



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Agenda - Final Redevelopment Authority

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Thursday, February 26, 2026

4:00 PM

Council Chambers

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The meeting is conducted in person and virtually via the links below. To join the meeting click this link(or typing the URL in your web browser address bar):

[https://cityoflacrosse-org.zoom.us/j/83060131598?  
pwd=rPgJk1KHjqM7wooFEB8SreAJG8BmE0.1](https://cityoflacrosse-org.zoom.us/j/83060131598?pwd=rPgJk1KHjqM7wooFEB8SreAJG8BmE0.1)

Meeting ID: 830 6013 1598 Passcode: RDA26; Dial by your location: +1-646-558-8656

If attending virtually and you wish to speak, contact the Department of Planning and Development at the email or phone number below so we can provide you with the necessary information to join in.

Members of the public who would like to provide written comments on any agenda may do so by emailing [tranea@cityoflacrosse.org](mailto:tranea@cityoflacrosse.org), using a drop box outside of City Hall or mailing the Department of Planning and Development, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7512.

### Call to Order

### Roll Call

### Approval of Minutes

### Agenda Items:

- [26-0185](#) Monthly update from the Project Manager for River Point District.  
**Attachments:** [February 2026 Reduced.pdf](#)
- [26-0211](#) Monthly Financial Update of the Redevelopment Authority - February 2026.  
**Attachments:** [February Financials.pdf](#)
- [26-0230](#) Consideration and possible action on Property Management agreement for 65-67 Kraft St.  
**Attachments:** [Property Management Agreement.pdf](#)
- [26-0229](#) Update from RyKey on Lot 9.  
**Attachments:** [RyKey River Point District Schedule 2-20-2026.pdf](#)

[26-0227](#) Update on Lot 11 and consideration and possible action on redesign.

**Attachments:** [Apartment.jpg](#)  
[Lobby Atrium.jpg](#)  
[2026-02-20 River Point Application Letter.pdf](#)

[26-0228](#) Consideration and possible action on Planning Option Agreement for Lot 12.

**Attachments:** [Lot 12 RyKey Option Draft.pdf](#)

[26-0219](#) Consideration and possible action on response from the October 2025 RFEI for Lots 1 and 2 of the River Point District Plat for options for purchase and development from Unwind Property Management.

*(Note: The Committee and/or Council may convene in closed session pursuant to Wis. Stat. 19.85(1)(e) to formulate & update negotiation strategies and parameters. Following such closed session, the Committee and/or Council may reconvene in open session.)*

**Attachments:** [RP Letter - Update for Feb RDA meeting](#)  
[Lot One-RiverPoint-Unwind. -Updated for Feb RDA meeting](#)  
[Lot 2 Riverpoint- Updated for Feb RDA meeting](#)  
[UnWind - Developer information and letter.pdf](#)  
[UnWind presentation for Lots 1 and 3.pptx](#)

## Adjournment

*Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.*

### NOTICE TO PERSONS WITH A DISABILITY

*Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to [ADAcityclerk@cityoflacrosse.org](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
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## Text File

File Number: 26-0185

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**Agenda Date:** 2/26/2026

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** Status Update



*Townhouse development is likely to be part of upcoming development*

# River Point District

## Project Management Report-February, 2026

**JBG Planning LLC**

# Contents

## Project Management Update-February, 2026

### Section 1.

A. Monthly activity summary divided into categories; public infrastructure, investor/developer activity, partnerships activity, financial highlights, design or PDD reviews

### Section 2.

- A. Analysis of challenges and opportunities narrative
- B. Future/existing potential funding solutions and strategies
- C. Partnership solutions and strategies
- D. Ongoing investor/developer contacts/communications
- E. Public/media relations and communications updates
- F. Map panel showing investor activity and Architectural Imagery

### Section 3.

A. Map Panels showing future infrastructure phasing and project schedules and plat

### Section 4.

A. Contacts for Residents and Developers

### Section 5.

A. 2025 Year End Report

# Monthly Construction Activity Summary

- War Eagle and The Lofts Under Construction



The Lofts by RyKey on Lot 8 Progress

# Monthly Activity Summary

## Investor/developer activity

### Since last RDA Meeting:

1. Coordination with developers on RFEI response and schedule for lots 11, 12, 1 and 2
2. Coordination with RyKey on Major Employer contacts
2. Coordination with 360 Real Estate on 2025-2026 Schedule and acquisitions
3. Coordination on commercial tenant prospects with developers
5. Coordination on Renter Equity programs and LCF Grant (Grant Awarded) , meetings with housing agencies, ULI coordination underway
6. Contact with interested developer teams onboard lots 1 and 2 including new interest
7. Assistance with land assembly and acquisitions Kraft Street
8. Engaged UW Department and student on health performance metrics and impending study-phase two underway

## Option Agreement status:

### RyKey Lot 8 Sold

RyKey: -Extension approved for Lot 9 Gateway Commons for 12 months to July, 2025-Extension Granted for 12 months to July, 2026.

360: April 27-April 27, 2024 (12 months)-Approved a 12 month extension to August, 2025-Option Extension granted for 9 months to May, 2026.

Lot 6 Option-Draft complete for MSP-Option for 6 months executed

MSP, Sold and Completed (Ribbon Cutting Spring of 2025)

Red Earth/War Eagle: Closed and under construction

Red Earth, Lots 3 and 4 and 5: 12 month extension approved to September 26, 2025-On Hold

RyKey, Lot 11 Awarded, Lot 12 Pending

Lots 1 and 2 under preliminary consideration

## Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- Fielding inquiries from interested investors and future residents-missing middle housing
- Field progress photography and coordination on BVisions Videography Project
- Energy systems coordination for possible joint parkway-development use
- Telephone Inquiries from developer/investors and prospective residents
- Ongoing communications with new investor on RFEI land opportunities
- Updating Smartsheet database on construction schedule
- LCF Grant Award Coordination and update with Community Foundation staff
- ULI Spring Meeting coordination

# Project Challenges and Opportunities

## **Analysis of challenges and opportunities narrative**

### **Challenges:**

1. Review with City Engineering/Public Works the implications of infrastructure ownership by the Redevelopment Authority short and long term
2. Unclassified excavation (contaminated soil) is always a potential cost challenge. Soil disposal costs \$75/cy at the La Crosse County Landfill. (Depending on concentration) and organics affecting the costs of footings/piers. Concrete monolith meeting with Braun Intertec.-Also concrete monolith issues
3. Anticipate the investment in the relocation and costs of the large electrical distribution line along the Black River frontage.
4. TIF application review and needs relative to city policy
5. Timing of projects given external factors such as financial, agency/environmental and supply chain issues including national economic policy impacts
6. Long Term Landscape Maintenance-Contract Complete
7. Construction inflation, tariff impacts, interest rates, external economic factors, financial structures.

### **Opportunities:**

8. Continue to market the development opportunities -RFEI issued and developer communications underway
9. Costs of parks/recreation improvements should be coordinated with grant application opportunities
10. La Crosse Community Foundation Social Investment Interests, Renter Equity Grant
11. Potential for renter equity programs and partnerships
12. Ground or building lease opportunities for RDA (to be discussed on case by case basis)
13. Public Private partnerships for Public Parking and/or programmable interior/exterior community spaces
14. Marina partners/leases
15. Discuss maintenance strategies to keep RPD looking good and possible future NID transition-Possible tie to the marina/slips maintenance program
16. Neighborhood Improvement District

### **Future/existing potential funding solutions and strategies.** See

Smartsheet Funding Resource. Note: As the project is further evaluated, specific funding sources from this resource will be identified and pursued at the discretion of the RDA. Parks and Recreation improvements are a great candidate for third party funding.

### **Ongoing investor/developer contacts/communications**

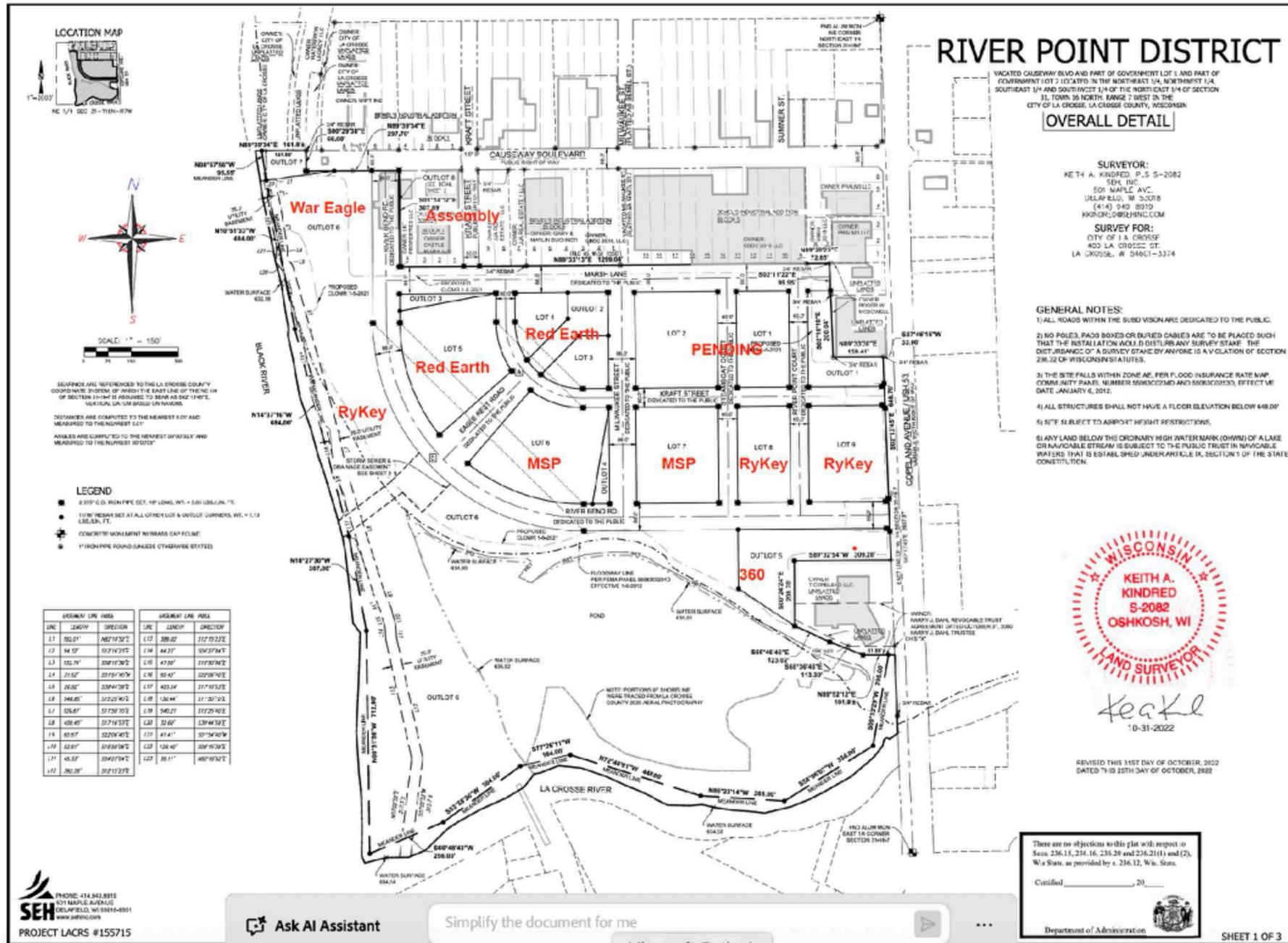
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

### **Public/media relations and communications updates**

JBG Planning LLC is working with the City's PIO to address media inquiries and update media, which will include an immediate release section in each RDA report.

# Investment Phases Map

## Anticipated Private Investment Based on Current Option Agreements



### Option Agreement status:

- RyKey Lot 8 Sold
- RyKey: -Extension approved for Lot 9 Gateway Commons for 12 months to July, 2025-Extension Granted for 12 months to July, 2026.
- 360: April 27-April 27, 2024 (12 months)-Approved a 12 month extension to August, 2025-Option Extension granted for 9 months to May, 2026.
- Lot 6 Option -MSP Option Pending
- MSP, Sold and Completed (Ribbon Cutting Spring of 2025)
- Red Earth/War Eagle: Closed and under construction
- Red Earth, Lots 3 and 4 and 5: 12 month extension approved to September 26, 2025
- Lots 1, 2, 11 and 12 RFEI Issued
- Lot 11 awarded to RyKey-6 months to June, 2026
- Lot 11 Pending



REVISED THIS 31ST DAY OF OCTOBER, 2022  
 DATED THIS 25TH DAY OF OCTOBER, 2022

There are no objections with file with respect to  
 Secs 236.15, 236.16, 236.28 and 236.21(1) and (2),  
 Wis. Stats. as provided by s. 236.12, Wis. Stats.

Certified \_\_\_\_\_, 20\_\_\_\_

Department of Administration



# 2026 Housing and Space Proposed

River Point District, 2026

Housing Proposed by Parcel

**Lot 8, RyKey Development:**

52-1 bdrm  
4-2 bdrm  
56 Units

**Lot 1 and 2-Developer Proposals Pending**

**Lot 3 and Lot 4, Red Earth LLC**

18 Townhouse Condominium Units  
All 3 bdrm units

**LOT 5, Red Earth LLC**

206 UNITS  
16-Studio  
36-1 bdrm  
8-1 bdrm + den  
32-2 bdrm  
8 3 bdrm

**LOT 6-Option Signed with MSP**

165-180 Units, 55 and older market rate  
Mix Pending

**LOT 7, MSP**

- 68 1-BEDROOM UNITS  
- 32 2-BEDROOM UNITS  
- 100 UNITS TOTAL  
TOWNHOUSES:  
- 20 3-BEDROOM UNITS

Total: 120 UNITS TOTAL ON SITE.

**LOT 9, RyKey Development**

151 Units+ Commercial Space  
123-1 bdrm and studio  
20-2 bdrm  
8-3 bdrm

**LOT 10 War Eagle LLC**

59 UNITS + 12K Commercial Space  
22-1 Bdrm  
6-1bdrm + den  
11-2 bdrm  
12-3bdrm

**LOT 11, Offer Pending**

**LOT 12 RyKey**

55-60 Luxury Market Rate Units  
10,000 sf commercial space

**LOT 13 360 Real Estate**

21 Units  
21 studio units+ 12K Commercial Space

**Outlot 5 360 Real Estate**

92 Units  
36 1 bdrm  
28 2bdrm  
28 Studio

**Total Housing Units Proposed as of 01-2026**

963 with more detail to come on Lots 11, 12, 1 and 2.

