

TO: Milwaukee 7 Regional Economic Partners

FROM: Logan Dawson, Director, Milwaukee 7

RE: Proposed M7 Gold Shovel Ready Site Program

DATE: February 13, 2017

BACKGROUND:

The WEDC Certified Sites program was established to identify and certify the most desirable and marketable industrial sites in the State. This is evidenced by the underlying criteria for the sites to be certified, as well as the high bar set for site amenities and capacities. It is no small achievement to go through the extensive review process and receive the 3rd party certification (Deloitte).

However, the majority of sites in Wisconsin – including in M7 region – are unlikely to achieve the Certified in Wisconsin designation due to a number of factors. Whether it be the minimum size requirements, amenity thresholds, location criteria, required studies/reports, or cost - many communities are unable to have a Certified in Wisconsin site.

In order to provide an alternative site designation option, Momentum West worked with WEDC and various public and private partners to develop a regional site certification program i.e. Gold Shovel Ready. Since the launch of Momentum West's Gold Shovel Ready Site program nearly two years ago, other regions (including MadREP and New North) have launched or will soon be launching the Gold Shovel program in their regions.

M7 GOLD SHOVELS READY SITE PROGRAM:

The proposed M7 Gold Shovel Ready Sites program will provide an alternative designation that is attainable while also providing a level of credibility that the site is suitable and ready for development.

This program differentiates itself from the Certified in Wisconsin program in key ways such as:

- No site minimum or maximum size
- No underlying site criteria (geographic location, proximity or density requirements)
- Emphasis on disclosure or knowledge of site capacities rather than minimum standards
- Verification by municipalities engineering/consulting firm
- Lower cost of data assembly and program fee

While not competing with the level of the Certified in Wisconsin program, the M7 Gold Shovel Ready program can provide an affordable, marketable and credible 3rd party verification to public or private property owners seeking to market and develop their sites.

In summary, the program can provide the following benefits to the region:

- Cost effective third party site designation (\$3,000 – payable by public and/or private parties)
- Having this information up front helps brokers, site selectors, developers and companies expedite their search and mitigate site risks, allowing these sites to stand out against the competition
- Improve community preparedness and quality of site documentation for RFIs
- Enhanced marketability of sites
 - Dedicated page for sites on ChooseMilwaukee's site
 - Designation as Gold Shovel Certified on WEDC's LocateInWisconsin
 - Highlighted in Milwaukee 7 e-communications to site selectors, developers, corporate decision makers, partners, etc. (To be developed).

The process, consistent with other regions in the State, is as follows:

- Complete required documentation
- Submit check & contact information to Milwaukee 7
- Receive Dropbox information for electronic submittal
- SEWRPC staff will review submittals for completeness
- You will be notified within X business days if your submittal is approved or if there are any deficiencies
- Once approved, property will be uploaded to the WEDC online property database – LocateInWisconsin.com and posted on Milwaukee 7's website (ChooseMilwaukee).

In order to ready the program for implementation the following items still need to be evaluated/completed:

- Receive feedback and suggestions from Regional Partners & other REDOs who have already launched the program.
- Discuss program with local engineering firms to determine cost of preparing required documentation on behalf of municipalities (if needed).
- Develop web page, digital and print marketing plan.
- Coordinate program launch with SEWRPC for 2017.

In order to provide maximum value to our partners, we are seeking feedback and questions related to this proposal. Attached is a draft program outline of the M7 Gold Shovel Ready program.

Milwaukee 7 Gold Shovel Ready Sites Submission Instructions

To submit a property for inclusion in the Gold Shovel Ready Sites Program, please follow the below steps. Note that there are no submission deadlines. Applications can be submitted at any time throughout the year.

- 1) Complete the attached submission form and gather the requested documentation. Assemble the form and documentation into a submittal "package" labeling the requested Exhibits and placing them in the order that they are requested. Questions regarding your submission can be directed to Logan Dawson, Director, Milwaukee 7 at 414-287-4140 (office), or ldawson@mke7.com
- 2) When your submittal is ready, please submit a check for \$3,000, payable to Milwaukee 7, along with your name, address, telephone number, and email information to:

Milwaukee 7
c/o Logan Dawson
756 N Milwaukee St, Suite 400
Milwaukee, WI 53212

At this point do not include your submittal form or any of your documentation.

- 3) Once your check has been received, you will be contacted with dropbox information so that you can electronically submit your information to SEWRPC. Please make sure that your submittal is complete and organized before inserting it in the dropbox. If possible, provide the submittal form and all documentation as one file. No hard copy documents will be accepted. Questions regarding your submittal can be directed to SEWRPC.
- 4) SEWRPC will review your application for completeness. You will be notified of any deficiencies. You will also be notified once your submittal is approved. Please allow a minimum of ten business days for processing.
- 5) Once approved, your property will be entered in the State of Wisconsin's Locate in Wisconsin property database and flagged as being Gold Shovel Ready. Milwaukee 7 will also market your site as Gold Shovel Ready.
- 6) If at any point you would like modifications made to your property information, please contact Milwaukee 7. Changes made to the files after initial approval will incur a \$500 processing fee which can be mailed to Milwaukee 7 at the above address. There is also an optional annual renewal with a fee of \$500 due on the anniversary of either the certification date or date of last update, whichever is most recent.



Gold Shovel Ready Sites Submission

Site Name: _____ Certified Survey Map (CSM): _____

Site Address: _____ Site Zip: _____

Site City: _____ Site County: _____

Site Location: _____
(T-R-S-Qtr-or Subdivision-Block-Lot)

Total Site Size: _____ (Acres) Contiguous Acres for sale: _____

Min lot: _____ Max lot: _____

Site Description: _____

(Add additional page if necessary)

Property type: _____
(Example – Industrial, Business Park, Office, etc.)

