



May 6, 2016

Jason Gilman
Director of Planning and Development
Riverside North Development
La Crosse, Wisconsin

RE: RFEI FOR 70 ACRE SITE, 40 ACRES +/- DEVELOPMENT AREA

Dear Mr. Gilman:

On behalf of our team, I am very pleased to present to you this Expression of Interest and Qualification Statement for the remarkable Riverside North Development in La Crosse, Wisconsin. Our team is profoundly excited to have the opportunity to present our qualifications and experience to you for your consideration. Attached to this Letter of Interest and Qualification Statement we have included biographies for each of our development team members as well as information regarding our current development activities that may be particularly pertinent for this specific development opportunity.

WiRED Properties is a Milwaukee-based real estate development and consulting firm. Founded 10 years ago, the company is dedicated to community creation through dynamic, creative and engaging real estate developments. We have deep experience in working on urban sites with meaningful environmental challenges and we have executed developments ranging from the renovation of single historic buildings to large-scale master-planned developments. Above all, we have executed mixed-use real estate developments that focus on the quality and character of the pedestrian environment and on adding value to the local community through public amenities, local retail and the quality and enduring character of the architecture.

We believe that our team is perfectly suited to partner with the City of La Crosse in the planning and execution of this development. We embrace a deeply collaborative approach with our public partners and we believe that the ultimate success of the development will be determined by the ability of the public and private team members to creatively solve for both the technical planning issues associated with the development and fundamental local market considerations that can contribute to mixed-use success.

Two of our current developments bear substantial similarities to the opportunity presented in La Crosse:

WiRED Properties was selected by the City of Oak Creek, Wisconsin to act as their lead development partner in the creation of their new downtown at Drexel Town Square. Located on the 80-acre site of a former Delphi / AC Delco manufacturing site, Drexel Town Square is a remarkable master-planned development that is re-inventing the municipality.

Drexel Town Square can be considered as two separate developments. One is an approximate 40-acre site that is suburban big-box anchored in character. The second half is truly compelling. WiRED was brought onto the team to act as a primary development consultant in the planning of the overall site concept, and to act as the at-risk developer of the new two-block long Main Street. The overall Town Square portion of the development includes an ~13-acre wetlands park, a hotel, a new

city hall and library, ~450 units of multifamily, an ~110,000 square foot multi-disciplinary medical facility and a new Main Street.

WiRED is completing its first phase now: an ~\$20,000,000 development including ~33,000 square feet of ground floor retail and 62 upper floor apartments in two buildings flanking Main Street. Our second phase will include another ~20,000 square feet of commercial space with a third phase to complete Main Street to be comprised of ~10,000 square feet of retail.

We believe Drexel Town Square presents strong evidence of our team's dedicated ability to collaborate and partner with a municipality to optimize the outcome for both parties as well as for the community at large. We invite you to speak to Mayor Stephen Scaffidi or City Administrator Gerald Peterson at the City of Oak Creek to better understand the role we have played in their remarkable development.

The second current development that we believe presents our specific qualifications is Ballpark Commons in Franklin, Wisconsin. Several years ago Mike Zimmerman engaged the City of Franklin and Milwaukee County in conversations regarding the activation and development of a parcel of land that had historically been a landfill. Through remarkable public/private collaboration and dedicated efforts, Mike was able to create a baseball and outdoor activity driven community. Comprised of a ski and tubing hill (previously existing), four major league stadium replica state-of-the-art little league fields, two more softball fields, an umbrella bar and more, The Rock Sports Complex now boasts over 150,000 annual visitors.

The Rock, and now Ballpark Commons, are located on a deeply complicated site. It includes such environmental conditions as wetlands and landfill and it is located on an assemblage of land that includes City, County, WisDOT and WDNR jurisdictions.

