PROJECT PLAN AMENDMENT ONE

TAX INCREMENTAL DISTRICT NUMBER FOURTEEN



CITY OF LA CROSSE, WISCONSIN September 13, 2012



PROJECT PLAN FOR AMENDMENT ONE

TAX INCREMENTAL DISTRICT NUMBER FOURTEEN

CITY OF LA CROSSE, WISCONSIN

PREPARED BY THE LA CROSSE CITY PLANNING AND DEVELOPMENT DEPARTMENT

Recommended by the La Crosse City Plan Commission September 4, 2012

> Adopted by the Common Council September 13, 2012

Adopted by Joint Review Board September 26, 2012

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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 Amendment One to 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 17 (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 the amended TID 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 19, 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 TID District. Any economic incentives granted including cash grants will be consistent with the TID 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 include projects located within the boundaries of the District or within one half mile of the District boundaries as permitted in the State's TIF law. In addition, infrastructure costs for projects located outside of the District, benefiting or necessary for the development within the District may also be eligible project costs. Such costs must be shared in a reasonable manner relating to the amount of benefit to the District. Project 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. Street construction or reconstruction, installation/upgrading of sanitary sewer, water, and stormwater infrastructure to facilitate development or redevelopment.
- 3. Installation or improvements to other utilities including electric, natural gas, telecommunications, cable TV, fiber optic, etc.
- 4. Construction of trails and other related improvements to facilitate pedestrian travel in and around the District.
- 5. Installation/construction of landscaping improvements, streetscaping, wayfinding, traffic calming.
- 6. Construction of parking improvements.
- 7. Scenic improvements including billboard acquisitions that are part of an economic development project, voluntary commercial signage reduction matching grants, and burial of overhead wires.

B. Administrative Costs:

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

C. Organization Costs:

Organization costs include, but are 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, and may include finance fees, bond discounts, bond redemption premiums, bond legal opinions, bond fees, ratings, capitalized interest, bond insurance and other expenses related to financing. 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. Cash Grants:

Cash Grants are a part of TID 14 and are listed as a project cost. The calculation is further defined in the Developer's Agreement that was adopted by the City of La Crosse Common Council in May 2012, and any subsequent development agreements or amendments.

