

<p style="text-align: center;">APPROVAL</p> <p style="text-align: center;"><i>slw</i></p>	<p style="text-align: center;">REQUEST FOR COUNCIL ACTION</p>	<p style="text-align: center;">MEETING DATE</p> <p style="text-align: center;">07/07/2020</p>
<p style="text-align: center;">REPORTS & RECOMMENDATIONS</p>	<p style="text-align: center;">A RESOLUTION IMPOSING CONDITIONS AND RESTRICTIONS FOR THE APPROVAL OF A SPECIAL USE TO ALLOW FOR ENTERPRISE RENT-A-CAR OFFICE SPACE WITHIN EWALD TRUCK CENTER FOR AN AUTOMOBILE RENTALS USE UPON PROPERTY LOCATED AT 6321 SOUTH 108TH STREET</p> <p style="text-align: center;">(ENTERPRISE RENT-A-CAR COMPANY OF WISCONSIN, LLC, APPLICANT, CBBDT 6321 REAL ESTATE, LLC, PROPERTY OWNER)</p>	<p style="text-align: center;">ITEM NUMBER</p> <p style="text-align: center;"><i>G. 8.</i></p>

The public hearing for the Enterprise Rent-A-Car Special Use was first opened by Plan Commission at their May 27, 2020 meeting and continued until the regular meeting of the Plan Commission on June 18, 2020. At that meeting, following a properly noticed public hearing, the following action was approved: a motion to recommend approval of a Resolution imposing conditions and restrictions for the approval of a Special Use to allow for Enterprise Rent-a-Car office space within Ewald Truck Center for an automobile rental use upon property located at 6321 South 108th Street. The Plan Commission's recommendation in regard to the subject Special Use has been reflected in the attached draft Resolution.

COUNCIL ACTION REQUESTED

A motion to approve Resolution 2020-_____, imposing conditions and restrictions for the approval of a Special Use for an Enterprise Rent-a-Car office space within Ewald Truck Center for an automobile rental use upon property located at 6321 South 108th Street (Enterprise Rent-a-Car Company, LLC, Applicant).

RESOLUTION NO. 2020-_____

A RESOLUTION IMPOSING CONDITIONS AND RESTRICTIONS FOR THE APPROVAL OF A SPECIAL USE TO ALLOW FOR ENTERPRISE RENT-A-CAR OFFICE SPACE WITHIN EWALD TRUCK CENTER FOR AN AUTOMOBILE RENTALS USE UPON PROPERTY LOCATED AT 6321 SOUTH 108TH STREET (ENTERPRISE RENT-A-CAR COMPANY OF WISCONSIN, LLC, APPLICANT, CBBDT 6321 REAL ESTATE, LLC, PROPERTY OWNER)

WHEREAS, Enterprise Rent-A-Car Company of Wisconsin, LLC, having petitioned the City of Franklin for the approval of a Special Use within an M-1 Limited Industrial District and C-1 Conservancy District to allow for an 832 square foot area of office space inside of the Ewald Truck Center (the space was previously occupied by Mayfair Rent-A-Car, which Enterprise Holdings acquired in 2018) for automobile rentals to customers of collision centers, dealerships and business travelers to local retail customers having their vehicles serviced in the area (1-25 vehicles on site at a time), with hours of operation Monday through Friday from 7:30 a.m. to 5:00 p.m. and Saturdays from 9:00 a.m. to 12:00 noon, for the property located at 6321 South 108th Street, bearing Tax Key No. 704-9973-000, more particularly described as follows:

All that part of the Northeast 1/4 of Section 6, Township 5 North, Range 21 East, in the City of Franklin, Milwaukee County, Wisconsin, bounded and described as follows, to wit: Commencing at a point of the East Line of said Northeast 1/4 of Section 6 which is 330.25 feet South of the Northeast corner of said 1/4 Section; thence South on said line 196.59 feet to a point; thence S. 88 degrees 19' W., parallel to the North line of said 1/4 Section, 844.77 feet to a point; thence N. 3 degrees 16'30" W., 196.57 feet to a point; thence N. 88 degrees 19' E., 855.99 feet to the place of commencement; and

WHEREAS, such petition having been duly referred to the Plan Commission of the City of Franklin for a public hearing, pursuant to the requirements of §15-9.0103D. of the Unified Development Ordinance, and a public hearing having been held before the Plan Commission on the 21st day of May, 2020, and the Plan Commission thereafter having determined to recommend that the proposed Special Use be approved, subject to certain conditions, and the Plan Commission further finding that the proposed Special Use upon such conditions, pursuant to §15-3.0701 of the Unified Development Ordinance, will be in harmony with the purposes of the Unified Development Ordinance and the Comprehensive Master Plan; that it will not have an undue adverse impact upon adjoining property; that it will not interfere with the development of neighboring property; that it will be served adequately by essential public facilities and services; that it will not cause undue traffic congestion; and that it will not result in damage to property of significant importance to nature, history or the like; and

ENTERPRISE RENT-A-CAR COMPANY OF WISCONSIN, LLC – SPECIAL USE
RESOLUTION NO. 2020-_____

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WHEREAS, the Common Council having received such Plan Commission recommendation and having found that the proposed Special Use, subject to conditions, meets the standards set forth under §15-3.0701 of the Unified Development Ordinance.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Common Council of the City of Franklin, Wisconsin, that the petition of Enterprise Rent-A-Car Company of Wisconsin, LLC, for the approval of a Special Use for the property particularly described in the preamble to this Resolution, be and the same is hereby approved, subject to the following conditions and restrictions:

1. That this Special Use is approved only for the use of the subject property by Enterprise Rent-A-Car Company of Wisconsin, LLC, successors and assigns, for an automobile rentals use, which shall be developed in substantial compliance with, and operated and maintained by Enterprise Rent-A-Car Company of Wisconsin, LLC, pursuant to those plans City file-stamped _____, 2019 and annexed hereto and incorporated herein as Exhibit A.
2. Enterprise Rent-A-Car Company of Wisconsin, LLC, successors and assigns, shall pay to the City of Franklin the amount of all development compliance, inspection and review fees incurred by the City of Franklin, including fees of consults to the City of Franklin, for the Enterprise Rent-A-Car Company of Wisconsin, LLC automobile rentals use, within 30 days of invoice for same. Any violation of this provision shall be a violation of the Unified Development Ordinance, and subject to §15-9.0502 thereof and §1-19. of the Municipal Code, the general penalties and remedies provisions, as amended from time to time.
3. The approval granted hereunder is conditional upon Enterprise Rent-A-Car Company of Wisconsin, LLC and the automobile rentals use upon the property located at 6321 South 108th Street: (i) being in compliance with all applicable governmental laws, statutes, rules, codes, orders and ordinances; and (ii) obtaining all other governmental approvals, permits, licenses and the like, required for and applicable to the project to be developed and as presented for this approval.

BE IT FURTHER RESOLVED, that in the event Enterprise Rent-A-Car Company of Wisconsin, LLC, successors or assigns, or any owner of the subject property, does not comply with one or any of the conditions and restrictions of this Special Use Resolution, following a ten (10) day notice to cure, and failure to comply within such time period, the Common Council, upon notice and hearing, may revoke the Special Use permission granted under this Resolution.

ENTERPRISE RENT-A-CAR COMPANY OF WISCONSIN, LLC – SPECIAL USE
RESOLUTION NO. 2020-_____

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BE IT FURTHER RESOLVED, that any violation of any term, condition or restriction of this Resolution is hereby deemed to be, and therefore shall be, a violation of the Unified Development Ordinance, and pursuant to §15-9.0502 thereof and §1-19. of the Municipal Code, the penalty for such violation shall be a forfeiture of no more than \$2,500.00, or such other maximum amount and together with such other costs and terms as may be specified therein from time to time. Each day that such violation continues shall be a separate violation. Failure of the City to enforce any such violation shall not be a waiver of that or any other violation.

BE IT FURTHER RESOLVED, that this Resolution shall be construed to be such Special Use Permit as is contemplated by §15-9.0103 of the Unified Development Ordinance.

BE IT FURTHER RESOLVED, pursuant to §15-9.0103G. of the Unified Development Ordinance, that the Special Use permission granted under this Resolution shall be null and void upon the expiration of one year from the date of adoption of this Resolution, unless the Special Use has been established by way of the issuance of an occupancy permit for such use.

BE IT FINALLY RESOLVED, that the City Clerk be and is hereby directed to obtain the recording of a certified copy of this Resolution in the Office of the Register of Deeds for Milwaukee County, Wisconsin.

Introduced at a regular meeting of the Common Council of the City of Franklin this _____ day of _____, 2020.

Passed and adopted at a regular meeting of the Common Council of the City of Franklin this _____ day of _____, 2020.

APPROVED:

Stephen R. Olson, Mayor

ATTEST:

Sandra L. Wesolowski, City Clerk

AYES _____ NOES _____ ABSENT _____



CITY OF FRANKLIN
REPORT TO THE PLAN COMMISSION

Meeting of June 18, 2020

Special Use and Site Plan Amendment

RECOMMENDATION: City Development Staff recommends approval of amendments to the Special Use and Site Plan of 6321 S 108th St, for Enterprise Rent-A-Car.

Project Name:	Enterprise Rent-A-Car Special Use
Project Address:	6321 108th Street
Property Owner:	CBDT 6321 Real Estate, LLC
Applicant:	Jim Flowers
Zoning:	M-1 Limited Industrial
Use of Surrounding Properties:	Commercial – auto dealership
Comprehensive Plan:	Industrial
Applicant Action Requested:	Recommendation of approval for a special use permit

INTRODUCTION:

- Staff recommendations are underlined and in italics and are included in the draft resolution.

The applicant, Enterprise Rent-A-Car, has applied for a special use amendment permit for the property at 6321 108th Street with Standard Industrial Classification Title No 7514, “Passenger car rental.” The applicant occupies 832 square feet of space located inside the Ewald Truck Center, with 1-25 vehicles parked on site at a time. The property is currently zoned as M-1 Limited Industrial, with a small area zoned C-1 Conservancy at the rear of the property.

The portion of the building at 6321 108th Street that is now Enterprise-Rent-A-Car was previously occupied by Mayfair Rent-A-Car, which Enterprise Holdings acquired from Ewald Chrysler Jeep Dodge, LLC in 2018. Ewald currently holds a separate Special Use Permit for the entirety of site which was issued in September of 2014 as Resolution No. 2014-7014. The Special Use amendment under consideration today solely pertains to Enterprise Rent-A-Car.

The site in question is surrounded with other auto-focused uses. To the north is the Ewald Chrysler Jeep Dodge car dealership, and the property to the south is a Hiller Ford car dealership. As previously stated, 6321 108th Street is also home to the Ewald Truck Center, which sells new and used trucks. The site plan that was submitted as part of this Special Use Permit application is dated 2015 and details the entire site; the applicant has highlighted a copy of the site plan to show areas occupied by Enterprise Rent-A-Car.

ANALYSIS:

Special Use

Passenger Car Rental is allowed as a Special Use within the current zoning for the site - M-1 Limited Industrial. The Future Land Use Map identifies this parcel as industrial as well.

The applicant has provided responses to the seven General Standards for Special Uses listed in §15-3.0701 (A). According to their responses, the Enterprise Rent-A-Car business use, Passenger car rental, is consistent with the M-1 district and the Comprehensive Plan purposes and intent for the property, will not cause adverse impact, will compliment surrounding properties, will be adequately served by the existing public facilities, will not cause undue traffic congestion, will not destroy significant features, and will comply with all standards of the M-1 Limited Industrial zoning district.

Staff believes that a passenger car rental facility in this location will provide public benefit and will be convenient to the community. The auto-centric nature of the surrounding development makes this site appropriate for a car rental use. Staff sees no adverse impacts that will result from the granting of this Special Use Permit, nor will granting the Special Use Permit establish a precedent of incompatible uses in the area.

Passenger vehicle rental is not one of the specified Special Uses for which Special Standards exist in the Unified Development Ordinance, and therefore responses to these special standards were not needed.

Site Plan

The site plan provided by the applicant indicates the portion of the building that is occupied by Enterprise Rent-A-Car, as well as the parking spaces that are part of their tenancy on the site. The applicant is proposing 18 total parking spaces including one ADA parking space. According to §15-5.0202 (F) “Off-street parking stalls shall be marked by painted lines or other approved material and shall be maintained so as to be legible at all times.” No parking is permitted in unmarked parking spaces.

Section 15-5.0203 of the UDO defines requires that an auto sales use is provide a minimum of 2 spaces per 1,000 square feet of gross floor area. According to the Site Plan, the showroom building is approximately 5,171 square feet, which requires 11 parking spaces (10.342 rounded up). Eleven customer parking spaces for the car dealership must be preserved on the site and cannot be rented to Enterprise Rent-A-Car as vehicle storage space.

The site plans provided by the applicant show that the site itself will not be altered as a result of Enterprise Rent-A-Car’s tenancy on a portion of the site. The applicant notes that some interior work will be done within their portion of the building, but this is not covered under a site plan review. The applicant must obtain building permits from Inspection Services for any interior changes. The applicant also indicates that new exterior signs were installed as a result of their tenancy. These signs were approved, and a permit was issued. The applicant has verbally indicated that signage was also installed in front of some of the parking spaces on the site, but it is not clear from the documentation provided that these signs were also reviewed and permitted. These signs are not indicated on the site plan provided and an approved sign permit was not included with the application materials. All new exterior signage should be indicated on the site plan.

Although this special use permit concerns only Enterprise Rent-A-Car, Staff would also like to note that conditions of the previous Special Use Permit approval for this site, Resolution No. 2014-7014, are still in effect for Ewald Chrysler Jeep Dodge, LLC at 6321 South 108th Street.

STAFF RECOMMENDATIONS:

City Development Staff recommends approval of a special use permit for SIC #7514 “Passenger Car Rental” for Enterprise Rent-A-Car to operate as a tenant at 6321 108th Street subject to the conditions in the draft Resolution.

RESOLUTION NO. 2020-_____

A RESOLUTION IMPOSING CONDITIONS AND RESTRICTIONS FOR THE APPROVAL OF A SPECIAL USE TO ALLOW FOR ENTERPRISE RENT-A-CAR OFFICE SPACE WITHIN EWALD TRUCK CENTER FOR AN AUTOMOBILE RENTALS USE UPON PROPERTY LOCATED AT 6321 SOUTH 108TH STREET (ENTERPRISE RENT-A-CAR COMPANY OF WISCONSIN, LLC, APPLICANT, CBDT 6321 REAL ESTATE, LLC, PROPERTY OWNER)

WHEREAS, Enterprise Rent-A-Car Company of Wisconsin, LLC, having petitioned the City of Franklin for the approval of a Special Use within an M-1 Limited Industrial District and C-1 Conservancy District to allow for an 832 square foot area of office space inside of the Ewald Truck Center (the space was previously occupied by Mayfair Rent-A-Car, which Enterprise Holdings acquired in 2018) for automobile rentals to customers of collision centers, dealerships and business travelers to local retail customers having their vehicles serviced in the area (1-25 vehicles on site at a time), with hours of operation Monday through Friday from 7:30 a.m. to 5:00 p.m. and Saturdays from 9:00 a.m. to 12:00 noon, for the property located at 6321 South 108th Street, bearing Tax Key No. 704-9973-000, more particularly described as follows:

All that part of the Northeast 1/4 of Section 6, Township 5 North, Range 21 East, in the City of Franklin, Milwaukee County, Wisconsin, bounded and described as follows, to wit: Commencing at a point of the East Line of said Northeast 1/4 of Section 6 which is 330.25 feet South of the Northeast corner of said 1/4 Section; thence South on said line 196.59 feet to a point; thence S. 88 degrees 19' W., parallel to the North line of said 1/4 Section, 844.77 feet to a point; thence N. 3 degrees 16'30" W., 196.57 feet to a point; thence N. 88 degrees 19' E., 855.99 feet to the place of commencement; and

WHEREAS, such petition having been duly referred to the Plan Commission of the City of Franklin for a public hearing, pursuant to the requirements of §15-9.0103D. of the Unified Development Ordinance, and a public hearing having been held before the Plan Commission on the 21st day of May, 2020, and the Plan Commission thereafter having determined to recommend that the proposed Special Use be approved, subject to certain conditions, and the Plan Commission further finding that the proposed Special Use upon such conditions, pursuant to §15-3.0701 of the Unified Development Ordinance, will be in harmony with the purposes of the Unified Development Ordinance and the Comprehensive Master Plan; that it will not have an undue adverse impact upon adjoining property; that it will not interfere with the development of neighboring property; that it will be served adequately by essential public facilities and services; that it will not cause undue traffic congestion; and that it will not result in damage to property of significant importance to nature, history or the like; and

ENTERPRISE RENT-A-CAR COMPANY OF WISCONSIN, LLC – SPECIAL USE
RESOLUTION NO. 2020-_____

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WHEREAS, the Common Council having received such Plan Commission recommendation and having found that the proposed Special Use, subject to conditions, meets the standards set forth under §15-3.0701 of the Unified Development Ordinance.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Common Council of the City of Franklin, Wisconsin, that the petition of Enterprise Rent-A-Car Company of Wisconsin, LLC, for the approval of a Special Use for the property particularly described in the preamble to this Resolution, be and the same is hereby approved, subject to the following conditions and restrictions:

1. That this Special Use is approved only for the use of the subject property by Enterprise Rent-A-Car Company of Wisconsin, LLC, successors and assigns, for an automobile rentals use, which shall be developed in substantial compliance with, and operated and maintained by Enterprise Rent-A-Car Company of Wisconsin, LLC, pursuant to those plans City file-stamped _____, 2019 and annexed hereto and incorporated herein as Exhibit A.
2. Enterprise Rent-A-Car Company of Wisconsin, LLC, successors and assigns, shall pay to the City of Franklin the amount of all development compliance, inspection and review fees incurred by the City of Franklin, including fees of consults to the City of Franklin, for the Enterprise Rent-A-Car Company of Wisconsin, LLC automobile rentals use, within 30 days of invoice for same. Any violation of this provision shall be a violation of the Unified Development Ordinance, and subject to §15-9.0502 thereof and §1-19. of the Municipal Code, the general penalties and remedies provisions, as amended from time to time.
3. The approval granted hereunder is conditional upon Enterprise Rent-A-Car Company of Wisconsin, LLC and the automobile rentals use upon the property located at 6321 South 108th Street: (i) being in compliance with all applicable governmental laws, statutes, rules, codes, orders and ordinances; and (ii) obtaining all other governmental approvals, permits, licenses and the like, required for and applicable to the project to be developed and as presented for this approval.

BE IT FURTHER RESOLVED, that in the event Enterprise Rent-A-Car Company of Wisconsin, LLC, successors or assigns, or any owner of the subject property, does not comply with one or any of the conditions and restrictions of this Special Use Resolution, following a ten (10) day notice to cure, and failure to comply within such time period, the Common Council, upon notice and hearing, may revoke the Special Use permission granted under this Resolution.

ENTERPRISE RENT-A-CAR COMPANY OF WISCONSIN, LLC – SPECIAL USE
RESOLUTION NO. 2020-_____

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BE IT FURTHER RESOLVED, that any violation of any term, condition or restriction of this Resolution is hereby deemed to be, and therefore shall be, a violation of the Unified Development Ordinance, and pursuant to §15-9.0502 thereof and §1-19. of the Municipal Code, the penalty for such violation shall be a forfeiture of no more than \$2,500.00, or such other maximum amount and together with such other costs and terms as may be specified therein from time to time. Each day that such violation continues shall be a separate violation. Failure of the City to enforce any such violation shall not be a waiver of that or any other violation.

BE IT FURTHER RESOLVED, that this Resolution shall be construed to be such Special Use Permit as is contemplated by §15-9.0103 of the Unified Development Ordinance.

BE IT FURTHER RESOLVED, pursuant to §15-9.0103G. of the Unified Development Ordinance, that the Special Use permission granted under this Resolution shall be null and void upon the expiration of one year from the date of adoption of this Resolution, unless the Special Use has been established by way of the issuance of an occupancy permit for such use

BE IT FINALLY RESOLVED, that the City Clerk be and is hereby directed to obtain the recording of a certified copy of this Resolution in the Office of the Register of Deeds for Milwaukee County, Wisconsin.

Introduced at a regular meeting of the Common Council of the City of Franklin this _____ day of _____, 2020.

Passed and adopted at a regular meeting of the Common Council of the City of Franklin this _____ day of _____, 2020.

APPROVED:

Stephen R. Olson, Mayor

ATTEST:

Sandra L. Wesolowski, City Clerk

AYES _____ NOES _____ ABSENT _____

STATE OF WISCONSIN

CITY OF FRANKLIN
PLAN COMMISSION

MILWAUKEE COUNTY

[Draft 5-14-20; Redraft 06-18-2020]

RESOLUTION NO. 2020-_____

A RESOLUTION APPROVING A SITE PLAN FOR INTERIOR
OFFICE SPACE REMODELING INSIDE THE EWALD TRUCK
CENTER, FOR ENTERPRISE RENT-A-CAR AUTOMOBILE RENTALS
(6321 SOUTH 108TH STREET)
(ENTERPRISE RENT-A-CAR COMPANY OF WISCONSIN, LLC,
APPLICANT, CBDT 6321 REAL ESTATE, LLC, PROPERTY OWNER)

WHEREAS, Enterprise Rent-A-Car Company of Wisconsin, LLC having applied for approval of a proposed site plan to remodel approximately 832 square feet of interior office space within Ewald Truck Center, for Enterprise Rent-A-Car automobile rentals, which includes a demising wall to separate the Truck Center and the Enterprise Rent-A-Car office space, and addition of a manager's office, property located at 6321 South 108th Street; and

WHEREAS, the Plan Commission having reviewed such proposal and having found same to be in compliance with the applicable terms and provisions of §15-3.0421 of the Unified Development Ordinance and in furtherance of those express standards and purposes of a site plan review pursuant to Division 15-7.0100 of the Unified Development Ordinance.

NOW, THEREFORE, BE IT RESOLVED, by the Plan Commission of the City of Franklin, Wisconsin, that the Site Plan to remodel approximately 832 square feet of interior office space within Ewald Truck Center, for Enterprise Rent-A-Car automobile rentals, which includes a demising wall to separate the Truck Center and the Enterprise Rent-A-Car office space, and addition of a manager's office, as depicted upon the plans dated _____, 2019, attached hereto and incorporated herein, is hereby approved, subject to the following terms and conditions:

1. The property subject to the Site Plan shall be developed in substantial compliance with, and operated and maintained pursuant to the Site Plan for the Enterprise Rent-A-Car Company of Wisconsin, LLC office space remodel dated _____, 2019.
2. Enterprise Rent-A-Car Company of Wisconsin, LLC, successors and assigns, and any developer of the Enterprise Rent-A-Car office space remodel project, shall pay to the City of Franklin the amount of all development compliance, inspection and review fees incurred by the City of Franklin, including fees of consults to the City of Franklin, for the Enterprise Rent-A-Car office space remodel project, within 30 days of invoice for same. Any violation of this provision shall be a violation of the Unified Development Ordinance, and subject to §15-9.0502 thereof and §1-19. of the Municipal Code, the general penalties and remedies provisions, as amended from time to time.

ENTERPRISE RENT-A-CAR COMPANY OF WISCONSIN, LLC – SITE PLAN
RESOLUTION NO. 2020-_____

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3. The approval granted hereunder is conditional upon the Enterprise Rent-A-Car office space remodel project within the Ewald Truck Center located at 6321 South 108th Street (i) being in compliance with all applicable governmental laws, statutes, rules, codes, orders and ordinances; and (ii) obtaining all other governmental approvals, permits, licenses and the like, required for and applicable to the project to be developed and as presented for this approval.
4. That the Enterprise Rent-A-Car office space remodel project shall be developed and constructed pursuant to such Site Plan within one year from the date of adoption of this Resolution, or this Resolution and all rights and approvals granted hereunder shall be null and void, without any further action by the City of Franklin.
5. No parking shall be permitted in unmarked parking spaces.
6. The 11 required customer parking spaces for the showroom on the site must be preserved.
7. The site plan should be revised to reflect the location of all new exterior signage, including signage in front of parking spaces.
8. The applicant must obtain building permits from Inspection Services for any interior changes prior to the issuance of occupancy permits.