**Commercial Space Proposed**

While we have some preliminary numbers on the mixed use buildings, the square footages for commercial space are somewhat variable as developers negotiate with potential tenants for build-to-suit space

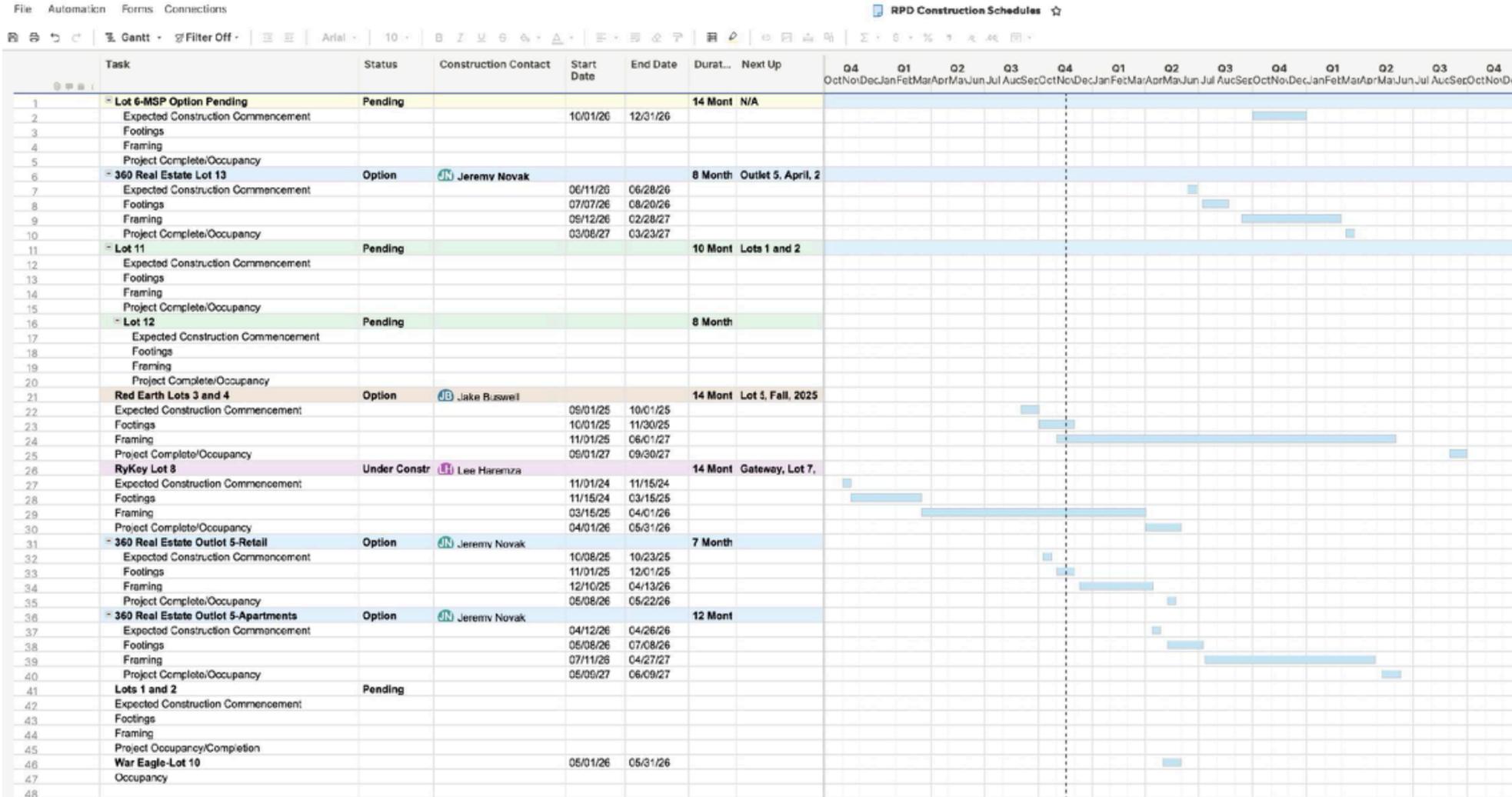
# Anticipated Development Schedule

2025

2026

2027

Units Coming Online by Month and Year



Occupancy Date	Project	Lot #	Units	Total Units By Year
12-2024	MSP Driftless Apartments	7	120 Total: - 68 1-BEDROOM UNITS - 32 2-BEDROOM UNITS - 100 UNITS TOTAL	2024: 120 Units
Spring 2027	360 Real Estate	Lot 13	21 Units 21 studio units+ 12K Commercial Space	2025: 21 Units
October, 2027	Red Earth Condominiums	Lots 3 and 4	18 Townhouse Condominium Units All 3 bdrm units	
06/2026	RyKey The Lofts at River Point	Lot 8	59 Units 56-1 bdrm 3-2 bdrm	2026: 59 Units
06/2026	360 Real Estate	Outlot 5	92 Units 36 1 bdrm 28 2bdrm	21 Units
11/2026	Available	Lot 11		
07/2027	Available	Lot 12	55-60 Luxury Market Rate	2027-60 Units
07/2026	MSP Pending Options	Lot 6	RFEI Issued-Option Awarded	2027 Tent.-180 Units
08/2027	RyKey	Lot 9	159 Units+ Commercial Space 126-1 bdrm and studio 25-2 bdrm	2028 Tent.-159 Units
09/2027	Available	Lot 1 and 2	200 UNITS (ESTIMATED) Undetermined Mix	
09/2027	Red Earth	Lot 5	206 UNITS 16-Studio 36-1 bdrm	
N/A	Undetermined	Outlot 1/ McDowell	Undetermined	
N/A	Undetermined	Kraft Street Assembly	Undetermined	
2026	War Eagle	10	59	2026-59 Units

# Project Metrics

## Social, Environmental, Economic and Cultural Outcomes by Project

JBG Planning LLC has developed a tool to assist the RDA in its decision making process for both public and private investment within the development. This tool provides guidance on quantifying project impacts using social, environmental, economic and cultural metrics.

**See the Smartsheet tool. Under the Direction of Andrea Trane, JBG Planning has currently engaged UW La Crosse in studying the health impacts/metrics of the River Point District Development.**

Here are some examples of Metrics outlined by various developers proposing investment in River Point District:

### **1. How does the project relate to social investment in the City**

The Merge River Point District development project meets several social sustainable performance indicators. The project will be a short walking distance of public parks, multiple greenspace areas, opportunities for water recreation, and will provide easy accessibility to the public recreation trail system. Throughout the River Point District bike lanes are included on the master plan which will serve as additional pathways to the above listed destinations. A designated tenant fitness area within the project which is currently a planned amenity. Lastly, the main level commercial space will allow for a multiple to socially beneficial businesses a place to operate.

### **2. How does the project achieve economic investment in the City**

The Merge River Point District development project will increase the number of rentable units available to new and current residents of La Crosse. The project would have a direct positive effect on the jobs to housing ratio. Additionally, the ground floor commercial spaces will add locations for new or relocating businesses. The adding of jobs and housing will only benefit the future economic growth of La Crosse. Lastly, All Merge projects strive to provide high speed internet access to all tenants by partnering with local ISP providers.

### **3. How the project achieve environmental metrics in the City**

All planned construction will meet and exceed minimum energy efficiency standards. Merge partners with 3rd pattern consultants to use Focus On Energy initiatives to ensure the highest level of building efficiencies. These upgrades in building insulation modeling, appliances, and mechanical systems all work cohesively to lower energy consumption and lower tenant utility costs. The development will incorporate mindful planning for stormwater runoff. Additional onsite detention and green spaces help alleviate the burden of added non-permeable surfaces. Adding new housing opportunities closer to residents' employment will allow for a reduction in greenhouse emissions.

### **4. Are there cultural offerings or metrics associated with the project?**

The commercial space would be available to any and all potential businesses. These could include cultural focused companies that could provide additional services to the area.

# For Immediate Release

1. Progress-War Eagle, January, 2026



# Appendix

## PDD General Land Use Map-Newly Revised

### 2.0 SPECIFIC DEVELOPMENT PLAN

### RIVER POINT DISTRICT

#### 2.2 Land Use Diagram

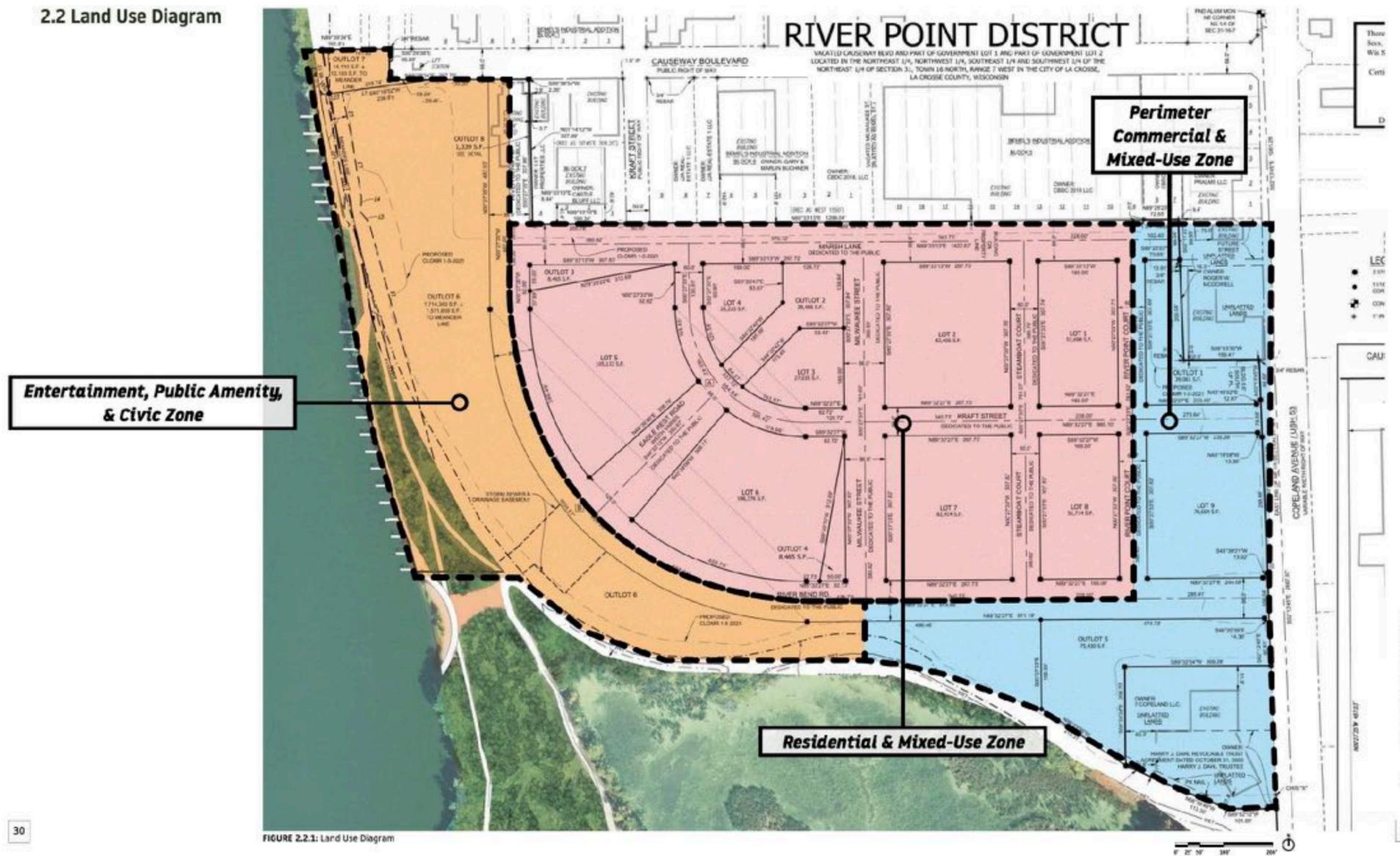


FIGURE 2.2.1: Land Use Diagram

# Appendix

## PDD General Land Use Map-Newly Revised

### 2.0 SPECIFIC DEVELOPMENT PLAN

### RIVER POINT DISTRICT

#### 2.3 Development Summary

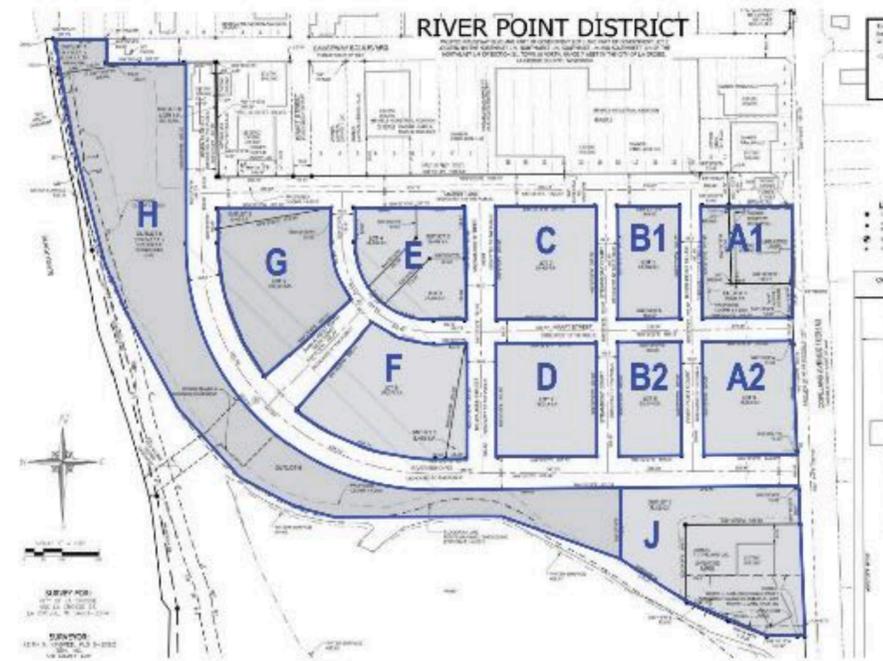
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

TABLE 2.3.1: Development Summary

Lot or Outlot	Approximate Square Footage	Approximate Acreage	Description
<b>ZONE A1 - Perimeter Commercial &amp; Mixed-Use Zone</b>			
OUTLOT 1	39,081	0.90	Zone A1 allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. Building height in Zone A1 shall be a minimum of 2 stories.
<b>ZONE A2 - Perimeter Commercial &amp; Mixed-Use Zone</b>			
LOT 9	76654	1.75	Zone A2 allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. Building height in Zone A2 shall be a minimum of 2 stories.
<b>ZONE B1 - Residential &amp; Mixed Use Zone</b>			
LOT 1	51,698	1.19	
<b>ZONE B2 - Residential &amp; Mixed Use Zone</b>			
LOT 8	51,714	1.19	
<b>ZONE C - Residential &amp; Mixed Use Zone</b>			
LOT 2	82405	1.89	
<b>ZONE D - Residential &amp; Mixed Use Zone</b>			
LOT 7	82414	1.89	
<b>ZONE E - Residential &amp; Mixed Use Zone</b>			
OUTLOT 2	28486	0.65	
LOT 3	27035	0.62	
LOT 4	26220	0.60	
<b>ZONE F - Residential &amp; Mixed Use Zone</b>			
LOT 6	106376	2.44	
OUTLOT 4	8465	0.19	
<b>ZONE G - Residential &amp; Mixed Use Zone</b>			
LOT 5	105133	2.41	
OUTLOT 3	8465	0.19	
<b>ZONE H - Entertainment, Public Amenity, &amp; Civic Zone</b>			
OUTLOT 6	1714343	39.36	Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi-family residential above retail.
OUTLOT 7	14110	0.32	
<b>ZONE J - Perimeter Commercial &amp; Mixed-Use Zone</b>			
OUTLOT 5	75430	1.73	Zone J allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. Building height in Zone J shall be a minimum of 2 stories.
<b>TOTAL</b>		<b>57.35</b>	

\*Acreages shown do not include public roadways or public green spaces.

