



1. October 7<sup>th</sup>: Property Logic (PL) and opposing bidder presented Offers to Board of Public Works.
2. October 14<sup>th</sup>: Based on the merits of the two offers, the Board of Public Works authorized sale of 626 Monitor Street to Property Logic III (Exhibit I).

WHEREAS, on October 14, 2024, the Board of Public Works (BPW) agreed to move forward with an offer from Karl Schilling of Property Logic LLC, in the amount of three hundred twenty-five thousand dollars (\$325,000.00) for the property at 626 Monitor St, parcel 17-10294-31 (Legislation #24-1313).

3. Based on offer acceptance, City officials and Property Logic began working through details of the offer.
  - a. The City had the roof, HVAC, and sewer lines inspected to address offer contingencies.
  - b. PL worked with Inspection Department (Dave Reinhart) to identify and eliminate potential permitting issues.
  - c. PL hired brokerage firm to find tenant; PL & broker conducted numerous property showings.
  - d. PL met with multiple contractors to get bids on completing building renovations.
  - e. PL reached agreement in principle with Enterprise Trucking to lease space.
  - f. Lease is currently in Legal review to finalize terms.
4. Meanwhile, the opposing bidder attempted to persuade PL to withdraw its offer to purchase.
  - a. Opposing party offered PL \$50,000 to withdraw bid and allow his \$100,000 bid to prevail.
  - b. Opposing party increased offer to \$100,000 via email (Exhibit II).
5. PL declined opportunity to pocket \$100,000 payment in exchange for backing out.
  - a. PL made offer to City in good faith & wishes to honor commitment.
  - b. PL uncomfortable making a \$100,000 personal gain at the expense of a \$225,000 loss to the City of La Crosse residents (difference in bid amounts).
6. PL's offer is in City's best interest.
  - a. 325% higher purchase price offered (\$325,000 versus \$100,000).
  - b. Brings high paying jobs to La Crosse community, specifically to north side residents.
  - c. PL has proven record of successfully completing many development projects.
7. Opposing party's offer is higher risk.
  - a. Unresolved permitting issues with opposing party's plans.
  - b. Opposing party purchased City land in 2021 on same basis of business need being presented with this offer. That land still sits idle with no development efforts having been made.

Karl Schilling  
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608-881-6222

## 626 MONITOR STREET PROJECT



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Karl Schilling, Owner  
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(608) 317-4481

**Project Objective:** Deliver results within budget in order to offer competitive rent in the \$7.00- \$8.00 per square foot range. Affordable rent frees up capital to provide better employee wages and benefits.

**Project Update:** In final negotiations with national company seeking entry into La Crosse market.

- Will provide much needed high-paying, full-time jobs with benefit to the north side residents.
- National tenant will be a complementary mix to the thriving small businesses on the Northside.
- Resolved possible permitting issues with Inspection Department.

