



Partners working together to cultivate an attractive and thriving downtown

Real Estate Professionals & Community Profile Team Meeting

Thursday, October 13, 2016

7:30 am @ The Coffee House

Goal: *Bring all our collective ideas together, share, expand and continue to grow the City through our Strategic Plan.*

Agenda Topics

- 1) Review the information shared by Doug Wheaton and determine next steps to begin compiling information and the best ways to share it with the real estate and business communities
- 2) Discuss downtown sites to respond to a site selector suited for a franchise gas station/grocery store
- 3) Summarize findings
- 4) Determine homework
- 5) FYI: Next meeting – Thursday, November 10th @ 7:30 am



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MINUTES

Economic Vitality Team: Real Estate Professionals Outreach Including Profiles/Marketing

Wednesday, September 21, 2016

3 pm

The Coffee House - Upstairs

TEAM LEADERS: Brad Lois and Wendy Lynch

**VOLUNTEERS IN ATTENDANCE: Brad Lois, Peter Smet, Bob Grandi, Leslie Scherrer-Pella,
Tina Chitwood, Megan Watkins, Carina Walters, Mayor Jeanie Hefty, Don Schwartz**

1. The team heard from Doug Wheaton from the Wisconsin Realtors Association about tools that can help revitalize downtowns. The overarching goal is to create a "Tool Box" of information, a mix of online and print materials that explain the business development process in Burlington. Items to include as a start:
 - a. One-pager summary describing Burlington and the benefits of doing business in Burlington (draft written by Doug Wheaton and shared with the group),
 - b. List of businesses residents have been requesting (featured within the market analysis report),
 - c. List of sites/buildings, their location on a map and the contact info. for the broker, realtor, owner, and
 - d. Business Resource Guide which includes a welcome letter from the Mayor.

Other items to share with businesses:

- a. Map of downtown;
 - b. Historic Tax Credit Link;
 - c. Façade Grant and Map with Eligibility Info.;
 - d. Links to downtown groups websites, and
 - e. Link to Chamber website.
2. Reviewed Summer Street's, owner of Musicology, response to questions about why she chose Burlington for her business.
 3. Next Steps
 - a. Review the information shared by Doug Wheaton and determine next steps to begin compiling information and the best ways to share it with the real estate and business communities
 4. Next Meeting Date – Monthly on the 2nd Thursday @ 7:30 AM
 - a. Thursday, 10/13/16 @ 7:30 AM @ The Coffee House

DOWNTOWN BURLINGTON REVITALIZATION

Ideas & Resources Online

September 21, 2016

Racine Business Toolbox - <http://cityofracine.org/CityDevelopment/BusinessToolbox>

Racine Business Development Services Portfolio – www.cityofracine.org/toolkit

Racine Commercial Building Façade Grant Program (up to \$10k) - <http://cityofracine.org/CityDevelopment/Facade>

Downtown Racine BID - www.racinedowntown.com/business-improvement-district-downtown-racine

Downtown Racine Corporation - www.racinedowntown.com

Preservation Racine Annual Tour - http://journaltimes.com/lifestyles/faith-and-values/community-newsletter-preservation-racine-gears-up-for-annual-tour/article_419440a8-cd0c-5c64-9763-3cd630ecf104.html

Downtown Kenosha - www.downtownkenosha.org

Historic Downtown Greendale – www.discovergreendale.com

Historic Greendale Welcome Center - www.greendale.org/our_community/things_to_do_and_places_to_visit/index.php

Downtown Waukesha - <http://wi-waukesha.civicplus.com/1120/Our-Downtown>

Downtown Waukesha Façade, Awning, and Storefront Sign Grants - www.waukesha-wi.gov/1116/Grants-Loans

Downtown Waukesha Holiday Decorations - <http://wi-waukesha.civicplus.com/1600/Downtown-Holiday-Decorations>

Franklin: Open for Business - www.franklinwi.gov/Home/Business.htm

Franklin: Overview - www.franklinwi.gov/Business/Overview.htm

Franklin Retailers - www.franklinwi.gov/DefaultFilePile/User/Business/Franklin_Reaches_Out_To_Retailers_Buxton_432015.pdf

Starting a New Business (State of Wisconsin One-Stop Business Portal) - <https://openforbusiness.wi.gov>

Business Tax Incentives (Wisconsin Department of Revenue) - www.revenue.wi.gov/pubs/pb123.pdf (HRTC, pp. 20-21)

WI State & Federal Historic Preservation Tax Credits - www.wisconsinhistory.org/Content.aspx?dsNav=N:4294963828-4294963805&dsNavOnly=N:1214&dsRecordDetails=R:CS3215

