



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

COMMUNITY DEVELOPMENT AUTHORITY AGENDA

Wednesday, September 13, 2023 at 6:00 PM

Municipal Building Board Room

138 E. Main Street

Mount Horeb, WI

- 1) Call to order
- 2) Consent Agenda
 - a. Consideration of August 9, 2023 Meeting Minutes
 - b. Economic Development Director's report
 - c. Mount Horeb Area School District report
 - d. Mount Horeb Area Chamber of Commerce report
- 3) Agenda Items
 - a. Facade Grant Application: Olson's Flowers, 214 E Main Street
 - b. Presentation/Discussion: Assistance with increasing daycare opportunities
 - c. Presentation and Discussion: Downtown data contributing towards the downtown redevelopment plan
- 4) Closed Session
 - a. Closed Session: Discussion/Recommendation: Purchase of Steinhauer Property (107 W Washington St) The Community Development Authority may convene in closed session as authorized by Wisconsin State Statutes 19.85(1)(e) for the purpose of deliberating or negotiating the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. The Community Development Authority may reconvene in open session and discuss and take action on the subject matter discussed in closed session.
- 5) Meeting adjournment.

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT

ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608)
437-9404.



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COMMUNITY DEVELOPMENT AUTHORITY AGENDA

Wednesday, August 9, 2023 at 6:00 PM

DRAFT MEETING MINUTES

- 1) Call to order
 - a. Roll Call
Marc Schellpfeffer called the meeting to order at 6:00 PM. Present were Todd Fritz, Ben Vondra, Ryan Czyzewski, Marc Schellpfeffer, Andy Baber, Barb Case & Karen Tetzlaff. Also present were Kristin Fish-Peterson, Village Administrator, Nic Owen & Office Assistant, Katie Jelle.
- 2) Consent Agenda
There were no questions or comments regarding the information provided. Motion by Vondra to approve the Minutes & Consent Agenda, second by Fritz. Motion carried.
 - a. Consideration of July 12, 2023 Meeting Minutes
 - b. Economic Development Director's report
 - c. Mount Horeb Area School District report
 - d. Mount Horeb Area Chamber of Commerce report
- 3) Agenda Items
 - a. Economic Development Topic Presentation
Kristin Fish-Peterson presented Economic Development Topic: Downtown Redevelopment/Revitalization Planning II. She continued with the Revitalization Continuum. She would like to look at the map that was included with the last plan and discuss in detail where Mt Horeb has the ability to grow or re-develop in the downtown area. She would also like to discuss what was envisioned with the last plan and look at recommendations from the last plan & focus on where we should look deeper for downtown development. Fish-Peterson broke down the Land Use map to show where Mt Horeb has the opportunity to re-develop. Rachel, Mt Horeb Chamber asked what the vision was to keep the quaint,

cute, heritage feel of Mt Horeb. She stated that visitors come to Mt Horeb for that. Fish Peterson suggested that the CDA may want to come up with a new list of priorities.

- b. Discussion: Update of Downtown Redevelopment Plan
The Update of the Downtown Redevelopment Plan was combined with the Economic Development Presentation.

- 4) Meeting adjournment.
Motion by Tetzlaff to adjourn, second by Schellpfeffer. Motion Carried

September 4, 2023

To: Community Development Authority

From: Kristen Fish-Peterson, Economic Development Contracted Staff

Re: Report on work to date

What follows is a list of activities to date:

1. Meetings in person and virtual
 - a. Nic Owen individually (in person, phone and emails)
 - b. Village Board, CDA meetings
 - c. Emails, virtual meetings, and phone calls with prospective new downtown business
 - d. Chamber Business Advocacy Committee meeting
 - e. Parking Study Steering Committee meeting
 - f. Ongoing conversations with owner of Karakahl Inn and potential prospects for redevelopment regarding future of property
 - g. Retention calls on two Mount Horeb businesses
 - h. Ongoing conversations with a property owner in Downtown (for possible future transition) related to parking
 - i. Meetings with property owner for annexation into Mount Horeb
 - j. Outreach to residential developers for their interest in Mount Horeb
 - k. Meeting with MSA regarding parking study proposal
 - l. Meeting with developer regarding downtown development
2. Research
 - a. Community-wide and downtown research for presentation at Sept. CDA meeting
 - b. Preparation of training segment and reporting for CDA
 - c. Inventory of downtown properties in map and spreadsheet format
3. Completed work on organizational structure report for Mount Horeb Economic Development



Board of Education Recap

Resumen de la Junta de Educación

September 6, 2023

Now that Labor Day has come and gone, we are fully in the swing of the 2023-2024 school year. Last night, the Board of Education met and tended to a few important topics:

Long Range Facilities Plan Updates: Building Services Coordinator **Dave Reed** had one busy summer. This was only possible due to the extra funding voters approved in our November 2022, operational referendum. As you may recall, part of that referendum permitted the District to increase the Building Services budget. This allowed several maintenance projects to be accomplished. [These photos](#) showcase all the improvements made.



While the community generously provided the funding, these amazing team members brought the brawn and work ethic. We are blessed, well beyond any measure, to have such a dedicated team.

The Board conducted a first reading of two scholarship-related policies: the Wisconsin [Technical Excellence Scholarship](#) and the [Higher Education Academic Excellence Scholarship](#). In essence, the policy revisions included updating application deadlines. Moreover, if a student should qualify for both, only one of the two can be accepted. These policies will return for a second reading on September 18.

Personal Electronic Device Usage - In May, the District “set the table” for revisioning our students’ access to cell phone/electronic devices during the school day. There is significant [empirical evidence](#) to support learning loss and anxiety inducing behaviors when these devices are so readily available. Not to mention, imagine trying to teach 25+ students while competing for their attention with an electronic device.

Yes, many of our students are unhappy about this new practice. We get it. Frankly, repeatedly checking our devices is a form of addiction. It is time that we responsibly wean them off. As we start another school year, I thank you for supporting [these expectations](#). While I know everyone may not agree with the steps being taken, I trust the rationale is one that all Vikings can understand.

The tempo around our schools is fast paced as relationships are being forged and procedures/routines are learned. **If your Viking is having a less than stellar start, we want to know about it.** Please reach out to your school’s principal or me – salernosteve@mhasd.k12.wi.us or 608-437-7010. Together, we can problem solve.

I am proud to be a Viking, and I hope you are too!



Board of Education Recap

Resumen de la Junta de Educación

6 de septiembre de 2023

Ahora que el Día del Trabajo llegó y se fue, estamos en pleno apogeo del año escolar 2023-2024. Anoche, la Junta de Educación se reunió y atendió algunos temas importantes:

Actualizaciones del plan de instalaciones a largo plazo: el coordinador de servicios del edificio, **Dave Reed**, tuvo un verano muy ocupado. Esto solo fue posible gracias a la financiación adicional que los votantes aprobaron en nuestro referéndum operativo de noviembre de 2022. Como recordará, parte de ese referéndum permitió al Distrito aumentar el presupuesto de Servicios de Construcción. Esto permitió que se llevaran a cabo varios proyectos de mantenimiento. [Estas fotos](#) muestran todas las mejoras realizadas.



Si bien la comunidad proporcionó generosamente los fondos, estos increíbles miembros del equipo aportaron fuerza y ética de trabajo. Tenemos la suerte, más allá de toda medida, de contar con un equipo tan dedicado.

La Junta realizó una primera lectura de dos políticas relacionadas con becas: [la Beca de Excelencia Técnica](#) de Wisconsin y [la Beca de Excelencia Académica de Educación Superior](#). En esencia, las revisiones de la política incluyeron la actualización de los plazos de solicitud. Además, si un estudiante califica para ambos, solo se podrá aceptar uno de los dos. Estas políticas volverán para una segunda lectura el 18 de septiembre.

Uso de dispositivos electrónicos personales: en mayo, el Distrito "preparó la mesa" para revisar el acceso de nuestros estudiantes a teléfonos celulares/dispositivos electrónicos durante el día escolar. Existe [evidencia empírica](#) significativa que respalda la pérdida de aprendizaje y los comportamientos que inducen ansiedad cuando estos dispositivos están tan fácilmente disponibles. Sin mencionar, imagina intentar enseñar a más de 25 estudiantes mientras compites por su atención con un dispositivo electrónico.

Sí, muchos de nuestros estudiantes no están contentos con esta nueva práctica. Lo entendemos. Francamente, revisar repetidamente nuestros dispositivos es una forma de adicción. Es hora de que los dejemos de lado de manera responsable. Al comenzar otro año escolar, les agradezco por apoyar [estas expectativas](#). Si bien sé que es posible que no todos estén de acuerdo con las medidas que se están tomando, confío en que todos los vikingos puedan entender el fundamento.

El ritmo en nuestras escuelas es acelerado a medida que se forjan relaciones y se aprenden procedimientos/rutinas. **Si su Viking está teniendo un comienzo no estelar, queremos saberlo.** Comuníquese con el director de su escuela o conmigo - salernosteve@mhasd.k12.wi.us o 608-437-7010. Juntos, podemos resolver problemas.

¡Estoy orgulloso de ser vikingo, y espero que tú también!



MEMBER NEWSLETTER

100 YEARS
1923 - 2023

[Chamber
Board](#)

[Chamber
Trustees](#)

[Event
Media Kits](#)

[Member
Guides](#)

[Refer a New
Member!](#)

Happy Tuesday!

I hope you had a great Labor Day weekend! It's so hard to believe that the summer is officially over and the kids are back in school.

We are looking forward to a great session of [Good Morning, Mount Horeb](#) tomorrow, sponsored by [Natural Wisdom Counseling](#). We'll also hear from the [CEDAR Center](#), a non-profit that rescues and rehabilitates horses for use in therapy programs, as well as the [Mount Horeb Sustainability & Natural Resources Committee](#), a newly formed village committee that is working to bring sustainable practices and opportunities to Mount Horeb residents and businesses. I hope you will [register](#) and join us!



We are getting excited for [Thirsty Troll Brew Fest](#) coming up [this Saturday](#)! If you haven't purchased your tickets yet, you can do so [here](#). Prices increase at the gate, so be sure to buy early and save! Download our [Event Media Kit](#) to help us promote the event. We are also looking for [volunteers](#) for the days leading up to and the day of the event. We especially need help during the event and afterwards for clean-up, so if you have some time on Saturday to volunteer, Jessie and I would so appreciate it! [Sign up here](#). Thank you!

Then in two weeks is our [Fall Village-Wide Garage Sales](#) on [September 20-23](#). Don't miss your chance to list your sale or purchase a business-card-size ad in our program, which is available both online and in print. [Register here](#).

And don't miss the chance to purchase [Fall Decorations](#) for your business. Thank you for helping us make the community festive for fall! Orders must be submitted by [September 15](#). [Purchase here](#).

