.5	-2.8	11.3	6.4	5.3	11.3	11.8	6.4	0.9	6.5	11.2	6.2	5.9
ADR	3.3	0.3	-2.8	0.5	2.0	0.5	4.9	4.5	7.2	0.1	1.7	-0.2	2.0	2.1
RevPAR	-4.3	13.9	-5.6	11.9	8.5	5.8	16.8	16.8	14.1	1.1	8.3	11.0	8.3	8.2
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	-7.4	13.5	-2.8	11.3	6.4	5.3	11.3	11.8	6.4	0.9	6.5	11.2	6.2	5.9
Revenue	-4.3	13.9	-5.6	11.9	8.5	5.8	16.8	16.8	14.1	1.1	8.3	11.0	8.3	8.2

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Total Year	Nov YTD
Occ	-0.6	-8.2	6.1	-3.9	0.2	4.9	3.2	-2.8	3.5	2.3	-19.9	-12.6	-3.1	-1.7
ADR	-0.7	2.6	6.6	2.7	3.0	7.2	9.3	7.8	6.7	3.7	9.9	6.6	5.8	5.8
RevPAR	-1.3	-5.8	13.2	-1.3	3.3	12.5	12.8	4.8	10.5	6.1	-12.0	-6.8	2.5	4.0
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.0	27.0	4.5	2.4
Demand	-0.6	-8.2	6.1	-3.9	0.2	4.9	3.2	-2.8	3.5	2.3	1.7	11.0	1.3	0.7
Revenue	-1.3	-5.8	13.2	-1.3	3.3	12.5	12.8	4.8	10.5	6.1	11.7	18.3	7.1	6.5

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Total Year	Nov YTD
Occ	-9.8	-10.1	-4.9	-1.5	-5.8	-5.8	-10.4	-4.6	-5.5	-1.9	14.1	17.4	-2.1	-3.9
ADR	6.4	8.2	9.1	11.5	7.0	8.8	2.1	11.1	10.8	7.3	-0.1	10.8	8.0	7.9
RevPAR	-4.0	-2.7	3.7	9.8	0.8	2.6	-8.5	6.0	4.7	5.2	14.1	30.0	5.8	3.6
Supply	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	27.0	0.0	0.0	21.5	24.0
Demand	14.5	14.2	20.7	25.1	19.6	19.7	13.7	21.2	20.0	24.5	14.1	17.4	19.0	19.1
Revenue	21.9	23.5	31.7	39.4	27.9	30.2	16.2	34.6	33.0	33.6	14.1	30.0	28.5	28.4

	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Total Year	Nov YTD
Occ	17.3	12.5	3.2	17.5	8.7	2.8	5.5	3.3	2.7	7.6	16.9	0.8	7.7	8.1
ADR	6.4	7.8	4.2	12.4	6.5	3.1	10.9	-1.0	1.4	15.4	9.1	3.5	6.4	6.5
RevPAR	24.8	21.3	7.5	32.1	15.7	5.9	17.0	2.2	4.2	24.2	27.5	4.3	14.6	15.2
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	17.3	12.5	3.2	17.5	8.7	2.8	5.5	3.3	2.7	7.6	16.9	0.8	7.7	8.1
Revenue	24.8	21.3	7.5	32.1	15.7	5.9	17.0	2.2	4.2	24.2	27.5	4.3	14.6	15.2

	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Total Year	Nov YTD
Occ	-6.9	-6.5	-0.9	-14.6	-2.5	-0.3	-7.6	-4.7	-1.6	-6.3	-6.3	-5.3	-5.3	-5.3
ADR	5.5	2.6	1.9	3.6	9.7	9.3	-0.4	7.7	3.7	1.6	10.6	-2.9	4.5	4.9
RevPAR	-1.8	-4.1	1.0	-11.5	7.0	9.0	-8.0	2.6	2.1	-4.8	3.7	-8.1	-1.0	-0.6
Supply	0.0	0.0	0.0	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.1	-0.1
Demand	-6.9	-6.5	-0.9	-14.7	-2.6	-0.5	-7.8	-4.9	-1.7	-6.5	-6.4	-5.5	-5.4	-5.4
Revenue	-1.8	-4.1	1.0	-11.7	6.8	8.8	-8.2	2.4	1.9	-5.0	3.5	-8.3	-1.1	-0.8

	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Total Year	Nov YTD
Occ	-0.7	-6.5	-8.1	3.7	1.4	-0.3	4.1	6.4	-3.7	-2.1	-5.5			-0.7
ADR	-3.6	-2.6	-1.2	-5.7	-2.8	-5.0	4.4	21.9	-11.6	1.5	-7.1			-0.5
RevPAR	-4.3	-8.9	-9.2	-2.2	-1.4	-5.3	8.7	29.8	-14.9	-0.6	-12.2			-1.2
Supply	-0.2	-0.2	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			-0.1
Demand	-0.9	-6.6	-8.3	3.7	1.4	-0.3	4.1	6.4	-3.7	-2.1	-5.5			-0.8
Revenue	-4.5	-9.1	-9.4	-2.2	-1.4	-5.3	8.7	29.8	-14.9	-0.6	-12.2			-1.2

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Tab 5 - Twelve Month Moving Average

Madison, WI Area Selected Properties (McFarland)

Job Number: 1044671_SADIM Staff: MB Created: January 03, 2019

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	65.1	65.7	65.5	66.1	66.5	66.8	67.5	68.3	68.7	68.8	69.1	69.5
2014	69.4	69.0	69.3	69.1	69.1	69.4	69.7	69.5	69.7	69.8	68.4	67.3
2015	66.4	65.8	65.5	65.5	65.2	65.1	64.7	64.7	64.6	64.8	65.3	65.9
2016	66.6	67.1	67.3	68.3	68.7	68.9	69.3	69.5	69.7	70.2	71.0	71.0
2017	70.7	70.4	70.3	69.4	69.2	69.2	68.7	68.3	68.2	67.8	67.4	67.2
2018	67.2	66.9	66.5	66.7	66.8	66.7	67.0	67.4	67.2	67.1	66.8	

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	87.14	87.11	86.91	86.95	87.09	87.13	87.50	87.90	88.63	88.66	88.74	88.66
2014	88.63	88.82	89.26	89.46	89.68	90.29	91.11	91.84	92.57	92.96	93.56	93.76
2015	93.99	94.43	95.13	96.01	96.48	97.32	97.49	98.65	100.12	101.01	100.94	101.29
2016	101.49	101.92	102.25	103.42	103.90	104.20	105.20	105.09	105.31	107.12	107.60	107.76
2017	108.13	108.34	108.50	108.76	109.61	110.56	110.55	111.37	111.78	111.86	112.72	112.63
2018	112.43	112.31	112.28	111.72	111.44	110.87	111.31	114.00	112.53	112.68	112.12	