Zoning: _____

Site is: For Sale Sale Price: _____ \$/acre

For Lease Lease Rate: _____ \$/SF

| Ownership Information | |
|-----------------------|----------------|
| Owner: | _____ |
| Name: | _____ |
| Address: | _____ _____ |
| Phone: | _____ |
| Email: | _____ |

| Primary Contact Information | |
|-----------------------------|----------------|
| Company: | _____ |
| Name: | _____ |
| Address: | _____ _____ |
| Phone: | _____ |
| Email: | _____ |

NOTE: Please label your documents to match the Exhibit/Criteria listed below:

| Exhibits / Criteria | Benchmark/Threshold | Documentation Submittal |
|--|--|---|
| Exhibit 1: Site location | In a Milwaukee 7 community | <input type="checkbox"/> Location map showing site relative to County, and Municipality |
| Exhibit 2 : Site size & Zoning | No minimum or maximum size Industrial Zoning or equivalent. | <input type="checkbox"/> Aerial photo showing site <input type="checkbox"/> Site Map/Survey showing dimensions and total size. <input type="checkbox"/> Site map labeled with zoning and allowable build height. <input type="checkbox"/> Letter from municipality/county verifying zoning. |
| Exhibit 3: Site ownership | Can be public or private | <input type="checkbox"/> Documentation showing site ownership <input type="checkbox"/> Documentation showing terms of sale including price. |
| Exhibit 4: Transportation Infrastructure | Site must have adequate access suitable for development. | Documentation/site map showing <input type="checkbox"/> Highway access, show adjacent as well as distance to nearest 4-lane highway <input type="checkbox"/> Rail access, if any or nearest location and distance to) <input type="checkbox"/> Airport availability: nearest location and distance for cargo and passenger service. |
| Exhibit 5: Site suitable for industrial development. | Fits with surrounding uses, may have buildings suitable for industrial development located on it. | <input type="checkbox"/> Map showing site amenities (roads/rail) as well as surrounding land uses. <input type="checkbox"/> Identification of on site, buildings, if any, and surrounding land uses. (i.e. Google Earth, Bing) |
| Exhibit 6: Municipal Infrastructure Easements | Site must be serviced by road, water and sewer or community willing to install these improvements within a reasonable time frame – or allow private utilities. Cannot have easements (utility or other) that would prevent development. | <input type="checkbox"/> Site map showing municipal infrastructure, noting any road restrictions and size and location of water/sewer services. <input type="checkbox"/> If Infrastructure not in place a letter from municipality with details on installation of improvements including any advance planning and timeframe to complete. <input type="checkbox"/> Site map showing all easements on and adjacent to site. |
| Exhibit 7: Private Utility Infrastructure | Site must be serviced by electrical and natural gas providers. | Documentation – including site map showing: <input type="checkbox"/> Electrical and natural gas providers and capacity of service to site. <input type="checkbox"/> Distance to nearest substation and its capacity for electrical. <input type="checkbox"/> If not in place a correspondence from utility outlining options including cost and timeline for build out. If natural gas not available –alternate options (i.e. propane) |

| | | |
|--|---|--|
| Exhibit 8: Telecommunications Infrastructure | Site must be serviced by voice/data provider | <input type="checkbox"/> Documentation showing provider(s) and service capabilities and speeds. |
| Exhibit 9: Floodplain Wetlands | Cannot be located in or adjacent to a floodplain. Cannot have significant wetland issues limiting development. | <input type="checkbox"/> FEMA Flood insurance maps showing site and adjacent land clearly showing what is in and out of the floodplain. <input type="checkbox"/> Map showing presumed or delineated wetland areas on site and adjacent to site. |
| Exhibit 10: Topography | Cannot have significant topography issues limiting development. | <input type="checkbox"/> Topo map of site. |
| Exhibit 11: Environmental, Historical, Archeological | Cannot have known Environmental, Historical and/or Archeological impediments. | Statement indicating no known impediments as of submission relative to: <input type="checkbox"/> Environmental, <input type="checkbox"/> Historical <input type="checkbox"/> Archeological |
| Exhibit 12: Other site restrictions | Must disclosure of any protective covenants that could limit development. | <input type="checkbox"/> Documentation/list of any potential limits that would hinder site development such as protective covenants. |
| Exhibit 13: Other information | Possible local incentives | <input type="checkbox"/> Is the site in TID District <input type="checkbox"/> TID expiration date |

Signatures:

- I. I confirm that I have provided, complete, accurate and up to date information, namely the attached documents, and that there has been no relevant information withheld from this application that would have a bearing on verification of this site as “shovel ready”, all as confirmed by the completion of the attached Gold Shovel Verification index and checklist.

Applicant:

Date:

Engineering/Consulting Firm (if applicable):

Date:

- II. The Regional Planning Commission has inspected all of the documents submitted and reviewed the relevant plans for this community and the county in which it is located and has determined that there is no reason to disqualify this site from Gold Shovel Verification.

SEWRPC Representative/Reviewer:

Date:

- III. We hereby verify this site appears to be shovel ready, to the extent shown by the attached documentation and Gold Shovel Verification index and checklist, and the certifications above, and we pledge to promote it on the M7 website and to submit it to the Wisconsin Economic Development Corporation for inclusion on its website for promotion as a shovel ready site.

M7 Representative:

Date:

DISCLAIMER: “GOLD SHOVEL VERIFICATION” means that the attached documentation concerning the site appears on its face to contain information relevant and responsive to the topics and issues listed on the Gold Shovel Program index and checklist preceding this signature page. No warranty or representation is made by any of the signers below except for the particular representations stated above the signature of the signer; and in particular no representation or warranty is made by any signer other than the Applicant as to the accuracy or completeness of the information contained in the attached documentation.