

Proposal for Menasha Redevelopment Authority Lake Park Square



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Lake Park Square

City of Menasha

140 Main Street

Menasha, WI 54952

920-967-3600

Website: www.cityofmenasha-wi.gov

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XVII. Submission Form

SUBMITTED TO: Menasha Redevelopment Authority
140 Main St
Menasha, WI 54952

FOR: RDA Lake Park Real Estate RFP

DATE: January 4th, 2012

NAME OF PROPOSER: Grubb & Ellis | Pfefferle

SIGNATURE OF PROPOSER:

A handwritten signature in black ink, appearing to be "Mike Pfefferle", written over a horizontal line.

ADDRESS: 200 E. Washington St. , Suite 2A

Appleton, WI 54911

TELEPHONE: (920) 968-4700

EMAIL: Patrick Connor: patrickc@gepwi.com
or Mike Pfefferle: mikep@gepwi.com

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Grubb & Ellis Team

Proposal for Menasha Redevelopment Authority

Description of Services Provided



Description of Services Provided

A. Real Estate Advising

a. Asking price of lots : See map.

EXHIBIT C: RDA-OWNED LAKE PARK SQUARE PARCEL INFORMATION					
PARCEL	LEGAL DESCRIPTION	ZONING	SQUARE FEET	ACRES	ASKING PRICE
770170015	LAKE PARK VILLAS PLAT LOT 15	C-1 General Commercial	74,531	1.71	\$110,000
770170011	LAKE PARK VILLAS PLAT LOT 11	C-1 General Commercial	62,378	1.43	\$120,000
770170013	LAKE PARK VILLAS PLAT LOT 13	C-1 General Commercial	51,052	1.17	\$100,000
770170009	LAKE PARK VILLAS PLAT LOT 9	C-1 General Commercial	44,083	1.01	\$65,000
770170010	LAKE PARK VILLAS PLAT LOT 10	C-1 General Commercial	53,405	1.23	\$75,000
770170008	LAKE PARK VILLAS PLAT LOT 8	C-1 General Commercial	60,984	1.4	\$120,000
770170007	LAKE PARK VILLAS PLAT LOT 7	C-1 General Commercial	94,438	2.17	\$135,000
770170003	LAKE PARK VILLAS PLAT LOT 3	C-1 General Commercial	251,820	5.78	\$195,000
770170004	LAKE PARK VILLAS PLAT LOT 4	C-1 General Commercial	82,851	1.9	\$83,000

