

PROJECT PLAN FOR TAX INCREMENTAL

DISTRICT NUMBER FOURTEEN



CITY OF LA CROSSE, WISCONSIN

AUGUST 24, 2006

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**PREPARED BY THE
LA CROSSE CITY PLANNING DEPARTMENT**

**Recommended by the La Crosse City Plan Commission
July 31, 2006
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**Adopted by the Common Council
August 24, 2006**

**Adopted by Joint Review Board
August 31, 2006**

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**TAX INCREMENTAL DISTRICT NUMBER FOURTEEN
CITY OF LA CROSSE, WISCONSIN**

SECTION I. INTRODUCTION

Wisconsin's Tax Incremental Law was created to help cities and villages rehabilitate blighted areas, improve or develop industrial sites, and promote mixed-use development. In creating Wisconsin's Tax Incremental Law, the State Legislature expressed its concern that cities and villages had neither the incentive nor the financial resources necessary to carry out projects that benefited not only the city or village, but all jurisdictions which share in the tax base.

The Tax Incremental Law gives cities and villages the authority, under certain conditions, to designate a specific area within its boundaries as a Tax Incremental Finance District and requires them to prepare a plan to develop or redevelop the District. Cities or villages then may use all increased property taxes generated by the increased property value generated by such development or redevelopment to pay for eligible costs, which they incur to improve the District. This law assumes that all governmental units that tax properties within the District will eventually benefit from the increased value which will be generated. In the meantime, because it is making the improvements, the municipality that created the District is allowed to retain the increased taxes generated during the existence of the District to pay for the costs of the public improvements.

State Statutes place certain limitations upon the creation of Tax Incremental Districts. Only whole parcels of property that are assessed for general property tax purposes and which are contiguous can be included within a District. In addition, at least fifty per cent (50%) of the real property in a District must meet at least one of the following criteria:

1. It is a blighted area;
2. It is an area in need of conservation or rehabilitation work;
3. It is an area suitable for industrial sites and has been zoned for industrial use; or
4. It is an area suitable for mixed-use development.

It also must be found that:

1. The improvement of the area is likely to enhance significantly the value of substantially all the other real property in the District;
2. The project costs relate directly to eliminating blight, directly serve to rehabilitate or conserve the area or directly serve to promote industrial and/or mixed use development; and
3. The equalized value of taxable property of the District plus the value increment of all existing Districts does not exceed 12 percent of the total equalized value of taxable property within the City.

Before a Tax Incremental District is created, a Joint Review Board, which is comprised of representatives of the authorities having the power to levy taxes in the District and one public member, must approve the municipality's action relative to the creation of the District.

A Tax Incremental District shall terminate when the earlier of the following occurs:

1. That time when the City has received aggregate tax increments with respect to such District in an amount equal to the aggregate of all project costs under the Project Plan and any amendments to the Project Plan for such District.
2. Twenty years after the District is created for mixed use districts.
3. The local legislative body, by resolution, dissolves the District, at which time the City shall become liable for all unpaid project costs actually incurred, except this paragraph does not make the City liable for any tax incremental bonds or notes issued.

The Project Plan for Tax Incremental District No. 14, “the District,” in the City of La Crosse has been prepared in compliance with s. 66.1105(4), Wisconsin Statutes. TID No. 14 is defined by the boundary shown on Map 1 found on Page 15 (all of the maps are located in the back of this report). Pursuant to s. 66.1105(4)(f), the Project Plan shall include:

- A statement listing the kind, number and location of all proposed public works or improvements within the district or, to the extent provided in s. 66.1105(4)(f), sub. (2)(f)1.k., Wisconsin Statutes, outside the district;
- an economic feasibility study;
- a detailed list of estimated project costs;
- a description of the methods of financing all estimated project costs;
- the time when the related costs or monetary obligations are to be incurred;
- a map showing existing uses and condition of real property in the district;
- a map showing proposed improvements and uses in the district;
- proposed changes of zoning ordinances, master plan, if any, maps, building codes and city ordinances;
- a list of estimated non-project costs;
- a statement of the proposed method for the relocation of any persons to be displaced;
- an indication as to how creation of the tax incremental district promotes the orderly development of the city;
- an analysis of the overlying taxing districts;
- a map showing the district boundaries; and
- an opinion of the city attorney advising whether the plan is complete and complies with s. 66.1105(4)(f), Wisconsin Statutes.

SECTION II. STATEMENT LISTING THE KIND, NUMBER, AND LOCATION OF ALL PROPOSED PUBLIC WORKS OR IMPROVEMENTS WITHIN AND OUTSIDE OF THE DISTRICT

This section of the Project Plan outlines the proposed public improvements within Tax Incremental Finance District Number Fourteen. The public works improvement activities are delineated on Table I found on page 4, which provides a listing of all District activities; and Map 3 on Page 17, which shows the location of the proposed project costs, public works and improvements. The project costs are estimates only at this point in time. As development moves forward and specific project activities are undertaken, refinement in the scope of project activity, as well as preparation of plans and specifications will further define project activity costs. Some public improvements may occur off-site, but are necessary expenditures in terms of benefiting the TIF District. Any economic

incentives granted including cash grants will be consistent with the TIF statutory requirements and must be approved by the Common Council via a developer's agreement.

A. Capital Costs for Development of the TID:

Capital costs most often include projects located within the boundaries of the District. Infrastructure costs for certain projects located outside of the District, benefiting or necessary for the development within the District may also be eligible District projects as provided in s.66.1105(2)(F)1K. Such costs must be shared in a reasonable manner relating to the amount of benefit to the District. Infrastructure costs may include:

1. Land acquisition, relocation, and building demolition to facilitate development, redevelopment, or rehabilitation of existing buildings and structures within the District.
2. Installation or improvements to other utilities including electric, natural gas, telecommunications, cable TV, fiber optic, etc.
3. Construction of trails and other related improvements to facilitate pedestrian travel in and around the District.
4. Installation/construction of landscaping improvements, streetscaping, wayfinding, traffic calming.
5. Construction of parking improvements.
6. Cash Grants

B. Administrative Costs:

Administrative costs including, but not limited to, a portion of the salaries of City personnel, consultants and others directly involved with planning and administering the projects and the District over the statutory expenditure period.

C. Organization Costs:

Organization costs including, but not limited to, the fees of the financial consultant, attorneys, engineers, planners, surveyors, relocation consultants, appraisers, and other contracted services related to the District. This shall include the District economic or environmental feasibility studies, traffic studies, preparation of this Project Plan for the District, financial projections, preliminary engineering to determine project costs, maps, legal services, and other payments made which are necessary or convenient to the District.

D. Financing Costs:

Financing costs include interest, finance fees, bond discounts, bond redemption premiums, bond legal opinions, bond fees, ratings, capitalized interest, bond insurance and other expenses related to financing.

E. Cash Grants:

Cash Grants are a part of TIF 14 and are listed as a project cost. The calculation is further defined in the Developers Agreements that will be signed by the Joint Review Board that was established for review of this TIF.

La Crosse TIF District #14 TABLE I
Proposed Project Costs, Public Works and Improvements

Capital Costs for Development of the TIF:	Costs	YEAR													
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Scenic Corridor Visual Improvements (both inside & immediately adjacent to TIF corridors): billboard acquisitions within TIF boundary, burial of overhead wires, parking lot screening, landscaping, commercial signage grants to reduce sign size	\$1,125,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000
Gundersen-Lutheran Related Expenses*															
**Reimbursement for Parking Ramp Increment	\$8,803,449	\$0	\$28,000	\$392,000	\$401,800	\$411,845	\$422,141	\$432,695	\$443,512	\$454,600	\$466,965	\$477,614	\$489,554	\$501,793	\$514,338
**Reimbursement for Habitat Homes increment	\$268,195	\$0	\$11,200	\$11,480	\$11,767	\$12,051	\$12,333	\$12,672	\$12,999	\$13,313	\$13,646	\$13,987	\$14,337	\$14,695	\$15,063
**Reimbursement for Gund Brewery increment	\$2,011,465	\$0	\$84,000	\$86,100	\$88,253	\$90,459	\$92,720	\$95,038	\$97,414	\$99,850	\$102,346	\$104,904	\$107,527	\$110,215	\$112,971
**Reimbursement for hotel & restaurant increment	\$5,257,912	\$0	\$0	\$0	\$252,000	\$258,300	\$264,758	\$271,376	\$278,161	\$285,118	\$292,243	\$299,549	\$307,038	\$314,713	\$322,581
**Reimbursement for additional development	\$2,000,000	\$0	\$0	\$0	\$0	\$140,000	\$280,000	\$287,000	\$294,175	\$301,529	\$309,069	\$316,794	\$0	\$0	\$0
**Inflation on base value reimbursement (capped at \$5 million)	\$5,020,819	\$0	\$0	\$0	\$208,139	\$106,703	\$129,671	\$153,213	\$177,343	\$202,077	\$227,429	\$253,414	\$280,050	\$307,351	\$335,335
**Development Incentive	\$900,000						\$450,000								
**Total Reimbursement Costs (capped at \$21.4 million)	\$23,361,840	\$0	\$123,200	\$489,580	\$961,959	\$1,019,368	\$1,201,653	\$1,251,984	\$1,303,594	\$1,356,484	\$1,410,696	\$1,466,263	\$1,523,840	\$1,582,768	\$1,643,287
Powell-Hood-Hamilton Neighborhood Expenses															
Traffic calming (throughout neighborhood)	\$200,000		\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000					
Tree planting (throughout neighborhood)	\$60,000		\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000					
Alley paving (Approximately 12-14 blocks)	\$350,000		\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000					
Neighborhood identification signs	\$10,000		\$5,000	\$5,000											
Housing replacement projects (100 new units)	\$5,000,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$500,000	\$500,000	\$500,000	\$500,000
Housing rehabilitation projects (30 units)	\$540,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000
***Housing development incentives to developers (Housing, Retail, & Office)	\$1,000,000			\$500,000	\$500,000										
Paint & fix-up grant program (approx. 60 units)	\$50,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Hood Park improvements	\$100,000			\$50,000	\$50,000										
Lighting for Tennis Courts at 7th & Farnam	\$10,000			\$10,000											
Streetscaping Expenses															
Street improvements to Green Bay Street (streetscaping)	\$150,000		\$100,000	\$50,000											
Streetscaping 7th Street	\$280,000			\$250,000											
Streetscaping 4th Street - South Avenue	\$250,000						\$250,000								
Rebuilding of South Avenue (local share)	\$500,000						\$500,000								
Miscellaneous Expenses															
***TID Loan for commercial development	\$550,000	\$300,000		\$150,000	\$100,000										
Property Acquisition for Economic Development	\$500,000		\$250,000	\$250,000											
Traffic development	\$300,000		\$200,000	\$100,000											
Archaeological testing	\$20,000		\$10,000	\$10,000											
Green Island Ice Arena improvements	\$200,000			\$100,000	\$100,000										
Footbridges from Green Island & 7th Street	\$100,000				\$100,000										
Administrative Costs:															
TID Administration (Finance, Legal, Engineering, Planning, Development Plan)	\$45,000	\$5,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Replacement Housing Admin. Costs	\$12,500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,500		
Organization Costs:															
Professional Services:															
TID Planning (City Staff Costs)	\$2,000	\$2,000													
Relocation Services	\$25,000		\$25,000												
Appraisals	\$30,000		\$30,000												
Environmental Site Assessments	\$25,000		\$25,000												
Title Work	\$20,000		\$20,000												
Alta Surveys	\$15,000		\$15,000												
Engineering Design Services	\$45,000		\$45,000												
Grant Applications	\$30,000		\$30,000												
Master Development Plan	\$65,000		\$65,000												
Financing Costs:															
Interest costs of Money	\$2,696,975	\$289,697	\$289,697	\$289,697	\$289,697	\$289,697	\$289,697	\$289,697	\$289,697	\$289,697	\$289,697	\$289,697	\$289,697	\$289,697	\$289,697
Total Project Costs	\$38,538,315	\$961,697	\$1,697,897	\$2,689,277	\$2,956,656	\$2,324,066	\$2,631,350	\$2,431,691	\$2,033,291	\$2,036,181	\$2,065,993	\$2,042,263	\$1,846,440	\$1,823,768	\$1,875,287

**City to provide per Developer's Agreement (possible use of cash grants)

***City to provide a TIF incentive per a future Developer's Agreement (possible use of cash grants and/or loans)

The activities listed previously will provide necessary facilities and incentives to enable and encourage development and redevelopment within the District. A detailed list of estimated project costs, including the time frame for when these costs are anticipated, is included in Table I.