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	56.71	57.23	56.97	57.51	57.91	58.22	59.10	60.05	60.89	60.96	61.29	61.58
2014	61.53	61.28	61.88	61.81	61.98	62.70	63.47	63.79	64.51	64.92	64.00	63.10
2015	62.44	62.13	62.32	62.88	62.89	63.36	63.08	63.86	64.73	65.42	65.95	66.76
2016	67.56	68.40	68.81	70.60	71.42	71.82	72.88	73.05	73.38	75.17	76.35	76.50
2017	76.42	76.23	76.28	75.43	75.86	76.49	75.90	76.09	76.27	75.82	76.02	75.73
2018	75.57	75.16	74.63	74.49	74.39	73.99	74.57	76.87	75.61	75.56	74.87	

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	148,920	148,920	148,920	148,920	148,920	148,920	148,920	148,920	148,920	148,920	148,920	148,920
2014	148,920	148,920	148,920	148,920	148,920	148,920	148,920	148,920	148,920	148,920	152,220	155,630
2015	159,040	162,120	165,530	168,830	172,240	175,540	178,950	182,360	185,660	189,070	189,070	189,070
2016	189,070	189,070	189,070	189,070	189,070	189,070	189,070	189,070	189,070	189,070	189,070	189,070
2017	189,070	189,070	189,070	189,040	189,009	188,979	188,948	188,917	188,887	188,856	188,826	188,795
2018	188,764	188,736	188,705	188,705	188,705	188,705	188,705	188,705	188,705	188,705	188,705	

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	96,912	97,841	97,608	98,502	99,020	99,517	100,581	101,735	102,312	102,400	102,859	103,427
2014	103,388	102,749	103,245	102,899	102,920	103,408	103,748	103,438	103,773	103,997	104,122	104,739
2015	105,656	106,671	108,449	110,567	112,264	114,298	115,787	118,045	120,025	122,451	123,534	124,620
2016	125,869	126,894	127,224	129,071	129,974	130,316	130,997	131,417	131,739	132,680	134,156	134,215
2017	133,629	133,032	132,936	131,108	130,810	130,749	129,732	129,083	128,870	128,010	127,352	126,946
2018	126,872	126,300	125,422	125,817	125,969	125,926	126,417	127,231	126,791	126,535	126,013	

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	8,445,336	8,523,301	8,483,305	8,564,894	8,623,588	8,670,806	8,800,506	8,942,113	9,068,137	9,078,506	9,127,257	9,169,876
2014	9,162,993	9,125,980	9,215,396	9,205,068	9,229,758	9,336,666	9,452,258	9,499,486	9,606,695	9,667,333	9,741,737	9,820,683
2015	9,930,953	10,072,763	10,316,492	10,615,357	10,831,763	11,122,954	11,287,531	11,644,883	12,017,157	12,369,322	12,469,022	12,622,255
2016	12,774,430	12,933,247	13,009,230	13,348,283	13,504,122	13,578,610	13,780,268	13,811,163	13,873,856	14,212,479	14,434,645	14,463,209
2017	14,449,104	14,412,087	14,423,038	14,259,733	14,337,988	14,455,008	14,341,282	14,375,622	14,405,470	14,318,817	14,355,084	14,297,975
2018	14,264,079	14,185,362	14,082,399	14,055,835	14,038,375	13,961,528	14,071,922	14,504,933	14,267,987	14,258,110	14,128,410	

High value is boxed.

Low value is boxed and italicized.

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Tab 6 - Twelve Month Moving Average with Percent Change

Madison, WI Area Selected Properties (McFarland)