FIGURE 2.3.2: Site plan with labeled zones corresponding to the development summary.



General Development Plan

2.0

33

# Appendix

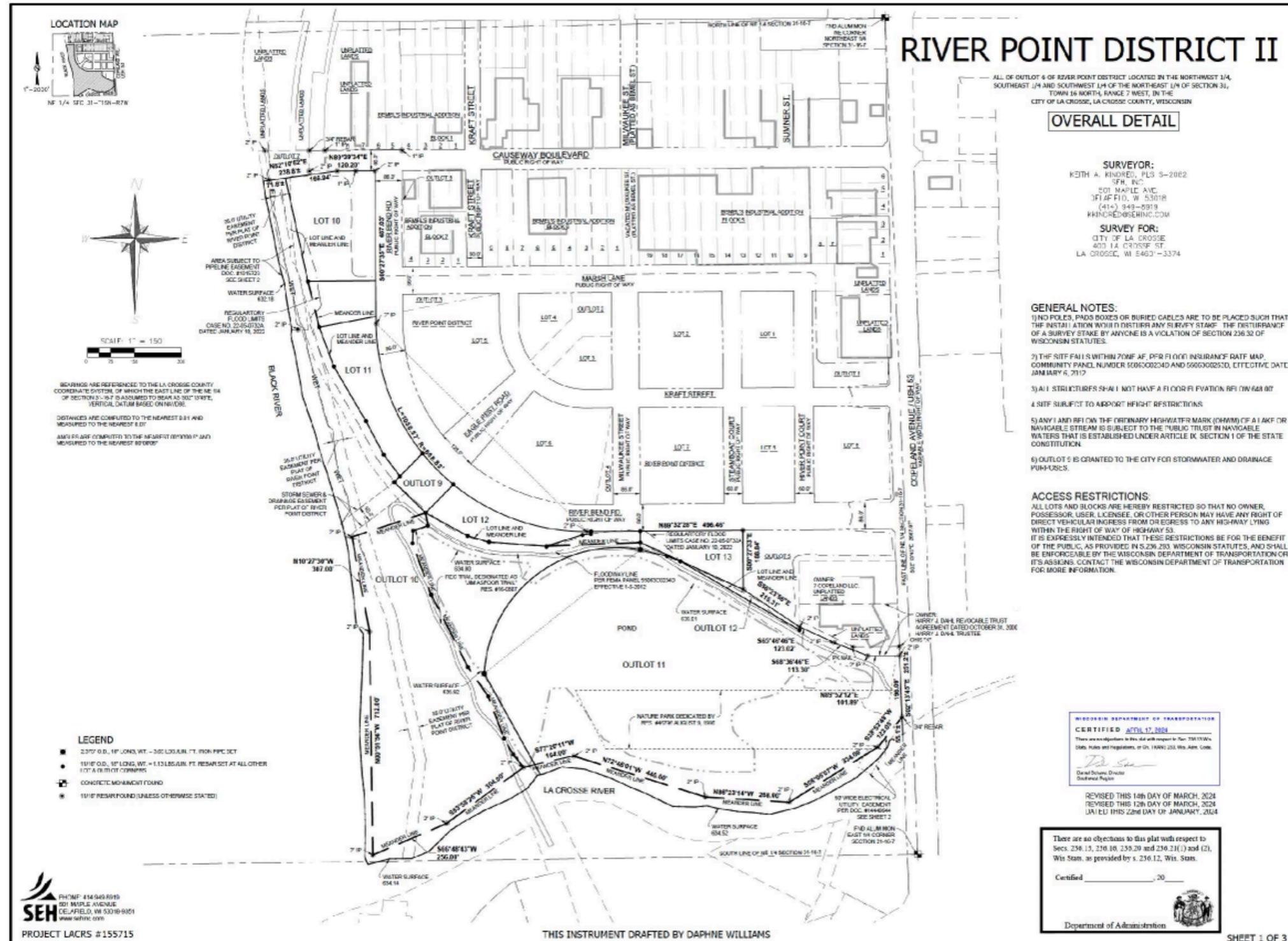
## PDD Master Plan-Reference Parcel Map

FIGURE 2.3.1: Site plan with labeled zones corresponding to the development summary.





# Appendix-River Point District II Plat



# Appendix-Non Exclusive Option Language

*Delay Termination. The RDA reserves the right to review proposals from other investors on parcel\_\_\_\_\_. Should a viable proposal be brought forward by another developer, the RDA may, in its discretion, inform the current option holder of the alternate proposal and at the time of the receipt of a complete alternate proposal, the RDA may require additional information and or guarantees from the current option holder based on the option holder's original proposal (RDA) illustrating the project is progressing to construction commencement as presented per the original presentation and subsequent updates by the developer to the RDA.*

*Should the option holder (developer), fail to provide an adequate guarantee of progress for the proposed development to the RDA, the RDA may terminate the option with a 30-day notice and return a prorated amount of the option fee to the developer.*

# Appendix-Leasing Agents

Information for the Driftless Apartments:  
MSP

## **The Driftless**

Tammy Ross, Regional Manager

323 River Bend Rd

La Crosse, WI 54603

P: (608) 292-8770

F: (715) 430-2462

[thedriftless@msphousing.com](mailto:thedriftless@msphousing.com)

Information for the **War Eagle** development:

Red Earth: Lori Fuselier [lori@3amigosapartments.com](mailto:lori@3amigosapartments.com)

Information for **RyKey's Lofts at River Point District** (next to the Driftless Apartments on Lot 8):

Jessica Magnusen: [jessica@rykeyproperties.com](mailto:jessica@rykeyproperties.com)

# Year End Report for 2025

## Option Agreements

- Lot 6 MSP
- Lot 12 RyKey
- Outlot 5-Lot 13 360

## Land Assembly

- Kraft Street-Marsh Lane Assembly Underway

## New Construction

- War Eagle-Lot 10 under construction and partial occupancy
- The Lofts-Lot 8 under construction -spring occupancy

## Planning

- Marina and Parkway Planning progressing-grant research completed
- UW Student Engagement on public health impact of development-underway

## Operations and Maintenance

- Snow Removal and Mowing contracts executed
- Ground Lease or NID under review

## Grants

- La Crosse Community Foundation-Renter Stability Grant

## Public Relations

- Website updates
- Fielded calls <100
- La Crosse Community Foundation Grant for Renter Equity
- Urban Land Institute Spring Conference Invitation
- Presentations to Downtown, Valley View Rotary, Chamber Leadership, LABA, Chancellor Tour  
WXOW, APA State Conference, 7 Rivers Alliance, Habitat, CouleeCap



# City of La Crosse, Wisconsin

City Hall  
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## Text File

File Number: 26-0211

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**Agenda Date:** 2/26/2026

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** General Item

*BALANCE SHEET*

Type of Statement: Co. Prep's  
Date of Statement: 1/31/2026

**ASSETS**

Cash - SB Checking	\$12,599
Cash - SB MM (Operating, UR)	\$813,699
Cash - SB MM Restricted Equity Program Grant	\$15,000
Cash - SB MM Restricted Planning Option Agreement Deposits	\$163,976

**Total Current Assets** **\$1,005,275**

Land - Estimated Value	\$7,000,000
Land - 200-206 Causeway Blvd 63 Kraft Street	\$331,697
Note Receivable - Gorman (02/28/2034)	\$1,360,802
	\$300,000

**Total Assets** **\$9,997,774**

**LIABILITIES**

Contract Commitment - JBG Project Mgr	\$0
Contract Commitment - SEH Phase IV	\$18,862
Contract Commitment - SEH Phase IV Admin	\$131,688
Contract Commitment - Chippewa Concrete Phase IV	\$929,140
Contract Commitment - Integrity Grading and Excavation	\$52,606

**Total Liabilities** **\$1,132,295**

Net investment in capital assets	\$8,692,499
Unrestricted Funds	\$826,299
Restricted Funds	\$178,976
Unassigned Funds	(\$832,295)

**Net Position** **\$8,865,479**

**Total Liabilities & Net Position** **\$9,997,774**



# City of La Crosse, Wisconsin

City Hall  
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La Crosse, WI 54601

## Text File

File Number: 26-0230

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**Agenda Date:** 2/26/2026

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** General Item

**Agenda Number:**



**PROPERTY MANAGEMENT AGREEMENT**

Do not use as a listing for sale (designed for use by real estate licensees).

**GENERAL PROVISIONS** Property Management Agreement ("Agreement") made this 10th day of March,  
2026, between Redevelopment Authority of La Crosse  
 ("Owner"), and River Valley Property Management of Wisc  
 ("Manager").

**PROPERTY DESCRIPTION** Street address is: 67 Kraft Street  
 in the City of La Crosse, County of  
La Crosse, Wisconsin ("Property"). Property includes 2 rental Units subject to this agreement.  
Insert schedule of Units, additional description and additional properties at lines 311-333 or in an addendum per lines  
334-336, as needed.

Owner gives Manager the exclusive right to manage the Property on the following terms:

**COLLECTION OF RENT AND OTHER FUNDS**  CHECK, COMPLETE AND STRIKE AS APPLICABLE :  
 Owner shall collect the following types of funds: application fees, credit check fees, earnest money,  
security deposits, rent, income,   
 and deposit them in the following account:  
Owner's Property Account, Manager's Trust Account, .

Manager as Signatory. Owner will designate Manager as a signatory on the Owner's Property  
Account and authorizes Manager to make all disbursements authorized under this Agreement.  
 Manager shall collect the following types of funds: application fees, credit check fees, earnest money,  
security deposits, rent, income,   
 and deposit them in the following account:  
Owner's Property Account, Manager's Trust Account, .  
 Other:

**DISBURSEMENT OF PROPERTY FUNDS** Manager shall pay all obligations and expenditures necessarily and  
properly incurred on behalf of the Owner in the management and operation of the Property including, but not limited to,  
~~insurance premiums, real estate taxes, mortgage payments,~~ supplies, maintenance, advertising costs, repairs and  
expenses necessitated by tenant damage or turnover (cleaning, carpet replacement, etc.) and professional fees  
("Monthly Expenses"). Additional Monthly Expenses may include: Snow Removal/Lawn Care  
; (strike any that do not apply). Manager shall disburse the  
management fee when due (see lines 37-47).

Owner shall maintain sufficient funds in the account used by Manager to pay Monthly Expenses and shall provide  
adequate reserve funds for repairs and emergencies. Owner shall upon written notice by Manager promptly deposit  
additional funds as may be necessary to pay Monthly Expenses and other expenses that are the responsibility of  
Owner if the account balance becomes insufficient to meet these needs. Owner shall reimburse Manager within 30  
days for any funds advanced by Manager from Manager's funds on Owner's behalf.

**MANAGEMENT FEE** Manager's compensation shall be paid on a regular monthly basis or   
. Owner and Manager agree Manager's commission shall be calculated as follows: 10% of Monthly Rent Rate.

Owner and Manager also agree Manager shall be due the following fees:  CHECK AND COMPLETE AS APPLICABLE :  
 A leasing/renewal fee in the amount of \$250.00 payable  
upon execution of an original Lease or Rental Agreement and upon any renewal of a Lease or Rental Agreement;  
 Termination fee in the amount of \$1,500.00  
if the sale of the Property's terminates this Agreement;  
 Collection fee in the amount of \$250.00 for bad debts collected by Manager;  
 Other:

**COMPENSATION TO OTHERS:** Manager will offer the following commission to cooperating firms working with tenants  
as tenant representatives or subagents when renting the Units:

**There is no standard market commission rate. Commissions and types of service may vary by Manager or firm  
and are negotiable based on the Manager or firm you hire.**

53 **NOTICE: Manager has the authority under section 779.32 of the Wisconsin Statutes to file a broker lien for**  
54 **commissions or compensation earned but not paid when due against the commercial real estate, or the inter-**  
55 **est in the commercial real estate, if any, that is the subject of this Agreement. "Commercial real estate"**  
56 **includes all real estate except (a) real property containing 8 or fewer dwelling units, (b) real property that is**  
57 **zoned for residential purposes and that does not contain any buildings or structures, and (c) real property that**  
58 **is zoned for agricultural purposes.**

59 **MANAGER'S AUTHORITY** Owner authorizes Manager to perform the following property management duties.  
60 Manager agrees to use professional knowledge and skill and reasonable efforts to fulfill the following tasks:

61  **Marketing:** Advertise the availability of rental Units by reasonable means, including, without limitation, the  
62 Internet, multiple listing services, social media, "For Rent" and other appropriate signs.

63  **Showings:** Show rental Units at reasonable times and upon reasonable advance notice as required by law.

64  **Select Tenants:** Solicit, review and verify tenant applications; and qualify and approve prospective tenants in  
65 accordance with Owner's written tenant screening standards and fair housing and other applicable law. Attach Owner's  
66 written tenant screening standards per lines 334-336.

67  **Execute Rental Agreements:** Prepare Leases, Rental Agreements and other legally required disclosures and  
68 documents using forms provided by or approved by Owner (all forms shall identify Owner or an attorney as drafter); and  
69 negotiate, sign (as agent of Owner), renew and terminate rental agreements for the rental Units in accordance with  
70 Owner's rental criteria and standards attached to this Agreement in accordance with lines 334-336. Lease terms shall  
71 be no longer than one year without prior written authorization of Owner.

72  **Legal Action:** Sign and serve, as agent of the Owner, such notices as may be appropriate. To the extent allowed  
73 by law, initiate appropriate legal action as agent of the Owner, including but not limited to, legal action to terminate  
74 tenancies, evict tenants, recover possession of Property, recover rents and other money due Owner; and settle,  
75 compromise and release such actions and reinstate such tenancies as deemed necessary by Manager. Manager may  
76 retain legal counsel on Owner's behalf, upon Owner's prior written approval, to provide legal advice or take legal action  
77 on behalf of Owner.

78  **Maintenance and Repairs:** Make all necessary repairs, improvements, and alterations required to maintain the  
79 Property in a good state of repair and appearance; purchase or lease on behalf of the Owner, all equipment, tools,  
80 appliances, materials and supplies necessary for the continuous maintenance and operation of the Property; and hire  
81 outside contractors as necessary. Attach any itemized schedule of maintenance and repair items and responsibilities in  
82 accordance with lines 334-336. Manager agrees to secure the prior approval of the Owner on all expenditures in excess  
83 of \$1,000.00 for any one item, except when, in the opinion of the Manager, such maintenance  
84 or repairs are necessary to protect the Property from damage or to maintain required services to the tenants  
85 ("Emergency Maintenance or Repairs"). Manager will promptly notify Owner of any Emergency Maintenance or  
86 Repairs.

87  **Utilities and Service Contracts:** Enter into utility and service contracts as agent of Owner, including but not  
88 limited to, contracts for ~~electricity, gas, fuel, water, telephone,~~ cleaning, trash removal, snow removal, lawn care, pest  
89 control and other contracts for goods and services as Manager shall deem advisable and necessary for the efficient  
90 operation and maintenance of the Property. Owner approval is required for contracts exceeding three (3) years or the  
91 term of this Agreement.

