



May 6, 2016

Jason Gilman, AICP  
Director of Planning and Development  
City of La Crosse  
400 La Crosse Street  
La Crosse, WI 54601

Dear Jason,

This letter of intent is to confirm our interest in planning and executing the initial and potentially subsequent phases for the Riverside North development project. Nicolai Development has over 30 years of property development in the La Crosse area. Developments have included multifamily apartments, condominiums and commercial offices. We are currently working on the redevelopment of the former Maple Grove Country Club which will include a 144 family apartment development, the remodeling of the banquet hall, a restaurant, as well as the development of a NCAA designated cross country site, a silent sports park and a 42 room boutique hotel.

The project goals for this initiative are very much in line with the philosophy of our business – building a better La Crosse. As demonstrated in many of our previous developments, Nicolai Development has a strong desire to preserve the beauty of the area. One development that we are very proud of is the 102 family Calvert Road property which provides a country feel, while still being located in the City of La Crosse. The property features a walking trail, a pond often frequented by white geese as well as various barns that reflect the history of the property.

Again, thank you for giving us the opportunity to lead the development of this very important property in our community.

Sincerely,

Steven M. Nicolai, President  
Developer