Job Number: 1044671_SADIM Staff: MB Created: January 03, 2019

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
Jan 13	65.1		87.14		56.71		148,920		96,912		8,445,336	
Feb 13	65.7		87.11		57.23		148,920		97,841		8,523,301	
Mar 13	65.5		86.91		56.97		148,920		97,608		8,483,305	
Apr 13	66.1		86.95		57.51		148,920		98,502		8,564,894	
May 13	66.5		87.09		57.91		148,920		99,020		8,623,588	
Jun 13	66.8		87.13		58.22		148,920		99,517		8,670,806	
Jul 13	67.5		87.50		59.10		148,920		100,581		8,800,506	
Aug 13	68.3		87.90		60.05		148,920		101,735		8,942,113	
Sep 13	68.7		88.63		60.89		148,920		102,312		9,068,137	
Oct 13	68.8		88.66		60.96		148,920		102,400		9,078,506	
Nov 13	69.1		88.74		61.29		148,920		102,859		9,127,257	
Dec 13	69.5	6.2	88.66	2.0	61.58	8.3	148,920	0.0	103,427	6.2	9,169,876	8.3
Jan 14	69.4	6.7	88.63	1.7	61.53	8.5	148,920	0.0	103,388	6.7	9,162,993	8.5
Feb 14	69.0	5.0	88.82	2.0	61.28	7.1	148,920	0.0	102,749	5.0	9,125,980	7.1
Mar 14	69.3	5.8	89.26	2.7	61.88	8.6	148,920	0.0	103,245	5.8	9,215,396	8.6
Apr 14	69.1	4.5	89.46	2.9	61.81	7.5	148,920	0.0	102,899	4.5	9,205,068	7.5
May 14	69.1	3.9	89.68	3.0	61.98	7.0	148,920	0.0	102,920	3.9	9,229,758	7.0
Jun 14	69.4	3.9	90.29	3.6	62.70	7.7	148,920	0.0	103,408	3.9	9,336,666	7.7
Jul 14	69.7	3.1	91.11	4.1	63.47	7.4	148,920	0.0	103,748	3.1	9,452,258	7.4
Aug 14	69.5	1.7	91.84	4.5	63.79	6.2	148,920	0.0	103,438	1.7	9,499,486	6.2
Sep 14	69.7	1.4	92.57	4.4	64.51	5.9	148,920	0.0	103,773	1.4	9,606,695	5.9
Oct 14	69.8	1.6	92.96	4.9	64.92	6.5	148,920	0.0	103,997	1.6	9,667,333	6.5
Nov 14	68.4	-1.0	93.56	5.4	64.00	4.4	152,220	2.2	104,122	1.2	9,741,737	6.7
Dec 14	67.3	-3.1	93.76	5.8	63.10	2.5	155,630	4.5	104,739	1.3	9,820,683	7.1
Jan 15	66.4	-4.3	93.99	6.1	62.44	1.5	159,040	6.8	105,656	2.2	9,930,953	8.4
Feb 15	65.8	-4.6	94.43	6.3	62.13	1.4	162,120	8.9	106,671	3.8	10,072,763	10.4
Mar 15	65.5	-5.5	95.13	6.6	62.32	0.7	165,530	11.2	108,449	5.0	10,316,492	11.9
Apr 15	65.5	-5.2	96.01	7.3	62.88	1.7	168,830	13.4	110,567	7.5	10,615,357	15.3
May 15	65.2	-5.7	96.48	7.6	62.89	1.5	172,240	15.7	112,264	9.1	10,831,763	17.4
Jun 15	65.1	-6.2	97.32	7.8	63.36	1.1	175,540	17.9	114,298	10.5	11,122,954	19.1
Jul 15	64.7	-7.1	97.49	7.0	63.08	-0.6	178,950	20.2	115,787	11.6	11,287,531	19.4
Aug 15	64.7	-6.8	98.65	7.4	63.86	0.1	182,360	22.5	118,045	14.1	11,644,883	22.6
Sep 15	64.6	-7.2	100.12	8.2	64.73	0.3	185,660	24.7	120,025	15.7	12,017,157	25.1
Oct 15	64.8	-7.3	101.01	8.7	65.42	0.8	189,070	27.0	122,451	17.7	12,369,322	27.9
Nov 15	65.3	-4.5	100.94	7.9	65.95	3.0	189,070	24.2	123,534	18.6	12,469,022	28.0
Dec 15	65.9	-2.1	101.29	8.0	66.76	5.8	189,070	21.5	124,620	19.0	12,622,255	28.5
Jan 16	66.6	0.2	101.49	8.0	67.56	8.2	189,070	18.9	125,869	19.1	12,774,430	28.6
Feb 16	67.1	2.0	101.92	7.9	68.40	10.1	189,070	16.6	126,894	19.0	12,933,247	28.4
Mar 16	67.3	2.7	102.25	7.5	68.81	10.4	189,070	14.2	127,224	17.3	13,009,230	26.1
Apr 16	68.3	4.2	103.42	7.7	70.60	12.3	189,070	12.0	129,071	16.7	13,348,283	25.7
May 16	68.7	5.5	103.90	7.7	71.42	13.6	189,070	9.8	129,974	15.8	13,504,122	24.7
Jun 16	68.9	5.9	104.20	7.1	71.82	13.3	189,070	7.7	130,316	14.0	13,578,610	22.1
Jul 16	69.3	7.1	105.20	7.9	72.88	15.5	189,070	5.7	130,997	13.1	13,780,268	22.1
Aug 16	69.5	7.4	105.09	6.5	73.05	14.4	189,070	3.7	131,417	11.3	13,811,163	18.6
Sep 16	69.7	7.8	105.31	5.2	73.38	13.4	189,070	1.8	131,739	9.8	13,873,856	15.5
Oct 16	70.2	8.4	107.12	6.0	75.17	14.9	189,070	0.0	132,680	8.4	14,212,479	14.9
Nov 16	71.0	8.6	107.60	6.6	76.35	15.8	189,070	0.0	134,156	8.6	14,434,645	15.8
Dec 16	71.0	7.7	107.76	6.4	76.50	14.6	189,070	0.0	134,215	7.7	14,463,209	14.6
Jan 17	70.7	6.2	108.13	6.5	76.42	13.1	189,070	0.0	133,629	6.2	14,449,104	13.1
Feb 17	70.4	4.8	108.34	6.3	76.23	11.4	189,070	0.0	133,032	4.8	14,412,087	11.4
Mar 17	70.3	4.5	108.50	6.1	76.28	10.9	189,070	0.0	132,936	4.5	14,423,038	10.9
Apr 17	69.4	1.6	108.76	5.2	75.43	6.8	189,040	-0.0	131,108	1.6	14,259,733	6.8
May 17	69.2	0.7	109.61	5.5	75.86	6.2	189,009	-0.0	130,810	0.6	14,337,988	6.2
Jun 17	69.2	0.4	110.56	6.1	76.49	6.5	188,979	-0.0	130,749	0.3	14,455,008	6.5
Jul 17	68.7	-0.9	110.55	5.1	75.90	4.1	188,948	-0.1	129,732	-1.0	14,341,282	4.1
Aug 17	68.3	-1.7	111.37	6.0	76.09	4.2	188,917	-0.1	129,083	-1.8	14,375,622	4.1
Sep 17	68.2	-2.1	111.78	6.1	76.27	3.9	188,887	-0.1	128,870	-2.2	14,405,470	3.8
Oct 17	67.8	-3.4	111.86	4.4	75.82	0.9	188,856	-0.1	128,010	-3.5	14,318,817	0.7
Nov 17	67.4	-4.9	112.72	4.8	76.02	-0.4	188,826	-0.1	127,352	-5.1	14,355,084	-0.6
Dec 17	67.2	-5.3	112.63	4.5	75.73	-1.0	188,795	-0.1	126,946	-5.4	14,297,975	-1.1
Jan 18	67.2	-4.9	112.43	4.0	75.57	-1.1	188,764	-0.2	126,872	-5.1	14,264,079	-1.3
Feb 18	66.9	-4.9	112.31	3.7	75.16	-1.4	188,736	-0.2	126,300	-5.1	14,185,362	-1.6
Mar 18	66.5	-5.5	112.28	3.5	74.63	-2.2	188,705	-0.2	125,422	-5.7	14,082,399	-2.4
Apr 18	66.7	-3.9	111.72	2.7	74.49	-1.3	188,705	-0.2	125,817	-4.0	14,055,835	-1.4
May 18	66.8	-3.5	111.44	1.7	74.39	-1.9	188,705	-0.2	125,969	-3.7	14,038,375	-2.1
Jun 18	66.7	-3.5	110.87	0.3	73.99	-3.3	188,705	-0.1	125,926	-3.7	13,961,528	-3.4
Jul 18	67.0	-2.4	111.31	0.7	74.57	-1.8	188,705	-0.1	126,417	-2.6	14,071,922	-1.9
Aug 18	67.4	-1.3	114.00	2.4	76.87	1.0	188,705	-0.1	127,231	-1.4	14,504,933	0.9
Sep 18	67.2	-1.5	112.53	0.7	75.61	-0.9	188,705	-0.1	126,791	-1.6	14,267,987	-1.0
Oct 18	67.1	-1.1	112.68	0.7	75.56	-0.3	188,705	-0.1	126,535	-1.2	14,258,110	-0.4
Nov 18	66.8	-1.0	112.12	-0.5	74.87	-1.5	188,705	-0.1	126,013	-1.1	14,128,410	-1.6

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Tab 7 - Day of Week Analysis

Madison, WI Area Selected Properties (McFarland)

Job Number: 1044671_SADIM Staff: MB Created: January 03, 2019



Occupancy (%)								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec - 17	32.9	47.3	49.9	49.9	41.9	37.3	48.7	43.6
Jan - 18	31.8	40.6	55.6	59.9	43.8	51.4	55.8	48.8
Feb - 18	25.3	47.2	57.2	56.9	60.3	69.9	71.6	55.5
Mar - 18	28.6	56.8	69.1	67.9	63.0	73.8	61.8	60.7
Apr - 18	41.2	71.1	78.0	78.4	75.1	75.7	83.6	70.8
May - 18	40.5	57.1	79.3	79.2	67.4	72.8	84.9	69.4
Jun - 18	51.4	82.3	93.0	91.9	80.9	77.3	91.3	81.4
Jul - 18	56.9	77.6	86.1	82.5	80.1	77.4	88.4	78.0
Aug - 18	64.8	84.5	93.3	90.3	74.4	87.3	95.6	84.3
Sep - 18	61.0	59.6	75.9	81.8	75.7	75.4	90.7	74.4
Oct - 18	39.3	65.5	77.4	78.5	85.2	93.1	92.9	75.8
Nov - 18	28.8	49.6	56.6	60.7	59.6	72.2	76.4	58.3
Total Year	42.4	61.8	72.8	73.5	67.2	71.7	78.1	66.8