Proposed Project Costs, Public Works and Improv Capital Costs for Development of the TIF:	ements										YEA	AR .											3-Year Extension	1
	Costs	2007	2008	2009	<u>2010</u>	<u>2011</u>	2012	<u>2013</u>	<u>2014</u>	<u>2015</u>	2016	<u>2017</u>	2018	2019	2020	<u>2021</u>	2022	2023	2024	2025	2026	2027	2028	2029
iginal TIF District Project Plan (Revised)																								
cenic Corridor Visual Improvements (both inside & immediately	\$675,000							\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000								
djacent to TIF corridors): billboard acquisitions within TIF bundary, burial of overhead wires, parking lot screening,																								
andscaping, commercial signage grants to reduce sign size																								
Sundersen-Lutheran Related Expenses*																								
*Reimbursement for Parking Ramp #1 & Clinic increment	\$9,015,530	\$0	\$0	\$54,268	\$500,257	\$526,279	\$528,982	\$528,982	\$528,982	\$528,982		\$528,982	\$528,982	\$528,982	\$528,982	\$528,982		\$528,982	\$528,982					
*Reimbursement for Habitat Homes increment	\$173,021	\$0	\$8,878	\$8,815	\$9,018	\$9,284	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135	\$9,135			
*Reimbursement for Gund Brewery Lofts, Data Center, Green Bay Building increment	\$3,470,891	\$0	\$25,367	\$59,260	\$60,626	\$199,088	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437	\$208,437			
*Reimbursement for Parking Ramp #2	\$5,160,612	\$0	\$0	\$1,672	\$1,711	\$8,324	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260	\$343,260			
*Reimbursement for additional development	\$2,000,000	\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0		\$145,390	\$146,843	\$148,312	\$149,795	\$151,293	\$152,806	\$154,334	\$155,877			\$160,600	\$162,206	\$156,0
*Inflation on base value reimbursement (capped at \$5 million)	\$4,576,305	\$0	\$0	\$0	\$0	\$0	\$0	\$153,213	\$177,343	\$202,077		\$253,414	\$280,050	\$307,351	\$335,335	\$364,018		\$423,554	\$454,443	\$486,104				
*Development Incentive	\$900,000								\$450,000	\$450,000														
**Total Reimbursement Costs	\$24,540,309	\$0	\$34,245	\$124,015	\$571,611	\$742,976	\$1,089,814	\$1,243,027	\$1,267,157	\$1,291,891	\$1,461,192	\$1,488,618	\$1,516,707	\$1,545,477	\$1,574,944	\$1,605,125	\$1,636,038	\$1,667,702	\$1,700,134	\$1,733,354	\$1,767,380	\$160,600	\$162,206	\$156,0
Powell-Hood-Hamilton Neighborhood Expenses	\$200,000								£100.000	\$100,000														
raffic calming (throughout neighborhood) ree planting (throughout neighborhood)	\$60,000							\$15,000	\$100,000 \$15,000	\$15,000	\$15,000													
Alley paving (Approximately 12-14 blocks)	\$350,000		\$50,000					\$100,000	\$100,000	\$100,000	ψ10,000													
Neighborhood identification signs	\$10,000								\$5,000	\$5,000														
Housing replacement projects (100 new units)	\$3,000,000			\$250,000				\$250,000	\$250,000	\$250,000		\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000						
Gundersen Lutheran Contribution per DA Housing rehabilitation projects (30 units)	-\$1,000,000 \$540,000							-\$250,000 \$108,000	-\$250,000 \$108,000	-\$250,000 \$108,000		\$108,000												
***Housing development incentives to developers (Housing,	\$540,000							\$100,000	\$100,000	\$100,000	\$100,000	\$100,000												
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										
ighting for Tennis Courts at 7th & Farnam	\$10,000			\$10,000																				
Streetscaping Expenses																								
Street improvements to Green Bay Street (streetscaping,	\$1,000,000								\$250,000	\$250,000	\$250,000	\$250,000												
Streetscaping 7th Street	\$2,000,000									\$500,000	\$500,000	\$500,000	\$500,000											
Streetscaping 4th Street - South Avenue Rebuilding of South Avenue (local share)	\$650,000 \$2,500,000							\$500,000	\$500,000	\$500,000	\$650,000 \$500,000	\$500,000												
Railroad Improvements	\$1,000,000								\$250,000	\$250,000	\$250,000	\$250,000												
Gundersen Lutheran Contribution per DA	-\$750,000							-\$250,000	-\$250,000	-\$250,000														
Miscellaneous Expenses																								
**TID Loan for commercial development Property Acquisition for Economic Development	\$0 \$500,000			\$300,000 \$250,000	\$250,000	\$150,000	\$100,000																	
Archaelogical testing	\$20,000			\$250,000	\$250,000																			
ootbridge from Green Island & 7th Street	\$20,000 \$100,000						\$100,000																	
Proposed 1st Amendment Projects																								
Park Improvements																								
Hood Park improvements	\$100,000 \$200,000								\$50,000 \$100,000	\$50,000 \$100,000														
Green Island Ice Arena Improvements 7th Street Boat Landing	\$200,000								\$100,000	\$100,000	\$100,000													
Little Houska Park	\$50,000										\$50,000													
Southside Neighborhood Center 7th & Farnam Basketball and Tennis Courts	\$300,000 \$50,000									\$100,000	\$100,000	\$100,000												
Gundersen Lutheran Contribution per DA	-\$700,000								-\$200,000	-\$200,000	-\$200,000	-\$100,000												
/IP Trail development	\$300,000							\$200,000	\$100,000															
Gundersen Lutheran Contribution per DA Bluff Slough/Swift Creek	-\$105,000 \$330,000							-\$105,000	\$180.000	\$150,000								ļ						
Gundersen Lutheran Contribution per DA	\$330,000 -\$165,000								\$180,000 -\$165,000	Ţ.50,000														
Joint Neighborhood Campus Plan Gundersen Lutheran Contribution per DA	\$100,000 -\$50,000						\$50,000	\$50,000 -\$50,000																
Joint Development Corporation	\$250,000							\$250,000																
Gundersen Lutheran Contribution per DA	-\$250,000							-\$250,000																
Administrative Costs:	\$65.000							&E 000	£10,000	610,000	610,000	610.000	610,000	610,000	610.000	640,000	610,000	£10,000	ØE 000	ee 000	ee 000	es 000	&E 000	e = 00
ΠD Administration (Finance, Legal, Engineering, Planning) Replacement Housing Admin. Costs	\$65,000 \$17,500			\$1,000	\$1,000	\$1,000	\$1,000	\$5,000 \$1,000	\$10,000 \$1,000	\$10,000 \$1,000		\$10,000 \$1,000	\$10,000 \$1,000	\$10,000 \$1,500		\$10,000 \$1,500		\$10,000 \$1,500	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,00
	Ţ.7,000			\$1,000	\$1,000	\$1,000	Ţ.,000	Ų.,000	\$1,000	\$1,000	\$.,000	Ţ.,000	Ţ.,000	\$1,000	\$1,000	\$1,000	\$1,000	2.,000						
Organization Costs:																								
Professional Services: TID Planning (City Staff Costs)	\$2,000						\$2,000																	
Relocation Services	\$2,000						∪∪∪,∠پ	\$25,000																
Appraisals	\$30,000							\$30,000																
Environmental Site Assessments	\$25,000							\$25,000										ļ						ļ
Title Work Alta Surveys	\$20,000 \$15,000							\$20,000 \$15,000										 						ļ
Engineering Design Services	\$45,000							\$45,000																
Grant Applications	\$30,000							\$30,000																
Financing Costs																								
Financing Costs: nterest costs of Money	\$3,225,796						\$322,580	\$322,580	\$322,580	\$322,580	\$322,580	\$322,580	\$322,580	\$322,580	\$322,580	\$322,580								<u> </u>
		\$75.000			\$912.611	\$072.07 ^	\$2.190.393		¢2 772 727					\$2.200 550	£2 224 022	\$2,264,204	¢1 007 500	\$1,020,202	\$4.70E.404	£4 720 254	\$1 772 202	\$160,600	\$162,206	\$156.09
otal Project Costs																								
Total Project Costs	\$41,465,605	2007	\$159,245 2008	\$1,025,015 2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029

F. Non-project Costs:

Non-project costs are those costs that only partly benefit the TID or are not eligible to be paid with tax increments. Examples include an interceptor sewer that serves property both in and out of the TID, amounts that are special assessed to property owners or paid with user fees, general government operating expenses not related to the project and cash grants. Non-project costs for this TID amendment are approximately \$19,874,004.