Introduced at a regular meeting of the Plan Commission of the City of Franklin this _____ day of _____, 2020.

Passed and adopted at a regular meeting of the Plan Commission of the City of Franklin this _____ day of _____, 2020.

APPROVED:

Stephen R. Olson, Chairman

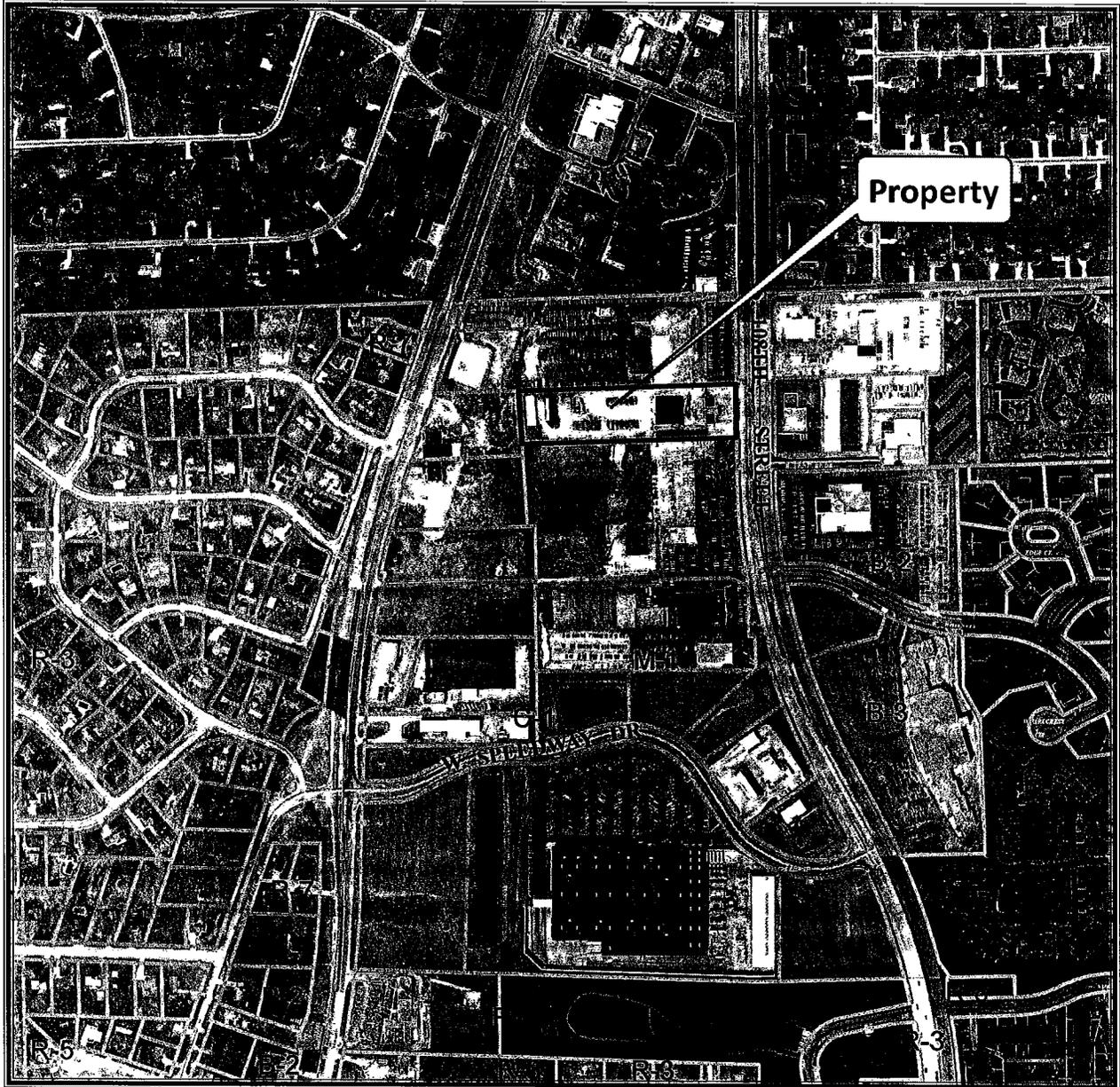
ATTEST:

Sandra L. Wesolowski, City Clerk

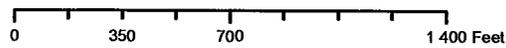
AYES _____ NOES _____ ABSENT _____



6321 S 108th Street
TKN: 704 9973 000



Planning Department
(414) 425-4024



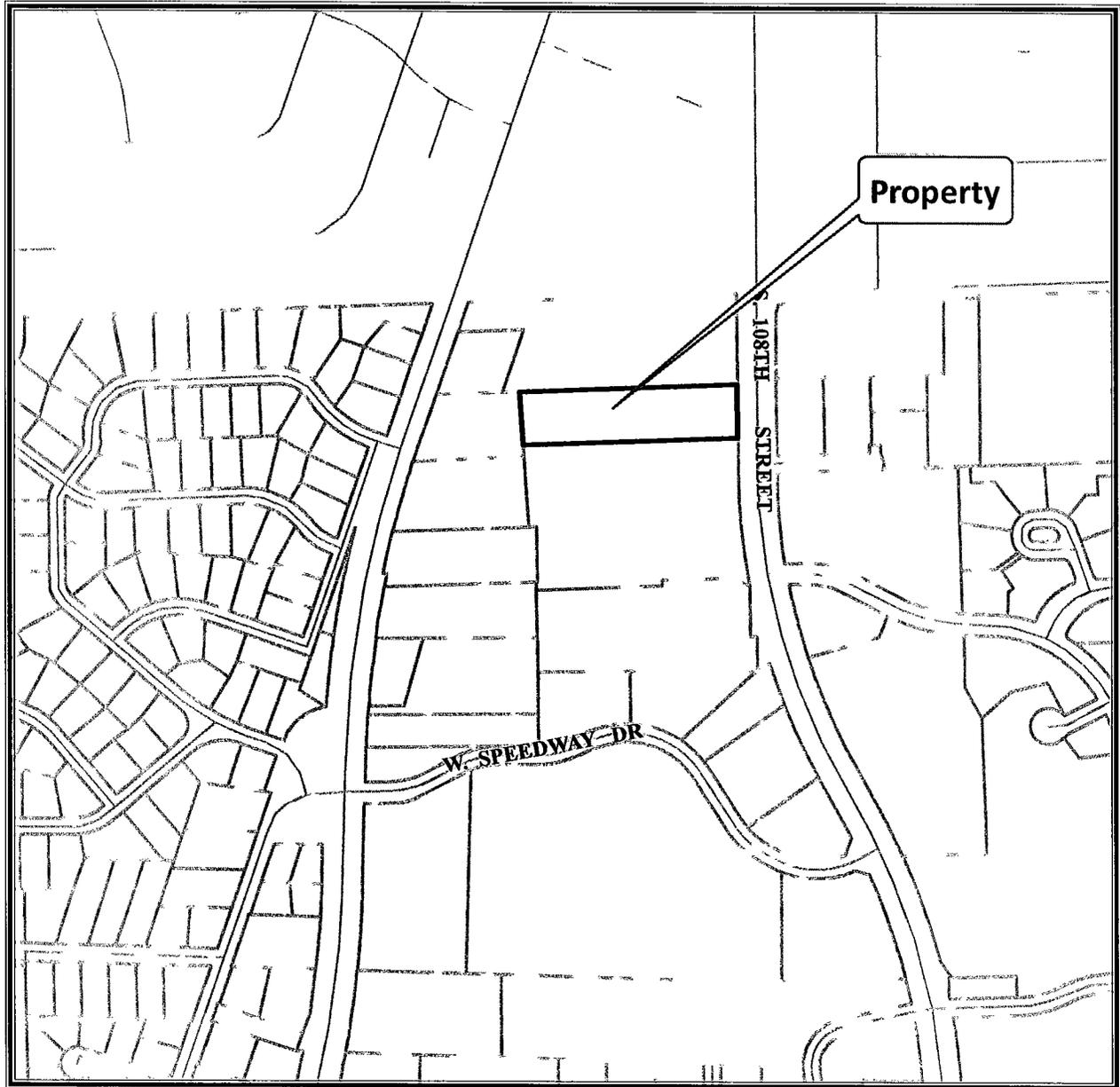
2017 Aerial Photo

This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal engineering, or surveying purposes.

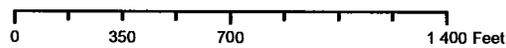


6321 S 108th Street

TKN: 704 9973 000



Planning Department
(414) 425-4024



2017 Aerial Photo

This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal engineering or surveying purposes.

Enterprise Rent-A-Car

Date: June 8, 2020

To: Department of City Development

From: Jim Flowers, Enterprise Rent-A-Car of Wisconsin, LLC

RE: Special Use Permit and Site Plan Review, 6321 108th Street – Enterprise Response to Staff Comments

Attached is the original Staff Comments from our Special Use Permit and Site Plan Review, 6321 108th Street. I have included our responses (red format) to your comments for review.

City of Franklin

Department of City Development

Date: May 7, 2020

To: Jim Flowers, Enterprise Rent-A-Car of Wisconsin, LLC

From: Department of City Development

RE: Special Use Permit and Site Plan Review, 6321 108th Street – Staff Comments

City Staff has reviewed the above application for the property located at 6321 108th Street. Enterprise Rent-A-Car is a tenant on a portion of the parcel in question, having purchased the Mayfair car rental business that was located at the same location and owned by Ewald Chrysler Jeep Dodge, LLC. Ewald continues to operate a Truck Center from the same building and parcel; the Enterprise Rent-A-Car uses a portion of the showroom building and a portion of the on-site parking.

The special use application was substantially complete as of the receipt of the applicant's response to the General Standards and Considerations found in Section 15-3.0701(A), (B), and (C) of the Unified Development Ordinance on December 12, 2019.

As there is a previously reviewed and approved site plan for this site, review was targeted towards those areas of the site that would be impacted by Enterprise Rent-A-Car as a tenant. All other conditions of approval for Site Plan approval for the site and Special Use Permit approval for the other uses on the site are still in effect.

Unified Development Ordinance (UDO) Requirements

Special Use

1. Please note on the application form that all existing uses on the site will continue to operate. Passenger vehicle rental is only one part of the use on the site.

Site Plan

2. The site plan that shows the leased portion of the site indicates that some of Enterprise Rent-A-Car's leased parking spaces are in an area behind the front building and are not marked as parking spaces. Section 15-5.0203 (F) of the UDO states that off-street parking stalls shall be marked by painted lines.
 - a. No cars may be parked in unmarked parking spaces. Please remove these unmarked spaces from Enterprise Rent-A-Car's leased area and submit a new site plan showing this update.

Enterprise Response: We've removed the unmarked stalls and our rear parking from the leased area and moved them to the North edge, angled parking area. The new site plan outlines our 18, Enterprise Parking Stalls on the North edge.

3. Section 15-5.0203 of the UDO defines requirements for off-street parking. Per this section, an auto sales use is required to provide a minimum of 2 spaces per 1,000 square feet of gross floor area. According to the Site Plan, the showroom building is approximately 5,171 square feet, which requires 11 parking spaces (10.342 rounded up). However, 8 of the 11 customer parking stalls indicated on the site plan are included within the shaded area for Enterprise's use.
 - a. Please clearly indicate on the site plan which eleven parking spaces on the site are now used for customer parking, including the required ADA accessible parking spot.

Enterprise Response: We've moved our Enterprise parking stalls to the North Edge, angled parking area. The updated site plan has been submitted to show eight customer stalls in the rear of the building and three parallel to the front of the building. An ADA stall is part of the three, front customer stalls.

4. Please submit an updated site plan that indicates the location of each Enterprise Rent-A-Car parking space sign.

Enterprise Response: An updated site plan has been submitted showing the Enterprise parking stalls on the North edge, angled parking area.

5. Permits for all signage must be obtained from the City of Franklin Inspection Services department.

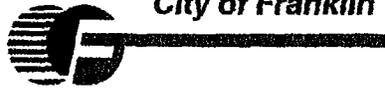
Other Department of City Development Comments

6. As previously noted, all conditions of approval for the site plan review and special use permit that was previously issued for 6321 South 108th Street are still in effect.

Building Inspection Department Staff Comments

The applicant must obtain proper permits (Building/Electrical/HVAC) from Inspection Services for any of the interior alteration work mentioned in the Project Summary.

Enterprise Response: We plan to pull proper building permits, etc. once or conditional use permit is approved. Thank you



Date of Application: _____

SITE PLAN / SITE PLAN AMENDMENT APPLICATION

Complete, accurate and specific information must be entered. *Please Print.*

Applicant (Full Legal Name[s])

Name: Jim Flowers
 Company: Enterprise Rent-A-Car Company of Wisconsin, LLC a Delaware limited liability company
 Mailing Address: S17W22650 Lincoln Avenue
 City / State: Waukesha Zip: 53186
 Phone: 262-544-8300
 Email Address: james.d.flowers@ehi.com

Project Property Information

Property Address: 6321 S 108th Street
 Property Owner(s): CBDT 8321 Real Estate, LLC a Wisconsin limited liability company
 Mailing Address: 6321 S. 108th Street
 City / State: Franklin, WI Zip: 53132
 Email Address: cewald@ewaldauto.com

Applicant Is Represented by (contact person)(Full Legal Name[s])

Name: _____
 Company: _____
 Mailing Address: _____
 City / State: _____ Zip: _____
 Phone: _____
 Email Address: _____

Tax Key Nos: 704-9973-000
 Existing Zoning: M-1 Limited Industrial District & C-1 Conservancy District
 Existing Use: 6511 New and Used car dealers, 5581 Recreational vehicles dealers, 7614 Passenger car rental & 7030 General
 Proposed Use: Vehicle Rental
 Future Land Use Identification: _____

*The 2025 Comprehensive Master Plan Future Land Use Map is available at <http://www.franklinwi.gov/Home/Resources/Documents/Maps.htm>

Site Plan/Site Plan Amendment submittals for review must include and be accompanied by the following.

- This Application form accurately completed with original signature(s) Facsimiles and copies will not be accepted
- Application Filing Fee, payable to City of Franklin:
 - Tier 1 \$2000
 - Tier 2: \$1000 (Lot size ≤ 1 acre)
 - Tier 3, \$500 (≤ 10% Increase or decrease in total floor area of all structures with no change to parking, or change to parking only).
- Legal Description for the subject property (WORD doc or compatible format)
- Seven (7) complete collated sets of Application materials to include.
 - One (1) original and six (6) copies of a written Project Summary, including description of any new building construction and site work, interior/exterior building modifications or additions to be made to property, site improvement costs, estimate of project value and any other information that is available)
 - Seven (7) folded full size, drawn to scale copies (at least 24" x 36") of the Site Plan/Site Plan Amendment package (The submittal should include only those plans/items as set forth in Section 15-7 0103, 15-7.0301 and 15-5.0402 of the Unified Development Ordinance that are impacted by the development. (e.g., Site Plan, Building Elevations, Landscape Plan, Outdoor Lighting Plan, Natural Resource Protection Plan, etc.)
 - Reduced size (11"x17") copies of the Site Plan/Site Plan Amendment package will be at Planning staff recommendation, if applicable.
- One colored copy (11"x17") of the building elevations, if applicable
- One copy of the Site Intensity and Capacity Calculations, if applicable (see Division 15-3 0500 of the UDO)
- Three copies of the Natural Resource Protection report, if applicable (see Section 15-7 0103Q of the UDO)
- Email (or CD ROM) with all plans/submittal materials Plans must be submitted in both Adobe PDF and AutoCAD compatible format (where applicable)

- *Upon receipt of a complete submittal, staff review will be conducted within ten business days Additional materials may be required
- *Site Plan/Site Plan amendment requests require Plan Commission or Community Development Authority review and approval

The applicant and property owner(s) hereby certify that: (1) all statements and other information submitted as part of this application are true and correct to the best of applicant's and property owner(s)' knowledge, (2) the applicant and property owner(s) has/have read and understand all information in this application, and (3) the applicant and property owner(s) agree that any approvals based on representations made by them in this Application and its submittal, and any subsequently issued building permits or other type of permits, may be revoked without notice if there is a breach of such representation(s) or any condition(s) of approval. By execution of this application, the property owner(s) authorize the City of Franklin and/or its agents to enter upon the subject property(ies) between the hours of 7:00 a.m. and 7:00 p.m. daily for the purpose of inspection while the application is under review. The property owner(s) grant this authorization even if the property has been posted against trespassing pursuant to Wis Stat §943.13.

(The applicant's signature must be from a Managing Member if the business is an LLC, or from the President or Vice President if the business is a corporation. A signed applicant's authorization letter may be provided in lieu of the applicant's signature below, and a signed property owner's authorization letter may be provided in lieu of the property owner's signature(s) below. If more than one, all of the owners of the property must sign this Application).

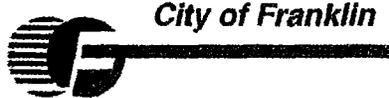
Craig A. Ewald
 Signature (Property Owner)
CRIG A. EWALD MANAGER
 Name & Title (PRINT)
 Date: 11/18/19

Jim Flowers
 Signature Applicant
Jim Flowers, Facilities Specialist
 Name & Title (PRINT)
 Date: 11/18/19

 Signature Property Owner
 Name & Title (PRINT)
 Date: _____

 Signature Applicant's Representative
 Name & Title (PRINT)
 Date: _____

Planning Department
 9229 West Loomis Road
 Franklin, Wisconsin 53132
 Email: generalplanning@franklinwi.gov



Phone (414) 425-4024
 Fax: (414) 427-7691
 Web Site www.franklinwi.gov

Date of Application: _____

SPECIAL USE / SPECIAL USE AMENDMENT APPLICATION

Complete, accurate and specific information must be entered. Please Print.

Applicant (Full Legal Name(s)).

Name: Jim Flowers
 Company: Enterprise Rent-A-Car Company of Wisconsin, LLC, a Delaware limited liability company
 Mailing Address: S17W22650 Lincoln Avenue
 City / State: Waukesha Zip: 53186
 Phone: 262-544-8300
 Email Address: james.d.flowers@ehi.com

Applicant Is Represented by (contact person)(Full Legal Name(s))

Name: _____
 Company: _____
 Mailing Address: _____
 City / State: _____ Zip: _____
 Phone: _____
 Email Address: _____

Project Property Information:

Property Address: 6321 S. 108th Street
 Property Owner(s): CBDT 6321 Real Estate, LLC a Wisconsin limited liability company
 Mailing Address: 6321 S. 108th Street
 City / State: Franklin, WI Zip: 53132
 Email Address: cewald@ewaldauto.com

Tax Key Nos: 704-9973-000
 Existing Zoning: M-1 Limited Industrial District & C-1 Conservancy District
 Existing Use: 0519 New and Used car dealers, 0501 Recreational vehicles dealers, 7214 Passenger car rental & 7339 General F
 Proposed Use: Vehicle Rental
 Future Land Use Identification: _____

*The 2025 Comprehensive Master Plan Future Land Use Map is available at: <http://www.franklinwi.gov/Home/Resources/Documents/Maps.htm>

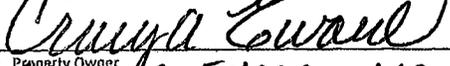
Special Use/Special Use Amendment submittals for review must include and be accompanied by the following:

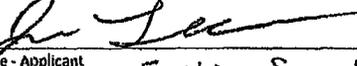
- This Application form accurately completed with original signature(s) Facsimiles and copies will not be accepted
- Application Filing Fee, payable to City of Franklin
 - \$1500, New Special Use over 4,000 square feet
 - \$1000 Special Use Amendment
 - \$750, New Special Use under 4,000 square feet
- Legal Description for the subject property (WORD doc or compatible format).
- One copy of a response to the General Standards, Special Standards (if applicable), and Considerations found in Section 15-3 0701(A), (B), and (C) of the Unified Development Ordinance available at www.franklinwi.gov.
- Seven (7) complete collated sets of Application materials to include
 - One (1) original and six (6) copies of a written Project Summary, including description of any new building construction and site work, interior/exterior building modifications or additions to be made to property, site improvement costs, estimate of project value and any other information that is available
 - Three (3) folded full size, drawn to scale copies (at least 24" x 36") of the Site Plan/Site Plan Amendment package. (The submittal should include only those plans/items as set forth in Section 17-7.0101, 15-7.0301 and 15-5.0402 of the Unified Development Ordinance that are impacted by the development. (e.g., Site Plan, Building Elevations, Landscape Plan, Outdoor Lighting Plan, Natural Resource Protection Plan, etc.)
 - Four (4) folded reduced size (11"x17") copies of the Site Plan/Site Plan Amendment package
- One colored copy (11"x17") of the building elevations, if applicable.
- Three copies of the Natural Resource Protection Plan and report, if applicable (see Section 15-4 0102 & 15-7.0201 of the UDO)
- Email (or CD ROM) with all plans/submittal materials. Plans must be submitted in both Adobe PDF and AutoCAD compatible format (where applicable)

- *Upon receipt of a complete submittal, staff review will be conducted within ten business days
- *Special Use/Special Use Amendment requests require Plan Commission review, a Public Hearing and Common Council approval

The applicant and property owner(s) hereby certify that (1) all statements and other information submitted as part of this application are true and correct to the best of applicant's and property owner(s)' knowledge, (2) the applicant and property owner(s) has/have read and understand all information in this application, and (3) the applicant and property owner(s) agree that any approvals based on representations made by them in this application and its submittal, and any subsequently issued building permits or other type of permits, may be revoked without notice if there is a breach of such representation(s) or any condition(s) of approval. By execution of this application, the property owner(s) authorize the City of Franklin and/or its agents to enter upon the subject property(ies) between the hours of 7:00 a.m. and 7:00 p.m. daily for the purpose of inspection while the application is under review. The property owner(s) grant this authorization even if the property has been posted against trespassing pursuant to Wis. Stat. §943.13

(The applicant's signature must be from a Managing Member if the business is an LLC, or from the President or Vice President if the business is a corporation. A signed applicant's authorization letter may be provided in lieu of the applicant's signature below, and a signed property owner's authorization letter may be provided in lieu of the property owner's signature(s) below. If more than one, all of the owners of the property must sign this Application).


 Signature: Craig A. Ewald
 Name & Title (PRINT): CRIG A. EWALD MANAGER
 Date: 11/18/19


 Signature - Applicant: Jim Flowers
 Name & Title (PRINT): Facilities Specialist
 Date: 11/18/19

Signature: _____
 Name & Title (PRINT): _____
 Date: _____

Signature: _____
 Name & Title (PRINT): _____
 Date: _____

Enterprise Rent-A-Car Project Summary

6321 S. 108th Street
Franklin, WI 53027

Jim Flowers, on behalf of Enterprise Rent-A-Car Company of Wisconsin, LLC, is seeking a conditional use/zoning approval from the Plan Commission to operate a car rental business at the aforementioned address. Enterprise plans to sublease about 832 square feet of office space. Our lease holder improvements include, but not limited to:

- Updating the interior office space with a demising wall to separate the Truck Center and our office space while adding a manager's office
- Adding exterior signage per local zoning code (already completed, permit was issued)

Enterprise was founded in 1957 and has been operating in Wisconsin for 25 years. Our business activities throughout the state include renting automobiles, renting commercial trucks, auto fleet leasing, as well as retail and wholesale auto sales. As a privately held company, Enterprise supports the communities it operates in. This ranges from providing local jobs to patronizing local companies for business materials/services.

