



Real Estate Project Analysis: Historic Building Redevelopment to Greenfield Development



PIEPER
PROPERTIES

A program of:



Our Continuing Education
Partners



Welcome & Instructors

Real Estate
Project
Analysis



**Kristen Fish-Peterson, CEcD
Principal & CEO
Redevelopment Resources**



**Todd Hutchison, Founder and
Owner, Wisconsin
Redevelopment, LLC**

Welcome & Instructors

Real Estate Project Analysis



Stewart M. Wangard
CEO, Chairman and Founder
Wangard Partners, Inc. and
Wangard Advisors, LLC



Ann Pieper Eisenbrown
Founder and CEO
Pieper Properties, Inc.

Real Estate Project Analysis



AGENDA

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9:30 AM	<p>Welcome</p> <p>Kathleen Heady, CEcD, Manager, Wisconsin Economic Development Academy, Wisconsin Economic Development Association</p>
9:35 AM	<p>Perspectives in (Re)Development – Is it Community vs. Developer or Community + Developer?</p> <p>Kristen Fish-Peterson, CEcD, Principal & CEO, Redevelopment Resources</p>
11:00 AM	<p>Non-Traditional Financing Sources</p> <p>Todd Hutchison, Founder and Owner, Wisconsin Redevelopment, LLC</p>
12:15 PM	<p>Lunch and Table Discussion</p>
1:00 PM	<p>History of Olympia Fields</p> <p>Stewart M. Wangard, CEO, Chairman and Founder, Wangard Partners, Inc. and Wangard Advisors, LLC</p>
1:35 PM	<p>Bringing It Back to Life: Historic Building Development</p> <p>Ann Pieper Eisenbrown, Founder and CEO, Pieper Properties, Inc.</p>
2:05 PM	<p>Table Discussion and Wrap up</p>

Real Estate Project Analysis



Thank You!

Hope you can join us:

- **April 12** – Stretching Your Community Marketing Dollars Webinar
- **Aug. 9** – An Economic Developer’s Guide to Municipal Engineering Terms Webinar
- **Sept. 27** – Tax Increment Financing Seminar
- **Nov. 8** – Industrial & Business Park Development Webinar



**Real Estate Project Analysis: Historic Building Redevelopment to Greenfield
 Development**
February 1, 2023
9:30 a.m. – 2:30 p.m.

**Hyatt Regency – Regency AB
 Milwaukee**

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Instructors

Kristen Fish-Peterson, CEcD, Principal & CEO, Redevelopment Resources



Ms. Peterson has over 30 years of direct experience in redevelopment, market analysis, planning, implementation, grant writing, brokerage, business development, media, manufacturing, and marketing. In 2009, she and two colleagues started Redevelopment Resources, a community impact consulting firm which operates throughout the U.S. She has managed all aspects of market analysis projects, strategic planning processes, business development and adaptive reuse programs including business recruitment, retention, entrepreneurial programming, loan fund management, deal structuring, blight elimination and policy/ program development.

Redevelopment Resources provides development and redevelopment solutions and research services to municipalities, businesses and organizations. Our experience was gained primarily from active successful careers working in economic and community development, planning, and marketing fields. The team transitioned into consulting in order to share our vast experience with others. The firm was founded in Wausau through a

partnership between Kristen Fish and Deborah Erslund. In 2015 the company moved to Madison, WI where it is located today. We have worked across the state of Wisconsin as well as Colorado, Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, New York, North Dakota, Virginia, and Ontario. Clients have engaged Redevelopment Resources over multiple projects and multiple years. One of the highest honors we receive is when a client implements each and every one of our recommendations and calls us back to develop the next set of strategies with them.

Todd Hutchison, Founder and Owner, Wisconsin Redevelopment, LLC



Todd Hutchison is a lifelong resident of Wisconsin. He is a licensed Architect, a licensed Real Estate Broker, and has been involved in Real Estate Development for more than 30 years. Todd is the Founder and Owner of Wisconsin Redevelopment, LLC, a 22-year-old real estate development company that specializes in the following:

- Affordable Housing using Low Income Housing Tax Credits (LIHTC) or Section 42
- Historic Redevelopment and Adaptive Reuse of Buildings using Historic Tax Credits
- Urban Redevelopment
- Mixed-Use Development
- Waterfront development
- And the use of other “non-traditional” sources of funding like:
 - o TIF – Tax Incremental Financing
 - o HOME Funds
 - o CDBG – Community Development Block Grant Funds
 - o Federal Home Loan Bank – Affordable Housing Program Funds
 - o Other Federal, State and Local funding sources

During his 30 plus year career, Todd has developed more than three hundred million dollars (\$300,000,000) worth of real estate including over 1,000 units of housing. He continues to own and oversee the operations of several of those projects.