SECTION III. LOCAL ACTION

Before any TID can be amended, the City Plan Commission must hold a public hearing(s) on the proposed amendment and on the proposed Project Plan for the District. The public hearing on the District boundaries 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 amend the District. Before adopting such resolution, the local legislative body may amend both the proposed District boundaries and Project Plan. On July 12, 2012 the resolution approving the District was introduced to the Common Council. The Public Hearing for the District was held on September 4, 2012. Notice of the Public Hearing was published in the La Crosse Tribune on August 17, and August 24, 2012 and was also sent to overlying taxing jurisdictions within the TID on August 10, 2012.

State Statutes require that the City that seeks to amend 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 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 August 29, 2012 with the final meeting to act on the Common Council's resolution scheduled for September 13, 2012. The procedure for amending the project plan follows essentially the same procedure as the adoption of the original plan.

Capacity to Create TID Districts

Per section 66.1105(4)(gm)(4)(c) of the Wisconsin State Statutes, the Tax Incremental Financing Law states that the equalized value of taxable property of the new or expanded TID boundary plus the value increment of all existing districts does not exceed 12 percent of the total equalized value of taxable property within the city. The City of La Crosse's 2011 estimated total equalized value is \$3,083,167,100. Twelve percent (12%) of this value in the City of La Crosse is \$369,990,052.

The following table identifies the existing TIDs with their present certified value. The Wisconsin Department of Revenue (DOR), in its yearly recertification of existing Districts effective August 15, 2011 has provided this information. Amendment One to TID #14 does not change the boundary of the TID #14 and therefore does not impact the City's TID capacity.

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

	Crosse TID I			ne							
2011 Total Equ	ıalized Value										\$3,083,167,100
Twelve percen											\$369,980,052
		e Statute 66	1105(4)(am)	4.c. (TID 14 1st	Amend Inc)						\$280,417,400
	Capacity (TID			4.0. (TID 14 10t	rancia. Inc.,						\$89,562,652
	%) (TID 14 1st /										9.10%
TID Capacity (70) (TID 14 1517										9.107
		Last Date									Current Total
		to Incur	Dissolution	Current	Balance to			Value	Increment		Equalized
District	When Created		Date	Increment	Close TIF*	В	ase Value	Increment	Transfers	Overlap	Value
4	8/18/1987	8/18/2009*	8/18/2014	\$1,099,076	\$178,964		\$0	\$35,801,500	To TIF 6		\$35,801,500
5		3/12/2014		\$228,176			\$894,800	\$7,664,500	To TIF 6	TIF 11	\$8,559,300
6	4/14/1994	4/14/2016	4/14/2021	\$1,297,497	\$18,530,246		\$33,884,800	\$47,504,300		TIF 11	\$81,389,100
7	8/14/1997	8/14/2019	8/14/2024	\$175,831	\$712,135		\$15,660,400	\$8,864,000			\$24,524,400
8	7/10/1997	7/10/2015	7/10/2020	\$76,278	(\$2,383)		\$3,689,000	\$2,487,600	To TIF 6		\$6,176,600
9	6/22/1999	6/22/2017	6/22/2022	\$130,075	\$304,824		\$1,442,900	\$15,157,600			\$16,600,500
10	6/14/2003	6/24/2025	6/24/2030	\$9,151	\$720,335		\$2,540,100	\$544,400			\$3,084,500
11	10/12/2004	10/12/2026	10/12/2031	\$1,511,529	\$47,451,904		\$124,484,000	\$50,946,900			\$175,430,900
12		7/14/2027	7/14/2032	\$536,208	\$9,979,138		\$19,363,800	\$20,135,400			\$39,499,200
13		5/11/2021	5/11/2026	\$292,132			\$25,475,300	\$13,684,600			\$39,159,900
Amend. 2	5/23/2012			\$0	\$0		\$14,659,600				\$14,659,600
14	8/24/2006	8/24/2028	8/24/2033	\$1,007,127	\$23,828,472		\$57,863,800	\$37,491,700			\$95,355,500
Totals							\$299,958,500	\$240,282,500			\$540,241,000
	in Department of R	evenue and Cit	ty of La Crosse, 2	2011-2012							
*8/18/2014 per s											
		4, TIF 5, and	d TIF 8 are curre	ently allocated to	pay debt costs	for TIF 6.					
* Based on 2010	data										
4 = Airport	= Airport 7 = Amtrak Depot			10 = Park Plaz	za						
5 = Marriott		8 = Dura Tec	h		11 = Gateway	Redevelop	ment				
6 = City Vision		9 = Internation	nal Business P	ark	12 = Three Riv	ers Plaza					
					13 = Kwik Trip						
					14 = Gunderse	en Lutheran	1				

SECTION IV. GENERAL DESCRIPTION OF TAX INCREMENTAL DISTRICT NUMBER FOURTEEN

Tax Incremental District Number Fourteen was created in 2006 as the primary local financing tool for redeveloping the Gundersen Lutheran Campus/surrounding area and Powell-Hood-Hamilton Neighborhood in the City of La Crosse. Since that time, two parking ramps with a combined capacity of 1000+ cars were completed on the Gundersen Lutheran campus. Other Gundersen Lutheran completed projects include a data center and administrative building, and a new clinic expansion. Neighborhood projects include the historic Gund Brewery Lofts, three Habitat for Humanity homes, approximately 3-4 blocks of alleys have been paved, the tennis court lighting at 7th and Farnam, and approximately 5 homes have been purchased for the City's Replacement Housing Program. The area is approximately 185 acres in size.