Our proposed use of 6321 S. 108th Street is automobile rental in the 832 square feet of space located inside the Ewald Truck Center. Additionally, vehicles will be cleaned in the Dodge Dealership garage prior to being rented. This includes washing, vacuuming, and interior detailing. We will not rent commercial trucks or sell automobiles out of this location. Our clientele ranges from customers of collision centers, dealerships and business travelers to local retail customers having their vehicles serviced in the area. The maximum number of employees would be 3. This includes both full and part time employees. The hours of operation will be 7:30am – 5:00pm Monday through Friday, Saturday 9:00AM - Noon and Closed Sunday. We anticipate the number of vehicles onsite to vary between 1 to 25 vehicles which include employee vehicles and vehicles waiting to be rented.

This space was occupied by Mayfair Rent-A-Car which Enterprise Holdings acquired in 2018. While Enterprise is also in the automotive industry, we rent automobiles while using environmentally friendly car cleaning chemicals and all vehicle maintenance and repairs are done at local dealerships, service and collision repair shops. We pride ourselves on expanding into communities, creating jobs and boosting the local economy. Thank you for the opportunity to apply for this conditional use/zoning permit in the City of Franklin, Wisconsin.

Jim Flowers
Enterprise Rent-A-Car, Facilities Specialist

DIVISION 15-3.0700

SPECIAL USE STANDARDS AND REGULATIONS

SECTION 15-3.0701

GENERAL STANDARDS FOR SPECIAL USES

A. ***General Standards.*** No special use permit shall be recommended or granted pursuant to this Ordinance unless the applicant shall establish the following:

1. **Ordinance and Comprehensive Master Plan Purposes and Intent.** The proposed use and development will be in harmony with the general and specific purposes for which this Ordinance was enacted and for which the regulations of the zoning district in question were established and with the general purpose and intent of the City of Franklin Comprehensive Master Plan or element thereof.

Response: We propose to operate a car rental business onsite at the Ewald Automotive Truck Center located at 3121 S. 108th Street. Prior to Enterprise Rent-A-Car operating, Mayfair rent a car operated under Ewald Automotive Group's special use permit issued in 2014. Enterprise purchased Mayfair rent a car in 2018. Enterprise will function and adhere to similar business functions as a car rental business occupying the same 832 square feet of office space. Enterprise Rent-A-Car will complement the current business mix in the immediate area. Our clientele ranges from customers of collision centers, dealerships and business travelers to local retail customers having their vehicles serviced in the area. Existing automotive businesses such as Ewald Chrysler-Jeep-Dodge and Truck Center, Hiller Ford, Boucher VW and automotive body shops will benefit with our presence in the area.

2. **No Undue Adverse Impact.** The proposed use and development will not have a substantial or undue adverse or detrimental effect upon or endanger adjacent property, the character of the area, or the public health, safety, morals, comfort, and general welfare and not substantially diminish and impair property values within the community or neighborhood.

Response: Enterprise Rent-A-Car prides its-self on positively impacting our customers, employees and the communities we operate in with upmost integrity. Our very own sustainable business practices are outlined and adhered to within our business culture. We rent automobiles while using environmentally friendly car cleaning chemicals. We'll only clean our vehicles onsite for rental customers. All fueling, maintenance and service work will be performed with local, off-site vendors. Enterprise will not perform any new development to the property. We're entering an existing and established business development that Ewald Automotive established in 2014. The impact on the immediate area can only be positive as we compliment the current businesses mix as an automotive industry leader, renting automobiles.

3. **No Interference with Surrounding Development.** The proposed use and development will be constructed, arranged, and operated so as not to dominate the immediate vicinity or to interfere with the use and development of neighboring property in accordance with the applicable zoning district regulations.

Response: Our proposed use will complement the current businesses in the immediate vicinity. No new construction or development with a substantial scope of work will be done onsite. We propose to perform some minor interior work to the 832 square feet

of office space. Adding a dividing wall to separate our office space with the truck center and a manger office.

4. **Adequate Public Facilities.** The proposed use and development will be served adequately by essential public facilities and services such as streets, public utilities including public water supply system and sanitary sewer, police and fire protection, refuse disposal, public parks, libraries, schools, and other public facilities and utilities or the applicant will provide adequately for such facilities.

Response: The current development allows for public and private utilities, police and fire protection and refuse disposal. Enterprise is committed to keeping the property compliant with proper emergency fire lanes, access and egress during emergencies. Ewald Automotive Group teams up with KPA, safety consultant, to review their operations yearly along with Enterprise operating onsite. Along with safety inspections, Enterprise performs inspections on our life/safety equipment such as fire extinguishers and eye wash station.

5. **No Traffic Congestion.** The proposed use and development will not cause undue traffic congestion nor draw significant amounts of traffic through residential streets. Adequate measures will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets.

Response: Enterprise Rent-A-Car will fit perfectly with Ewald Automotive Groups existing development and site plan. The layout allows for our rental vehicles to be stored onsite while customers can enter and exit the property without congestion. Our business model is designed to keep rental vehicles on the road which benefits the site allowing customer room to park and perform business onsite. Our parking plan is designed to allow room for our daily flow of customer and renal vehicles.

6. **No Destruction of Significant Features.** The proposed use and development will not result in the destruction, loss, or damage of any natural, scenic, or historic feature of significant importance.

Response: No changes are being made to the property as is; therefore, Enterprise's operation will not result in any destruction, loss or damage of any natural, scenic, or historic feature of significant importance.

7. **Compliance with Standards.** The special use shall, in all other respects, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified by the Common Council pursuant to the recommendations of the Plan Commission. The proposed use and development shall comply with all additional standards imposed on it by the particular provision of this Division and Ordinance authorizing such use.

Response: We propose to be 100% compliant with the City's determination for special use

within the district's standards. Enterprise treats community leadership as a business partner; further growing our business and ultimately impacting the communities we operate in. We look forward to continuing our business relationship with the City of Franklin and working with the Ewald Automotive Group to assist the communities need for rental vehicles and automotive care.

- B. **Special Standards for Specified Special Uses.** When the zoning district regulations authorize a special use in a particular zoning district and that special use is indicated as having special standards, as set forth in Section 15-3.0702 and 15-3.0703 of this Division, a Special Use Permit for such use in such zoning district shall not be recommended or granted unless the applicant shall establish compliance with all such special standards.

Response: Under section 15-3.0703 we do not see any detailed standards that fall within our special use of renting automobiles.

- C. **Considerations.** In determining whether the applicant's evidence establishes that the foregoing standards have been met, the Plan Commission and the Common Council shall consider the following:

1. **Public Benefit.** Whether and to what extent the proposed use and development at the particular location requested is necessary or desirable to provide a service or a facility that is in the interest of the public convenience or that will contribute to the general welfare of the neighborhood or community.

Response: Enterprise was founded in 1957 and has been operating in Wisconsin for 25 years. Our business activities throughout the state include renting automobiles, renting commercial trucks, auto fleet leasing, as well as retail and wholesale auto sales. As a privately held company, Enterprise supports the communities it operates in. This ranges from providing local jobs to patronizing local companies for business materials/services. Not only will we continue to provide a service for renting automobiles, we impact communities by teaming with the United Way. Our contributions by employees and matched by the Taylor Family Foundation are felt in many communities around South East Wisconsin and impacting the state of Wisconsin. Recently, we donated time and money to Feeding America fulfilling a pledge by our founder, Jack Tylor to give back to those in need, keeping food on the table.

2. **Alternative Locations.** Whether and to what extent such public goals can be met by the location of the proposed use and development at some other site or in some other area that may be more appropriate than the proposed site.

Response: Enterprise Rent-A-Car purchased Mayfair rent a car in 2018. Enterprise took over operations, customers and onsite square footage pursuant to Ewald Automotive Groups 2014 special use permit. The acquisition in 2018 was a prime location to expand our business back into the Franklin community and market place. Enterprise

continues to service automotive rental needs in the immediate vicinity that Ewald Automotive Group established with Mayfair rent a car.

3. **Mitigation of Adverse Impacts.** Whether and to what extent all steps possible have been taken to minimize any adverse effects of the proposed use and development on the immediate vicinity through building design, site design, landscaping, and screening.

Response: Ewald Automotive Group has done a thorough site plan and execution blending their businesses within the immediate vicinity. Enterprise Rent-A-Car will continue to operate within the proposed site plan established in 2014.

4. **Establishment of Precedent of Incompatible Uses in the Surrounding Area.** Whether the use will establish a precedent of, or encourage, more intensive or incompatible uses in the surrounding area.

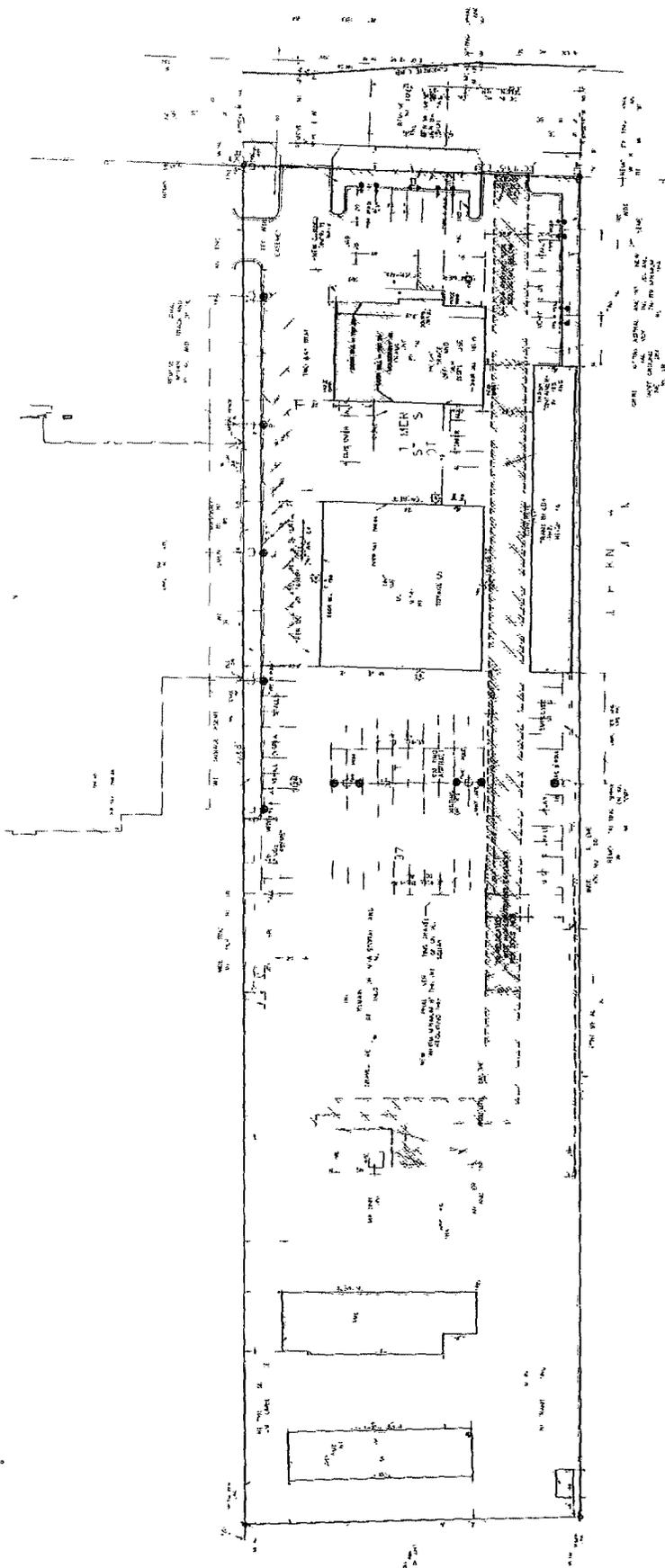
Response: Enterprise Rent-A-Car will provide automotive rentals as first established by Mayfair rent a car and Ewald Automotive Group in 2014. We'll continue to support the surrounding area businesses and community's need for automotive rentals. We see this as a positive relationship with the Ewald Automotive Group while supporting current dealerships and automotive body shops in the immediate area.

Legal Description

6321 South 108th Street, bearing Tax Key No. 704-9973-000

All that part of the Northeast $\frac{1}{4}$ of Section 6, Township 5 North Range 21 East, in the City of Franklin, Milwaukee County, Wisconsin, bounded and described as follow to wit:

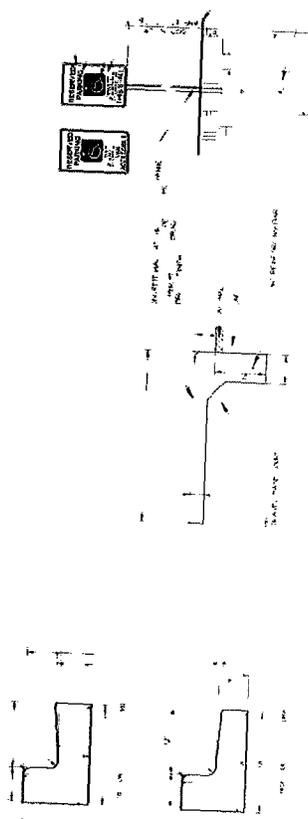
Commencing at a point of the East Line of said Northeast $\frac{1}{4}$ of Section 6 which is 330.25 feet South of the Northeast corner of said $\frac{1}{4}$ Section; thence South on said line 196.59 feet to a point; thence S. 88 degrees 19' W., parallel to the North line of said $\frac{1}{4}$ Section, 844.77 feet to a point; thence N. 3 degrees 16'30" W., 196.57 feet to a point; thence N. 88 degrees 19' E., 855.99 feet to the place of commencement.



- PROJECT NOTES:**
1. LOT SIZE = 154,863 SF or 3.56 ACRES
 2. IMPERVIOUS = 81,601 SF
GREEN SPACE = 73,262 SF
LANDSCAPE SURFACE RATIO = 0.47
 3. CURRENT ZONING M-1
 4. PROPOSED ZONING M-1
 5. SETBACKS:
FRONT 40'
REAR YARD 15'
SIDE YARD 20'
WETLAND BUFFER - 30'
WETLAND SETBACK 50'
PARKING STALL REQUIRED = 11(1/1000 SF RETAIL SPACE)
PARKING STALLS PROPOSED = 11

**Enterprise 18
Parking Stalls**

**Enterprise
Office Space**



REVISIONS:	DATE	BY	CHKD

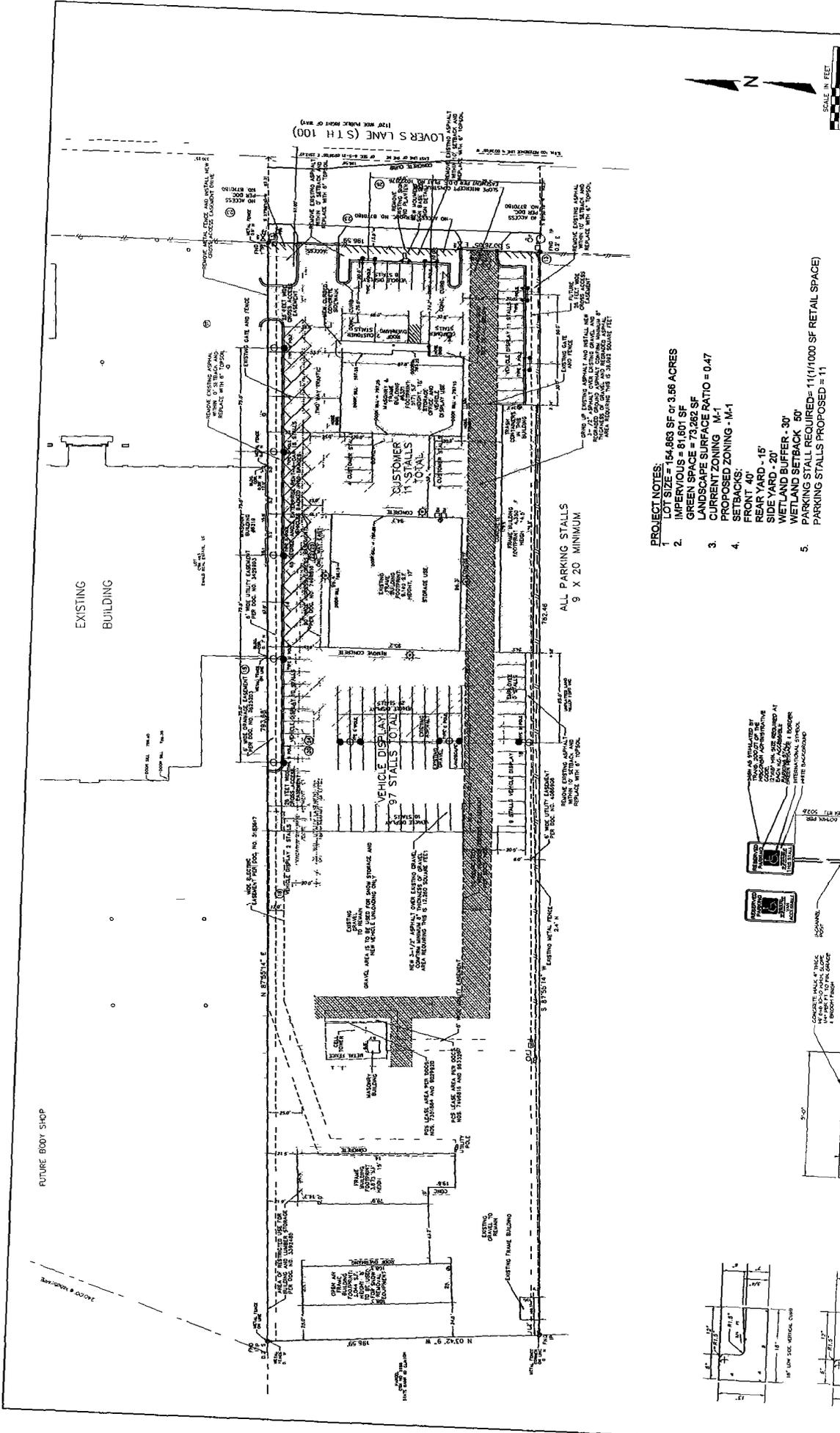


 T&D ASSOCIATES, INC.
 1000 W. WISCONSIN ST.
 MILWAUKEE, WI 53233
 TEL: 414.224.1100
 FAX: 414.224.1101
 WWW.TDASSOCIATES.COM

CITY OF FRANKLIN, WI
 EWALD TRUCK CENTER
 20150118 108 11 SHEET

SITE DEVELOPMENT PLAN

OWNER/DEVELOPER:
CENT ENTERPRISES



REVISIONS	DATE	BY	DESCRIPTION
1	5-23-20	TD	ISSUE FOR PERMITS
2	5-23-20	TD	ISSUE FOR PERMITS
3	5-23-20	TD	ISSUE FOR PERMITS
4	5-23-20	TD	ISSUE FOR PERMITS
5	5-23-20	TD	ISSUE FOR PERMITS

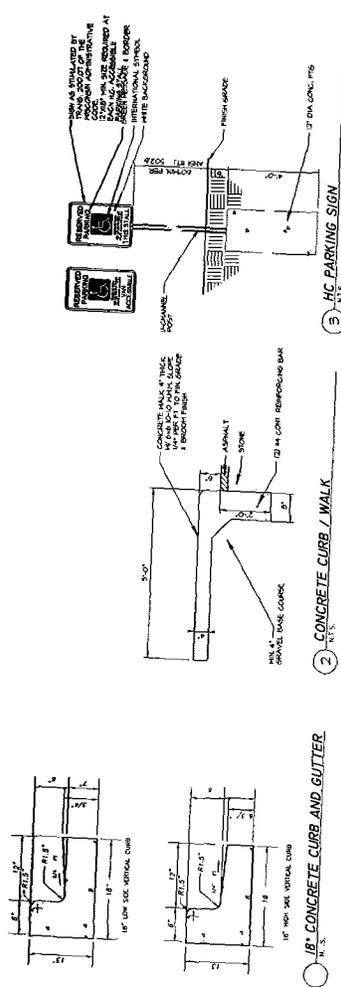
TO ASSOCIATES, INC.
 1000 W. WISCONSIN ST.
 MILWAUKEE, WI 53233
 TEL: 414.224.1100
 FAX: 414.224.1101
 WWW: TOASSOCIATES.COM

CITY OF FRANKLIN, WI
 EWALD TRUCK CENTER
 150 SOUTH BAYVIEW DRIVE

SITE DEVELOPMENT PLAN
 SCALE: 3/8" = 1'-0"
 DESIGNED BY: TD
 DRAWN BY: TD
 CHECKED BY: TD
 DATE: 5-23-20

SHEET C-20

- PROJECT NOTES:**
1. LOT SIZE = 154,863 SF or 3.56 ACRES
 2. IMPERVIOUS = 81,601 SF
GREEN SPACE = 73,262 SF
LANDSCAPE SURFACE RATIO = 0.47
 3. CURRENT ZONING = M-1
 4. PROPOSED ZONING = M-1
SETBACKS:
FRONT 40'
REAR YARD - 15'
SIDE YARD - 20'
WETLAND BUFFER - 30'
WETLAND SETBACK - 50'
 5. PARKING STALLS REQUIRED = 111 (1/1000 SF RETAIL SPACE)
PARKING STALLS PROPOSED = 11



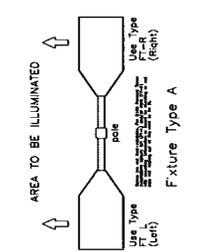
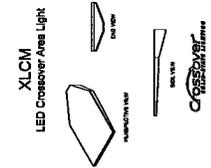
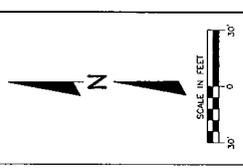
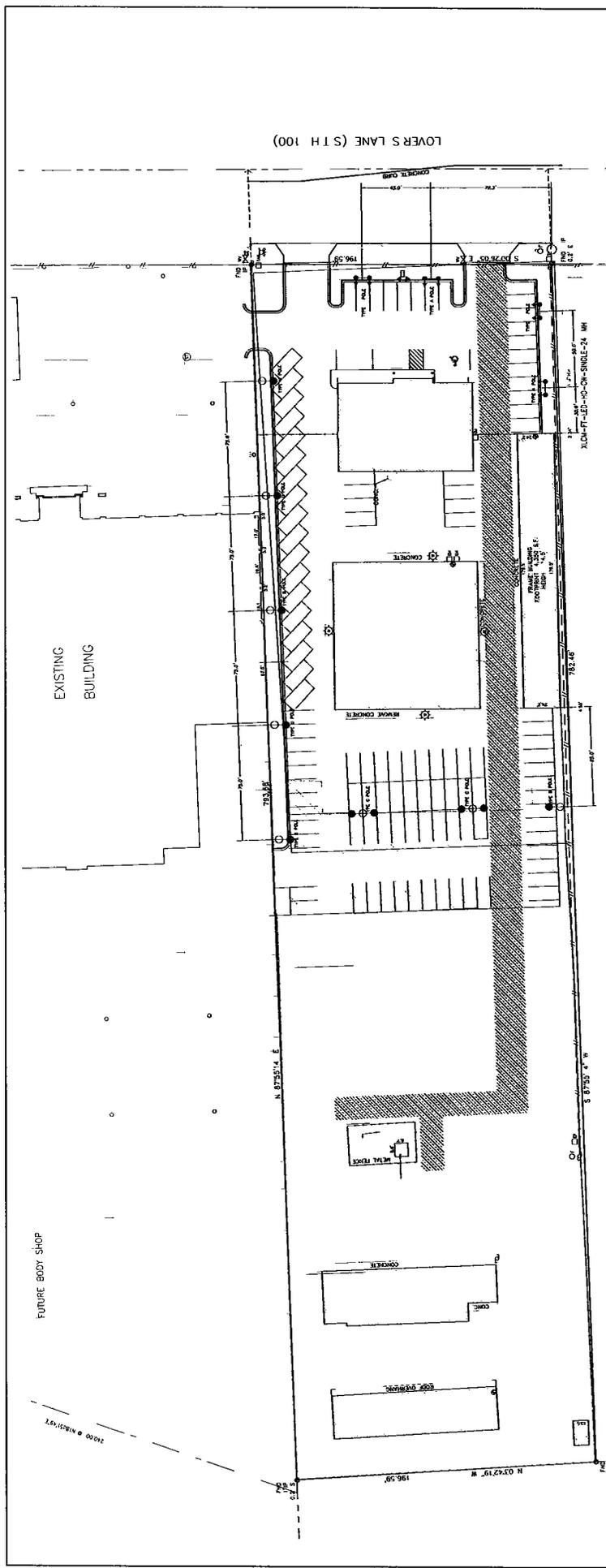
1. CONCRETE CURB AND GUTTER

2. CONCRETE CURB / WALK

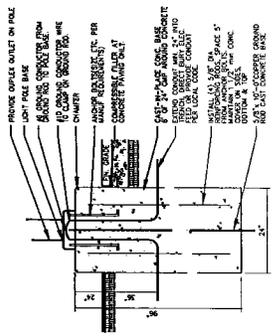
3. HC PARKING SIGN

4. ALL PARKING STALLS 9 X 20 MINIMUM

5. OWNER/DEVELOPER:
CBDT ENTERPRISES
6319 S. 108th Street
Franklin WI 53132



Quantity	Item Description	Unit	Quantity	Item Description	Unit	Quantity	Item Description	Unit
1	XLCM LED Crossover Area Light	EA	1	XLCM LED Crossover Area Light	EA	1	XLCM LED Crossover Area Light	EA
1	Fixture Type A (Left)	EA	1	Fixture Type A (Right)	EA	1	Fixture Type A (Left)	EA
1	Fixture Type A (Right)	EA	1	Fixture Type A (Left)	EA	1	Fixture Type A (Right)	EA



5 LIGHT POLE BASE

REVISIONS:	DATE	NOTE

TO ASSOCIATES, INC.
 1000 W. WISCONSIN AVENUE, SUITE 100
 MILWAUKEE, WI 53233
 TEL: 414.224.1100
 FAX: 414.224.1101
 WWW.TOA-ASSOCIATES.COM

CITY OF FRANKLIN, WI
 HALE PARK TRUCK CENTER
 SITE LIGHTING PLAN

DATE	SCALE	JOB NO.	DATE

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APPROVAL <i>slw</i>	REQUEST FOR COUNCIL ACTION	MTG. DATE July 7, 2020
Reports & Recommendations	REQUEST TO GRANT EXEMPTION FROM REQUIREMENT TO CONNECT TO WATER MAIN AT 10475 W. ST. MARTINS ROAD (TAX KEY 800 9999 001)	ITEM NO. <i>G.9.</i>

BACKGROUND

John & Rita Schleck, the property owners at 10475 W. St. Martins Road, are constructing a new home. Their parcel is a flag lot with a 40+/- foot width connection to the W. St. Martins road right-of-way that contains public sanitary sewer and water main. The Owner will connect to the sanitary sewer but has asked for an exemption to connect to the water main and alternatively install a well.

