

Offering Memorandum

Industrial Redevelopment

333 Portland Road
Waterloo WI 53594



Presented By:

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EXCLUSIVE AGENT

Madison Commercial Real Estate LLC (“Owner's Agent”) is the exclusive agent for the City of Waterloo, Wisconsin (“Property”). Please contact us if you have any questions.

DESIGNATED AGENT

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Executive Summary

The Offering	Madison Commercial Real Estate LLC is offering vacant industrial land in the City of Waterloo	
Property	333 Portland Road, Waterloo WI	
Land Area	1.54 acres up to 13.9 acres	±3.19 acres of delineated wetlands
Zoning	Industrial	
Appraised Value	\$261,000	
Offering Price	No-Cost Acquisition for entire parcel or \$8,500/per acre for smaller parcels	
Commission	No-Cost Acquisition Co-Broke commission 3% of the appraised value of the land or 1.5% of the appraised value of the completed construction project, whichever is greater.	
Electrical Service	5,000 KVA available with on-site substation (Waterloo has partnered with WPPI, a non-profit electric utility provider, to offer lower electricity rates)	
Water Service	10" service with 60 psi	
Sewage Service	10" sewer service available	
Gas Service	3" steel gas main with 60 psi; potential expansion to 6" steel	

Executive Summary Continued

Investment Highlights

Tax Incremental Financing available (contact Broker for more information)

Phase 1 & Phase 2 ESA, January 2019

DNR Approval, June 2019

Geotechnical Report, July 2019

Proposed access from Industrial Lane & Hendricks Street

Recent TIF Project

Ab E Discovery

➤ \$3.5 million Industrial Development

➤ TID No. 3

➤ TIF Award \$1,094,327



Location Description

The City of Waterloo is located in Jefferson County and was named one of the best 100 communities for young people in 2008 by America's Promise Alliance. Waterloo provides small-town lifestyle without sacrificing modern amenities along with affordable housing, moderate property taxes, high quality schools and low crime rates. Waterloo is focused on the future with an emphasis on Sustainable growth. The City takes advantage of being near the Dane County labor market but provides better cost-of-living. The National Renewable Energy Laboratory rated Waterloo Utilities first in the nation as a power provider with the greatest percentage of green power sales in 2010.

Waterloo is the home to businesses that support the Southcentral Wisconsin economy such as: Trek Bicycle, Ab E Discovery, Regius Rubber, Susseck Machine Company, The Deli Source Inc, Van Holten's and McKay Nursery Company. With easy access to Interstate Systems via Highway 19 and 89, Madison is approximately 20 minutes west, Milwaukee is 60 minutes to the east and Chicago is approximately 2 hours south.

Demographic Snapshot

	3 Mile	5 Mile	10 Mile
2020 Population	4,346	9,651	26,085
2020 Average HH Income	\$82,107	\$84,586	\$91,054
Number of Households	1,762	3,728	10,363



Local Employers



Company: Trek Bicycle
Industry: Bicycle Manufacturing
TIF Incentive: Public Infrastructure
Employee: 750+



Company: Ab E Discovery
Industry: Manufacturing
TIF Incentive: Public infrastructure
and cash incentives
Employees: 25+



Company: Regius Rubber
Industry: Rubber Molding
TIF Incentive: Cash incentives
Employees: 12+



Company: Sussek Machine Company
Industry: Machining Fixture
Manufacturing
Employee: 125+