A revision to the Developer's Agreement between Gundersen Lutheran and the City of La Crosse was the impetus for this 1st Amendment to the TID 14 Project Plan. These revisions included changes to the financial reimbursement terms for the projects that were constructed on Gundersen Lutheran's campus as well as the financial terms for the proposed restaurant and hotel. In addition, the revised Developer's Agreement includes additional public improvements that include improvements to the Southside Neighborhood Center, 7th Street Boat Landing, Swift Creek/Bluff Slough, Little Houska Park, railroad crossings, and the 7th & Farnam Streets basketball and tennis courts with financial contributions to said improvements by Gundersen Lutheran The creation of a Joint Neighborhood Campus Plan and a Joint Development Corporation were also included. The tables in the TID #14 Project Plan needed to be revised in order to reflect these new projects.

Projects not yet completed in TID #14 but still expected to be developed include an 80+ room hotel and restaurant. 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 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 remaining life of the TID 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/or billboards that the City of La Crosse will acquire through the condemnation. Homes that are considered uninhabitable by the City's Building and Inspections Department may be condemned. Based on comments received at the public hearing and neighborhood meetings held prior to the creation of the original TID, the City is also proposing a housing rehabilitation program and paint & fix up program in the neighborhood. 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. The Joint Neighborhood Plan will assist in refining the vision for this part of the City and there may be additional projects that are identified during the planning process. In addition, future miscellaneous projects throughout the TID will include various retail, housing, & mixed use developments. The project boundaries are described in the next section.

SECTION V. DISTRICT BOUNDARY

The boundary for Tax Incremental District Number Fourteen is delineated on Map 1 on Page 17. As shown, it includes properties east of South Avenue & 7th Street, south of Jackson Street, west of West Avenue and north of Swift Creek. The boundary will not change in Amendment One of TID #14.

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 can 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.

La Crosse TID #14 Amendment 1-TABLE III Projected Development Increment

	Existing Value			
	Increment as of		Anticipated	
PROJECT	Amendment 1	PILOT Value	Development	Time Frame
TID 14 Value Increase (As of 01/01/11)				2006-2011
Ramp #1	\$8,955,100			
Habitiat for Humanity Homes	\$317,300			
Clinic Expander/Extender	\$9,031,200			
Data Center	\$4,683,900			
Gund Brew ery Lofts	\$1,678,800			
Green Bay Building	\$441,400			
City of La Crosse Portion-Real Estate Value Increase (New				
Construction & Revaluation)	\$719,200			
Gundersen Lutheran Personal Property Increase	\$11,664,800			
Ramp #2		\$11,922,900		2011
Gundersen-Lutheran Hotel/Restaurant			\$5,000,000	2016-2017
4th & Jackson Street redevelopment			\$475,000	2013
Housing Replacement Program			\$8,000,000	2013-2025
Old gas station site			\$500,000	2014
Developemnt as a result of the Joint Neighborhood Plan and Joint				
Development Corporation				
Miscellaneous Improvements (retail,housing, mixed use)			\$5,000,000	2014-2026
Major Housing Development (Row Houses)			\$10,000,000	2014-2026
TOTAL VALUE INCREMENT	\$37,491,700	\$11,922,900	\$13,975,000	63,389,600

Source: 2011 Department of Revenue and City Planning Department

Since the creation of TID #14 in 2006 the net value increase has been \$37,491,700 according to the annual report from the Wisconsin Department of Revenue. In addition, it is estimated that an additional \$13,975,000 will be spent between the years 2013-2026; however, this may not necessarily translate into a dollar for dollar value increment to the TID.

This 1st amendment to the District was created primarily to make the TID Project Plan consistent with the revised Developer's Agreement between the City of La Crosse and Gundersen Lutheran in part due to new Gunderson Lutheran development, newly identified public improvements and joint City and Gundersen Lutheran projects. In order for the TID increment to be used for these new projects the tables within the TID #14 Project Plan needed to be revised. Prior to the City making project expenditures related to stimulating specific private-sector projects, individual developer agreements will be in place as has been the City's past practice. In this Project Plan Amendment, surplus increments are defined as the maximum increments that can be generated over the life of the District, after the developer-project specific costs have been feasibly funded by the District.

The economic feasibility projections are based on the full utilization of the allowed tax increment collection period, which is until May 11, 2026. This 1st amendment to the District was also created to allow for a three (3) extension to the life of the TID.

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 the City Planning Department and detailed projections are, and will be, included in any developer's 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 TID #14 Amendment One is presented in Tables IV and V. Table IV shows the current TID increments based on the City's annual TID audit, and the projected tax increments from the amended District based on the development assumptions made in Table III. It is projected that the cumulative tax increment from the original TID #14 and from the additional development in Amendment One will generate \$45,389,028 in tax revenues over the remaining life of the TID and with a 3-year extension based on the current increment and in \$13,975,000 additional tax increment plus an annual inflation amount (2%).