The Franklin Municipal code discusses requirement to connect to water mains:

§ 190-19 Connection to Water Mains- D Connection required - (1) All buildings to be used for human habitation, including residential ... constructed or to be constructed upon any vacant land adjacent to or abutting any public right-of-way or easement wherein a municipal water main is installed or is being installed as required by the City of Franklin, shall be connected to the municipal water system and not be serviced by a private well "

There is a process for which the above section may be exempted:

(5) The Common Council may grant an exemption from the requirements of Subsection D (1) above upon the application of the owner of the land improved or to be improved by such buildings where it finds that compliance with Subsection D (1) would create an unnecessary hardship or practical difficulty.

ANALYSIS

The Board of Water Commissioners discussed this issue on July 16, 2020. There was some uncertainty that the property owner was aware that he was required to connect when the building permits were obtained. As partially described in the written request from Mr. Schleck, there are some extenuating circumstances that the applicant believes would qualify as a financial hardship to connect at a location beneath the westbound lane of W. St. Martins.

After much discussion, the Board made a conditional recommendation to the Common Council that:

1. If Mr. Schleck was made aware of the fact that he was required to connect to municipal water (as evidence on a permit) then he should be required to connect to public water main in W. St. Martins Road. or
2. If Mr. Schleck was not made aware of the fact that he was required to connect to municipal water (as evidence on a permit), then he should be allowed to construct a private well but through an agreement recorded with his property deed, the property would receive a flat-rate water bill per the calculation and procedure with other flat-rate water customers.

Staff discussed this with the Inspection Services Department and two documents were located.

The first document was a permit issued by the City of Franklin. Note that the application indicates that the water would be "municipal." To explain the indication for municipal water, the applicant has stated that

"...it appears that inspector Tom Fell [former Franklin inspector] overwrote the paperwork I filled out. I remember NOT checking the box because I was told I have the option to install a well You can plainly see where he changed other numbers, etc and the handwriting is different from mine, but the same as his signature. My wife CLEARLY

remembers handing the paperwork in and the secretary questioning her about the type of connection, leading my wife to call me from city hall about which box to select and me saying leave it blank so we have the option. Tom took it upon himself to select "municipal water" - clearly in his handwriting You can see the date where I signed and the date he stamped were weeks apart It was NEVER brought to my attention in writing nor mentioned in person. Please see the attached copy and let me know your thoughts This is EXTREMELY concerning to me as this could be the determining factor of me losing the house I have worked my entire life to get!"

Inspection services was also able to obtain and provide a copy of the State online permit that a builder must apply for before application at the City. Note that this form was filled out, electronically signed, and submitted by the applicant. Note that water was listed as "Municipal."

Given the evidence listed above, Staff believes that the applicant had sufficient reason to know that municipal water was required as part of his building permit. Therefore, the Board of Water Commissioner's recommendation to Common Council should be to deny the request and require the property owner to connect the new home to municipal water.

OPTIONS

- A. Deny exemption for connection to municipal water, or
- B. Approve exemption for connection to municipal water and authorize Staff to draft agreement for execution by City Officials to be recorded with the deed for flat-rate billing, or
- C. Refer back to Staff with further direction.

FISCAL NOTE

Not Applicable. Cost to connect would be borne by the property owner.

If Option B is selected, Staff would need to compute a justifiable flat-rate Quarterly water bill. Note that a home using 12,000 gallons of water per quarter with current rates receives a bill of approximately \$60/quarter + \$6.60 fire protection charges.

RECOMMENDATION

(Option A) Motion to deny request to grant exemption from requirement to connect to water main at 10475 W. St. Martins Road (Tax Key 800 9999 001).

Engineering GEM



04/22/20

Dear Mr Morrow

I am writing this letter to address the water connection to my property located at 10475 West Saint Martins Road in the City of Franklin I would like to address the possibility of the city allowing me to supply my home with a well rather than a traditional connection to city provided water. As you will see in the notes below, a traditional connection would provide both unneeded hardship and substantial financial burden

In a traditional situation, the water and sewer are both at the lot line or possibly one or the other on the opposite side of the road A typical open cut is made using an excavator, the connection is made, stop box installed at surface, and backfill using appropriate stone. In my experience over the last 20 years, this process takes about 6 -8 hours to complete.

In the situation at my property, the sewer is in the traditional location running perpendicular to my driveway. However, the water connection runs directly under the northbound lane of Saint Martins Road. I had the water main marked by the DPW to confirm this. If forced to make a connection to the water line at this location, the process would be as follows:

- Saw cut road
- Saw cut curb
- Remove (2) pieces of sidewalk
- Provide plan to reroute traffic
- Excavate to depth of water main
- Provide main tap
- Horizontal bore HPDE line from my property to main
- Install stop box in my property
- Backfill both excavations with appropriate slurry mix
- Re-pour both curb and sidewalk
- Install asphalt to City of Franklin specs
- Provide bond for work

As you can see, this is a VERY invasive process and will cost over \$20K on top of the money already being spent to run the HPDE supply 871' from the house to the road This cost will be compounded because the above-mentioned house to road supply would also cost \$9,840 for the boring and HPDE supply pipe Please note that per the Wisconsin Department of Natural Resources, the separation of water supply and sanitary sewers is a minimum of 5' horizontally or 18" vertically, which will not allow me to install both lines in the same bore shot This also provides an additional cost of \$6,960 to the project

I would be very gracious if the City of Franklin would view this as a true financial hardship for my wife and I as well as an unnecessary disruption to a fairly new roadway.

If I have not explained everything clearly enough or there are concerns please feel free to contact me at (414) 416-3980

Thank you for your consideration,

John & Rita Schleck

10475 West Saint Martins Road
Franklin, Wisconsin 53132
(414) 416-3980
jpschleckconstruction@gmail.com

Work shall not proceed until the inspector has approved the various stages of construction or two business days have been elapsed since the day of inspection request. This permit will expire 24 months after the date of issuance if the building's exterior has not been completed. **Keep this card posted until final inspection has been made.** (WI Stats. 101.63)

WISCONSIN UNIFORM

BUILDING PERMIT # I20181998

Affix uniform permit seal here (when applicable) Seal No..

4047129

Constr HVAC Elect Plumb Erosion

Project:

Issued To	OWNER (Agent) John P. Schleck	PHONE 414-416-3980
	BUILDING SITE ADDRESS 10475 West Saint Martins Road CITY, VILLAGE, TOWN FRANKLIN	

Issued by	PERSON ISSUING Thomas R. Fell	CERT. NO. 242258
	DATE ISSUED 08/13/2018	PHONE 414 425 0084

Comments: See Plan Review Letter

NOTICE OF NONCOMPLIANCE: This issuing jurisdiction shall notify the applicant in writing of any violations to be corrected. All cited violation, except erosion control ones, shall be corrected within 30 days of notification, unless extension time is granted

SITE INFO	
SUBDIVISION	N/A
LOT NO	1 BLOCK NO. 0
ZONING DISTRICT	R-3
SW 1/4, NW 1/4, of section 17, T5N, R21E	
PARCEL NO.	800-9999-000
SETBACKS.	
FRONT	376.09 ft
LEFT	90.62 ft
REAR	348.35 ft
RIGHT	140.97 ft

	INSPECTIONS		
	ROUGH	FINAL	EROSION
FOOTING			
FOUNDATION			
BSMT DRAIN TILES			
CONSTRUCTION			
PLUMBING			
HEAT/VENT/AC			
ELECTRICAL			
INSULATION			
OCCUPANCY			

CONTRACTORS		
NAME	CREDENTIAL #	PHONE
G C		
HVAC QUALITY HEATING & SHEET METAL CO INC	6184	262-786-4450
ELEC. SOLUTIONS ELECTRIC	1121483	262-370-6698
PLBG RICHARD F SENFT JR	225961	414-427-9464
MSTR ELEC JEREMY T HOOD	679532	262-370-6698



Professional Division 11 63, 101 73
Wisconsin Uniform Building Permit Application
 Application No. 2018 1998
A20181695
 Parcel No. 800-9999-000

404129

QUESTED Constr. HVAC Electric Plumbing Erosion Control Other:

Owner's Name <u>John P. Schleck</u>	Mailing Address <u>9316 S. Orchard Park Circle Oak Creek, WI 53154</u>	Tel. <u>(414) 416-3980</u>
Contractor Name & Type <u>Home Owner Built</u>	Lic/Cert#	Exp Date
Dwelling Contractor (Constr.) <u>Home Owner Built</u>		
Dwelling Contr. Qualifier (The Dwelling Contr Qualifier shall be an owner, CEO, COB or employee of the Dwelling Contr.)		
HVAC <u>Quality Heating Co, Inc.</u>	<u>6184</u>	<u>1/30/22</u>
Electrical Contractor <u>Solutions Electrical, Inc.</u>	<u>1121483</u>	<u>6/30/20</u>
Electrical Master Electrician <u>Jeremy T. Hood</u>	<u>679552</u>	<u>6/30/21</u>
Plumbing <u>PARKVIEW Plumbing, INC.</u>	<u>225961</u>	<u>2/2020</u>

PROJECT LOCATION Lot area 196,714 Sq.ft. One acre or more of soil will be disturbed Town Village City of Franklin SW 1/4, NW 1/4, of Section 17, T S, R 21 @ W

Building Address 10475 W. Saint Martins Road County MKE Subdivision Name N/A CSM 8777 Lot No N/A 1 Block No. N/A

Zoning District(s) R-3 Zoning Permit No. Setbacks: Front 28.40 ft Rear 20.99 ft Left 72.18 ft Right 14.47 ft

1. PROJECT <input checked="" type="checkbox"/> New <input type="checkbox"/> Alteration <input type="checkbox"/> Addition <input type="checkbox"/> Other <input type="checkbox"/> Repair <input type="checkbox"/> Raze <input type="checkbox"/> Move			3. OCCUPANCY <input checked="" type="checkbox"/> Single Family <input type="checkbox"/> Two Family <input type="checkbox"/> Garage <input type="checkbox"/> Other			6. ELECTRIC Entrance Panel Amps: <u>200</u> <input checked="" type="checkbox"/> Underground <input type="checkbox"/> Overhead			9. HVAC EQUIP. <input checked="" type="checkbox"/> Furnace <input type="checkbox"/> Radiant Basebld <input type="checkbox"/> Heat Pump <input type="checkbox"/> Boiler <input type="checkbox"/> Central AC <input type="checkbox"/> Fireplace <input type="checkbox"/> Other:			12. ENERGY SOURCE					
2. AREA INVOLVED (sq ft)			4. CONST. TYPE <input checked="" type="checkbox"/> Site-Built <input type="checkbox"/> Mfd. per WI UDC <input type="checkbox"/> Mfd per US HUD			7. WALLS <input checked="" type="checkbox"/> Wood Frame <input type="checkbox"/> Steel <input type="checkbox"/> ICF <input type="checkbox"/> Timber/Pole <input type="checkbox"/> Other			10. SEWER <input checked="" type="checkbox"/> Municipal <input type="checkbox"/> Sanitary Permit#			13. HEAT LOSS <u>6278</u> BTU/HR Total Calculated Envelope and Infiltration Losses (available from "Total Building Heating Load" on Rescheck report)					
Unfin Bsmt	<u>1515</u>		5. STORIES <input type="checkbox"/> 1-Story <input checked="" type="checkbox"/> 2-Story <input type="checkbox"/> Other <input type="checkbox"/> Basement			8. USE <input type="checkbox"/> Seasonal <input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Other			11. WATER <input checked="" type="checkbox"/> Municipal <input type="checkbox"/> On-Site Well			14. EST. BUILDING COST w/o LAND <u>\$450,000</u> <u>\$500,000</u>					
Living Area	<u>4882</u>	<u>4428</u>										CITY OF FRANKLIN INSPECTION DEPT JUN 27 2018					
Garage	<u>1102</u>	<u>1206</u>															
Deck/Porch	<u>X</u>	<u>343</u>															
Totals	<u>7762</u>																

I understand that I, am subject to all applicable codes, laws, statutes and ordinances, including those described on the reverse side of the last ply of this form; am subject to any conditions of this permit; understand that the issuance of this permit creates no legal liability, express or implied, on the state or municipality; and certify that all the above information is accurate. If one acre or more of soil will be disturbed, I understand that this project is subject to ch. NR 151 regarding additional erosion control and stormwater management and the owner shall sign the statement on the back of the permit if not signing below. I expressly grant the building inspector, or the inspector's authorized agent, permission to enter the premises for which this permit is sought at all reasonable hours and for any proper purpose to inspect the work which is being done.
 I vouch that I am or will be an owner occupant of this dwelling for which I am applying for an erosion control or construction permit without a Dwelling Contractor Certification and have read the cautionary statement regarding contractor responsibility on the second page of this form.

APPLICANT (Print:) John P. Schleck Sign: J.P. Schleck DATE 6/5/18

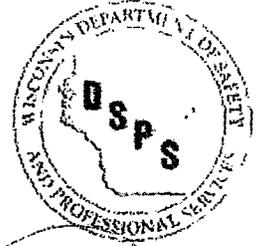
APPROVAL CONDITIONS This permit is issued pursuant to the following conditions. Failure to comply may result in suspension or revocation of this permit or other penalty See attached for conditions of approval.

ISSUING JURISDICTION Town of Village of City of Franklin County of State Wisconsin State-Contracted Inspection Agency# 40226 Municipality Number of Dwelling Location 40226

FEES:		PERMIT(S) ISSUED		WIS PERMIT SEAL #		PERMIT ISSUED BY:	
Plan Review	\$ <u>250.00</u>	<input checked="" type="checkbox"/> Construction				Name <u>THOMAS R. FELL</u>	
Inspection	\$ <u>2008.65</u>	<input type="checkbox"/> HVAC				Date <u>06/08/2018</u>	Tel. <u>414 425 0084</u>
Wis Permit Seal	\$ <u>40.00</u>	<input type="checkbox"/> Electrical				Cert No <u>242258</u>	
Other	\$ <u>174.20</u>	<input type="checkbox"/> Plumbing				Email: _____	
Total	\$ <u>2472.85</u>	<input checked="" type="checkbox"/> Erosion Control			<u>404129</u>		

10475 W. ST. MARTIN²

Wisconsin Department of Safety and Professional Services Division of Industry Services



Online Building Permit System

Step 7

Print Confirmation

COPY

THIS IS NOT AN ACTUAL PERMIT. PERMIT WILL BE ISSUED BY CITY OF FRANKLIN AFTER REVIEW PROCESS.

Your filing number is '9944KYLRJO'. Please print for your records.
[Click here to Print](#)

JURISDICTION CITY OF FRANKLIN, MILWAUKEE
PROJECT TYPE NEW
PERMITS CONSTRUCTION
PARCEL NUMBER 800-9999-000

Owner

NAME John P. Schleck
ADDRESS 9316 South Orchard Park Circle #3A, Oak Creek, 53154
CONTACT 414-416-3980, jpschleckconstruction@gmail.com

Contractors

DWELLING CONTRACTOR

NAME
Lic/Cert #: Exp Date
ADDRESS
CONTACT

DWELLING CONTRACTOR QUALIFIER

NAME
Lic/Cert #: Exp Date

CONTACT**HVAC CONTRACTOR****NAME** QUALITY HEATING & SHEET METAL CO INC**Lic/Cert #:** 6184 **Exp Date** 1/30/2022**ADDRESS** 2840 N BROOKFIELD RD STE 2, BROOKFIELD, 53045**CONTACT** 262-786-4450,**ELECTRICAL CONTRACTOR****NAME** SOLUTIONS ELECTRIC**Lic/Cert #:** 1121483 **Exp Date** 6/30/2020**ADDRESS** 744 DUBLIN DRIVE, HARTFORD, 53027**CONTACT** 262-370-6698,**ELECTRICAL MASTER ELECTRICIAN****NAME** JEREMY T HOOD**Lic/Cert #:** 679552 **Exp Date** 6/30/2021**ADDRESS** 744 DUBLIN DR, HARTFORD, 53027**CONTACT** 262-370-6698,**PLUMBING CONTRACTOR****NAME** RICHARD F SENFT JR**Lic/Cert #:** 225961 **Exp Date** 3/31/2020**ADDRESS** 7920 W BUR PAL DR, FRANKLIN, 53132**CONTACT** 414-427-9464,**SUBMITTER****NAME** John P. Schleck**ADDRESS** 9316 South Orchard Park Circle #3A, Oak Creek, 53154**CONTACT** 414-416-3980, jpschleckconstruction@gmail.com**Lot Area****AREA** 196714 **SQ. FT.****1 OR MORE ACRES SOIL WILL BE DISTURBED** No**CITY OF** FRANKLIN**_ 1 / 4, _ 1 / 4, OF SECTION _ , T_N, R_E / W**

SW 1/4, NW 1/4, of section 17, T5N, R10E

BUILDING

ADDRESS 10475 West Saint Martins Road, Franklin, 53132

COUNTY Milwaukee, **SUBDIVISION** N/A, **LOT NO.** 1, **BLOCK NO.** 0

ZONING

DISTRICT R-3, **PERMIT NUMBER**

SETBACKS Front ft.: 376.09, Rear ft.: 348.35, Left ft.: 90.62, Right ft.: 140.97

PROJECT INFORMATION

PROJECT TYPE NEW

2. AREA

AREA INVOLVED (sq ft)	Unit 1	Unit 2	Total
Unfin. Bsmt.	1720	0	1720
Living Area	4582	0	4582
Garage	1160	0	1160
Deck/Porch	0	0	0
Totals	7462	0	7462

3. OCCUPANCY Single Family

4. CONSTRUCTION TYPE Site-Built

5. STORIES 2-Story

6. ELECTRIC Entrance Panel Amps 200, Underground

7. WALLS Wood Frame

8. USE Permanent

9. HVAC EQUIP Furnace

10. SEWER Municipal

11. WATER Municipal

12. ENERGY SOURCE

Space Htg: Nat Gas

Water Htg: Nat Gas

13. HEAT LOSS 102748 BTU/HR

14. EST. BUILDING COST w/o LAND \$450,000.00

I understand that I: am subject to all applicable codes, laws, statutes and ordinances; am subject to any conditions of this permit; understand that the issuance of this permit creates no legal liability, express or implied, on the state or municipality; and certify that all the above information is accurate. If one acre or more of soil will be disturbed, I understand that this project is subject to ch. NR 151 regarding additional erosion control and stormwater management and the owner shall sign this electronic permit. I expressly grant the building inspector, or the inspector's authorized agent, permission to enter the premises for which this permit is sought at all reasonable hours and for any proper purpose to inspect the work which is being done.

I vouch that I am or will be an owner-occupant of this dwelling for which I am applying for an erosion control or construction permit without a Dwelling Contractor Certification and have read the cautionary statement regarding contractor responsibility on the reverse side of the last ply of this form.

SIGN/PRINT NAME: John P. Schleck

DATE 6/15/2018 7:05:35 PM

[Start New Permit Request >>](#)

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Connection to Water

Schlek Property

Connection to Sewer

County GIS & Land I

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APPROVAL <i>slw</i>	REQUEST FOR COUNCIL ACTION	MTG. DATE July 7, 2020
Reports & Recommendations	UNDERGROUND DRAINAGE TILE AT 8956 S. 116TH STREET (TKN 845 9997 001)	ITEM NO. <i>G.10.</i>

BACKGROUND

Residents and the traveling public on S. 116th Street have at least two significant drainage concerns. These concerns are affecting the public right-of-way and standing water in the vicinity of 8570 and 8628 S. 116th Street. The flooding was significant enough in December 2019 that the road was closed to through traffic. On January 21, 2020, Common Council directed staff to *proceed with efforts to delineate wetlands, make application to WDNR, and if allowed, have Staff prepare and obtain property owner waivers and authorize DPW to perform needed work on private property (8531 and 8635 S. 116th Street) for the purposes of alleviating flooding on S. 116th Street.*

SEWRPC performed the wetland investigation in April (attached). At the time, the water had receded significantly where Staff could take survey shots. Considering the extent of the wetland, and discussion with the landowners regarding on private property west side of S. 116th Street is not an option.

Meanwhile, the homeowners on the eastern side of S. 116th Street made progress in lowering the lake level (behind 8628-8666 S. 116th Street) by exposing and clearing out the clay field tile acting as the discharge pipe. The tile, believed to be about 80 years old, was found to end near the property line of 8930/8956 S. 116th Street. The owners did some excavation and DPW provided additional excavation in the right-of-way, and no further tile was found. Unfortunately, the tile is at an elevation lower than the “downstream” culvert crossing the road.

ANALYSIS

Discussion with the affected property owners indicate that there are three options that may help the situation. Unfortunately, all options are not ideal and result in the tile being in a surcharged condition. All of these options result in a tile with standing water/submerged for about 300 feet north of the property line, but would allow the upstream pond to freely drain (assuming the tile doesn't collapse again).

Option 1: The tile would be extended approximately 30 feet to the right-of-way. The tile would have a negative slope (about one foot higher) so that the invert would be at the same level as the invert of the road culvert pipe. The ditch north of the culvert would be flattened to the extended tile (about 80 feet). This option provides an undesirable flat roadside ditch and a continuous cattail/wetland maintenance condition.