A reminder to register for the [Dane Buy Local Holiday Passport](#). The chamber is covering all participation costs this year, so please follow [this link](#) to register for free. Dane Buy Local coordinates and promotes this opportunity, which takes place between [November 1 - December 17](#). There is nothing special you need to do other than help promote it on your social media if you like. We will use this to cross promote our month-long Trollidays event in December, and so we hope this provides a little extra exposure for you during the holiday shopping season!

Finally, I am excited to announce the release of our [Meet Your Makers Series](#), part of our

Meet Mount Horeb Podcast. Tune in over the next 10 weeks to get to know 10 local makers from in and around the Mount Horeb area. This week's episode features Bill Lorenz of **Black Knight Artisans**. **Listen here**.

Please feel free to reach out any time! I'd love to chat with you!

Rachel LaCasse-Ford, Executive Director

rlacasseford@trollway.com

608-437-5914

Schedule a Meeting with Me!

welcome NEW MEMBER

Warriors Academy of Martial Arts

Warriors Academy of Martial Arts teaches Traditional Tae Kwon Do, JiuJitsu, and Self-Defense to anyone ages 5 to 95.

Olson's Flowers

The locally owned & operated Mount Horeb florist since 1954, known for the best quality, service, and fresh floral designs, plants, and a retail gift shop.

Firefly Events Decor & Flowers

Floral business that also specializes in events such as weddings, parties, prom, homecoming. With a tremendous variety of gifts and antiques.

UPCOMING MEETINGS

September 14

Marketing Committee Meeting

September 19

Tourism Events Committee Meeting

September 21

Professional Development Committee Meeting

September 22

Chamber Board Meeting

Every Monday

Online Office Hours
with Rachel!

COMMUNITY CALENDAR

Tisha's Delicious Bakery at the Mount Horeb Farmer's Market

Sep 7, 2023

Submitted by: Tisha's Delicious Bakery

Lantern Tour at Cave of the Mounds

Sep 8, 2023

Submitted by: Cave of the Mounds

Barn Dance

Sep 9, 2023

Submitted by: Folklore Village

Ruby's Pop-Up Pantry

Sep 12, 2023

Submitted by: New Hope Evangelical Free Church

NETWORKING

networking

SEP 6
WEDNESDAY

Good Morning 

MOUNT HOREB

8:00 AM - 9:00 AM



Good Morning, Mount Horeb

Martinson Hall

Date: September 6 @ 8:00am

First Wednesday of the Month

Session Sponsor: Natural Wisdom Counseling

Non-Profit Speaker: The CEDAR Center

Village Speaker: Mt Horeb Sustainability & Natural Resources Committee

Register

*Registration is appreciated but not required.
Open to members and non-members.*

[Sign up to speak at an upcoming event.](#)

SEP 13
WEDNESDAY

MEMBER
MEET UP 
grow your network

8:00 AM - 9:00 AM

Member Meet-Up

Chamber Conference Room

Date: September 13 @ 8:00am

Second Wednesday of the Month

Morning Session

Structured networking event, limited to 10 or fewer. Bring business cards and leave with new connections!

Register

Please register in advance.

Chamber Social

Last Social in Our Summer Series!

Date: September 21 @ 5:00pm-7:00pm

SEP 21
THURSDAY

CHAMBER
SOCIAL
SUMMER SERIES

 **5:00 PM - 7:00 PM**

BRIGHAM FARMHOUSE
2990 Cave of the Mounds Rd, Blue Mounds

Join us at [Brigham Farmhouse](#), a beautiful new lodging property in Blue Mounds, for our last social networking event of our Summer Series. Enjoy food, drinks, and some great networking! Co-hosted by [Cave of the Mounds!](#)

[Register](#)

Registration is appreciated but not required

CO-HOSTED BY



VOLUNTEERS NEEDED
get involved!

Volunteer. Get Free Beer.

& Bring Your Friends!

It takes a village to put on a killer event. Help us make this a great one.

Cheers!



September 9, 2023

[SIGN UP HERE](#)

TOURISM EVENTS
tourism events



TICKETS ON SALE NOW
SEPTEMBER 9  **GRUNDAHL PARK**

VILLAGE WIDE GARAGE SALES

September 20-23

Published garage sales in and around the Mount Horeb area. Residents choose the dates and hours of their sales; some sales begin as early as Wednesday.

Reserve a **Business-Card-Size Ad** in **Print & Online Program**.

Learn more at www.trollway.com/village-wide-garage-sales

RESERVE YOUR AD

LIST YOUR GARAGE SALE

A photograph of a rustic fall-themed display. In the foreground, several pumpkins are stacked on a wooden surface. To the left, a glass decanter sits on a small wooden table. In the background, there are various potted plants, including white and red chrysanthemums, and a wicker basket. The text "Fall DECORATIONS" is overlaid in large, white, serif font. Below it, "ORDER ONLINE" and "PICK UP AT THE CHAMBER" are written in a smaller, white, sans-serif font. A small house icon is in the top right corner of the image.

**Fall
DECORATIONS**

ORDER ONLINE
PICK UP AT THE CHAMBER

We are happy to partner again this year with
Chamber Members

Linstroth's Valley View Farm & Jada's Garden & Greenhouse

to bring Fall Decorations to our members.

Place your order online and pick up your order at the
Welcome Center between **September 25-29**.
Note, this is a week later than last year due to drought conditions.

We are accepting orders until **September 15**.

We recommend picking up your order right away on Monday so that the weather does not affect your items as most of the items are kept outside in our parking lot.

ORDER NOW

MAXIMIZE YOUR MEMBERSHIP

tips to help you make the most of your chamber membership

Save on Meeting Room Rental & Printing Projects

Chamber Members save on renting the **Welcome Center Meeting Room**. Non-profits and Trustee Members enjoy complimentary, unlimited use of the Meeting Room. [Reserve here!](#)

Do you have a **small printing job** but don't want the hassle of running to Madison? Members enjoy discounted pricing on black & white and color printing, including special sizes and paper weights, dual-sided printing, and stapling. [Email us to learn more!](#)

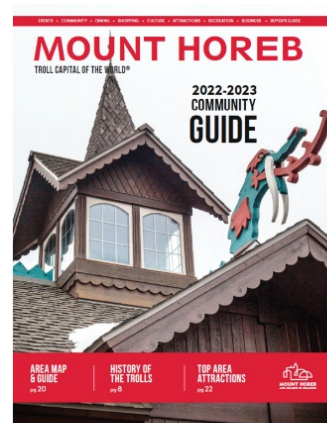
Need Troll Maps?

You can submit a request for **Troll Maps, Community Guides, Sugar River Valley Maps**, and **Relocation Guides** on our website!

Fill out the request, and in the **comment box**, let us know how many of each publication you would like.

If you'd like to **pick up** the items at the Mount Horeb Welcome Center, let us know that in the comment box. Otherwise, we will **mail them** to you or **drop them off**.

SUBMIT REQUEST





Download Your Membership & Event Sponsorship Guides

Learn about opportunities for members in 2023, including:

- Member Events Sponsorships
- Networking Events
- Educational Events
- Tourism Event Sponsorships

& More!

DOWNLOAD GUIDES

BUSINESS FINANCING OPPORTUNITIES

business financing opportunities

Mount Horeb Revolving Loan Fund

[The Mount Horeb Revolving Loan Fund](#) was created with a grant from the USDA to encourage business start-ups and expansions within the Village limits. The fund initially started with \$191,463 and is loaned out as applications are received.

[Mount Horeb Revolving Loan Fund Manual](#)

Tax Incremental Financing Districts

There are several [Tax Incremental Financing Districts](#) in Mount Horeb. There are special funding opportunities in the different districts.

[A TID Manual](#), [Joint Review Board Common Questions](#)

Please contact [Nic Owen](#), Village Administrator, for additional information.

Village of Mount Horeb

(608) 437-6884

mounthorebwi.info



BUSINESS EDUCATIONAL OPPORTUNITIES

business educational opportunities

Did you know there are free resources to help small business owners?

SCORE has the largest network of free volunteer small business mentors in the nation. No matter what stage your business is at, SCORE has a mentor for you. Easily request a mentor to help you start, grow, or transition your business today! [Learn More](#)



The Wisconsin Small Business Development Center (SBDC) offers consulting, education, referrals, sophisticated tools and resources, whether you're just getting started or looking for ways to improve your business. [Learn More](#)

WWBIC provides targeted individuals who are interested in starting, strengthening or expanding businesses with access to critical resources such as responsible financial products and quality business and financial education.



ENTREPRENEURSHIP
FINANCIAL IMPACT

- EDUCATION
- LENDING
- COACHING

Small Business Resources

[COVID-19 Loan Program](#)

[WWBIC On-Demand Classes](#)

[Business Financing](#)

[Other Resources](#)

Visit: www.wwbic.com

RESOURCES
learn more!

Chamber

[Chamber Talk Blog](#)

[Member Portal](#)

[Events Calendar](#)

[News Releases](#)

Village

[Village of Mount Horeb](#)

Regional

[MadREP](#)

[Public Health Madison + Dane
County](#)

[Dane County Buy Local](#)

[Wisconsin Small Business
Development Center \(SBDC\)](#)

Connect with Us!

Follow us on Social Media.

Join our Members Only Facebook Group.





Chamber Trustees are leaders in the Mount Horeb business community. As premier sponsors for all Chamber events and functions, they are an integral part of the Mount Horeb community and take pride in being community leaders.

[I'm Interested in becoming a Chamber Trustee](#)

MHACC | 300 E Main St, Mount Horeb, WI 53572 www.mounthorebchamber.com

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AGENDA ITEM REPORT

MEETING DATE

September 13, 2023

PREPARED BY

AGENDA ITEM # 3.a

Facade Grant Application: Olson's Flowers, 214 E Main Street

BACKGROUND

Jeff Grundahl is submitting a facade improvement grant application for the Olson's Flowers building at 214 E Main Street. The application includes scraping and repainting, fixing broken gutters, window sills and trims. The program limits awards to \$5,000 per street facing side up to a total of \$10,000; this building would be considered a dual front building as it faces Main Street and the public alley behind the building. The total cost of the work is \$37,795 making the applicant eligible for a grant of \$9,449.