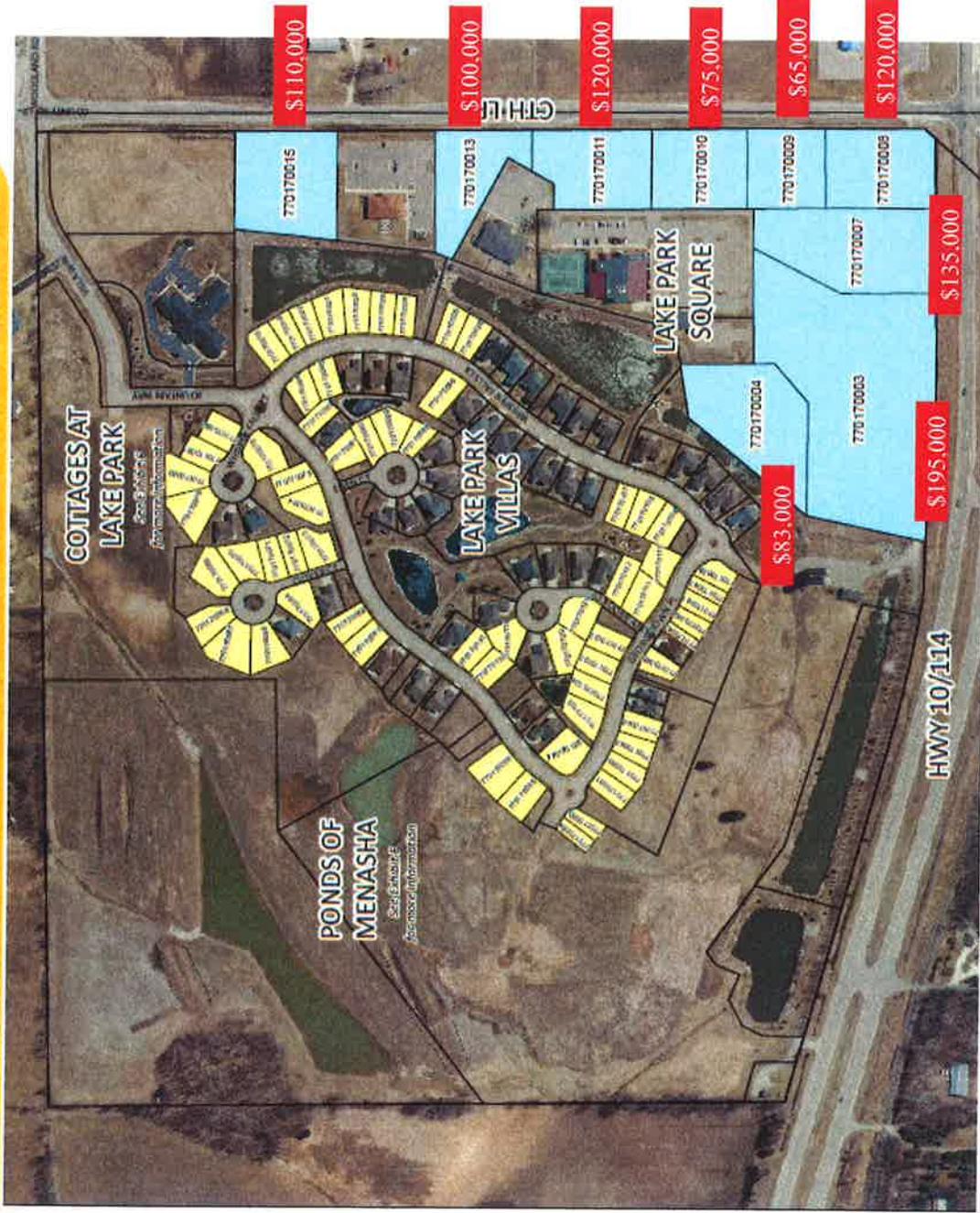
- b. Lot configuration – is adequate at this time; however, we should have the ability to combine lots and create a new certified survey map and also have the ability to divide existing lots down to a minimum of one acre size. See example.
- c. Covenants/restrictions – lots are zoned as C-1 General Commercial. We recognize that the City of Menasha is preparing a 20 year plan and we will use that as a guideline when marketing the lots. We will follow any existing covenants / restrictions currently in place for the commercial lots. See excerpts.
- d. Other real estate advising you see as necessary – Please refer to the Marketing Strategy and Progress Reporting sections of the response.

Proposal for Menasha Redevelopment Authority Asking Price of Lots



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Proposal for Menasha Redevelopment Authority Possible Lot Configurations



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Exhibit A: Lake Park Area Map

City of Menasha,
Calumet County, Wisconsin



Legend

- Possible Breakdown to 1 Acre Parcels
- Would make a nice corner parcel
- Potential Cul-de Sac
- RDA Owned Lake Park Villas Residential Lots
- RDA Owned Lake Park Square Commercial Lots