92  **Employees:** Employ, discharge, and supervise, as agent of the Owner, any on-site managers, maintenance staff  
93 and other employees required for the efficient operation and maintenance of the Property. All such on-site managers,  
94 maintenance staff and other employees shall be, for all purposes, employees of (Owner) (Manager) **STRIKE ONE**  
95 ("Manager" if neither is stricken) (hereinafter "Employer"). Employer shall be solely responsible for injuries and  
96 damages caused by employees' acts or omissions except for injuries and damages caused by the other party's  
97 negligence or intentional wrongdoing. Employer shall obtain Worker's Compensation coverage if applicable.

98  **Other:** \_\_\_\_\_  
99 \_\_\_\_\_  
100 \_\_\_\_\_  
101 \_\_\_\_\_

102 \_\_\_\_\_ Attach addenda per lines 334-336, if needed.

103 **BOOKS OF ACCOUNT AND RECORDS** Manager shall maintain full and complete accounting books and records with  
104 correct entries for all income and expenses resulting from the operation and management of the Property. Such  
105 accounting books and records shall be the property of the Owner and shall at all times be available electronically or  
106 during regular business hours at Manager's principal place of business, for inspection by Owner or a duly authorized  
107 representative of Owner. Manager shall furnish to Owner a detailed statement of all income and expense for each  
108 month on the following schedule: monthly

109 Within 45 days after the close of Owner's accounting year Manager shall deliver to Owner a detailed statement of  
110 all income and expense of such accounting year and shall, if instructed by Owner, cause to be prepared at Owner's  
111 expense and delivered to Owner, an accounting year-end balance sheet and a profit and loss statement of the Property  
for such accounting year, which shall be prepared by an accountant designated by Owner.

112 **OWNER COOPERATION** Owner agrees to:

- 113 (1) Make available to Manager all data, accounting, financial and tenant records, copies of all code violation orders and
- 114 notices, information and reports regarding any lead-based paint (LBP) and other conditions affecting the Property,
- 115 and other documents and materials required in connection with management of the Property;
- 116 (2) Provide or approve tenant screening criteria, a Rental Agreement, nonstandard rental provisions, any rental
- 117 agreement addenda, rules and regulations, and related forms and materials for Manager's use with tenants; and
- 118 (3) Cooperate fully with Manager in Manager's actions under this Agreement and immediately provide to Manager, in
- 119 writing, the names and any contact information for any prospective tenant known to Owner.

120 **OWNER REPRESENTATIONS** Owner warrants and represents to Manager that:

- 121 (1) Owner has no notice or knowledge of any of the following conditions affecting the Property unless indicated at lines
- 122 311-333, in an addendum per lines 334-336, or disclosed in other documentation Owner has provided to Manager:
- 123 (a) Uncorrected code violations as described in Wis. Stat. § 704.07(2)(bm);
- 124 (b) A lack of hot or cold running water;
- 125 (c) Plumbing or sewage disposal facilities that are not in good operating condition;
- 126 (d) Heating facilities serving any rental unit that are not in safe operating condition, or are not capable of
- 127 maintaining a temperature, measured in occupied areas at the approximate center of the room, midway between
- 128 floor and ceiling, of not less than 67° F (19° C) during all seasons of the year that the rental unit is occupied;
- 129 (e) A lack of electrical service, or electrical wiring, outlets, fixtures or other components of the electrical system that
- 130 are not in safe operating condition;
- 131 (f) Any structural or other conditions in the Property which constitute a substantial hazard to the health or safety of
- 132 the tenant(s), or create an unreasonable risk of personal injury as a result of any reasonably foreseeable use of the
- 133 Property other than negligent use or abuse of the Property by tenant(s); and
- 134 (g) Other conditions or occurrences that would significantly reduce the value of the rental interest to a reasonable
- 135 person with knowledge of the nature and scope of the condition or occurrence.
- 136 (2) Owner has made no rent concessions or other agreements affecting the Property.
- 137 (3) Owner agrees to make the following repairs and build-outs to the Property: \_\_\_\_\_

138 \_\_\_\_\_  
139 Exceptions to representations stated in lines 121-135: \_\_\_\_\_

140 \_\_\_\_\_  
141 \_\_\_\_\_

142 **INSURANCE** Owner agrees to carry comprehensive insurance covering the Property in the amount Owner deems  
143 appropriate for replacement coverage, with a minimum of One Million Dollars  
144 (\$ 1,000,000.00 ) liability coverage, and to direct the company issuing the insurance to name Manager and  
145 Manager's on-site managers, maintenance staff and other employees, as additional insureds under the policy's liability  
146 coverage.

147 **INDEMNIFICATION** Owner agrees to indemnify and hold Manager harmless for losses, damages, costs and  
148 expenses, including attorney's fees, arising out of this Agreement unless caused by the gross negligence or intentional  
149 wrongdoing of Manager.

150 **DEFAULT** In the event of a material default by either party to this Agreement, this Agreement may be terminated by  
151 the non-defaulting party if such default is not cured within ten (10) days after delivery of written notice of such default to  
152 the defaulting party. In the event any legal proceeding (including appellate proceedings) arises as a result of any default  
153 under this Agreement, the prevailing party shall be entitled to reimbursement of any costs and expenses, including  
154 reasonable attorney fees, incurred by the prevailing party in connection therewith.

155 **DELIVERY OF DOCUMENTS AND WRITTEN NOTICES** Unless otherwise stated in this Agreement, delivery of  
156 documents and written notices to a party shall be effective only when accomplished by one of the following methods:

157 (1) **Personal**: giving the document or written notice personally to the party, or the party's agent for delivery if named.  
158 Name of Owner's agent for delivery, if any: \_\_\_\_\_

159 Name of Manager's agent for delivery, if any: \_\_\_\_\_

160  (2) **Fax**: fax transmission of the document or written notice to the following number:  
161 Owner: (\_\_\_\_\_) \_\_\_\_\_ Manager: (\_\_\_\_\_) \_\_\_\_\_

162  (3) **Commercial**: depositing the document or written notice, fees prepaid or charged to an account, with a  
163 commercial delivery service, addressed either to the party, or to the party's agent for delivery, for delivery to the party's  
164 address at line 167 or 168.

165  (4) **U.S. Mail**: depositing the document or written notice, postage prepaid, in the U.S. Mail, addressed either to  
166 the party, or to the party's agent for delivery, for delivery to the party's address at line 167 or 168.

167 Address for Owner: \_\_\_\_\_

168 Address for Manager: \_\_\_\_\_

169  (5) **E-Mail**: electronically transmitting the document or written notice to the e-mail address.

170 E-Mail address for Owner: tranea@cityoflacrosse.org

171 E-Mail address for Manager: hfischer@cbrivervalley.com; damon@cbrivervalley.com

172 **MISCELLANEOUS PROVISIONS** This Agreement shall be governed by and construed in accordance with the laws of  
 173 the State of Wisconsin. This Agreement represents the entire agreement of the Parties. All prior negotiations and  
 174 discussions have been merged into this Agreement. No modification or waiver of this Agreement or any part hereof  
 175 the State of Wisconsin. This Agreement represents the entire agreement of the Parties. All prior negotiations and  
 176 Agreement shall be deemed to be a waiver of any other subsequent breach or condition, whether of like or different  
 177 nature. The validity or unenforceability of any provision of this Agreement shall not affect the validity or enforceability of  
 178 any other provision of this Agreement. This Agreement shall be binding upon and inure to the benefit of the parties  
 179 hereto, their personal representatives, successors, and assigns.

## 180 **DEFINITIONS**

181 ■ **ADVERSE FACT:** "Adverse fact" means any of the following:

182 (a) A condition or occurrence that is generally recognized by a competent licensee as doing any of the following:

- 183 1) Significantly and adversely affecting the value of the Property;
- 184 2) Significantly reducing the structural integrity of improvements to real estate; or
- 185 3) Presenting a significant health risk to occupants of the Property.

186 (b) Information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations  
 187 under a contract or agreement made concerning the transaction.

188 ■ **DEADLINES – DAYS:** Deadlines expressed as a number of "days" from an event are calculated by excluding the day  
 189 the event occurred and counting subsequent calendar days.

190 ■ **LEASE:** "Lease" means an agreement, whether oral or written, for transfer of possession of real property, or both real  
 191 and personal property, for a definite period of time. A Lease is for a definite period of time if it has a fixed  
 192 commencement date and a fixed expiration date or if the commencement and expiration can be ascertained by  
 193 reference to some event, such as completion of a building. An agreement for transfer of possession of only personal  
 194 property is not a Lease.

195 ■ **MATERIAL ADVERSE FACT:** "Material adverse fact" means an adverse fact that a party indicates is of such  
 196 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable  
 197 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or  
 198 affects or would affect the party's decision about the terms of such a contract or agreement.

199 ■ **RENTAL AGREEMENT:** "Rental Agreement" means an oral or written agreement between a landlord and tenant, for  
 200 the rental or Lease of a specific dwelling unit or premises, in which the landlord and tenant agree on the essential terms  
 201 of the tenancy, such as rent. Rental Agreement includes a Lease. Rental Agreement does not include an agreement to  
 202 enter into a Rental Agreement in the future.

203 **NON DISCRIMINATION** Owner and Manager and its agents agree that they will not discriminate based on race, color,  
 204 sex, sexual orientation as defined in Wisconsin Statutes § 111.32(13m), disability, religion, national origin, marital  
 205 status, lawful source of income, age, ancestry, family status, status as a victim of domestic abuse, sexual assault, or  
 206 stalking, or in any other unlawful manner.

207 **DISPUTE RESOLUTION** The Parties understand that if there is a dispute about this Agreement or an alleged breach,  
 208 and the Parties cannot resolve the dispute by mutual agreement, the Parties may consider alternative dispute resolution  
 209 instead of judicial resolution in court. Alternative dispute resolution may include mediation and binding arbitration.  
 210 Should the Parties desire to submit any potential dispute to alternative dispute resolution, it is recommended that the  
 211 Parties add such in Additional Provisions or in an Addendum.

212 **NOTE: Wis. Stat. § 452.142 places a time limit on the commencement of legal actions arising out of this**  
 213 **Agreement.**

214 **DISCLOSURE TO CLIENTS** **Note:** The language on lines 217-283 is required by Wis. Stat. § 452.135(2) in an  
 215 agency agreement for brokerage services, such as real estate rentals, between a manager who is a real estate licensee  
 216 and an owner/client.

217 Under Wisconsin law, a brokerage firm (herein firm) and its brokers and salespersons (hereinafter agents) owe certain  
 218 duties to all parties to a transaction:

- 219 (a) The duty to provide brokerage services to you fairly and honestly.
- 220 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.
- 221 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request  
 222 it, unless disclosure of the information is prohibited by law.
- 223 (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the  
 224 information is prohibited by law. (See lines 195-198.)
- 225 (e) The duty to protect your confidentiality. Unless the law requires it, the firm and its agents will not disclose your  
 226 confidential information or the confidential information of other parties. (See lines 284-301.)
- 227 (f) The duty to safeguard trust funds and other property the firm or its agents holds.
- 228 (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the  
 229 advantages and disadvantages of the proposals.

230 **BECAUSE YOU HAVE ENTERED INTO AN AGENCY AGREEMENT WITH A FIRM, YOU ARE THE FIRM'S CLIENT.**  
 231 **A FIRM OWES ADDITIONAL DUTIES TO YOU AS A CLIENT OF THE FIRM:**

- 232 (a) The firm or one of its agents will provide, at your request, information and advice on real estate matters that affect  
 233 your transaction, unless you release the firm from this duty.
- 234 (b) The firm or one of its agents must provide you with all material facts affecting the transaction, not just Adverse  
 235 Facts.
- 236 (c) The firm and its agents will fulfill the firm's obligations under the agency agreement and fulfill your lawful requests  
 237 that are within the scope of the agency agreement.
- 238 (d) The firm and its agents will negotiate for you, unless you release them from this duty.
- 239 (e) The firm and its agents will not place their interests ahead of your interests. The firm and its agents will not, unless  
 240 required by law, give information or advice to other parties who are not the firm's clients, if giving the information or  
 241 advice is contrary to your interests.
- 242 If you become involved in a transaction in which another party is also the firm's client (a "multiple representation  
 243 relationship"), different duties may apply.

244 **MULTIPLE REPRESENTATION RELATIONSHIPS AND DESIGNATED AGENCY**

- 245 ■ A multiple representation relationship exists if a firm has an agency agreement with more than one client who is a  
 246 party in the same transaction. If you and the firm's other clients in the transaction consent, the firm may provide  
 247 services through designated agency, which is one type of multiple representation relationship.
- 248 ■ Designated agency means that different agents with the firm will negotiate on behalf of you and the other client or  
 249 clients in the transaction, and the firm's duties to you as a client will remain the same. Each agent will provide  
 250 information, opinions, and advice to the client for whom the agent is negotiating, to assist the client in the negotiations.  
 251 Each client will be able to receive information, opinions, and advice that will assist the client, even if the information,  
 252 opinions, or advice gives the client advantages in the negotiations over the firm's other clients. An agent will not reveal  
 253 any of your confidential information to another party unless required to do so by law.
- 254 ■ If a designated agency relationship is not authorized by you or other clients in the transaction you may still authorize  
 255 or reject a different type of multiple representation relationship in which the firm may provide brokerage services to  
 256 more than one client in a transaction but neither the firm nor any of its agents may assist any client with information,  
 257 opinions, and advice which may favor the interests of one client over any other client. Under this neutral approach, the  
 258 same agent may represent more than one client in a transaction.
- 259 ■ If you do not consent to a multiple representation relationship the firm will not be allowed to provide brokerage  
 260 services to more than one client in the transaction.

261 **CHECK ONLY ONE OF THE THREE BELOW:**

- 262  The same firm may represent me and the other party as long as the same agent is not  
 263 representing us both (multiple representation relationship with designated agency).
- 264  The same firm may represent me and the other party, but the firm must remain neutral  
 265 regardless if one or more different agents are involved (multiple representation relationship  
 266 without designated agency).
- 267  The same firm cannot represent both me and the other party in the same transaction (I reject  
 268 multiple representation relationships).

269 **NOTE: All clients who are parties to this agency agreement consent to the selection checked above. You may**  
 270 **modify this selection by written notice to the firm at any time. Your firm is required to disclose to you in your**  
 271 **agency agreement the commission or fees that you may owe to your firm. If you have any questions about the**  
 282 **commission or fees that you may owe based upon the type of agency relationship you select with your firm,**  
 273 **you should ask your firm before signing the agency agreement.**

274 **SUBAGENCY**

275 Your firm may, with your authorization in the agency agreement, engage other firms (subagent firms) to assist your firm by  
 276 providing brokerage services for your benefit. A subagent firm and the agents with the subagent firm will not put their own  
 277 interests ahead of your interests. A subagent firm will not, unless required by law, provide advice or opinions to other parties  
 278 if doing so is contrary to your interests.

279 **PLEASE REVIEW THIS INFORMATION CAREFULLY. An agent can answer your questions about brokerage**  
 280 **services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax**  
 281 **advisor, or home inspector.**

282 This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language  
 283 summary of the duties owed to you under section 452.133 (2) of the Wisconsin statutes.

284 ■ **CONFIDENTIALITY NOTICE TO CLIENTS:** Manager and its agents will keep confidential any information given to  
285 Manager or its agents in confidence, or any information obtained by Manager and its agents that a reasonable person  
286 would want to be kept confidential, unless the information must be disclosed by law or you authorize Manager to  
284 disclose particular information. Manager and its agents shall continue to keep the information confidential after Manager  
288 is no longer providing brokerage services to you.