RECOMMENDATION

ATTACHMENTS

1. Olsons flowers



Village of Mount Horeb
Façade/Building Improvement Grant and Loan Application

Date: 8-24-23

Program (circle all that apply): Façade Grant Bldg. Rehab Grant Bldg. Rehab Loan

Project Name: O/Son's Flowers

Applicant Name: Jeff Grundahl

Project Address: 214 E. Main St. MT Horeb 53572

Applicant Phone Number: 608-576-7850 Email: Jeff@JGDevelopment.com

Property Owner (if other than applicant): _____

Lease Term (if applicable): 3 yrs

General Project Description: Scrape & Repaint

all four Elevations & repair broken

gutters, window sills & trim

Estimated Start Date: 9/25/23 Estimated Completion Date: 11/1/23

Total Project Cost (hard and soft costs): _____

Total Grant Requested (\$): _____ Total Loan Requested (\$): _____

Project Budget (attach additional pages if necessary):

List Individual Project Elements	Total Cost	Grant/Loan Request	Applicant Match (cash)*	Applicant Match (in-kind)*
Scrape, trim repair & paint	33,957 ⁰⁰	8,490	25,467	
Gutter repair	540 ⁰⁰	135	405	
Project management	2100	525		2,100
Temporary Protection	850	212		850
Tree Trimming	350	87		350
TOTALS	\$37,795	\$9,449	\$25,872	\$3,300⁰⁰

*Total applicant match must equal at least 75% for façade and/or building rehabilitation grants, or 10% equity for rehabilitation loans. Matching funds may be in the form of cash for grant/loan-eligible project costs, or qualifying costs incurred as part of a building rehabilitation project ("in-kind", for grant program only). See corresponding program information sheet for complete lists of funding- and match-eligible items.

Village of Mount Horeb Façade/Building Improvement Program

General Contractor: JG Development

Contractor Contact Name: Jeff Gundahl Phone Number: 608-576-7850

Selected Bank (for Building Rehab Loan): _____

Bank Contact Name: _____ Phone Number: _____

Applicant Remarks: I would like to Request that all 4 sides are considered for Grant applicability. As you can see All 4 sides are either main st. or Alley Facing & the remaining 2 are virtually "Main st. Facing due to design, setback & open exposure."

Applicant's Certification:

The Applicant certifies that all information in this application and all documents submitted in support of this application are given for the purpose of obtaining a grant and/or loan under the Village of Mount Horeb Façade/Building Improvement Program and is true and complete to the best of the applicant's knowledge.

Signature of Applicant: [Signature] Date: 8-24-23

Signature of Property Owner: [Signature] Date: 8-24-23

Required Attachments:

- ✓ Site/building photos
- ✓ Copy of property lease, land contract or deed
- ✓ Written authorization from building owner (if applicant is tenant)
- ✓ Proof of property insurance
- ✓ Application fee (\$50.00 for each type of funding request), payable by check or money order to "Village of Mount Horeb"

Additional attachments, as appropriate

- ☒ Bids, estimates and/or contracts
- ☐ Site plans, building floor plans, elevations, or other conceptual designs, including colors/materials for façade work
- ☐ Business information, marketing materials, or other relevant documents demonstrating project viability and planned future uses of site/building

Note: Selected bank will require full financial statements and disclosure to evaluate the loan request. Please check with your bank to determine the required information, but submit it only to the bank, not the Village.

Please send this completed application and accompanying materials to:

Village of Mount Horeb
138 E. Main Street
Mount Horeb, WI 53572
(608) 437-6884

Village of Mount Horeb Façade/Building Improvement Program



Estimate

SG-2019-00025504-1

Bill To
Jeff Grundahl

Ship To
Jeff Grundahl
214 E. Main St. Mount Horeb
WI

Stage Draft
Valid Till
Job Name Grundahl - 214 E. Main Paint and Gutter
Stormguard Rep Ryan Engelbrecht
Amount \$ 34,497.00

Item & Description	List Price	Qty	Discount	Amount
Gutters: 5" Seamless Aluminum Left Elevation: Remove and replace gutter and rafters. Install downspout.	\$ 540.00	1	\$ 0.00	\$ 540.00
Painting Front Face and Porch: Repair Siding, Sills, and Trim. Scrape, clean, prime and paint with Sherwin Williams paint to match existing.	\$ 9,872.00	1	\$ 0.00	\$ 9,872.00
Painting Rear Elevation: Repair Siding, Sills, and Trim. Scrape, clean, prime and paint with Sherwin Williams paint to match existing.	\$ 8,433.00	1	\$ 0.00	\$ 8,433.00
Painting Right Elevation: Repair Siding, Sills, and Trim. Scrape, clean, prime and paint with Sherwin Williams paint to match existing.	\$ 9,180.00	1	\$ 0.00	\$ 9,180.00
Painting Left Elevation: Repair Siding, Sills, and Trim. Scrape, clean, prime and paint with Sherwin Williams paint to match existing.	\$ 7,472.00	1	\$ 0.00	\$ 7,472.00
Sub Total				\$ 34,497.00
Service Tax				\$ 0.00
Paid Amount				\$ 34,497.00

Stormguard Rep Signature

Grand Total

\$ 34,497.00

Terms & Conditions

LEASE

This Lease is entered into as of the 4th day of August, 2023, between 214 E Main LLC, a Wisconsin limited liability company ("Landlord"), and Wildflower Rose Family Farm, LLC, a Wisconsin limited liability company ("Tenant").

RECITALS:

A. Landlord is the owner of certain real property located at 214 E. Main Street, Mount Horeb, Wisconsin (the "Property"), on which is located a building and other improvements.

B. Landlord is willing to lease to Tenant and Tenant desires to lease from Landlord the Premises (defined in Section 1(a), below) upon the terms and conditions set forth below.

NOW, THEREFORE, in consideration of the mutual covenants set forth herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties hereto, the parties do hereby agree as follows:

1. BASIC TERMS. The following terms shall have the meanings set forth in this Section unless specifically modified by other provisions of this Lease:

- a. Premises: Approximately 2,600 square feet located on the first floor of the building located at 214 E. Main St., Mount Horeb, Wisconsin, which includes all enclosed spaces on the first floor of the building, including the enclosed former garage.
- b. Building: The building currently located upon the Property.
- c. Term: The initial Term shall be approximately three (3) years beginning on the Commencement Date and ending on August 31, 2026.
- d. Commencement Date: August 4, 2023.
- e. Monthly Base Rent: As set forth in Section 3(a) below.
- f. Permitted Use: Retail florist and ancillary uses directly related thereto, including the sale of small gifts including candles, vases, and similar items.
- g. Security Deposit: [REDACTED]

2. DEMISE AND TERM. Landlord hereby leases the Premises to Tenant and Tenant leases the Premises from Landlord in its current "AS-IS" condition, subject to the provisions of this Lease. The Term of this Lease shall commence on the Commencement Date set forth in Section 1(d) and shall end on the expiration or termination of this Lease in accordance with its terms (the "Termination Date"). Throughout this Lease, the phrase "Lease Year" shall mean each calendar year in which any part of the Term falls, including calendar years in which the Commencement Date and Termination Date occur.

3. RENT.

(a) Base Rent. Tenant agrees to pay to Landlord at such place as is designated by Landlord, without prior demand or notice, as Base Rent for the Premises, [REDACTED] per month (the "Base Rent"), payable in advance on the first day of each month during the Term. The Base Rent shall increase by three percent (3.00%) upon the first month of each Lease Year. [REDACTED]

[REDACTED] Such measurement shall be performed by a space measurement consultant selected by Tenant and reasonably approved by Landlord in accordance with the BOMA 2020 for Retail Properties: Standard Method of Measurement (ANSI/BOMA Z65.5—2020) ("BOMA Standards"). In the event of any change in the square footage the Premises, Landlord and Tenant will adjust the square footage and the monthly Base Rent accordingly. Notwithstanding anything in this section to the contrary, the Base Rent due on the Commencement Date for the period from August 4, 2023 to August 31, 2023 shall be [REDACTED]. Beginning on September 1, 2023, the Base Rent shall be \$[REDACTED] per month.

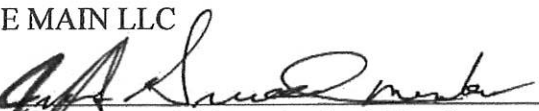
(b) Additional Rent. In addition to paying the Base Rent specified in Section 3(a), above, Tenant shall pay as "Additional Rent" the amounts determined pursuant to Sections 3(c) and 4, below. Additional Rent shall be payable in the same manner, time and place as Base Rent, without demand or billing and without any setoff or deduction whatsoever. Collectively, the Additional Rent and the Base Rent and any other sums payable hereunder shall be referred to herein as "Rent." Without limitation on the other obligations of Tenant which shall survive the expiration of the Term, the obligations of Tenant to pay the Additional Rent provided for herein shall survive the Termination Date.

(c) Operating Expenses. Tenant shall pay during the Term, as Additional Rent to Landlord together with and in addition to Base Rent and other charges for such Lease Year, an amount (hereinafter referred to as the "Operating Expense Adjustment Amount") equal to the amount of the Operating Expenses (defined below) with respect to each Lease Year; except that Tenant shall be required to pay only a pro rata amount of the Operating Expense Adjustment Amount for the Lease Years in which the first and last days of the Term occur prorated on a per diem basis. The Operating Expense Adjustment Amount with respect to each Lease Year shall be paid in monthly installments in advance

IN WITNESS WHEREOF, the parties have executed this Lease as of the day, month and year first above written.

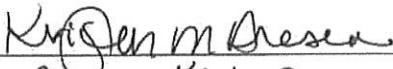
LANDLORD:

214 E MAIN LLC

By: 
Jeffrey Grundahl, Authorized Member

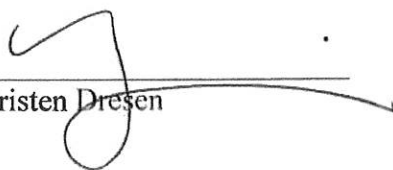
TENANT:

WILDFLOWER ROSE FAMILY FARM, LLC

By: 
Name: ~~Owner~~ Kristen Dresen
Title: owner

PERSONAL GUARANTY

By signing below, I hereby certify that I am the sole member of Wildflower Rose Family Farm, LLC, the Tenant, and I personally guaranty the obligations of Tenant set forth in this Lease.


Kristen Dresen











AGENDA ITEM REPORT

MEETING DATE

September 13, 2023

PREPARED BY

AGENDA ITEM # 3.b

Presentation/Discussion: Assistance with increasing daycare opportunities

BACKGROUND

The Village, School District and Chamber of Commerce have formed a group called the Community Coalition to meet and identify joint projects that are mutually beneficial to all three of the coalition members and the Mount Horeb Community as a whole. One item that has been identified in the workforce area is the shortage of daycare providers. With the current competitive environment of the labor market, addressing the child care shortage is an important area where we can help make our businesses more competitive for much needed workers. The Chamber of Commerce Executive Director will be present to participate in the discussion and present a potential program to help with the shortage.

RECOMMENDATION

ATTACHMENTS

1. Child Care Initiative Draft Proposal



MOUNT HOREB COMMUNITY COALITION



The Mount Horeb Area School District, the Mount Horeb Area Chamber of Commerce, and the Village of Mount Horeb form a Community Coalition through which we will work to elevate Mount Horeb as a great place to live, to work, and to start or grow a business. We will do this by providing a quality education to our future workforce and developing our current workforce; by supporting our local businesses with information and exposure; and by attracting and retaining local businesses.