## Project Investment

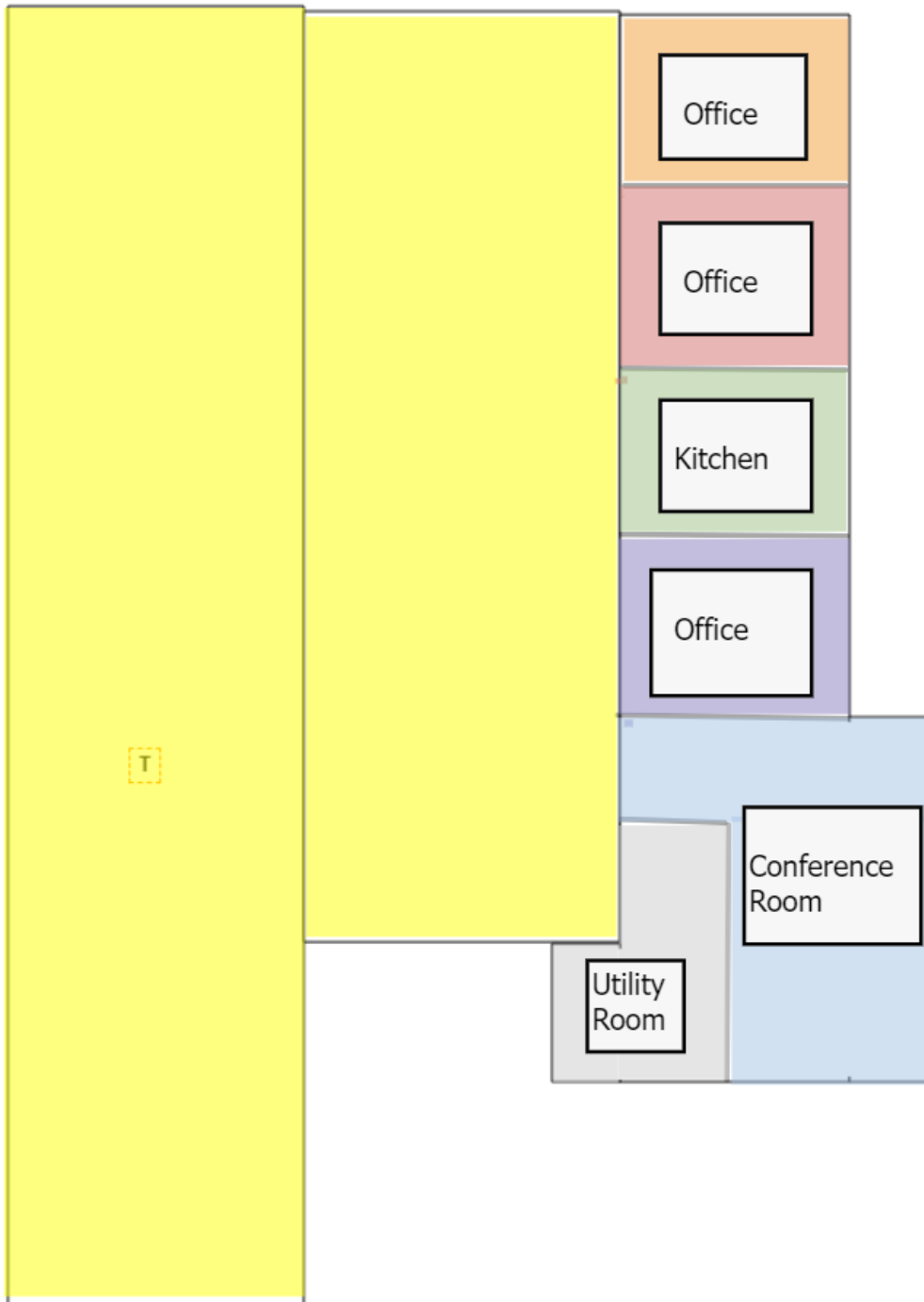
Purchase price	\$325,000
Improvements	<u>\$125,000</u>
Total Investment	\$450,000

## Planned Improvements

- Replace/Upgrade windows
- Replace/Upgrade Entry and Doors
- Replace/Upgrade Overhead Doors
- Paint Exterior Trim, Soffit, Facia
- New Luxury Vinyl Tile Flooring in Finished Areas
- New Paint for Interior Finished Rooms
- New Trim in Interior Finished Rooms
- Replace/Upgrade Cabinetry & Counters

# Floor Plan

Monitor Street



## Proven Track Record

- 31 years in residential and commercial real estate development, leasing and management
- Currently over 200 tenants
- Developed La Crosse neighborhoods, including Barrewood and Waterview
- Renovated many commercial and residential properties throughout La Crosse, Onalaska, Holmen, and West Salem
- Donated La Crosse property to Habitat for Humanity
- Currently working on \$15 Million development project with City of La Crosse