Today, our team has received General Development Plan approvals for a substantial addition to that community. Our approved plans, construction of the first phases of which will start in 2017, include an ~39-acre parcel immediately south of The Rock that will include ~300 units of apartments, 25,000 square feet of commercial and a hotel. Across the street and generally on the same parcel as The Rock, we have proposed to build an earthen-berm minor league baseball stadium that will be home to the University of Wisconsin – Milwaukee baseball team as well as a minor league team to be owned by Mike Zimmerman. In addition, we will be developing three sports/entertainment buildings including an indoor baseball training facility, an indoor family entertainment center and a state-of-the-art golf facility. We have also planned for an additional 100,000 square feet of mixed commercial (retail and office) space and up to an additional 100 apartments flanking a new main street.

In short, we believe our team is perfectly suited to partner with the City of La Crosse in your remarkable development opportunity at Riverside North. Each of our principals can be available to meet with you and your team (with the exception of June 15-22). I very much look forward to meeting you.

Regards,

A handwritten signature in black ink, appearing to read 'Blair Williams', with a stylized flourish at the end.

Blair Williams

APPENDIX A
WiRED Properties Team Members

The following pages detail the team members who will spearhead our collaborative development efforts with the City of La Crosse. Blair Williams, Michael Zimmerman and Ian Abston will act as the team leaders. Their biographies are included as separate pages as part of this Appendix A.

The WiRED team is able to execute master planning, master development and at-risk development. We anticipate that our team will necessarily include third-party service providers including a planning firm, legal counsel, engineering and design services, environmental services and more. While we anticipate that final selection of the design and engineering teams will be determined as part and parcel to the collaborative efforts with the City, we are confident that several of our team members will remain consistent.

Michael Hatch, Foley & Lardner (*Legal Counsel*)

Michael W. Hatch is a real estate lawyer and partner in the firm's national Real Estate Practice, which he chaired from 1989 to 2006, and is also a member of the Senior Living and Health Care Industry Teams. He has been with the real estate group in the Milwaukee office since joining the firm in 1974, and he has practiced extensively in the areas of real estate development, finance, restructuring and workouts, brownfields and other urban redevelopment, public/private partnerships, syndication, historic rehabilitation, real estate investment trusts, and investment analysis. He has been lead counsel for several billion dollars of real estate transactions, including Milwaukee Center, East Point Commons, The North End, University Club Tower, Cathedral Place, The Kenilworth Project, Menomonee Valley Partners, Inc., a nonprofit, public private partnership working to redevelop the largest Brownfield in Wisconsin, and the purchase (and later the sale) of the Firststar Center (n/k/a U.S. Bank Center), the tallest building in Wisconsin.

Education:

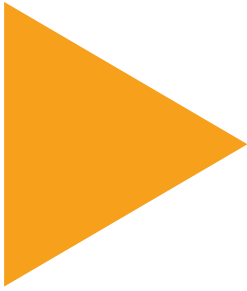
A native of New Lebanon, New York, Mr. Hatch is a Phi Beta Kappa graduate in economics from St. Lawrence University, where he was the Eastern College Athletic Conference Scholar-Athlete of 1971, and an honors graduate of Yale Law School, where his law school thesis examined real estate investment trusts.

Professional Memberships:

Mr. Hatch is a member of the American College of Real Estate Lawyers, the American College of Mortgage Attorneys, the Urban Land Institute, the National Multi Housing Council, the Wisconsin Mortgage Bankers Association, the Building Owners and Managers Association, NAIOP, the Commercial Association of Realtors of Wisconsin, the American, New York, Wisconsin, and Milwaukee Bar Associations, and numerous other professional and civic organizations.

Marso Companies (*Construction and Owner's Representative Services*)

The Marso Companies has an extensive background in high-end residential homes and commercial construction providing general contracting, construction management and development services. Located in the City of Franklin, Marso has earned the reputation of a premier provider of high quality, personalized service and practical solutions. Marso has established their businesses and developed many residential and commercial developments that have positively helped Franklin grow. Greg Marso, CEO of the Marso Companies would be providing project management and general contracting for portions of the project.