289 The following information is required to be disclosed by law:

- 290 1) Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 195-198).
- 291 2) Any facts known by Manager and its agents that contradict any information included in a written inspection report  
292 on the property or real estate that is the subject of the transaction.

293 To ensure that Manager and its agents are aware of what specific information you consider confidential, you may list  
294 that information below (see lines 296-298). At a later time, you may also provide Manager with other information you  
295 consider to be confidential.

296 **CONFIDENTIAL INFORMATION:** none  
297 \_\_\_\_\_  
298 \_\_\_\_\_

299 **NON-CONFIDENTIAL INFORMATION** (The following may be disclosed by Manager and its agents): \_\_\_\_\_  
300 \_\_\_\_\_  
301 \_\_\_\_\_

302 **LEAD-BASED PAINT PROVISIONS** If Property includes "target housing" (pre-1978 residential dwelling units) Owner  
303 shall be responsible for identification and elimination of lead-based paint ("LBP") hazards and compliance with all  
304 applicable LBP laws. Manager shall (a) advise Owner of Owner's obligations under the LBP laws, (b) ensure that  
305 Owner discloses known LBP, (c) ensure that Owner provides available LBP reports, the EPA's "Protect Your Family  
306 From Lead in Your Home" pamphlet, and the required warning language to tenants, and (d) obtain required signatures  
307 and the tenants' written acknowledgments.

308 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information about the sex offender registry and  
309 persons registered with that registry by contacting the Wisconsin Department of Corrections on the Internet at  
310 <http://www.doc.wi.gov> or by telephone at (608)240-5830.

311 **ADDITIONAL PROVISIONS** \_\_\_\_\_  
312 \_\_\_\_\_  
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333 \_\_\_\_\_

334 **ADDENDA** Any attached schedule of units, tenant screening standards, rental standards and criteria, detailed  
335 schedule of repair and maintenance responsibilities and \_\_\_\_\_  
336 \_\_\_\_\_ are made part of this Agreement.

337 **TERM** The term of this Agreement shall be: Forty (40) months starting March 10, 2026 .

338  **Automatic Renewal of One-Year Term.** This Agreement shall be automatically renewed each year on an ongoing  
339 basis for additional one-year terms unless Owner or Manager delivers a written termination notice to the other at least  
340 30 days before the original or renewal expiration date.

341 **CAUTION: If Signed, This Agreement Can Create a Legally Enforceable Contract. Real Estate Brokers May**  
342 **Provide a General Explanation of The Provisions of This Agreement or Other Contracts But Are Prohibited By**  
343 **Law From Giving Advice or Opinions Concerning the Owner's Legal Rights Under this Agreement or Any Other**  
344 **Contract. An Attorney Should Be Consulted If Legal Advice Is Needed.**

345 **WIRE FRAUD WARNING!** Wire Fraud is a real and serious risk. Never trust wiring instructions  
346 sent via email. Funds wired to a fraudulent account are often impossible to recover.  
347  
348 Criminals are hacking emails and sending fake wiring instructions by impersonating a real  
349 estate agent, Firm, lender, title company, attorney or other source connected to your  
350 transaction. These communications are convincing and professional in appearance but are  
351 created to steal your money. The fake wiring instructions may even be mistakenly forwarded to  
352 you by a legitimate source.  
353  
354 DO NOT initiate ANY wire transfer until you confirm wiring instructions IN PERSON or by YOU  
355 calling a verified number of the entity involved in the transfer of funds. Never use contact  
356 information provided by any suspicious communication.  
  
**Real estate agents and Firms ARE NOT responsible for the transmission, forwarding, or  
verification of any wiring or money transfer instructions.**

357 All persons signing below on behalf of an Owner Entity represent that they have proper legal authority to sign for and  
358 bind that Entity.

359 Owner Entity Name (if any): Redevelopment Authority of La Crosse

360 (x) \_\_\_\_\_  
361 Authorized Signature ▲ Print Name & Title Here ► Andrea Trane Date ▲

362 (x) \_\_\_\_\_  
363 Authorized Signature ▲ Print Name & Title Here ► Date ▲

364 Owner Entity Name (if any): \_\_\_\_\_

365 (x) \_\_\_\_\_  
366 Authorized Signature ▲ Print Name & Title Here ► Date ▲

367 (x) \_\_\_\_\_  
368 Individual Owner's Signature ▲ Print Name Here ► Date ▲

369 Manager Entity Name (if any): \_\_\_\_\_

370 (x) \_\_\_\_\_  
371 Authorized Signature ▲ Print Name & Title Here ► Date ▲

372 Damon J. Olson 2/24/2026  
373 Individual Manager's Signature ▲ Print Name Here ► Damon J. Olson Date ▲

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No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 26-0229

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**Agenda Date:** 2/26/2026

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** Status Update

**Agenda Number:**

<b>RyKey River Point District Schedule</b>	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27	Jan-28	Feb-28	Mar-28	Apr-28	May-28	Jun-28	Jul-28	Aug-28	Sep-28	Oct-28	Nov-28	Dec-28	Jan-29	Feb-29	Mar-29	Apr-29	May-29	Jun-29	Jul-29	Aug-29							
<i>Lot 11 TIF Application</i>																																																			
<i>Lot 11 TIF Term Sheet Review &amp; Approval</i>																																																			
<i>Lot 11 Developers Agreement Process</i>																																																			
<i>Lot 11 Execution Of Developers Agreement</i>																																																			
<i>Lot 11 100% Construction Documents</i>																																																			
<i>Lot 11 Permits / Site Approvals</i>																																																			
<i>Lot 11 Construction</i>																																																			
<i>Lot 9 Construction</i>																																																			



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 26-0227

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**Agenda Date:** 2/26/2026

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** Request







2-20-2026

JBG Planning  
c/o Jason Gilman, AICP  
Project Manager  
River Point District  
jbgplanning@outlook.com

Jason Gilman:

Mr. Gilman and the City of La Crosse Redevelopment Authority, we're excited to continue the conversation about bringing Cowboy Jack's Restaurant to the River Point District in La Crosse. Since January's meeting, we have been in discussions with RyKey Properties about splitting Lot 11, currently labeled as Lot 11A (47,832sf) and Lot 11B (14,689sf), to accommodate both the multi-family project and our restaurant and events center. Per the original option to have both of these uses on Lot 11, both Cowboy Jack's and RyKey Properties agree that this arrangement makes the most sense. This brings a reputable hospitality operation with a strong track record to the River Point District.

Cowboy Jack's is a western themed destination restaurant with a vibrant, fun, and lively atmosphere—good for families, friends and groups. Our outdoor-focused concept for the River Point District would be the perfect fit along the banks of the Black River. With over 8,000 sq ft of indoor space and over 4,000 sq ft of outdoor space built out over two stories, Cowboy Jack's La Crosse would not only serve the needs of the River Point District, but the entire community. Our team is confident that our experience from our restaurant in Altoona, WI, which is also located along a river and has upper and lower patio spaces, and served a total of 178,380 guests in 2025, will allow us to bring a truly unique and popular destination to La Crosse and the River Point District. Below are some facets of our restaurant style and operation that will set it apart from other venues in the area.

### **Programming & Focuses**

- 2 – Story, covered upper deck for enhanced river viewing and customer enjoyment
- Flexible event spaces for large groups or office parties
- Scheduled live music
- Broad, seasonally rotating menu
- Happy hour specials
- Sports-themed and holiday events
- Catering menu and capabilities

## What our Customers are saying:



Kyle Violette  
4 reviews

★★★★★ a month ago

Angie is absolutely amazing! From the moment we walked in, she made us feel welcome and taken care of. She's friendly, attentive, and always has a great attitude that makes the whole experience more enjoyable. Our drinks were perfect, food came out quickly, and she checked in at just the right times without ever being overbearing. You can tell she genuinely cares about her guests and goes above and beyond to make sure everyone has a great time.



Janel Chandler  
2 reviews · 1 photo

★★★★★ 2 months ago

Food was amazing and such a cool atmosphere, loved it!! Cassidy our waitress was super friendly and did a great job taking care of us. We will definitely make the trip to come back!



weltzenterprises  
4 reviews

★★★★★ 2 months ago

An outstanding dining experience from start to finish! The atmosphere is warm and inviting, the food is nothing short of spectacular, and the staff truly goes above and beyond. Our server, Angelo, was fantastic with our kids and made the evening extra special. A true gem—we can't wait to return!

## Awards and Achievements

- Best Restaurant for Outdoor Dining (8x winner!)
- Best Happy Hour (6x winner!)
- Best Local Holiday Drink
- Best Restaurant for Late-night Noshing
- Best Restaurant in Altoona
- Best Sports Bar
- Best Waterfront Dining



We invite you to visit our Altoona location, located at 1432 Front Porch Place, Altoona, WI 54720.

Visit our Altoona location's website at [cowboyjacksaltoona.com](http://cowboyjacksaltoona.com).

View our ownership and management team at [capvestpartner.com](http://capvestpartner.com).

## **Ownership Group**

### **William Albright**

William (Bill) Albright has over 23 years in the construction/real estate industry. He is founder and co-owner of MAR Hospitalities (Cowboy Jack's Altoona), CapVest, LLC, Capital Investment Partners LLC, and over 25 other operating and real estate holding companies. CapVest currently manages over 1,400 multi-family units, has over 65 active investors, and constructs an average of 100 multi-family units on an annual basis. Bill has overseen the construction of over 1,650 multi-family units and \$475MM worth of commercial real estate projects nationally. He received his bachelors and masters of science degrees from the University of South Dakota. Prior to starting CapVest, he was the Vice President of Heartland Contractors, a commercial construction/excavation company in Chippewa Falls, WI from 2004-2017. He has negotiated hundreds of projects ranging from commercial and residential to excavating. Bill specializes in real estate development, investment property construction/financing, and project management.

### **Paul Madsen**

Paul is both a co-founder and co-owner of MAR Hospitalities (Cowboy Jack's Altoona), CapVest LLC, Capital Investment Partners LLC and other real estate holding companies. He is the former owner and president of RainMaster Lawn Systems, an irrigation company with a well-known reputation for outstanding customer service. Since the late 1990s, Paul has proven his dedication to helping people, whether it's exceeding his customers' expectations or coaching and growing teams. While managing RainMaster's 45 employees, two branch locations, four lines of business and completing multiple acquisitions, Paul has a proven track record of excelling at strategic growth.

### **Shawn Raukman**

Shawn Rauckman is a co-owner of several hospitality and service-based businesses. He is currently the President and Chief Executive Officer of a nationally accredited for-profit private post-secondary school in Eau Claire, where he oversees all aspects of the institution's operations. Shawn graduated Summa Cum Laude from the University of Wisconsin at Eau Claire in 2000 with a bachelor's degree in business administration. He subsequently received his juris doctorate degree from the University of Minnesota Law School in 2004. Shawn practiced law in Minnesota and Wisconsin before becoming a full-time entrepreneur. He is currently licensed to practice law in both states. He has sat on the board of directors for several Chippewa Valley non-profit organizations. Shawn resides in Eau Claire with his wife, Jessica, and son, August.

## **Management Group**

### **Trevor Bohland**

Trevor is the CEO of CapVest LLC, and prior to joining the company in 2019, had a successful 24-year career in banking, serving as President and CEO of United Bank. Under his leadership, the bank streamlined and increased the profitability of lending operations, maximized revenue, executed organization's strategic vision and goals. His educational background includes a bachelor of science degree from the University of Wisconsin-River Falls, a master's degree from the University of St. Thomas, and completion of the Graduate School of Banking at the University of Wisconsin-Madison in 2005.

### **Lori Hayden**

Lori Hayden is the general manager of Cowboy Jack's in Altoona, Wisconsin, and has over 25 years of experience managing both corporate and privately owned restaurant concepts. In addition to managing daily operations, orders, inventory, budget management, and guest service, Lori has also been instrumental in creating new menu concepts, creating new training programs for staff, and overseeing and coordinating all private events at Cowboy Jack's. She is passionate about increasing guest engagement and satisfaction through maintaining high service standards, putting on special events, hosting live entertainment, and keeping the menu fresh with exciting seasonal offers.

Lori has maintained a higher than industry standard retention rate for employees by continually cultivating a positive work environment that is focused on employee empowerment and internal staff development. Her experience also includes being a leader in multiple new store openings as well as managing a corporate training restaurant.

She thrives on new opportunities to utilize her leadership skills and experience to develop leaders, drive positive results and deliver an experience people will remember.

### **Brett Burkhart**

Brett Burkhart is Chief Operating Officer, overseeing operations of CapVest and Cowboy Jack's. Brett's background spans multiple other industries, including architecture, software development, marketing and manufacturing. Working cross-functionally with all departments, Brett's primary objectives at CapVest and Cowboy Jack's are to drive quality and profitability that exceed our companies' goals, and to champion the development, implementation and continuous improvement of organizational protocols, practices, and tools.

His educational background includes a bachelor of arts degree from Iowa State University in 2004. He is a graduate of the statewide Leadership Iowa program in 2019, and has been involved in leadership roles in many organizations, such as the Iowa Association of Business and Industry and the Ankeny Leadership Institute.

## Project Examples

(For additional project experience examples, please visit [capvestpartner.com](http://capvestpartner.com))

### Cowboy Jack's, Altoona WI

Cowboy Jack's Saloon is an 8,000 sq ft restaurant with 4,000 sq ft of exterior patios and decks. Construction was completed in 2017 and the business had its eight year anniversary in June of 2025. The river-side location is picturesque, and this project is an anchor for a commercial development area in Altoona, Wisconsin called River Prairie. The restaurant has been very successful and consistently wins awards for best restaurant atmosphere and more while maintaining a high average review rating on Google.



## Cobblestone Hotel, Menomonie WI

The Cobblestone Hotel is a 52-room hotel constructed in Menomonie, Wisconsin which was completed in 2017. The development process included the purchase of three downtown properties and working closely with the City of Menomonie to preserve historical architectural features. The location near the University of Wisconsin-Stout was important to the developer due to proximity to their Hospitality Management Bachelor's Degree program.



**Commerce Point, Altoona WI**

Commerce Point consists of two 24,000 sq ft multi-tenant office/warehouse commercial buildings. Construction is completed. The project is located along a major highway through the City of Altoona, Wisconsin and is an anchor commercial development. Tenants are wide-ranging from commercial and office to manufacturing production, distributors, and service.