Location Map

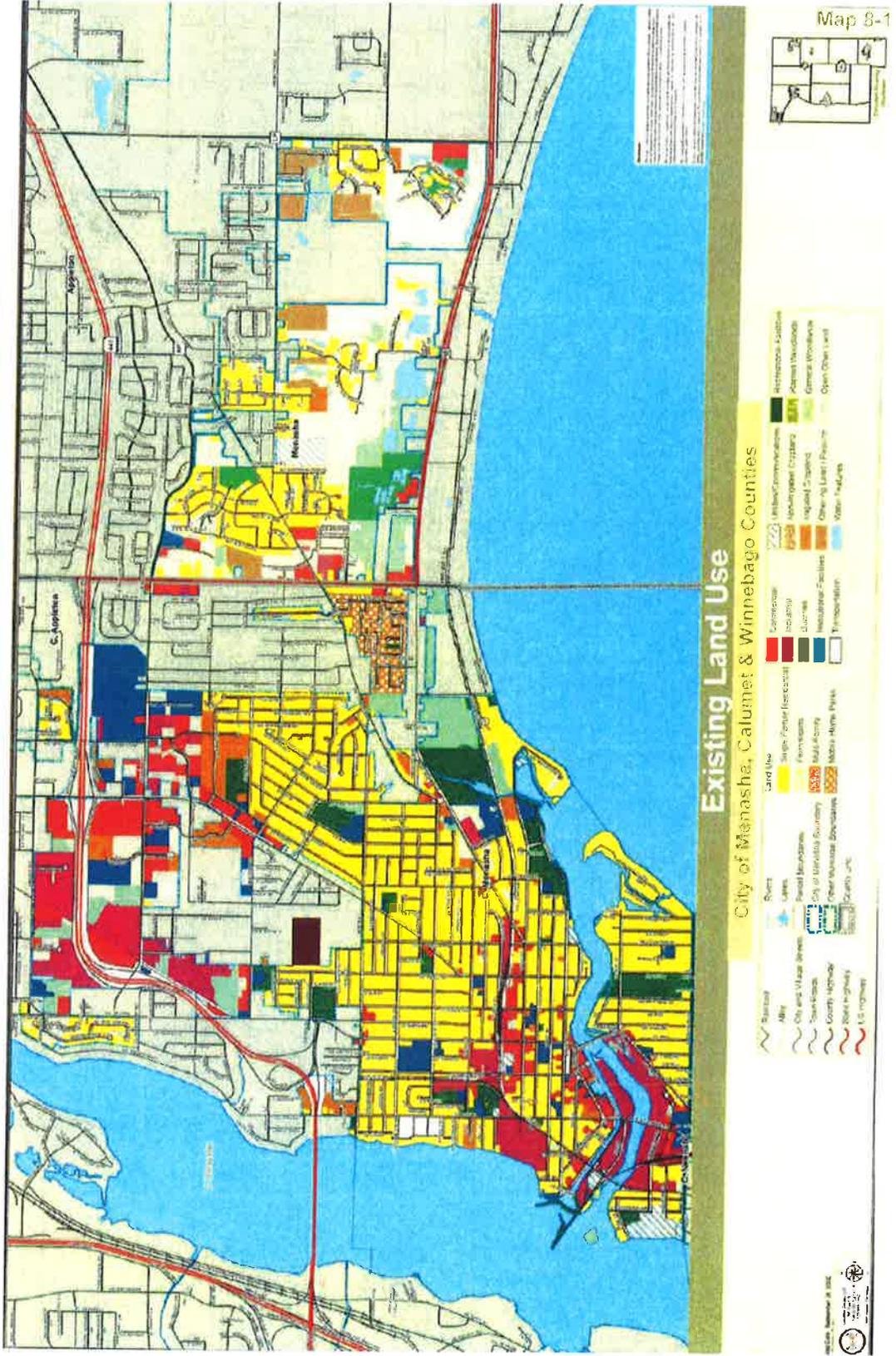


Proposal for Menasha Redevelopment Authority Menasha 20 Year Plan – Existing Land Use



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Description of Services Provided



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B. Anticipated Marketing Strategy

See Marketing Strategy document.

C. Coordination with Partners

We will coordinate marketing efforts with Coldwell Banker The Real Estate Group for both the commercial lots in Lake Park Square and the vacant residential lots in Lake Park Villas. We will include their residential marketing information with our own marketing materials. We have also contacted Lexington Homes and Cypress Homes.

D. Progress Reporting

We will provide monthly reports for the first six months, and quarterly reports after that time. We will also provide updates on initial contacts and status of interested parties on an on going basis.

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Marketing Strategy



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Overview

Grubb & Ellis' specialists serve the specific needs of buyers and users in the Northeast and North Central Wisconsin marketplace. Because we specialize in commercial properties, we understand how market conditions and physical property characteristics affect the decision-making process for our clients. We take the time to completely understand your goals, both short- and long-term, -and craft strategies to minimize risks and maximize value.

Our professionals can advise you on a marketing strategy that will target specific buyers, in order to generate maximum interest and enhance the value of your assets. Our professionals integrate company-wide resources including strong market leasing and sales experience, which establishes best practices and identifies the most appropriate solution for your specific assignment. In addition, our clients receive the added value of our specific target databases, customized technology—intranet and web-based tools—and renowned in-house research, which enables our professionals to provide you with all the knowledge necessary to make sound decisions, while at the same time, executing assignments quickly, efficiently, profitably, and to the highest industry standards.

