



City of La Crosse, WI

Tax Increment District #11
Amendment 4
Project Plan

Joint Review Board #1	September 16, 2014
Public Hearing	September 22, 2014
Plan Commission	September 29, 2014
City Council	October 9, 2014
Joint Review Board #2	October 20, 2014



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1 Executive Summary

DESCRIPTION OF THE DISTRICT

- Type of the District, Size and Location
Tax Incremental District (TID) No. 11 (The “District”) is a Blighted Area District that was established in 2004. A map of the District boundary is located in Section 3 of this Plan.
- Estimated Total Project Expenditures
The purpose of TID 11-Amendment 4 (TID 11-A4) is created to assist in the redevelopment of the historic Joseph B. Funke Candy Co. factory building into the Charmant Hotel. Increment revenue from the Charmant Hotel will be used to fund a \$750,000 pay-go grant. All other projects from Amendment 3 are included in this project plan. Refer to Table III for the full list of infrastructure projects and plan initiatives.
- Economic Development
The Charmant development is estimated to hold a minimum real property value of \$7,000,000, and generate \$3,349,887 increment revenue over the life of the TID. Other residential developments are expected to occur in 2015-2016, including the redevelopment of the County Administrative Building and other lower density redevelopments near the 10th & Cass Historic District.
- Expected Termination of the District
The dissolution date of the district will remain unchanged (October 2031).

SUMMARY OF FINDINGS

As required by Section 66.1105 Wisconsin Statutes, and as documented in this Project Plan, the following findings are made:

1. That “but for” the creation of this District, the development projected to occur as detailed in the Project Plan: 1) would not occur; or 2) would not occur in the manner, at the values, or within the timeframe desired by the City. In making this determination, the City has considered the following information: The developer provided the City with financial statements indicating that without public assistance the internal rate of return will be lower than what is typically realized for such developments.
2. The economic benefits of the Tax Incremental District, as measured by increased employment, business and personal income, and property value, are sufficient to compensate for the cost of the improvements. In making this determination, the City has considered the following information: The Charmant development will produce a minimum of 15 new full time positions that will hold an average annual income of no less than \$17.48 per hour. In total, 50 new employees will be created. The hotel will be an asset in procuring tourism and conferences to the downtown area, while adding \$7,000,000 in real property value.

3. The benefits of the proposal outweigh the anticipated tax increments to be paid by the owners of the property in the overlying taxing jurisdictions. Property taxes collected from the base value will continue to be distributed to the overlaying taxing jurisdictions as they are currently. Any new revenue increment, produced from real or personal property could be used for project plan expenditures.

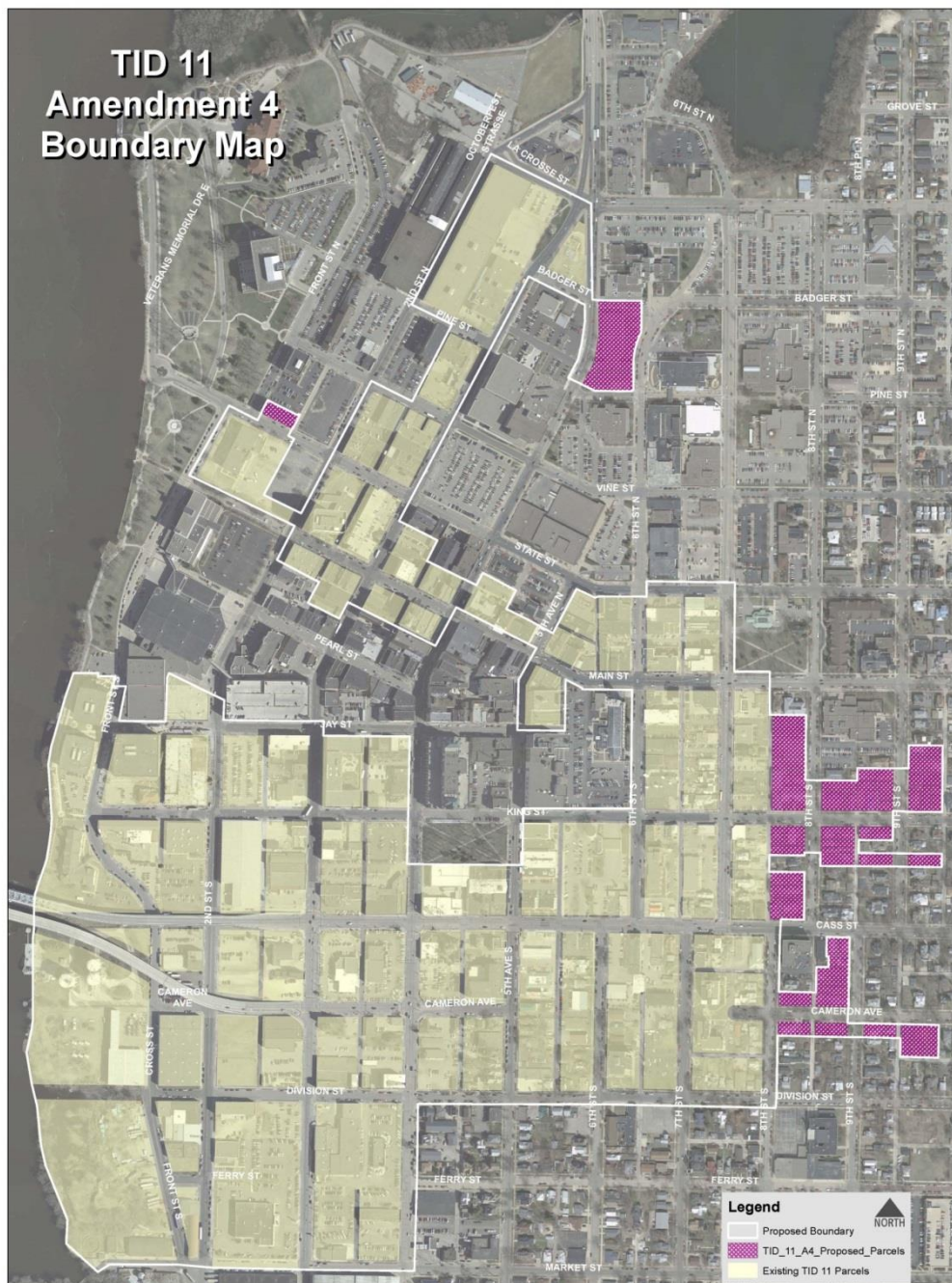
The redevelopment is unlikely to occur without the use of TIF (see Finding #1), and since the development will generate sufficient benefits (see Finding #2), the City reasonably concludes that the anticipated tax increments to be paid by the owners of the property in the overlying taxing jurisdictions is substantiated. Section 17 of this Plan illustrates new revenue to be received, by overlying taxing jurisdictions, as a result of this Amendment.