Three Year Occupancy (%)								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec 15 - Nov 16	44.9	66.1	79.0	78.6	69.8	75.5	82.6	71.0
Dec 16 - Nov 17	41.2	62.9	75.3	75.3	65.8	72.4	79.2	67.4
Dec 17 - Nov 18	42.4	61.8	72.8	73.5	67.2	71.7	78.1	66.8
Total 3 Yr	42.8	63.6	75.7	75.8	67.6	73.2	79.9	68.4

ADR								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec - 17	86.88	92.40	93.42	90.41	86.83	92.38	92.66	90.94
Jan - 18	83.06	88.82	96.37	96.91	89.75	91.56	89.72	91.94
Feb - 18	86.02	92.07	98.68	93.33	102.09	105.05	99.10	98.02
Mar - 18	88.52	92.09	97.31	98.82	101.68	115.67	107.85	102.42
Apr - 18	104.21	109.33	105.20	101.96	104.99	121.59	119.34	109.85
May - 18	92.43	94.86	106.68	103.31	100.36	126.41	126.84	108.60
Jun - 18	98.96	103.43	106.74	106.90	102.42	112.36	119.91	108.44
Jul - 18	102.04	107.35	116.63	109.41	105.37	111.49	118.64	110.58
Aug - 18	156.18	136.96	134.66	140.49	125.40	140.59	148.37	139.78
Sep - 18	120.00	104.63	103.64	106.70	110.15	129.95	137.02	117.65
Oct - 18	102.36	118.72	123.73	130.28	135.43	156.67	159.83	135.33
Nov - 18	90.50	92.87	96.58	99.91	98.37	113.39	117.62	103.68
Total Year	105.85	105.43	108.73	109.22	107.23	120.85	122.73	112.12

Three Year ADR								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec 15 - Nov 16	98.04	102.82	105.83	105.81	101.79	115.80	117.47	107.60
Dec 16 - Nov 17	103.90	106.49	110.18	109.38	105.86	123.81	123.53	112.72
Dec 17 - Nov 18	105.85	105.43	108.73	109.22	107.23	120.85	122.73	112.12
Total 3 Yr	102.50	104.88	108.19	108.08	104.92	120.09	121.18	110.75

RevPAR								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec - 17	28.56	43.73	46.66	45.11	36.40	34.48	45.12	39.63
Jan - 18	26.45	36.08	53.54	58.01	39.31	47.11	50.07	44.84
Feb - 18	21.76	43.50	56.47	53.14	61.55	73.40	70.93	54.39
Mar - 18	25.36	52.27	67.21	67.06	64.07	85.36	66.66	62.19
Apr - 18	42.89	77.77	82.05	79.91	78.84	92.07	99.71	77.79
May - 18	37.47	54.17	84.56	81.84	67.61	92.02	107.72	75.34
Jun - 18	50.91	85.16	99.24	98.20	82.90	86.88	109.50	88.25
Jul - 18	58.11	83.34	100.45	90.25	84.37	86.25	104.86	86.21
Aug - 18	101.15	115.70	125.61	126.89	93.33	122.74	141.84	117.81
Sep - 18	73.14	62.32	78.71	87.33	83.39	98.00	124.22	87.53
Oct - 18	40.27	77.76	95.78	102.31	115.33	145.84	148.55	102.56
Nov - 18	26.07	46.06	54.62	60.66	58.66	81.91	89.89	60.40
Total Year	44.83	65.12	79.12	80.23	72.05	86.71	95.80	74.87

Three Year RevPAR								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Dec 15 - Nov 16	43.98	68.00	83.57	83.18	71.01	87.40	97.00	76.35
Dec 16 - Nov 17	42.83	67.03	82.98	82.38	69.68	89.59	97.79	76.02
Dec 17 - Nov 18	44.83	65.12	79.12	80.23	72.05	86.71	95.80	74.87
Total 3 Yr	43.88	66.72	81.90	81.94	70.91	87.89	96.86	75.75

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Tab 8 - Raw Data



Madison, WI Area Selected Properties (McFarland)