Stewart M. Wangard, CEO, Chairman and Founder, Wangard Partners, Inc. and Wangard Advisors, LLC



As Chairman / CEO and founder of Wangard Partners, Inc. and Wangard Advisors, LLC, Stewart Wangard has always maintained his vision of total commitment to the highest industry standards with every project and investment. Stewart has more than 40 years of commercial real estate experience in the Wisconsin, Illinois and Minnesota marketplaces. He believes in developing long-term relationships by bringing together key stakeholders in the community to ensure success. He celebrates the company's accomplishments through charitable giving, community leadership and stewardship.

In 1992, Stewart founded Wangard Partners, Inc. Wangard Partners' developments encompass business parks as well as urban and suburban commercial, retail and multifamily facilities. Wangard Partners' passion for community renewal is recognized by many peer groups including: the Wauwatosa Chamber of Commerce (2012 Regional Impact Award); The Daily Reporter (2012, 2016, 2017, 2018, and 2019 Developer of the Year Award); Hispanic Chamber of Commerce of Wisconsin (2013 Hispanic Business of the Year and 2015 Excellence in Community Development Leadership Award); The Business Journal (Commercial Real Estate Awards and Central City Award) as well as State of Wisconsin WEDC's Business Excellence (2015 Wisconsin Minority Outstanding Large Size Business). Stewart is on the National NAIOP Corporate Board of Directors, Tax and Finance Committee, and a legacy member of the Mixed-Use Forum. He formerly was a member of the Environmental Affairs and Infrastructure Committee and the Transportation Committee of NAIOP. Mr. Wangard serves on the Board of Directors for ThriveEd, supporting economic development efforts in Jefferson and Dodge counties, and a member of the Greater Milwaukee Committee, a private sector network of 200 of Milwaukee's business leaders. This knowledge leadership and mission makes Stu the go-to expert for urban, mixed-use and brownfield development in Wisconsin. Most recently, Stewart accepted a board member position on Old National Bank's Advisory Board and University of Wisconsin's James A. Graaskamp Center for Real Estate Advisory Board.

Wangard Partners is comprised of integrated real estate service operations where commitment, trust, performance and integrity are the core tenets of everything we do. We are committed to excellence in commercial real estate development, acquisitions, investment real estate and property management that is proven to be the best value to our clients.

Specializing in sustainable and efficient office, multi-family, industrial and retail development nationwide. Wangard Partners' portfolio includes numerous projects that have received recognition and awards from industry and community groups alike. We are highly selective in the assignments we undertake with a philosophy to provide the highest degree of service and value, assuring the quality and attention each assignment needs and deserves. Our goal is to provide stable returns to our investors, while diligently managing the risks associated with commercial real estate.

Wangard Partners, one of the largest Minority Business Enterprises in Milwaukee, prides itself on sharing knowledge, promoting entrepreneurial spirit, sustainability, perseverance and preservation as a way of life. As a growing business, we most recently received the Daily Reporter's Best Developer Reader Ranking Award for a third year in a row. This award is given to a company based upon reader/subscriber choice. As a top developer within the Metro Milwaukee marketplace, Wangard seeks sites to redevelop that have critical needs to prosper and that are often ignored due in part to their historic or brownfield status, yet have unique attributes that businesses, guests and vendors want to be part of. The results of our development efforts are being recognized not only by peers, but that of community leaders.

Wangard Partners has the capabilities to create, plan, manage, finance, and construct development projects efficiently and cost effectively. Our team takes a hands-on approach to every project based on a thorough knowledge of local markets and building requirements. We provide seamless solutions to achieve results, using our expertise, assets, and credentials to guide projects from start to finish. Wangard Partners acquires, owns, and manages properties in all major asset classes and has acquired and developed more than \$500,000,000 of properties. We also are particularly skilled in defining funding incentives for our client's development from TIF to New Market Tax Credits.

Wangard Partners provides property management services for office, retail, office, flex-tech/warehouse and industrial properties and currently manages approximately three million square feet within Wisconsin. We work closely with clients to develop solutions that conserve energy, create healthy environments and improve life system costs. Wangard Partners also joins a handful of real estate companies worldwide that are an Accredited Management Organization (AMO®).

Ann Pieper Eisenbrown, Founder and CEO, Pieper Properties, Inc.



Ann is founder and CEO of Pieper Properties, an award-winning developer of sustainable urban properties. She holds an MS in Real Estate Finance from the University of Wisconsin, and a Bachelor's in Economics (with a Minor in Art History) from Vanderbilt. Ann serves on the Historic Preservation Commission of the City of Milwaukee, BID NO. 2 (Historic Third Ward), and the Business and Economic Development Committee of the Walker's Point Association. She has served on the Walker's Point Association Board and as President of the HEAR Wisconsin Board. Ann has been a 40 Under 40 honoree as well as recognized as a Woman of Influence.

Founded in 1997 and wholly owned by Ann Pieper, **Pieper Properties** is a full-service boutique real estate company focused on development and redevelopment of high-quality, urban commercial and residential multi-family properties with a long-term holding perspective and ethos. Our guiding mission is to deliver a first-rate customer occupancy experience through timely and responsive service and well-located properties offering fresh, progressively designed and sustainable living and working environments.