414-375-0244

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2022 E. North Avenue
Suite 300
Milwaukee, WI 53202

EDUCATION

B.A. – *UW Madison*

J.D. – *UW Madison*

M.B.A. – *UW Madison*

M.S. (Real Estate and Urban Land
Use Economics) – *UW Madison*

ORGANIZATIONS

Wisconsin Real Estate Broker

Past Adjunct Professor: *MSOE
and Marquette University*

Commissioner: *City of Milwaukee
Historic Preservation Commission*

RECOGNITION

40 under 40: *Milwaukee Business
Journal*

BLAIR W. WILLIAMS

Blair founded WiRED Properties in August, 2005. Blair is a native Milwaukeean and is passionate about Milwaukee. A graduate of the University of Wisconsin – Madison with a B.A. in History, a J.D., an M.B.A. and an M.S. in Real Estate, Blair is also a dedicated Badger.

After graduating from UW, Blair moved to Dallas, Texas with his wife Stacy and spent two years cultivating his passion for real estate. Dallas, a city with many charms, lacked a certain dynamism offered by Milwaukee. In 2000, Blair and Stacy moved back to Milwaukee, where Blair joined the award-winning real estate development firm Mandel Group, Inc.

Integrity, engagement, connectedness and diversity drive Blair in pursuit of business for WiRED Properties. Blair is passionate about diversity of use and diversity of user. Overwhelmingly, Blair is passionate about community.

WiRED has become the leading mixed-use development firm in Southeastern Wisconsin. Recent developments include the multiple award-winning Cornerstone and Ravenna in Shorewood. Current developments include Mequon Town Center in Mequon, WI, Drexel Town Square in Oak Creek, WI, Lilly Preserve in Brookfield, WI, Ballpark Commons in Franklin, WI and the National Ace Hardware Building in Milwaukee, WI.

Blair has recently partnered with Michael Zimmerman and Ian Abston in order to pursue complex master-planned real estate developments such as Ballpark Commons that leverage place-making and active engagement as tools to create profound and enduring communities.

Personally, Blair has been married to his wife Stacy for over 20 years. His parents and three brothers all live in Milwaukee as well. Two children, a dog, a golf addiction, myriad outdoor activities and civic and professional affiliations keep Blair's time full.





Image: Scott Paulin

414.248.0418

mikez@zimmventures.com

510 W. Kilbourn Avenue
Milwaukee, WI 53203

ORGANIZATIONS

President, Board of Directors:
MASL (Major Arena Soccer League)

Wish Granting Advocate: *Make a Wish*

Member Select: *HOAN MKE 50*

Secretary, Board of Directors:
Edgemont Steamboat

RECOGNITION

40 under 40: *Milwaukee Business Journal*

Bravo! Entrepreneur Award:
BizTimes Media

MICHAEL ZIMMERMAN

Michael Zimmerman is a profoundly successful serial entrepreneur and is currently Chief Executive Officer of Zimmerman Ventures MKE Sports and Entertainment. Zimmerman Ventures focuses on early stage or “ground up” investment and business-building opportunities in healthcare or sports oriented themes.

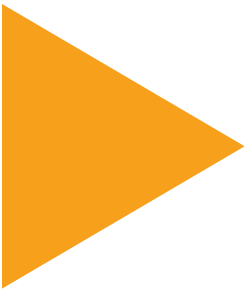
Since 2004, Michael has built 7 successful healthcare companies, which are now working collectively with over 80 percent of our nation’s hospitals. Zimmerman has been featured in articles in HFM Magazine, HealthLeaders, Modern Healthcare, AAHAM and The Wall Street Journal. Zimmerman has sold all but two healthcare businesses and has mostly exited from Healthcare.

Prior to forming the WiRED partnership with Blair Williams and Ian Abston, Michael’s formed his newest venture, MKE Sports & Entertainment, in the spring of 2014. MKE Sports and Entertainment is a sports management company and fund, which includes ownership of The Rock Sports Complex, a professional indoor soccer team (Milwaukee Wave), three summer baseball franchises (Kokomo Jackrabbits, Jamestown Jammers and a new franchise in Lafayette), a youth and high-school athletic development program (Prospect Training Academy), a baseball apparel brand (Korked) and an event management company (nineteen88).

As Michael pursued his passions in sports and entertainment he recognized that his true passion lies in the cultivation of community through active engagement. His experience at The Rock in Franklin, WI demonstrated to him that real estate development is the ideal platform to achieve those objectives.