BACKGROUND

Mount Horeb is facing a severe lack of child care providers, particularly in the birth-to-2 year-old age group. We currently have 12 regulated child care providers in the Village of Mount Horeb, including in-home child care providers and group child care centers. These 12 providers, when operating at full capacity, provide 545 child care slots.

Currently, we estimate our current waiting list to be about 120 from birth to school-age. 50 of those are birth to 2 years old. In order to bring the waitlist down to a manageable level, the Village needs to encourage the opening of roughly 12 in-home providers who would be able to serve up to 8 children at a time.

The lack of available child care impacts the community in a number of ways. Prospective residents who would like to move into the community may choose not to do so if they cannot find child care. This impacts our school district enrollment and it prevents quality workers from bringing their talents into our community. Businesses may struggle to attract and retain quality talent if child care is not readily available. New businesses may look elsewhere if child care is not accessible for their workforce. To do nothing to mitigate this crisis would do the community a great disservice.



OBJECTIVE

The Mount Horeb Child Care Initiative would be a branded program that would facilitate the growth of regulated in-home child care providers within the Village of Mount Horeb. It would also provide resources and remove barriers so that residents interested in starting a regulated child care service would have the guidance and support to do so.

The goal of the program would be to facilitate the opening of 12 regulated (certified or licensed) in-home providers in Mount Horeb over the course of the next 5 years. This would greatly reduce our bottleneck, bring down waitlists, and it would provide opportunities for our residents

and much needed resources for our businesses. Moreover, it would position Mount Horeb at a strategic advantage when recruiting new businesses and enticing new residents.



THE MOUNT HOREB CHILD CARE INITIATIVE

STEP 1 – Community Information Sessions

The Mount Horeb Child Care Initiative would offer four information sessions annually, which would be open to the public and would be combination of in-person and online. The sessions would be led by a certification specialist and pre-licensing technical consultant from 4-C, Community Coordinated Child Care, which is the pre-licensing organization for our area. This speaker would provide an overview of the different forms of regulated child care, they would walk through the steps required to open a regulated child care business, and they would provide next steps for learning more and starting the process.

There is no cost associated to these info sessions. The Mount Horeb Area Chamber of Commerce would take on the responsibility for marketing these sessions to the community.

STEP 2 –Certification Reimbursement Grant

When a resident of Mount Horeb decides to pursue becoming a regulated child care provider, they will have to take two courses to become certified. The cost for these classes equals about \$500.

Our proposal is that the Village of Mount Horeb make available a grant for residents who complete these classes. The grant would be a reimbursement, disbursed after certificate is complete, in the amount of \$500. 4-C, the regulating agency, would certify the provider and would send the certification letter to the provider and the village. At that point, the village staff would send the check to the provider for \$500. Very little workload would be added to village staff; 4-C would do the work of verifying the certification of the provider.



REQUEST BREAKDOWN

The Community Coalition respectfully requests the Village Board create a In-Home Child Care Start-Up Grant program, as part of the Mount Horeb Child Care Initiative:

\$500 per participant, disbursed after completion of certification/licensing
\$6,000 total grant, to achieve the goal of 12 new in-home providers

This program could cease after the goal is met, or it could continue into perpetuity to meet the continued needs of our growing community, as determined by the Village Board.

*COMMUNITY
STORY. IMPACT.*

Downtown



Mount Horeb, WI

*VISION.
CREATIVE.
PRUDENT.*



Village Overview:

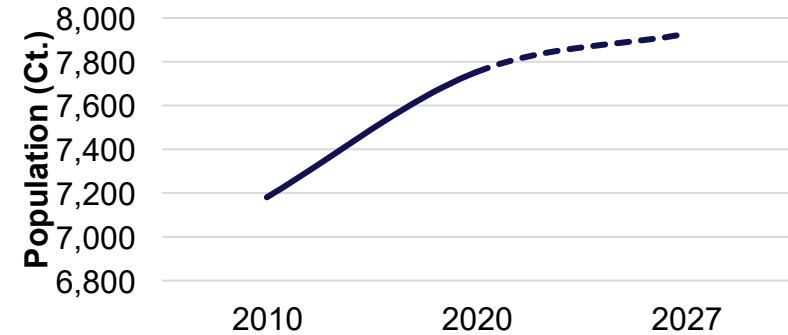
Population & Household Trends

From 2010 to 2020, the population of the Village of Mount Horeb grew approximately 0.8% annually and is estimated to have grown by 0.1% annually from 2020 to 2022. The projected annual growth rate over the next five years is 0.2%.

Households grew by 0.9% annually from 2010 to 2020 and 0.2% since 2020. ESRI estimates that households will grow by 0.34% annually over the next five years.

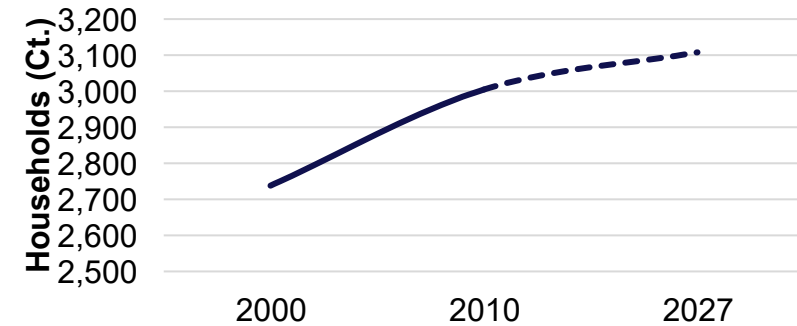
The difference in growth rates between population and households indicates that there is a greater number of household formations in the community perhaps due to changes in marital status or moving out of the home.

Mount Horeb Population Trends



Data Source: ESRI Community Profile.

Mount Horeb Household Trends



Data Source: ESRI Community Profile.

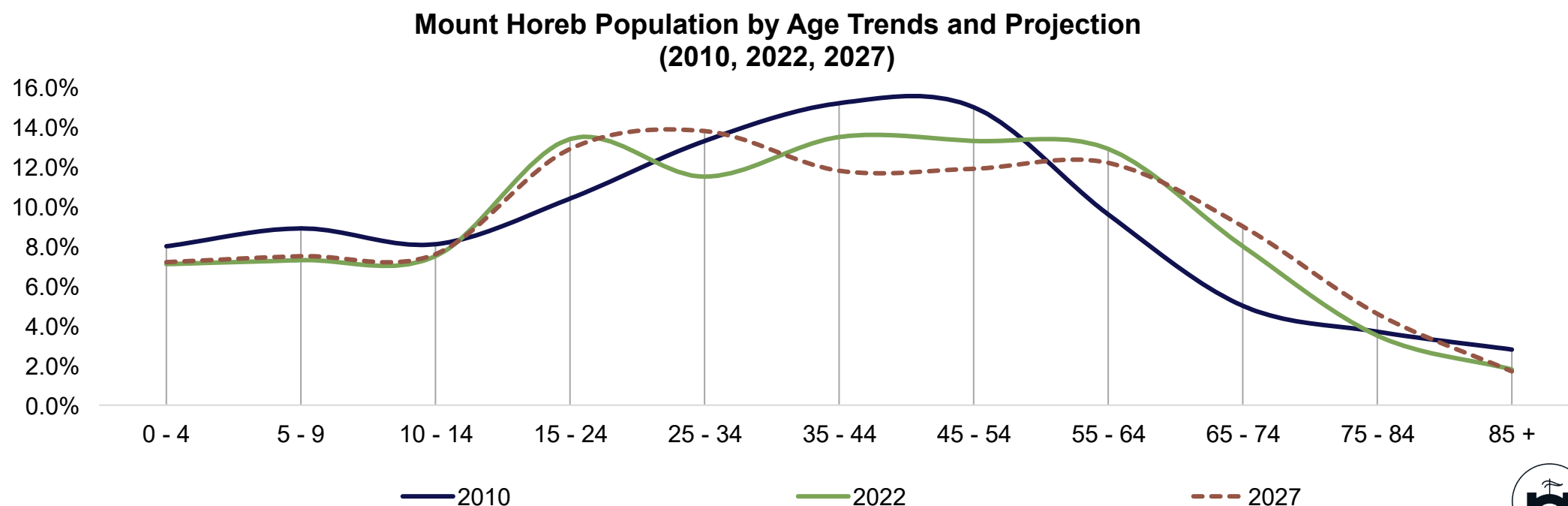


Village Overview:

Age Cohort Trends

It's important to understand trends and projections in age distribution for attracting commercial and retail businesses, identifying housing needs and potential desired amenities.

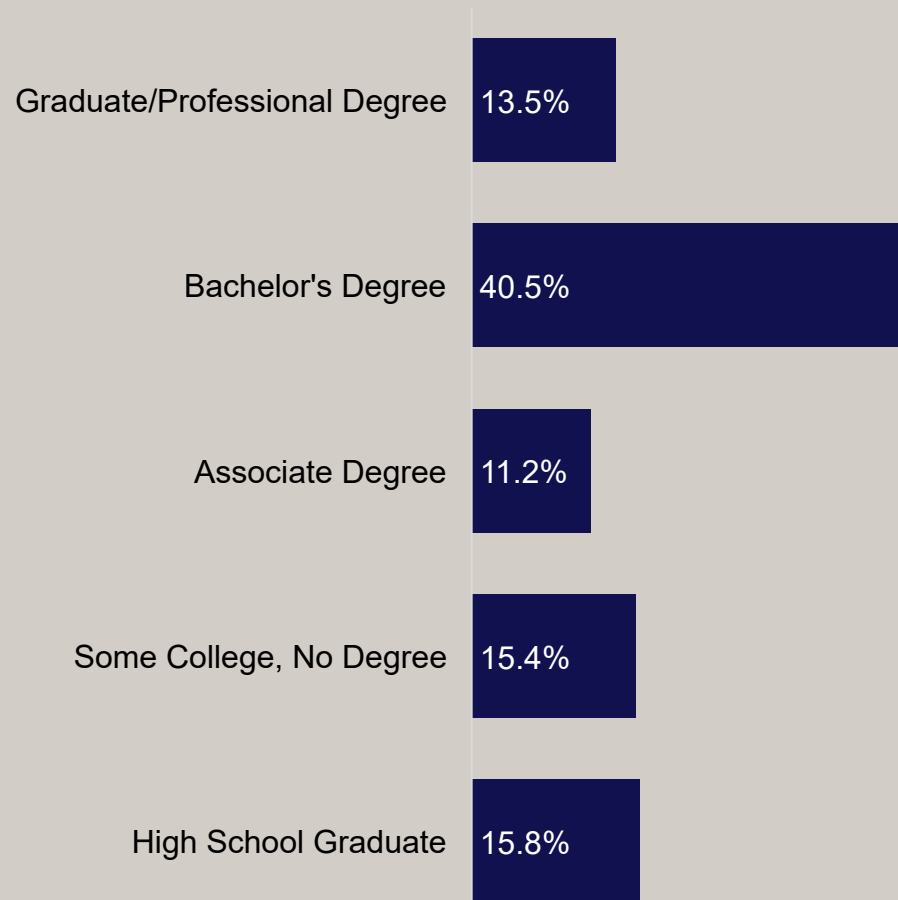
The share of the Village of Mount Horeb's population by age cohort over time is interesting. In 2010, there is a typical bell curve distribution with higher shares of the population between 25 and 54. In 2022, however, the distribution widened with a dip in the share of the population between 25 and 34. By 2027, ESRI projects that the highest share of the population will be evenly distributed between 15 and 64.