## Proposed Timeline

- Building and Site Design: Spring 2026
- City, State Approvals and Permits: Spring/Summer 2026
- Commencement of Construction: Summer/Fall 2026
- Grand Opening: Spring/Summer 2027

Sincerely,

**Bill Albright, MS, BS**

Cowboy Jack's Altoona, Founder - Ownership Group

CapVest LLC, Founder – Ownership Group

[balbright@capvestpartner.com](mailto:balbright@capvestpartner.com)

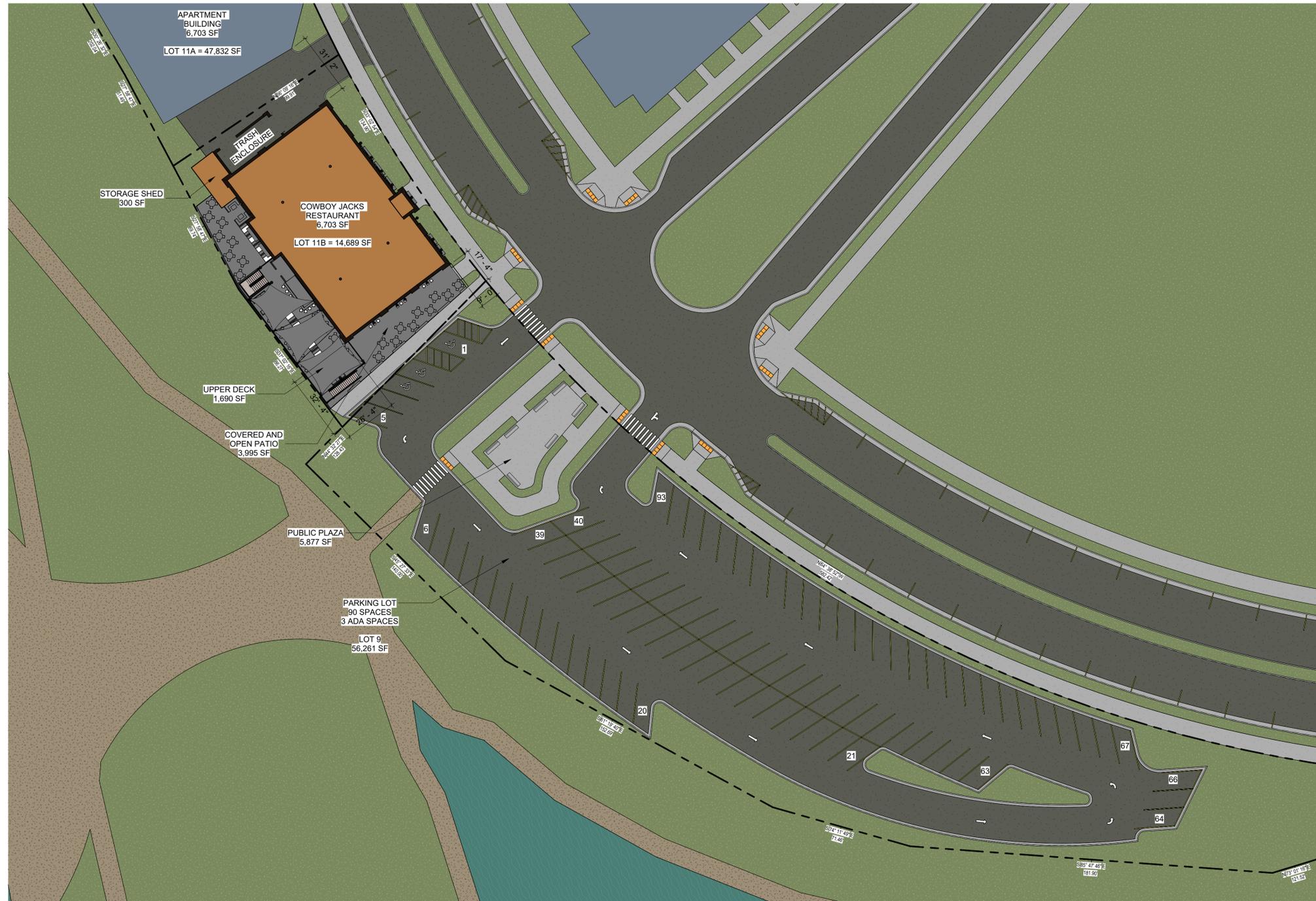
715-831-8000

**Trevor Bohland, MS, BS**

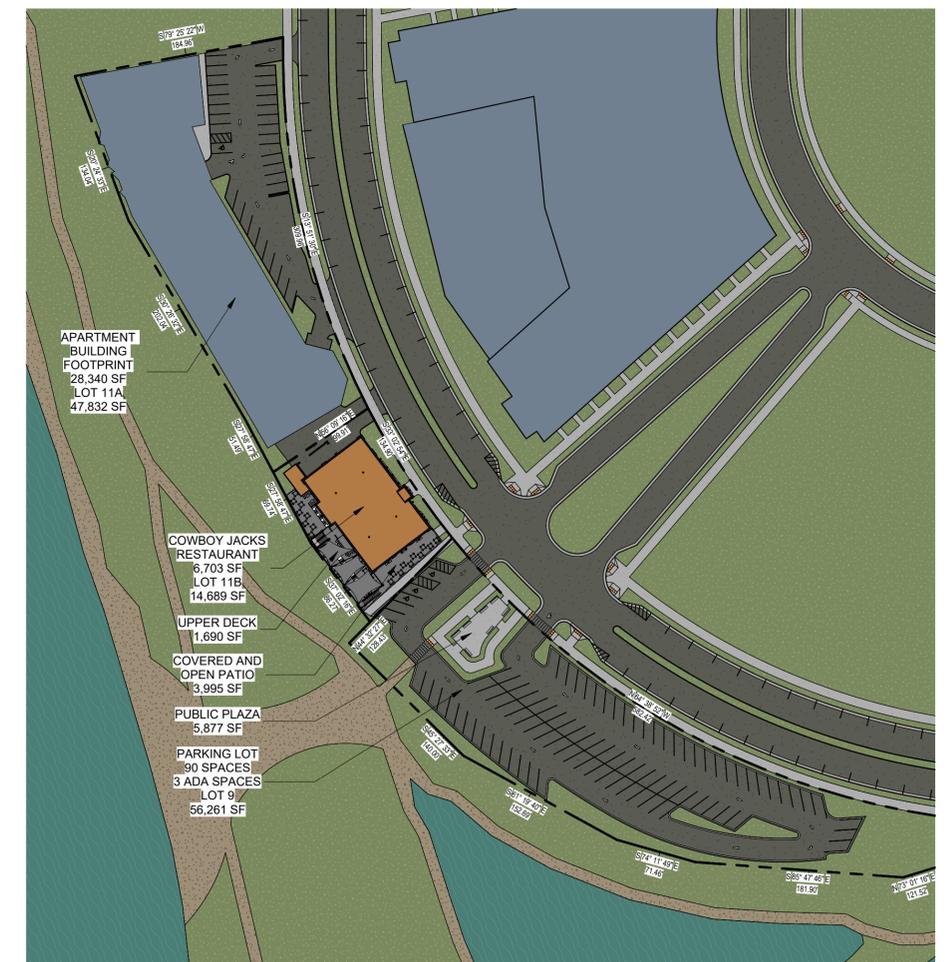
CapVest LLC, CEO/President

[tbohland@capvestpartner.com](mailto:tbohland@capvestpartner.com)

715-577-1949



MATERIAL LEGEND			
	NEW BUILDING		ASPHALT
	EXISTING BUILDING		CONCRETE
	GRASS		RETENTION POND
	LANDSCAPING		



**1** ARCHITECTURAL SITE PLAN  
A1 1" = 30'-0"

**2** OVERALL SITE PLAN  
A1 1" = 80'-0"







# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 26-0228

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**Agenda Date:** 2/26/2026

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** Request

**Agenda Number:**

## PLANNING OPTION AGREEMENT

This PLANNING OPTION AGREEMENT (this “Agreement”), made and entered into this \_\_\_\_\_ (the “Effective Date”), by and between Redevelopment Authority of La Crosse having its office at 400 La Crosse Street, La Crosse, WI 54601 (hereinafter the "RDA"), and RyKey Properties, a limited liability company, having its office at \_\_\_\_\_(hereinafter "DEVELOPER").

WITNESSETH:

WHEREAS, the RDA owns property located at River Point District, in the City of La Crosse, County of La Crosse, WI fully depicted in the Plat, which is attached hereto and incorporated herein as Exhibit A; and

WHEREAS, the DEVELOPER has requested a planning option to allow time to complete all due diligence necessary to determine the physical and financial feasibility of constructing a mixed-use development with housing units and commercial/retail space on Lot 12 as depicted in the developer’s proposal and Plat (hereinafter “Project Site”); and

WHEREAS, RDA desires to see the Project Site developed into an active mixed-use development that complies with the Master Plan, generates economic activity and increases assessed land value, thereby generating additional property tax base for the community; and

WHEREAS, RDA is willing to negotiate a sale of the Project Site with the DEVELOPER upon a determination by both parties of the economic and physical viability of proposed future uses.

NOW, THEREFORE, for good and valuable consideration, the parties mutually agree and state as follows:

1. The RDA hereby grants to DEVELOPER an exclusive Planning Option for an initial term expiring six (6) months after the Effective Date for the Project Site (the “Initial Term”). This period is required in order to complete all due diligence necessary to determine the physical and financial feasibility of proposed future uses. The Initial Term of this Agreement may be extended by mutual written agreement of the parties, and, if so, such extended term will be known and is hereinafter referred to as the “Extended Term”).
2. To secure the Initial Term, DEVELOPER shall pay RDA a payment in the amount of Five Thousand Dollars (\$5,000.00). If DEVELOPER is awarded the Extended Term, DEVELOPER shall pay to RDA an additional payment in the amount of Ten Thousand Dollars (\$10,000.00).
3. RDA, during the Initial Term, or any Extended Term, shall provide that the Project Site shall not be sold/conveyed or leased to any other legal entity, and shall not enter into any contract or agreement for the sale or lease of the Project Site to any other party, and hereby agrees to grant to the DEVELOPER exclusive negotiating rights for the purchase or lease of the Project Site during the Initial Term and any Extended Term.
4. RDA, upon receipt from DEVELOPER of proof of insurance with the following terms, the RDA hereby grants DEVELOPER full access to the site for purposes of completing due diligence including, but not limited to, soil testing, engineering analysis, environmental assessments and inspections (including invasive assessments and inspections in the discretion

of the DEVELOPER), other inspections and other needs for ingress and egress upon the land. If the DEVELOPER must use a contractor for any of the above services then contractor is required to provide proof of Professional Liability and Pollution Liability insurances, with the Redevelopment Authority named on the policy. This access is subject to any preexisting easements and licenses on the Project Site. RDA shall endeavor to terminate any such licenses for which the DEVELOPER determines termination is reasonably necessary for completion of the due diligence necessary for this Agreement, and, in that event, DEVELOPER will be granted a day-by-day/day-to-day extension of the Initial Term or the Extended Term, if any, for the number of days that it takes for RDA to terminate such licenses.

INSURANCE. Contracting Party shall, at its sole expense, obtain and maintain in effect at all times during this Agreement the following insurance coverage:

- 1) Commercial General Liability Insurance of not less than \$1,000,000.00 per occurrence for bodily injury, personal injury and property damage;
- 2) Automobile Liability Insurance of not less than \$1,000,000.00 per occurrence for bodily injury and property damage covering all vehicles to be used in relationship to this Agreement;
- 3) Umbrella Liability Insurance of not less than \$1,000,000.00 per occurrence for bodily injury, personal injury and property damage in excess of coverage carried for commercial general liability and automobile liability;
- 4) Professional Liability Insurance of not less than \$1,000,000.00 per claim and annual aggregate; and
- 5) To the extent that Contracting Party employs any employees or as otherwise required by law, Workers' Compensation and Employees' Liability Insurance with Wisconsin statutory limits.

On the certificate of insurance, the RDA shall be named as an additional insured on any General Liability Insurance, Automobile Insurance, and Umbrella Liability Insurance. The certificate must state the following: The RDA, its officers, agents, employees, and authorized volunteers shall be Additional Insureds. Prior to execution of the Agreement, Contracting Party shall file with RDA, a certificate of insurance signed by the insurer's representative evidencing the coverage required by this Agreement. Such evidence shall include an additional insured endorsement signed by the insurer's representative. Contracting Party shall provide La Crosse with a thirty (30) day notice prior to termination or cancellation of the policy. RDA reserves the right to require review and approval of the actual policy of insurance before it executes this Agreement.

5. DEVELOPER shall keep the Project Site free from and clear of all liens and defend, indemnify and hold harmless the RDA, and their officers, employees, contractors and agents, from and against all claims, actions, losses, liabilities, damages, costs and expenses, whether arising out of injury or death to persons or damage to any real or personal property, and including reasonable attorneys' fees and costs, incurred, suffered by, or claimed against any DEVELOPER or any of its officers, employees, contractors and agents to the extent caused by the entry by DEVELOPER, its officers, employees, contractors and agents, upon the Project Site and any due diligence activities and any costs arising out of or in connection with the due diligence activities. This provision shall survive closing or any termination of this Agreement.
6. RDA and/or the City of La Crosse shall make available all known environmental reports and activity upon the Project Site. By entering into this Agreement, the DEVELOPER in no way assumes any responsibility or liability for site remediation.

7. During the pendency of this Agreement and upon determination of the feasibility of proposed future uses, the parties shall work in good faith to negotiate and execute a Development Agreement, and any other associated documentation, that shall provide for the acquisition and development of the Project Site to DEVELOPER. Such Development Agreement is subject to the approval of RDA and the City of La Crosse Council.
8. It is agreed and understood by the parties that all proposed future uses in the Development Agreement shall complement existing uses on adjacent properties. The City of La Crosse shall coordinate the public agency participation in planning, obtaining data from public records as may be available, reviewing and commenting on aspects of proposed future uses in a timely manner.
9. DEVELOPER shall demonstrate the ability to obtain financing for the proposed future uses prior to the expiration of this Agreement.
10. DEVELOPER shall provide monthly progress updates to RDA, which updates shall include, but not be limited to, preliminary site planning, architecture, density, and land uses. DEVELOPER shall present to the RDA a site plan of their development, with corresponding elevations and renderings by April 1, 2026. RDA shall determine, in its sole and reasonable discretion, whether the DEVELOPER'S plans are sufficiently compliant with the PDD. In the event that DEVELOPER is not able to present compliant plans, then RDA may terminate this Agreement.
11. In the event that RDA may provide financial assistance to DEVELOPER, then DEVELOPER understands that RDA shall approve any final design plans as a condition of receiving any financial assistance from City of La Crosse. City of La Crosse financial assistance, if any, may be in the form of land write-downs, Tax Increment Financing or other governmental grants paid to DEVELOPER in accordance with the Development Agreement.
12. If the parties agree upon and execute a Development Agreement prior to the expiration of this Agreement, RDA shall convey the Project Site to the DEVELOPER in accordance with the terms and conditions of the Development Agreement, and any associated documentation. It is agreed that the Developer may form a single purpose entity for the acquisition and development of the Project Site, which entity would be party to the Development Agreement.
13. If a Development Agreement is not agreed to by the parties prior to the expiration of this Agreement, and no extension has been agreed to by the parties, this Agreement is hereby terminated and the DEVELOPER shall furnish to RDA all environmental reports and studies, and surveys relating to the Project Site.
14. In the event the DEVELOPER determines that the proposed use on the Project Site is not feasible during the pendency of this Agreement, DEVELOPER may terminate this Agreement and shall notify RDA in writing of the termination.
15. In the event the RDA determines, in its reasonable judgment, that the DEVELOPER is not meeting its obligations under this Agreement, then the RDA shall give written notice thereof to Developer, in which event Developer shall have thirty (30) days to cure any such breach or default of this Agreement, and if not so cured by Developer within said Thirty (30) days, the RDA may terminate this agreement and shall notify the DEVELOPER of this termination in writing.