Michael and his wife Bridget, along with their four children Paige, Drew, Jack, and Olivia reside in Franklin WI. Mike’s passion for baseball and community drive him in his pursuits in his hometown at Ballpark Commons.





920.286.2123
ian.mke@gmail.com

510 W. Kilbourn Avenue
Milwaukee, WI 53203

EDUCATION

B.A. – *UW Oshkosh*

ORGANIZATIONS

Board Member: *Salvation Army of Milwaukee*

Member: *Greater Milwaukee Committee*

Member: *Governor's Talent Development Workforce Committee*

RECOGNITION

Eagle Scout: *Boy Scouts of America*

40 under 40: *Milwaukee Business Journal*

IAN ABSTON

Ian Abston is an expert in talent attraction and retention in communities specific to the growing Millennial demographic. Abston was the founder of NEWaukee, the largest Millennial group in the Midwest with over 200,000 subscribers in the Metro Milwaukee area.

Speaking nationally on the emerging trends of this young audience, Abston has worked closely with the Mayor of Milwaukee's staff on place making efforts to enhance the quality of life in Urban environments. Having played critical roles in civic projects such as the Milwaukee Swing Park, the Wisconsin Avenue Night Market, the Statewide Young Professional Week, and has become a thought leader on engaging community to create great public space. These efforts have been widely credited by the Milwaukee business community as a key reason for the robust and growing interest in Milwaukee for the Millennial generation.

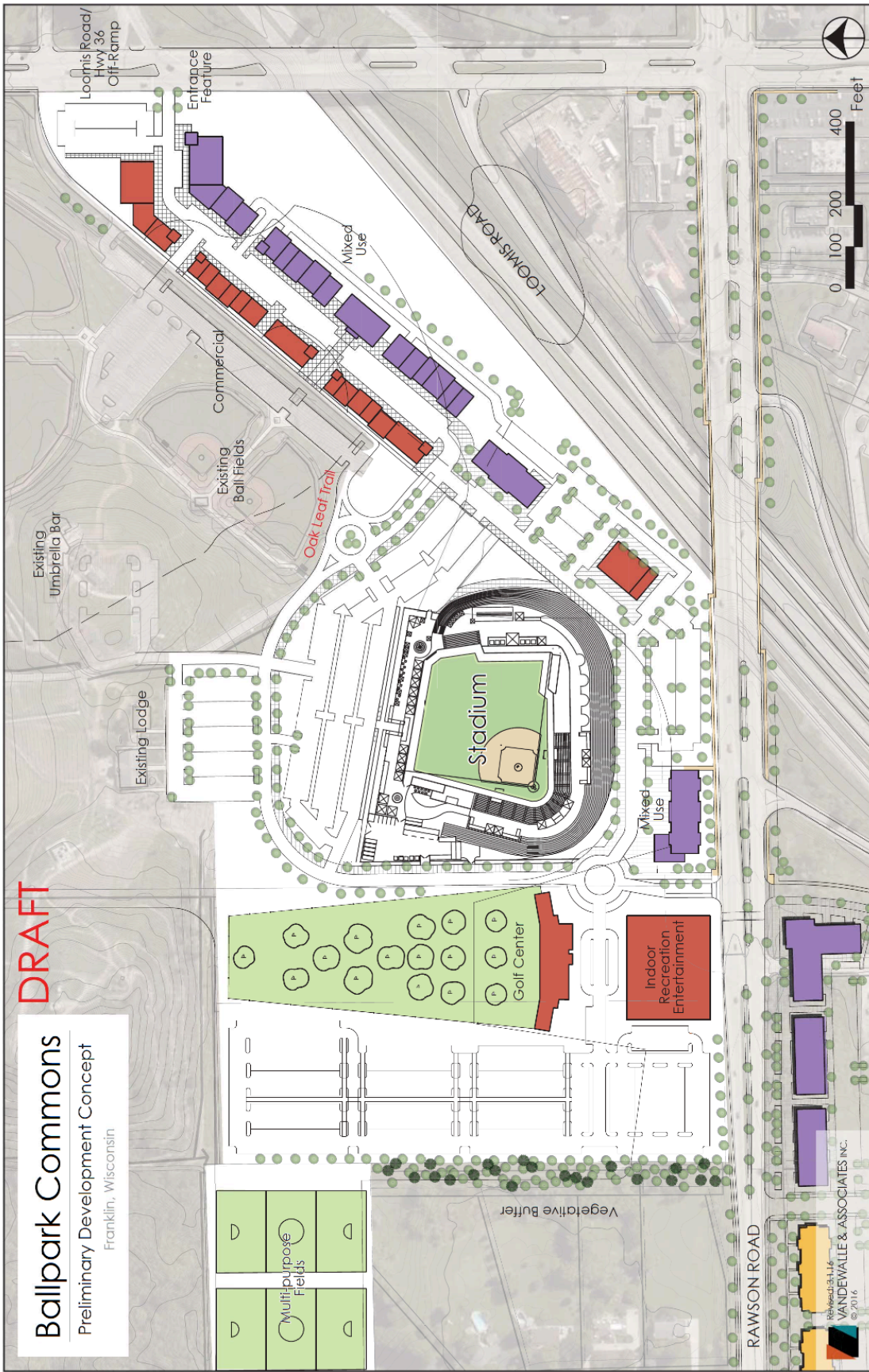
As Ian developed programming to spark community engagement, he recognized that real estate development provides a strong platform for those efforts. Ian partnered first with Mike Zimmerman at Zimmerman Ventures and now Mike and Ian have partnered with Blair Williams to bring their collective experience to bear on complex real estate opportunities.