Data Source: ESRI Community Profile.



Educational Attainment by Mount Horeb Residents (2022)



Data Source: ESRI Community Profile.

Village Overview:

Educational Attainment by Geography

Understanding the talent and skill level of the available workforce in the area bodes well for potential employers looking to locate near Madison, but may need larger tracts of available land. Such was the case when Epic chose to relocate in Verona to build its new campus in 2002.



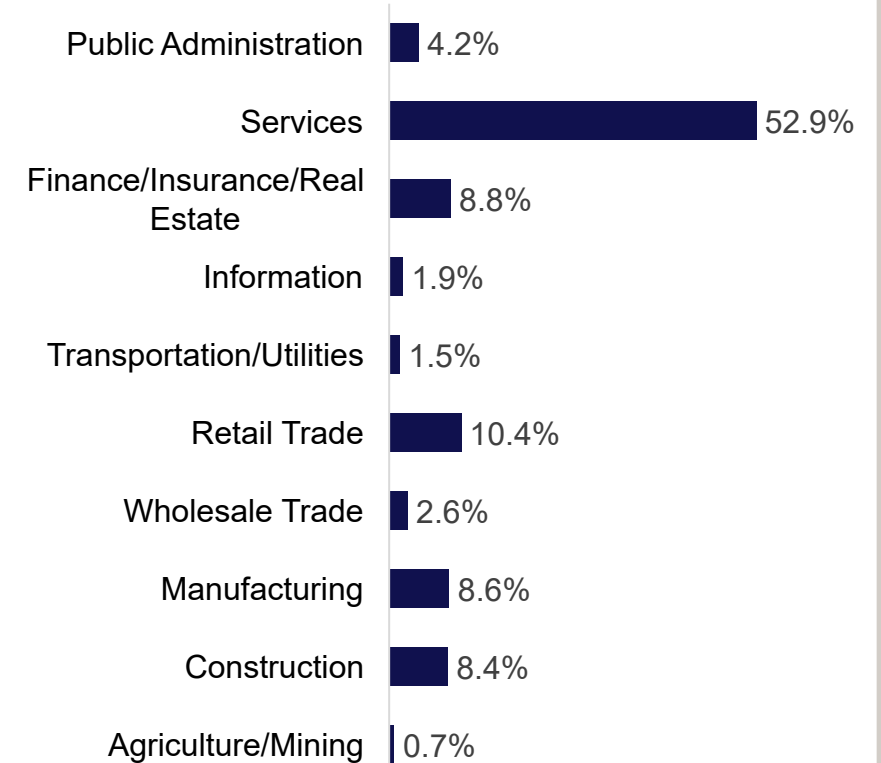
Village Overview:

Employment by Industry

The highest share of employment by industry is in the Services Industry which includes:

- Professional/Scientific/Tech Services
- Management of Companies/Enterprises
- Admin/Support/Waste Management Services
- Educational Services
- Health Care/Social Assistance
- Arts/Entertainment/Recreation
- Accommodation/Food Services
- Other Services

Employed Population 16+ by Industry

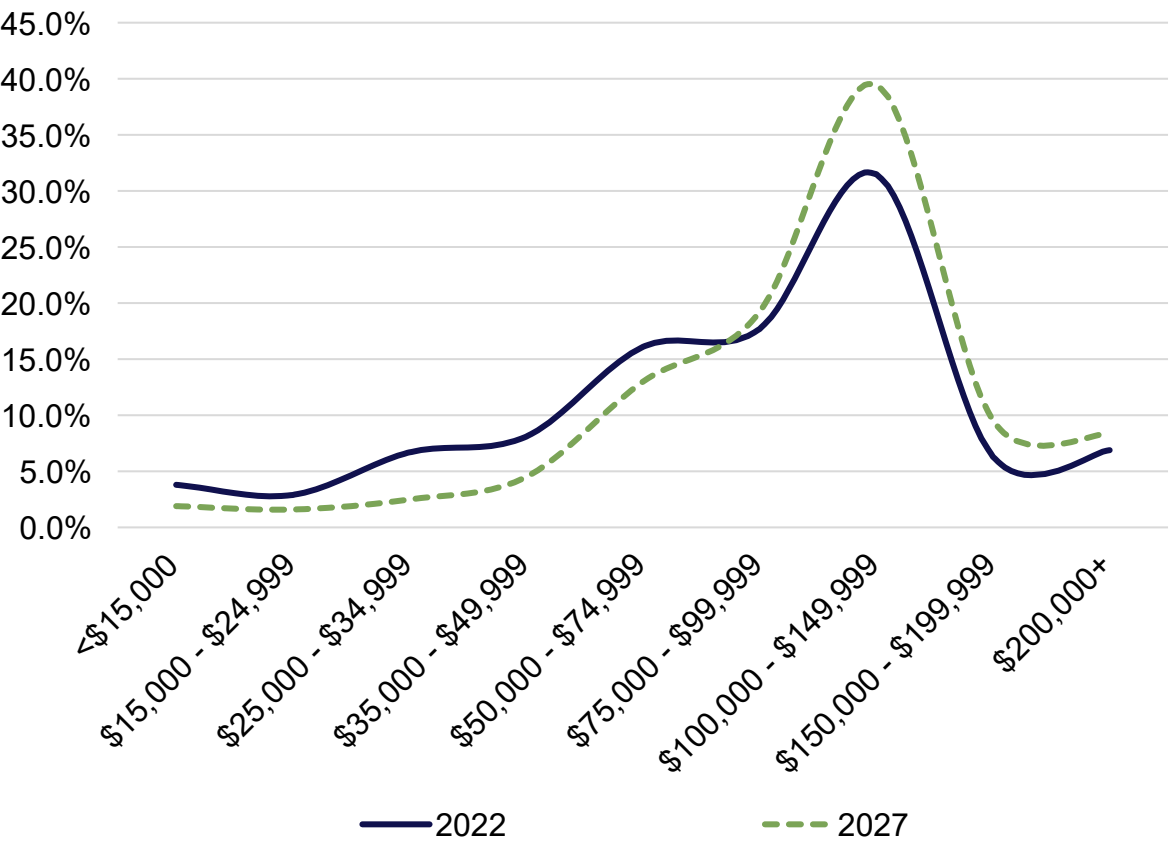


Data Source: ESRI Community Profile.



Household Income

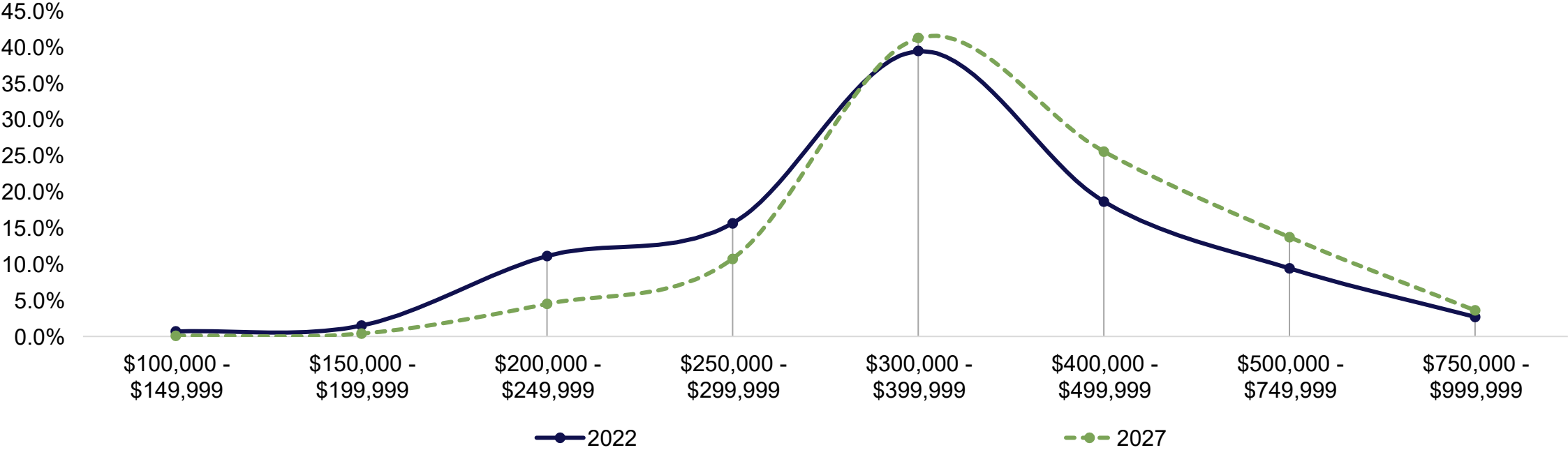
**Mount Horeb Households by Income
(2022, 2027)**



Data Source: ESRI Community Profile.

- Commercial retailers will look at the median household income (MHI) of a community and the distribution of income by income-level cohort.
- The distribution of incomes in the village tend to be higher and ESRI projects that the proportion of households with higher incomes will continue to increase over the next five years.