16. RDA and DEVELOPER shall pay all of their own legal fees, third party fees, customary closing costs and other costs related to this Agreement, the Development Agreement, and any lease or sale associated with this Agreement.

IN WITNESS WHEREOF,

this Agreement has been duly executed as of the Effective Date.

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Adam Hatfield, Chair

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Andrea Trane, Executive Director/Secretary

**[DEVELOPER]**

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Name, Title





# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 26-0219

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**Agenda Date:** 2/26/2026

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** Request



2/18/2026

Unwind Property Management LLC  
1446 Rose St STE 2  
La Crosse, WI 54603

Congratulations! Based on the information that you provided, you have been prequalified for a commercial loan with River Bank for the River Point District project.

This prequalification letter does not constitute loan approval or commitment to rate, fees or term. Any misrepresentation in the loan application or adverse change in your financial position may void this prequalification letter, as would a poor credit history by accepted standards.

Loan approval and commitment is subject to completion of a loan application and conditions that include, but are not limited to:

- \*Clear title to proposed property
- \*Satisfactory appraisal with a value sufficient to support the loan request
- \*Verification of all income and assets
- \*No material change in credit, employment or financial status prior to closing
- \*Fully Executed Offer to Purchase
- \*Acceptable inspections and other conditions as in the Offer to Purchase
- \*Final approval from underwriting when all conditions are met
- \*Any other information deemed necessary by River Bank

Proposed Terms:

Term: 12 months interest only then 2 years fixed  
Amortization: 30 years  
Rate: Prime plus or minus a spread at time of closing  
Origination: .25%  
LTV: 75%

This letter expires on 8/1/2026. If you should have any questions, please do not hesitate to call me. Thank you for choosing River Bank, we look forward to working with you.

Sincerely,

Kyle Christopherson  
Commercial Loan Officer  
NMLS 108866  
608-788-6300 | [Kyle.Christopherson@Riverbank.biz](mailto:Kyle.Christopherson@Riverbank.biz)





## Lot One – River Point Townhome Proposal

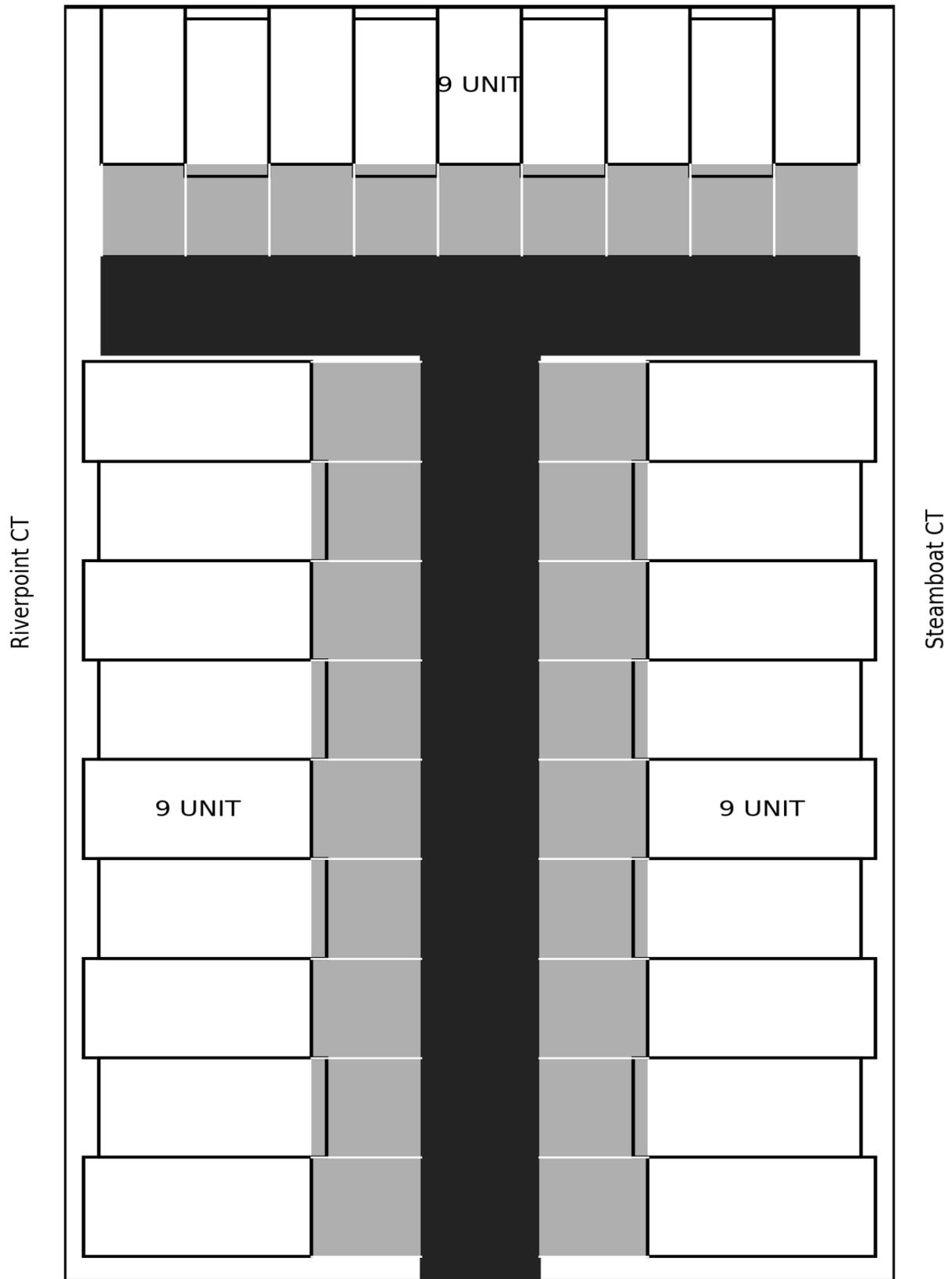
We would like to provide a general overview of our proposed development for Lot One. The site measures approximately 168 feet in width by 307.7 feet in depth. Our concept includes nine two story rear-loaded, front-facing townhome units along both Steamboat and Riverpoint Court. After working on the concept more we're going with a three story townhouse building oriented toward Kraft Street to break the block up while providing more density.

We believe this layout will be both visually attractive and well-suited to the River Point District, offering what we feel is one of the most desirable housing products in the area. Given the significant lack of “missing middle” housing options within La Crosse County, this development is intended to help address that gap.

All two story units are planned at approximately 24 feet wide by 46 feet deep (two plan options below), allowing flexibility for either single-car or two-car garage configurations. The three story building facing Kraft street will be approximately 17 feet wide by 38 feet deep per unit. In addition to the garage, each unit will include two additional parking spaces located behind the unit, one of which may be positioned in tandem with the garage. Each townhome will feature two or three bedrooms and at least 2 bathrooms, with the goal of creating some of the highest-quality townhomes in the region. While final dimensions may be adjusted slightly during the design process, they will remain generally consistent with this concept. We are also open to doing some sort of decorative wall or landscape buffer at the end of the T to mask the rear of the building along Kraft Street.

We believe this proposal will appeal not only to current renters and families relocating to the area, but also to local homeowners seeking to take advantage of the current housing market while transitioning to a low-maintenance lifestyle free from yard work and ongoing upkeep. Our goal for Lot One is to attract a long-term, homeowner-oriented resident profile—one that reflects pride of ownership, personalization of outdoor spaces, and stable, long-term occupancy.

Kraft Street



Two story exterior reference

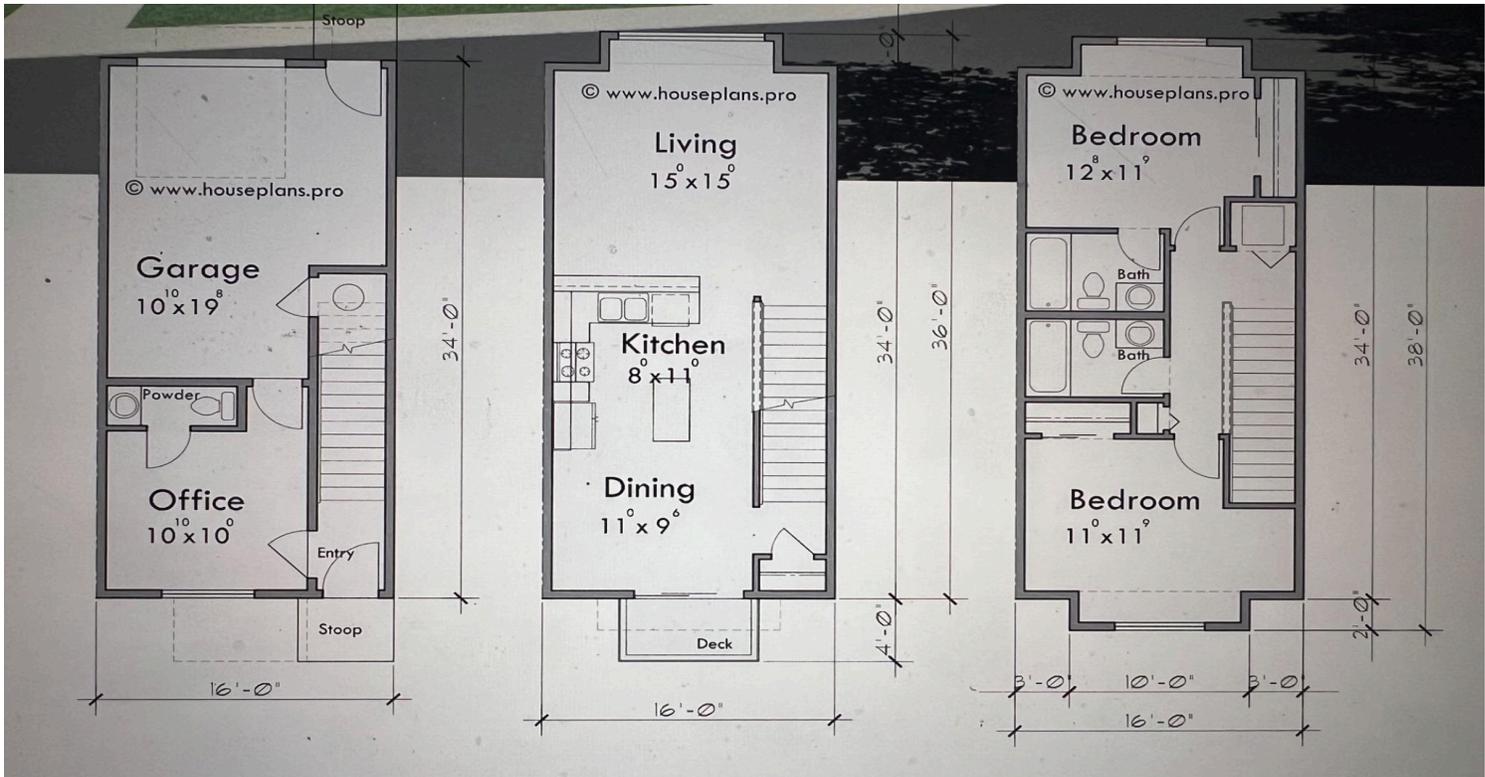




Three Story Building Facing Kraft Street.



Three Story floor plan. Will adjust some to make the garage a little larger deeper and going a foot wider per unit.



## Timeline-Lot 1 Timeline

### Pre-Development Phase

March 2026 – Option Execution

September 2026 – Architectural and Engineering Completion; Project ready for final approvals and bid submissions. Site preparation commences.

### Construction Phase

October 2026 – Building 1 Construction Begins

May 2027 – Building 2 Construction Begins

Oct 2027 - Building 3 Construction Begins

### Delivery & Lease-Up Phase

June 2027 – Building 1 Construction Complete; Lease-Up Period Begins

August 2027 – Building 1 Achieves Full Occupancy

December 2027 – Building 2 Construction Complete; Lease-Up Period Begins

March 2028 – Building 2 Achieves Full Occupancy

April 2028- Building 3 Complete; Lease-Up Period Begins

June 2028- Building 3 Complete; Lease-Up Period Begins

### Project Stabilization

June 2028 – All 3 Buildings Stabilized; All Site Work and Landscaping Complete. Timeline could be accelerated based on demand.

Estimated Cost. Lot One

\$6,500,000-\$7,500,000



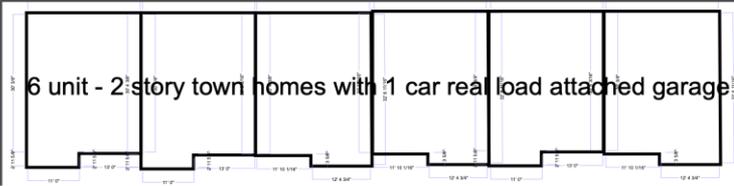
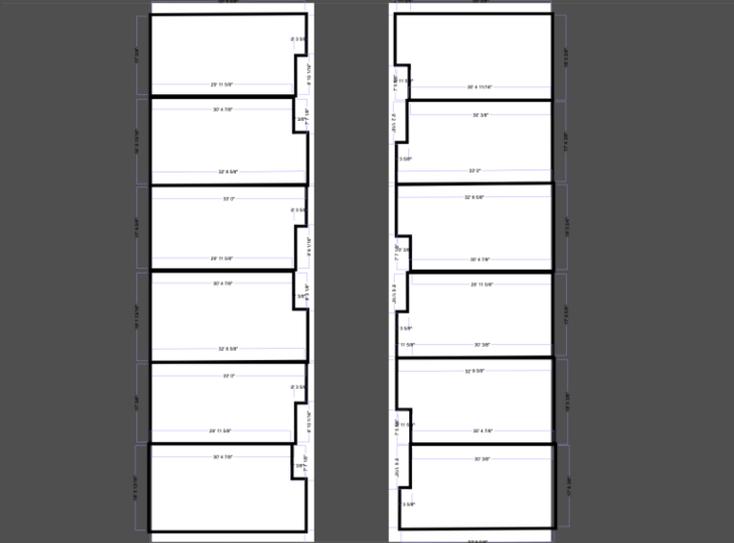
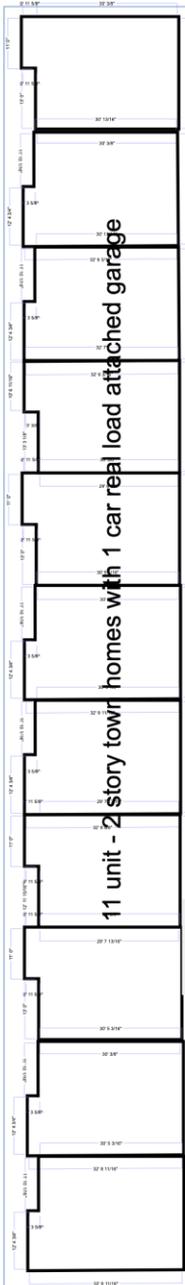


## **Lot Two – Development Overview**

We would like to provide a general overview of our proposed development for Lot Two. The site measures approximately 267 feet in width by 307.7 feet in depth. Our concept includes 11 two-story rear-loaded, front-facing townhome units along Steamboat Ct and Milwaukee St., 6 units along both Kraft St. and Marsh Lane, as well as two 6-unit buildings in the center for a total of 46 units on Lot Two. All units will feature similar floor plans with variable exterior finishes to provide a clean and modern façade. Initial cost estimates to complete the project are between \$9,500,000 and \$11,000,000.