Abston studied Marketing and Advertising at the University of Wisconsin Oshkosh –and began his career at Junior Achievement of Wisconsin as a corporate fundraising event planner. After a year in the non-profit sector, Abston took a position at GMR marketing running campaigns with national brands such as Power Bar, MLB, Gatorade, and NEW Balance. Abston is an Eagle Scout, sits on the board for the Salvation Army of Greater Milwaukee, is a member of the Greater Milwaukee Committee, and in 2014 Abston was appointed to the Governor's Talent Development Workforce Committee.



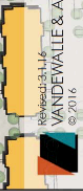
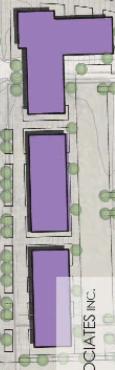
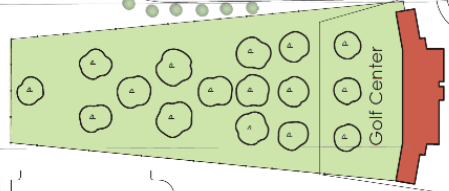
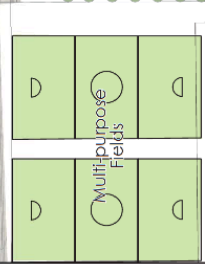
APPENDIX B
Representative Development Imagery