E. Non-project Costs:

Non-project costs including private construction and additional financing costs, but not including personal property totals approximately \$50,900,000.

SECTION III. LOCAL ACTION

Before a Tax Incremental District can be created, the City Plan Commission must hold a public hearing(s) on the proposed creation of a District and the proposed boundaries thereof and on the proposed Project Plan for the District. The public hearing on the creation of and the boundaries for the District may be held separately from or concurrent with a public hearing on the proposed Project Plan. After the public hearing(s), the City Plan Commission must submit the recommended Tax Incremental District boundaries and Project Plan to the local legislative body for action if it desires to create a District. Before adopting such resolution, the local legislative body may amend both the proposed District boundaries and Project Plan. On May 11, 2006 the resolution approving the District was introduced to the Common Council. The Public Hearing for the District was held on June 12, 2006. Notice of the Public Hearing was published in the La Crosse Tribune on May 25, and June 1, 2006 and was also sent to all property owners and overlying taxing jurisdictions within the TID on May 24, 2006.

State Statutes require that the City that seeks to create a Tax Incremental District convene a Joint Review Board (JRB) to review the proposal. The first meeting of the JRB must be held within fourteen days after the Notice of the above-referenced hearing(s) is published. For Tax Incremental Districts proposed by the City of La Crosse, the membership of the Joint Review Board would consist of a representative chosen by the City of La Crosse, a representative chosen by La Crosse County, a representative chosen by the Western Technical College District, a representative chosen by the School District of La Crosse and one public member. The public member and the chair of the JRB must be selected by a majority vote of the other JRB members. It is the responsibility of the JRB to review the public record, planning documents and the resolution passed by the local legislative body creating the District, or City Plan Commission, if applicable, and to either approve or not approve such resolution based on certain criteria by a majority vote after receiving the resolution. The first meeting of the JRB was held on May 31, 2006 with the final meeting to act on the Common Council's resolution tentatively scheduled in mid-August.

Capacity to Create TIF Districts

In 2004 the State Legislature amended the Tax Incremental Financing Law to allow the creation of Tax Incremental Districts until the equalized value of taxable property of the District plus the value increment of all existing Districts exceeds twelve percent (12%) of the total equalized value of taxable property within the City. The City of La Crosse's 2006 estimated total equalized value is \$2,890,239,400. Twelve percent (12%) of this value in the City of La Crosse is \$346,828,728.

The following table identifies the existing tax incremental districts with their present certified value. The Department of Revenue, in its yearly recertification of existing Districts effective September 30, 2005, has provided this information. The Department of Revenue will recertify the values in the existing tax incremental districts on or about September 30, 2006, which will then identify the new increment(s).

**La Crosse TIF District #14 Table 2
Capacity to Create Tax Incremental Districts**

2006 Estimated Total Equalized Value (including Tax Incremental Districts)	\$2,890,239,400
Twelve percent (12%) of Total Equalized Value	\$346,828,728
Actual value within TIF's as per State Statute 66.1105(4)(gm)4.c.	\$143,108,700
TIF Capacity (Over/Under)	\$203,720,028
TIF Capacity (%)	4.95%

District	When Created	Dissolution Date	Current Increment	Balance to Close TIF	Base Value	Value Increment	Overlap	Total Value
4	8/18/1987	8/18/2014	\$924,910	\$1,526,213	\$0	\$31,932,100		\$ 31,932,100
5	3/12/1992	3/12/2019	\$224,209	\$8,831	\$ 894,800	\$ 7,664,500	TIF 11	\$ 8,559,300
6	4/14/1994	4/14/2021	\$1,017,294	\$30,940,261	\$ 33,884,800	\$33,905,800	TIF 11	\$ 67,790,600
7	8/14/1997	8/14/2020	\$105,355	\$1,666,291	\$ 9,705,000	\$ 3,963,000		\$ 13,668,000
8	7/10/1997	7/10/2020	\$70,326	\$77,930	\$ 3,689,000	\$ 2,228,500		\$ 5,917,500
9	6/22/1999	6/22/2022	\$66,482	\$719,678	\$ 1,442,900	\$ 8,299,500		\$ 9,742,400
10	6/14/2003	6/24/2026	\$0	\$718,061	\$ 2,045,700	\$0		\$ 2,045,700
11	10/12/2004	10/12/2031	\$0	\$16,571,629	\$ 91,480,800	\$0		\$ 91,480,800
12	7/14/2005	7/14/2032	\$0	\$6,727,187	\$ 2,262,200	\$0		\$ 2,262,200
13	5/11/2006	5/11/2026	\$0	\$0	\$ 13,936,300	\$0		\$ 13,936,300
14	Proposed	--	\$0	\$0	\$ 55,115,300	\$0		\$ 55,115,300
Totals					\$ 214,456,800	\$ 87,993,400		\$ 302,450,200

The City should carefully monitor the growth within the existing TIF Districts as well as the capacity to create additional TIF Districts in order to allow the City to create additional TIF Districts as the need arises.

SECTION IV. GENERAL DESCRIPTION OF TAX INCREMENTAL DISTRICT NUMBER FOURTEEN

Tax Incremental District Number Fourteen is being proposed as the primary local financing tool for redeveloping the Gundersen Lutheran and Powell-Hood-Hamilton Neighborhood properties in the City of La Crosse. Within this Tax Incremental District are sites suitable for business creation, economic development, residential development, and/or mixed uses. The area is approximately 185 acres in size.

The Gundersen Lutheran Campus is to be developed with several projects. A 1,000 car parking ramp is to be located at the southeast corner of 7th Street and South Avenue. The historic Gund Brewery is to be developed into 85 residential units by Gorman & Associates. An 80+ room hotel is to be developed on or near the parking ramp after it is completed. A restaurant is to be developed near the hotel after it is completed. In the future there may also be major housing development within Gundersen Lutheran's campus boundary or as infill development between the north boundary of the campus and the Powell-Hood-Hamilton neighborhood.

The property on 4th Street between Adams & Hood Street is to be developed into three Habitat for Humanity homes. The property on the southeast corner of 4th Street and Jackson Street is to be developed into a mixed use project with ground floor commercial uses and upper floor residences. The City plans to implement an aggressive Housing Replacement Program within the Powell-Hood-Hamilton neighborhood that will include acquiring approximately 100 housing units over the life of the TIF (20-years) and replacing/renovating them with new housing. The City of La Crosse will not acquire these homes through eminent domain. However, there may be commercial properties and billboards that the City of La Crosse will acquire through the use of eminent domain. Homes that are considered uninhabitable by the City's Building and Inspections Department may still be condemned. The City, based on comments received at the public hearing and neighborhood meeting, is also proposing a housing rehabilitation program and paint & fix up program. The City is also proposing to complete visual improvements to the South Avenue/4th Street corridor by purchasing billboards, burying overhead wires, parking lot screening, landscaping, and commercial signage grants. The property along South Avenue, which was an old gas station site, is to be redeveloped for commercial or mixed uses. Improvements are planned for the Green Island Ice arena located at Green Island Park on South 7th Street. Loans for business expansion are also planned for Bakalars Sausage Company located along South Avenue. In addition, future miscellaneous projects throughout the TIF will include various retail, housing, & mixed uses. The project boundaries are described in the next section.

With the adoption of this Project Plan, the Common Council is enabled to make TIF-eligible expenditures for developing these areas, as well as certain off-site expenditures if the expenditures are necessitated by the Tax Incremental District (e.g. relocating the overhead utility lines). As with all municipal expenditures, each expenditure will require specific action of the Common Council.

SECTION V. DISTRICT BOUNDARY

The boundary for Tax Incremental District Number Fourteen is delineated on Map 1 on Page 15. As shown, it includes properties east of South Avenue & 7th Street, south of Jackson Street, west of West Avenue and north of Swift Creek.

SECTION VI. ECONOMIC FEASIBILITY STUDY

Purpose

The purpose of this study is to determine whether the project income expected to be generated from the tax increments as a result of the development of land within the proposed District could finance the costs associated with the implementation of the Project Plan.

General Development Potential Description

The emphasis of this section is on the projection of new development and its corresponding increment value. These projections were prepared by the La Crosse City Planning staff and Gundersen Lutheran.

The projections of tax increment revenues contained in this section are based on the potential development of certain buildings and/or sites to accommodate land uses. Projections of development within a three- to five-year period are based on the City's understanding of the general market conditions and feasibility within the City of La Crosse and within the surrounding area. Projections beyond the five-year period are more speculative of market conditions, but do reflect the market conditions of similarly-sized communities which have aggressively implemented a comprehensive plan. These projections are summarized in Table III below.

**La Crosse TIF District #14 TABLE III
Projected Development**

PROJECT	Value	Date
Gundersen-Lutheran Parking Ramp	\$14,000,000	2008-09
Gundersen-Lutheran Hotel	\$8,000,000	2010
Gundersen-Lutheran Restaurant/Comm.	\$1,000,000	2010
Gund Brewery housing project	\$3,000,000	2008
Habitat for Humanity homes	\$400,000	2008
4th & Jackson Street redevelopment	\$1,000,000	2008-09
Housing Replacement Program	\$8,000,000	2007-2026
Old gas station site	\$500,000	2010
Miscellaneous improvements (retail, housing, mixed use)	\$5,000,000	2007-2026
Major housing development (row houses)	\$10,000,000	2007-2026
TOTAL VALUE INCREMENT	\$50,900,000	

The City is estimating that, over the first six years, the net increment from new projects would equal approximately \$50.9 million. This amount does not take into account inflation of the base value for the City region. This District was created in part due to the proposed Gunderson Lutheran development, which identified a majority of the development projects and costs. Other areas identified for new development increment will require development agreements after the City has created the TIF Project Plan and has the ability to fund activities needed to make projects feasible. It is expected that, prior to the City making project expenditures related to stimulating specific private-sector projects, individual developer agreements will be entered into as has been the City's past practice. In this Project Plan, surplus increments are defined as the maximum increments that can be generated over the life of the TIF District after the project specific costs have been feasibly funded

by the TIF District. The economic feasibility projections are based on the full utilization of the allowed tax increment collection period (20 years for mixed use TIDs).