# Current Commercial Tenants

About Face Salon & Day Spa  
All Star Basements  
American Welding & Gas, Inc.  
Associated Hearing  
B & F Fastener Supply  
Baird  
Brewer Financial  
CleanSlate Medical Group of WI, SC  
Courtesy Corporation  
Cowgill Dental  
DBS Group, LLC  
Enhanced Driving Institute  
Edward Jones  
Endodontic Specialists, LLC  
Forever Young Skin Care  
G. A. Larson  
Girl Scouts of America  
Garage Force  
God's Kidom  
H & H Karate, LLC  
Healthy Chiropractic, LLC  
Imagine Home Lending  
Kaplan  
Kelbel Health, LLC  
Keller Williams  
Lamar Companies  
Luna Amaris Psychic  
Luxie Enterprises  
Marcie's Pet Spa  
Marco Technologies, LLC  
Marvin Jacobson EZ Wheelz  
Midwest Farms LLC  
Morrie's La Crosse VWA, LLC  
Multistack  
Nail Department  
National Drive LLC  
National Seating & Mobility  
Naturally Unbridled Wellness  
Olson Solar Energy, LLC  
OM Yoga Studio  
Orgel Wealth Management  
Packer Fastener & Supply, Inc  
Playgrounds of La Crosse  
Poplar Street LLC  
Prime 1 Painting  
Reaching Your Potential  
Reed Music Studies, LLC  
Resoul Day Spa  
Salon Elite  
Schmocker Financial  
Southside Tire  
State Farm  
Tesla  
Trane  
Tri-State Ambulance  
Tricor Insurance  
Union Home Mortgage  
WI Department of Revenue  
WI Public Defenders  
Wisconsin Terrazzo & Tile

# Sample of Current Properties















Resolution approving the sale of City owned property at 626 Monitor Street to Property Logic III.

## RESOLUTION

WHEREAS, on August 8, 2024, the Common Council declared certain property at 626 Monitor St to be surplus (Legislation #24-1016); and

WHEREAS, on October 14, 2024, the Board of Public Works (BPW) agreed to move forward with an offer from Karl Schilling of Property Logic LLC, in the amount of three hundred twenty-five thousand dollars (\$325,000.00) for the property at 626 Monitor St, parcel 17-10294-31 (Legislation #24-1313).

NOW, THEREFORE, BE IT RESOLVED, the Common Council of the City of La Crosse hereby authorizes the sale of the property at 626 Monitor St, consisting of parcel 17-10294-31, to Property Logic III in the amount of \$325,000.00.

BE IT FURTHER RESOLVED that proceeds from the sale shall be deposited into General Revenue-Sale of Land.

BE IT FURTHER RESOLVED that the Mayor and City Clerk are authorized to sign any documents related to the sale.

BE IT FURTHER RESOLVED by the Common Council of the City of La Crosse that the Director of Engineer and Public Works, Finance Director, Director of Planning, Development and Assessment and Board of Public Works are hereby authorized to effectuate this resolution.



From: **Marty Walleser** <[propertyreliance608@gmail.com](mailto:propertyreliance608@gmail.com)>  
Date: Wed, Oct 30, 2024, 3:57 PM  
Subject: Fire Station  
To: [ks.propertylogic@gmail.com](mailto:ks.propertylogic@gmail.com) <[ks.propertylogic@gmail.com](mailto:ks.propertylogic@gmail.com)>

**Hi Karl,**

I wanted to reach out after reflecting on our recent call. Thanks again for getting back to me—I really enjoyed getting to know you a bit. While out here with the North Dakota dust and sun, I thought about our conversation and felt I should give you my best offer.

To keep it straightforward, I'm prepared to offer \$100,000 to secure the bid on the fire station. As a young investor passionate about creating something lasting, this fire station would be an ideal workspace for my business (which I started at sixteen) and for Real Wood. We're both in serious need of a dedicated, well-suited space to grow.

This investment is personal to me, and our conversation made me all the more appreciative of you for even considering it. I'd love the chance to follow in your footsteps; you're clearly making strides in the investment world. If nothing else, I'd be thrilled to invite you down to the Hatchery Lounge for a drink sometime—just to talk shop.

Thanks for considering my offer, Karl. I'm looking forward to the chance to work together.

Warmly,  
Marty Walleser

Marty Walleser  
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