Option 2: The tile would terminate at its current location approximately 30 feet from the right-of-way and the flat ditch described in Option 1 would extend back to the tile. This tile would be more difficult to maintain than if extended as described in Option 1. The undesirable cattail/wetland condition would extend further on to private property.

Option 3: The tile would be extended about 90 feet directly to the culvert. The discharged water would “bubble up” at the culvert crossing. This option keeps the ditch with a desirable slope. All work on this option would be outside of the public right-of-way.

The property owners are requesting that the City supply materials and install Option 3. Historically, the City does not work on private property unless there are implications to the public property.

Staff has significant concerns including:

- DPW has limited capacity to work on this project with other public projects in a long queue.
- City would take some ownership of the 80-year old clay tile system known to have failed in multiple locations.
- WDNR and ACOE permits will be required

OPTIONS

- A. Direct Staff to perform Option 1 or Option 2 with City performing work in City ROW and allowing private property owners to construct improvements on private property; or
- B. Direct Staff to bring back an agreement with property owners that would all City to supply and perform Option 1, 2 or 3; or
- C. None of the above, require private property owners to make all needed improvements for underground tile to function.
- D. Provide further direction to Staff.

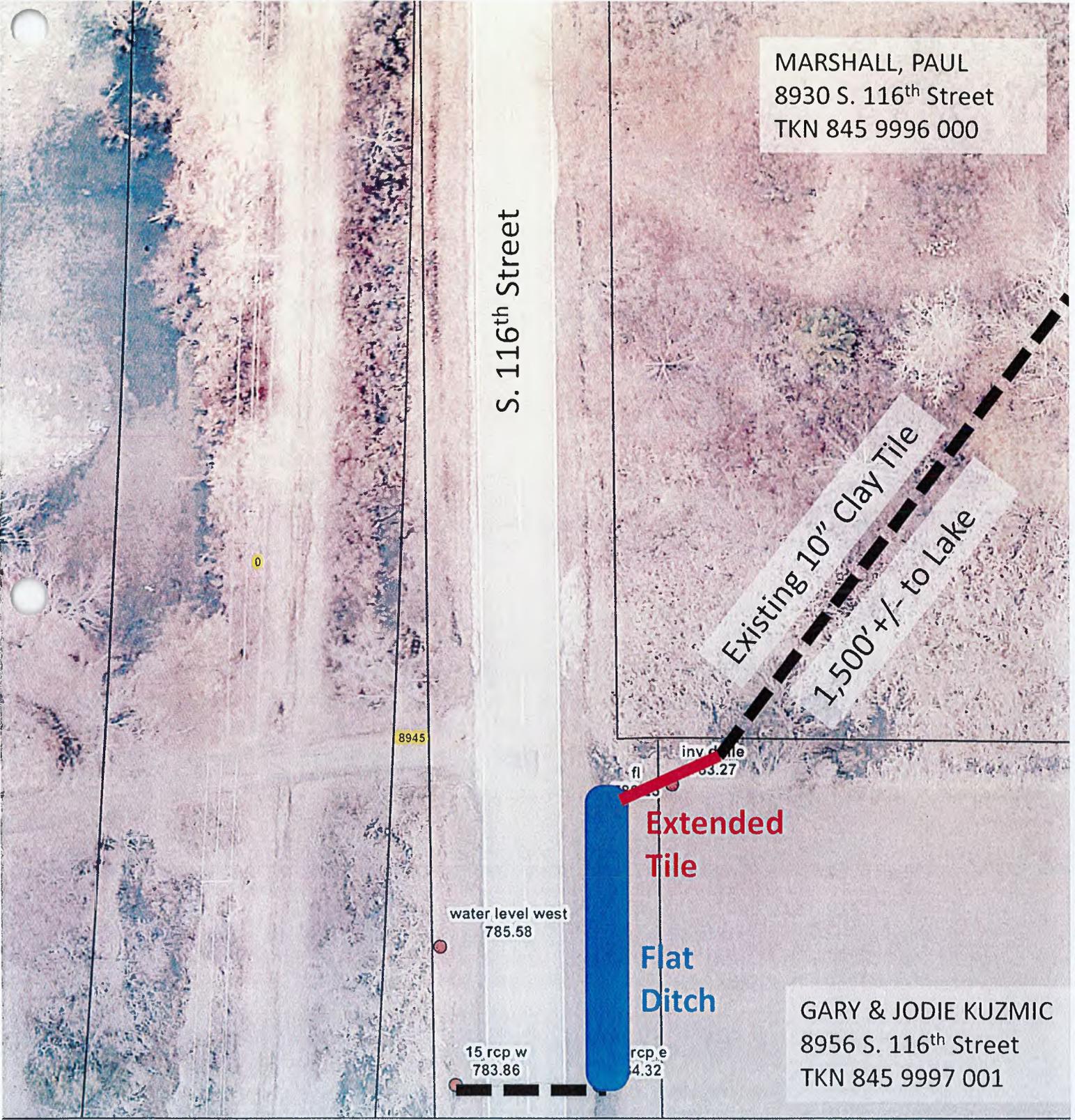
FISCAL NOTE

Depending on the wishes of the Council, Staff would need to do an estimate of time and materials.

RECOMMENDATION

(Option C) Direct Staff to continue coordination efforts with private property owners as private property owners make needed improvements on underground drainage tile at 8956 S. 116th Street.

Engineering Department: GEM



MARSHALL, PAUL
 8930 S. 116th Street
 TKN 845 9996 000

S. 116th Street

Existing 10" Clay Tile
 1,500' +/- to Lake

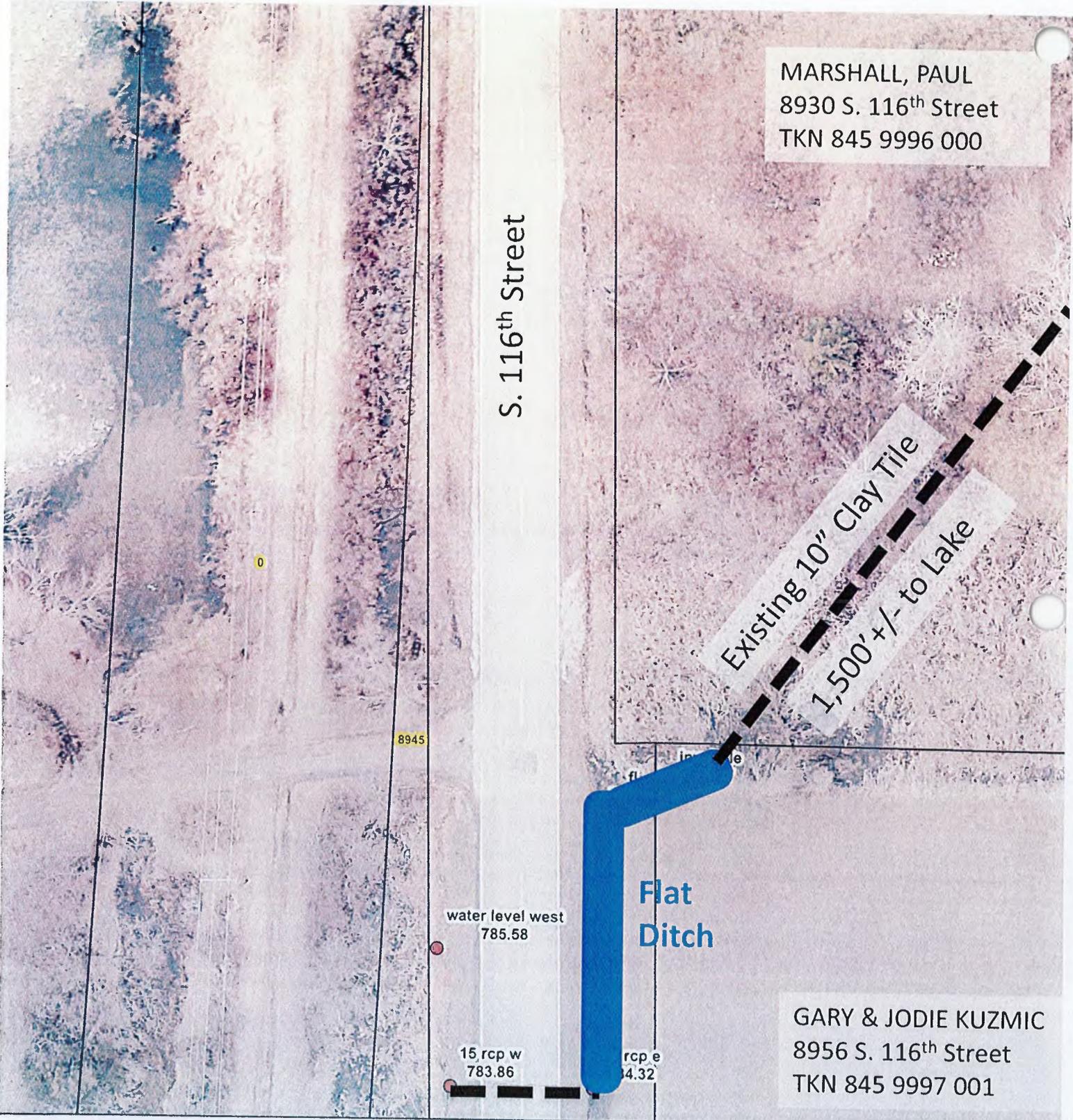
Extended
 Tile

Flat
 Ditch

GARY & JODIE KUZMIC
 8956 S. 116th Street
 TKN 845 9997 001

Existing Road
 Culvert

**S. 116th Street Tile
 Option 1**



MARSHALL, PAUL
 8930 S. 116th Street
 TKN 845 9996 000

S. 116th Street

Existing 10" Clay Tile
 1,500' +/- to Lake

Flat
 Ditch

GARY & JODIE KUZMIC
 8956 S. 116th Street
 TKN 845 9997 001

water level west
 785.58

15 rcp w
 783.86

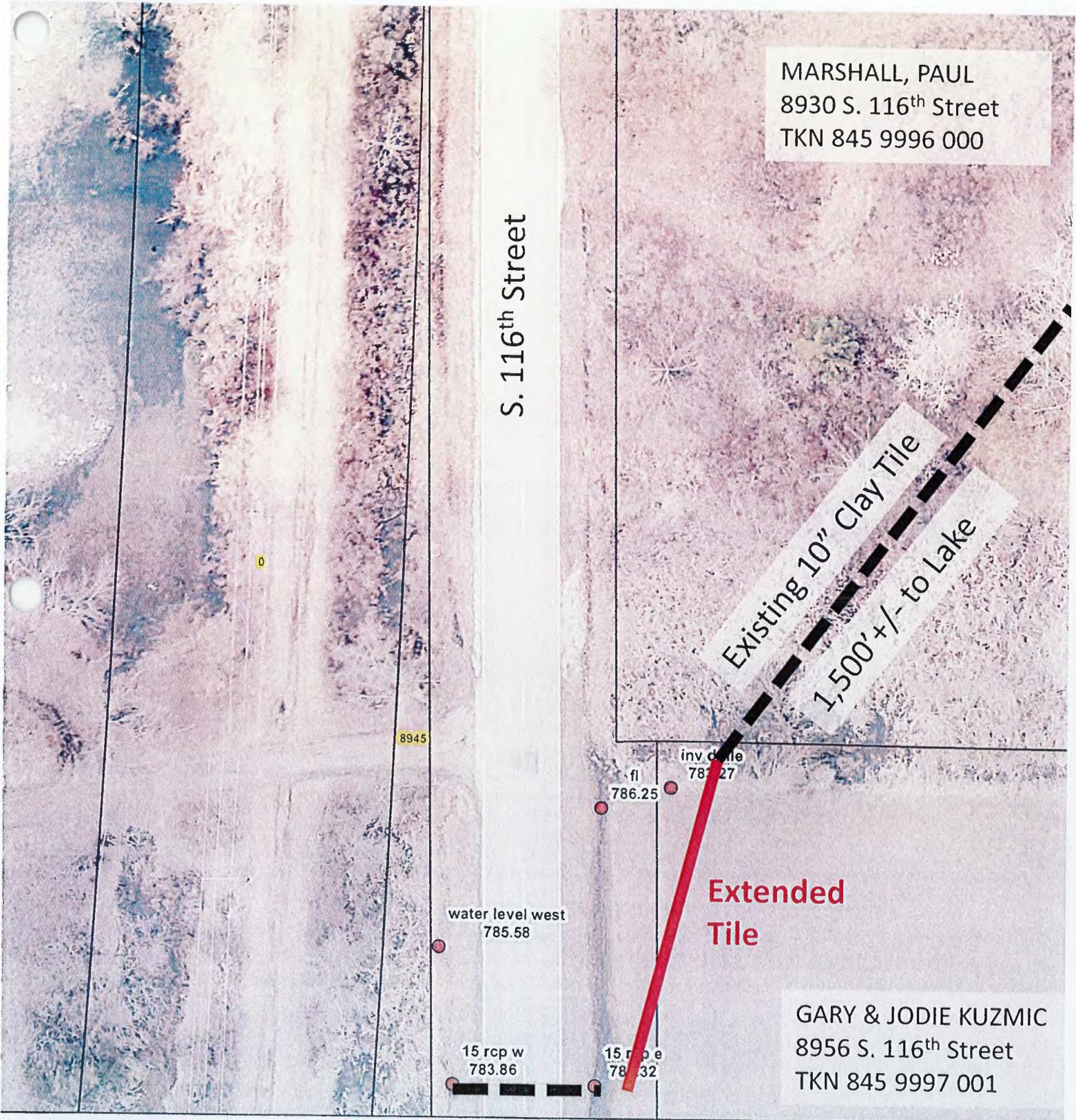
rcp e
 784.32

8945

0

Existing Road
 Culvert

S. 116th Street Tile Option 2



MARSHALL, PAUL
8930 S. 116th Street
TKN 845 9996 000

S. 116th Street

Existing 10" Clay Tile
1,500' +/- to Lake

Extended
Tile

GARY & JODIE KUZMIC
8956 S. 116th Street
TKN 845 9997 001

Existing Road
Culvert

S. 116th Street Tile Option 3

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<p>APPROVAL <i>slw</i></p>	<p>REQUEST FOR COUNCIL ACTION</p>	<p>MEETING DATE July 7, 2020</p>
<p>REPORTS & RECOMMENDATIONS</p>	<p>Commercial and Industrial Promotion of Franklin Business and Industrial Parks via Site Selection Magazine \$19,000 Advertising Package FY 2020 – 2021</p>	<p>ITEM NUMBER <i>G.11.</i></p>

Background

At the June 16th, 2020 meeting, Common Council approved a general fund carry forward of \$23,000 of unused 2019 economic development appropriations for marketing and assistance with upgrading planning tools, ensuring that the Economic Development Department’s budget can easily support a significant advertising campaign and still have funds for additional marketing activities and planning projects during the remainder of the year.

At their June 22nd, 2020 meeting, the EDC reviewed a proposal from Site Selection magazine and, upon consideration of the package and a review of Site Selection Magazine (summarized on the following page and with a series of attachments supporting that summary), the EDC approved a motion to recommend a \$19,000 purchase as summarized here:

Site Selection Magazine Proposal

2-page Investment Profile (September issue) sponsored content, which includes overruns, homepage, e-newsletter and social media exposure (\$13,000 stand-alone rate).

3 ½ page ads (Nov 2020, Jan and March 2021) (\$3,750 stand-alone rate per ad).

Purchased separately, total is \$24,250. Packaged, the total is \$19,000 and includes:

- Free 300 x 250 website banner alongside report of our choice for 6 months
- Free “Site of The Week” post with photo & description on the Investor Watch e-newsletter reaching 22,000 double opt-in subscribers and exposure across industry leading (most followers) social media platforms.

COUNCIL ACTION REQUESTED

Motion to accept the EDC recommendation and approve the purchase of a \$19,000 advertising package with Site Selection Magazine using the Economic Development budget.

About Site Selection Magazine

Site Selection is a B2B brand that reaches individuals that manage industrial assets, including all aspects of real estate management including site selection for corporations. Qualified recipients are CEO's, Partners, Chairmen, Presidents, Owners, VP's, Treasurers, and other corporate officers; c-suite site selectors, site selection consultants and commercial/industrial brokers (*Media kit demographics attached.*)

Since 1954, *Site Selection Magazine* has provided location intelligence for corporate expansion planners, and connections to economic developers that busy executives need. Today, advertisers reach over 68,000 corporate executives with active relocation and expansion projects through multiple channels:

- Print edition and Digital editions
- Website SiteSelection.com
- E-Newsletter "Investor Watch" (*email attached*) – 22,000 subscribers, 2x week
- Social media reach, including 9,502 followers on Facebook and Twitter, and 4,348 LinkedIn Followers (~2x of closest competitor)

Site Selection is the official publication of the Industrial Asset Management Council (IAMC), the leading trade association for corporate real estate executives at industrial companies with exclusive distribution at the Spring & Fall Forums (*IAMC flyer attached.*)

Site Selection delivers the industry's only qualified BPA audited (*audit attached*) circulation reaching 48,136+ in the print and 2,000+ in the digital edition (over 146,000 pass-thru readers), plus an average of 30,000 unique monthly visitors to the website.

Site Selection's print, online, e-newsletter and 14,008+ social media followers dominate the industry. In reader surveys, subscribers rank Site Selection more valuable than leading consumer publications such as The Wall Street Journal, Forbes and the competition. (*Testimonials attached.*)

Site Selection proves subscriber companies announce new projects to the tune of \$28 billion+ in new and expanded facility projects every month. Subscriber companies average 232 new projects, investing \$22 billion and creating 35,000 new jobs each month. (*12-month Impact Report attached.*) Frequency impacts levels of project activity as shown in this table:

Total Ad pages in Site Selection Magazine from 1/2018-12/2019 by state and projects won from Site Selection Magazine subscriber companies*		
State	# of Ad Pages	Projects
Iowa	21	25
Minnesota	6.5	11
Ohio	102	133
Wisconsin	17	16

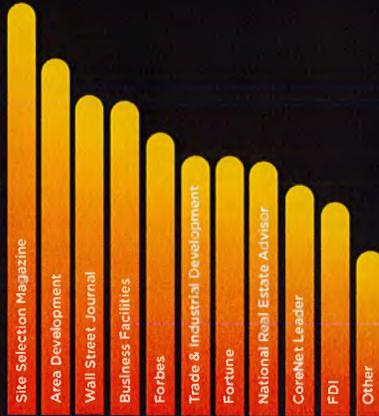
WHY SITE SELECTION?

86%

OF READERS POLLED RATE SITE SELECTION MAGAZINE THE "MOST REPUTABLE PUBLICATION IN THE INDUSTRY."



RANK BY USEFULNESS TO READERS IN THE COURSE OF THEIR WORK



SUBSCRIBER INVESTMENTS



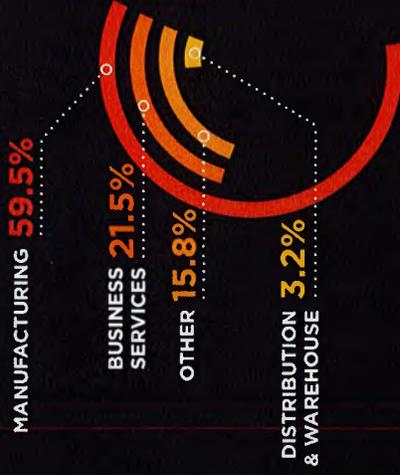
Source: Conway Analytics

PASS-THROUGH READERSHIP



READER DEMOGRAPHICS

INDUSTRY



AGE



7% UNDER 35
6% 36 TO 45
22% 46 TO 55
65% 56 OR OLDER

GENDER



84% MALE
16% FEMALE

READER DEMOGRAPHICS

JOB TITLE



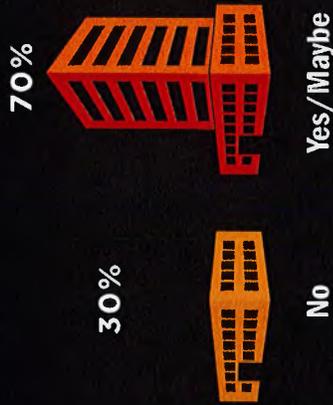
INCOME



TRAVEL



EXPANDING IN THE NEXT 3 YEARS?



WHERE THEY ARE MOST LIKELY TO EXPAND OR RELOCATE



Source: Site Selection reader survey, August 2018

WE'RE GROWING!

In the last year our total circulation has increased by 5%, and our total international circulation has increased by almost 300%!



FORMATS THAT SITE SELECTION READERS PREFER



Source: Site Selection reader survey, August 2018

CIRCULATION DATA



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



No attempt has been made to rank the information contained in this report in order of importance, since BPA worldwide believes this is a judgment which must be made by the user of the report.

QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January	44,478	2,801	45,800
March	45,049	2,500	46,206
May	46,035	3,016	47,600

*Unique Total Qualified represents unique recipients, not the sum of print and digital.



46,535 average qualified
60.9% are manufacturing companies
59.9% are CEO, Partner, Chairman, President, Owner
64.5% qualified within 1 year

Source: BPA audited Report, June 2018

Issue	JANUARY	MARCH	MAY	JULY	SEPTEMBER	NOVEMBER
Deadlines	Space: Dec. 6, '19 Material: Dec. 13, '19	Space: Feb. 7, '20 Material: Feb. 14, '20	Space: Apr. 3, '20 Material: Apr. 10, '20	Space: June 5, '20 Material: June 12, '20	Space: Aug. 7, '20 Material: Aug. 14, '20	Space: Oct. 2, '20 Material: Oct. 9, '20
THEME	State of the States	Governor's Cups	Global Best-to-Invest	Technology & Innovation	Global Infrastructure & Logistics	Business Climate Rankings
FEATURES	State Data Pages Workforce Development Rankings Site Selectors Survey Site Selectors Roundtable Tort Reform Blockchain	The Governor's Cups Rankings Top Metros, Micros & Industries Airports & Airport Cities Big Muddy Cup (MS River Corridor)	Global Best-to-Invest Rankings The Prosperity Cup The Mac Awards Top Deals Top Global IPAs	Sustainability Rankings Disruptive Technology Smart Cities Startup & Innovation Hubs Research & Science Parks Talent Attraction & Retention The Rural Advantage	Infrastructure Report • Rail • Ports • Roads • Airports • Broadband • Power • Pipelines • Water Top Utilities Transit, Connectivity & Quality of Life	Recession-Proof Industries Incentives Update Business Retention FDI in America Top FTZ Rankings U.S. Opportunity Zones
INTERNATIONAL FOCUS	Asia-Pacific Australia & New Zealand Colombia Western Europe	Asia Central America Eastern Europe Ontario	Asia Africa Latin America & Caribbean Mexico Québec	Asia South America Chinese Industrial Cities & Parks UK	Asia Canada's Best Locations MENA & Mediterranean	Asia India Germany Middle East Top Caribbean Locations Africa
STATE SPOTLIGHTS	Alabama Michigan Oregon Tennessee	California Georgia Illinois Indiana Maryland Minnesota New Mexico S. Carolina	Arizona Colorado Florida Iowa Kentucky Ohio Utah	Arkansas Louisiana Maine New Jersey Oklahoma W. Virginia Wisconsin	California Massachusetts Nevada Pennsylvania Idaho Missouri N. Carolina Texas	Dakotas Kansas Mississippi Montana New York Virginia Washington Wyoming Nebraska
NORTH AMERICAN REGIONS	Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI) Western Canada (AB, BC, MB, SK)	Northeast (NJ, NY, PA) Pacific Northwest (AK, OR, WA) South Central (AR, LA, OK, TX)	Great Lakes (U.S. & CANADA) Gulf Coast Ports (AL, FL, LA, MS, TX) New England (CT, ME, MA, NH, RI, VT)	Atlantic Canada Upstate New York Rocky Mountains (CO, ID, MT, UT, WY) U.S.-Mexico Border	Mid-Atlantic (DE, DC, MD, VA) Southeast (AL, FL, GA, MS, NC, SC, TN) Upper Midwest (IA, IL, IN, MI, MN, WI)	Ohio River Corridor (IL, IN, KY, OH, PA, WV) Southwest (AZ, NV, NM)
INTELLIGENCE REPORTS	Red Deer, Alberta, Canada	Duke Energy	REDI - Cincinnati	Northeast Ohio	Discover Long Island	Ignite Fredericton, New Brunswick, Canada
INDUSTRY REPORTS	Future Energy Hubs E-Commerce & Logistics Film & Entertainment Fintech BPO Outsourcing	Agribusiness Biopharmaceuticals Data Centers	Cannabis & Industrial Hemp Health Tech & Life Science Centers North American Automotive	Advanced Manufacturing Aerospace Cybersecurity Data Centers Food & Beverage Clean Energy	Eds, Meds & R&D Logistics & Distribution Plastics & Chemicals	Aerospace & Defense Data Centers Global Automotive Medical Devices & Technology
DIRECTORIES			Economic Developers	University Research Parks	Utilities	Ports & FTZs
SPECIAL ADVERTISING SECTIONS	Advanced Manufacturing Autonomous Vehicles	Certified Sites	Sale-Leaseback SelectUSA Shovel-Ready Sites	Logistics Sites & Services Trade Coast (CA, OR, WA, AK) Improvement Districts	Biotech Locations Military & Defense	Rail Parks & Inland Ports Top Business Park Locations University Alliances
IN EVERY ISSUE	World Reports, North American Reports, IAMC Insider, Editor's View					

Calli Berg

From: Site Selection Investor Watch <investor-watch@siteselection.com>
Sent: Monday, June 29, 2020 1:43 PM
To: Calli Berg
Subject: Shovel-Ready Sites; Startup Ecosystems; St. Petersburg, Florida; Conway Webinar; Alberta; Ontario; Canada Day

SITE
SELECTION

INVESTOR WATCH

FROM SITE SELECTION MAGAZINE MAY 2020



SHOVEL-READY SITES

Shovel-Ready Infrastructure and Shovel-Ready Industrial Sites Go Hand in Hand

As business looks for a post-pandemic recovery even as logistics and e-commerce continue to boom, could shovel-ready infrastructure investment be a better bet this time around than after the Great Recession?