A multifaceted approach will be used to market your property:

SCOPE OF TARGETED BUYER

Grubb & Ellis will identify and target specific users of appropriate size and compatible services/business activity that fits the property. The backbone of marketing efforts will be the “frequency and reach” of the Team, utilizing marketing strategies and materials specifically prepared for the property, along with a proactive geographic/marketing campaign increasing awareness of the property through Northeast and North Central Wisconsin.

- **PROSPECTS IN THE MARKET**—we are constantly developing and refining a list of “Prospects in the Market.” This is a compilation of all prospective users for various types of properties that may be considering Northeast and North Central Wisconsin for their facility solution or considering expansion or relocation within the market. This is a dynamic tool used by the Team. We will aggressively act to ensure that each prospect on the list is aware of your property.

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Marketing Strategy



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SPECIFIC MARKETING TOOLS

The goal is to achieve maximum exposure for the property among the buyer and broker/agent communities and to present features to our target market, creating immediate awareness and interest in the property.

- **ELECTRONIC MARKETING**-we will utilize our national, regional, and local networks to implement a specific and comprehensive marketing plan to achieve the desired goals.
 1. List property on Grubb & Ellis | Pfefferle's web site: www.gepwi.com
 2. List property and photo(s) on LoopNet, the nation's largest commercial property listing website. With LoopNet, prospective buyers anywhere in the nation can review and inquire about your property.
 3. Email property to all commercial brokers in Northern and Central Wisconsin.
 4. New North website (www.thenewnorth.com) - New North is a consortium of business, economic development, Chambers of Commerce, workforce development, civic, non-profit, and education leaders in 18 Northeast Wisconsin counties who are working to be recognized as competitive for job growth while maintaining our superior quality of life.

- **DIRECT MARKETING (LOCAL, REGIONAL, NATIONAL)**
 1. Direct mail, mail-merge letter, or mailer to contiguous and nearby property owners and tenants within the area. Follow-up by the Team to further introduce the property. Personal introduction of the property to local and statewide economic development agencies. Standard Industry Classification (SIC) codes will be used to identify appropriate users. This identification process will include a wide range of firms that can effectively utilize the features of your property.
 2. Direct mail to personal client lists.
 3. A direct mailing prospectus highlighting the features and availability of your property will be sent to prospective businesses and investors. We subscribe to the American Business Directory and Harris databases to market your property.

Proposal for Menasha Redevelopment Authority

Marketing Strategy



SPECIFIC MARKETING TOOLS *(continued)*

- **BROKER COOPERATION (referrals)** —Business movement and geographical expansions and relocations have become an increasing source of real estate requirements in Wisconsin. Some companies are considering expansions into other markets to grow their businesses or to serve growing markets. Select businesses may be looking to Wisconsin as a relocation opportunity to take advantage of our abundant labor, quality of life, and because of our availability of reliable, affordable power.
- **PERSONAL CANVASSING** (or “cold calling”) - Canvassing has always been an essential element in identifying prospective buyers for any property. While Grubb & Ellis cannot control market conditions, we can assure you of a high level of diligence and activity, along with a thorough communication of our efforts.
- **NETWORKING**—Our brokers continually network with other business and professional groups that identify with your property.
- **PUBLIC AGENCY COOPERATION**—ensure state, county, and local government agencies are aware of the property’s availability, i.e. Wisconsin Economic Development Corporation, county and city Economic Development departments.
- **CONSTRUCTION AND DEVELOPMENT COMPANIES**— We will review the Lake Park Square and Lake Park Villas development with commercial construction and development companies.

MARKETING MATERIALS AND OTHER RESOURCES

Telephone follow-up, appropriate advertising, and other media sources are used to bring your property to the attention of prospective buyers

- **PROPERTY FLYER** —Design and print a high-quality color flyer, highlighting the features of your property. Information may include photos, site plans, building design, floor plans, area maps, views, building facts, area amenities, and parking availability. This flyer will be emailed to all Northeast Wisconsin commercial brokers, and will be made available to prospective buyers.
- **SIGNAGE**—Appropriate signage will be utilized (with your permission) to advertise the availability of the property and contact number. These signs may include appropriate riders to promote the features of your property.