DRAFT

Ballpark Commons
 Preliminary Development Concept
 Franklin, Wisconsin





**BALLPARK
COMMONS**
FRANKLIN, WI



Wired

City Hall
Public Library

FOUR POINTS
BY SHERATON

Howell Avenue

Drexel Avenue

Froedtert & MEDICAL COLLEGE of WISCONSIN

meijer

us bank

4
2,447 ACRES

3
1,430 ACRES
under contract

2
1,433 ACRES

1
1,5584 ACRES
under contract

5
1,146 ACRES

7
2,157 ACRES

20
0,870 ACRES

W TOWN SQUARE WAY

MARKET STREET

CLOCK TOWER PLACE

W TOWN SQUARE WAY

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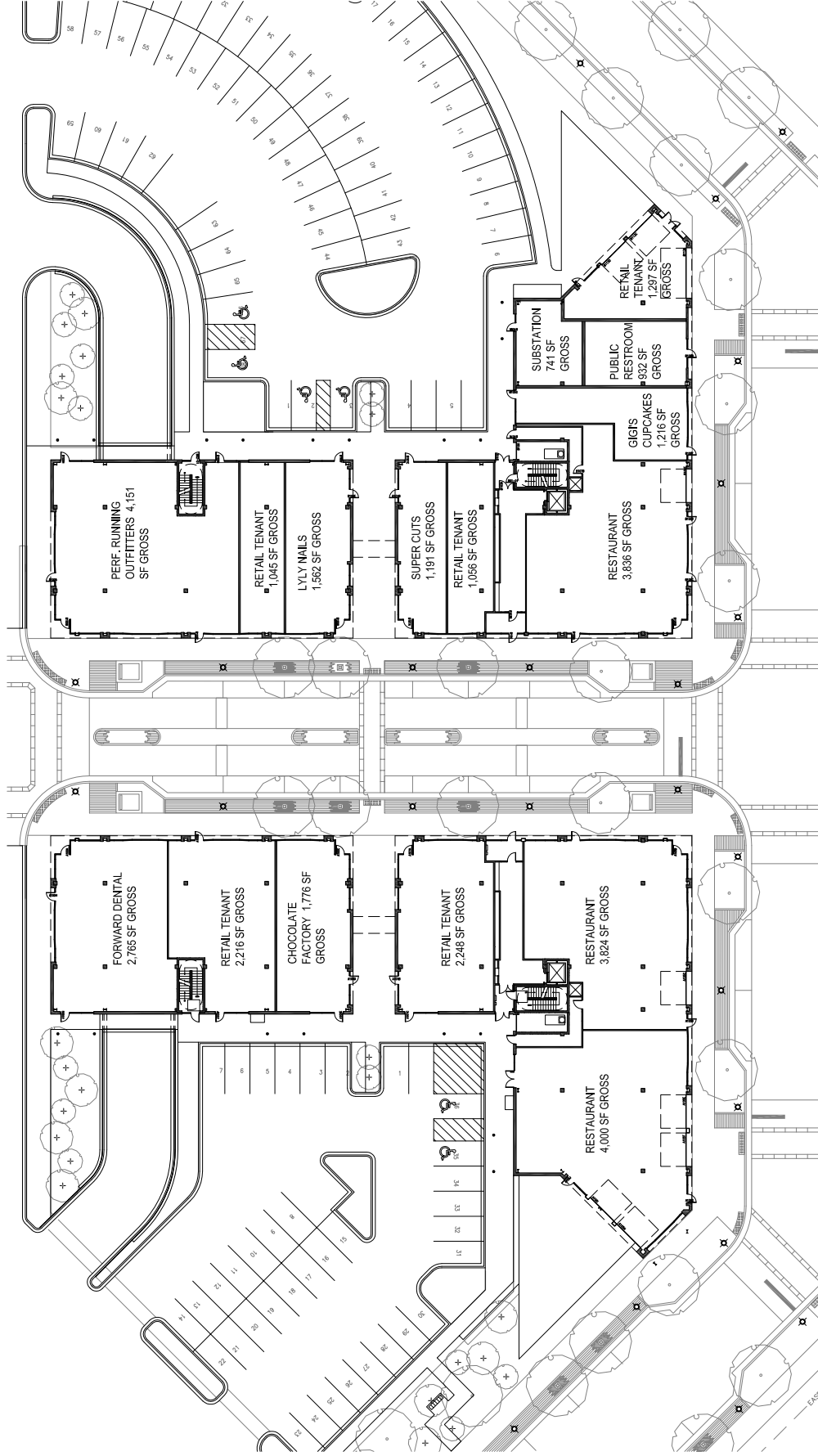
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DREXEL TOWN SQUARE - MAIN STREET APARTMENTS



PRELIMINARY DRAFT
NOT FOR CONSTRUCTION

RINKA|CHUNG
RINKA CHUNG ARCHITECTURE, P.C.

JANUARY 21, 2015
130111



DREXEL
TOWN SQUARE



HAUER WOODLIFE WIRE

PHELAN
DEVELOPMENT

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MEQUON
TOWN CENTER



OAKLAND AVENUE IN SHOREWOOD, WISCONSIN
The Cornerstone (bottom) and Ravenna (top)