2023 Program Schedule

February 1	Real Estate Project Analysis: Historic Building Redevelopment to Greenfield Development – Comprehensive
April 12	Stretching Your Community Marketing Dollars – Webinar
August 9	An Economic Developer’s Guide to Municipal Engineering Terms – Webinar
September 27	Tax Increment Financing - Comprehensive
November 8	Industrial & Business Park Development - Webinar



Real Estate Project Analysis: Historic Building Redevelopment to Greenfield Development

February 1, 2023
9:30 a.m. – 2:30 p.m.
Milwaukee Hyatt Regency

Organization Contact Person and Contact Information	Kathleen Heady, CEcD, Manager, Wisconsin Economic Development Academy, Wisconsin Economic Development Association
General Organization Information (i.e. website address, short description of organization, etc.)	For over 45 years, the Wisconsin Economic Development Association (WEDA) has represented the economic development interests of both the private and public sectors through advocacy, education, and leadership on statewide initiatives. Driven by the needs of our members, we are committed to providing the resources and tools to promote economic prosperity in Wisconsin. WEDA is proud of our history, our growing list of accomplishments, and our past, current, and future efforts that make it possible for economic development professionals and organizations to be successful. The WEDA Academy aims to advance economic development through education and offers multiple training opportunities on the leading economic and community development issues of the day. The seminars are taught by recognized industry experts and provide continuing education credits.
Academy Course Model	Comprehensive Program
Name of Academy Course:	Real Estate Project Analysis: Historic Building Redevelopment to Greenfield Development
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide a broad introduction to real estate project analysis across a range of project types from historic building redevelopment to greenfield development. In this course, participants will develop skills that will allow them to be better prepared to evaluate proposed projects and to respond to development opportunities in their communities.
Description of Session or Course	<p>Across Wisconsin, economic developers are working on a variety of real estate development and redevelopment projects in their communities. Often there are challenges where a developer may require assistance in addressing a financial gap or working through an approval process. A community may also choose to proactively market a challenging site or building. What are the essential components that need to be in place for a project to move forward, whether promoted by a community or introduced by a developer?</p> <p>Through this course, participants will learn important aspects of analyzing real estate projects looking at a broad range of project types in a variety of settings. Financial and gap analysis concepts will be</p>

	<p>presented along with an introduction to programs and resources that can be used to address gaps. Project examples will be used throughout the course to reinforce concepts and to highlight best practices. Participants will have an opportunity to work in small groups to try out their new skills and to discuss challenges and opportunities in their communities.</p>
<p>Training Deliverables</p>	<p>Through this course, attendees will learn –</p> <ul style="list-style-type: none"> • Real estate project analysis concepts • Determining and filling financial gaps • Developer and community perspectives • Best practices
<p>Instructors' Names</p>	<p>Kristen Fish-Peterson, CECD, Principal & CEO, Redevelopment Resources</p> <div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p>Ms. Peterson has over 30 years of direct experience in redevelopment, market analysis, planning, implementation, grant writing, brokerage, business development, media, manufacturing, and marketing. In 2009, she and two colleagues started Redevelopment Resources, a community impact consulting firm which operates throughout the U.S. She has managed all aspects of market analysis projects, strategic planning processes, business development and adaptive reuse programs including business recruitment, retention, entrepreneurial programming, loan fund management, deal structuring, blight elimination and policy/ program development.</p> <p>Redevelopment Resources provides development and redevelopment solutions and research services to municipalities, businesses and organizations. Our experience was gained primarily from active successful careers working in economic and community development, planning, and marketing fields. The team transitioned into consulting in order to share our vast experience with others. The firm was founded in Wausau through a partnership between Kristen Fish and Deborah Erslund. In 2015 the company moved to Madison, WI where it is located today. We have worked across the state of Wisconsin as well as Colorado, Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, New York, North Dakota, Virginia, and Ontario. Clients have engaged Redevelopment Resources over multiple projects and multiple years. One of the highest honors we receive is when a client implements each and every one of our recommendations and calls us back to develop the next set of strategies with them.</p> </div> </div>

Instructors' Name #2

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On a personal note, Todd lives on Lake Winnebago in Oshkosh with his wife, Loribeth, of 33 years, where they love to enjoy all the Wisconsin seasons. Together they have one daughter and a son-in-law who live in Franklin, Wisconsin with a toddler and another grandchild on the way.

Instructor Name #3

Stewart M. Wangard, CEO, Chairman and Founder



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Instructor Name #4

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Location (city, state) of each Instructor/Planning Committee

- Kristin Fish-Peterson, Madison
- Todd Hutchison, Oshkosh
- Stewart M. Wangard, Wauwatosa
- Ann Pieper Eisenbrown, Milwaukee