[Read More >>>](#)

**Healthtech startups
fight COVID-19
on the front lines
in the State
of Innovation.**

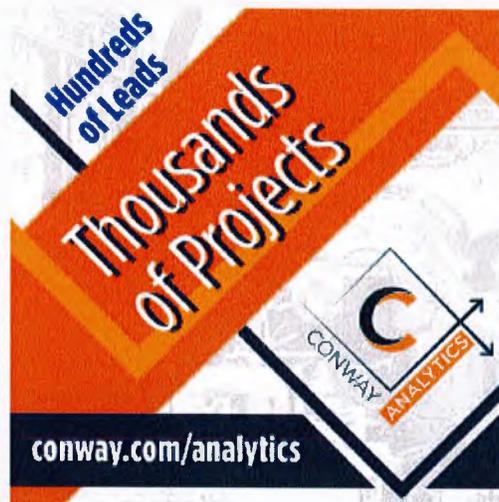
**New Jersey:
The State of Innovation**

**choose:
new jersey**

Choose New Jersey received a support grant from the Business Action Center, a division of the Department of State.

SITE SELECTION RECOMMENDS

Last Thursday, Startup Genome and its partners at the Global Entrepreneurship Network released [The Global Startup Ecosystem Report 2020](#), complete with rankings and analysis. Among its findings: A major beneficiary of the democratization of tech is the Asia Pacific region, which has gone from having 20% of top ecosystems in 2012 to 30% of them today. Watch for excerpts of this report in the July issue of Site Selection. And compare results to past findings published in Site Selection [in 2019](#), [2018](#) and [2017](#).



SPONSORED BLOG



Building Wealth by the Bay: How St. Pete Attracts Asset Managers and Fintech Firms

Two financial asset management firm CEOs tell Ron Starnier why St. Petersburg, Florida, is the best place for their headquarters.

[Read More >>>](#)

WEBINAR

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SITE SELECTION CONSULTANTS WEBINAR SERIES

Respond, Recover, Thrive - Business Expansion in the Age of COVID-19

Deloitte.

Speakers:

Ron Starner

Executive Vice President, Conway, Inc.

Brandon Pyers

Senior Manager, National Credits & Incentives, Deloitte Tax LLP

Carl Nerlich

Managing Director, National Multistate Tax Services, Deloitte Tax LLP

Tuesday, June 30th: 11:00AM - 12:30PM EDT

Register now to join thought leaders from Conway and Deloitte for an intimate virtual session specifically created for economic developers who want to connect with leading site consultants to discuss how their region can enable recovery and expand in the midst of crisis.

Ask questions directly to the speakers during the live 30 minute Q&A after the panel!

Cost: \$250

REGISTER NOW >>>

PROJECT WATCH

ALBERTA, CANADA

Lowe's Canada, based in Boucherville, Quebec, earlier this month announced that it had entered into an agreement with Calgary-based Highfield Investment Group for the construction of a new distribution center in the High Plains Industrial Park, within Rocky View County northeast of Calgary. Part of Lowe's Canada's plans to optimize its network to better serve in-store and online customers, the project will consolidate the capacity of several existing facilities in the region. The C\$120 million, 1.23-million-sq.-ft. facility will be the largest leased distribution center in Western Canada, and is expected to open in the fall of 2021. The deal follows the company's recent acquisition of a distribution center in Boucherville. "High Plains Industrial Park is center ice for corporate Canada's western distribution centers and e-commerce fulfillment facilities due to its excellent transportation

efficiencies, outstanding labor force and compelling rent economics,” said Adrian Munro, president, Highfield Investment Group.

Lowe's Companies, Inc.



Distribution Warehouse

Type of Project



Machinery, Equip. & Const.

Sector



\$ 88  1200

Values



Under Construction

Stage



New

Category



Calgary, Alberta, Canada



Investment Location

Source: Conway Analytics

MISSISSAUGA, ONTARIO

Printful, one of the largest custom on-demand printing and warehousing companies in the world, will open its first-ever Canadian facility in Mississauga, Ontario, with production expected to start by the end of 2020, beginning with fulfilling direct-to-garment (DTG) and embroidered hats and apparel orders. Canada is the company's second-largest market after the U.S. It is estimated that the new facility will cut shipping time down from nine days to two days in Ontario, and four days in most other provinces. Another benefit is that domestic orders will not have to go through customs or be charged import duties. Printful currently employs 800+ people across six fulfillment centers in California, North Carolina, Spain, Latvia, and Mexico. The company worked closely with Invest in Canada and Toronto Global to help find a fulfillment location and expand their business.



Distribution Warehouse

Type of Project



Textiles

Sector



\$ 2  50  31

Values



Announced

Stage



New

Category



Mississauga, Ontario, Canada



Investment Location

Source: Conway Analytics

PHOTO OF THE DAY



July 1 is Canada Day, celebrating the date in 1867 when Canada became a new federation with its own constitution via the signing of the Constitution Act — formerly known as the British North America Act.

When Managing Editor Adam Bruns toured Atlanta this spring with a tennis league championship plate he'd finally helped his team win after 18 years of trying, he thought if anyone would understand this Stanley Cup-style victory lap, it would be Nadia Theodore, the Consul General of Canada in Atlanta. Happy Canada Day, Consul Theodore and team!

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INVESTED \$66.5
BILLION USD

CREATED
176,032 JOBS



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2 ANNUAL FORUMS
IN NORTH AMERICA



1 ANNUAL FORUM
IN EUROPE



6 INTERNATIONAL EVENTS
ACROSS ASIA, EUROPE
& LATIN AMERICA

10 LOCAL EVENTS
IN MAJOR MARKETS
ACROSS NORTH AMERICA



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+Industry Resources - including cutting edge research and industry-focused white papers

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+IAMC Solutions Center - tap into the collective knowledge of IAMC's more than 200 seasoned corporate real estate leaders

+**Flash Calls - best practices on speed dial**

When the relationships come first, the business follows.

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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SITE SELECTION is a B2B brand that reaches individuals who manage industrial assets, including all aspects of real estate management including site selection for corporations. The brand content covers manufacturing plant site selection, facilities management, logistics and supply chain network management, tax and incentives policy, and economic development strategy. In-depth country, state, region and industry spotlights and profiles form the bulk of the content and are based on extensive interviews with top corporate executives, leading site consultants and high-ranking government officials. **SITE SELECTION** content is available in print and digital editions and in various electronic newsletters.

FIELD SERVED

SITE SELECTION serves the manufacturing and business service industries as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are CEOs, Partners, Chairmen, Presidents, Owners, Board of Directors; VP (other than Real Estate), Treasurers, Secretaries, Other Corporation Officers; VP/Managers/Directors of Real Estate, Properties, and/or Facilities and Other Real Estate and Facilities Personnel; Corporate Managers and Directors; Library Copies and Company Copies; and other titled and non-titled recipients.

CHANNELS

**SITE SELECTION
MAGAZINE**



3 issues in the period
48,136 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
SITE SELECTION MAGAZINE Unique Total* (3 issues in the period)	48,022	114	48,136
a. Print	46,421	114	46,535
b. Digital	2,834	32	2,866
1. Requested	1,579	32	1,611
2. Non-Requested	1,255	-	1,255

*Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,740
Allocated for Trade Shows and Conventions	335
All Other	1,965
TOTAL	4,040

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	47,904	99.5	47,790	99.3	114	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	232	0.5	232	0.5	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,136	100.0	48,022	99.8	114	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Unique Total Qualified*
January	46,694	2,865	48,323
March	46,468	2,856	48,055
May	46,445	2,879	48,033

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This Issue is 0.3% or 156 copies below the average of the other 2 Issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Chief Executive Officers, Chairmen, Presidents, Board of Directors	Vice Presidents (other than Real Estate), Treasurers, Secretaries and Other Corporate Officers	Vice Presidents, Managers, Directors of Real Estate, Properties, and/or Facilities and Other Real Estate and Facilities Personnel	Corporate Managers and Directors	Other Titled Personnel	Library Copies and Company Copies	Non-Titled Personnel
Manufacturing:											
1. Aerospace	1,440	3.0	1,412	55	791	336	160	124	28	-	1
2. Automotive	3,063	6.4	3,049	35	2,407	282	135	210	29	-	-
3. Biotech & Pharmaceuticals	4,402	9.2	4,369	83	2,457	589	928	377	48	1	2
4. Chemical Manufacturing, except Pharmaceuticals	1,739	3.6	1,712	44	1,157	266	152	144	19	-	1
5. Electronics & IT	2,885	6.0	2,849	77	1,641	466	457	264	55	-	2
6. Food & Beverage	3,045	6.3	3,008	67	1,965	449	161	420	49	-	1
7. Machinery	3,912	8.1	3,866	87	2,474	625	371	375	65	-	2
8. Manufacturing - Other	3,725	7.8	3,664	110	2,290	631	264	445	94	-	1
9. Metals - Primary & Fabricated	4,212	8.8	4,145	126	2,700	717	127	530	137	-	1
10. Petroleum	408	0.8	406	5	275	84	16	30	3	-	-
11. Plastics & Rubber	2,287	4.8	2,268	40	1,376	238	373	247	53	-	-
12. Transportation Mfg	364	0.8	362	5	227	66	32	30	9	-	-
A - Subtotal: Manufacturing	31,482	65.6	31,110	734	19,760	4,749	3,176	3,196	589	1	11
13. Consultants - Architect, Engineering Site & Business	1,299	2.7	1,128	306	612	263	57	217	147	1	2
14. Finance & Insurance	631	1.3	515	157	159	251	106	80	33	-	2
15. Industries - Other	1,563	3.3	1,386	272	655	383	155	246	92	26	6
16. Professional Services	1,271	2.6	1,210	112	751	179	54	178	86	9	14
17. R&D - physical, engineering, Life sciences	1,348	2.8	1,344	13	964	164	34	147	37	1	1
18. Real Estate Brokers	2,007	4.2	1,814	457	685	591	118	338	266	-	9
19. Real Estate Developers & Construction	690	1.4	615	159	310	185	31	113	49	-	2
20. Real Estate - Other	773	1.6	714	125	290	218	65	128	70	-	2
21. Retail	1,088	2.3	1,054	55	188	158	660	59	23	-	-
22. Transportation & Warehousing & Distribution	3,185	6.6	3,037	191	2,259	356	296	187	80	4	3
B - Subtotal: Business Services	13,855	28.8	12,817	1,847	6,873	2,748	1,576	1,693	883	41	41
23. All Others	2,655	5.5	2,477	281	1,440	371	232	375	212	3	22
24. Other Paid Subscriptions	41	0.1	41	17	2	5	1	9	4	4	16
UNIQUE TOTAL QUALIFIED CIRCULATION*	48,033	100.0	46,445	2,879	28,075	7,873	4,985	5,273	1,688	49	90
PERCENT	100.0		96.7	6.0	58.4	16.4	10.4	11.0	3.5	0.1	0.2

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Analysis by Number of Employees

	Total Qualified	Percent of Total
1000+ Employees	8,408	17.5
500-999 Employees	3,547	7.4
100-499 Employees	13,572	28.3
50-99 Employees	9,720	20.2
20-49 Employees	5,470	11.4
1-19 Employees	3,995	8.3
Employee Size Not Available	3,321	6.9
TOTAL QUALIFIED CIRCULATION	48,033	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualified Within

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	11,132	8,930	5,109	24,687	1,568	25,171	52.4
II. Request from recipient's company:	19	27	16	62	2	62	0.1
III. Membership Benefit:	242	-	-	241	13	242	0.5
IV. Communication from recipient or recipient's company (other than request):	60	50	32	103	48	142	0.3
V. TOTAL – Sources other than above (listed alphabetically):	18,979	3,059	378	21,352	1,248	22,416	46.7
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	11,271	2,774	17	13,143	1,068	14,062	29.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	7,708	285	361	8,209	180	8,354	17.4
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,432	12,066	5,535	46,445	2,879	48,033	100.0
PERCENT	63.4	25.1	11.5	96.7	6.0	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*
Unique Total Audit Average Qualified***:	44,924	45,199	45,268	46,535	47,426	48,136
Unique Qualified Non-Paid Total***:	44,780	45,060	45,135	46,409	47,306	48,022
Print:	41,913	42,329	43,044	45,061	45,988	46,421
Digital:	5,386	5,146	4,083	2,743	2,711	2,834
Unique Qualified Paid Total***:	144	139	133	126	120	114
Print:	144	139	133	126	120	114
Digital:	24	21	21	30	32	32
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	135	2	135		Kentucky	516	35	531	
New Hampshire	234	17	245		Tennessee	881	51	903	
Vermont	92	2	92		Alabama	587	35	610	
Massachusetts	1,442	73	1,493		Mississippi	214	14	217	
Rhode Island	181	8	184		EAST SO. CENTRAL	2,198	135	2,261	4.7
Connecticut	664	32	686		Arkansas	269	13	279	
NEW ENGLAND	2,748	134	2,835	5.9	Louisiana	249	38	270	
New York	2,310	187	2,425		Oklahoma	413	23	425	
New Jersey	1,404	87	1,453		Texas	2,971	205	3,075	
Pennsylvania	2,079	117	2,132		WEST SO. CENTRAL	3,902	279	4,049	8.4
MIDDLE ATLANTIC	5,793	391	6,010	12.5	Montana	71	2	73	
Ohio	2,258	127	2,316		Idaho	191	11	195	
Indiana	1,180	64	1,206		Wyoming	42	3	43	
Illinois	2,424	163	2,504		Colorado	619	36	638	
Michigan	1,736	65	1,767		New Mexico	128	10	130	
Wisconsin	1,399	36	1,421		Arizona	610	58	640	
EAST NO. CENTRAL	8,997	455	9,214	19.2	Utah	424	17	435	
Minnesota	1,151	53	1,176		Nevada	218	18	224	
Iowa	496	31	512		MOUNTAIN	2,303	155	2,378	4.9
Missouri	931	62	963		Alaska	23	4	26	
North Dakota	110	3	110		Washington	700	36	718	
South Dakota	99	6	103		Oregon	462	15	474	
Nebraska	291	16	298		California	5,112	277	5,265	
Kansas	478	21	485		Hawaii	84	3	86	
WEST NO. CENTRAL	3,556	192	3,647	7.6	PACIFIC	6,381	335	6,569	13.7
Delaware	104	4	106		UNITED STATES	42,475	2,612	43,828	91.2
Maryland	580	41	597		U.S. Territories	40	3	43	
Washington, DC	90	19	104		Canada	232	35	260	
Virginia	830	71	870		Mexico	9	6	15	
West Virginia	107	3	108		Other International	3,689	176	3,840	
North Carolina	1,311	91	1,352		APO/FPO	-	-	-	
South Carolina	557	59	584		Email Only	-	47	47	
Georgia	1,286	114	1,341		UNIQUE TOTAL QUALIFIED CIRCULATION*	46,445	2,879	48,033	100.0
Florida	1,732	134	1,803						
SOUTH ATLANTIC	6,597	536	6,865	14.3					

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA	851	52	887	1.9	Portugal	8	1	9	
MIDDLE EAST	21	12	33	0.1	Romania	24	-	24	
EUROPE					Russian Federation	106	2	108	
Austria	22	4	26		Serbia	15	-	15	
Belarus	1	-	1		Slovakia	8	-	8	
Belgium	71	2	73		Slovenia	9	1	10	
Bulgaria	11	-	11		Spain	35	1	35	
Croatia	19	-	19		Sweden	13	1	14	
Cyprus	3	-	3		Switzerland	58	8	64	
Czech Republic	13	2	15		Turkey	66	1	67	
Denmark	12	1	13		Ukraine	15	-	15	
Estonia	-	1	1		United Kingdom	1,230	45	1,275	
Finland	26	-	26		unspecified Europe	1	-	1	
France	238	8	246		Subtotal	2,745	101	2,841	5.9
Germany	412	14	426		AFRICA	11	2	11	-
Greece	40	-	40		NORTH AMERICA				
Hungary	8	-	8		Canada	232	35	260	
Iceland	3	-	3		Mexico	9	6	15	
Ireland	16	1	17		United States	42,475	2,612	43,828	
Italy	69	3	71		Subtotal	42,716	2,653	44,103	91.8
Latvia	4	-	4		CARIBBEAN	56	4	59	0.1
Liechtenstein	1	-	1		CENTRAL AMERICA	1	2	3	-
Lithuania	5	-	5		SOUTH AMERICA	15	2	16	-
Luxembourg	2	1	3		ASIA PACIFIC	29	4	33	0.1
Macedonia	10	1	10		Email Only	-	47	47	0.1
Malta	1	-	1		UNIQUE TOTAL QUALIFIED CIRCULATION*	46,445	2,879	48,033	100.0
Netherlands	107	2	109						
Norway	11	-	11						
Poland	52	1	53						

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 1 copy or -% to 10,442 copies or 21.7%, including D&B. Other sources include 18 sources of circulation for quantities of 1 copy or -% to 6,473 copies or 13.5%, including Manufacturer's News.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Julie Clarke, Circulation Manager
Ron Starner, Executive Vice President

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 12, 2019
State Georgia
County Gwinnett
Received by BPA Worldwide July 12, 2019
Type BD
ID Number S040B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

CELEBRATING



OF CONNECTING COMPANIES WITH COMMUNITIES



In the consulting world, the one challenge we seem to be constantly facing is a lack of time. Juggling multiple site selection projects, frequent travel, conferences, and other critical tasks does not leave much time for things like reading a magazine; however, the one magazine we always make time for at Silverlode Consulting is Site Selection. For more than two decades, this has been an important way for us to keep our fingers on the pulse of the industry.”

Steve Weitzner
President, Silverlode Consulting

After working as site selectors for more than 20 years across the nation, Jay and I understand the importance of keeping abreast of industry changes over time. Site Selection is a great resource for us to turn to when seeking insight about favorable locations, available buildings and new trends that are transforming the industry. Site Selection helps us better serve our clients with targeted knowledge and innovative guidance every day.”

Jenny R. Massey
President & COO,
FairWinds Advisors, Site Selection and Incentives Experts

We advertise in a lot of publications, but Site Selection is the only one that we can directly show resulted in at least 700 jobs.”

Anne Piedmont
Director of Research & Communications
Roanoke Valley ED Partnership

Site Selection magazine is the most reputable publication in the foreign direct investment field in the U.S.”

Pavel Stamboliyski
Vice Consul, Foreign Investment Office,
Bulgarian Consulate-General

I find Site Selection magazine to be a wonderful resource. I particularly appreciate their global coverage. When conducting assignments in locations I’m less familiar with, whether it be Kuala Lumpur, Chengdu, Lisbon, or Omaha, I find their market intelligence to be quite valuable. I also enjoy their depth of research in specific industry sectors. Whether I’m interested in researching the latest trends in aerospace, life sciences, or back office operations, I’m always confident Site Selection will be a resource I can trust.”

Woody Hydrick
Partner/Senior Principal,
Global Location Strategies, Greenville, South Carolina, USA

CELEBRATING



OF CONNECTING COMPANIES WITH COMMUNITIES



As a new, and now regular, reader of Site Selection, I wanted to offer my compliments and observations. Your magazine is one of the few that I read from cover to cover. Your subjects are interesting and timely, your text is concise and actionable, and your advertisers supply useful information. Your layout of artwork and photographs grab my attention and supplement your text. Overall, Site Selection provides me with engaging, enjoyable-to-read information for the work that I do.”

Steven W. Bonine
Manager, Global Grants & Incentives,
DuPont

It is the industry-leading magazine. It provides the best resource for developing contacts with local economic development agencies.”

Scott Reed
Site Selection Engineer, Anheuser-Busch

For the past year we’ve been running speculative building ads in Site Selection magazine and already we’ve received inquiries for additional information from 13 prospects.”

Peggy Smith
Director, Cullman Economic & Community Development Agency, AL

From a global perspective Site Selection magazine is the most credible source of information for the corporate real estate industry. CB Richard Ellis refers to it worldwide.”

Robert F. Duncan
Senior Vice President, CB Richard Ellis

Layne GeoConstruction has been receiving many responses to and requests for information from our advertisements in the magazine. I can’t thank you enough for contacting me with the opportunity to promote our company in your publication.”

Karin A. Hurley
Marketing Manager, Layne GeoConstruction



OF CONNECTING COMPANIES WITH COMMUNITIES



CONWAY

I cannot tell you how much garbage I see in the media these days, but your work is excellent & very well written.”

Dr. Christopher Sakezles
Founder and CEO, Syndaver

You guys do phenomenal work. There isn't a day that goes by that we here at CMTA don't utter and source Site Selection magazine and Conway Data.”

Gino DiCaro
VP, Communications California Manufacturers & Technology Association

Site Selection is a must read for our consulting group. We've even had a client bring a copy to a meeting because he'd seen an advertisement that caught his eye.”

Tracey Hyatt Bosman
CEcD, Director, Grubb & Ellis Company

During Stion's search process that led to its facility announcement in Hattiesburg, Miss., Site Selection was a useful informational tool which complemented our data-gathering and decision-making efforts. For an emerging company that has limited internal resources and time, Site Selection is a great aid in funneling the vast amount of information involved in such a multi-faceted process.”

Frank Yang
Senior Director of Business Development,
Stion Corp.

I cannot tell you how much garbage I see in the media these days, but your work is excellent & very well written.”

Dr. Christopher Sakezles
Founder and CEO, Syndaver, Tampa, Florida

Your publication offers innumerable leads and insight to expanding and potential markets. Always share your contact with colleagues across the nation. Keep up the great work!”

Keith Kniffen
Bulldog Steel Products, Inc.