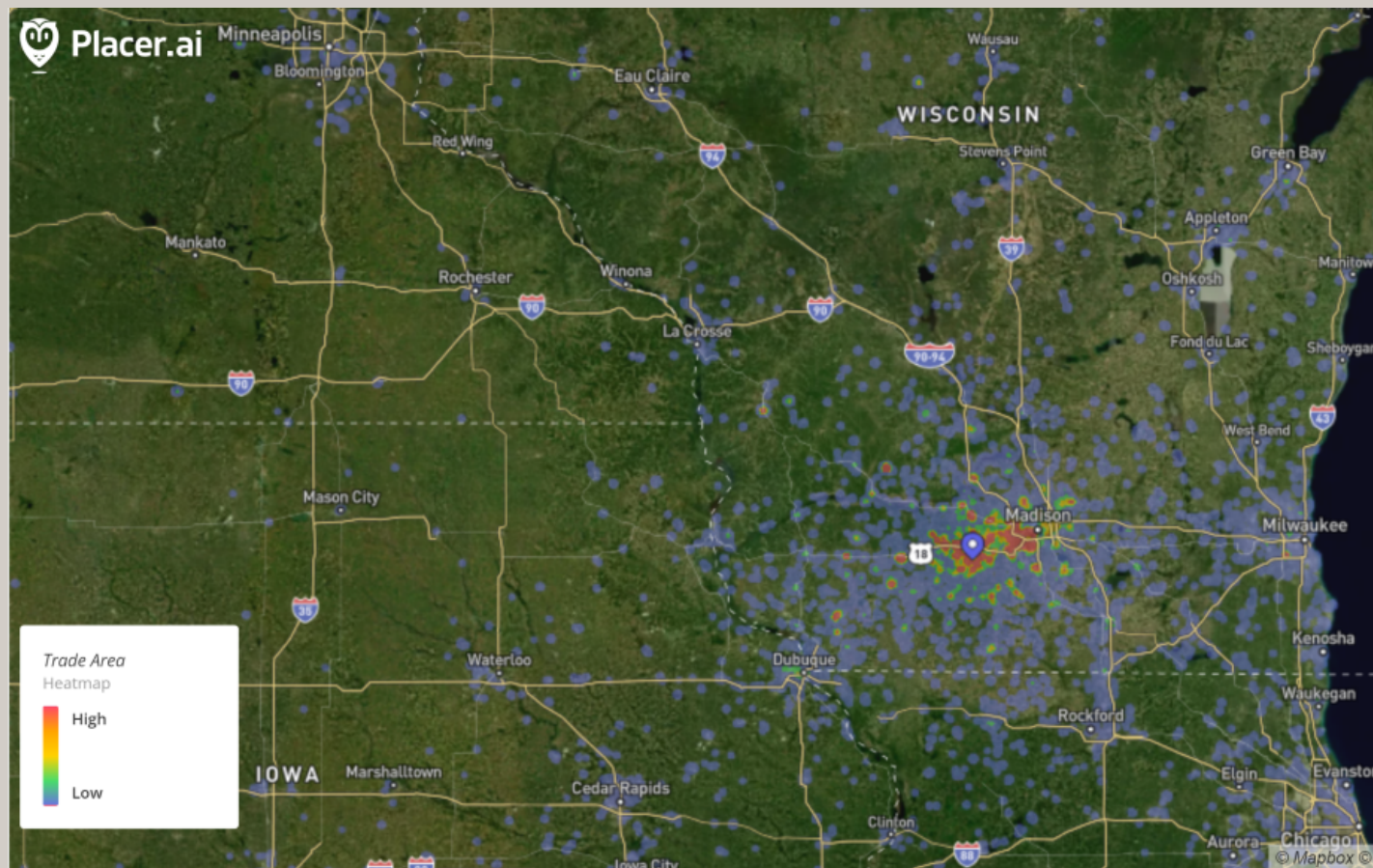
Mount Horeb Owner Occupied Housing Units by Value
(2022, 2027)



Data Source: ESRI Community Profile.

By multiplying the MHI by 3.36 to simulate an affordable home mortgage loan, like a Federal Housing Administration low down payment mortgage product, we can determine whether a median income household can afford a median priced home. Based on this simple calculation, the answer is no.

Looking at the distribution of homes valued between \$100,000 and \$1,000,000, there is a nice bell curve distribution with a majority of homes valued between \$300,000 and \$399,999 and the share of owner-occupied homes over \$300,000 is expected to increase over the next five years.



Downtown Mount Horeb | Sep 1st, 2022 - Aug 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Downtown: Visitor Reach

Placer.ai is a location data analytics provider which aggregates panels of cell phone data to understand consumer foot traffic. By geofencing the study area, a better understanding of where visitors are traveling from may be analyzed.

The map to the left shows the density of visitors to the study area over the last 12 months from as far as Chicago, IL and Minneapolis, MN. The warmer the color, the more visitors that have come from that location. For example, the study area has had a number of visitors from Platteville, WI and Dodgeville, WI.

Subsequent pages examine visitor trends by month, day of the week, hour of the day, income cohorts, and favorite places to visit. This data provides guidance for programming the area with experiences that will appeal to consumer preferences.

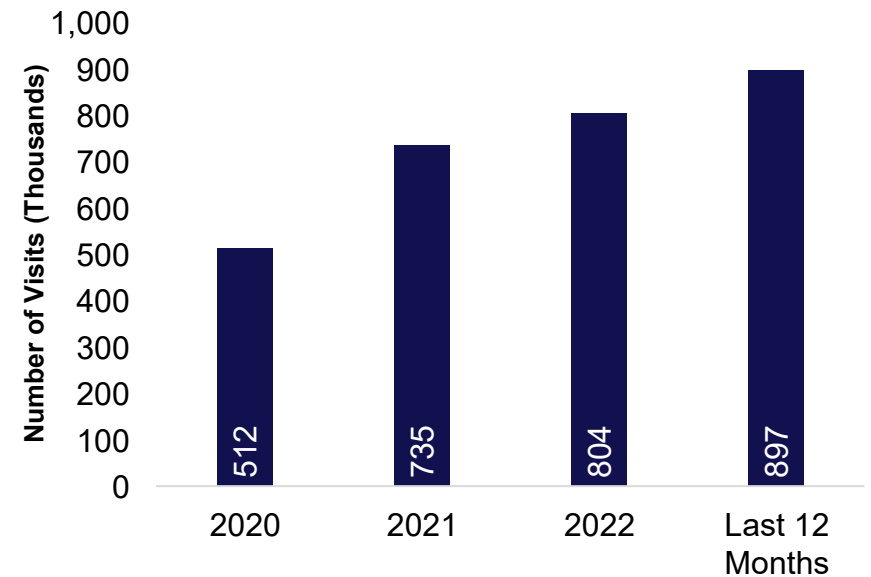


Downtown:

Visitor Traffic

Over the last twelve months, the study area has had as few as 287,800 visits in February 2023 and as many as 438,800 in June 2023. In the last twelve months, there have been 4.1M visits.

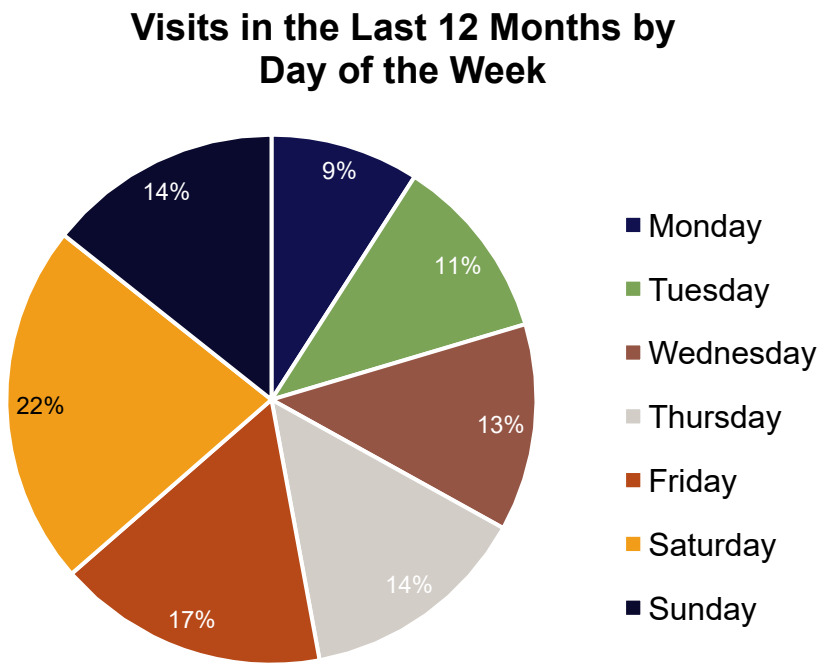
Annual Summary of Visits to Downtown Mount Horeb



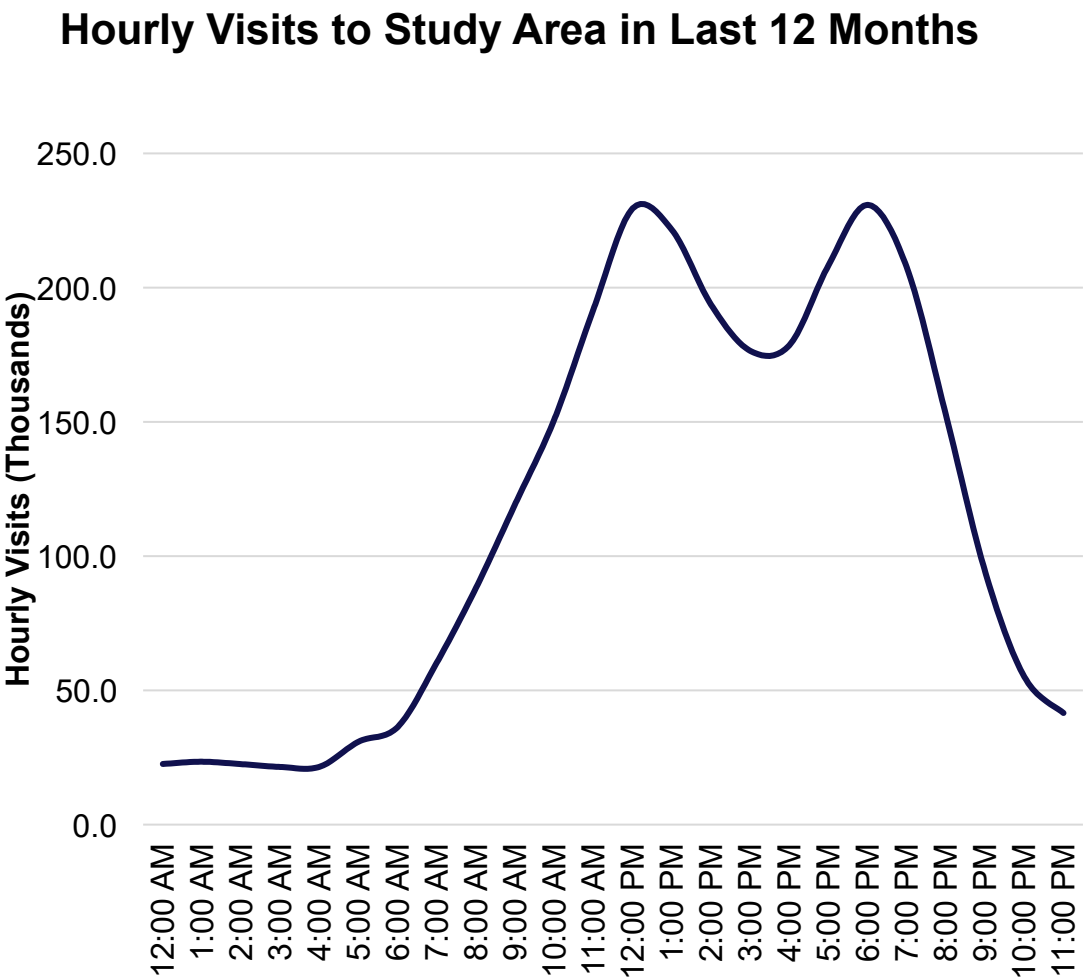
Downtown:

Visitor Traffic (cont.)