Company: The Deli Source Inc
Industry: Food Processing
Employees: 50+

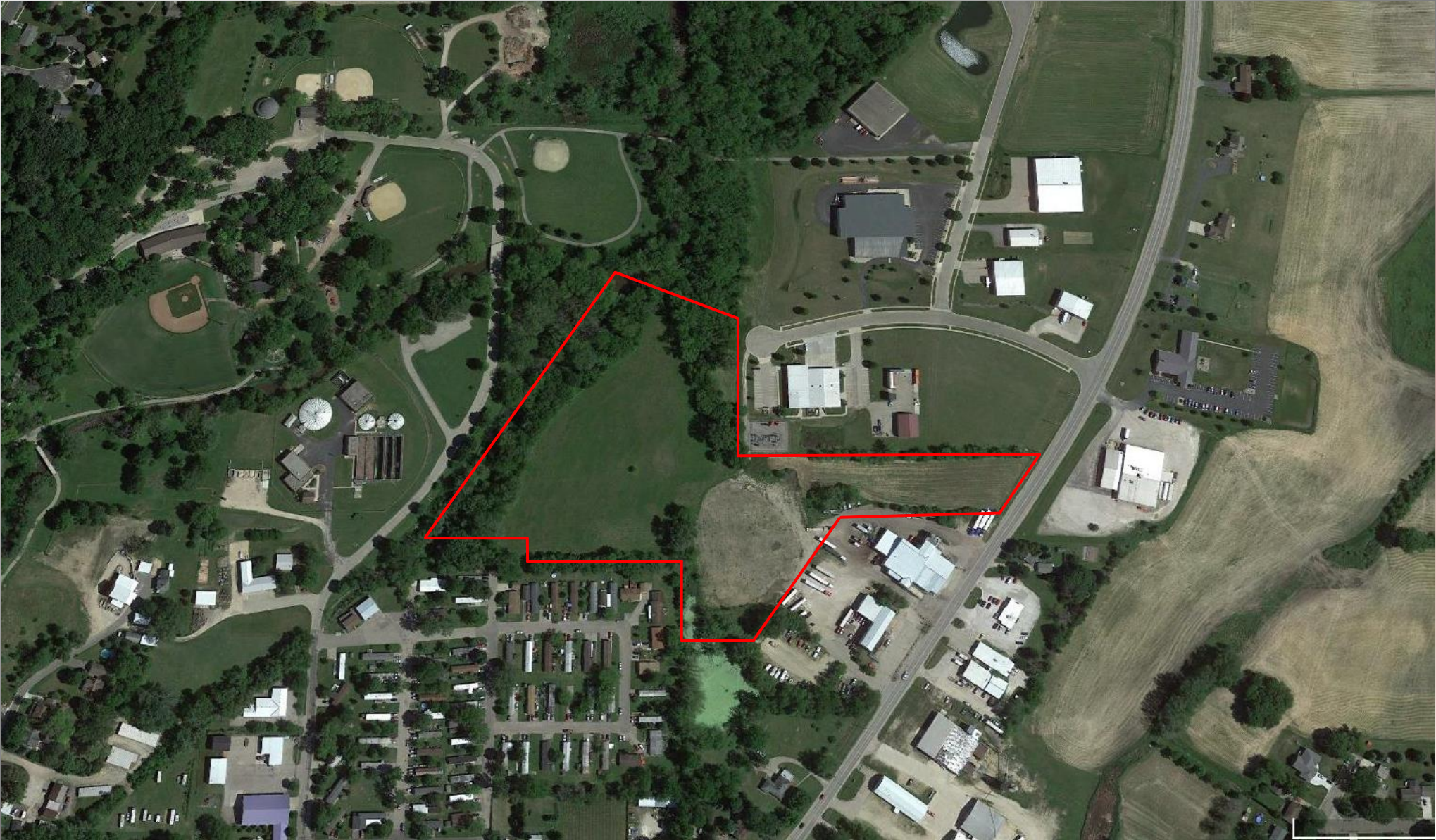


Company: Van Holten's
Industry: Food Processing
Employees: 50+

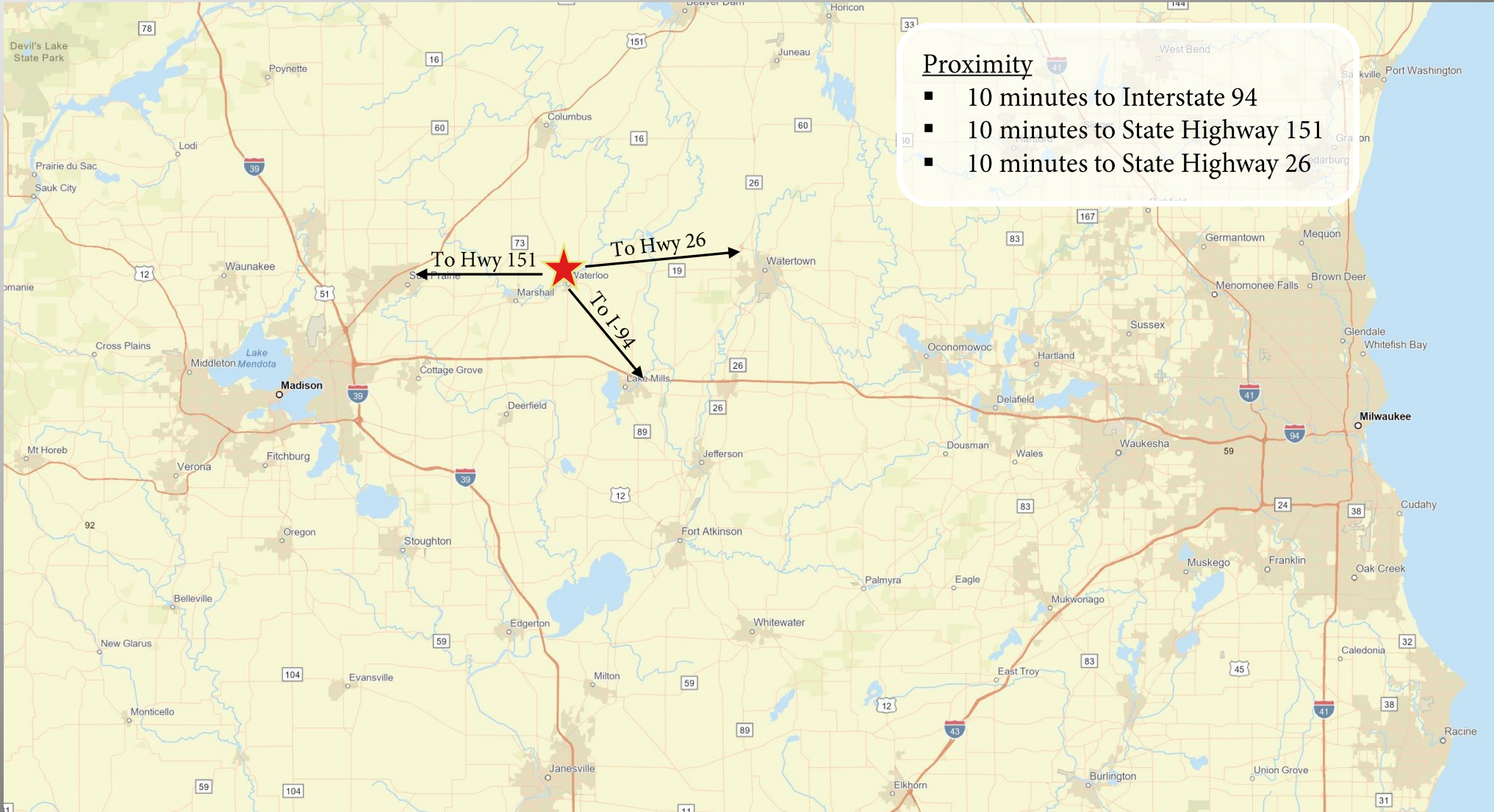


