SCHREIBER

Schreiber Foods, Inc.
Regulatory Affairs
425 Pine Street
Green Bay, Wisconsin USA 54301
920-437-7601

January 23, 2014

Mayor Jim Schmitt
City Hall
100 North Jefferson Street
Room 200
Green Bay, WI 54301-5026

Dear Mayor Schmitt:

I am writing on behalf of Schreiber Foods, Inc. to support Walmart's plans for their building at the Larsen Green site.

Walmart already supports a large number of businesses in Green Bay, including both vendors and suppliers. Last year, Walmart spent $3.5 billion with Wisconsin suppliers, supporting over 64,000 supplier jobs. In addition, Walmart employs more than 700 associates at its current Green Bay stores.

A downtown Walmart will have a positive economic impact on Green Bay and specifically the Broadway District. This market-driven development will also fill an underutilized, tough to develop site. Walmart will add 250-300 new jobs and be a generator for future development and jobs throughout Green Bay. Walmart will provide needed goods and services to our employees and bring additional retail customers to shop in the Broadway District.

We encourage the City of Green Bay to move forward and say yes to this exciting opportunity. Please pass our support on to the Green Bay Alders, Plan Commissioners, and City Staff.

Sincerely,

Robert D. Byrne

Robert D. Byrne, Ph.D.
Director, Industry and Regulatory Affairs

LETTER OF SUPPORT

To: Mayor, Alders, Plan Commissioners and City Staff
Re: Green Bay Walmart

Dear Community Leaders;

We support building a 150,000 square foot Walmart at the Larsen Green site.

Walmart already supports a large number of businesses in Green Bay, both vendors and suppliers. Last year, Walmart spent $3.5 billion with Wisconsin suppliers, supporting 64,784 supplier jobs. In addition, Walmart employs more than 700 associates at its current Green Bay stores.

A downtown Walmart will have a positive economic impact on the downtown and Broadway District. This market-driven development will fill an underutilized, tough to develop site. Walmart will add 250-300 at a new store and be a generator for future development and jobs throughout the City. Walmart will provide needed goods and services to our employees and bring additional retail customers to shop in the Broadway District.

We encourage the City of Green Bay to move forward and say yes to this exciting opportunity.

Sincerely,

1-23-14

Title PRESIDENT
Company IMMEL CONSTUCTION

LETTER OF SUPPORT

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We encourage the City of Green Bay to move forward and say yes to this exciting opportunity.

Sincerely,

David Martin

David Martin

Building Installation Group I, Inc.
1609 Western Ave., Ste. B
Green Bay, WI 54303

Gregory B. Conway
Thomas M. Olejniczak
Frederick L. Schmidt
R. George Burnett
Gregory A. Grobe
Tori L. Kluess
Robert M. Charles
Brick N. Murphy
Jodi L. Arndt
David H. Weber
Ross W. Townsend
Michele M. McKinnon
T. Wickham Schmidt
Kurt A. Goehre
James M. Ledvina
Steven J. Krueger
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Joshua M. Koch

Retired:
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January 22, 2014

To: Mayor, Alders, Plan Commissioners and City Staff

Re: Green Bay Walmart

Dear Community Leaders;

I support building a 150,000 square foot Walmart at the Larsen Green site.

Walmart already supports a large number of businesses in Green Bay, both vendors and suppliers. Last year, Walmart spent $3.5 billion with Wisconsin suppliers, supporting 64,784 supplier jobs. In addition, Walmart employs more than 700 associates at its current Green Bay stores.

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In addition, having worked with the Larsen Green project for the past 9 years, the ability to develop this site has many hurdles. There are electric transmission lines, soil conditions, an old building, and irregular ground elevations which will have to be addressed by any potential developer. Walmart has agreed to remedy these issues and undertake the costs as part of its agreement.

Furthermore, if the Walmart proposal does not succeed, the ability to sell the site before the outstanding OBI Loan with BMO Harris comes due is nonexistent. The City has guaranteed the loan of $3 million, and would have the additional burden of dealing with the costs associated with the site as indicated above.

I encourage the City of Green Bay to move forward and say yes to this exciting opportunity.

Sincerely,

LAW FIRM OF CONWAY, OLEJNICZAK & JERRY, S.C.

By: _____
Thomas M. Olejniczak
TMO:rjb

Yoni Zvi,

It was a p;easure speaking with you the other day regarding the proposed Walmart in downtown Green Bay.

As an elected official I see all the positives that a business of this magnitude could bring to the area and the city.

Without any municipal funding this would be an immediate tax boost not only to the city, but to Brown County, Green Bay Schools and NWTC.

Walmart would also take on the task of enviornmental cleanup to the price tag of 1 to 1 ½ million dollars on this site.

A Walmart would expand local business growth along the Broadway District without disturbing any of the existing business's. At this time there are many empty buildings on Broadway that would become occupied.

I recently surveyed residents of my district and not one was opposed to having a Walmart on Broadway. The feed back I received form this survey was that people not only wanted a grocery store, but a pharmacy and everyday retail shopping.

With the addition of a Walmart on Broadway it's no telling how much local property values will increase to the west as additional space may be needed to expand new retail and office space along with parking areas.

I know we could use an additional 250 permanent jobs, not to mention all the spin-off jobs that would be created.

This project is a No-Brainer and a Win/Win for everyone involved.

Brown County Supervisor Bernie Erickson District #7
868 Dousman St. Green Bay, WI. 54303

Bernie Erickson
District #7

MEMO

TO: City of Green Bay RDA

FROM: Terrence R. Wall

RE: Walmart Proposal

DATE: December 8, 2013

My Recommendation: Approve the Walmart proposal.