4. At least 50% of the land in the TID was suitable for a blighted area at the time the TID was created. (not required for blight or rehab/conservation districts).
5. Activities and improvements within the TID are intended to encourage and attract development growth in this area of the City.
6. The improvement to the area is likely to maximize the private investment within the TID and significantly enhance the value of substantially all of the other real estate in the District.
7. The equalized value of taxable property of the District, plus the value increment of all existing tax incremental districts within the City, does not exceed 12% of the total equalized value of taxable property in the City.
8. Any newly platted residential will be located in a traditional neighborhood development as defined in Section 66.1027(1)(c) of the Wisconsin Statutes, "a compact, mixed-use neighborhood where residential, commercial and civic buildings are within close proximity to each other."
9. Property within the TID was within the City municipal boundaries prior to January 1, 2004.
10. Property within the District that is suitable and zoned for industrial use will remain zoned industrial for the life of the TID.
11. The Project Plan for the District in the City is feasible, and is in conformity with the master plan for the City.

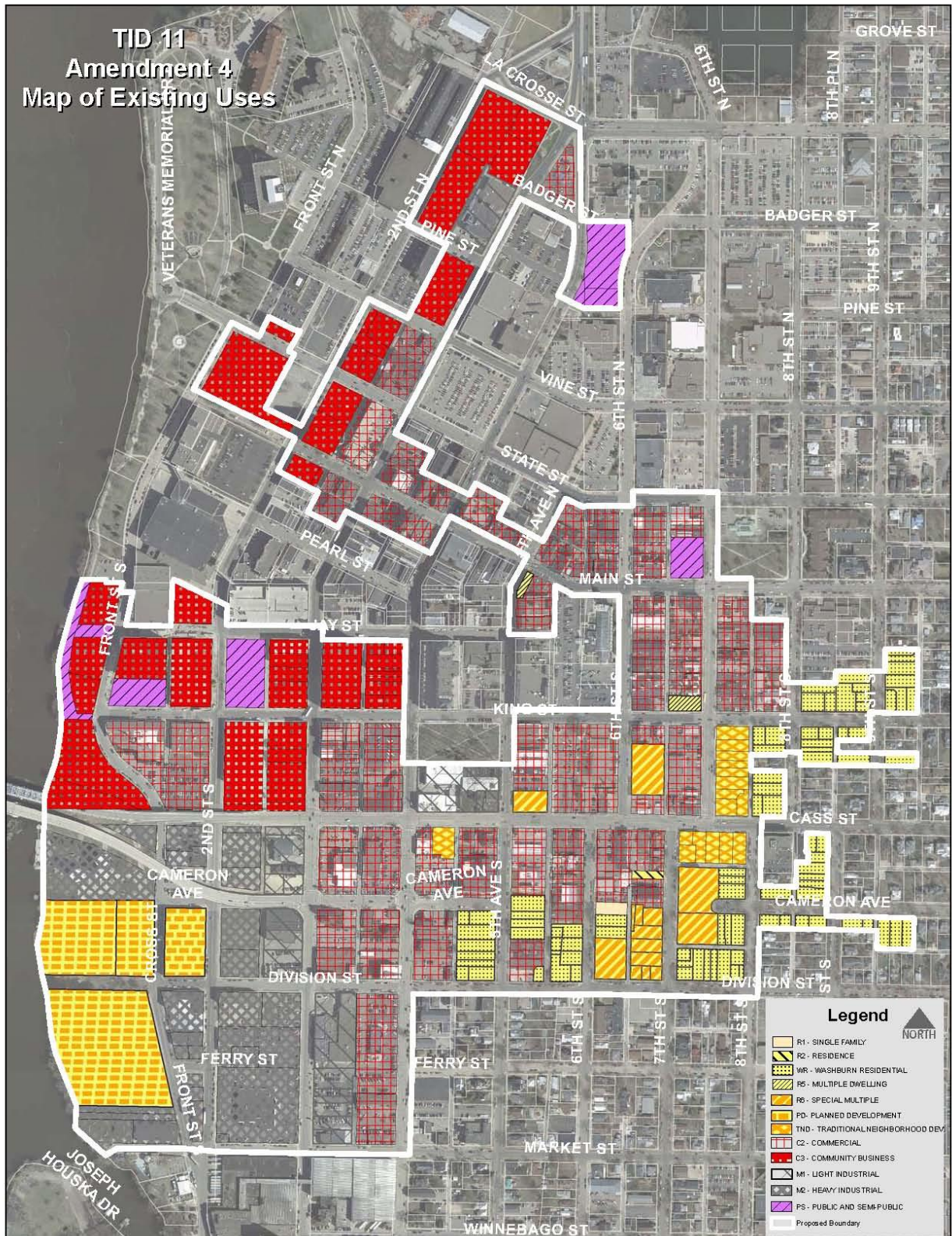
2 Type & General Description of District

Tax Incremental Finance District Number Eleven was created as the primary local financing tool for the Gateway Redevelopment area, which is a large area encompassing a portion of Downtown La Crosse. Within the boundaries of this TID are sites suitable for business creation, residential development and/or mixed uses. This TIF District is approximately 141.45-acres in size. The boundary for TID 11 is delineated in Section 3 of this Project Plan.

3 Map Of District Boundary



4 Map Of Existing Uses



5 Equalized Value Test

The following table demonstrates that the City of La Crosse is in compliance with Section 66.1105(4)(gm)4.c. Wisconsin Statute, which requires the sum of property values within the District (newly added) plus the increment value of all existing tax incremental districts, does not exceed 12% of the total equalized value of City of La Crosse.

The estimated property value of new parcels in TID 11 Amendment 4, plus the increment values of the existing Tax Incremental Districts equals 9.52% of the City's total equalized value. These values are based on the latest available data from the Wisconsin Department of Revenue (DOR). The 12% rule applies to official property values for the year in which TID is created. 2014 equalized value data will become official January 1, 2015. The data shown in Table I is based on the 2014 assessment. The City of La Crosse has approximately \$79,526,332 in remaining equalized value before reaching the 12% equalized value limitation.

**Table I
Equalized Value Test**

Percentage of Equalized Value	9.52%
Total Existing Increment	\$300,421,400
Estimated Value of New Parcels in TID 11	\$5,474,700
Total Value	\$305,896,100

City 2014 Equalized Value	\$3,211,853,600
12% Limit	\$385,422,432

**Table II
Existing Tax Incremental Districts**

Existing Tax Incremental Districts 2014						
TID	Year Created	Last Day to Incur Costs	Dissolution Date	Base Value	Increment Value	Total Base & Increment Value
4	8/18/1987	8/18/2009	8/18/2015	0	38,104,500	38,104,500
5	3/12/1992	3/12/2014	3/12/2019	894,800	7,664,500	8,559,300
6	4/14/1994	4/14/2016	4/14/2021	33,884,800	52,067,800	85,952,600
7	8/14/1997	8/14/2019	8/14/2024	15,660,400	9,712,800	25,373,200
8	7/10/1997	7/10/2015	7/10/2020	3,689,000	2,694,500	6,383,500
9	6/22/1999	6/22/2017	6/22/2022	1,442,900	17,265,300	18,708,200
10	6/14/2003	6/24/2025	6/24/2030	2,540,100	592,900	3,133,000
11	10/12/2004	10/12/2026	10/12/2031	124,484,000	75,477,400	199,961,400
12	7/14/2005	7/14/2027	7/14/2032	19,363,800	19,855,100	39,218,900
13	5/11/2006	5/11/2021	5/11/2026	48,356,400	32,299,900	80,656,300
14	8/24/2006	8/24/2028	8/24/2033	57,863,800	33,061,100	90,924,900
15	9/5/2013	9/5/2028	9/5/2033	62,802,000	11,625,600	74,427,600
16	6/12/2014	6/12/2029	6/12/2034	Information will become available in 2015		
Total					300,421,400	

6 Detail Of Proposed Public Projects & Costs

Any costs necessary or convenient to the creation of the District or directly or indirectly related to the public works and other projects are considered “project costs” and are eligible to be paid with tax increment revenues of the District.