The economic feasibility analysis should be considered as a baseline projection that is annually monitored to ensure that projected targets are being met. The annual monitoring should attempt to ensure that a total increment value is being achieved rather than whether a specific identified project created those increments. Public borrowing and/or expenditures should be based on this annual review process. It is the intent of this Project Plan to maximize the potential of Tax Incremental Finance District Number Fourteen to accomplish the proposed public improvements identified in Table I found on Page 4.

Table III and Map 3 summarize the development assumptions that are used in the economic feasibility analysis. Some of these projections were prepared by Gundersen Lutheran and detailed projections will be included in the developer agreement. More detailed market studies and/or reliance upon developer agreements will be required for projects the City intends to borrow for based on the projections in Table III.

Assumptions of the taxable value by type of use (i.e., residential or commercial) is based on a review of comparable real estate values occurring within the La Crosse trade area. The assumptions of increment, projected in Table III, are not estimates of construction costs, but are factored to equate to the anticipated equalized value to which an annual mill rate will be applied. The actual construction values would be higher than those projected because those values include some soft costs not necessarily assessed by the City. Real estate valuation can also significantly fluctuate from year to year. For that reason, there should be an annual review and evaluation of the stability of the increment value prior to making annual borrowing and/or spending decisions.

In compliance with the statutory requirements of tax incremental financing, a finding has been made that the private development activities projected would "not otherwise occur without the use of tax incremental financing." It must be understood that these projected private development increments will not naturally occur without the proactive implementation of this Project Plan. The implementers of the Project Plan will need to be aggressive in stimulating the identified private development projects. The posture cannot be to expect that private developers will have financially feasible projects without implementation of the public improvement activities identified in this Plan.

Each of the development increments projected will require some form of public/private relationship. The general market conditions within the City of La Crosse and the surrounding area, as they currently exist, are not capable of supporting the identified developments without such a partnership.

The economic feasibility analysis for Tax Incremental Finance District Number Fourteen is presented in Tables IV and V, found on the following pages. Table IV shows the projected tax increments from the District based on the development assumptions made in Table III plus inflation of the base value of the City region. The projections assumed that there would be \$1.8 million of net value in 2007; \$9.9 million of value in 2008; \$26.5 million in 2009; \$41.6 million in 2010; \$49.3 million in 2011; and \$57.6 million in 2012. It is assumed that the development increment in Tax Incremental Finance District Number Fourteen could potentially be \$328 million in year 2026, based on a one and one-half percent annual inflation rate.

**La Crosse TIF District #14 TABLE IV
Projected Tax Increments**

YEAR	BASE VALUE OF DISTRICT	NET PROJECTED VALUE	MILL RATE	ANNUAL PROJECTED TAX INCREMENT	CUMULATIVE TAX INCREMENT
2007	\$55,115,300	\$1,856,302	0.02804825	\$52,066	\$52,066
2008	\$55,115,300	\$9,939,013	0.02779301	\$276,235	\$328,301
2009	\$55,115,300	\$26,548,790	0.02754009	\$731,156	\$1,059,457
2010	\$55,115,300	\$41,686,313	0.02728947	\$1,137,598	\$2,197,055
2011	\$55,115,300	\$49,352,273	0.02704114	\$1,334,542	\$3,531,596
2012	\$55,115,300	\$57,647,382	0.02679507	\$1,544,665	\$5,076,262
2013	\$55,115,300	\$66,484,462	0.02655123	\$1,765,244	\$6,841,506
2014	\$55,115,300	\$76,709,710	0.02630961	\$2,018,203	\$8,859,709
2015	\$55,115,300	\$88,375,339	0.02607020	\$2,303,963	\$11,163,672
2016	\$55,115,300	\$101,535,129	0.02583296	\$2,622,953	\$13,786,624
2017	\$55,115,300	\$116,244,473	0.02559788	\$2,975,612	\$16,762,236
2018	\$55,115,300	\$132,560,417	0.02536494	\$3,362,387	\$20,124,623
2019	\$55,115,300	\$150,541,710	0.02513412	\$3,783,733	\$23,908,356
2020	\$55,115,300	\$170,248,847	0.02490540	\$4,240,115	\$28,148,471
2021	\$55,115,300	\$191,744,118	0.02467876	\$4,732,007	\$32,880,478
2022	\$55,115,300	\$215,091,660	0.02445418	\$5,259,890	\$38,140,368
2023	\$55,115,300	\$240,357,502	0.02423165	\$5,824,258	\$43,964,626
2024	\$55,115,300	\$267,609,621	0.02401114	\$6,425,612	\$50,390,238
2025	\$55,115,300	\$296,917,992	0.02379264	\$7,064,462	\$57,454,701
2026	\$55,115,300	\$328,354,648	0.02357613	\$7,741,330	\$65,196,031

Table V shows the proposed debt retirement schedule for the funds the City intends to use to pay for the public improvements and project costs it is proposing to undertake and the annual tax increments and annual accumulative tax increment deficit/surplus expected to be generated by the proposed development assumptions from Table III. Table V indicates that the tax increments that are expected to be generated by the proposed development assumptions would be sufficient to pay for the debt incurred by the year 2021, which is year 15 of the District.

**La Crosse TIF DISTRICT #14 TABLE V
Proposed Debt Retirement Schedule**

YEAR	PROJECT COSTS	TAX INCREMENTS	ACCUMULATIVE DEFICIT/SURPLUS
2007	\$961,697	\$52,066	-\$909,631
2008	\$1,697,897	\$276,235	-\$2,331,294
2009	\$2,669,277	\$731,156	-\$4,269,415
2010	\$2,566,656	\$1,137,598	-\$5,698,474
2011	\$2,324,066	\$1,334,542	-\$6,687,998
2012	\$2,631,350	\$1,544,665	-\$7,774,683
2013	\$2,431,691	\$1,765,244	-\$8,441,130
2014	\$2,033,291	\$2,018,203	-\$8,456,218
2015	\$2,036,181	\$2,303,963	-\$8,188,437
2016	\$2,065,393	\$2,622,953	-\$7,630,877
2017	\$2,042,263	\$2,975,612	-\$6,697,529
2018	\$1,846,440	\$3,362,387	-\$5,181,581
2019	\$1,823,768	\$3,783,733	-\$3,221,617
2020	\$1,875,287	\$4,240,115	-\$856,789
2021	\$1,928,095	\$4,732,007	\$1,947,123
2022	\$1,407,222	\$5,259,890	\$5,799,791
2023	\$1,462,703	\$5,824,258	\$10,161,347
2024	\$1,519,570	\$6,425,612	\$15,067,389
2025	\$1,577,859	\$7,064,462	\$20,553,992
2026	\$1,637,606	\$7,741,330	\$26,657,716
TOTAL	\$38,538,315	\$65,196,031	

The retirement of the District, taking into consideration the assumptions identified in Table I (Proposed Project Costs, Public Works & Improvements) and Table III (Projected Development Assumptions), is based on the property tax collection that was in place at the time of the Public Hearing held in June of 2006.

The assumptions on when development will occur, or "the rate of absorption," is based on a review of market conditions that existed in 2006, as well as actual development that has taken place over the past couple of years. If the state or national economy takes a downswing, these projections on absorption will have to be modified. It is expected and recommended that the City Plan Commission and Common Council annually review the financial condition of Tax Incremental Finance District Number Fourteen. The economic feasibility analysis projects that Tax Incremental Finance District Number Fourteen is feasible, provided that the development assumptions are being achieved as a total estimated value of future development. The City should not spend at levels projected in Tables

I and V without either developer agreements that guarantee repayment of expenditures or without a "risk assessment" that defines the City's financial exposure that the Common Council finds acceptable. The City should analyze the fiscal condition of Tax Incremental Finance District Number Fourteen on the basis of how well the development assumptions are being met. Decisions to continue spending annually should be based on the "state of the district."

SECTION VII. FINANCING

Financing for the proposed project costs will be done primarily as General Obligation Bonds or Notes, revenue bonds, loans, and/or grants. The amount of borrowing or the strategy of financing is yet to be determined, but is expected to be obtained from State Trust Fund loans and G.O. Bonds or Notes. The accounting for TIF District Number Fourteen will be done as a separate fund. The City will make its final decision on where and how to borrow funds on a case-by-case basis and with the advice of the City's financial consultant, Finance & Personnel Committee and Director of Finance. It is expected that the TIF borrowing may be done annually or on a project-specific basis. It is not anticipated that the total amount of project costs would ever be considered for one borrowing. Gundersen-Lutheran will be the entity actually borrowing the funds to construct the parking ramp. They will be requesting reimbursement through the TIF as a part of a still to be determined developer's agreement.

Tables IV & V, which were also referenced in the Economic Feasibility Study Section, give a summary of project costs, the proposed debt retirement schedule, expected project income and expected tax increments by year during the expected duration of the proposed tax incremental district. As can be seen in these tables, it is projected that all project costs ultimately will be paid for by tax increments and project income within the twenty year statutory-required retirement period. The TIF Project Plan has been written to enable project costs to be completed in order to encourage new development and redevelopment within the District boundaries. An annual analysis should be made to strategize financing alternatives in consideration of potential shortfalls between tax increments collected and debt service required to pay the bonds. Excess tax increments will be available to cover potential shortfalls with repayment to the City prior to retirement of the TIF District. The City will, on a case-by-case basis and annually, review the proposed expenditures and decide the economic feasibility of the District prior to authorizing additional expenditures.

The total scope of activities is estimated within the project cost estimates in Table I. Any non-tax revenues received will reduce the applicable TIF project expenditure which, in turn, will reduce the total amount of TIF project costs. This reduction will allow the Common Council more flexibility in determining the timeframe for other project expenditures.

SECTION VIII. EXISTING LAND USES AND CONDITIONS

Map 2, found on Page 16, has been provided to give a general description of the land uses and conditions within the area. Map 4 is a zoning map that generally describes the existing uses within the District. These two maps should be used in combination when studying the Project Plan.

The criteria that should be highlighted in this section is that more than fifty percent (50%) of the lands within the TIF boundary have been found to be suitable for mixed use development. The purpose and intent of this TIF District is to encourage expansion of Gundersen-Lutheran, additional mixed use development, neighborhood revitalization and residential development.