Table IV indicates that the tax increments expected to be generated by the proposed development assumptions would be sufficient to pay for the debt incurred by the year 2029, which is Year 23 of the District and the 3rd year in the 3-year extension. The original TID Project Plan estimated the debt retirement to occur in 2021, so the proposed amendment stretches out the projected payback period by 8 years.

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 on September 4, 2012.

The assumptions on when development will occur, or "the rate of absorption," is based on a review of market conditions that exist in 2012, as well as actual development that has taken place since the creation of the District. It is expected and recommended that the City Plan Commission and Common Council annually review the financial condition of the amended TID #14.

The economic feasibility analysis shows that amended TID #13 is indeed **feasible**, provided that the development assumptions are being achieved as a total estimated value of future development and the City is granted a three-year extension to the life of the TID. The City should not spend at levels projected in Table I 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 the amended TID #14 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."

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	\$57,863,800	\$3,088,800	0.02798000	\$86,425	\$86,425
*2008	\$57,863,800	\$16,234,900	0.02778000	\$451,006	\$537,430
*2009	\$57,863,800	\$33,829,700	0.02842000	\$961,440	\$1,498,870
*2010	\$57,863,800	\$38,969,500	0.02926000	\$1,140,248	\$2,639,118
*2011	\$57,863,800	\$37,491,700	0.02879000	\$1,079,386	\$3,718,504
2012	\$57,863,800	\$50,402,892	0.02879000	\$1,451,099	\$5,169,603
2013	\$57,863,800	\$52,523,142	0.02879000	\$1,512,141	\$6,681,744
2014	\$57,863,800	\$55,888,220	0.02879000	\$1,609,022	\$8,290,766
2015	\$57,863,800	\$58,810,600	0.02879000	\$1,693,157	\$9,983,923
2016	\$57,863,800	\$64,341,428	0.02879000	\$1,852,390	\$11,836,313
2017	\$57,863,800	\$69,982,871	0.02879000	\$2,014,807	\$13,851,120
2018	\$57,863,800	\$73,187,144	0.02879000	\$2,107,058	\$15,958,178
2019	\$57,863,800	\$76,455,503	0.02879000	\$2,201,154	\$18,159,332
2020	\$57,863,800	\$79,789,228	0.02879000	\$2,297,132	\$20,456,464
2021	\$57,863,800	\$83,189,628	0.02879000	\$2,395,029	\$22,851,493
2022	\$57,863,800	\$86,658,036	0.02879000	\$2,494,885	\$25,346,378
2023	\$57,863,800	\$90,195,812	0.02879000	\$2,596,737	\$27,943,115
2024	\$57,863,800	\$93,804,344	0.02879000	\$2,700,627	\$30,643,742
2025	\$57,863,800	\$97,485,046	0.02879000	\$2,806,594	\$33,450,337
2026	\$57,863,800	\$100,611,670	0.02879000	\$2,896,610	\$36,346,947
**2027	\$57,863,800	\$102,623,903	0.02879000	\$2,954,542	\$39,301,489
**2028	\$57,863,800	\$104,676,381	0.02879000	\$3,013,633	\$42,315,122
**2029	\$57,863,800	\$106,769,909	0.02879000	\$3,073,906	\$45,389,028

*Actual Value/Mill Rate/Tax Increment

**Denotes Three-Year Extension of TID 14

2011- Gundersen Lutheran Ramp #2 \$11,922,900 (PILOT)

2013- 4th & Jackson Site Redevelopment \$475,000

2013-2025 - Single-Family Replacement Housing Program \$615,385 per year

2014- Old Gas Station Site Redevelopment

2014-2026 - Miscellaneous Improvements (retail, housing, mixed use) \$384,615 per year

2014-2026- Major Housing Development (Row Houses) \$769,231

2016-2017- Gundersen Lutheran Hotel/Restaurant Development \$2,500,000 per year

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

YEAR	PROJECT COSTS	TAX INCREMENTS	ACCUMULATIVE DEFICIT/ SURPLUS
2007	\$75,000	\$86,425	\$11,425
2008	\$159,245	\$451,006	\$303,185
2009	\$1,025,015	\$961,440	\$239,610
2010	\$912,611	\$1,140,248	\$467,246
2011	\$973,976	\$1,079,386	\$572,656
2012	\$2,190,393	\$1,451,099	-\$166,638
2013	\$3,359,606	\$1,512,141	-\$2,014,103
2014	\$3,773,737	\$1,609,022	-\$4,178,817
2015	\$4,083,470	\$1,693,157	-\$6,569,130
2016	\$4,197,772	\$1,852,390	-\$8,914,512
2017	\$3,760,198	\$2,014,807	-\$10,659,903
2018	\$2,680,286	\$2,107,058	-\$11,233,132
2019	\$2,209,556	\$2,201,154	-\$11,241,534
2020	\$2,234,023	\$2,297,132	-\$11,178,425
2021	\$2,264,204	\$2,395,029	-\$11,047,600
2022	\$1,897,538	\$2,494,885	-\$10,450,254
2023	\$1,929,202	\$2,596,737	-\$9,782,718
2024	\$1,705,134	\$2,700,627	-\$8,787,225
2025	\$1,738,354	\$2,806,594	-\$7,718,984
2026	\$1,772,380	\$2,896,610	-\$6,594,754
**2027	\$160,600	\$2,954,542	-\$3,800,812
**2028	\$162,206	\$3,013,633	-\$949,385
**2029	\$156,098	\$3,073,906	\$1,968,423
TOTAL	\$43,420,605	\$45,389,028	