➤ Capital Costs

Capital costs include projects located within the boundaries of the District or within one half mile of the District boundaries as permitted in the State’s TIF law. In addition, infrastructure costs for projects located outside of the District, benefiting or necessary for the development within the District may also be eligible project costs. Such costs must be shared in a reasonable manner relating to the amount of benefit to the District. Project costs may include:

- Land acquisition, preparation, relocation, and building demolition to facilitate development, redevelopment, or rehabilitation of existing buildings and structures within the District.
- Street construction or reconstruction, installation/upgrading of sanitary sewer, water, and stormwater infrastructure to facilitate development or redevelopment.
- Installation or improvements to other utilities including electric, natural gas, telecommunications, cable TV, fiber optic, etc.
- Construction of trails, bicycle facilities, and other related improvements to facilitate pedestrian and bicycle travel in and around the District.
- Installation/construction of landscaping improvements, streetscaping, wayfinding, traffic calming.
- Construction of parking improvements.
- Park improvements
- Scenic improvements including billboard acquisitions that are part of an economic development project, voluntary commercial signage reduction matching grants, and burial of overhead wires.

➤ Cash Grants (Development Incentives)

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

➤ Professional Service and Organizational Costs

The costs of professional services rendered, and other costs incurred, in relation to the creation, administration and termination of the District, and the undertaking of the projects contained within the Plan, are eligible Project Costs. Professional services

include, but are not limited to: architectural; environmental; planning; engineering; legal, audit; financial; and the costs of informing the public with respect to the creation of the District and the implementation of the Plan.

➤ Administrative Costs

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

➤ Financing Costs

Eligible financing costs include interest, and may include finance fees, bond discounts, bond redemption premiums, bond legal opinions, bond fees, ratings, capitalized interest, bond insurance and other expenses related to financing.

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

In the event any of the public works project expenditures are not reimbursable out of the special TIF fund under Wisconsin Statute Section 66.1105, in the written opinion of nationally recognized bond counsel retained by the City for such purpose or a court of record so rules in a final order, then such project or projects shall be deleted herefrom and the remainder of the projects hereunder shall be deemed the entirety of the projects for the purposes of this Project Plan.

The City reserves the right to implement only those projects that remain viable as the Plan period proceeds.

Project costs include any expenditures made, estimated to be made, or monetary obligations incurred or estimated to be incurred, by the City and as outlined in this Plan. Project costs will be diminished by any income, special assessments or other revenues, including user fees or charges. To the extent the costs benefit the municipality outside the District, a proportionate share of the cost is not a project cost. Costs identified in this Plan are preliminary estimates made prior to design consideration and are subject to change after planning is completed. Proration of costs in the Plan are also estimates and subject to change based upon implementation, future assessment policies and user fees adjustments.

DETAILED LIST, COST AND TIMING

TID 11-A4 is created to capture increment revenue for the development of the Charmant Hotel and fill the necessary financial gap that exists with said development. Boundary modifications

will also allow the City to leverage increment revenue produced from anticipated residential redevelopments within the District. Table III contains the list of public works and other projects that the City expects to implement during the life of TID 11.

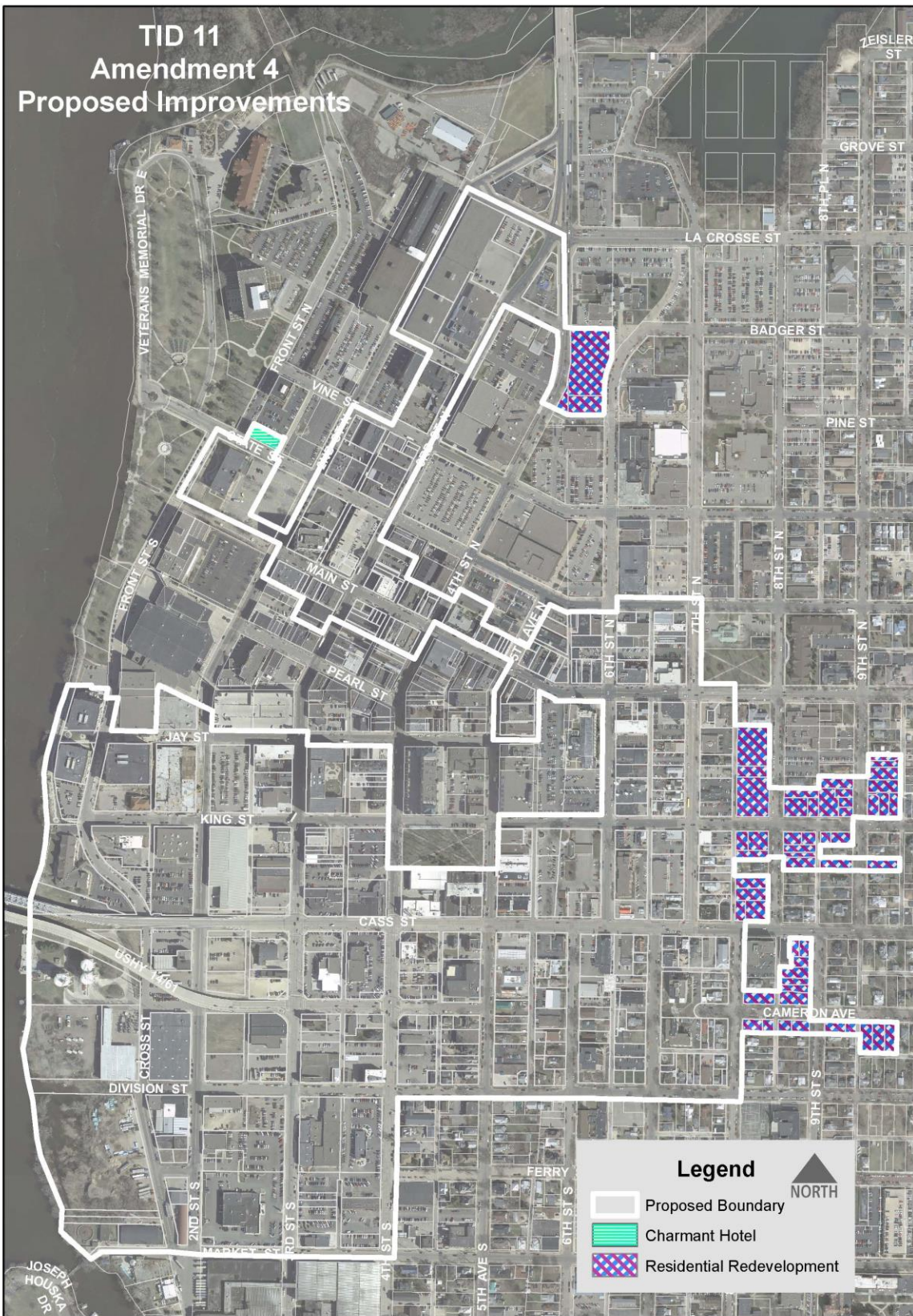
Projects were maintained from Amendment 3, though some projects or portions of projects may not be funded if such costs prove to be unfeasible. The City reserves the right to increase these costs to reflect inflationary increases and other uncontrollable circumstances. The City also reserves the right to increase certain project costs to the extent other project costs are reduced or not implemented, without amending the Project Plan. The tax increment allocation is preliminary and is subject to adjustment based upon the implementation of the Project Plan.

