

WINNEBAGO COUNTY INDUSTRIAL DEVELOPMENT FUNDS

APPLICATION FORM

Please answer all questions and return the form and supporting information to the Winnebago County Planning Department, P.O. Box 2808, Oshkosh, WI 54903-2808.

1. Describe the Project:

a. Location (include map):

Alliance Industries, Inc.
320 Appleton Street
Menasha, WI 54952
&
313 Appleton Street
Menasha, WI 54952

The Alliance Industries site is located east of Racine Street, South of Fourth Street, West of De Pere Street, and North of Third Street.

b. Purpose:

The requested IDB funding will be used for the acquisition of the two buildings at 320 and 313 Appleton Street, which Alliance Industries currently Leases. This would allow Alliance to set down roots in the City of Menasha/Winnebago County, and would establish a permanent site for its corporate headquarters.

This is part of a larger expansion project, where Alliance intends to put a 45,000 sq ft addition onto the building at 313 Appleton, make site improvements at both properties and create jobs.

c. Size:

The two buildings to be acquired with IDB funding assistance are currently 90,000 square feet. A 45,000 square foot addition is planned for the 313 Appleton Street site.

Current employment at Alliance's Menasha site is 60 employees, with projections to add an additional 40 employees following the expansion.

c. Cost:

Purchase of buildings: \$1.6 million (includes \$830,000 in requested IDB assistance)

Other expansion costs not financed through IDB assistance include:

- Building Expansion: \$1.4 million
- Additional Equipment: \$1 million

2. Will the project maintain, expand or create a new tax base?

The project, which includes the expansion, is anticipated to create over \$1 million in additional tax base for the City of Menasha and Winnebago County as a whole. It will also help stabilize the existing tax base by transitioning the existing buildings from renter to owner occupied. Alliance has indicated that, once in their ownership, they will address many deferred maintenance issues such as façade improvements, repaving, landscaping and other aesthetic deficiencies.

3. Does the project address a tangible end product?

The end product of IDB funding will be the acquisition of two buildings/properties that are currently being leased by Alliance Industries. The acquisition of the two properties is part of the greater expansion project which includes a 45,000 sq ft building addition, retention of 60 jobs and potential for creation of 40 jobs.

4. What identifiable City, Village or Town needs will be served?

The project will result in opportunities for growth in employment, income and tax base for the City of Menasha and the county as a whole. The project will also result aesthetic

improvements that will prove beneficial to the surrounding residential district.

- 5. Does the project have the potential to retain or create jobs?

Alliance has indicated the project will retain existing 60 jobs with plans to add an additional 40.

- 6. Is the project part of a package where other grants and loans or financing techniques are involved?

Yes, Alliance is currently working with the Wisconsin Economic Development Corporation on job creation tax credits.

They are also working with the City on the following items, all of which are to be included in a redevelopment agreement between the City of Menasha and Alliance Industries.

- A pay-as-you go Tax Incremental Finance (TIF) Incentive equal to 10% of the tax increment generated over a 10 year period.
- Closure of a portion of Appleton St. to improve safety and accommodate increased truck traffic and increased movements between facilities.
- Application by the city for Community Development Block Grant (CDBG) - Public Facilities (PF) grant funds for electrical service upgrades.

(Signature of Applicant)

(Date)

(Community)

(Phone)

Alliance Industries Site Map

320 & 313 Appleton St. Menasha



Legend

-  Alliance Industries Parcels
-  Parcels

0 125 250 500 Feet