Historic Building Preservation Grants (WI Historical Society) - www.wisconsinhistory.org/Content.aspx?dsNav=N:1210

Small Business Development Center (UW-Whitewater) - www.wisconsinsbdc.org/whitewater

WI Restaurant Association HERO Manual on Laws and Regulations - www.wirestaurant.org/membership/hero.php

Racine County Free Online Business Directory - <http://racinecounty.com/doing-business/business-directory>

WEDA Economic Development Training for Local Officials - www.weda.org/?page=EDTraining

Commercial Association of REALTORS Wisconsin - www.carw.com

NAIOP - Wisconsin - www.naiop-wi.org

International Council of Shopping Centers - www.icsc.org

NAR Placemaking Grant - www.realtoractioncenter.com/for-associations/smartgrowth/placemaking/placemaking-examples-for-microgrant.html

DRAFT

BURLINGTON

Burlington is a growing city of more than 10,000 people in western Racine County and eastern Walworth County. Conveniently situated in Southeastern Wisconsin, Burlington provides a strategic business location within easy driving distance of Milwaukee to the north, Chicago to the south, and Madison to the west.

Nicknamed “Chocolate City, USA,” Burlington is home to the Nestle Chocolate factory, and is known for Burlington Chocolate Fest, a four-day festival that takes place annually in the spring.

The combined population of Racine County and neighboring counties is more than 1.8 million, and Burlington offers a central location for both customers and employees within easy commuting distance.

Burlington benefits from a superb highway transportation network, including Interstate I-94 to the east and Interstate I-43 to the west. The City is also served by Wisconsin State Highways 11, 36, 83, and 142.

The City has three active tax incremental finance (TIF) districts targeted for business development. Businesses located in historic Downtown Burlington also benefit from a façade improvement grant program.

The City is home to the 49-acre Burlington Industrial Complex, and also the 80-acre Burlington Manufacturing and Office Park, which currently has sites available for new development. With all municipal utilities in place, both parks provide excellent locations for business.

The City is served by Burlington Municipal Airport. Burlington is also just 40 minutes from Milwaukee Mitchell International Airport, and 60 minutes from Chicago O’Hare International Airport. In addition, rail service is provided by Canadian National Railway.

Burlington offers excellent local schools, both public and private. Burlington High School has a 96 percent graduation rate. Many continue their education at Gateway Technical College, University of Wisconsin - Parkside, Carroll University, and other nearby universities.

The City is home to Aurora Memorial Hospital, and also the brand new state-of-the-art Aurora Health Center.

The Burlington Veterans Terrace banquet facility provides a beautiful location on the Fox River for business events, ceremonies, wedding receptions, and other special occasions. Browns Lake Golf Course and Echo Lake likewise contribute to a high quality of life. With all of these amenities and more, Burlington provides an ideal setting for employers to recruit and retain well-qualified employees.

For more information about locating a business in Burlington, please contact **[NAME]**, at **[PHONE]**.

- 1) Create a new page on the City's website based on downtown retail recruitment programs best practices of other proactive, growing small communities, including:
 - a. Market Information/Data
 - i. Community Profile – At A Glance
 - ii. Retail Market Analysis Report
 - iii. Locate In Wisconsin.com
 - iv. Chamber Visitors Guide
 - v. NEW MATERIAL: Guide to Starting Your Small Business, ex. Union Grove
 - b. Sites and Buildings
 - i. Listing of For Rent and For Sale properties
(ex. https://visitdowntownmadison.com/business/index.php?category_id=2533#29833 or <http://downtownevanston.org/commercial-space>)
 - ii. Listing sheets for the three top priority redevelopment sites
 - c. Financial Resources/Incentives Brochure
 - d. Doing Business
 - i. Design Guidelines
 - ii. Design Review Application
 - iii. Sign/Banner Permit Application
 - iv. Building Permit
 - v. Sidewalk Cafes Permit
 - e. Successful Community Projects
 - i. Info./Pages from RCEDC's Annual Report describing the completed projects the prior year
 - ii. Highlight: Public investment \$, Private investment \$, New/Retained Jobs
 - f. Emerging Community Projects (ex. <http://www.milwaukeedowntown.com/doing-business/emerging-projects/>)
 - i. Description of each project announced in the community
 - g. Partner Organizations
 - i. Small Business Resource Guide
 - ii. BACC contact info.
 - iii. RCEDC contact info.
 - iv. SBDC contact info.
 - v. Launch Box contact info.
 - vi. WWBIC contact info.
 - vii. Milwaukee 7
 - viii. WI Economic Development Corporation