This Plan is not meant to be a budget nor an appropriation of funds for specific projects, but a framework within which to manage projects. All costs included in the Plan are estimates based on best information available. The City retains the right to delete projects or change the scope and/or timing of projects implemented as they are individually authorized by the Common Council without amending the Plan.

TABLE III Project Cost

Project List	2014 Cost Estimate	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Amendment 4																		
Charmant Hotel Development co-financing	750,000			75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000					
Neighborhood Improvements	750,000		200,000	200,000	350,000													
Park Improvements (Including but not limited to C	350,000	350,000		250,000														
Subtotal	750,000																	
Amendment 3																		
Property Acquisition	11,250,000																	
Personal Property Acquisition	700,000																	
Business replacement, moving expenses, search paymen	1,300,000																	
Building Demolitions	750,000			500,000	250,000													
Site Improvements (grading, clearing, and grubbing)	750,000				500,000	250,000												
Site Improvements (clean fill)	300,000						300,000											
Environmental Remediation	350,000				350,000													
Sanitary Sewer	250,000			150,000			100,000											
Watermain	450,000				300,000	150,000												
Storm Sewer	525,000		300,000															
Curb and gutter	300,000						300,000											
Street paving/Sidewalks/Lights	500,000						500,000											
Transit Center Construction	15,000,000																	
Community Arts project (cost for lofts, housing, live-wo	2,000,000																	
Parking lot Construction	200,000																	
Riverwalk Construction	900,000																	
Streetscaping	1,650,000		150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000					
Alley Paving	100,000			100,000														
Xcel Substation	1,000,000																	
Parking Ramp Construction	15,000,000																	
Signage/Wayfinding	50,000		50,000															
Riverside Center TIF Grant - Bldg. Construction**	5,950,000																	
Riverside Center TIF Grant - Job Creation	875,000																	
TID Loan/Grant for Building Rehab/Constr/Job creation	1,500,000	75,000	75,000	500,000				750,000										
Historic Façade Improvement Loan	100,000		50,000			50,000												
Redevelopment Fund	450,000																	
Administrative Costs	412,500	34,375	34,375	34,375	34,375	34,375	34,375	34,375	34,375	34,375	34,375	34,375	34,375					
Interest Costs*	19,581,449																	
Subtotal	62,200,000																	
*Interest Costs are applied in Table VI																		
Total	62,950,000	459,375	859,375	1,959,375	2,009,375	709,375	1,459,375	1,009,375	259,375	259,375	259,375	259,375	259,375					

7 Map Of Proposed Improvements



8 Economic Feasibility

The information contained in this Section demonstrates that the proposed District is economically feasible insofar as:

- The City has available to it the means to secure the necessary financing required to accomplish the projects contained within this Plan, that are financially feasible. A listing of “Available Financing Methods” follows.
- The City expects to complete the projects as outlined, but can adjust the timing of implementation as needed to coincide with the pace of private development. Proposed timing of project implementation is included in this Section.
- The development anticipated to occur as a result of the implementation of this Plan will generate sufficient tax increments to pay for the cost of the projects. Within this Section are tables identifying: 1) the development expected to occur, 2) a projection of tax increments to be collected resulting from that development and other economic growth within the District, and 3) a cash flow model demonstrating that the projected tax increment collections and all other revenues available to the District will be sufficient to pay all project costs.

Available Financing Methods

Implementation of this Plan will require that the City issue debt obligations to provide direct or indirect financing for the Projects to be undertaken. The following is a list of the types of obligations the City may choose to utilize.

➤ General Obligation (G.O.) Bonds or Notes

The City may issue G.O. Bonds or Notes to finance the cost of Projects included within this Plan. Wisconsin Statutes limit the principal amount of G.O. debt that a community may have outstanding at any point in time to an amount not greater than five percent of its total equalized value (including increment values). Not all anticipated Project Costs will need to be borrowed. For example, TID administration costs can be paid out of the City operating funds and reimbursed when TID funds are available. Other expenses can be paid out of TID cash flow as projects are constructed, and begin paying property taxes.

➤ Bonds Issued to Developers (Pay as You Go Financing)

The City may issue a bond or other obligation to one or more developers who provide financing for projects included in this Plan. Repayment of the amounts due to the developer under the bonds or other obligations are limited to an agreed percentage of the available annual tax increments collected that result from the improvements made

by the developer. To the extent of the tax increments collected are insufficient to make annual payments, or to repay the entire obligation over the life of the District, the City's obligation is limited to not more than the agreed percentage of the actual increments collected. Bonds or other obligations issued to developers in this fashion are not general obligation of the City and, therefore do not count against the City's statutory borrowing capacity.

➤ Tax Increment Revenue Bonds

The City has the authority to issue revenue bonds secured by the tax increments to be collected. These bonds may be issued directly by the City or as a form of lease revenue bond by a Community Development Authority (CDA). Tax Increment Revenue Bonds and Lease Revenue Bonds are not general obligations of the City if the bonds or other evidences of indebtedness state on their face that the bonds are not a debt of the City and that the City is not liable for the indebtedness. Per WI Statute 66.0913, any indebtedness created by this section is not an indebtedness of the city and shall not be included in determining the constitutional 5% debt limitations therefore do not count against the City's statutory borrowing capacity. To the extent that increments collected are insufficient to meet the annual debt service requirements of the revenue bonds, the City may be subject to either a permissive or mandatory requirement to appropriate on an annual basis a sum equal to the actual or projected shortfall.