Job Number: 1044671_SADIM Staff: MB Created: January 03, 2019

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 12	54.2		77.94		42.24		12,648		6,854		534,233		5	408	100.0
Feb 12	60.2		81.72		49.16		11,424		6,872		561,553		5	408	100.0
Mar 12	65.9		86.34		56.90		12,648		8,335		719,662		5	408	100.0
Apr 12	64.6		86.95		56.14		12,240		7,903		687,168		5	408	100.0
May 12	64.2		85.04		54.64		12,648		8,126		691,051		5	408	100.0
Jun 12	76.5		86.36		66.08		12,240		9,365		808,779		5	408	100.0
Jul 12	74.7		81.87		61.15		12,648		9,447		773,459		5	408	100.0
Aug 12	77.6		85.91		66.70		12,648		9,821		843,683		5	408	100.0
Sep 12	73.3		99.85		73.24		12,240		8,978		896,420		5	408	100.0
Oct 12	75.8		102.10		77.36		12,648		9,583		978,408		5	408	100.0
Nov 12	57.8		82.75		47.82		12,240		7,073		585,271		5	408	100.0
Dec 12	40.0		76.85		30.74		12,648		5,060		388,851		5	408	100.0
Jan 13	50.2	-7.4	80.49	3.3	40.40	-4.3	12,648	0.0	6,349	-7.4	511,031	-4.3	5	408	100.0
Feb 13	68.3	13.5	81.98	0.3	55.98	13.9	11,424	0.0	7,801	13.5	639,518	13.9	5	408	100.0
Mar 13	64.1	-2.8	83.89	-2.8	53.74	-5.6	12,648	0.0	8,102	-2.8	679,666	-5.6	5	408	100.0
Apr 13	71.9	11.3	87.39	0.5	62.81	11.9	12,240	0.0	8,797	11.3	768,757	11.9	5	408	100.0
May 13	68.3	6.4	86.74	2.0	59.28	8.5	12,648	0.0	8,644	6.4	749,745	8.5	5	408	100.0
Jun 13	80.6	5.3	86.80	0.5	69.93	5.8	12,240	0.0	9,862	5.3	855,997	5.8	5	408	100.0
Jul 13	83.1	11.3	85.93	4.9	71.41	16.8	12,648	0.0	10,511	11.3	903,159	16.8	5	408	100.0
Aug 13	86.8	11.8	89.78	4.5	77.90	16.8	12,648	0.0	10,975	11.8	985,290	16.8	5	408	100.0
Sep 13	78.1	6.4	107.01	7.2	83.53	14.1	12,240	0.0	9,555	6.4	1,022,444	14.1	5	408	100.0
Oct 13	76.5	0.9	102.24	0.1	78.18	1.1	12,648	0.0	9,671	0.9	988,777	1.1	5	408	100.0
Nov 13	61.5	6.5	84.18	1.7	51.80	8.3	12,240	0.0	7,532	6.5	634,022	8.3	5	408	100.0
Dec 13	44.5	11.2	76.66	-0.2	34.11	11.0	12,648	0.0	5,628	11.2	431,470	11.0	5	408	100.0
Jan 14	49.9	-0.6	79.90	-0.7	39.86	-1.3	12,648	0.0	6,310	-0.6	504,148	-1.3	5	408	100.0
Feb 14	62.7	-8.2	84.13	2.6	52.74	-5.8	11,424	0.0	7,162	-8.2	602,505	-5.8	5	408	100.0
Mar 14	68.0	6.1	89.45	6.6	60.81	13.2	12,648	0.0	8,598	6.1	769,082	13.2	5	408	100.0
Apr 14	69.0	-3.9	89.74	2.7	61.96	-1.3	12,240	0.0	8,451	-3.9	758,429	-1.3	5	408	100.0
May 14	68.5	0.2	89.38	3.0	61.23	3.3	12,648	0.0	8,665	0.2	774,435	3.3	5	408	100.0
Jun 14	84.6	4.9	93.03	7.2	78.67	12.5	12,240	0.0	10,350	4.9	962,905	12.5	5	408	100.0
Jul 14	85.8	3.2	93.89	9.3	80.55	12.8	12,648	0.0	10,851	3.2	1,018,751	12.8	5	408	100.0
Aug 14	84.3	-2.8	96.81	7.8	81.63	4.8	12,648	0.0	10,665	-2.8	1,032,518	4.8	5	408	100.0
Sep 14	80.8	3.5	114.22	6.7	92.29	10.5	12,240	0.0	9,890	3.5	1,129,653	10.5	5	408	100.0
Oct 14	78.2	2.3	106.06	3.7	82.97	6.1	12,648	0.0	9,895	2.3	1,049,415	6.1	5	408	100.0
Nov 14	49.3	-19.9	92.52	9.9	45.59	-12.0	15,540	27.0	7,657	1.7	708,426	11.7	6	518	78.6
Dec 14	38.9	-12.6	81.73	6.6	31.79	-6.8	16,058	27.0	6,245	11.0	510,416	18.3	6	518	100.0
Jan 15	45.0	-9.8	85.02	6.4	38.26	-4.0	16,058	27.0	7,227	14.5	614,418	21.9	6	518	100.0
Feb 15	56.4	-10.1	91.03	8.2	51.32	-2.7	14,504	27.0	8,177	14.2	744,315	23.5	6	518	100.0
Mar 15	64.6	-4.9	97.61	9.1	63.07	3.7	16,058	27.0	10,376	20.7	1,012,811	31.7	6	518	100.0
Apr 15	68.0	-1.5	100.04	11.5	68.04	9.8	15,540	27.0	10,569	25.1	1,057,294	39.4	6	518	100.0
May 15	64.5	-5.8	95.62	7.0	61.70	0.8	16,058	27.0	10,362	19.6	990,841	27.9	6	518	100.0
Jun 15	79.7	-5.8	101.27	8.8	80.70	2.6	15,540	27.0	12,384	19.7	1,254,096	30.2	6	518	100.0
Jul 15	76.8	-10.4	95.89	2.1	73.69	-8.5	16,058	27.0	12,340	13.7	1,183,328	16.2	6	518	100.0
Aug 15	80.5	-4.6	107.55	11.1	86.55	6.0	16,058	27.0	12,923	21.2	1,389,870	34.6	6	518	100.0
Sep 15	76.4	-5.5	126.53	10.8	96.65	4.7	15,540	27.0	11,870	20.0	1,501,927	33.0	6	518	100.0
Oct 15	76.7	-1.9	113.76	7.3	87.28	5.2	16,058	27.0	12,321	24.5	1,401,580	33.6	6	518	100.0
Nov 15	56.2	14.1	92.46	-0.1	52.00	14.1	15,540	0.0	8,740	14.1	808,126	14.1	6	518	100.0
Dec 15	45.7	17.4	90.53	10.8	41.33	30.0	16,058	0.0	7,331	17.4	663,649	30.0	6	518	100.0
Jan 16	52.8	17.3	90.44	6.4	47.74	24.8	16,058	0.0	8,476	17.3	766,593	24.8	6	518	100.0
Feb 16	63.4	12.5	98.15	7.8	62.27	21.3	14,504	0.0	9,202	12.5	903,132	21.3	6	518	100.0
Mar 16	66.7	3.2	101.70	4.2	67.80	7.5	16,058	0.0	10,706	3.2	1,088,794	7.5	6	518	100.0
Apr 16	79.9	17.5	112.46	12.4	89.86	32.1	15,540	0.0	12,416	17.5	1,396,347	32.1	6	518	100.0
May 16	70.2	8.7	101.79	6.5	71.41	15.7	16,058	0.0	11,265	8.7	1,146,680	15.7	6	518	100.0
Jun 16	81.9	2.8	104.40	3.1	85.49	5.9	15,540	0.0	12,726	2.8	1,328,584	5.9	6	518	100.0
Jul 16	81.1	5.5	106.37	10.9	86.25	17.0	16,058	0.0	13,021	5.5	1,384,986	17.0	6	518	100.0
Aug 16	83.1	3.3	106.48	-1.0	88.48	2.2	16,058	0.0	13,343	3.3	1,420,765	2.2	6	518	100.0
Sep 16	78.5	2.7	128.33	1.4	100.68	4.2	15,540	0.0	12,192	2.7	1,564,620	4.2	6	518	100.0
Oct 16	82.6	7.6	131.22	15.4	108.37	24.2	16,058	0.0	13,262	7.6	1,740,203	24.2	6	518	100.0
Nov 16	65.7	16.9	100.85	9.1	66.30	27.5	15,540	0.0	10,216	16.9	1,030,292	27.5	6	518	100.0
Dec 16	46.0	0.8	93.67	3.5	43.11	4.3	16,058	0.0	7,390	0.8	692,213	4.3	6	518	100.0
Jan 17	49.1	-6.9	95.37	5.5	46.86	-1.8	16,058	0.0	7,890	-6.9	752,488	-1.8	6	518	100.0
Feb 17	59.3	-6.5	100.65	2.6	59.72	-4.1	14,504	0.0	8,605	-6.5	866,115	-4.1	6	518	100.0
Mar 17	66.1	-0.9	103.65	1.9	68.49	1.0	16,058	0.0	10,610	-0.9	1,099,745	1.0	6	518	100.0
Apr 17	68.3	-14.6	116.46	3.6	79.50	-11.5	15,510	-0.2	10,588	-14.7	1,233,042	-11.7	6	517	100.0
May 17	68.4	-2.5	111.69	9.7	76.43	7.0	16,027	-0.2	10,967	-2.6	1,224,935	6.8	6	517	100.0
Jun 17	81.7	-0.3	114.14	9.3	93.20	9.0	15,510	-0.2	12,665	-0.5	1,445,604	8.8	6	517	100.0
Jul 17	74.9	-7.6	105.90	-0.4	79.32	-8.0	16,027	-0.2	12,004	-7.8	1,271,260	-8.2	6	517	100.0
Aug 17	79.2	-4.7	114.63	7.7	90.79	2.6	16,027	-0.2	12,694	-4.9	1,455,105	2.4	6	517	100.0
Sep 17	77.2	-1.6	133.11	3.7	102.80	2.1	15,510	-0.2	11,9,						

Tab 9 - Classic



Madison, WI Area Selected Properties (McFarland)
Job Number: 1044671_SADIM Staff: MB Created: January 03, 2019