Company: McKay Nursery Company
Industry: Landscape / Wholesale
Employees: 50+

Aerial View



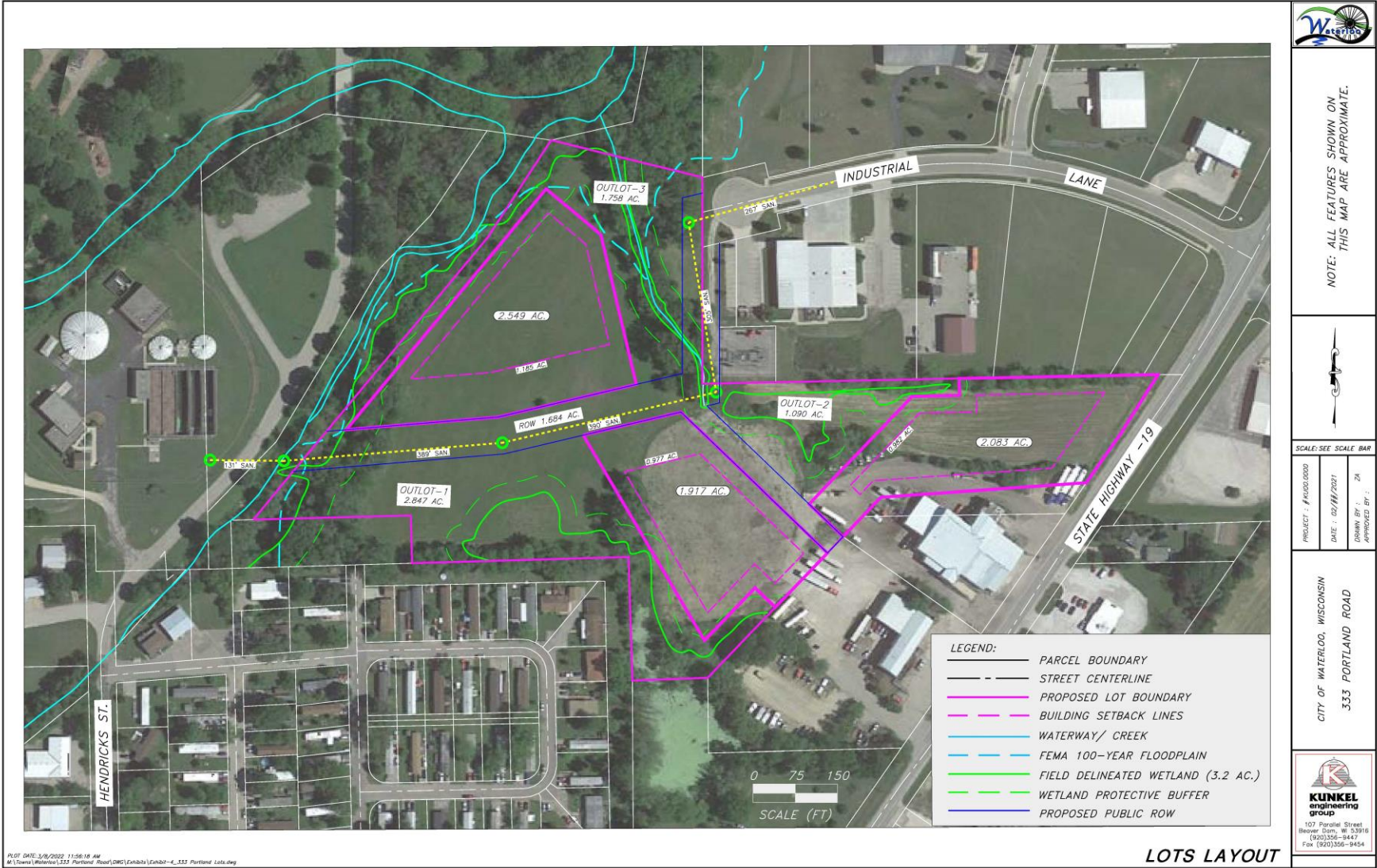
Location Map



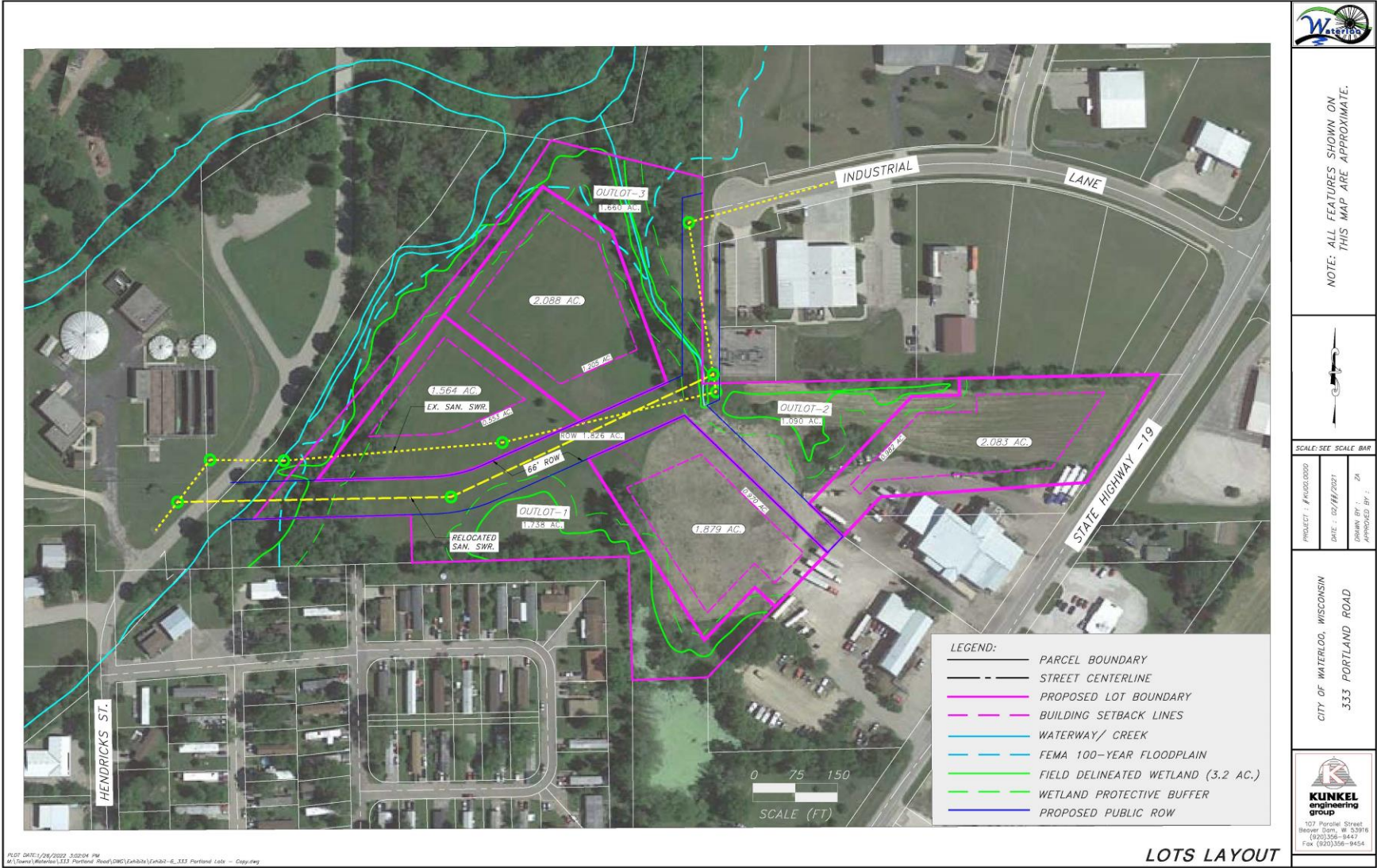
Potential Layout 1 – Entire Parcel