Downtown visits occur least often on a Monday while Thursday through Sunday are the most frequent days of the week to visit. A healthy share of foot traffic occurs after standard business operating hours. Note, the data below is exclusively for visitors and does not include residents or employees.



Data Source: Placer.ai



Data Source: Placer.ai

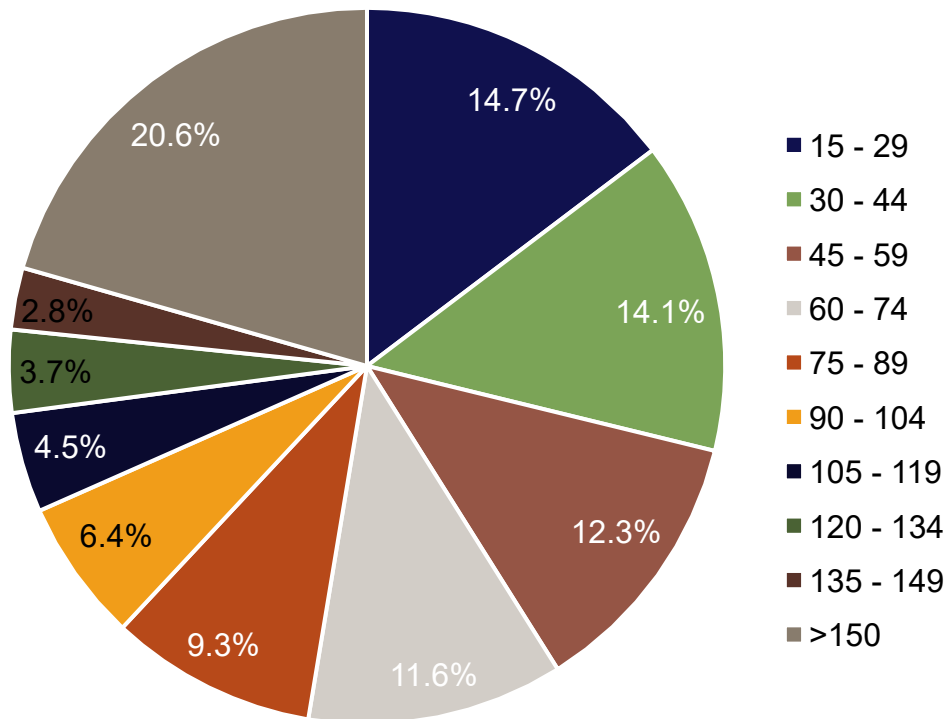


Downtown:

Visitor Traffic (cont.)

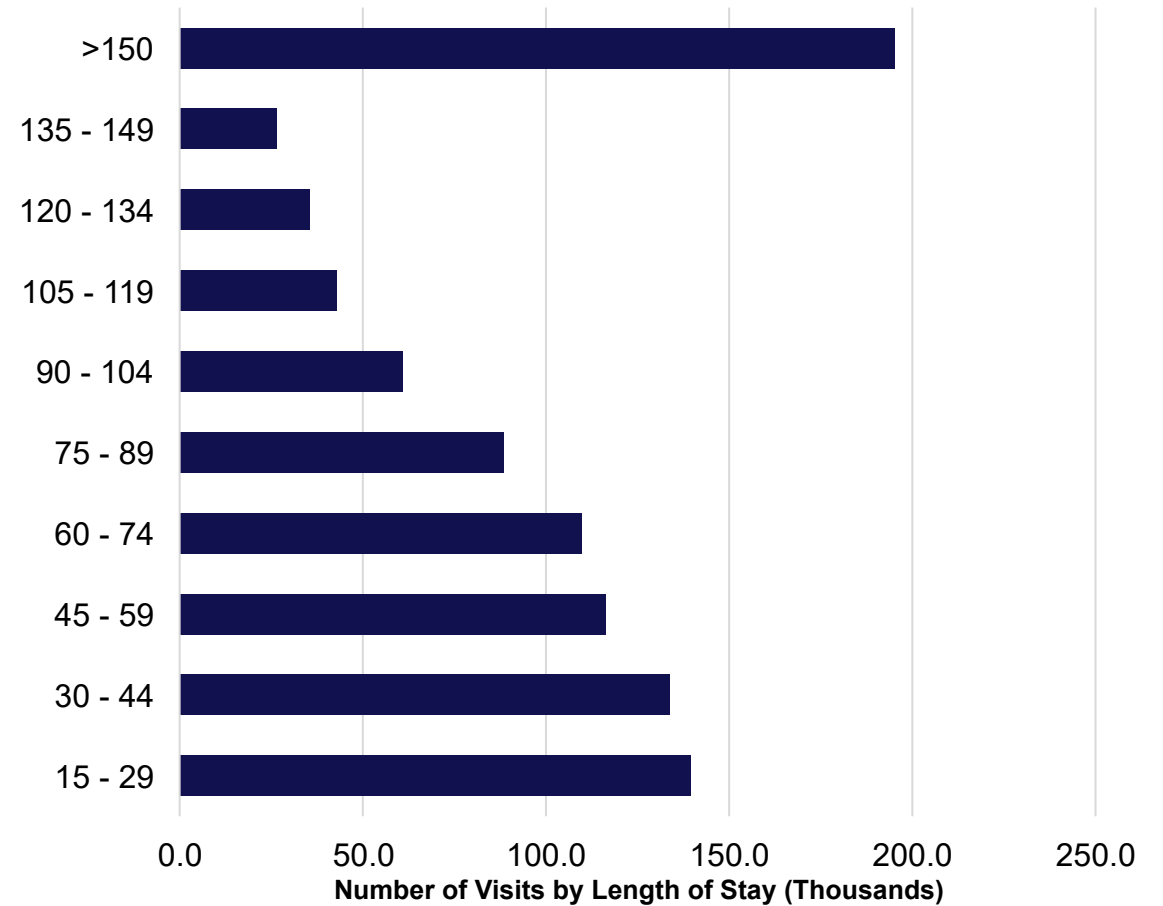
Most visitors, approximately 20.6%, stay for more than 2.5 hours.

Share of Visits by Time of Day



Data Source: Placer.ai

Length of Stay

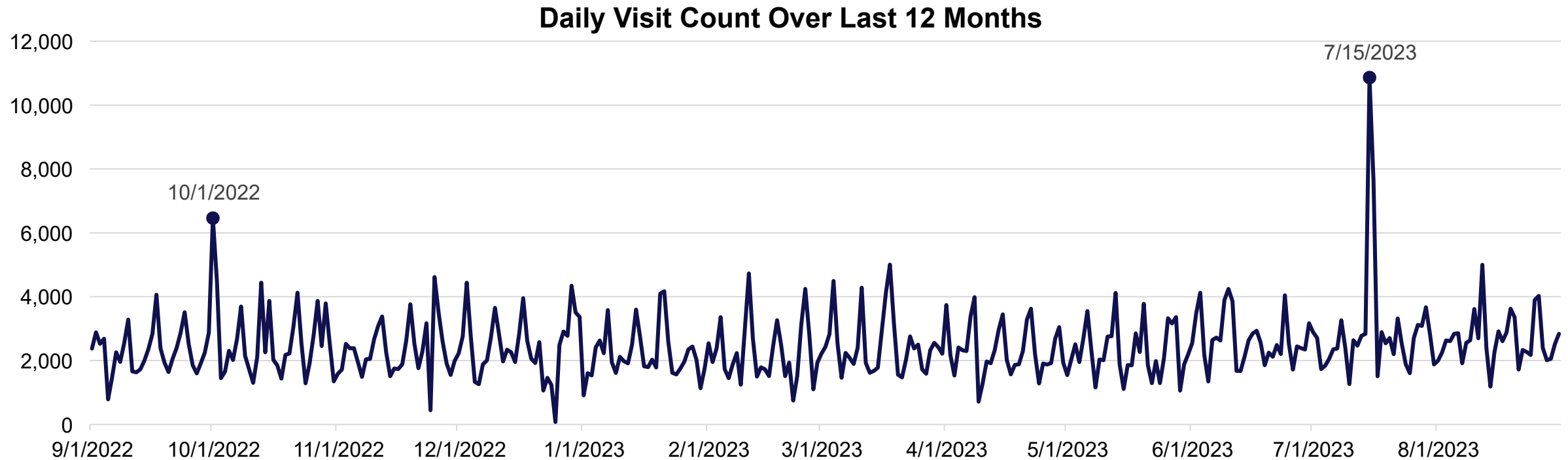


Data Source: Placer.ai

Downtown:

Visitor Traffic (cont.)

The chart to the right is a daily count of visitors to the downtown over the last 12 months. The Fall Village Market on October 1-2, 2022, and the Mount Horeb Art Fair on July 15-16, 2023, hosted by the Mount Horeb Area Chamber of Commerce were two highly attended outlying events. Outlier lows are related to holidays such as Thanksgiving, Christmas and New Years.