➤ Utility Revenue Bonds

The City can issue revenue bonds to be repaid from revenues of the sewer and/or water systems, including revenues paid by the City that represent service of the system to the City. There is neither a statutory nor constitutional limitation on the amount of revenue bonds that can be issued, however, water rates are controlled by the Wisconsin Public Service Commission and the City must demonstrate to bond purchasers its ability to repay revenue debt with the assigned rates. To the extent the City utilizes utility revenues other than tax increments to repay a portion of the bonds; the City must reduce the total eligible Project Costs in an equal amount.

➤ Special Assessment B Bonds

The City has the ability to levy special assessment against benefited properties to pay part of the costs for street, curb, gutter, sewer, water, storm sewers and other infrastructure. In the event that the City determines that special assessments are appropriate, the City can issue Special Assessment B bonds pledging revenues from special assessment installments to the extent assessment payments are outstanding. These bonds are not counted against the City's statutory borrowing capacity. If special assessments are levied, the City must reduce the total eligible Project Costs under this Plan in an amount equal to the total collected.

➤ Federal/State Loan and Grant Programs

The State and Federal Government often sponsor grant and loan programs that municipalities may potentially use to supplement TIF expenditures or provide financing

for capital costs which positively impact the District. These programs may include Wisconsin State Trust Fund Loans, Transportation Economic Assistance Grants, Economic Development Administration Grants, Wisconsin Department of Natural Resources trail and site cleanup grants, among others. These programs require local match funding to insure State and federal participation in the project.

Plan Implementation

Projects identified will provide the necessary anticipated governmental services to the area. A reasonable and orderly sequence is outlined previously in the Project Section. However, public debt and expenditures should be made at the pace private development occurs to assure increment is sufficient to cover expenses.

The order in which public improvements are made should be adjusted in accordance with development and execution of developer agreements. The City reserves the right to alter the implementation of this Plan to accomplish this objective.

Interest rates projected are based on current market conditions. Municipal interest rates are subject to constantly changing market conditions. In addition, other factors such as the loss of tax-exempt status of municipal bonds or broadening the purpose of future tax-exempt bonds would affect market conditions. Actual interest expense will be determined once the methods of financing have been approved and securities or other obligations are issued.

If financing as outlined in this Plan proves unworkable, the City reserves the right to use alternate financing solutions for the projects as they are implemented.

TABLE IV
Development Assumptions

Development	Assessed Value 100% Complete	Start Construction Year & Full Revenue Year
Charmant Hotel	7,000,000	2014 & 2017
Low Density Residential Development	400,000	2015 & 2018
High Density Residential Development	5,000,000	2015 & 2016
Total	12,400,000	

Interior demolition of the Charmant Hotel will occur in 2014, and construction is expected to be completed in 2015. The developer may also secure Historic Tax Credits and WEDC’s Community Development Investment Grant Program to help augment the estimated \$25,000,000 renovation. The hotel will also include a restaurant and rooftop seating overlooking Riverside Park.

The high density residential development is expected to occur at the County Administrative Building, slated for renovation between years 2015-2016. This redevelopment is expected to cater to college students, and house approximately 200-270 residents. The City also incorporated several, relatively low valued parcels, near the 10th & Cass Street Historic District. Several parcels, within this area, are expected to be redeveloped in the upcoming years, adding an alternative low-density residential option for downtown living.

Over the life of the TID, these new developments are estimated to produce \$5,853,300 in increment revenue. Table V illustrates annual and cumulative revenue projections from the developments listed in Table IV, and increment revenue from previous amendments.

TABLE V
Increment Revenue Projections

Type of TID	Blighted Area	Latest Mill Rate (2013)	0.029909709
Creation Date	10/12/2004		
Maximum Life (Yrs.)	27		
Expenditure Period (Yrs.)	22		
End of Expenditure Period	10/12/2026		
Latest Termination Date	10/12/2031		
Eligible for Extension/Yrs.	Yes/+3		
Eligible Recipient District	Yes		

Construction Year	Valuation Year	Revenue Year	Value Increment				Revenue Increment				Annual Revenue Increment	Cumulative Revenue Increment
			Charmant	High Density Residential	Low Density Residential	Existing (2014 DOR)	Charmant	High Density Residential	Low Density Residential	Existing (2014 DOR)		
2013	2014	2015				75,477,400				2,257,507	2,257,507	2,257,507
2014	2015	2016				75,477,400				2,257,507	2,257,507	2,257,507
2015	2016	2017	7,000,000	2,500,000	200,000	75,477,400	209,368	74,774	5,982	2,257,507	2,547,631	2,547,631
2016	2017	2018	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	5,176,019
2017	2018	2019	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	7,804,406
2018	2019	2020	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	10,432,794
2019	2020	2021	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	13,061,181
2020	2021	2022	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	15,689,569
2021	2022	2023	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	18,317,956
2022	2023	2024	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	20,946,343
2023	2024	2025	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	23,574,731
2024	2025	2026	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	26,203,118
2025	2026	2027	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	28,831,506
2026	2027	2028	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	31,459,893
2027	2028	2029	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	34,088,281
2028	2029	2030	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	36,716,668
2029	2030	2031	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	39,345,056
2030	2031	2032	7,000,000	5,000,000	400,000	75,477,400	209,368	149,549	11,964	2,257,507	2,628,387	41,973,443
Total							3,349,887	2,318,002	185,440	36,120,113	41,973,443	

TABLE VI
Debt Service

Year	Debt Service		Total	Cumulative
	New	Existing		
2015	0	(1,900,000)	(1,900,000)	(1,900,000)
2016	0	(1,900,000)	(1,900,000)	(3,800,000)
2017	0	(1,900,000)	(1,900,000)	(5,700,000)
2018	0	(1,900,000)	(1,900,000)	(7,600,000)
2019	0	(1,900,000)	(1,900,000)	(9,500,000)
2020	0	(1,900,000)	(1,900,000)	(11,400,000)
2021	0	(1,900,000)	(1,900,000)	(13,300,000)
2022	0	(1,900,000)	(1,900,000)	(15,200,000)
2023	0	(1,900,000)	(1,900,000)	(17,100,000)
2024	0	(1,900,000)	(1,900,000)	(19,000,000)
2025	0	(1,900,000)	(1,900,000)	(20,900,000)
2026	0	(1,900,000)	(1,900,000)	(22,800,000)
2027	0	(1,900,000)	(1,900,000)	(24,700,000)
2028	0	(1,900,000)	(1,900,000)	(26,600,000)
2029	0	(1,900,000)	(1,900,000)	(28,500,000)
2030	0	(1,900,000)	(1,900,000)	(30,400,000)
2031	0	(1,900,000)	(1,900,000)	(32,300,000)
2032	0	(1,900,000)	(1,900,000)	(34,200,000)
Total		(34,200,000)	(34,200,000)	

Amendment 4 does not require additional debt service. Projects included in this amendment will be funded with revenue produced from the Charmant Hotel or existing increment revenue. Existing debt service is estimated to cost \$1,900,000 annually over the life of the TID.