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 12	54.2		77.94		42.24		12,648		6,854		534,233		5	408	100.0
Feb 12	60.2		81.72		49.16		11,424		6,872		561,553		5	408	100.0
Mar 12	65.9		86.34		56.90		12,648		8,335		719,662		5	408	100.0
Apr 12	64.6		86.95		56.14		12,240		7,903		687,168		5	408	100.0
May 12	64.2		85.04		54.64		12,648		8,126		691,051		5	408	100.0
Jun 12	76.5		86.36		66.08		12,240		9,365		808,779		5	408	100.0
Jul 12	74.7		81.87		61.15		12,648		9,447		773,459		5	408	100.0
Aug 12	77.6		85.91		66.70		12,648		9,821		843,683		5	408	100.0
Sep 12	73.3		99.85		73.24		12,240		8,978		896,420		5	408	100.0
Oct 12	75.8		102.10		77.36		12,648		9,583		978,408		5	408	100.0
Nov 12	57.8		82.75		47.82		12,240		7,073		585,271		5	408	100.0
Dec 12	40.0		76.85		30.74		12,648		5,060		388,851		5	408	100.0
Nov YTD 2012	67.8		87.48		59.29		136,272		92,357		8,079,687				
Total 2012	65.4		86.93		56.87		148,920		97,417		8,468,538				
Jan 13	50.2	-7.4	80.49	3.3	40.40	-4.3	12,648	0.0	6,349	-7.4	511,031	-4.3	5	408	100.0
Feb 13	68.3	13.5	81.98	0.3	55.98	13.9	11,424	0.0	7,801	13.5	639,518	13.9	5	408	100.0
Mar 13	64.1	-2.8	83.89	-2.8	53.74	-5.6	12,648	0.0	8,102	-2.8	679,666	-5.6	5	408	100.0
Apr 13	71.9	11.3	87.39	0.5	62.81	11.9	12,240	0.0	8,797	11.3	768,757	11.9	5	408	100.0
May 13	68.3	6.4	86.74	2.0	59.28	8.5	12,648	0.0	8,644	6.4	749,745	8.5	5	408	100.0
Jun 13	80.6	5.3	86.80	0.5	69.93	5.8	12,240	0.0	9,862	5.3	855,997	5.8	5	408	100.0
Jul 13	83.1	11.3	85.93	4.9	71.41	16.8	12,648	0.0	10,511	11.3	903,159	16.8	5	408	100.0
Aug 13	86.8	11.8	89.78	4.5	77.90	16.8	12,648	0.0	10,975	11.8	985,290	16.8	5	408	100.0
Sep 13	78.1	6.4	107.01	7.2	83.53	14.1	12,240	0.0	9,555	6.4	1,022,444	14.1	5	408	100.0
Oct 13	76.5	0.9	102.24	0.1	78.18	1.1	12,648	0.0	9,671	0.9	988,777	1.1	5	408	100.0
Nov 13	61.5	6.5	84.18	1.7	51.80	8.3	12,240	0.0	7,532	6.5	634,022	8.3	5	408	100.0
Dec 13	44.5	11.2	76.66	-0.2	34.11	11.0	12,648	0.0	5,628	11.2	431,470	11.0	5	408	100.0
Nov YTD 2013	71.8	5.9	89.35	2.1	64.12	8.2	136,272	0.0	97,799	5.9	8,738,406	8.2			
Total 2013	69.5	6.2	88.66	2.0	61.58	8.3	148,920	0.0	103,427	6.2	9,169,876	8.3			
Jan 14	49.9	-0.6	79.90	-0.7	39.86	-1.3	12,648	0.0	6,310	-0.6	504,148	-1.3	5	408	100.0
Feb 14	62.7	-8.2	84.13	2.6	52.74	-5.8	11,424	0.0	7,162	-8.2	602,505	-5.8	5	408	100.0
Mar 14	68.0	6.1	89.45	6.6	60.81	13.2	12,648	0.0	8,598	6.1	769,082	13.2	5	408	100.0
Apr 14	69.0	-3.9	89.74	2.7	61.96	-1.3	12,240	0.0	8,451	-3.9	758,429	-1.3	5	408	100.0
May 14	68.5	0.2	89.38	3.0	61.23	3.3	12,648	0.0	8,665	0.2	774,435	3.3	5	408	100.0
Jun 14	84.6	4.9	93.03	7.2	78.67	12.5	12,240	0.0	10,350	4.9	962,905	12.5	5	408	100.0
Jul 14	85.8	3.2	93.89	9.3	80.55	12.8	12,648	0.0	10,851	3.2	1,018,751	12.8	5	408	100.0
Aug 14	84.3	-2.8	96.81	7.8	81.63	4.8	12,648	0.0	10,665	-2.8	1,032,518	4.8	5	408	100.0
Sep 14	80.8	3.5	114.22	6.7	92.29	10.5	12,240	0.0	9,890	3.5	1,129,653	10.5	5	408	100.0
Oct 14	78.2	2.3	106.06	3.7	82.97	6.1	12,648	0.0	9,895	2.3	1,049,415	6.1	5	408	100.0
Nov 14	49.3	-19.9	92.52	9.9	45.59	-12.0	15,540	27.0	7,657	1.7	708,426	11.7	6	518	78.6
Dec 14	38.9	-12.6	81.73	6.6	31.79	-6.8	16,058	27.0	6,245	11.0	510,416	18.3	6	518	100.0
Nov YTD 2014	70.6	-1.7	94.53	5.8	66.71	4.0	139,572	2.4	98,494	0.7	9,310,267	6.5			
Total 2014	67.3	-3.1	93.76	5.8	63.10	2.5	155,630	4.5	104,739	1.3	9,820,683	7.1			
Jan 15	45.0	-9.8	85.02	6.4	38.26	-4.0	16,058	27.0	7,227	14.5	614,418	21.9	6	518	100.0
Feb 15	56.4	-10.1	91.03	8.2	51.32	-2.7	14,504	27.0	8,177	14.2	744,315	23.5	6	518	100.0
Mar 15	64.6	-4.9	97.61	9.1	63.07	3.7	16,058	27.0	10,376	20.7	1,012,811	31.7	6	518	100.0
Apr 15	68.0	-1.5	100.04	11.5	68.04	9.8	15,540	27.0	10,569	25.1	1,057,294	39.4	6	518	100.0
May 15	64.5	-5.8	95.62	7.0	61.70	0.8	16,058	27.0	10,362	19.6	990,841	27.9	6	518	100.0
Jun 15	79.7	-5.8	101.27	8.8	80.70	2.6	15,540	27.0	12,384	19.7	1,254,096	30.2	6	518	100.0
Jul 15	76.8	-10.4	95.89	2.1	73.69	-8.5	16,058	27.0	12,340	13.7	1,183,328	16.2	6	518	100.0
Aug 15	80.5	-4.6	107.55	11.1	86.55	6.0	16,058	27.0	12,923	21.2	1,389,870	34.6	6	518	100.0
Sep 15	76.4	-5.5	126.53	10.8	96.65	4.7	15,540	27.0	11,870	20.0	1,501,927	33.0	6	518	100.0
Oct 15	76.7	-1.9	113.76	7.3	87.28	5.2	16,058	27.0	12,321	24.5	1,401,580	33.6	6	518	100.0
Nov 15	56.2	14.1	92.46	-0.1	52.00	14.1	15,540	0.0	8,740	14.1	808,126	14.1	6	518	100.0
Dec 15	45.7	17.4	90.53	10.8	41.33	30.0	16,058	0.0	7,331	17.4	663,649	30.0	6	518	100.0
Nov YTD 2015	67.8	-3.9	101.96	7.9	69.12	3.6	173,012	24.0	117,289	19.1	11,958,606	28.4			
Total 2015	65.9	-2.1	101.29	8.0	66.76	5.8	189,070	21.5	124,620	19.0	12,622,255	28.5			
Jan 16	52.8	17.3	90.44	6.4	47.74	24.8	16,058	0.0	8,476	17.3	766,593	24.8	6	518	100.0
Feb 16	63.4	12.5	98.15	7.8	62.27	21.3	14,504	0.0	9,202	12.5	903,132	21.3	6	518	100.0
Mar 16	66.7	3.2	101.70	4.2	67.80	7.5	16,058	0.0	10,706	3.2	1,088,794	7.5	6	518	100.0
Apr 16	79.9	17.5	112.46	12.4	89.86	32.1	15,540	0.0	12,416	17.5	1,396,347	32.1	6	518	100.0
May 16	70.2	8.7	101.79	6.5	71.41	15.7	16,058	0.0	11,265	8.7	1,146,680	15.7	6	518	100.0
Jun 16	81.9	2.8	104.40	3.1	85.49	5.9	15,540	0.0	12,726	2.8	1,328,584	5.9	6	518	100.0
Jul 16	81.1	5.5	106.37	10.9	86.25	17.0	16,058	0.0	13,021	5.5	1,384,986	17.0	6	518	100.0
Aug 16	83.1	3.3	106.48	-1.0	88.48	2.2	16,058	0.0	13,343	3.3	1,420,765	2.2	6	518	100.0
Sep 16	78.5	2.7	128.33	1.4	100.68	4.2	15,540	0.0	12,192	2.7	1,564,620	4.2	6	518	100.0
Oct 16	82.6	7.6	131.22	15.4	108.37	24.2	16,058	0.0	13,262	7.6	1,740,203	24.2	6	518	100.0
Nov 16	65.7	16.9	100.85	9.1	66.30	27.5	15,540	0.0	10,216	16.9	1,030,292	27.5	6	518	100.0
Dec 16	46.0	0.8	93.67	3.5	43.11	4.3	16,058	0.0	7,390	0.8	692,213	4.3	6	518	100.0
Nov YTD 2016	73.3	8.1	108.58	6.5	79.60	15.2	173,012	0.0	126,825	8.1	13,770,996	15.2			
Total 2016	71.0	7.7	107.76	6.4	76.50	14.6	18								