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Marketing Strategy



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MARKETING MATERIALS AND OTHER RESOURCES *(continued)*

- **AUCTION SERVICES**—Grubb & Ellis offers a unique on-line professional auction service that attracts bidders from throughout the world. This affiliation has developed an enviable track record for successful sales of unique, and otherwise difficult, properties to market. As a client of Grubb & Ellis | Pfefferle, you are provided a free on-line review of the auction function. A corporate facilitator will walk you through the entire process on-line.
- **PUBLICATIONS**—When appropriate, utilize local newspapers, magazines, or regional advertisements (based on mutual agreement between broker and owner).

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Project Timeline



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Project Timeline

We propose a one year listing agreement with two 6 month auto renewal periods. Please see additional information under the Work Plan section concerning the timeline of our activities.

Proposal for Menasha Redevelopment Authority

Deliverables



Deliverables

A. See Submission Letter

B. Focus of Services

Our response primarily relates to the marketing of the commercial lots. However, as noted in "Coordination with Partners", we will coordinate efforts with Coldwell Banker The Real Estate Group.

C. Work Plan

Assuming that the contract is approved by the RDA the week of January 23rd, the timeline for our work plan will look as follows:

WORK PLAN TIMELINE	
Date	Task
Week of January 30th and February 6th	Prepare initial profile (marketing) sheets and signage plan.
Week of February 6th	Obtain RDA approval of profile sheet and signage plan.
Week of February 6th and February 13th	E-mail profile sheet via iContact to 1,000+ member database of commercial realtors, developers and other interested parties. Enter property into LoopNet. Enter onto Grubb & Ellis Pfefferle website as a featured property. These items will be completed as soon as the profile sheet is approved.
Week of February 13th	Install signage on property, except any special signage may require additional lead time.
First three months after listing	Evaluate the need for postcard mailings to targeted groups.

Proposal for Menasha Redevelopment Authority

Deliverables Cont.



D. Firm's History and Experience

See documents titled: "Grubb & Ellis | Pfefferle Overview" , "Why Grubb & Ellis ? " , "Value Proposition to Our Clients", and Broker Profiles.

E. Compensation

8% if sold by Grubb & Ellis | Pfefferle; 10% if co-brokered. Specialty signage, media advertising, and postcard mailings over 1,000 pieces annually are considered ala carte items. After both parties have agreed upon a budget, these items will be passed through to the client. Grubb & Ellis | Pfefferle, using their in-house expertise, will manage the budget to provide optimum results.

F. References

See reference documents.

G. Conflict of Interest Statement & Supporting Documentation

Grubb & Ellis | Pfefferle has no interests which would be a conflict of interest in representing the Menasha Redevelopment Authority.

H. Proprietary Information

Grubb & Ellis | Pfefferle places no restrictions on the use of information in the proposal and acknowledges that the proposals becomes property of the Menasha Redevelopment Authority.

Proposal for Menasha Redevelopment Authority

Why Grubb & Ellis?



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Grubb & Ellis Company (NYSE: GBE) is one of the world's leading full service commercial real estate organization, providing a complete range of transaction, management, consulting & investment services. By leveraging local expertise with our global reach, Grubb & Ellis offers innovative, customized solutions and seamless service to owners, corporate occupants and investors throughout the globe.

One of the strong competitive advantages that Grubb & Ellis has is extensive market coverage. With 130 offices in 40 states and 9 offices in 7 Canadian provinces, Grubb & Ellis is able to produce a full real estate service delivery model in every major, and most secondary, and tertiary markets. The company has 240 million square feet of commercial real estate under management, 109 million square feet of which is managed on behalf of corporate and public administration clients.

Our professionals have built a reputation for providing informed solutions that combine local market knowledge and specialty expertise with detailed analysis. The Company's local market and international research is widely considered to be some of the best in the industry. By combining this knowledge and real-time market intelligence with smart negotiation skills, Grubb & Ellis' transaction and management professionals unlock opportunities that support corporate and business goals.

Since our beginning as a local brokerage company in Northern California over 50 years ago, Grubb & Ellis Company has focused on serving the needs of its clients. Today, as these needs run the gamut from a single location to multiple regional or global facilities, Grubb & Ellis has the people, resources and the best-in-class processes to deliver superior service.

Grubb & Ellis' mission is to provide a comprehensive array of integrated real estate services to owners, users, and investors of real estate worldwide. The Company assists its clients in maximizing asset value and utilizing real estate to their strategic advantage through innovative planning, execution and management of those real estate assets. The client's needs and objectives are the first priority and always come before those of the Company, the term, and the individual. This is the key to Grubb & Ellis' long-term success as a service provider.