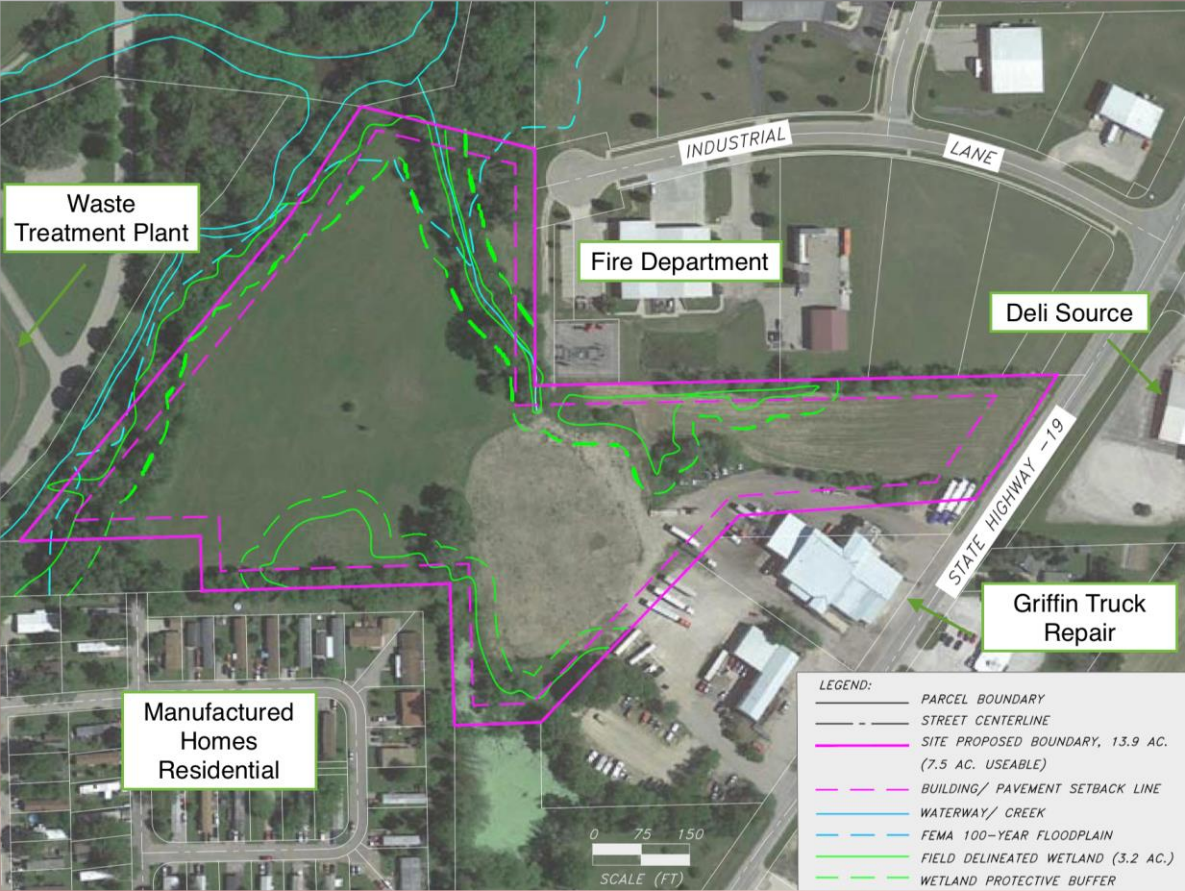
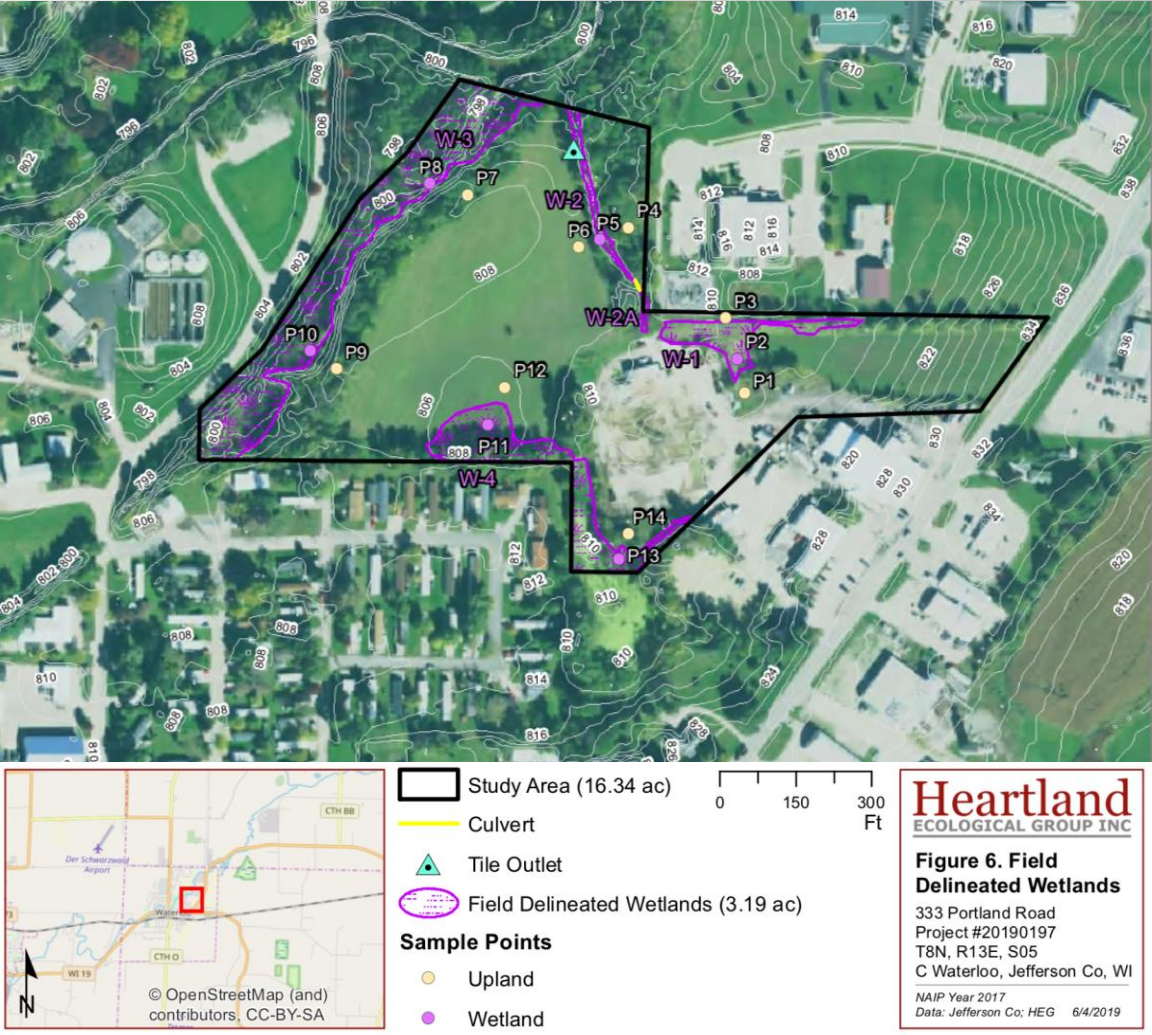
Potential Layout 2 – Three Parcels



Potential Layout 3 – Four Parcels



Additional Maps



Demographics

	2020			2025		
	3 Mile	5 Mile	10 Mile	3 Mile	5 Mile	10 Mile
Population	4,346	9,651	26,085	4,409	9,892	26,826
Households	1,762	3,728	10,363	1,795	3,830	10,700
Families	1,180	2,632	7,220	1,198	2,698	7,430
Avg Household Size	2.46	2.58	2.50	2.45	2.58	2.49
Owner Occupied	1,267	2,778	7,628	1,305	2,883	7,917
Renter Occupied	495	950	2,735	491	948	2,783
Median Age	40.2	39.4	41.1	39.9	39.4	41.5

	2020			2025		
	3 Mile	5 Mile	10 Mile	3 Mile	5 Mile	10 Mile
Median HH Income	\$75,854	\$75,141	\$76,164	\$79,325	\$79,735	\$81,568
Average HH Income	\$82,107	\$84,856	\$91,054	\$90,494	\$94,406	\$101,449
Per Capital Income	\$33,082	\$32,760	\$36,109	\$36,610	\$36,653	\$40,395