Tab 10 - Response Report

Madison, WI Area Selected Properties (McFarland)
Job Number: 1044671_SADIM Staff: MB Created: January 03, 2019

STR Code	Name of Establishment	City & State	Zip Code	Class	Aff Date	Open Date	Rooms	Chg in Rms	2016												2017												2018																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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2.3 Limitation of Liability. STR's total liability to licensee for any reason and upon any cause of action including without limitation, infringement, breach of contract, negligence, strict liability, misrepresentations, and other torts, shall be limited to all fees paid to STR by the licensee during the twelve month period preceding the date on which such cause of action first arose.

3. MISCELLANEOUS

3.1 Liquidated Damages. In the event of a violation of Section 1.5 of these Standard Terms and Conditions, Licensee shall be required to pay STR an amount equal to the sum of (i) the highest aggregate price that STR, in accordance with its then-current published prices, could have charged the unauthorized recipients for the Licensed Materials that are the subject of the violation, and (ii) the full price of the lowest level of republishing rights that Licensee would have been required to purchase from STR in order to have the right to make the unauthorized distribution, regardless of whether Licensee has previously paid for any lower level of republishing rights, and (iii) fifteen percent (15%) of the total of the previous two items. This provision shall survive indefinitely the expiration or termination of this Agreement for any reason.

3.2 Obligations on Termination. Within thirty (30) days of the termination or expiration of this Agreement for any reason, Licensee shall cease all use of the Licensed Materials and shall return or destroy, at STR's option, all copies of the Licensed Materials and all other information relating thereto in Licensee's possession or control as of the such date. This provision shall survive indefinitely the expiration or termination of this Agreement for any reason.

3.3 Governing Law; Jurisdiction and Venue. This Agreement shall be governed by the substantive laws of the State of Tennessee, without regard to its or any other jurisdiction's laws governing conflicts of law. Any claims or actions regarding or arising out of this Agreement shall be brought exclusively in a court of competent jurisdiction located in Nashville, Tennessee, and the parties expressly consent to personal jurisdiction thereof. The parties also expressly waive any objections to venue.

3.4 Assignment. Licensee is prohibited from assigning this Agreement or delegating any of its duties under this Agreement without the prior written consent of STR.

3.5 Independent Relationship. The relationship between the parties is that of an independent contractor. Nothing in this Agreement shall be deemed to create an employer/employee, principal/agent, partnership or joint venture relationship.

3.6 Notices. All notices required or permitted to be given hereunder shall be in writing and shall be deemed given i) when delivered in person, at the time of such delivery; ii) when delivered by facsimile transmission or e-mail, at the time of transmission (provided, however, that notice delivered by facsimile transmission shall only be effective if such notice is also delivered by hand or deposited in the United States mail, postage prepaid, registered, certified or express mail or by courier service within two (2) business days after its delivery by facsimile transmission); iii) when delivered by a courier service or by express mail, at the time of receipt; or iv) five (5) business days after being deposited in the United States mail, postage prepaid, registered or certified mail, addressed (in any such case) to the addresses listed on the first page of this Agreement or to such other address as either party may notify the other in writing.

3.7 Waiver. No waiver of any breach of this Agreement will be deemed to constitute a waiver of any subsequent breach of the same or any other provision.

3.8 Entire Agreement. This Agreement constitutes the entire agreement of the parties with respect to the matters described herein, superseding in all respects any and all prior proposals, negotiations, understandings and other agreements, oral or written, between the parties.

3.9 Amendment. This Agreement may be amended only by the written agreement of both parties.

3.10 Recovery of Litigation Costs. If any legal action or other proceeding is brought for the enforcement of this Agreement, or because of an alleged dispute, breach, default or misrepresentation in connection with any of the provisions of this Agreement, the successful or prevailing party or parties shall be entitled to recover reasonable attorneys' fees and other costs incurred in that action or proceeding, in addition to any other relief to which it or they may be entitled.

3.11 Injunctive Relief. The parties agree that, in addition to any other rights or remedies which the other or STR may have, any party alleging breach or threatened breach of this Agreement will be entitled to such equitable and injunctive relief as may be available from any court of competent jurisdiction to restrain the other from breaching or threatening to breach any of the provisions of this Section, without posting bond or other surety.

3.12 Notice of Unauthorized Access. Licensee shall notify STR immediately upon Licensee's becoming aware of any facts indicating that a third party may have obtained or may be about to obtain unauthorized access to the Licensed Materials, and shall fully cooperate with STR in its efforts to mitigate the damages caused by any such breach or potential breach.