**Denotes Three-Year Extension of TID 14

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 primarily obtained from State Trust Fund loans and G.O. Bonds or Notes. The accounting for TID 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 TID 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 financed the two parking ramps. They will be receiving reimbursement (cash grants) through the TID as a part of the 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, plus 3-year extension, statutory-required retirement period. The TID 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 TID 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 TID project expenditure which, in turn, will reduce the total amount of TID 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 18, 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 TID boundary have been found to be suitable for mixed use development. The purpose and intent of this TID 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 TID Number Fourteen are commercial, mixed use and residential. The proposed amendment 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 21, depicts the proposed uses.

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

SECTION X. EXISTING AND PROPOSED ZONING

Map 4 shows the TID 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

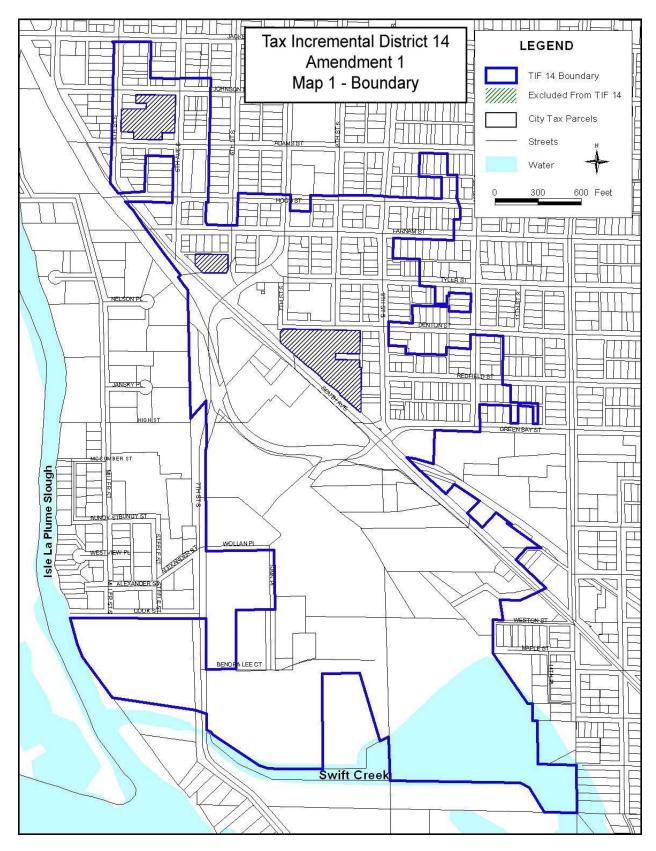
- A. A minimum of 50% of the area occupied by real property within TID No. 14 is suitable for mixed use development.
- B. The improvement of TID No. 14 is likely to significantly enhance the value of substantially all of the other real property in the district.
- C. The project costs relate directly 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

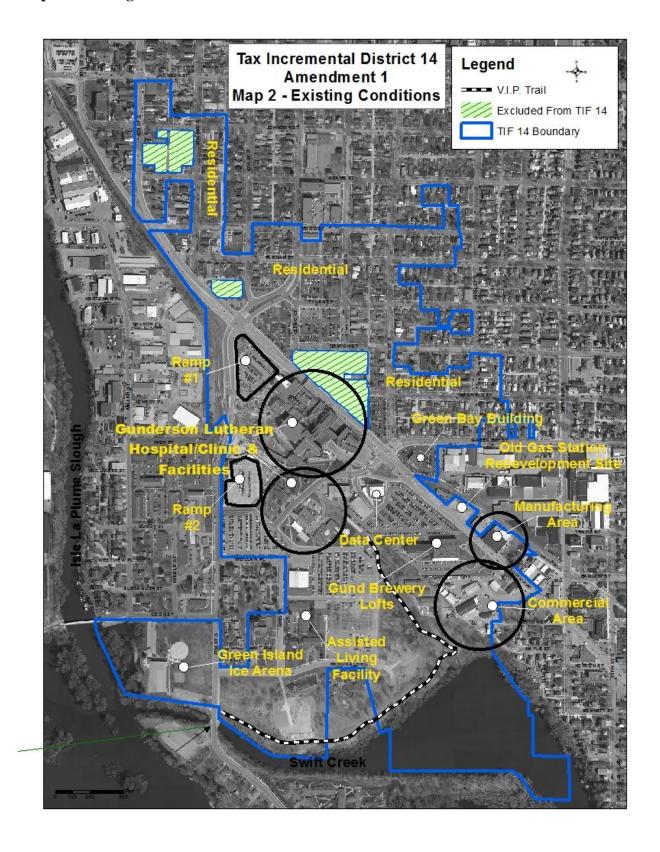
I, Stephen Matty, City Attorney for the City of La Crosse, Wisconsin, do hereby state that I have reviewed the Project Plan for Tax Incremental Finance District Number Fourteen, City of La Crosse, Wisconsin, dated 9-13-12, and have found that it is complete and complies with Section 66.1105, Wisconsin Statutes.