SECTION IX. PROPOSED LAND USE

The land uses proposed in TIF District Number Fourteen are commercial, mixed use and residential. The proposed Tax Incremental District will promote the orderly development of the City by helping to eliminate under-utilized land uses and by making it financially feasible for the City to replace such uses with more appropriate uses. Map 5, found on Page 19, depicts the proposed uses.

There are not any newly platted residential developments within TIF 14.

SECTION X. EXISTING AND PROPOSED ZONING

Map 4 shows the TIF District boundary overlaid onto an existing zoning map. The Heavy Industrial, Planned Development, Single Family Residence, Low-Density Multiple, Residence, Local Business, Commercial, Community Business, Multiple Dwelling, and Public and Semi-Public categories indicated on the map are the existing zoning categories within the City of La Crosse Zoning Ordinance.

It is anticipated that many of these zoning districts will remain with their associated parcels unless future proposed uses are in conflict with the existing zoning.

SECTION XI. MASTER PLAN, MAP, BUILDING CODES AND CITY ORDINANCES

No changes are currently being anticipated in the City's Master Plan, Maps, Building Code or other City ordinances or codes.

SECTION XII. RELOCATION

If acquisition occurs within the Tax Incremental Finance District Number Fourteen which may cause displacements due to implementation of these specific projects, the City will conform to the requirements as set forth by the Department of Commerce in the State of Wisconsin Relocation Laws. If federal funds are used in the relocation process, the federal relocation process will also be followed.

SECTION XIII. STATEMENT INDICATING HOW CREATION OF THE TID PROMOTES THE ORDERLY DEVELOPMENT OF THE CITY OF LA CROSSE

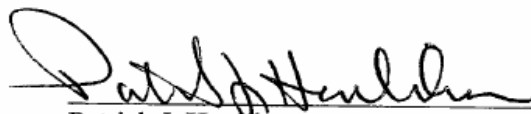
TID No. 14 is being created to assist the expansion of businesses, commerce, and residential growth within the City of La Crosse. The creation of this TID will provide the financial resources for the City to promote orderly development by making sites within the City suitable for redevelopment that otherwise would not be occurring, by providing new employment opportunities that would not otherwise be available, and, in general, promoting the public health, safety and general welfare. The redevelopment stimulated by the use of this TID will increase the overall tax base of the City, increase employment, increase household income, and generally improve the quality of life in the City.

SECTION XIV. FINDINGS

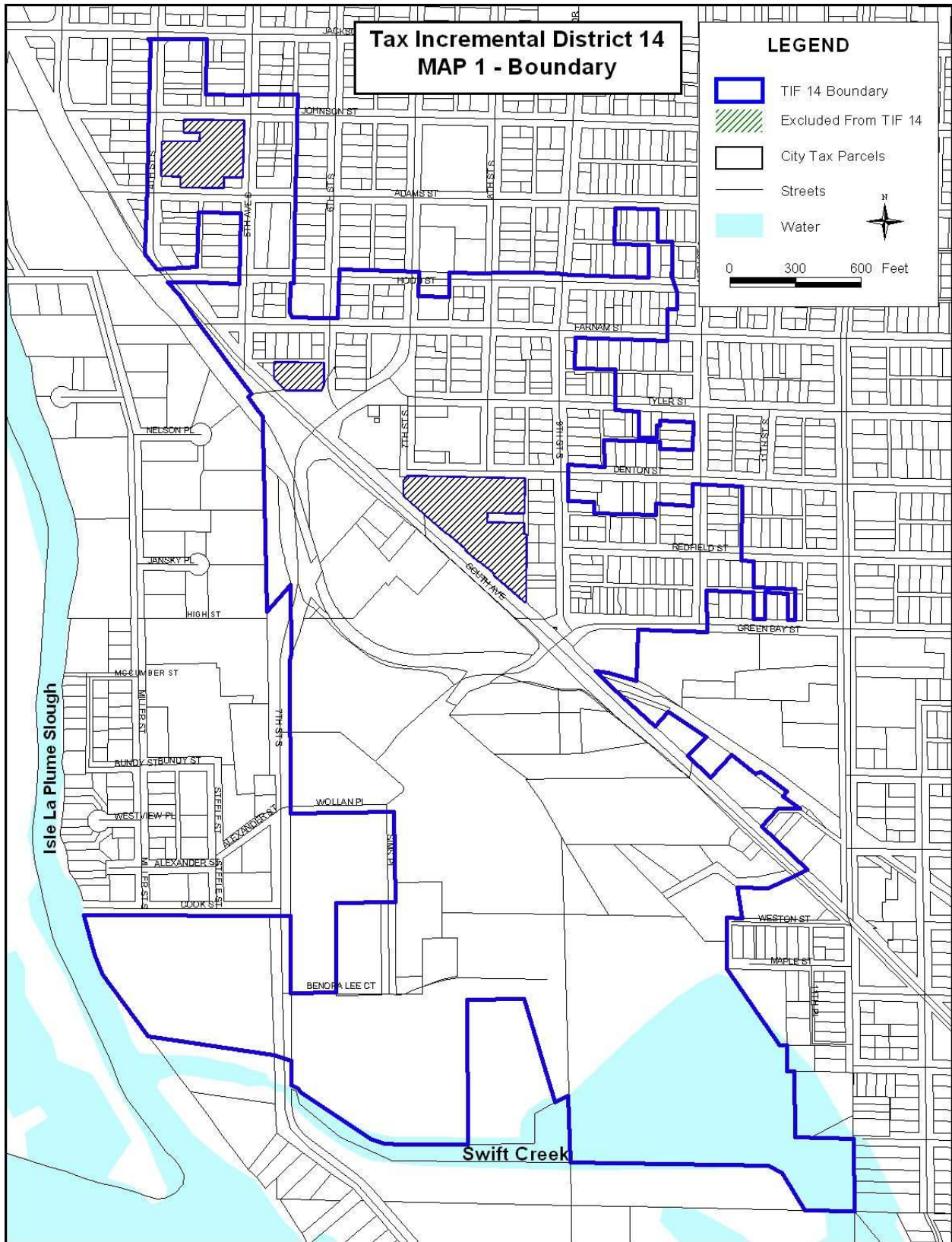
- A. A minimum of 50% of the area occupied by real property within TID No. 14 is suitable for mixed use development.
- B. The improvement of TID No. 14 is likely to significantly enhance the value of substantially all of the other real property in the district.
- C. The project costs relate directly to promoting mixed use development, consistent with the purpose for which the district is created.
- D. The equalized value of taxable property of TID No. 14, plus the value increment of all existing districts, does not exceed 12% of the total equalized value of taxable property within the City.

SECTION XV. CITY ATTORNEY OPINION

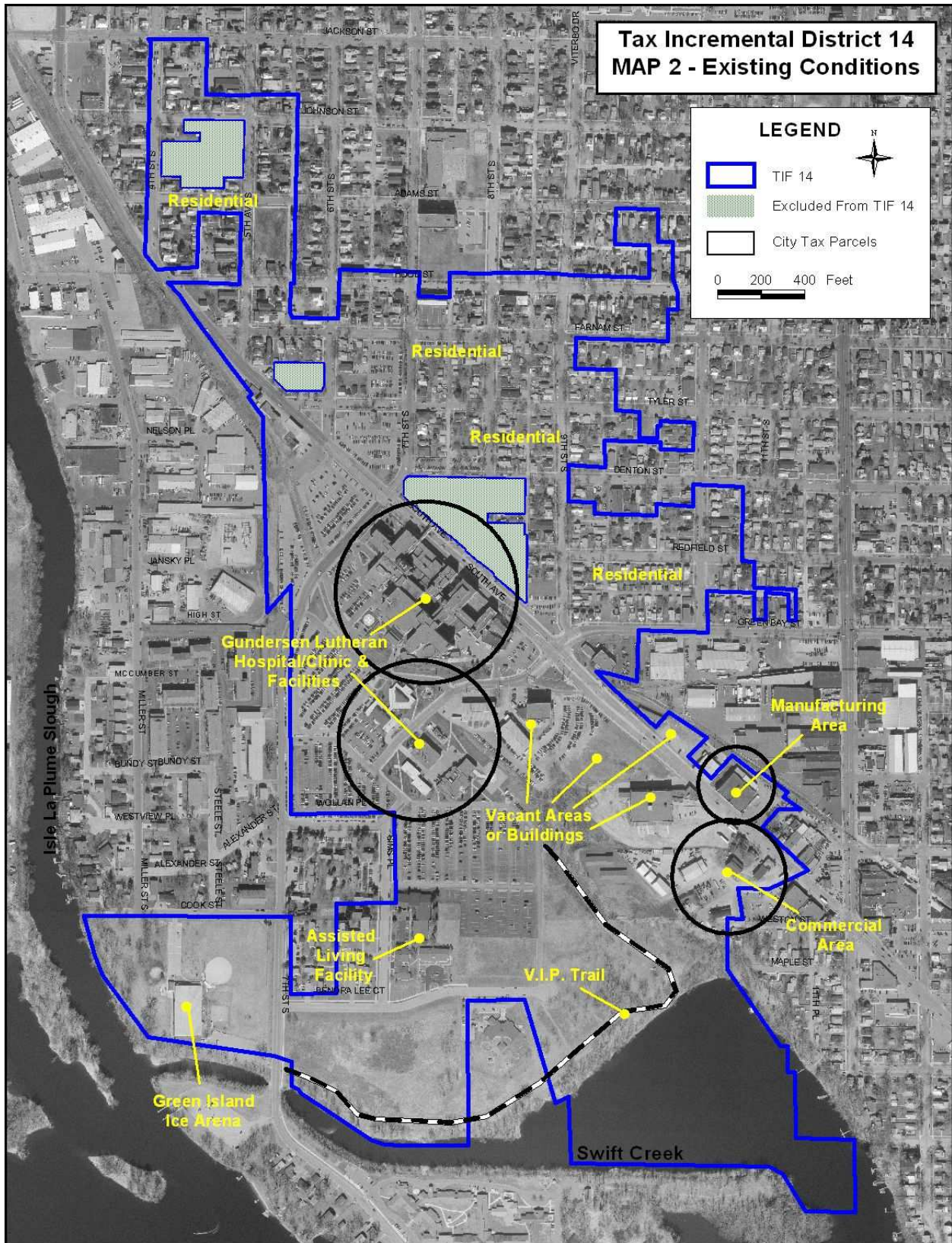
I, Patrick J. Houlihan, City Attorney for the City of La Crosse, Wisconsin, do hereby state that I have reviewed the Project Plan for Tax Incremental Finance District Number Fourteen, City of La Crosse, Wisconsin, dated August 24, 2006, and have found that it is complete and complies with Section 66.1105, Wisconsin Statutes.