I understand that this Tuesday you will vote on whether to allow a proposal for a Walmart at the Larsen Green property to move forward. I am writing to encourage you to do just that. I can't emphasize enough the importance and positive economic impact on the downtown and Broadway district that an anchor retailer like Walmart will have.

There are several reasons I am in strong support of the proposed Walmart, but before I explain those reasons, I want you to know my background and experience in this matter.

First, I have developed six sizable retail centers, including ones with a Target, American TV, and many other retailers. I have been actively involved in retail development for over 30 years.

Second, I hold an economics degree from the UW-Madison and a Masters degree in Real Estate development from the Wisconsin School of Business at the UW-Madison.

My advice comes to you from both my education and my direct, hands-on experience in this sector.

The reasons for my recommendation follow:

First, take the example of the modern day regional mall. You'll note that the ends of the mall are anchored by major national retailers. These retailers drive the traffic flow to the other smaller stores. Without the anchor retailers, the smaller stores not only wouldn't survive, they wouldn't even sign leases at the malls.

Similarly, the downtown was previously anchored by the downtown mall (which my mother-in-law worked at in the Boston Store). The mall drove traffic to the downtown, and other smaller stores in downtown were able to feed off that traffic to thrive. Once large anchor retailers and malls developed outside of downtown, the downtown mall

started to lose sales and eventually falter; later closing. Once the downtown mall closed, the entire downtown suffered economically.

Both downtown and Broadway faltered, with a significant number of store vacancies along with a lack of major employers. Only recently with Associated Bank, Schreiber Foods, and other new employers moving downtown (due to the efforts of the city and private sector) has the downtown begun to slowly recover. Now Walmart wants to help continue and add to that recovery.

Let me assure you that allowing a major anchor retailer like Walmart to develop in downtown will act just like the retail anchor in a mall; Walmart will bring with it major customer traffic flow that the other existing (and new) smaller retailers will be able to take advantage of. (In fact, I speculate that most of the vacant store fronts on Broadway will be filled within three years of Walmart opening.)

Second, some people are opposed to the Walmart opening downtown, but they fail to consider the alternative. If Walmart does not open on Broadway, then sooner or later a Walmart will open elsewhere outside of downtown, drawing customers and retail spending dollars away from downtown. Green Bay would be very fortunate to have a Walmart downtown.

Third, the site WalMart has selected is an industrial waste land. What other national company is going to come along and invest tens of millions of dollars in cleaning up a contaminated site and improving that area? No one. This site has been marketed for many years and there have been no commitments.

Fourth, this deal is as good as it gets. Walmart is offering fair market value for the property and is not asking for TIF money, thereby creating a positive cash flow for the TIF district. In fact, we should not fail to consider the incredible positive 'increment' that Walmart's value will generate in the TIF and the Broadway district that will make a number of other future developments possible because the districts will be able to support more TIF for other improvements. The Walmart development will be a net positive generator for future development in the neighborhood.

Fifty, this economic development opportunity allows the City to avoid acquiring the approximately $3.5 million debt from On Broadway. Without Walmart, the city taxpayers will no doubt have to pick up the tab for that debt. (Ask yourself how the bank that holds the debt will react if the city turns down Walmart; the bank is going to want its money back given that the only possible method for paying off the debt would have been turned down by the city.)

These are all important financial considerations that will affect the City of Green Bay far into the future. We can either embrace the opportunity and as a city and neighborhood, share in the net positive impact, or we as taxpayers can pay the consequences out of our own pockets to retire the debt that Walmart's capital will otherwise pay for.

Lastly, as a multi-family developer who is taking a large risk of developing new apartments in downtown Green Bay, your acceptance of the Walmart proposal would send a positive message to other developers like me and encourage us to take additional risk by developing more housing in the future. Walmart will add 300 jobs by itself and hundreds more indirectly from its positive impact.

Or you can send developers like me the message that the one opportunity to solidify the recovery of downtown by adding Walmart is rejected by the city, in which case we as developers shouldn't take such additional risks.

And don't forget, Walmart supports a large number of businesses in Green Bay (vendors and suppliers), in addition to carrying local products (if asked), and the company also makes regular donations to local charities as well. Don't forget to ask Walmart for specific commitments in these areas.

Please vote for the Walmart proposal.

Respectfully,

Terrence Wall, President
T. Wall Enterprises, LLC

From: Terrence Wall
Sent: Saturday, January 25, 2014 5:03 PM
To: sid.bremer@gmail.com; maribeth@conardcreative.com; gmaque4@gmail.com; timothy.duckett@axa-advisors.com; jimreck@uwalumni.com; district1@greenbaywi.gov
Subject: Walmart

Just a quick note that I support the propose Walmart project.

We are considering developing approximately 80 apartments in the Larsen Green buildings (and in fact, have buildings C and D under an option contract). Walmart would bring approximately 300 jobs to the area and bring tens of thousands of shoppers, many of which would also support the Broadway retail district.

In terms of good planning, Green Bay should feel fortunate to capture a large box retailer to its downtown at a time when so many retailers are locating on the periphery - drawing customers away from downtown. This is good planning and also good urban policy to encourage retailers of all types to locate downtown.

Since there is no downtown mall any more, you could say that Walmart will act like the mall, as an anchor retailer, that will draw shoppers downtown that otherwise wouldn't come downtown.

I speculate that once this Walmart is built, it will be held up nationwide as an example of good urban planning and economic development and may in fact, win awards. Other cities will look to Green Bay as an example of how to draw national retailers to their downtown.

If approved, we will immediately begin searching for additional multi-family development opportunities downtown. We're excited about this opportunity and I hope you will be too.

Thank you.

Terrence R. Wall
608-345-0701