Site Selection magazine and The SiteNet Dispatch have always stood out as the primary source for information and support for our team and our clients.”

John Jay Schwartz
Have Site Will Travel



OF CONNECTING COMPANIES WITH COMMUNITIES



CONWAY

Real-time, on-the-ground research and a seasoned eye on its interpretation and presentation. Site Selection Magazine seems to share this view with its editors and reporters constantly on the road turning out fresh, unique and smart articles on our dynamic industry. Congratulations to Site Selection Magazine, the "Bible" of our industry."

John Boyd
Principal, The Boyd Company, Inc

Founded in 1975 in Princeton, N.J., The Boyd Co. is celebrating its 40th anniversary in 2015. Add a few years to 40 and that's how long I have been a reader of Site Selection — a best-in-class publication by far."

John H. Boyd
Principal, The Boyd Company, Inc.

I'm an avid reader of Site Selection Magazine because it helps me capture industry sector trends and news easily and with the factual data I need. I also enjoy seeing what other states, regions and communities are doing in best practice economic development service delivery. Site Selection Magazine is a wealth of information for a consultant like me."

Jay Garner
President, Garner Economics LLC

Site Selection is one of the more important publications that I read. I find myself cutting out articles and forwarding them to clients for consideration."

Michael Rareshide
Partners National Real Estate Group

Site Selection magazine has always been a great resource for finding out what's going on in our industry. They have a great tradition of reaching into new topics and regions to bring critical information to the table. The magazine is absolutely a critical resource if you want to know what's going on in the field of global location strategy."

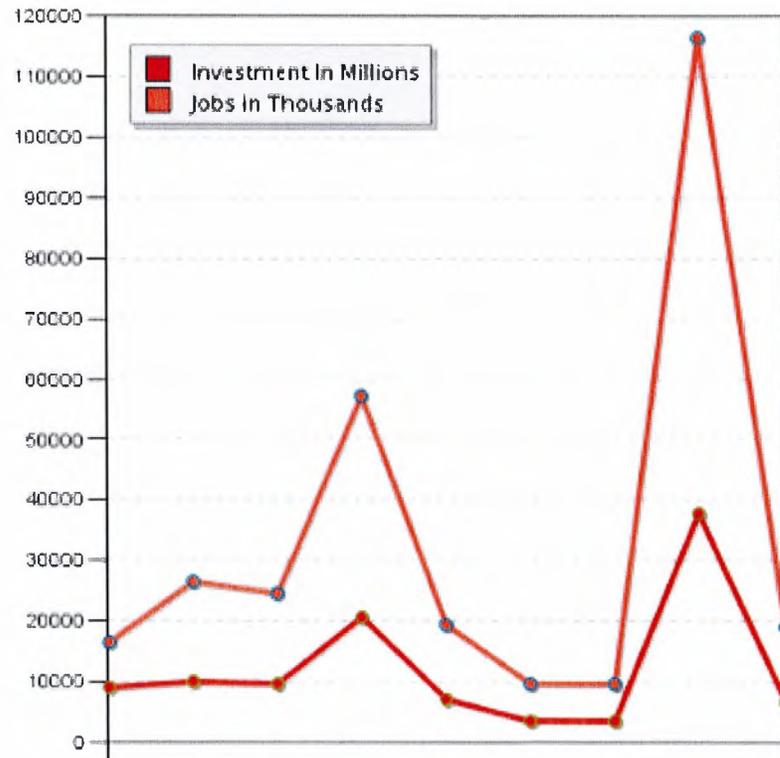
Christopher Steele
COO, President North America, Investment Consulting Associates



IMPACT REPORT

Impact Performance for the last 12 months

- July 2019
- August 2019
- September 2019
- October 2019
- November 2019
- January 2020
- February 2020
- March 2020



The Site Selection Impact Report is a list of all Site Selection subscriber companies that have reported new or expanded corporate facility projects in the previous month. To qualify for inclusion in the Report, a project must represent new construction or leases and meet one of the following criteria: generate a new capital investment of at least \$US 1 million; create at least 20 new jobs; or add at least 20,000 square feet of new floor space.

Publisher's Own Data. Source Conway Analytics

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APPROVAL <i>slw</i>	REQUEST FOR COUNCIL ACTION	MEETING DATE July 7, 2020
REPORTS & RECOMMENDATIONS	Business View Magazine Franklin Feature Supported by Key Vendor Advertising	ITEM NUMBER <i>G, 12,</i>

The City of Franklin is invited to be the public sector feature in Business View Magazine with a 8-10 page spread This feature is included in the magazine and is also packaged as a high-res stand-alone brochure, complete with custom front and back covers, that we will own and can use on our website, in social media channels, emails and direct mails, and other marketing initiatives. Other Wisconsin communities that have been featured in the magazine include Fond Du Lac, Sun Prairie, Watertown, Menominee Falls, and West Bend (brochure attached).

The Franklin feature will be part of a Wisconsin series that focuses on community and economic development and growth with main topics that could include neighborhood development (new construction), workforce/business development, transportation, healthcare, education infrastructure, and green initiatives. With leads from The National Community Development Association and the Association for Improvement of American Infrastructure, Business View Magazine is also working with Mount Pleasant, Marshfield, Middleton, Ashwaubenon, and Oconomowoc for the series.

There is no cost to the City for Franklin to be featured. Business View Magazine generates revenue through third-party advertisements, targeting key vendors who do business with the City of Franklin. Should we move forward, these key vendors will receive an Invitation Letter (sample attached) with an opportunity to share in the spotlight by way of a corporate ad (sample letter attached). This keeps advertising specific to Franklin and its infrastructure development and growth.

Business View Magazine is a multi-platform source of news, profiles & option for executives. It is distributed monthly by email and web to over 840,000 executive subscribers throughout North America. Readership is primarily C-and VP-Level executives and finance & procurement managers in industries such as Construction, Energy, Retail, Manufacturing, Supply Chain & Logistics, Healthcare, Franchising, Energy, Food & Beverage, Public Sector and Green Business. The attached media kit provides additional information on the magazine and the program.

COUNCIL ACTION REQUESTED

Motion to approve the Business View Magazine Franklin Feature, which will be supported through Key Vendor Advertising sold by Business View Magazine.

WWW.CI.WEST-BEND.WI.US

WEST BEND,



WEST BEND, WISCONSIN

WEST BEND,

WI

WHERE YOU
WANT TO BE

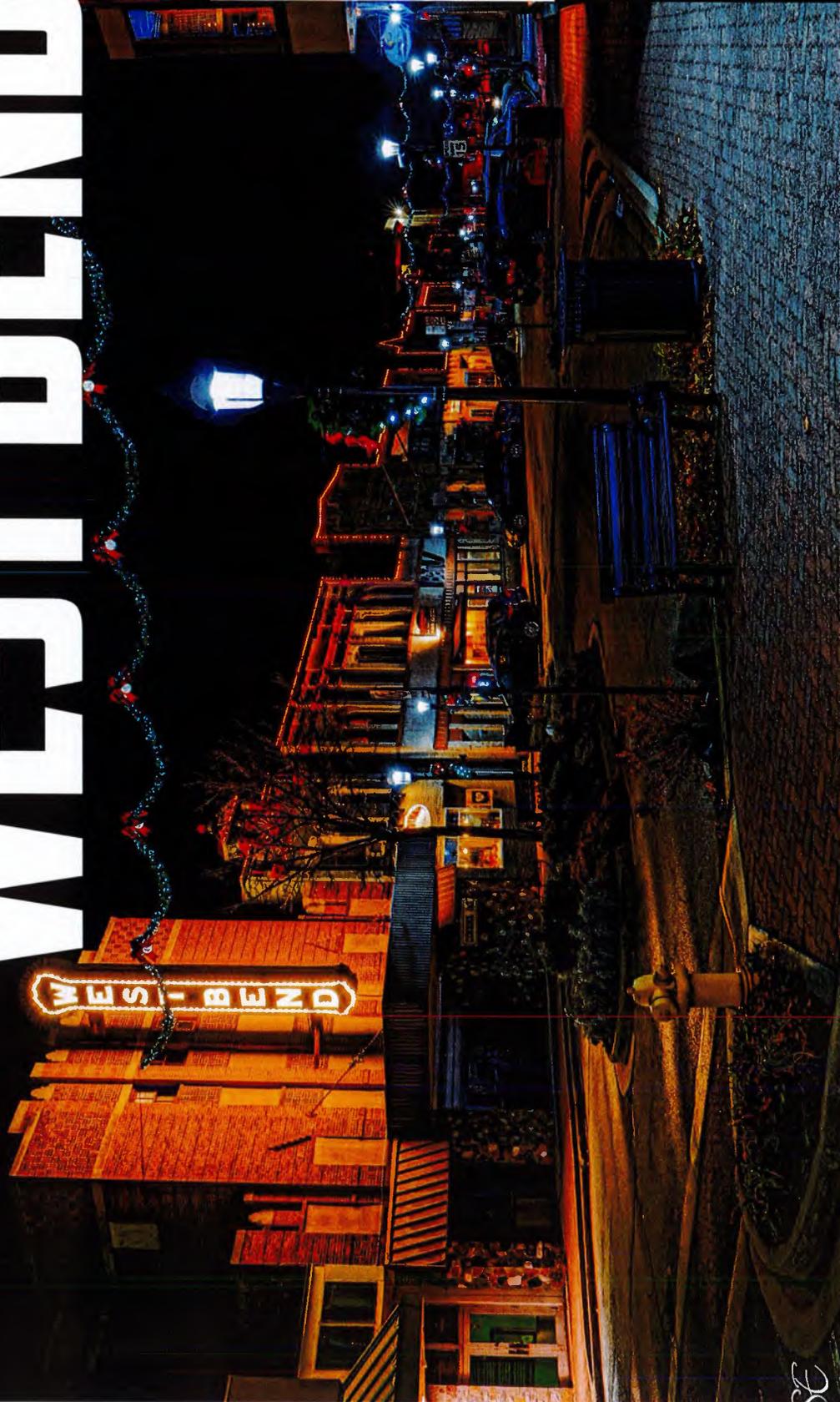
Just minutes from Milwaukee, West Bend, Wisconsin is the perfect getaway destination for visitors and residents alike. This charming community nestled in the hills of the Kettle Moraine boasts outstanding museums, trails, picturesque parks, a historic downtown, and a plethora of seasonal community events. Known as the Geocaching Capital of the

AT A GLANCE
WEST BEND,
WISCONSIN

WHAT: County seat of Washington County, Wisconsin

WHERE: 45 minutes north of Milwaukee, WI

WEBSITE: www.ci.west-bend.wi.us



SE

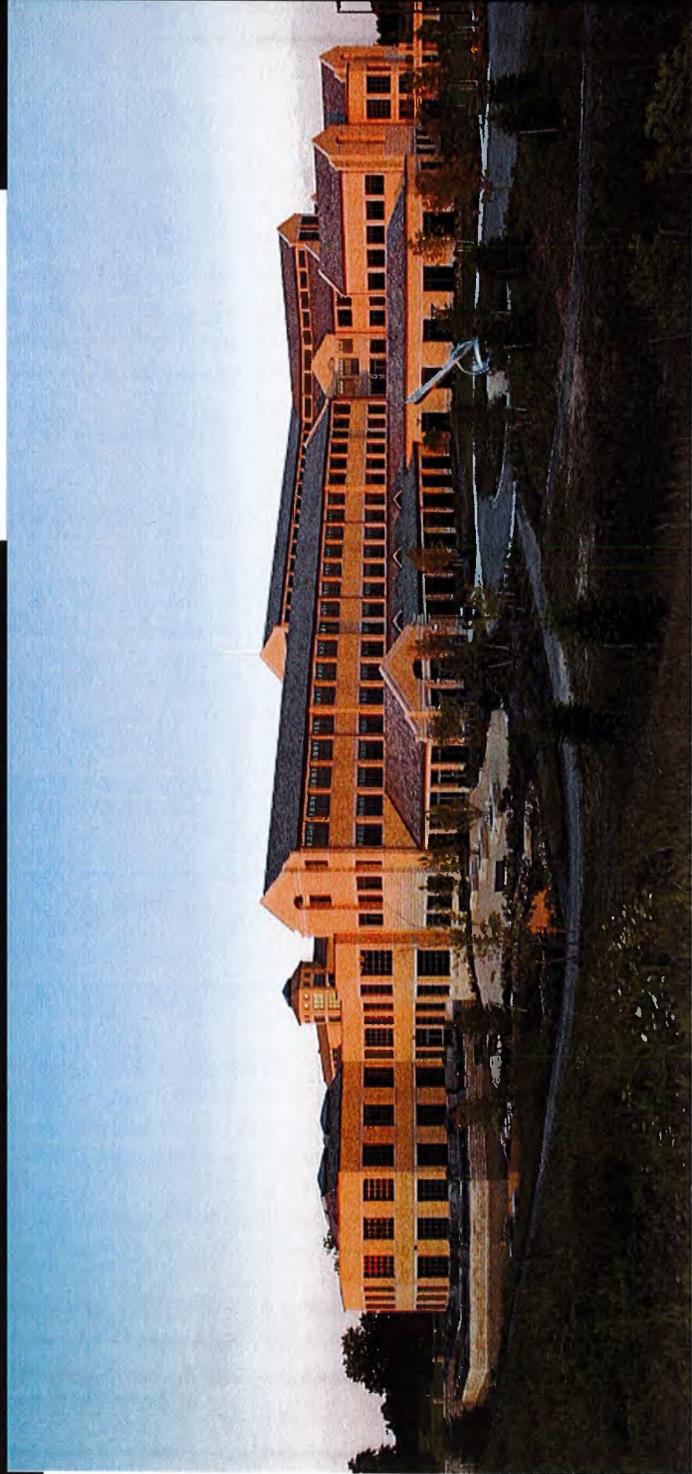
WEST BEND, WISCONSIN

Midwest, West Bend is a favorite destination for treasure hunters from around the region.

West Bend City Administrator Jay Shambeau explains the governing structure: "We have a part-time Mayor and a Common Council - eight members strong and voted in by district. The Mayor only votes if there's a tie, otherwise he facilitates the meetings, serves as the chief elected official, and the individual the council looks to most to set the vision for the City. I serve as the City Administrator, not City Manager. I work at the pleasure of the Council. We have 15 departments that support the organization and carry out the programs and services we offer, including police, fire, engineering, public works, planning, clerk, treasurer - every-

thing that most cities our size (population just over 31,000) have."

West Bend is well positioned to help new businesses grow. A great example: When St. Joseph's Hospital left the city, they left a large, beautiful building vacant. So, West Bend partnered with the EDWC (Economic Development of Washington County) and put together an attractive package for Spaulding Clinical to make use of that property. According to Adam Gitter, West Bend Economic Development Manager, "If you say 'Amity' here, a resident knows we're talking about the Amity Leather Products building. But that doesn't necessarily mean that organization is still in there. What we do is allow others to come in or help a busi-



We're growing all the time and keeping an eye on where we can build our residential population, as well. West Bend is a community folks have chosen to reside in because of living wage jobs, a good school system (among the top 5 percent of high schools in the nation), and a great park and trail system.



JAY SHAMBEAU
CITY ADMINISTRATOR



WEST BEND, WISCONSIN



Valley, West Bend is a bit of a bedroom community serving those two larger regional centers - right in the middle where it can be its own community, but also give people the ability to be where they need to be. The city's two large industrial parks are at 80 percent occupancy. At the same time, commercial is a big driving force behind the economy, because people do come in from the other cities to take advantage of what West Bend has to offer.

"We're growing all the time and keeping an eye on where we can build our residential population, as well," says Shambeau. "West Bend is a community folks have chosen to reside in because of living wage jobs, a good school system (among the top 5 percent of high schools in the nation), and a great park and trail system. Our Parks Department is award-winning, statewide and nationwide, in many development and trail areas. We've recently received an award from the State Association for revamping



ness pivot to an industry that is more relevant. We're not so naïve to think that after 20 years, what has been done will always continue. We help them get where they need to be 20 years down the road; and make use of that land or structure, so it can still be a bright spot for the community."

Uniquely situated on Highway 45, just 40 minutes north of Milwaukee and 15 minutes south of Fox

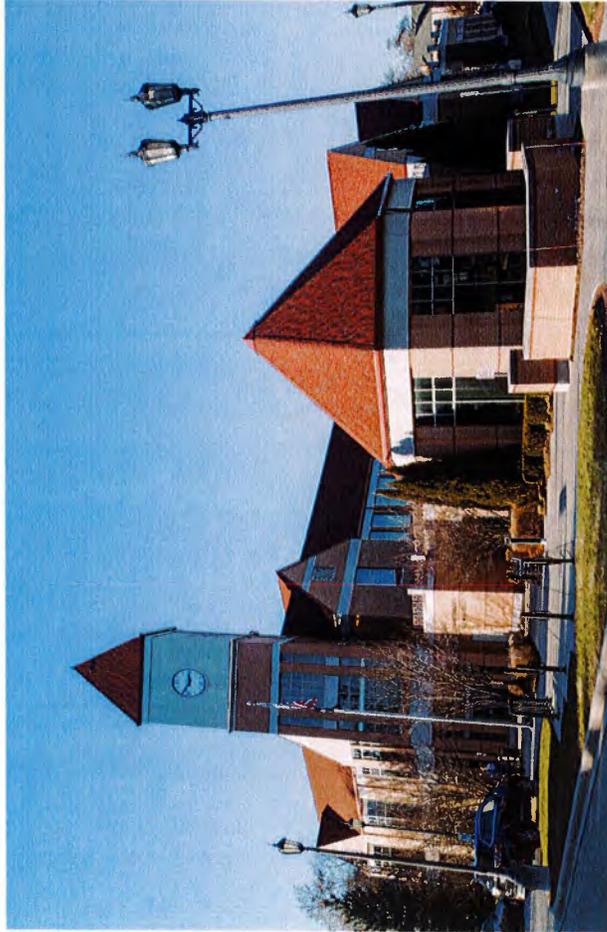


our parks in the downtown Main Street area." The Cast Iron at River Shores Complex is a great story of redevelopment of one of West Bend's iconic industries – the former West Bend Company, famous for producing pots and pans. When the company moved, that building sat vacant for a long time, until the Cast Iron Group came in and repurposed the existing structures for residential and commercial, and added new greenfield growth. Not only are the Cast Iron Luxury Living apartments perfect for Millennials and seniors, they are pet friendly. The developer happily shares that occupancy is at full capacity and 80 percent of renters have at least one pet.

"Speaking of private businesses, we would be remiss to leave out the non-profit organizations that help drive our economy," says Gitter. "We're talking about the downtown, filling up those Cast Iron apartments. We also have the Museum of Wisconsin Art (MOWA), a large footprint building that's driving a lot of traffic to the core. And GOWA (Gallery of Wisconsin Art) is right across the street. The City really appreciates another non-profit called Roots and Branches. They come down with pots and plants and get business owners involved in beautifying the downtown. Millennials, seniors, everyone likes to see so many people invested in having a vibrant downtown feeling. It makes it much easier for them to decide to move here."

Directly across the river, west of the Cast Iron development, is an underutilized former brewery building. The City is now working through the approval process for a proposed 99-unit, single-family, market-grade apartment complex. It's "a monster new building" that will change the landscape from the current assessed property value of \$500,000 to an estimated \$13.5 million for the new building.

WEST BEND, WISCONSIN



Plus it will add another hundred living units in the downtown.

Excitement is mounting for the building to get underway, as it means any downtown space that's open for lease or for sale will be an easy sell with so many people moving into the area. Gitter says, "People will be looking at investing or putting their business downtown; existing business owners that have been there awhile will want to fix up their space – inside and out. West Bend offers a façade improvement grant to have businesses present their buildings in a more positive light."

West Bend's public utilities are in really good shape. "Back in the early '80s, we went through one of the last major federal-funded sewer plant increases in Wisconsin," says Shambeau. "We're still only at 50 percent capacity of that system, so

we have tons of available water and sewer utility. They've kept up with replacing those mains over the years. Road-wise, we struggle a bit with freeze-thaw cycles because of the climate we're in, but we do our best to maintain the major corridors, as well."

The River Walk along the Milwaukee River is a showpiece of West Bend's sustainability efforts. Improvements to the 40-year-old, brick-lined pathway are being finalized through a public/private partnership. Businesses and foundations have donated money, all in the name of community health and wellness, as well as sustaining the river. Also, on the "green front" – Washington County offers property-assessed green energy funding; programs and financing are available to area businesses willing to invest in making clean energy a priority.

Companies such as Serigraph, Spaulding Clinical,

and Regal Ware came to the area because of the impressive work force and are a big part of the community. With over 850 employees, West Bend Mutual Insurance Company is one of the largest employers. "We've had a long-standing relationship with them," says Shambeau. "We're actually in the building they grew out of. It was donated to the City and remodelled for our City Hall. From a tax standpoint, they are our largest assessed-value property – and very generous; donating \$250,000 to the River Walk, and building much of the public infrastructure for our park system."

Gitter foresees a bright future for the community he calls home. "Being from the economic development side, I want to bring as many diverse industries as possible to West Bend, while fostering growth for those already here. We have a great downtown that is in transition, and we're making a concerted effort

to make it everything the residents and businesses want it to be. There's a reason people are moving here – to raise a family and plant roots."



K KUNKEL Engineering Group

& City of West Bend

the path leading to success

PREFERRED VENDORS

■ Geo-Logic Associates
www.geo-logic.com

WWW.CI.WEST-BEND.WI.US

AS FEATURED IN BUSINESS VIEW MAGAZINE

Business View Magazine
www.businessviewmagazine.com

Business View Caribbean
www.businessviewcaribbean.com



«Company»

«Fax»

ATTN: «Name» «Surname»

Dear «Name»,

I wanted to inform you that the City of Franklin will be featured in an upcoming issue of Business View Magazine. The 6-8 page feature is going to be the lead Public Sector feature and it's based on an interview with me and will include some focus on the importance of our strategic suppliers and partners.

As one of our key suppliers, I would like to extend this invitation to *<invitee>* to promote your business alongside the City of Franklin with a corporate advertisement to appear within the article and subsequent marketing brochure as a preferred vendor of choice for the City of Franklin.

Together we can continue to gain exposure while expanding our digital footprint through enhanced search engine results, back links and social media. Upon completion, Business View will also be developing a customized brochure for us that can be utilized for further marketing initiatives and that we can share with our sponsoring key suppliers.

Business View Magazine is a global leader in multi-platform Business to business profiles, news and opinion with more than 840,000 subscribers across North America. To view a current issue please visit their website at www.businessviewmagazine.com.

We encourage you to reach out directly to Marcus VandenBrink, Publisher of Business View Magazine at 239-220-5554 or via email at marcus@businessviewmagazine.com for additional information and pricing.

I want to personally thank you for taking the time to review this correspondence, we value our relationship with *<invitee>* and look forward to continuing our strategic relationship into the future.

Sincerely,

(Signature Here)

Calli Berg
Director of Economic Development

www.businessviewmagazine.com
info@businessviewmagazine.com

BUSINESS
VIEW
magazine



2020

Media Kit
& Advertiser Information



ABOUT US // BUSINESS VIEW

Over the past 25 years, Marcus has worked within a variety of verticals including: Publishing, Franchising, Energy, Finance, Home Service/Construction, Telecommunications, Real Estate Development and Management Consulting.

During his career he built, developed and transitioned numerous struggling and start-up companies into successful ventures. By the time Marcus entered the publishing world more than a decade ago, he had launched multiple successful start-up companies & franchise concepts including the sale of a business to a global fortune 500 company and a more than 50-unit real estate development.

Marcus began his career in publishing by turning around a struggling digital publishing entity before eventually launching Business View Publishing in Fort Myers, Florida.

Marcus has a Social Sciences degree from McMaster University in Hamilton, Ontario (Canada) and has multiple licenses from the Canadian Securities Institute. He's actively involved in charities, continuing education and is passionate about sports, health & fitness, travel and family. Born in Toronto, he now lives in Sanibel, Florida with his wife and two kids.