Patrick J. Houlihan
City Attorney

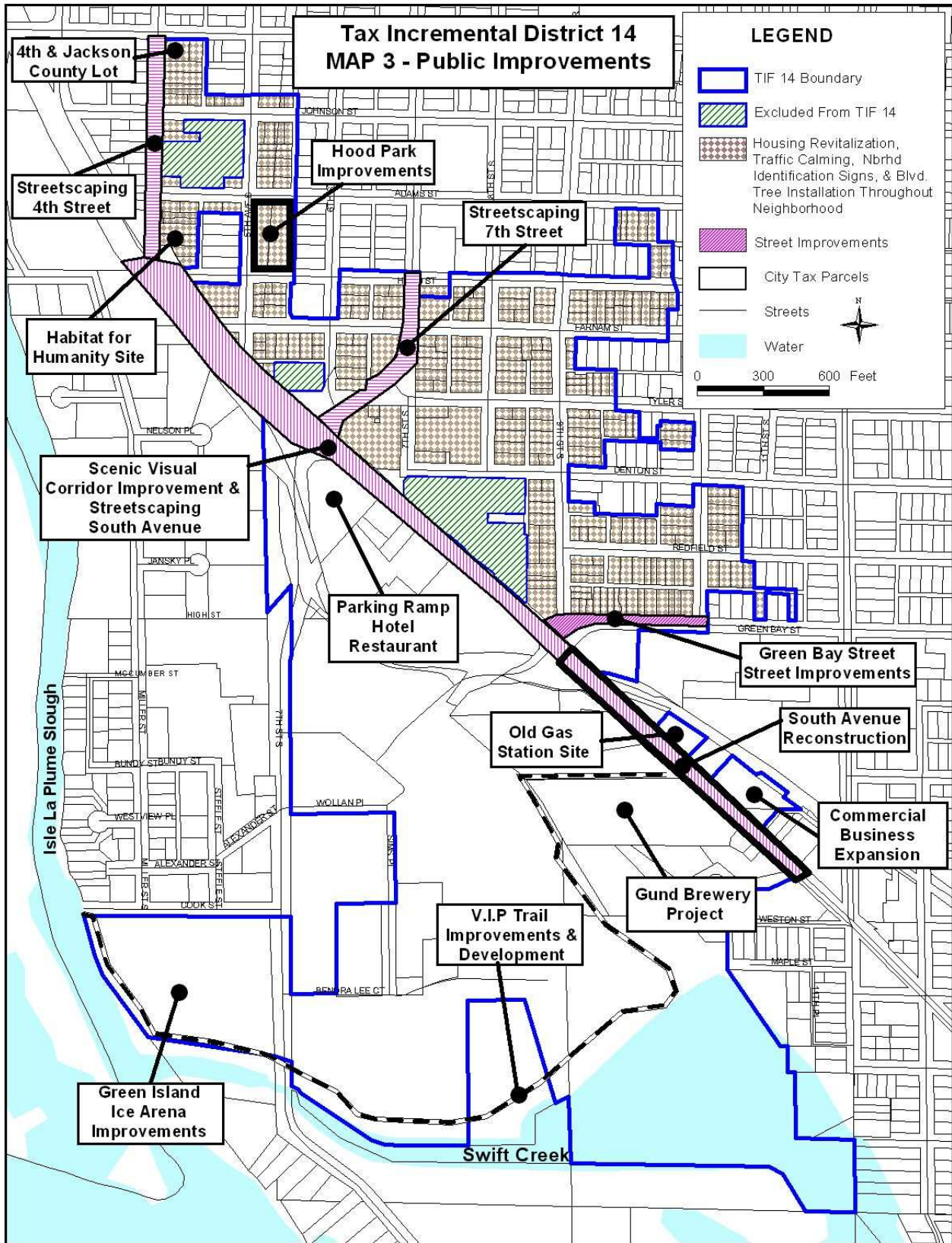
Map 1 – TIF 14 Boundary



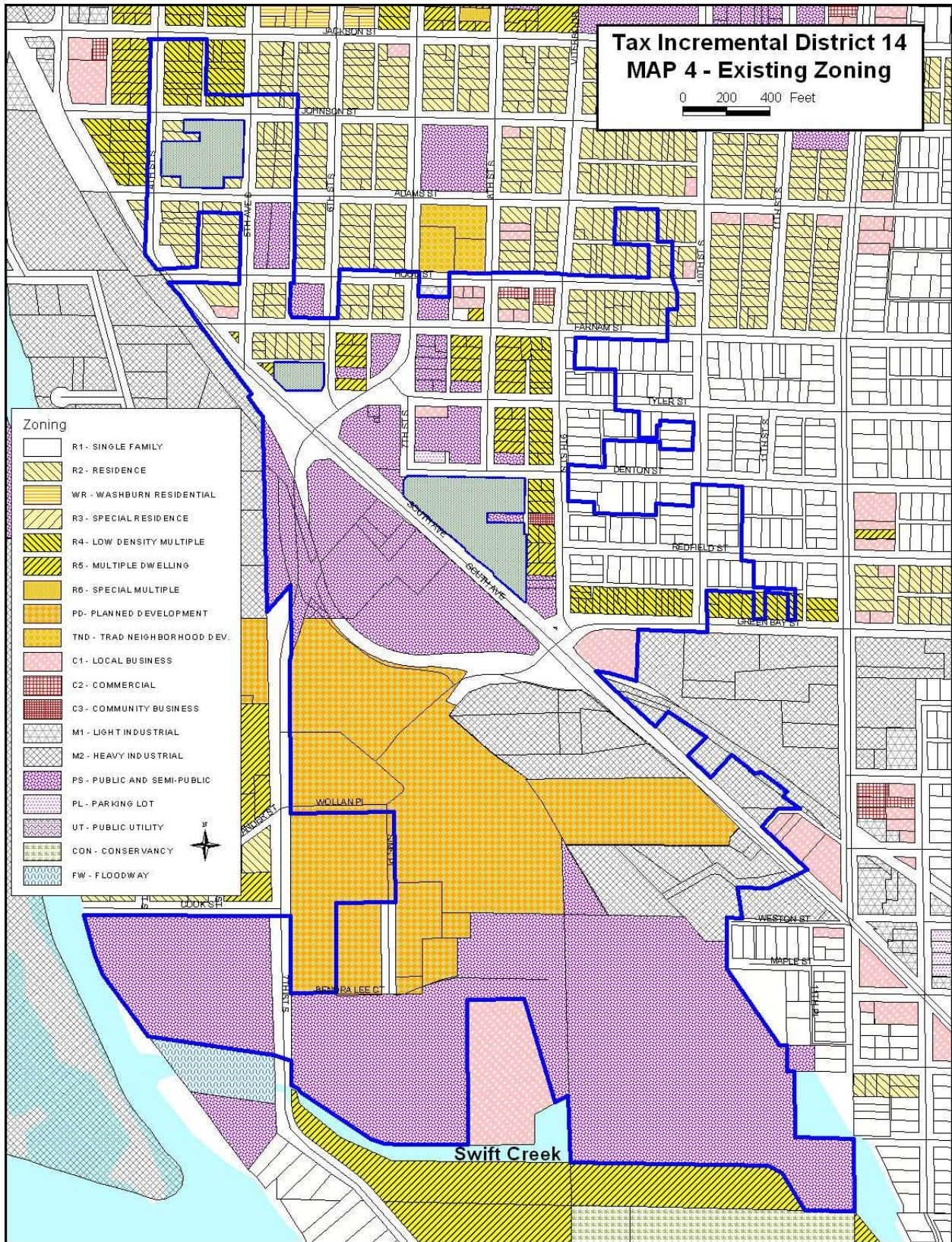
Map 2 – Existing Land Use & Conditions



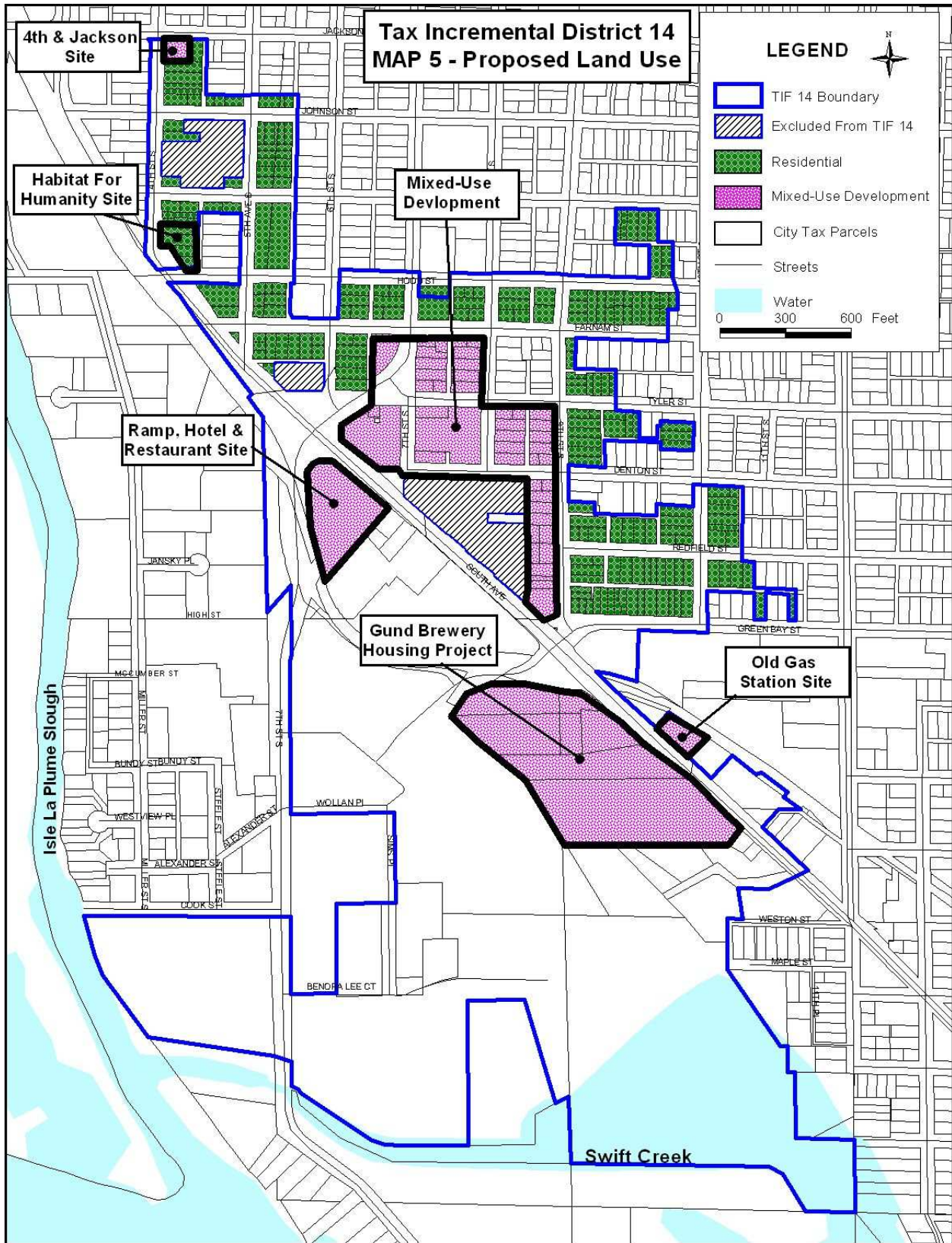
Map 3 – Location of Proposed Public Improvements