All two-story units planned on Lot Two will offer roughly 1200 sq ft of finished living space along with a one-car rear-load garage. Each townhome unit will feature either two or three bedrooms and at least two bathrooms with an anticipated rent ranging from \$1800-\$2500/month.

We believe this proposal will have a broad appeal across many demographics who are happy to trade in the extra amenities of an apartment style environment for the more private setting of a townhome. The units will bring both the transitional tenant who is focused on eventual homeownership and the long-term renter that enjoys a maintenance free lifestyle in a high-quality rental product. We feel the product will attract an active consumer that will bring economic benefits to the downtown area for years to come.





Conceptual Front street view

## **Lot 2 Timeline**

### **Pre-Development Phase**

March 2026 – Option Execution

October 2026 – Architectural and Engineering Completion; Project ready for final approvals and bid submissions. Site preparation commences.

### **Phased Construction Start**

March/April 2027 – Building 1 Construction Begins

June 2027 – Building 2 Construction Begins

September 2027 – Building 3 Construction Begins

April 2028 – Building 4 Construction Begins

June 2028 – Building 5 Construction Begins

September 2028 – Building 6 Construction Begins

### **Delivery & Lease-Up Phase**

October 2027 – Building 1 Construction Complete; Lease-Up Period Begins

January 2028 – Building 2 Construction Complete; Lease-Up Period Begins

June 2028 – Building 3 Construction Complete; Lease-Up Period Begins

October 2028 – Building 4 Construction Complete; Lease-Up Period Begins

January 2029 – Building 5 Construction Complete; Lease-Up Period Begins

June 2029 – Building 6 Construction Complete; Lease-Up Period Begins

### **Project Stabilization**

August 2029 – All Buildings Stabilized; Final Site Work and Landscaping Complete



# Unwind Property Management

## Leadership Team

### Cody Croteau

📞 608-797-9985  
Riversedge608@gmail.com

Cody is a licensed general contractor and a key leader of Unwind's maintenance operations. He plays a central role in coordinating repairs, capital improvements, and new-construction housing projects. Cody brings hands-on building expertise to the team, ensuring projects are completed efficiently and to a high standard. Outside of work, he enjoys hunting and fishing with his family.

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### Jason Kuderer

📞 608-509-8350  
Jasonkuderer@hotmail.com

Jason leads Unwind's apartment development projects and oversees day-to-day operational management across the portfolio. He also plays a major role in underwriting, deal analysis, and strategic decision-making, helping guide acquisitions, development feasibility, and long-term investment strategy. Much of Jason's free time is spent supporting his sons at their sporting events.

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### Jacob Mooney

📞 563-794-0150  
Jacobrentalslax@gmail.com

Jacob focuses on acquisitions, financial oversight, and backend operations. He manages accounting, underwriting, and strategic growth initiatives, helping drive long-term value across Unwind's properties. In his free time, Jacob enjoys cycling and skiing.

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### Hayden Schmidt

📞 608-785-0888  
Rlr.propertymanager@gmail.com

Hayden serves as Unwind's realtor, property manager, and lead for tenant relations. He is responsible for leasing, communication, and ensuring a high-quality resident experience across the portfolio. Outside of work, Hayden enjoys staying active and is an avid snowboarder.

Letter of Interest  
River Point Development – Lots 1 & 2  
La Crosse, Wisconsin

Unwind Property Management LLC  
1446 Rose Street, STE 2  
La Crosse, WI

City of La Crosse  
Redevelopment Authority / City Staff  
La Crosse, WI

Dear Members of the Redevelopment Authority and City Staff,

Unwind Property Management LLC submits this Letter of Interest regarding the potential development of Lots 1 and 2 within the River Point Development District in La Crosse, Wisconsin.

Our team is interested in pursuing a high-quality, two-story townhome development that aligns with the City's vision for River Point by supporting housing diversity, neighborhood stability, and long-term tax base growth. We believe River Point represents a once-in-a-lifetime opportunity to introduce well-designed townhome housing into the downtown district, helping bridge the gap between traditional multifamily development and owner-style urban living. The concept emphasizes private front/sidewalk facing entrances, rear-loaded garages, and a pedestrian-friendly site layout intended to deliver much-needed "missing middle" housing for a broad range of residents.

We believe Lots 1 and 2 present a strong opportunity to advance the goals of the River Point District, and we look forward to working collaboratively with City staff and the Redevelopment Authority as the project moves forward.

Thank you for your consideration.

Sincerely,

**Unwind Property Management LLC**

Cody Croteau  
Jason Kuderer  
Jacob Mooney  
Hayden Schmidt

# Riverpoint Lots 1 & 2

Development Proposal | Townhomes  
Prepared by  
Unwind Property Management LLC



Unwind Property Management LLC | Development Proposal

Conceptual Image



# Development Team

- The members of Unwind Property Management LLC — Jason Kuderer, Jacob Mooney, Hayden Schmidt, and Cody Croteau — collectively and individually own and manage over 500 residential and storage units throughout the Coulee Region.
- The group has completed multiple new construction projects including a 37-unit townhome development in Sparta, townhome development in Cashton, as well as other various apartment and single-family home developments ranging from Stoddard to Eau Claire. Ownership is hands-on, ensuring long-term quality property management and maintenance.

## Members

- Jason Kuderer-Cashton
- Jacob Mooney-Onalaska
- Hayden Schmidt-La Crosse
- Cody Croteau-La Crosse

## Approach

Local ownership • Hands-on management • Quality maintenance • Long-term operation

# Project Driver

Unwind Property Management LLC is submitting a concept for a high-quality residential townhome community on Lots 1 and 2 in the River Point Development District.

The proposed development is intended to deliver well-maintained, professionally managed housing that aligns with the city's long-term goals for quality growth, neighborhood stability, and an increased tax base while providing a quality housing option of city residents. Townhome Development has been lacking severely in La Crosse County.

## Community Benefit

- Adds quality housing stock
- Expands local tax base
- Supports local contractors & trades
- Appeal to large demographic
- Long-term professional management
- Provides "Missing Middle" housing.

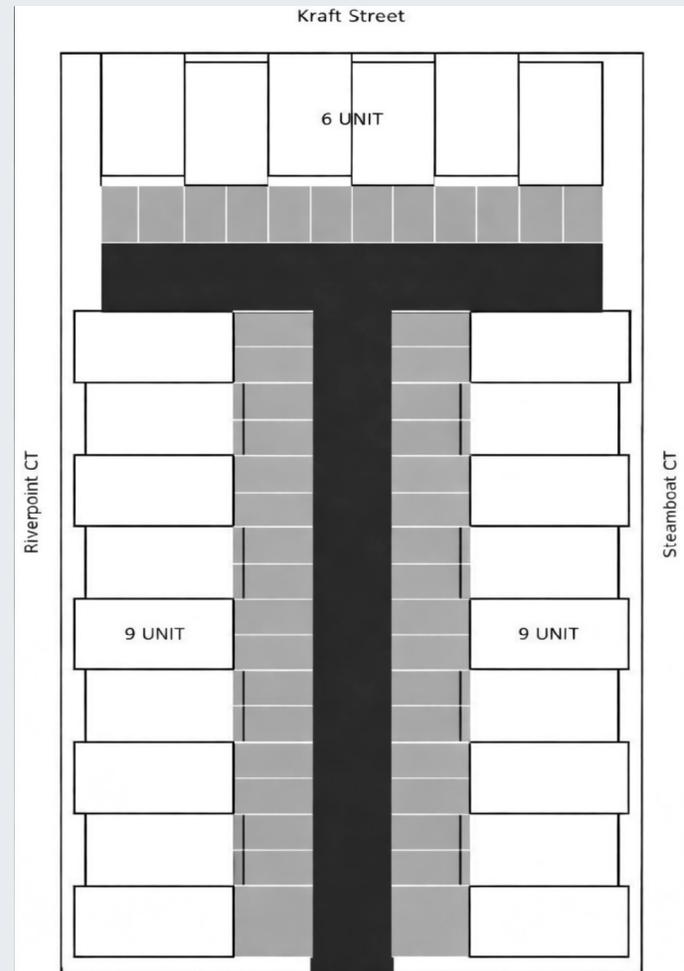
# Lot one Layout

- 24-Two-story townhome-style residences with private entrances
- One/two-car attached rear load garages
- 6 unit facing Kraft Street with 9 units along Riverpoint & Steamboat CT
- We are willing to incorporate decorative landscaping walls at the ends of the T-drive to screen and soften views of the parking area behind the 6unit

## Proposed Investment (Lot 1 & 2)

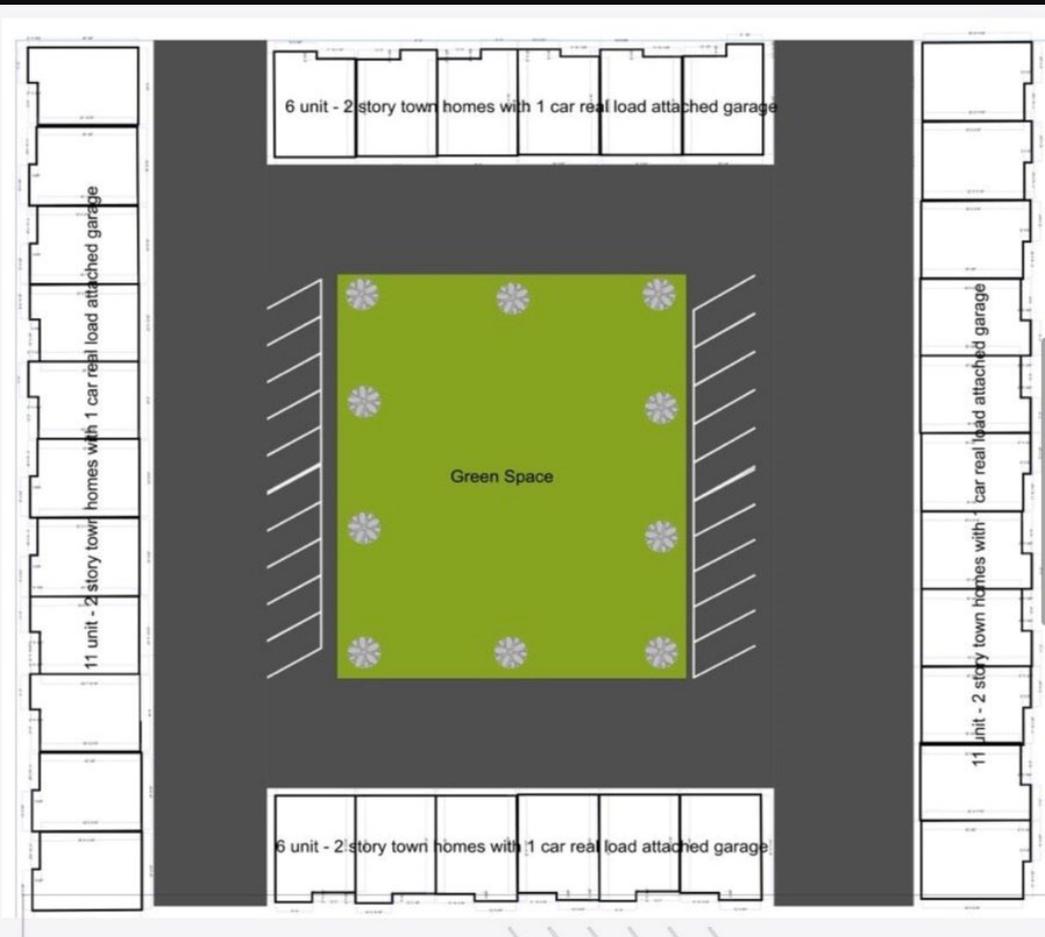
\$12,000,000 - \$15,000,000 (estimated all-in project cost) land, site development, vertical construction, professional fees, geopiers, and contingencies.

LOT 1 CONCEPT LAYOUT

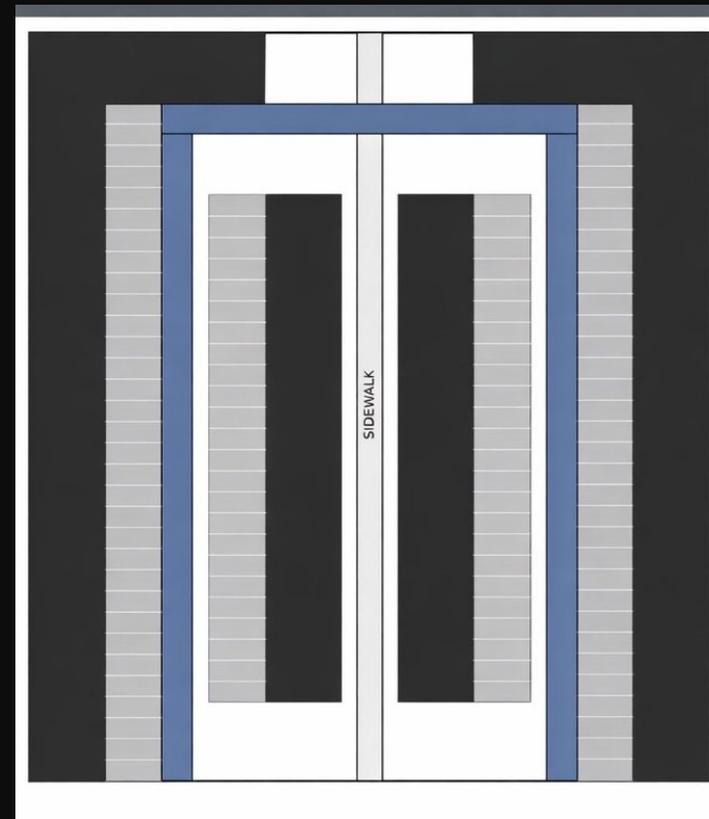


## Lot 2 Conceptual Site Plans

- 11 unit buildings on sides with with 6 unit buildings on ends.
- Possible two four units in middle as well but need room for snow/trash too



12 unit buildings on outsides, 8 unit buildings on the inside front facing the sidewalk splitting lot.



Would fill two corners with smaller apartments or commercial units.

Blue line represents road. All townhomes would have rear garages off that

End is left open for trash building and snow.

# Townhome Concept

- Two story layout with attached 1 car rear load garages
- Private entries with a modern townhome feel
- Functional layouts designed for everyday living
- Durable materials and detailing targeted for long-term ownership
- Varied material and architectural styling throughout front face of buildings
- Designed to appeal to all demographics

Concept image shown for illustrative purposes to communicate overall design intent.

Conceptual Image



# Timeline and Incentive Request

- Design & engineering: 3-6 months
- Permitting: concurrent with design
- Construction start: within 60-90 days of approvals
- Construction duration: 12-24 months
- Completion: phased unit delivery
- TIF / Incentive Request
- Unwind Property Management LLC intends to pursue Tax Incremental Financing (TIF) to support project feasibility by offsetting extraordinary infrastructure and site-related costs. The team will work collaboratively with City staff and the RDA to structure a responsible request.
- Key Numbers
- Estimated Investment: \$12M - \$15M
- Target Start: 60-90 days after approvals
- Delivery: Phased unit completion

# Projects



# Thank You

We appreciate the consideration and welcome the opportunity to present this proposal to the RDA and welcome your feedback and insight.

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