Marcus VandenBrink
CEO & Founder

Who we are

Business View Magazine is a global leader in multi-platform business-to-business profiles, news and opinion, with more than 840,000 executive subscribers across the United States and Canada and over 40,000 readers in the Caribbean. Business View is read by some of the most influential decision makers driving our economy. Business View's unique approach is to detail the inner workings of the most influential companies and leaders today.

Few other platforms offer the same detail and perspective on the operations, systems and drivers of these key organizations. Business View is a true multi-platform digital media source utilizing the advanced forms of electronic promotion such as web, social media, search engine optimization, smartphone and tablet.

The key multi-platform distribution gives you the ability to reach your prospect on multiple levels with one single advertisement. Due to the detailed industry-specific nature of our content, your ad placement gains immediate credibility and will be strategically aligned to hit your target audience.

Our coverage extends to a broad range of industries. By partnering with governing bodies overseeing these industries we are able to ensure content is reliable, relevant, newsworthy and timely.

The Business View executive team has a combination of more than 30 years of direct digital publishing experience. We are internally governed by a set of core values rounded out by the following statement:

Integrity is paramount and we will never compromise it.

Business View
magazine



Business View
Caribbean



Business View
Australia



ABOUT US // BUSINESS VIEW



Al Krulick, Editor-in-Chief

Al Krulick joined BVM in May 2015. Before that, his career spanned decades as a copywriter, award-winning columnist, theater critic, political operative, theater producer/director, educator, actor, and performer. He and his wife, Cindy, a music teacher and composer, have lived in Central Florida since 1992. They have two daughters – Zoey is a language teacher, living in Madrid, Spain, and Emma is a Peace Corps volunteer in Macedonia.



Alexander Wynne-Jones,
Chief Growth Officer

Xan has 18 years of sales and marketing experience in the publishing, finance, insurance, conference, and SaaS industries. After graduating from Durham College with a diploma in Advertising, Sales, and Marketing, Xan joined Gemma Communications as a Sr. Team Leader working on Citi, MBNA, and Rogers accounts.

After successfully developing teams in a VP role for Canadian publishing organizations, Xan pivoted to the Toronto start-up community and took on the sales management title for an up and coming Employee Advocacy SaaS group. He re-joined the publishing world in 2016 to apply his newly minted growth strategies to the new and improved publishing model that his mentor – Marcus – had developed with BVM. By utilizing Toronto recruitment with an innovative remote office, Xan has led the charge for the expansion of the BVM brand into new markets and territories.

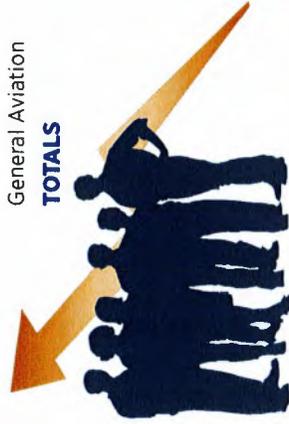
INDUSTRIES COVERED INCLUDE:

Our readers come from a broad range of industry verticals including but not limited to:

- Franchising
- Construction
- Manufacturing
- General aviation
- Supply Chain & Logistics
- Facilities Management
- Healthcare
- Green Business
- Food & Beverage
- Energy
- Retail
- Automotive
- Mining
- Public sector
- Technology
- Financial & Professional Services
- Construction

AN INDUSTRY BREAKDOWN

TITLE	CATEGORY	USA	CANADA
DECISION MAKERS	Construction	78,720	17,280
	Franchisor	32,800	7,200
	Manufacturing	78,720	17,280
Decision makers generally consist of executives in high-ranking positions charged with making crucial decisions in their companies' operations.	Supply Chain and Logistics	65,600	14,400
	Healthcare	52,480	11,520
	Green Business	26,240	5,760
	Food and Beverage	45,920	10,080
	Energy	59,040	12,960
	Retail	52,480	11,520
	Public Sector	39,360	8,640
	Technology	39,360	8,640
	Financial/Professional Services	32,800	7,200
	Facilities Management	32,800	7,200
	General Aviation	19,680	4,320
TOTALS		656,000	144,000



We were super pleased with the result of our ad in Business View, based on the response we feel that it was an excellent ROI and the team was a pleasure to work with!

Steve Hearon
President, BrandPoint Services



ABOUT US // BUSINESS VIEW

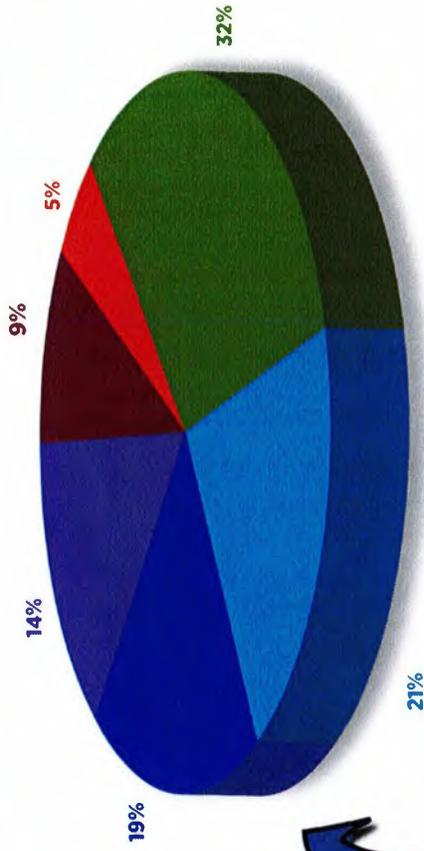
Brian Andersen, Chief Operating Officer

Brian's passion for travel has shaped his life and career. After graduating from Sheridan College in Oakville, Ontario, Brian spent many years travelling across the globe and working in a variety of different verticals: Construction, Retail, Food & Beverage, Real Estate, Marketing and also obtaining his Private Pilot license.

After resettling in his hometown of Mississauga, Ontario, he began his career in publishing alongside Marcus and Xan and hasn't looked back. Brian quickly worked his way up the ranks of publishing earning a VP title after less than two years and was put in charge of training and team management. In 2012, Brian helped launch Business View Publishing. Brian is responsible for staff development, team management, training and executive function.



DEMOGRAPHICS - NORTH AMERICA

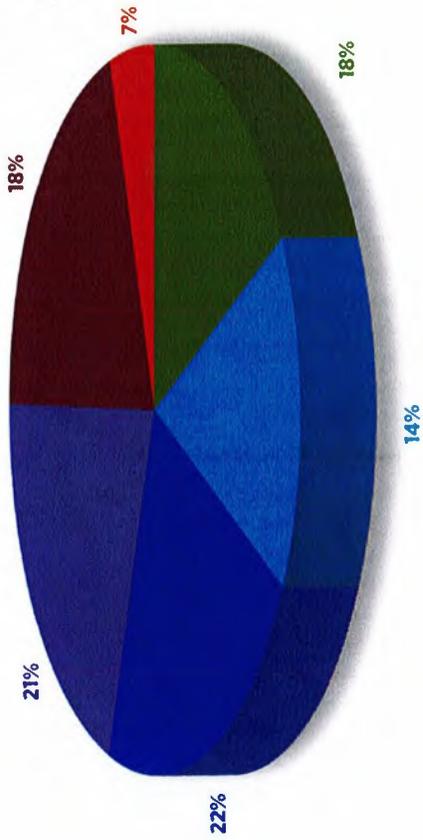


OUR READERSHIP

- Business Development
- Managing Directors/CEOs
- Procurement

BY REGION

- Northeast US
- Midwest US
- Western US



Alyson Casey, Vice President of Administration

Alyson joined Business View in 2017 and became Vice President of Administration in 2018. Before joining Business View, she spent 7 years abroad in Rome, Italy where she had a successful career as Director of Studies for an International Language Academy and worked as a Business English Instructor at LUISS University.

Alyson has a Bachelor of Arts degree from University of North Florida. She is passionate about travel, the outdoors, creative writing, and wine.

ONLINE // OUR WEBSITE

Access us anywhere.

■ **BUSINESS VIEW HAS SUBSCRIBERS** on every continent around the globe - Our website averages between 50-70,000 visitors per month with exceptional bounce rates and metrics. Our magazine is distributed electronically every month to over 840,000 subscribers in North America and worldwide. Our average open rates range from 35-55% - industry average is around 18%.

Our interactive, user-friendly digital magazine as well as each feature is accessible via computer, laptop, smartphone and tablet.



Prime positioning.

■ **YOUR AD IS GOING TO BE VISIBLE** in multiple locations throughout our website, increasing your overall exposure. Your web banner is going to be visible to our extensive web traffic. You will be listed alongside the feature article you are linked to. Anyone reading that article will see your Preferred Vendor listing along with a link to your company website. You are also going to appear within the latest issue of the magazine which is accessible on the home page and in the marketing brochure. These brochures are also accessible on the site.



Business View Magazine interviews Rudy Lindquist, President and GM of Victory Place, as part of our focus on North American Horseracing.

Victory Place's highly visible stadium in downtown Indianapolis, is the home of the Indianapolis Colts. The stadium is a major attraction for the city and is a major economic driver. The stadium is also a major attraction for the city and is a major economic driver. The stadium is also a major attraction for the city and is a major economic driver.

Victory Place's highly visible stadium in downtown Indianapolis, is the home of the Indianapolis Colts. The stadium is a major attraction for the city and is a major economic driver. The stadium is also a major attraction for the city and is a major economic driver. The stadium is also a major attraction for the city and is a major economic driver.



PREFERRED PLACEMENT

YOUR COMPANY'S WEBSITE AND LOGO WILL BE DISPLAYED ALONGSIDE THE FEATURE ON THE WEBSITE. IN ADDITION TO THE DIGITAL MAGAZINE, HYPERLINKS DIRECT READERS BACK TO YOUR WEBSITE, WHILE YOUR LOGO DRAWS ATTENTION TO YOUR STATUS AS A PREFERRED VENDOR.

YOUR AD HERE // CROSS PROMOTION

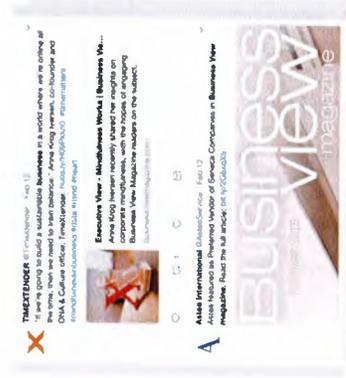
Get exposure beyond Business View.

There is more to come beyond a story in a magazine:

- **NEWS RELEASES** will be sent to local media outlets in your area to inform them of national exposure.
- **A CUSTOM BROCHURE** will be available on our website for linking, download, as well as print availability.
- **SOCIAL MEDIA CAMPAIGNS** expand your presence on the web and enhance SEO for your company.

You and your vendors are tagged for optimal exposure.

SOCIAL MEDIA

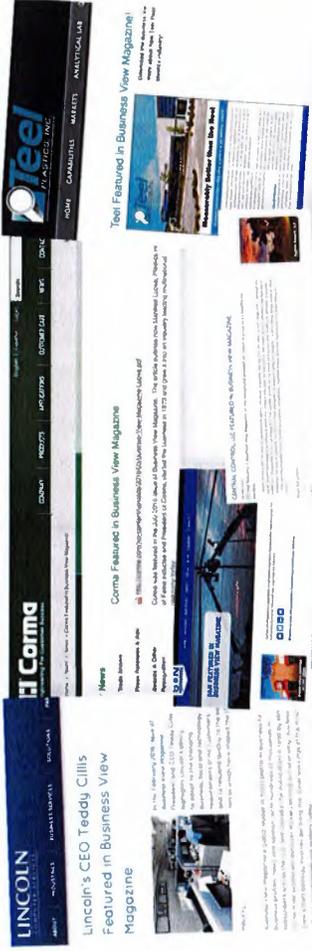


LOCAL MEDIA COVERAGE OF BUSINESS VIEW FEATURES

Below are samples of local media outlets picking up Business View's coverage of many of our features:



BUSINESSES' LINK TO BROCHURES AND ARTICLES ONLINE

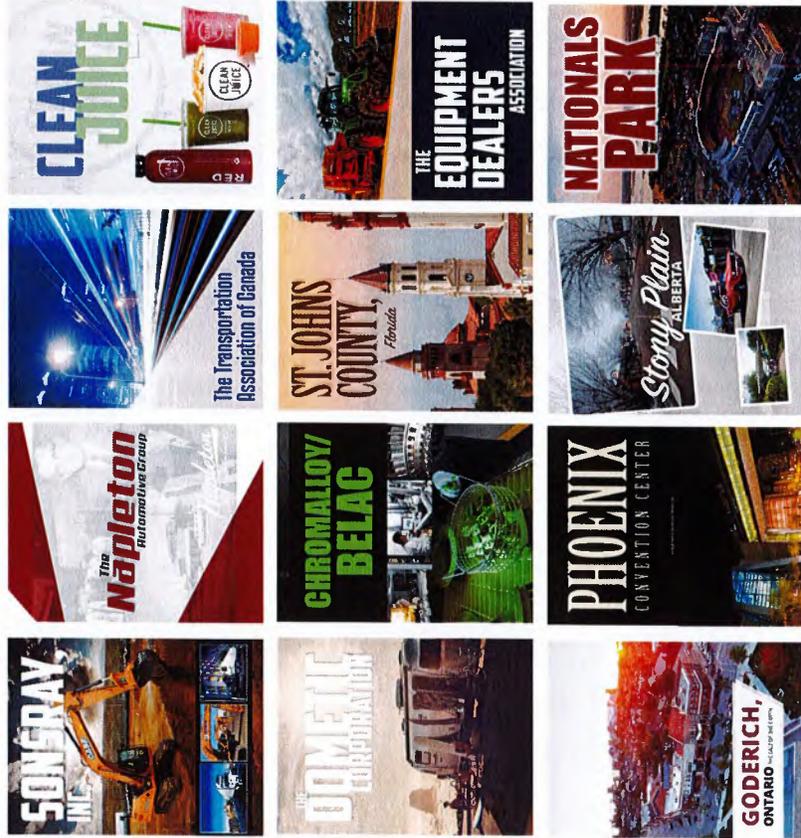


YOUR AD HERE // CUSTOM BROCHURES

A custom brochure lets you take your coverage with you.

Every feature on our site will have a custom, ad agency quality brochure of the article made and available for use. Digital copies pop up on the lower left of the feature's webpage on our site, and each brochure is fully downloadable. It will include each sponsor's advertisement and preferred vendor listing, as well as hyperlinks to the vendor's website. Print copies are also made available for use at industry trade shows, public events or exhibitions, or to use as further marketing efforts as you see fit.

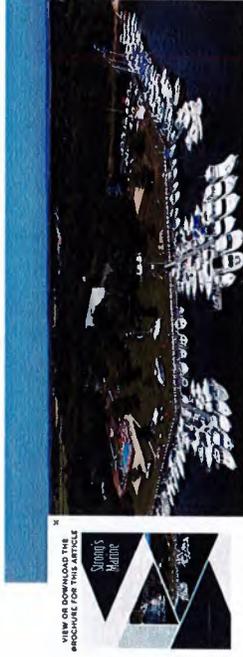
COVER SAMPLES



ONLINE PRESENCE



STRONG'S MARINE - HOME OF SUPER SERVICE



DIGITAL BROCHURES WILL APPEAR AUTOMATICALLY ON THE LEFT CORNER OF EACH FEATURE'S ARTICLE ON BUSINESSVIEW.COM.

VIEW OR DOWNLOAD THE BROCHURE FOR THIS ARTICLE

Business View Magazine Interviews Steve Gurn, President of Ballard Truck Centers, as part of our focus on best practices in American businesses.

Ballard Truck Centers is a family-owned and operated business with four main regional locations, Oregon, Utah, Idaho and Washington. Steve Gurn, President of Ballard Truck Centers, has been in the industry for over 20 years. He has a passion for the industry and a commitment to providing the best service to his customers. Steve Gurn is a member of the National Truck Dealers Association (NTDA) and the International Truck Dealers Association (ITDA). He is also a member of the National Truck Dealers Association's (NTDA) Board of Directors. Steve Gurn is a member of the National Truck Dealers Association's (NTDA) Board of Directors. Steve Gurn is a member of the National Truck Dealers Association's (NTDA) Board of Directors.



VIEW OR DOWNLOAD THE BROCHURE FOR THIS ARTICLE

Business View Magazine Interviews Mark Gagliardi, Senior VP & COO of Bunkoff Operations at Alcoa Park, as part of our focus on great American vendors.

Mark Gagliardi, Senior VP & COO of Bunkoff Operations at Alcoa Park, is a member of the National Truck Dealers Association (NTDA) and the International Truck Dealers Association (ITDA). He is also a member of the National Truck Dealers Association's (NTDA) Board of Directors. Mark Gagliardi is a member of the National Truck Dealers Association's (NTDA) Board of Directors. Mark Gagliardi is a member of the National Truck Dealers Association's (NTDA) Board of Directors.



YOUR AD HERE // EDITORIAL CONTRIBUTION

SILVER SPONSORSHIPS

GOLD SPONSORSHIPS

Our premium ad packages are more than just an ad.

Additional editorial pieces that accompany our silver, gold and title packages are designed to provide you with more exposure and more bang for your buck.

Our **SILVER** sponsorship levels come with about 50 words in our Preferred Vendor listing at the end of every feature. Similar to an "about us" section of a website, this enables you to inform readers about your company with information that doesn't typically fit within the traditional constraints of an ad.

Our **GOLD** sponsorship levels give you even more - with about 200 words, this additional half-page contribution goes further in allowing you to describe a service, your company history, or detail your partner-

ship with the featured organization. It will be placed directly next to your ad within the feature.

The **TITLE** sponsorship gives you the most coverage - an additional full page of space along with the two-page advertisement. It's almost like getting a full third page of ad space for the price of two. Provide a full list of services, describe your company's values, or explain in detail what makes your company unique - you have a full extra page of space available to use as you see fit.

And of course, each sponsorship level gets a mention in our Preferred Vendor listing, complete with hyperlink directly to your website.

TITLE SPONSORSHIPS

YOUR AD HERE // AD SAMPLES

BRONZE LEVEL

All told, the number of views your ad could receive is limitless. It is estimated that over a two-year span, between our digital and print offerings, your ad could be seen as many as a million views or more.

SAFETY FIRST
THOMPSON
 We are the industry leader in providing the most comprehensive and effective safety training for construction workers. Our courses are designed to meet the needs of the industry and are recognized by OSHA as a leading provider of safety training. We offer a variety of courses including: Safety for Construction Workers, Safety for Supervisors, Safety for Managers, and Safety for Executives. We also offer a variety of specialized courses for different types of construction work. Contact us today to learn more about our safety training programs.

KAUFMAN
 The Kaufman Company is a leading provider of construction management services. We have a proven track record of successful projects and a team of experienced professionals. We offer a variety of services including: project management, cost control, and risk management. Contact us today to learn more about our construction management services.

Thomas and Hutton
 www.thomasandhutton.com
 Founded in 1946, Thomas & Hutton offers innovative solutions to complex engineering issues. Designing projects and transforming the landscape of our industry. Our team of experienced professionals has the expertise and resources to create the essential framework of healthy and thriving communities. We continue to learn, improve, design, and implement practices that grow healthy communities.

AT A GLANCE
DAVER WILLIAMS HOMES
 We are a leading provider of residential construction services. We have a proven track record of successful projects and a team of experienced professionals. We offer a variety of services including: residential construction, commercial construction, and industrial construction. Contact us today to learn more about our residential construction services.

CHANDLER CABINETS
 We are a leading provider of cabinet and millwork services. We have a proven track record of successful projects and a team of experienced professionals. We offer a variety of services including: cabinet installation, millwork installation, and custom cabinet fabrication. Contact us today to learn more about our cabinet and millwork services.

Kern & Co., LLC
 We look forward to a continuing relationship with many future endeavors.
 Kern & Co., LLC is ecstatic and honored to be a preferred vendor for the City of Savannah. We look forward to a continuing relationship with many future endeavors.

SILVER LEVEL

DRIVEN FOR SOLUTIONS. POWERED BY PASSION.
 A Thomas & Hutton team member is a professional engineer, architect, or planner with a passion for providing innovative solutions to complex engineering issues. We are a leading provider of engineering, architectural, and planning services. We offer a variety of services including: engineering, architectural, and planning services. Contact us today to learn more about our engineering, architectural, and planning services.

THOMAS & HUTTON
 www.thomasandhutton.com

PREFERRED VENDORS

Preferred vendors receive a special feature in our advertising, including a larger ad size and a prominent position. This feature is available to vendors who have a proven track record of successful projects and a team of experienced professionals.

Carboline Company
 www.carboline.com
 Solving our customers' problems is how we got started and after 70 years, it's still our focus at Carboline.

PREFERRED VENDORS
 Your company's name and website are listed at the end of the feature.

PREFERRED VENDORS

Preferred vendors receive a special feature in our advertising, including a larger ad size and a prominent position. This feature is available to vendors who have a proven track record of successful projects and a team of experienced professionals.

Marine
 CLEAN, RESTORE AND PROTECT YOUR BOAT FROM STEM TO STERN
 Professional marine care products for your boat. We offer a variety of services including: boat cleaning, boat restoration, and boat protection. Contact us today to learn more about our marine care products.

Carboline Company
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A HIGHER LEVEL
 SILVER LEVEL SPONSORS RECEIVE A 50-WORD PREFERRED VENDOR MENTION

THOMAS & HUTTON
 www.thomasandhutton.com

PREFERRED VENDORS
 Your company's name and website are listed at the end of the feature.

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Marine
 CLEAN, RESTORE AND PROTECT YOUR BOAT FROM STEM TO STERN
 Professional marine care products for your boat. We offer a variety of services including: boat cleaning, boat restoration, and boat protection. Contact us today to learn more about our marine care products.

YOUR AD HERE // AD SPECS

Ad sizes to suit your needs.

Business View offers five ad sizes to give you plenty of options to choose what best serves your needs. With all of our ad packages come a Preferred Vendor mention, design work (if needed) by our own creative team provided at no cost to you, and a final brochure and magazine.

OUR AD SIZES

Our ad package options include:

- **BRONZE LEVEL** // Quarter page, 3.6" x 4.9" (plus name and website in our Preferred Vendor Listing)
- **SILVER LEVEL (VERTICAL)** // Half page, 7.5" x 4.9" (plus 50 word editorial in our Preferred Vendor listing)
- **SILVER LEVEL (HORIZONTAL)** // Half page, 3.6" x 10" (plus 50 word editorial in our Preferred Vendor listing)
- **GOLD LEVEL** // Full page, 8.5" x 11" (plus half-page editorial and detailed Preferred Vendor listing)
- **TITLE LEVEL** // 17" x 11" (plus full-page editorial and detailed Preferred Vendor listing)



OUR SPEC SHEET



Logos

Vector EPS, AI, hi-res JPEG, or PDF files with fonts embedded are preferred.

Images

Hi-res JPEG files are preferred. Please feel free to send product shots, company images, job sites and staff images and overall company images to be included in the ad. We are unable to accept graphics embedded in text or slideshow documents.

Text Copy

Please provide text, services, website, contact information and any other information you would like to see in the ad.

Please note that ads designed in Word or slideshow formats cannot be accepted.

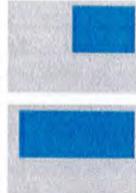
Please add a bleed of 1/8" to full and double-page ads.



Double page spread: 17" x 11"



Full Page: 8.5" x 11"



Vertical Half Page: 3.6" x 10"

Half Page: 7.5" x 4.3"

Quarter Page: 3.6" x 4.9"

Business View

publishing

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www.businessviewmagazine.com

BUSINESS VIEW

publishing

An international publishing agency with locations around the world:



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VIEW
publishing

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Fort Myers, 33907
239.220.5554

Email for all inquiries:

info@businessviewmagazine.com

www.businessviewmagazine.com