Map 4 – Existing Zoning



Map 5 – Proposed Land Use & Zoning



APPENDIX A LEGAL DESCRIPTION

TIF 14 Legal Description

A part of the NE $\frac{1}{4}$ of the SW $\frac{1}{4}$, and the NW $\frac{1}{4}$ of the SW $\frac{1}{4}$ and the SW $\frac{1}{4}$, and the SW $\frac{1}{4}$ of the NW $\frac{1}{4}$, and the SE $\frac{1}{4}$ of the NW $\frac{1}{4}$, and the NE $\frac{1}{4}$ of the NW $\frac{1}{4}$, and the NW $\frac{1}{4}$ of the NW $\frac{1}{4}$, Section 8, T15N, R7W;

And a part of the SW $\frac{1}{4}$ of the SW $\frac{1}{4}$, and the SE $\frac{1}{4}$ of the SW $\frac{1}{4}$, Section 5, T15N, R7W;

And a part of the SE $\frac{1}{4}$ of the SE $\frac{1}{4}$, Section 6, T15N, R7W;

And a part of the NE $\frac{1}{4}$ of the NE $\frac{1}{4}$, and the SE $\frac{1}{4}$ of the NE $\frac{1}{4}$, Section 7. T15N, R7W more particularly described as follows:

Beginning at the intersection of the west ROW line of 4th Street South with the south ROW line of Jackson Street; Thence easterly along the south line of Jackson Street to the east line of an alley in Block 7 of Burn's Addition; Thence southerly along said east line to the north line of Lot 7 in said Block 7; Thence easterly along said north line to the west ROW line of 5th Avenue South; Thence easterly to a point on the east ROW line of 5th Avenue South which is 60 feet north of the north line of Johnson Street; Thence easterly along a line which is 60 feet north of said north line to the east line of an alley in Block 4 of E. S. Smith's Addition; Thence southerly along the east line of an alley in said Block 4 and also in Block 5 and 12 of said Addition, and along said alley east line extended to the south line of Hood Street; Thence westerly along said south line of Hood Street to the relocated east line of an alley as it now exists in Block 13 of E. S. Smith's Addition; Thence southerly along said relocated east alley line to the north line of Farnam Street; Thence easterly along said north line to the east line of 6th Street South; Thence northerly along said east line to the north line of Hood Street; Thence Easterly along said north line to the east line of Lot 16, Block 8 of Simonton's Addition; Thence northerly along said east line to the south line of an alley in said Block 8; thence westerly along said south line to the extended west line of Lot 7 of said Block 8; Thence northerly along said west line and extended west line to the south line of Adams Street; Thence easterly along said south line to a point 37 feet east of the west line of Lot 4 of said Block 8; Thence Southerly along a line 37 feet east of the west line of said Lot 4 to the north line of an alley in said Block 8; Thence easterly along said north line to the extended east line of Lot 18 of said Block 8; Thence southerly along said extended east line and east line of said Lot 18 to the north line of Hood Street; Thence southerly to the northeast corner of Lot 3, Block 9 of Simonton's Addition; Thence southerly along the east line of said Lot 3 for one half the total distance of said east line; Thence west along a line perpendicular to said east line to the west line of said Lot 3; Thence southerly along said west line and west line extended to the south line of Farnam Street; Thence westerly along said south line to the west line of Lot 10, Block 10 of Simonton's Addition; Thence Southerly along said west line to the north line of an alley in said Block 10; thence easterly along said north lone to a line parallel to and 225 feet east of the east line of Ninth Street; Thence southerly along said line parallel to Ninth Street to the south line of Tyler Street; Thence easterly along said south line to a line extended North, which is 16.61 feet east of the west line of Lot 15, Block 1 of Prairie Addition; Thence southerly along said line and line extended to the north line of an east-west alley in Block 1 of Prairie Addition; Thence easterly along said alley north line to the west line of a north-south alley; Thence northerly along said alley west line to the south line of Lot 1, Block 1 of Prairie Addition; Thence easterly along said South line to the southeast corner of said Lot 1; Thence northerly along the east line of said Lot 1 to the north line of Prairie Addition;

Thence easterly along said north line to the west line of 10th Street South; Thence southerly along said west line to the south line of Lot 4, Block 1 of Prairie Addition; Thence westerly along said south line to the east line of a north-south alley; Thence northerly along said east line to the south line extended of an east-west alley; Thence westerly along said south line extended and alley south line to the northeast corner of Lot 11 of said Block 1, also being the east line of a north-south alley; Thence southerly along said east line to the north line of Denton Street; Thence westerly along said north line to the east line of 9th Street South; Thence southerly along said east line to a point 45 feet north of the north line of an east-west alley in Block 1 of La Fleur's Addition; Thence easterly parallel to said north line 117 feet; thence southerly parallel to the east line of 9th Street to said alley north line; Thence easterly along said north line to the extended west line of a north-south alley in said Block 1; Thence northerly along said extended west line 49 feet; Thence easterly on a line parallel to the south line of Denton Street to the west line of 10th Street; Thence northerly along said west line to the south line of Denton Street; Thence easterly along said south line to the east line extended of the western-most north-south alley in Peterson's Addition; Thence southerly along said extended east line and east line to the south line of Redfield Street; Thence easterly along said south line to the east line of Lot 18, Block 2 of South Side Addition; Thence southerly along said east line to the north line of an alley in said Block 2; Thence easterly along said north line to a line 33 feet west of the east line of Lot 8 of said Block 2; Thence southerly along said line to the north line of Green Bay Street; Thence westerly along said north line to a line 16 feet west of the east line of Lot 7 of said Block 2; Thence northerly along said line 16 feet west of said east line to the south line of an alley in said Block 2; Thence westerly along said south line to the east line of Lot 5 of said Block 2; Thence southerly along said east line to the north line of Green Bay Street; Thence westerly along said north line to the west line of said Lot 5; Thence northerly along said west line to the south line of an alley in said Block 2; Thence westerly along said alley south line to the east line of 10th Street; Thence southerly along said east line to the south line of Green Bay Street; Thence westerly along said south line to the northeast corner of Lot 1 of Heileman Industrial Plat; Thence along the East line thereof S 0° 01' 31" E 230.11 feet to the Northerly line of that parcel described in Volume 1212 of Records, Page 794, Document Number 1186973; thence along said Northerly line on the arc of a 501.51-foot radius curve, concave to the Southwest, the chord of which bears N 74° 28' 05" W 69.06 feet, a distance of 69.11 feet to Point B; thence continuing along said Northerly line N 78° 24' 59" W 22.30 feet; thence continuing along said Northerly line on the arc of a 621.77-foot radius curve, the chord of which bears N 80° 42' 18" W 49.71 feet, a distance of 49.72 feet; thence continuing along said Northerly line N 84° 07' 41" W 50.22 feet to the Northeasterly right-of-way line of South Avenue; Thence southeasterly along said northeasterly line to a point which is 542.32 feet northwesterly of the northwest corner of John Koller's Addition (as measured along said northeasterly line of South Avenue); Thence northeasterly 88.95 feet to the southwesterly line of the Chicago, Burlington and Quincy Railroad Company ROW; Thence southerly along said ROW line to a point on a line which is perpendicular to the northeasterly line of South Avenue and 342.32 feet northwesterly of the northwest corner of John Koller's Addition (as measured along said northeasterly line of South Avenue); Thence southwesterly along said perpendicular line to the northeasterly line of South Avenue; thence Southeasterly along said line to the extended southerly line of Outlot 1 (private street) of Schams Business Addition; Thence southwesterly along said extended southerly line to the southwesterly line of South Avenue and the northernmost corner of Lot 1 of Schams Business Addition; Thence following along the northern and western line of said Lot 1 to the north line of Weston Street; Thence westerly along said north line to the west line of Shooting Park Addition; Thence southerly along said west line to the south line of Maple Street; Thence

southeasterly to the south line of said addition; Thence southerly along extended west line of Lot 8 of Shooting Park Addition 118.5 feet; Thence S 89° 28' 18" E to a point that is 267 feet west of the east line of the northeast quarter of the Southwest Quarter of Section 8; thence southerly along a line that is 267 feet west of said east line 300 feet; (page 9) Thence east 267 feet to said east line); Thence south along said east line to the southeast corner of the northeast quarter of the southwest quarter of Section 8; Thence westerly along the south line of said quarter, quarter to a point 1066.55 feet east of the southwest corner of said quarter, quarter (as measured along said south line); Thence N 33° 14' 30" W 198.79 feet; Thence N 60° 43' 20" W 70.50 feet; Thence S 89° 42' 40" W 900 feet more or less to the west line of said quarter, quarter; Thence northerly along said west line 283 feet more or less to the northern bulk head line of Swift Creek; Thence S 88° 27' W 75 feet more or less to a bend in said bulk head line; Thence N 15° 52' 12" W 493.17 feet; Thence S 89° 44' 12" W 260 feet; Thence S 0° 22' 21" W 600.79 feet to said bulk head line; Thence along said bulk head line S 89° 45' 29" W 163.90 feet; Thence continue on said line N 87° 8' 11" W 220.80 feet; Thence continue on said line N 67° 22' 31" W 66.90 feet; Thence continue on said line N 55° 50' 51" W 375.20 feet; Thence continue on said line S 34° 31' 39" W 26.50 feet; Thence N 66° 54' 51" W 29.96 feet to the east line of Seventh Street; Thence northerly along said east line to the centerline of a private road known as Bennora Lee Court; Thence easterly along said centerline 205 feet more or less to the east line of Lot 2 of Certified Survey Map recorded in Volume 1 page 65 of records; Thence N 0° 25' E along said east line to the Northeast corner of said Lot 2; Thence N 89° 46' E 271.68 feet to the southeast corner of Lot 1 of said C.S.M.; Thence N 0° 14' W along the east line of said Lot 1 a distance of 346 feet to the extended south line of a private drive known as Wollan Place; Thence westerly along said south line extended and along said south line to the east line of Seventh Street; Thence continue westerly along said south line extended to the west line of Seventh Street; Thence northerly along said west line to the southwestern ROW line of South Avenue; Thence northwesterly along said ROW line as it now exists to the south line of Hood Street extended; Thence easterly along the south line extended and the south line of Hood Street to the west line of Fifth Avenue; Thence northerly along said west line to the north line of Lot 11, Block 15 of Burn's Addition; Thence westerly along said north line to the west line of an alley in said Block 15; Thence southerly along said alley west line to the north of Hood Street; Thence westerly along said North line and north line extended to the southwest line of South Avenue; Thence northwesterly along said line to the west line of Fourth Street; Thence northerly along said west line to the south line of Jackson Street and the point of beginning.