Stephen Matty, City Attorney

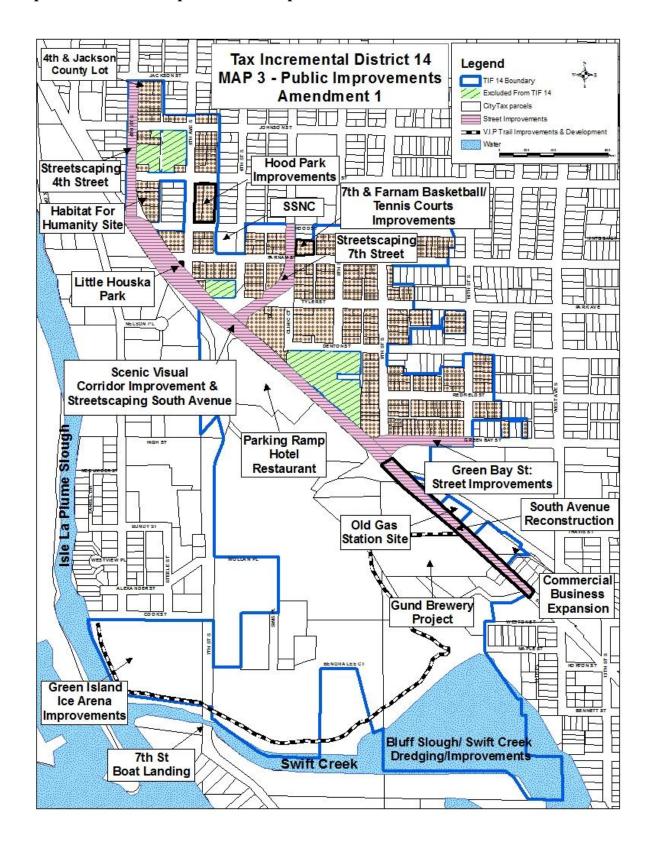
Map 1 – TID 14 Boundary



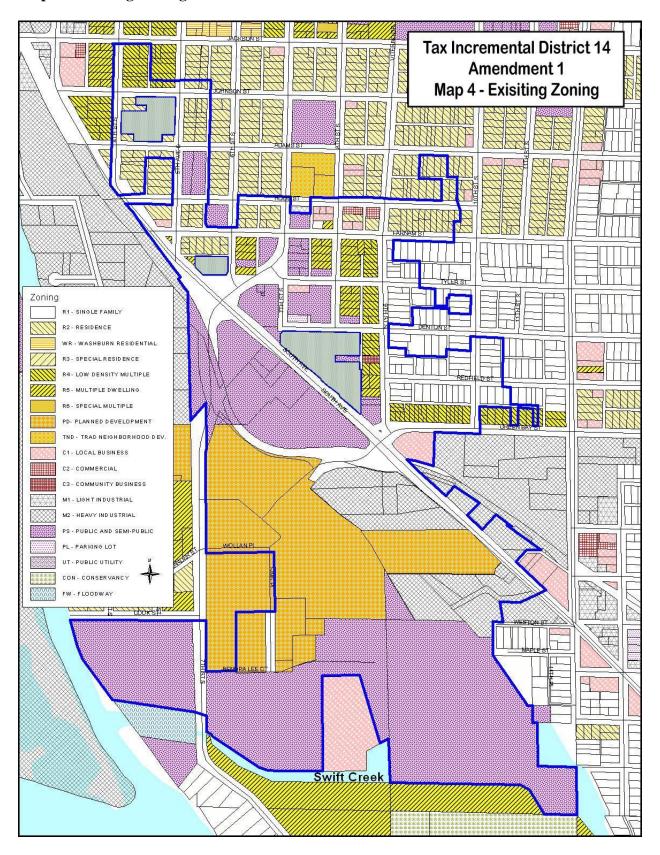
Map 2 – Existing Land Use & Conditions



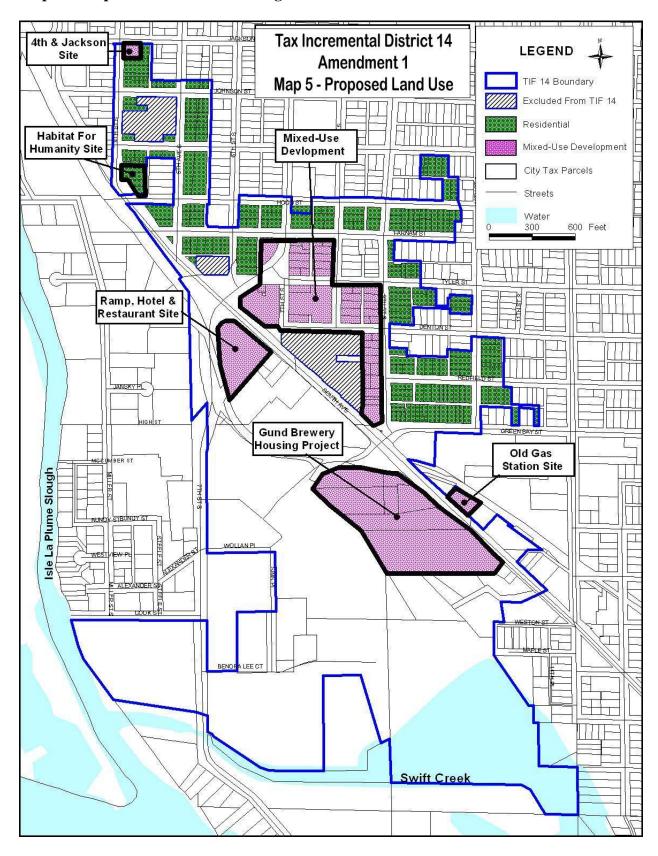
Map 3 – Location of Proposed Public Improvements