TABLE VII
Cash Flow Projections

Charmant Gap Financing		\$750,000					
Charmant assistance as a % of total increment revenue		22%					
Charmant assistance as a % of construction cost		3%					
Year	Revenue	Expenditures				Annual Balance	Cumulative Balance
	Annual Revenue	Charmant Hotel	Table III Expenditures	Existing Debt Service A3	Annual Expenditures		
2015	2,257,507		(459,375)	(1,900,000)	(2,359,375)	(101,868)	(101,868)
2016	2,257,507		(859,375)	(1,900,000)	(2,759,375)	(501,868)	(603,736)
2017	2,547,631	(75,000)	(1,959,375)	(1,900,000)	(3,934,375)	(1,386,744)	(1,990,480)
2018	2,628,387	(75,000)	(2,009,375)	(1,900,000)	(3,984,375)	(1,355,988)	(3,346,467)
2019	2,628,387	(75,000)	(709,375)	(1,900,000)	(2,684,375)	(55,988)	(3,402,455)
2020	2,628,387	(75,000)	(1,459,375)	(1,900,000)	(3,434,375)	(805,988)	(4,208,442)
2021	2,628,387	(75,000)	(1,009,375)	(1,900,000)	(2,984,375)	(355,988)	(4,564,430)
2022	2,628,387	(75,000)	(259,375)	(1,900,000)	(2,234,375)	394,012	(4,170,417)
2023	2,628,387	(75,000)	(259,375)	(1,900,000)	(2,234,375)	394,012	(3,776,405)
2024	2,628,387	(75,000)	(259,375)	(1,900,000)	(2,234,375)	394,012	(3,382,392)
2025	2,628,387	(75,000)	(259,375)	(1,900,000)	(2,234,375)	394,012	(2,988,380)
2026	2,628,387	(75,000)	(259,375)	(1,900,000)	(2,234,375)	394,012	(2,594,367)
2027	2,628,387		0	(1,900,000)	(1,900,000)	728,387	(1,865,980)
2028	2,628,387		0	(1,900,000)	(1,900,000)	728,387	(1,137,593)
2029	2,628,387		0	(1,900,000)	(1,900,000)	728,387	(409,205)
2030	2,628,387		0	(1,900,000)	(1,900,000)	728,387	319,182
2031	2,628,387		0	(1,900,000)	(1,900,000)	728,387	1,047,570
2032	2,628,387		0	(1,900,000)	(1,900,000)	728,387	1,775,957
Total	41,973,443	(750,000)	(9,762,500)	(32,300,000)	(42,812,500)	1,775,957	

Cash flow projections consist of estimated increment revenue, bond revenue, public improvement expenditures, and debt service. The result is an annual cumulative balance, illustrated in Table VII.

Existing increment value (2015) produces \$2,257,507 revenue annually, and carries approximately \$350,000 in excess revenue annually after existing debt service is deducted. The Charmant development will receive a 0% interest loan, up to \$750,000, to be paid over a ten year period starting in revenue year 2017. Note, the developer agreement between the City of La Crosse and Charmant Hotel, LLC includes language that would allow accelerated payments over a span of five years if the WEDC's Community Development Investment Grant is not awarded.

Improvement projects, listed in Table III, will not move forward unless funds are available from existing increment or if another source of funds become available. Staff evaluates cash flows annually to ensure that slated infrastructure projects are feasible for any given year.

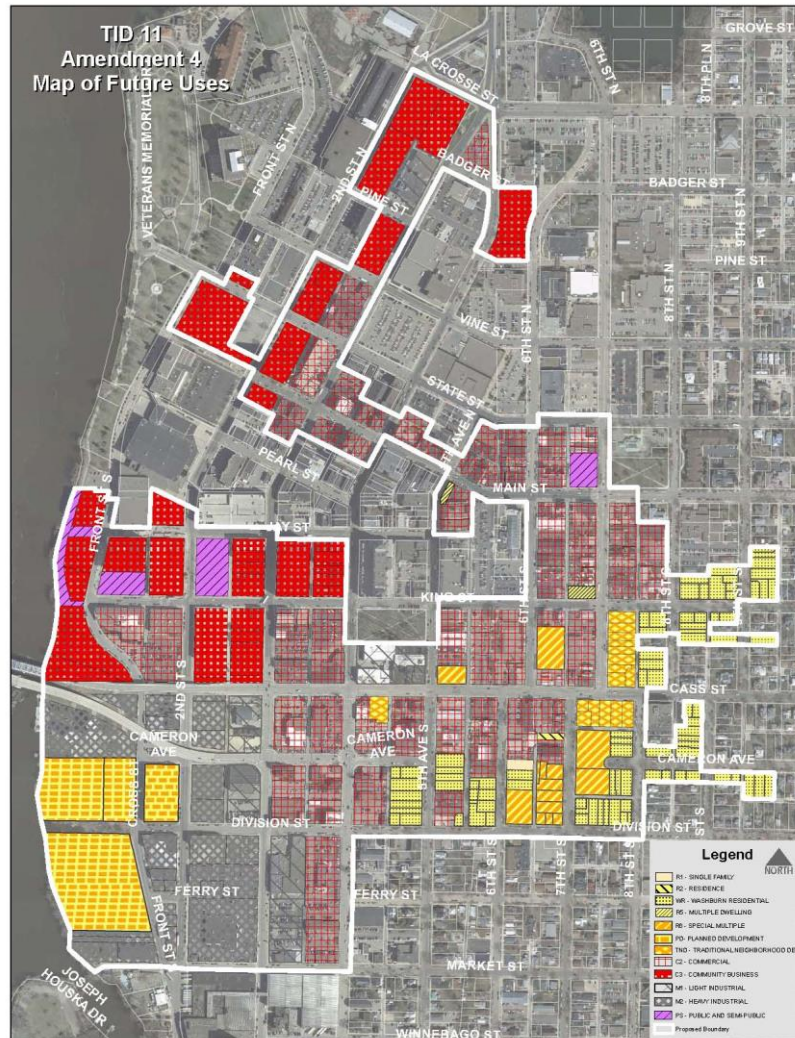
9 Annexed Property

There is no land proposed for inclusion within the District that was annexed by the City on or after January 1, 2004.

10 Proposed Zoning Changes

The County Administrative Building will be rezoned if the building is redeveloped. Currently, that parcel is zoned Public/Semi-Public and it is proposed to be rezoned to the Community Business District. The location of the building is adjacent to City Hall, and it is within close proximity to mixed-use developments located in and around the City's Central Business District.

11 Map of Future Uses



12 Changes to Maps, Plans & Ordinances

It is expected that this Plan will be complimentary to the City's Master Plan. There are no proposed changes to the Master Plan, building codes or other City of La Crosse ordinances for implementation of this Plan.

13 Relocation

Amendment 4 does not require the relocation of any business or resident.

14 Promoting Orderly Development

The District contributes to the orderly development and redevelopment of the City by providing the opportunity for continued growth in tax base, job opportunities and general economic activity.

15 Non-Project Costs

Public improvements that are made outside the District and that do not benefit the property within the District, are not considered TID eligible expenses. Examples include projects undertaken within the district as part of the implementation of this Project Plan, the costs of which are paid fully or in part by impact fees, grants, special assessments, or revenues other than tax increment.