As we continue to shape Grubb & Ellis, we will not lose sight of our goal to become "the safe pair of hands" in the real estate services industry by building lasting client relationships based on world-class service and execution. We are creating an environment that attracts high performance individuals who recognize the value of working together to provide strategic and integrated solutions to today's complex real estate issues. We are firmly committed to creating a culture that embraces diversity, professional development, recognition and attractive compensation.



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Value Proposition to Our Clients

OUR TEAM / SERVICES

- ⇒ One of the largest full service brokerage companies in Wisconsin with a network of 20 commercial real estate brokers
- ⇒ 40 year old company with professional knowledge in office, retail, industrial, multi-family, investment, land and 1031 exchanges
- ⇒ Access to national Grubb & Ellis practice groups: Global Logistics, Data Center, Healthcare Properties, Private Capital Markets, Call Center and Chapter 11 Consulting to name a few
- ⇒ Offices in Appleton, Green Bay, Wausau and Waupaca
- ⇒ In-house attorney on staff
- ⇒ Active broker members in SIOR, CCIM, Commercial Association of Realtors (CARW), Commercial Investment Exchange (CIE)
- ⇒ Brokers ability to work as a team for maximum exposure
- ⇒ Market Analyst on staff to produce local market trends, vacancies and competitive property pricing
- ⇒ Market price evaluations and Broker Opinion of Values (BOV)
- ⇒ Pfefferle Management is one of the largest commercial property management firms in the State of Wisconsin, managing over 12 million square feet

PROPERTY EXPOSURE / MARKETING

- ⇒ Properties featured on Co-Star and Loopnet with premium membership status, the #1 commercial real estate websites
- ⇒ Property profile sheet sent out via e-blasts to over 3,000 realtors, developers, users and investors from our continually updated and maintained databases
- ⇒ Property featured on *gepwi.com* and *grubb-ellis.com*
- ⇒ Professional signage on property
- ⇒ National affiliation with Grubb & Ellis resulting in leads, referrals and exposure from over 110 offices and a 3,000 broker network
- ⇒ Full use of Grubb & Ellis | Pfefferle proprietary databases
- ⇒ Contact log maintained on each listing and regular client reporting

AFFILIATIONS

- ⇒ National Association of Realtors (NAR)
- ⇒ Wisconsin Realtors Association (WRA)
- ⇒ Commercial Association of Realtors Wisconsin (CARW)
- ⇒ Realtors Association of Northeast Wisconsin (RANW)
- ⇒ Fox Cities, Heart of the Valley, Green Bay, Oshkosh, Waupaca, and Wausau Chambers of Commerce
- ⇒ Contributing Member of New North
- ⇒ Cabela's Trophy Properties
- ⇒ Member of International Council of Shopping Centers (ICSC)
- ⇒ Member of Wisconsin Warehousing Association (WWA)
- ⇒ Central Wisconsin Board of Realtors (CWBR)
- ⇒ Central Wisconsin Multiple Listing Service (CWMLS)
- ⇒ The Greater Northwood's Multiple Listing Service (GNMLS)





Patrick Connor, SIOR
Commercial Real Estate Advisor
Grubb & Ellis | Pfefferle
patrickc@gepwi.com
920.560.5074 direct
920.419.3113 cell



CAREER SUMMARY

Patrick has 18 years of experience in commercial brokerage in Northeastern Wisconsin. Patrick has recently been appointed as Sales Manager for the Commercial Real Estate Brokerage Division at Grubb & Ellis Pfefferle. He has represented his clients for office and retail projects, investment real estate, industrial building sales and land development. Patrick has also represented regional and national accounts for retail, office and industrial real estate leasing transactions.

EXPERIENCE

- Worked with such companies as J.F. Ahern, Cummins, Shopko, Seven-Up Bottling, Airborne Express, International Papers, Integrated Paper Services, W.O.W. Logistics, Square D. Corporation, Glatfelter and Midas Corporation.
- Testified as an expert witness in state and federal courts regarding commercial real estate values.
- Served on panel discussions for the SIOR Tenant Representation Specialty Practice Board.