3.13 Conflicting Provisions. In the event that any provision of these Standard Terms and Conditions directly conflicts with any other provision of the Agreement, the conflicting terms of such other provision shall control.

3.14 Remedies. In addition to any other rights or remedies that STR may have, in the event of any termination by STR on account of a breach by Licensee, STR may, without refund, immediately terminate and discontinue any right of Licensee to receive additional Licensed Materials from STR.



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STR Chain Scales – North America and Caribbean

Luxury

21c Museum Hotels
AKA
Andaz
Belmond
Conrad
Dorchester Collection
Edition
Fairmont
Four Seasons
Grand Hyatt
InterContinental
JW Marriott
Langham
Loews
Luxury Collection
Mandarin Oriental
Montage
Palace Resorts
Park Hyatt
Ritz-Carlton
RockResorts
Rosewood
Sixty Hotels
Sofitel
St Regis
Taj
The Peninsula
Thompson Hotels
Trump Hotel Collection
Valencia Group
Viceroy
W Hotel
Waldorf Astoria

Upper Upscale

Ace Hotel
Affinia
Autograph Collection
Club Quarters
Curio Collection
Delta
Dolce
Embassy Suites
Gaylord
Hard Rock
Hilton
Hyatt
Hyatt Centric

Hyatt Regency
Joie De Vivre
Kimpton
Le Meridien
Magnolia Hotel
Marriott
Marriott Conference Center
Millennium
Omni
Outrigger
Pan Pacific Hotel Group
Pestana
Pullman
Radisson Blu
Renaissance
Sheraton
Starhotels
Swissotel
Tribute Portfolio
Warwick Hotels
Westin
Wyndham

Upscale

AC Hotels by Marriott
aloft Hotel
Ascend Collection
Aston Hotel
Best Western Premier
Cambria Suites
Canad Inn
CitizenM Hotels
Club Med
Coast Hotels & Resorts
USA
Courtyard
Crowne Plaza
Disney Hotels
Double Tree
element
EVEN Hotels
Four Points
Graduate Hotels
Grand America
Great Wolf Lodge
Hilton Garden Inn
Homewood Suites

Hotel Indigo
Hyatt House
Hyatt Place
Larkspur Landing
Legacy Vacation Club
Melia
Miyako Hotels
Novotel
NYLO Hotel
Prince Hotel
Radisson
Residence Inn
Room Mate
Shell Vacations Club
Sonesta Hotel
Springhill Suites
Staybridge Suites
Stoney Creek
Vacation Condos by
Outrigger

Upper Midscale

Ayres
Aqua Hotels
Best Western Plus
Boarders Inn & Suites
Centerstone Hotels
Chase Suites
Clarion
Cobblestone
Comfort Inn
Comfort Suites
Country Inn & Suites
Doubletree Club
Drury Inn
Drury Inn & Suites
Drury Plaza Hotel
Drury Suites
Fairfield Inn
Golden Tulip
Hampton Inn
Hampton Inn & Suites
Holiday Inn
Holiday Inn Express
Home2 Suites by Hilton
Isle of Capri
Lexington
MOXY

OHANA
Oxford Suites
Park Inn
Phoenix Inn
Ramada Plaza
Red Lion Hotels
Silver Cloud
Sonesta ES Suites
Tryp by Wyndham
TownePlace Suites
Westmark
Wyndham Garden Hotel
Xanterra

Midscale

3 Palms Hotels & Resorts
A Victory Hotels
AmericInn
Baymont Inn & Suites
Best Western
Candlewood Suites
ClubHouse
Crossings by GrandStay
Crystal Inn
FairBridge Inn
GrandStay
Residential Suites
Hawthorn Suites
by Wyndham
InnSuites Hotel
Lakeview
Distinctive Hotels
La Quinta Inn & Suites
MainStay Suites
Oak Tree Inn
Quality Inn
Ramada
Red Lion Inn & Suites
Settle Inn
Shilo Inn
Sleep Inn
Vagabond Inn
Vista
Wingate by Wyndham
Yotel

Economy

Affordable Suites
of America
America's Best Inn
America's Best Value Inn
Budget Host
Budget Suites of America
Budgetel
Country Hearth Inn
Crestwood Suites
Crossland Suites
Days Inn
Econo Lodge
Extended Stay America
E-Z 8
Family Inns of America
Good Nite Inn
GuestHouse Inn
Home-Towne Suites
Howard Johnson
InTown Suites
Jameson Inn
Key West Inn
Knights Inn
Lite Hotels
Masters Inn
Microtel Inn &
Suites by Wyndham
Motel 6
National 9
Passport Inn
Pear Tree Inn
Red Carpet Inn
Red Roof Inn
Rodeway Inn
Savannah Suites
Scottish Inn
Select Inn
Studio 6
Suburban Extended Stay
Sun Suites Hotels
Super 8
Travelodge
Value Place
WoodSpring Suites

Brands/Chains are slotted by Chain Scale based on the previous year's annual system wide (global) Average Daily Rate. Rate ranges defining each Chain Scale are determined by STR. The STR Chain Scales – North America and Caribbean is a subset of the larger Global Chain Scale list. Brand Chain Scale pairings are consistent with each list. Brands listed above are located in U.S., Mexico, Caribbean and Canada. If you have any questions about the Chain Scales, please email support@str.com. Copyright 2016. STR, Inc. Publishing or reproducing this information is strictly prohibited. www.str.com +1 (615) 824 8664. Last updated May 2016.





DISCLAIMER

Thank you for the opportunity to complete this market and feasibility study for the proposed hotel project located in McFarland, WI. We have studied the market area for additional demand for a lodging facility and the results of our fieldwork and analysis are presented in this report. We have also made recommendations for the scope of the proposed project, including general site location, size of hotel, and brand segment.

We hereby certify that we have no undisclosed interest in the property and our employment and compensation are not contingent upon our findings. This study is subject to the comments made throughout this report and to all assumptions and limiting conditions set forth herein.

The conclusions presented in this report are based upon the information available and received at the time the report was filed. Core Distinction Group, LLC (“CDG”) has taken every possible precaution to evaluate this information for its complete accuracy and reliability. Parts of this report were prepared or arranged by third-party contributors, as indicated throughout the document. While third-party contributions have been reviewed by CDG for reasonableness and consistency for including in this report, third-party information has not been fully audited or sought to be verified by CDG. CDG does not provide financial advice.

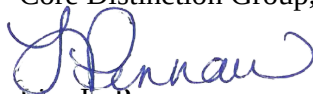
It should be understood that economic and marketplace conditions are in constant change. The results presented in this report are the professional opinion of CDG and are based on information available at the time of the report preparation. These opinions infer that market conditions do not change the information received upon which those opinions have been based. CDG assumes no responsibility for changes in the marketplace. CDG assumes no responsibility for information that becomes outdated once this report is written; nor are we responsible for keeping this information current after the date of the final document presentation.

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Please do not hesitate to call should you have any comments or questions.

Sincerely,
Core Distinction Group, LLC



Lisa L. Pennau
Owner