16 Attorney Opinion

STATEMENT INDICATING HOW CREATION OF THE TID PROMOTES THE ORDERLY DEVELOPMENT OF THE CITY OF LA CROSSE


TID No. 11 is being created to assist the expansion of businesses, commerce, and residential growth within the City of La Crosse. The creation of this TID will provide the financial resources for the City to promote orderly development by making sites within the City suitable for redevelopment that otherwise would not be occurring, by providing new employment opportunities that would not otherwise be available, and, in general, promoting the public health, safety and general welfare. The redevelopment stimulated by the use of this TID will increase the overall tax base of the City, increase employment, increase household income, and generally improve the quality of life in the City.

FINDINGS

- A. A minimum of 50% of the area occupied by real property within TID No. 11 is suitable for blighted area development.
- B. The improvement of TID No. 11 is likely to significantly enhance the value of substantially all of the other real property in the district.
- C. The project costs relate directly to promoting activities and improvements to encourage further development of the blighted area, consistent with the purpose for which the district is created.
- D. The equalized value of taxable property of TID No. 11, plus the value increment of all existing districts, does not exceed 12% of the total equalized value of taxable property within the City.

CITY ATTORNEY OPINION

I, Stephen Matty, City Attorney for the City of La Crosse, Wisconsin, do hereby state that I have reviewed the Project Plan for Tax Incremental Finance District Number Eleven, City of La Crosse, Wisconsin, dated 10-9-14, and have found that it is complete and complies with Section 66.1105, Wisconsin Statutes.


Stephen Matty, City Attorney

17 Overlying Taxing Jurisdictions

TABLE VIII
Distribution of Projected Revenue at TID Closure

Taxing Jurisdiction	% of Mill Rate	Share of Increment Revenue	Share of Base Revenue	Combined Increment & Base Revenue
La Crosse County	12.6%	332,174	15,732,190	16,064,363
Local Municipality	40.9%	1,075,495	50,936,928	52,012,423
La Crosse School District	37.5%	985,238	46,662,218	47,647,456
State of Wisconsin	0.6%	15,066	713,528	728,594
Western Technical College	8.4%	220,415	10,439,136	10,659,550
Total	100.0%	\$2,628,387	\$124,484,000	\$127,112,387

Starting in 2033, taxing jurisdictions could expect to receive an increase of tax revenue totalling \$2,628,387, as shown in Increment Revenue Table V and Table VIII above. Note, the mill rate used in Table VIII is from 2013 land records and is subject to change. Over the past half century, historical records indicate that natural inflation has increased by a range of approximately 1%-3% annually, the real estate market has historically experienced an increased property values by 0.5% - 1.0% annually.

TID 11 Legal Description

Beginning at the Intersection of the Centerlines of La Crosse Street and 4th Street; thence south along the Centerline of 4th Street to the Intersection with the Centerline of Badger Street; thence Easterly to the Northwest corner of Parcel 17-20141-10; thence Easterly along the North line of said parcel to the Northeast corner; thence Southerly along East line of said parcel to the West right of way line of 6th Street; thence Southerly along said West line to the Southeast corner of Parcel 17-20173-30; thence Southwesterly and Westerly along the South line of said parcel to the Southwest corner thereof; thence West and Northwesterly along the South line of parcel 17-20021-40 to the East right of way line of 4th Street; thence continue Northwesterly to the West right of way line of 4th Street; thence Northerly along the West line of 4th Street to its intersection with the centerline of Badger Street; thence Westerly along said centerline to its intersection with the centerline of 3rd Street; thence Southerly along the centerline of 3rd Street to the intersection of the prolonged Northerly line of Parcel 17-20018-130; thence Southeasterly to the Northwest corner of said parcel; thence continue Southeasterly along the North line of said parcel to the West right of way line of a 20' alley; thence Southerly along said West right of way line to the prolonged Northerly line of Parcel 17-20020-30; thence Southeasterly to the Northwest corner of said parcel; thence continue Southeasterly along the North lines of parcels 17-20020-30, 17-20020-20 and 17-20020-40 to the West right of way line of 4th Street; thence continue Southeasterly to the East right of way line of 4th Street; thence Northerly along said East right of way to the Northwest corner of Parcel 17-20021-120; thence Southeasterly to the Northeast corner of said parcel; thence Southerly along the East line of said parcel to the Northwest corner of Parcel 17-20021-140; thence Southeasterly along the North lines of parcels 17-20021-140, 17-20022-40, 17-20022-10, 17-20022-20 and 17-20022-30 to the West right of way line of 5th Avenue; thence continue Southeasterly to the East right of way line of 5th Avenue; thence Northerly along said East right of way to the South right of way line of State Street; thence Easterly along said South right of way to the East right of way line of 6th Street; thence North along said East right of way to the North right of way line of State Street; thence East along said North right of way line to the East right of way line of 7th Street; thence South along said East right of way line to the North right of way line of Main Street; thence East along said North right of way line to the intersection of a prolonged East right of way line of the alley in Block 5 of the Burns and Overbaughs Addition; thence Southerly along said prolonged line to said East alley right of way line and continuing thereon to the Northwest corner of parcel 17-20176-130; thence East on the North line of said parcel to the Northeast corner thereof which is also coincident with the West right of way line of 8th Street; thence South along the West right of way line of 8th Street to the prolonged South line of parcel 17-20182-70; thence Easterly along said prolonged line to the Southwest corner thereof; thence East along the South line of said parcel to its Southeast corner; thence Northerly along the East line of said parcel and Parcel 17-20182-80 to the Northwest corner of Parcel 17-20182-60; thence East along the North line of said parcel to the West right of way line of 9th Street; thence continue East along the prolonged North line of said parcel to the East right of way line of 9th Street; thence North along said East right of way line to the Northwest corner of Parcel 17-20185-60; thence East along the North line of said parcel to the West right of way line of a 20' alley located in Block 10 of the Overbaugh and Burns Addition; thence South along said West right of way line to the North right of



