



Ms. Lisa Miotke  
Energy Services Representative  
WPPI Energy  
1425 Corporate Center Dr.  
Sun Prairie, WI 53590

**RE: Request for 2012 \$1,000 WPPI Economic Development Grant**

Dear Ms. Miotke:

Thank you for the opportunity to request \$1,000 in Economic Development Funding through WPPI. The Redevelopment Authority of the City of Menasha (RDA) has engaged in marketing and branding activities for the "Lake Park" development on the City's East Side, within Tax Incremental District #12. The Lake Park development is the heart of the city's remaining east-side growth corridor.

As part of this effort, the RDA has engaged Ark Media Group (Menasha) to develop a real estate website and collateral materials to ignite commercial and residential development in the RDA-owned Lake Park Square and Lake Park Villas developments, as well as the affiliated residential developments (Ponds of Menasha (Lexington Homes) & Cottages at Lake Park(Cypress Homes)).

This marketing project was initiated in spring of 2012, with a launch date of the website re-branding in early 2013. I've attached a copy of the contract between the RDA of the City of Menasha, and Ark Media Group as evidence that this work was begun in 2012, as well as a sample of the home page for the website (still in beta stages). The RDA will be embarking on continued marketing efforts, including media campaign for 2013. Receipt of WPPI funding this year will be leveraged by approximately \$20,000 in RDA budgeted marketing funds to enhance these ongoing efforts.

Please do not hesitate to contact me if you require any additional information for this request.

Sincerely,

Greg Keil, Executive Director  
Redevelopment Authority of the City of Menasha

Cc: Kara Homan, Principal Planner  
Dick Sturm, Co-General Manager, Menasha Utilities  
Melanie Krause, Co-General Manager, Menasha Utilities