EXCEPT the following described parcels:

Parcel 1- Part of Block 12 of Burn's Addition more particularly described as follows: Beginning at the northeast corner of said Block 12; Thence southerly along the west line of Fifth Avenue to the north line of Lot 7 of said Block; Thence westerly along said north line 86 feet; Thence southerly on a line perpendicular to the east of said Block to the south line of said Block; Thence westerly along the north line of Adams Street to the west line of an alley in said Block; Thence continue along said north line 81 feet; Thence northerly along a line parallel to the east line of Fourth Street to the north line of Lot 6 of said Block; Thence westerly along said north line to the east line of Fourth Street; Thence northerly along said east line to the south line of Lot 2 in said Block; Thence easterly along said South line to the west line of an alley; thence northerly along said west line to the north line of said Lot 2; Thence westerly along said north line 72 feet; Thence northerly on a line parallel to said west alley line to the south line of Johnson Street; Thence easterly along said south line to the west line of Fifth Avenue and the point of beginning

of this exception.

Parcel 2- Part of Block 4 of the 2nd Plat of B.B. Healy's Addition more particularly described as follows: Beginning at the northeast corner of Lot 10 of said Block 4; Thence southerly along the west line of Sixth Street to the North Line of Seventh Street as it now exists; Thence westerly along said North line to the northeast line of South Avenue; Thence northwesterly along said northeast line to the west line of Lot 7 in said Block 4; Thence northerly along said west line to the south line of an alley; Thence easterly along said south alley line to the west line of Sixth Street and the point of beginning of this exception.

Parcel 3- Part of Blocks 9, 10, 15 and 16 of the 2nd Plat of B.B. Healy's Addition more particularly described as follows: Beginning at the northeast corner of Lot 10 of said Block 9; Thence westerly along the south line of Denton Street to the northwest corner of Lot 10 of said Block 10; Thence N 89° 55' 30" W 30.82 feet; Thence S 41° 37' W 22.91 feet; Thence S 0° 7' W 67.38 feet to the northeast line of South line; Thence southeasterly along said line to the centerline of a vacated alley in said Block 16; Thence northerly along said alley centerline and said centerline extended to the north line of vacated Redfield Street; Thence westerly along said north line to the west line of an alley in said Block 9; Thence northerly along said alley west line to the southeast corner of Lot 7 of said Block 9; Thence westerly along the south line of said Lot 7 and south line extended to the centerline of vacated 8th Street; Thence northerly along said centerline to the extended north line of said lot 7; thence easterly along said extended line and along the north line of said Lot 7 to the northeast corner of said Lot 7; Thence northerly along the west line of an alley in said Block 9 to the south line of Denton Street and the point of beginning of this exception.

**APPENDIX B
PUBLIC HEARING NOTICE**

**NOTICE OF PUBLIC HEARING
ON PROPOSED CREATION OF TAX INCREMENTAL DISTRICT
NUMBER FOURTEEN, CITY OF LA CROSSE, WISCONSIN, AND THE
PROPOSED BOUNDARIES THEREOF AND ON THE PROPOSED PROJECT PLAN FOR
SUCH TAX INCREMENTAL DISTRICT**

The City of La Crosse Plan Commission will hold a public hearing on the proposed creation of Tax Incremental District Number **Fourteen**, City of La Crosse, Wisconsin, and the proposed boundaries thereof, and on the proposed Project Plan for such District at 4:00 p.m. on Monday, June 12, 2006, in the Fifth Floor Conference Room, City Hall, 400 La Crosse Street, La Crosse, Wisconsin.

The description of the proposed boundaries of the Tax Incremental District being considered is located in the City of La Crosse, La Crosse County, Wisconsin, more particularly described as follows:

Beginning at the intersection of the west ROW line of 4th Street South with the south ROW line of Jackson Street; Thence easterly along the south line of Jackson Street to the east line of an alley in Block 7 of Burn's Addition; Thence southerly along said east line to the north line of Lot 7 in said Block 7; Thence easterly along said north line to the west ROW line of 5th Avenue South; Thence easterly to a point on the east ROW line of 5th Avenue South which is 60 feet north of the north line of Johnson Street; Thence easterly along a line which is 60 feet north of said north line to the east line of an alley in Block 4 of E. S. Smith's Addition; Thence southerly along the east line of an alley in said Block 4 and also in Block 5 and 12 of said Addition, and along said alley east line extended to the south line of Hood Street; Thence westerly along said south line of Hood Street to the relocated east line of an alley as it now exists in Block 13 of E. S. Smith's Addition; Thence southerly along said relocated east alley line to the north line of Farnam Street; Thence easterly along said north line to the east line of 6th Street South; Thence northerly along said east line to the north line of Hood Street; Thence Easterly along said north line to the east line of Lot 16, Block 8 of Simonton's Addition; Thence northerly along said east line to the south line of an alley in said Block 8; thence westerly along said south line to the extended west line of Lot 7 of said Block 8; Thence northerly along said west line and extended west line to the south line of Adams Street; Thence easterly along said south line to a point 37 feet east of the west line of Lot 4 of said Block 8; Thence Southerly along a line 37 feet east of the west line of said Lot 4 to the north line of an alley in said Block 8; Thence easterly along said north line to the extended east line of Lot 18 of said Block 8; Thence southerly along said extended east line and east line of said Lot 18 to the north line of Hood Street; Thence southerly to the northeast corner of Lot 3, Block 9 of Simonton's Addition; Thence southerly along the east line of said Lot 3 for one half the total distance of said east line; Thence west along a line perpendicular to said east line to the west line of said Lot 3; Thence southerly along said west line and west line extended to the south line of Farnam Street; Thence westerly along said south line to the west line of Lot 10, Block 10 of Simonton's Addition; Thence Southerly along said west line to the north line of an alley in said Block 10; thence easterly along said north lone to a line parallel to and 225 feet east of the east line of Ninth Street; Thence southerly along said line parallel to Ninth Street to the south line of Tyler Street; Thence easterly along said south line to

a line extended North, which is 16.61 feet east of the west line of Lot 15, Block 1 of Prairie Addition; Thence southerly along said line and line extended to the north line of an east-west alley in Block 1 of Prairie Addition; Thence easterly along said alley north line to the west line of a north-south alley; Thence northerly along said alley west line to the south line of Lot 1, Block 1 of Prairie Addition; Thence easterly along said South line to the southeast corner of said Lot 1; Thence northerly along the east line of said Lot 1 to the north line of Prairie Addition; Thence easterly along said north line to the west line of 10th Street South; Thence southerly along said west line to the south line of Lot 4, Block 1 of Prairie Addition; Thence westerly along said south line to the east line of a north-south alley; Thence northerly along said east line to the south line extended of an east-west alley; Thence westerly along said south line extended and alley south line to the northeast corner of Lot 11 of said Block 1, also being the east line of a north-south alley; Thence southerly along said east line to the north line of Denton Street; Thence westerly along said north line to the east line of 9th Street South; Thence southerly along said east line to a point 45 feet north of the north line of an east-west alley in Block 1 of La Fleur's Addition; Thence easterly parallel to said north line 117 feet; thence southerly parallel to the east line of 9th Street to said alley north line; Thence easterly along said north line to the extended west line of a north-south alley in said Block 1; Thence northerly along said extended west line 49 feet; Thence easterly on a line parallel to the south line of Denton Street to the west line of 10th Street; Thence northerly along said west line to the south line of Denton Street; Thence easterly along said south line to the east line extended of the western-most north-south alley in Peterson's Addition; Thence southerly along said extended east line and east line to the south line of Redfield Street; Thence easterly along said south line to the east line of Lot 18, Block 2 of South Side Addition; Thence southerly along said east line to the north line of an alley in said Block 2; Thence easterly along said north line to a line 33 feet west of the east line of Lot 8 of said Block 2; Thence southerly along said line to the north line of Green Bay Street; Thence westerly along said north line to a line 16 feet west of the east line of Lot 7 of said Block 2; Thence northerly along said line 16 feet west of said east line to the south line of an alley in said Block 2; Thence westerly along said south line to the east line of Lot 5 of said Block 2; Thence southerly along said east line to the north line of Green Bay Street; Thence westerly along said north line to the west line of said Lot 5; Thence northerly along said west line to the south line of an alley in said Block 2; Thence westerly along said alley south line to the east line of 10th Street; Thence southerly along said east line to the south line of Green Bay Street; Thence westerly along said south line to the northeast corner of Lot 1 of Heileman Industrial Plat; Thence along the East line thereof S 0° 01' 31" E 230.11 feet to the Northerly line of that parcel described in Volume 1212 of Records, Page 794, Document Number 1186973; thence along said Northerly line on the arc of a 501.51-foot radius curve, concave to the Southwest, the chord of which bears N 74° 28' 05" W 69.06 feet, a distance of 69.11 feet to Point B; thence continuing along said Northerly line N 78° 24' 59" W 22.30 feet; thence continuing along said Northerly line on the arc of a 621.77-foot radius curve, the chord of which bears N 80° 42' 18" W 49.71 feet, a distance of 49.72 feet; thence continuing along said Northerly line N 84° 07' 41" W 50.22 feet to the Northeasterly right-of-way line of South Avenue; Thence southeasterly along said northeasterly line to a point which is 542.32 feet northwesterly of the northwest corner of John Koller's Addition (as measured along said northeasterly line of South Avenue); Thence northeasterly 88.95 feet to the southwesterly line of the Chicago, Burlington and Quincy Railroad Company ROW; Thence southerly along said ROW line to a point on a line which is perpendicular to the northeasterly line of South Avenue and 342.32 feet northwesterly of the northwest corner of John Koller's Addition (as measured along said northeasterly line of South Avenue); Thence southwesterly along said perpendicular line to the northeasterly line of South