way line of King Street; thence West along said North right of way line to the West right of way line of 9th Street; thence South along said West right of way to the Northeast corner of Parcel 17-20179-50; thence West along the North line of said parcel to its Northwest corner; thence South along the West line of said parcel to its Southwest corner; thence East along the South line of said parcel to its Southeast corner; thence Easterly across the right of way of 9th Street to the Northwest corner of Parcel 17-20183-60; thence East along the North line of said parcel to its Northeast corner; thence South along the East line of said parcel to its Southeast corner; thence West along the South line of said parcel to its Southwest corner; thence Westerly across the right of way of 9th Street to the Southeast corner of Parcel 17-20179-60; thence West along the South line of said parcel to its Southwest corner; thence Westerly across the right of way of an alley to the Southeast corner of Parcel 17-20180-10; thence West along the South line of said parcel to the East right of way line of 8th Street; thence North along said right of way line to the prolonged North line of Parcel 17-20178-10; thence Westerly along said prolonged line to the Northeast corner of said parcel; thence continuing Westerly along the North line of said parcel to its Northwest corner; thence South along the West line of said parcel to its Southwest corner; thence East along the South line of said parcel to the West right of way line of 8th Street; thence South along said West line to the North right of way line of Cass Street; thence West along said North right of way line to the prolonged East right of way line of 8th Street; thence South along said prolonged line to the Intersection of the South right of way line of Cass Street and the East right of way line of 8th Street; thence South along the East right of way line of 8th Street to the Northwest corner of Parcel 17-30066-120; thence East along the North line of said parcel to its Northeast corner; thence continue East across a platted 20' alley in Block 5 of Stevens Addition; thence North along the East right of way line of said alley to the Southwest corner of Parcel 17-30066-60; thence East along the South line of said parcel to its Southeast corner; thence Northerly, Westerly and Northerly along the East line of said parcel to its Northeast corner which is coincident with the South right of way line of Cass Street; thence East along said South right of way line to the West right of way line of 9th Street; thence South along said West right of way line to the South right of way line of Cameron Avenue; thence East along said South right of way line to the Northeast corner of Parcel 17-30051-70; thence South along the East line of said parcel to the North right of way line of an East and West Alley in Block 6 of Clinton and Rublees Addition; thence West along said North right of way line to its intersection with the East right of way line of a North and South alley in Block 6 of Clinton and Rublees Addition; thence North along said East right of way line to the prolonged South line of Parcel 17-30064-140; thence West along said prolonged line to the Southeast corner of said parcel; thence West along the South line of said parcel to the Southeast corner of Parcel 17-30065-10; thence along the South line of said parcel to its Southwest corner; thence Westerly across the right of way of 9th Street to the Southeast corner of Parcel 1730067-20; thence West along the South line of said parcel to the Southeast corner of Parcel 17-30067-10; thence West along the South line of said parcel to its Southwest corner; thence West across an alley right of way to the Southeast corner of Parcel 17-30068-10; thence West on the South lines of Parcel's 17-30068-10 and 17-30067-140 to the East right of way line of 8th Street; thence South along said East right of way line to its intersection with the South right of way line of Division Street; thence West along the South line of Division Street to its intersection with the East right of way line of 4th Street; thence South along said East right of way line to its intersection with the South line of Market Street; thence West along said South line to its intersection with the West right of way line of 3rd Street; thence North along



said West right of way line to the Northeast corner of Parcel 17-30109-70; thence West along the North line of said parcel to its Northwest corner; thence Westerly across the right of ways of 2nd Street and Front Street to the Northeast corner of Parcel 17-30108-70 which is also a point on the South line of a 15' wide right of way of Market Street; thence West along said South right of way line to its intersection with the East water's edge of Isle La Plume Slough; thence Westerly to the intersection of East water's edge of the Mississippi River; thence North along said East water's edge to the Southwest corner of Parcel 17-20002-20; thence Easterly along the South line of said parcel to its Southeast corner which is located on the West right of way line of Front Street; thence East to the East right of way line of Front Street; thence South along said East right of way line to the North right of way line of Jay Street; thence East along said North right of way line to the Southeast corner of Parcel 17-20026-90; thence North along the East line of said parcel to its Northeast corner; thence Northeast along the West line of Parcel 17-20002-40 to its Northwest corner; thence Southeast along said parcel to a point on the North line of Parcel 17-20026-110; thence continue Southeast to the Northeast corner of said parcel which is located on the West right of way line of 2nd Street; thence continue Southeast to the East right of way line of 2nd Street; thence South along said East right of way line to the North right of way line of Jay Street; thence East to the East right of way line of 3rd Street; thence South along said East right of way line to the South right of way line of Jay Street; thence East along said South right of way line to the West right of way line of 4th Street; thence South along said West right of way line to the prolonged South line of Parcel 17-20034-130 which is known as Cameron Park; thence East along said prolonged line to the Southwest corner of said Cameron Park; thence continue East along the South line of Cameron Park to the West right of way line of 5th Avenue; thence continue East to the East right of way line of 5th Avenue; thence North along said East right of way line to the North right of way line of King Street; thence East along said North right of way line to the West right of way line of 6th Street; thence North along said West right of way line to the South right of way line of Main Street; thence West along said South right of way line to the East right of way line of line of a 20' wide alley in Block 18 of Dunn, Dousman and Cameron's Addition; thence South along said East right of way line to the South right of way line of Jay Street; thence West along said South right of way to the West right of way line of 5th Avenue; thence North along said West right of way line to the North right of way line of Main Street; thence Northwesterly along said North right of way line to the West right of way line of 4th Street; thence Southerly along said West right of way line to the South right of way line of a 10' wide alley in Block 23 of the Town of La Crosse Addition; thence Westerly along said South right of way line to its intersection with the East right of way line of a 20' alley located in said Block 23; thence Westerly to the Southeast corner of Parcel 17-20017-30; thence continue Westerly along the South line of said parcel to the East right of way line of 3rd Street; thence continue Westerly to the West right of way line of 3rd Street; thence Southerly along said West right of way line to the Southeast corner of Parcel 17-20015-100; thence Westerly along the South line of said parcel to the East right of way line of a 20' wide alley in Block 20 of the Town of La Crosse Addition; thence Northerly along said East right of way line to the prolonged North line of Parcel 17-20014-90; thence Westerly along said prolonged line to the Northeast corner of said parcel; thence continue Westerly along the North line of said parcel to the East right of way line of 2nd Street; thence continue Westerly to the West right of way line of 2nd Street; thence Northerly along said West right of way line to the North right of way line of Main Street said point also being the Southeast corner of Parcel 17-20001-10; thence Westerly along the South line of said parcel to the Southwest corner of



said parcel; thence Northerly along the West line of said parcel to its Northwest corner; thence Easterly along the North line of said parcel to its intersection with the prolonged West line of Parcel 17-20008-20; thence North along said prolonged line to the Southwest corner of said parcel; thence North along the West line of said parcel to its Northwest corner; thence Easterly along the North line of said parcel to its Northeast corner; thence Southerly along the East line of said parcel to its Southeast corner; thence continuing Southerly to the Northwest corner of Parcel 17-20007-10; thence Southerly along the West line of said parcel to its Southwest corner; thence Easterly along the South line of said parcel to the West right of way line of 2nd Street; thence continuing Easterly to the centerline of said 2nd Street; thence Northerly along the centerline of said 2nd Street to its intersection of the centerline of Vine Street; thence Easterly along said centerline to the prolonged centerline of an alley located in Block 17 of the Town of La Crosse Addition; thence Northerly along said alley centerline to the South right of way line of Pine Street; thence continuing Northerly to the centerline of said Pine Street; thence Westerly along said centerline to the centerline of 2nd Street; thence Northerly along said centerline to the centerline of La Crosse Street; thence Easterly along said centerline to the centerline of 4th Street and the Point of Beginning of this description.

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