PROFESSIONAL AFFILIATIONS

- Achieved the Dual Specialist (Office and Industrial) designation from the Society of Industrial and Office Realtors (SIOR) in December 2007.
- Active member of the Wisconsin Chapter of SIOR and recently been appointed the Treasurer & Chapter Public Relations Chair.
- Serves on the Professional Standards Committee for SIOR worldwide.
- Member of the Commercial Association of Realtors Wisconsin (CARW) and Wisconsin Realtors Association (WRA).



Elizabeth Ringgold
Commercial Real Estate Advisor
Grubb & Ellis | Pfefferle
elizabethr@gepwi.com
920.560.5061 direct
920.205.6136 cell

CAREER SUMMARY

Elizabeth received her Real Estate license in Nashville, TN in 1996, and worked with a large regional commercial real estate company in Tennessee, handling commercial property management and commercial leasing for over 500,000 SF of office and retail properties. Elizabeth relocated to Wisconsin in 2004, when she became licensed and started her real estate career with Grubb & Ellis | Pfefferle. Elizabeth specializes in retail, hospitality and office related real estate transactions.

EXPERIENCE

- Sales and lease negotiation of office, retail and hospitality.
- Tenant representation and site selection for Grubb & Ellis | Pfefferle.
- Commercial brokerage and property management for office and retail complexes for Crye-Leike Commercial Real Estate, Nashville, TN.
- Traditional brokerage for retail and office space for Commercial Industrial Real Estate Associates, Nashville, TN.

EDUCATION

- BA in Communications from William Jewell College in Liberty, Missouri.

PROFESSIONAL AFFILIATIONS:

- Licensed Real Estate Salesperson
- Member Wisconsin Realtors Association
- Women in Commercial Real Estate

Proposal for Menasha Redevelopment Authority

References



From: Mitch Hackbarth [mailto:Mitch.Hackbarth@thedacare.org]

I have worked with Grubb and Ellis-Pfefferle for more than 10 years and have been extremely pleased with their brokerage services during that time. The following are some of the transactions we have completed with them:

- 55 Acres- Northside of Appleton, currently home to Encircle (Medical Campus with Thedacare as anchor tenant)
- 10 Acres- Darboy, currently home to Thedacare Family Practice Clinic
- 7.5 Acres-Clintonville, currently home to Thedacare Family Practice Clinic
- 20 Acres- Shawano, currently home to Thedacare Ambulatory Center and future site for new Shawano Medical Center Hospital Campus
- 7.5 Acres- Neenah, currently home to Thedacare Pediatrics
- 5 Acres- Northside Appleton, currently home to Thedacare Pediatrics

Grubb and Ellis-Pfefferle has also sold many existing clinic/buildings for Thedacare over the years.

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References



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The City of Appleton has worked with Grubb & Ellis | Pfefferle on a number of projects over the years. I have personally had the pleasure of working with the Grubb & Ellis | Pfefferle group as the City's Director of Community Development. I also worked with them when I was with Future Neenah. Listed are several of the projects the City of Appleton and Grubb & Ellis | Pfefferle have worked on over the years.

Appleton Center (100 W. Lawrence St.) - 100,000 SF office building, TIF development
Landmark Square (200 E. Washington St.) - 80,000 SF office building, TIF development
City Center Plaza redevelopment
City of Appleton as tenant in City Center West

I would be happy to answer any additional questions the committee may have.

Karen Harkness, Director of Community Development
Karen Harkness
Director
Community Development Dept.
City of Appleton
100 North Appleton Street
Appleton, Wisconsin 54911
Office (920) 832-6468
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karen.harkness@appleton.org

Proposal for Menasha Redevelopment Authority References



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Romenesko Developments, Inc.

1818 E. WISCONSIN AVE., APPLETON, WI 54911
Phone: 920-731-5850
Fax: 920-731-8750

January 3, 2012

City of Menasha
140 Main Street
Menasha, WI 54952

To Whom It May Concern:

I am privileged to write in support of Patrick Connor and Grubb & Ellis Pfefferle. Pat has worked with Romenesko Developments for years regarding commercial real estate sales, leasing, investments, and land development.

Pat has over 20 years of experience and has the tools and knowledge to help deals move quickly to successful closing. His network of 14 brokers with Grubb & Ellis Pfefferle has helped him bring even more opportunities to the table.

I recommend Pat Connor and Grubb & Ellis Pfefferle for your Lake Park project with absolute confidence.

Sincerely,

A handwritten signature in cursive script that reads "Carl D. Romenesko".

Carl D. Romenesko
President