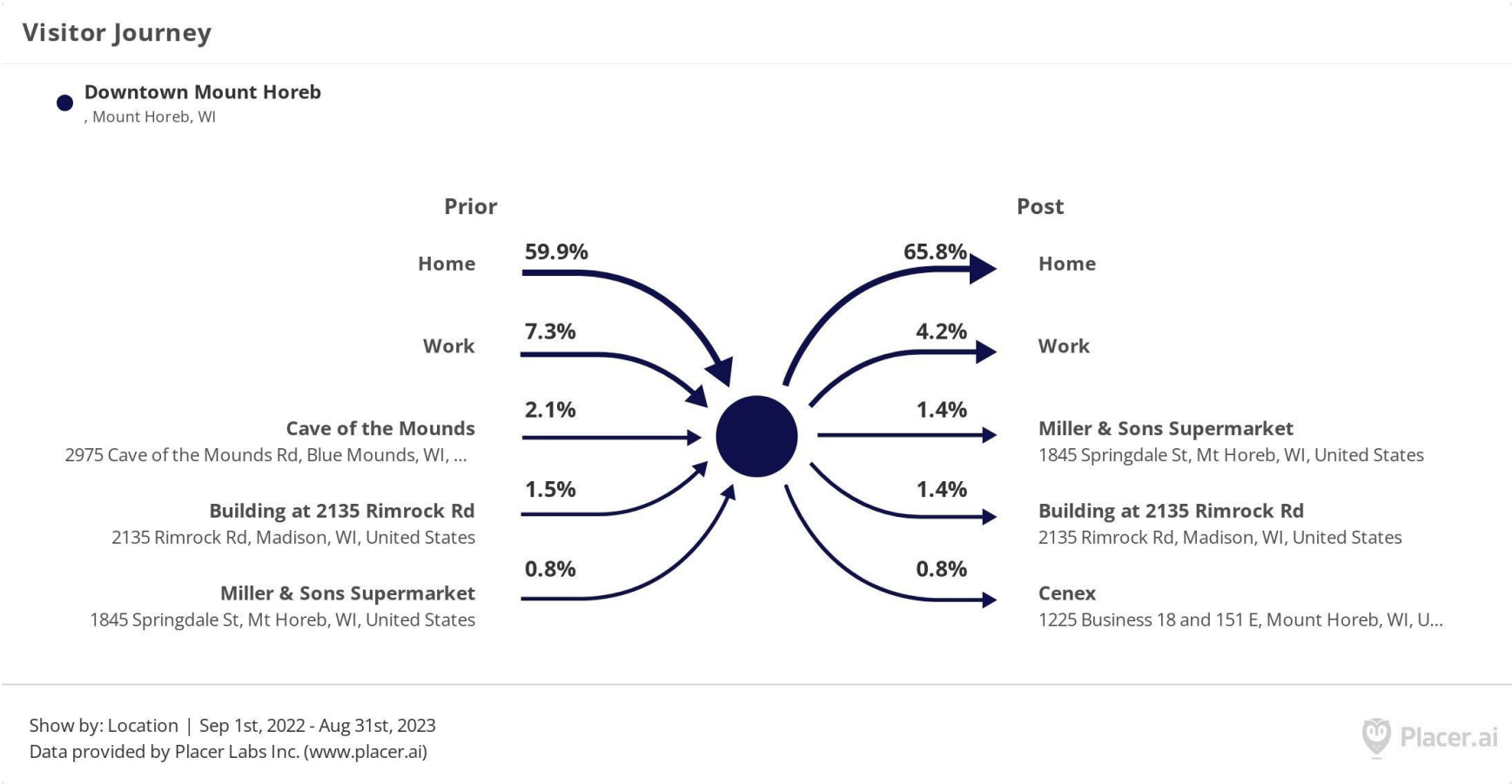


Data Source: Placer.ai

Downtown:

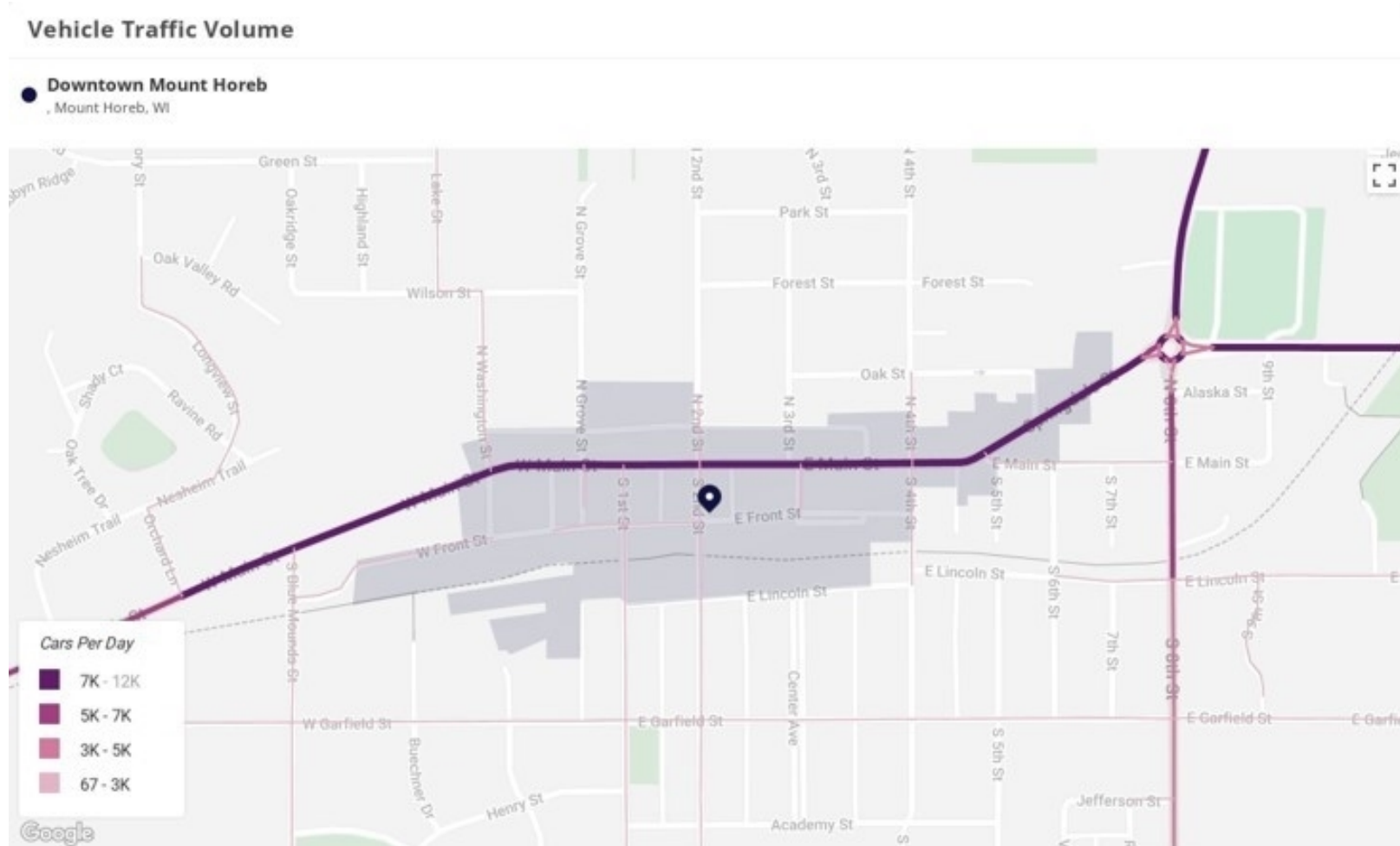
Visitor Volume

The Visitor Journey chart below describes visitor movements to and from the destination. For example, according Placer.ai data, most visitors come from their homes to the downtown and then return home. Likewise, 1.5% of visitors are coming from the building located at 2135 Rimrock Road. This building is a state government office building for the Wisconsin Lottery, Department of Revenue, and Department of Veterans Affairs.



Downtown: Traffic Volume

Approximately seven thousand vehicles travel through Downtown Mount Horeb daily.

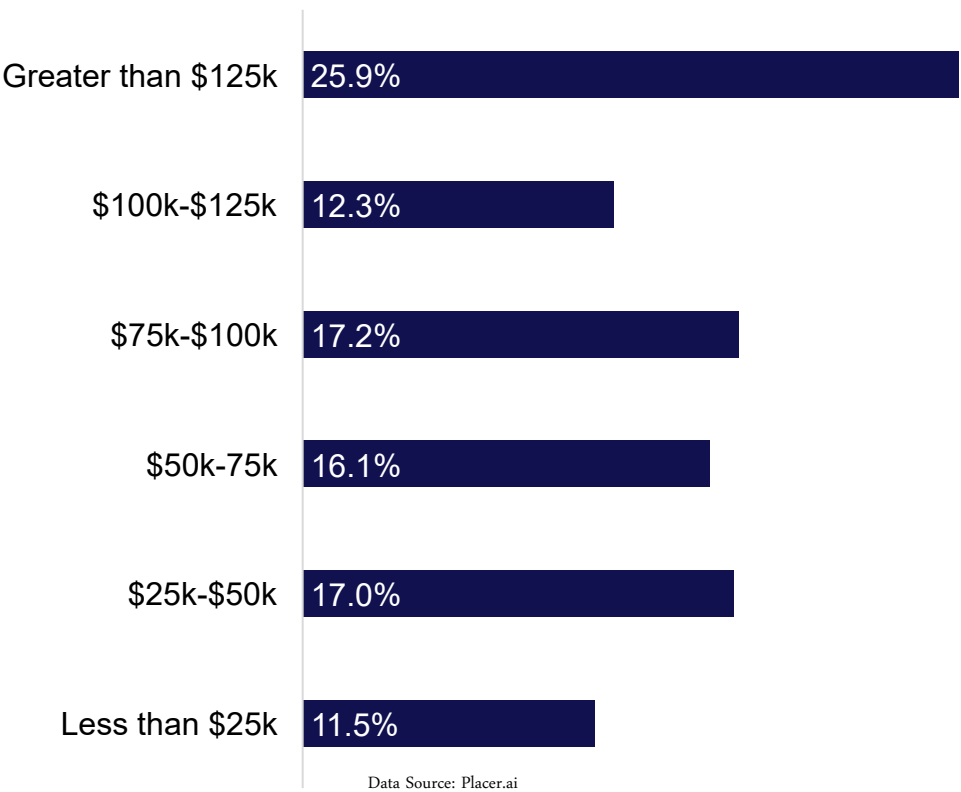


Downtown:

Visitor Profile

Households earning over \$100,000 make up approximately 38.2% of the visitors. Most of visitors' favorite places are in Dane County, however, 25.9% come from Chicago's O'Hare International Airport.

Visitor Profile of Household Income



Name	Category Group	Distance (Miles)	# of Visitors	% of Visitors
West Towne Mall	Shopping Centers	12.1	112,838	47.2%
Grumpy Troll Brewpub	Leisure	0	110,472	46.3%
Greenway Station	Shopping Centers	12.2	83,721	35.1%
Hilldale Shopping Center	Shopping Centers	15.1	79,539	33.3%
West Towne Crossing	Shopping Centers	12	75,088	31.4%
Prairie Towne Center	Shopping Centers	11.4	72,679	30.4%
O'Hare International Airport	Travel	117.3	61,759	25.9%
Target	Superstores	11.4	57,023	23.9%
Dane County Regional Airport	Travel	21.7	56,176	23.5%
Costco Wholesale	Superstores	11.9	54,907	23.0%
East Towne Mall	Shopping Centers	23.2	52,620	22.0%
Whitney Square	Shopping Centers	13.6	52,476	22.0%
Menards	Home Improvement	11.3	48,216	20.2%
Costco Wholesale	Superstores	12.6	46,507	19.5%
DICK'S Sporting Goods	Apparel	12.1	45,785	19.2%
Orchard Pointe	Shopping Centers	13.2	45,749	19.2%
Nakoma Plaza	Shopping Centers	14.4	45,631	19.1%
Target	Superstores	12.9	43,122	18.1%
Kohl Center	Leisure	17.8	42,130	17.6%
Kohl's	Apparel	11.9	40,586	17.0%

THANK YOU.

Next Steps:
Primary research

Public input

Goals and ideas