Avenue; thence Southeasterly along said line to the extended southerly line of Outlot 1 (private street) of Schams Business Addition; Thence southwesterly along said extended southerly line to the southwesterly line of South Avenue and the northernmost corner of Lot 1 of Schams Business Addition; Thence following along the northern and western line of said Lot 1 to the north line of Weston Street; Thence westerly along said north line to the west line of Shooting Park Addition; Thence southerly along said west line to the south line of Maple Street; Thence southeasterly to the south line of said addition; Thence southerly along extended west line of Lot 8 of Shooting Park Addition 118.5 feet; Thence S 89° 28' 18" E to a point that is 267 feet west of the east line of the northeast quarter of the Southwest Quarter of Section 8; thence southerly along a line that is 267 feet west of said east line 300 feet; (page 9) Thence east 267 feet to said east line); Thence south along said east line to the southeast corner of the northeast quarter of the southwest quarter of Section 8; Thence westerly along the south line of said quarter, quarter to a point 1066.55 feet east of the southwest corner of said quarter, quarter (as measured along said south line); Thence N 33° 14' 30" W 198.79 feet; Thence N 60° 43' 20" W 70.50 feet; Thence S 89° 42' 40" W 900 feet more or less to the west line of said quarter, quarter; Thence northerly along said west line 283 feet more or less to the northern bulk head line of Swift Creek; Thence S 88° 27' W 75 feet more or less to a bend in said bulk head line; Thence N 15° 52' 12" W 493.17 feet; Thence S 89° 44' 12" W 260 feet; Thence S 0° 22' 21" W 600.79 feet to said bulk head line; Thence along said bulk head line S 89° 45' 29" W 163.90 feet; Thence continue on said line N 87° 8' 11" W 220.80 feet; Thence continue on said line N 67° 22' 31" W 66.90 feet; Thence continue on said line N 55° 50' 51" W 375.20 feet; Thence continue on said line S 34° 31' 39" W 26.50 feet; Thence N 66° 54' 51" W 29.96 feet to the east line of Seventh Street; Thence northerly along said east line to the centerline of a private road known as Bennora Lee Court; Thence easterly along said centerline 205 feet more or less to the east line of Lot 2 of Certified Survey Map recorded in Volume 1 page 65 of records; Thence N 0° 25' E along said east line to the Northeast corner of said Lot 2; Thence N 89° 46' E 271.68 feet to the southeast corner of Lot 1 of said C.S.M.; Thence N 0° 14' W along the east line of said Lot 1 a distance of 346 feet to the extended south line of a private drive known as Wollan Place; Thence westerly along said south line extended and along said south line to the east line of Seventh Street; Thence continue westerly along said south line extended to the west line of Seventh Street; Thence northerly along said west line to the southwestern ROW line of South Avenue; Thence northwesterly along said ROW line as it now exists to the south line of Hood Street extended; Thence easterly along the south line extended and the south line of Hood Street to the west line of Fifth Avenue; Thence northerly along said west line to the north line of Lot 11, Block 15 of Burn's Addition; Thence westerly along said north line to the west line of an alley in said Block 15; Thence southerly along said alley west line to the north of Hood Street; Thence westerly along said North line and north line extended to the southwest line of South Avenue; Thence northwesterly along said line to the west line of Fourth Street; Thence northerly along said west line to the south line of Jackson Street and the point of beginning.

EXCEPT the following described parcels:

Parcel 1- Part of Block 12 of Burn's Addition more particularly described as follows: Beginning at the northeast corner of said Block 12; Thence southerly along the west line of Fifth Avenue to the north line of Lot 7 of said Block; Thence westerly along said north line 86 feet; Thence southerly on a line perpendicular to the east of said Block to the south line of said Block; Thence westerly along the north line of Adams Street to the west line of an alley in said Block; Thence continue along said north line 81 feet; Thence northerly along a line parallel to the east line of

Fourth Street to the north line of Lot 6 of said Block; Thence westerly along said north line to the east line of Fourth Street; Thence northerly along said east line to the south line of Lot 2 in said Block; Thence easterly along said South line to the west line of an alley; thence northerly along said west line to the north line of said Lot 2; Thence westerly along said north line 72 feet; Thence northerly on a line parallel to said west alley line to the south line of Johnson Street; Thence easterly along said south line to the west line of Fifth Avenue and the point of beginning of this exception.

Parcel 2- Part of Block 4 of the 2nd Plat of B.B. Healy's Addition more particularly described as follows: Beginning at the northeast corner of Lot 10 of said Block 4; Thence southerly along the west line of Sixth Street to the North Line of Seventh Street as it now exists; Thence westerly along said North line to the northeast line of South Avenue; Thence northwesterly along said northeast line to the west line of Lot 7 in said Block 4; Thence northerly along said west line to the south line of an alley; Thence easterly along said south alley line to the west line of Sixth Street and the point of beginning of this exception.

Parcel 3- Part of Blocks 9, 10, 15 and 16 of the 2nd Plat of B.B. Healy's Addition more particularly described as follows: Beginning at the northeast corner of Lot 10 of said Block 9; Thence westerly along the south line of Denton Street to the northwest corner of Lot 10 of said Block 10; Thence N 89° 55' 30" W 30.82 feet; Thence S 41° 37' W 22.91 feet; Thence S 0° 7' W 67.38 feet to the northeast line of South line; Thence southeasterly along said line to the centerline of a vacated alley in said Block 16; Thence northerly along said alley centerline and said centerline extended to the north line of vacated Redfield Street; Thence westerly along said north line to the west line of an alley in said Block 9; Thence northerly along said alley west line to the southeast corner of Lot 7 of said Block 9; Thence westerly along the south line of said Lot 7 and south line extended to the centerline of vacated 8th Street; Thence northerly along said centerline to the extended north line of said lot 7; thence easterly along said extended line and along the north line of said Lot 7 to the northeast corner of said Lot 7; Thence northerly along the west line of an alley in said Block 9 to the south line of Denton Street and the point of beginning of this exception.

During the public hearing, all interested parties will be afforded an opportunity to express their views on the proposed creation of the tax incremental district and the proposed boundaries thereof and on the proposed project plan for such district. Cash grants and/or other incentives may be provided within this TID per a developer agreement. Persons desiring information on the proposed tax incremental district and/or the proposed project plan should contact the City Planning Department, City Hall, 400 La Crosse Street, La Crosse, Wisconsin 54601, between the hours of 8:30 a.m. and 5:00 p.m. or telephone: (608) 789-7512. The proposed project plan will be available for review at the above-referenced address and will be provided upon request.

Lawrence J. Kirch
Secretary, City Plan Commission

Publish: La Crosse Tribune as Legal Notice, caption as 16 point.
May 25, 2006 and June 1, 2006
Bill: City Planning Department
Furnish Affidavit of Publication

AFFIDAVIT OF PUBLICATION

STATE OF WISCONSIN,
La Crosse County.

Katherine Skolos, being duly sworn, says that she is the principal clerk of THE LA CROSSE TRIBUNE, a public daily newspaper in circulation, printed and published in the City of La Crosse, Wisconsin, and State aforesaid, and that the notice of which the printed copy taken from the paper in which the same was inserted and published in the said newspaper

Thence southerly along said west line of Farnam Street Thence westerly

5/25/61
4068225
NOTICE OF PUBLIC HEARING ON PROPOSED CREATION OF TAX INCREMENTAL DISTRICT NUMBER FOURTEEN, CITY OF LA CROSSE, WISCONSIN, AND THE PROPOSED BOUNDARIES THEREOF AND ON THE PROPOSED PROJECT PLAN FOR SUCH TAX INCREMENTAL DISTRICT

The City of La Crosse Plan Commission will hold a public hearing on the proposed creation of Tax Incremental District Number Fourteen, City of La Crosse, Wisconsin, and the proposed boundaries thereof, and on the proposed Project Plan for such District at 4:00 p.m. on Monday, June 12, 2006, in the Fifth Floor Conference Room, City Hall, 400 La Crosse Street, La Crosse, Wisconsin.

The description of the proposed boundaries of the Tax Incremental District being considered is located in the City of La Crosse, La Crosse County, Wisconsin, more particularly described as follows:
Beginning at the intersection of the east ROW line of 4th Street South with the south ROW line of Jackson Street; thence easterly along the south line of Jackson Street to the east line of an alley in Block 7 of Burn's Addition; thence southerly along said east line to the north line of Lot 7 in said Block 7; thence easterly along said north line to the west ROW line of 5th Avenue South; thence easterly to a point on the east ROW line of 5th Avenue South which is 167 feet north of the north line of Johnson Street; thence easterly along a line

west line of said Lot 5; Thence southerly along said west line to the south line of an alley in said Block 2; Thence westerly along said alley south line to the east line of 10th Street; Thence southerly along said east line to the south line of Green Bay Street; Thence westerly along said south line to the northeast corner of Lot 1 of Heileman Industrial Plant; Thence along the East line thereof S 10° 01' 31" E 290.11 feet to the Northerly line of that parcel described in Volume 1212 of Records, Page 794; Document Number 1188973; thence along said Northerly line on the arc of a 501.51-foot radius curve, concave to the Southwest, the chord of which bears N 74° 28' 05" W 69.06 feet, a distance of 69.11 feet to Point B; thence continuing along said Northerly line N 78° 24' 59" W 22.30 feet; thence continuing along said Northerly line on the arc of a 621.77-foot radius curve, the chord of which bears N 80° 42' 48" W 49.71 feet, a distance of 49.72 feet; thence continuing along said Northerly line N 84° 07' 41" W 50.22 feet to the Northeastly right-of-way line of South Avenue; Thence southeasterly along said northeasterly line to a point which is 542.32 feet northwesterly of the northwest corner of John Koller's Addition (as measured along said northeasterly line of South Avenue); Thence northeasterly 88.95 feet to the southwesterly line of the Chicago, Burlington and Quincy Railroad Company ROW; Thence southerly along said ROW line to a point on a line which is perpendicular to the northeasterly line of South Avenue and 342.32 feet northwesterly of the northwest corner of John Koller's Addition (as measured along said northeasterly line of South Avenue); Thence southwesterly along said perpendicular line to the northeasterly line of South

Plat of Block 4 at the west line of the northeast corner of Lot 1 of Heileman Industrial Plant; Thence along the East line thereof S 10° 01' 31" E 290.11 feet to the Northerly line of that parcel described in Volume 1212 of Records, Page 794; Document Number 1188973; thence along said Northerly line on the arc of a 501.51-foot radius curve, concave to the Southwest, the chord of which bears N 74° 28' 05" W 69.06 feet, a distance of 69.11 feet to Point B; thence continuing along said Northerly line N 78° 24' 59" W 22.30 feet; thence continuing along said Northerly line on the arc of a 621.77-foot radius curve, the chord of which bears N 80° 42' 48" W 49.71 feet, a distance of 49.72 feet; thence continuing along said Northerly line N 84° 07' 41" W 50.22 feet to the Northeastly right-of-way line of South Avenue; Thence southeasterly along said northeasterly line to a point which is 542.32 feet northwesterly of the northwest corner of John Koller's Addition (as measured along said northeasterly line of South Avenue); Thence northeasterly 88.95 feet to the southwesterly line of the Chicago, Burlington and Quincy Railroad Company ROW; Thence southerly along said ROW line to a point on a line which is perpendicular to the northeasterly line of South Avenue and 342.32 feet northwesterly of the northwest corner of John Koller's Addition (as measured along said northeasterly line of South Avenue); Thence southwesterly along said perpendicular line to the northeasterly line of South

after on the following dates, to wit:
25 day of May 2006

at least once in each week for 2 weeks.

Sue Anderson
Notary Public, La Crosse County, Wisconsin

My Commission expires 5/25/61
4068225
NOTICE OF PUBLIC HEARING ON PROPOSED CREATION OF TAX INCREMENTAL DISTRICT NUMBER FOURTEEN, CITY OF LA CROSSE, WISCONSIN, AND THE PROPOSED BOUNDARIES THEREOF AND ON THE PROPOSED PROJECT PLAN FOR SUCH TAX INCREMENTAL DISTRICT

The City of La Crosse Plan Commission will hold a public hearing on the proposed creation of Tax Incremental District Number Fourteen, City of La Crosse, Wisconsin, and the proposed boundaries thereof, and on the proposed Project Plan for such District at 4:00 p.m. on Monday, June 12, 2006, in the Fifth Floor Conference Room, City Hall, 400 La Crosse Street, La Crosse, Wisconsin.

12/23/07