Map 4 – Existing Zoning



Map 5 – Proposed Land Use & Zoning



APPENDIX A LEGAL DESCRIPTION

TID 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 $\frac{1}{4}$, and the NW $\frac{1}{4}$, Section 8, T15N, R7W;

And a part of the SW ¼ of the SW ¼, and the SE ¼ of the SW ¼, Section 5, T15N, R7W; And a part of the SE ¼ of the SE ¼, Section 6, T15N, R7W;

And a part of the NE ¼ of the NE ¼, and the SE ¼ of the NE ¼, 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 am 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 guarter of the Southwest Ouarter 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 CerTIDied 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 AMENDMENT NUMBER ONE TO TAX INCREMENTAL FINANCE DISTRICT NUMBER FOURTEEN, CITY OF LA CROSSE, WISCONSIN

The City of La Crosse Plan Commission will hold a public hearing on the proposed amendment to Tax Incremental Finance District Number **Fourteen**, City of La Crosse, Wisconsin at 4:00 PM on Tuesday, September 4, 2012, in the Third Floor Conference Room, City Hall, 400 La Crosse Street, La Crosse, Wisconsin. The purpose of the amendment is to revise the Project Plan by adding and deleting Project Costs as permitted under Section 66.1105(4)(h)1.Wisconsin Statutes. The amendment will not add territory to the existing District.

During the public hearing, all interested parties will be afforded an opportunity to express their views on the proposed Amendment Number One to Tax Incremental Finance District Number Fourteen. Cash grants and/or other incentives may be provided within this TID per a developer agreement. Persons desiring information on the proposed amendment should contact the City Planning Department, City Hall, 400 La Crosse Street, La Crosse, Wisconsin 54601, between the hours of 8:30 AM and 5:00 PM or telephone: (608) 789-7512. The proposed amendment package 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

August 17, 2012 and August 24, 2012

Bill: City Planning Department

Furnish Affidavit of Publication to:

Planning Department, Attention: Amy Peterson

Affidavit of Publication

STATE OF WISCONSIN La Crosse County NOTICE OF PUBLIC HEARING ON PROPOSED AMENDMENT NUMBER ONE TO TAX INCREMENTAL FINANCE DISTRICT NUMBER FOURTEEN, CITY OF LA CROSSE, WISCONSIN The City of La Crosse, Pina Commission will hold a public hearing on the proposed amendment to Tax Incremental Finance District Number Fourteen, City of La Crosse, Wisconsin at 4:00 PM on Tuseday, September 4, 2012, in the Third Floor Conference Room; City Hall, 400 La Crosse Street, La Crosse, Wisconsin, The purpose of the amendment is to	Lisa Zobeck, being duly sworn, says that she is the principal clerk of the LA CROSSE TRIBUNE, a public daily newspaper of general circulation, published in the City of La Crosse, in the county and state aforesaid, and that the notice of which the annexed is printed copy taken from the paper in which the same was published, was inserted and published in the said newspaper on the
revise the Project Plan by adding and	17th day of Cliffeet 2012
deleting Project Costs as permitted under Section 66.1105(4)(h)1.Wis-consin Statutes. The amendment will not add territory to the existing Dis-	and thereafter on the following dates, to wit:
trict. During the public hearing, all interested parties will be afforded an opportunity to express their views on the	8-24-12
proposed Amendment Number One to Tax Incremental Finance District Number & Fourteen. Cash grants	
and/or other incentives may be pro- vided within this TID per a developer agreement. Persons desiring infor-	
agreement. Persons desning infor- mation on the proposed amendment should contact the City Planning De- partment, City Hall, 400 La Crosse Street, La Crosse, Wisconsin 54601,	
5:00 PM or telephone: (608) 789 7512. The proposed amendment	being at least once in each week for
package will be available for review at the above-referenced address and will be provided upon request.	successive week(s).
Lawrence J. Kirch Secretary, City Plan Commission 8/17,24 30107628 WNAXLP	T) Wa Zobeck
	Lisa Løbeck
Sworn to and subscribed before me this	24th day of Pigust 2012
ANDERSON	San Chadovo
3	Notary Public, La Crosse County, Wisconsin
NOTARY X	My Commission as Notary Public will expire on the
PUBLIO S	
WIE OF WISCO	10th day of January 2016
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River Valley	La Crosse Tribune, Winona Daily News, Westby Times, Vernon County Broadcaster, West Salem Coulee News, Tomah

Journal/Monitor Herald, Jackson County Chronicle, Onalaska-Holmen Courier Life, Tri-County Foxxy Publications

Newspaper Group