



SCS Chetek- RFP Response for 1301 Knapp Street



401 Ranger St., Mosinee, WI 54455
715-693-9522
Jacqui Miller
Business Development Manager
jmillier@scswiderski.com
www.scswiderski.com

Table of Contents

Cover Letter	3
Project Summary	4
Concept Site Plan	5
Phasing Plan	6
Renderings & Floor Plans	7-13
Project & Lease Up Timelines	14
Marketing	15
Property Management	16
Financial Information & City Participation	17
Developer Qualifications	18
Completed Multi-Family Projects	19
Multi-Family Projects Under Construction	20
Municipal References	21
Project Team	22-23
Property Management Team	24
Community Involvement	25
Green & Sustainable Measures	26



*The images shown are for illustrative purposes only and designed only to be a representation of the project.

September 18, 2020

Carmen Newman
City of Chetek- Barron County
220 Stout Street, PO Box 194
Chetek, WI 54728

Dear Carmen:

S.C. Swiderski, LLC is excited to present our proposal for the planning, construction, and management of the development at 1301 Knapp Street, Chetek that we have named SCS Chetek. SCS Chetek will capitalize on the prime location and proximity to schools, recreational opportunities, and numerous employers.

Our vision for the redevelopment of this agricultural site is to build quality housing with great service. The area is challenged with aging housing stock, a shortage of housing options, and a lack of three bedroom rental options. Adding new, quality housing is an important goal of the City that we will help fulfill with this project. Phase I will utilize two new building prototypes designed by S.C. Swiderski based on extensive knowledge of the rental market; the site will offer apartment homes with six modern floor plans offering a variety of sizes and price points. This should help meet demand for market rate rental housing with rent rates appropriate for those earning 60 to 120% of the area median income, commonly referred to as workforce housing. Phase II of the site will include a variety of single family homes that will be designed for the market.

Our plan provides an economic benefit to the City and its residents by expanding the City's tax base. It also has the added benefit of providing more opportunities for those employed in Chetek to live in the area. The plan will return the City's investment and will offer much-needed housing options.

S.C. Swiderski has a twenty eight year history of building and managing multi-family housing. We are committed to providing quality housing and great service to our tenants and have achieved 97% occupancy on our existing portfolio. S.C. Swiderski is headquartered in Mosinee, Wisconsin; we understand the rural markets and have 861 apartment units located in 10 communities with populations under 10,000 as well as other locations throughout the state. We have just completed a second phase at our site in nearby Rice Lake; the completed project has 204 apartment homes with rent rates ranging from \$865- \$1120. With this experience and feedback of thousands of tenants over many years, we are able to design buildings that work in smaller communities. We are committed to providing quality housing and great service to our tenants.

We believe the experienced team we have assembled on this proposal will deliver the right project to meet the City's objectives. The credentials of the team and the company's financial capacity for the project, combined with the vision of the City, will make this project a success for generations to come. Upfront, the project will be handled by the development team which has a seamless transition to the construction department. Completed buildings are leased out and maintained by our comprehensive property management department.

Project Summary

PHASE I

Summary

- 72 apartment homes in two building types
- 6 floor plans with one, two and three bedrooms
- 148 parking spaces and 124 parking stalls = 272 spaces/stalls (216 required)
- 1 recreation area
- 1 enclosed mail shed
- 3 enclosed trash locations

Apartment Home Unit Mix

1 bedroom= 24

2 bedroom= 32

3 bedroom= 16

Two 20 unit Fulton buildings

- 24 one bedroom apartments
- 16 three bedroom apartments
- All units have private entrance and a deck or patio
- Includes in-unit washer and dryer
- Each unit includes a one stall detached garage
- Lower and upper level units
- 700-1175 square feet

Two 16 unit Ashton buildings

- 32 two bedroom apartments with attached one stall garages
- All units have private entrances and a deck or patio
- Includes in-unit washer and dryer
- Upper and lower level units
- 927 and 1004 square feet

Recreation Area

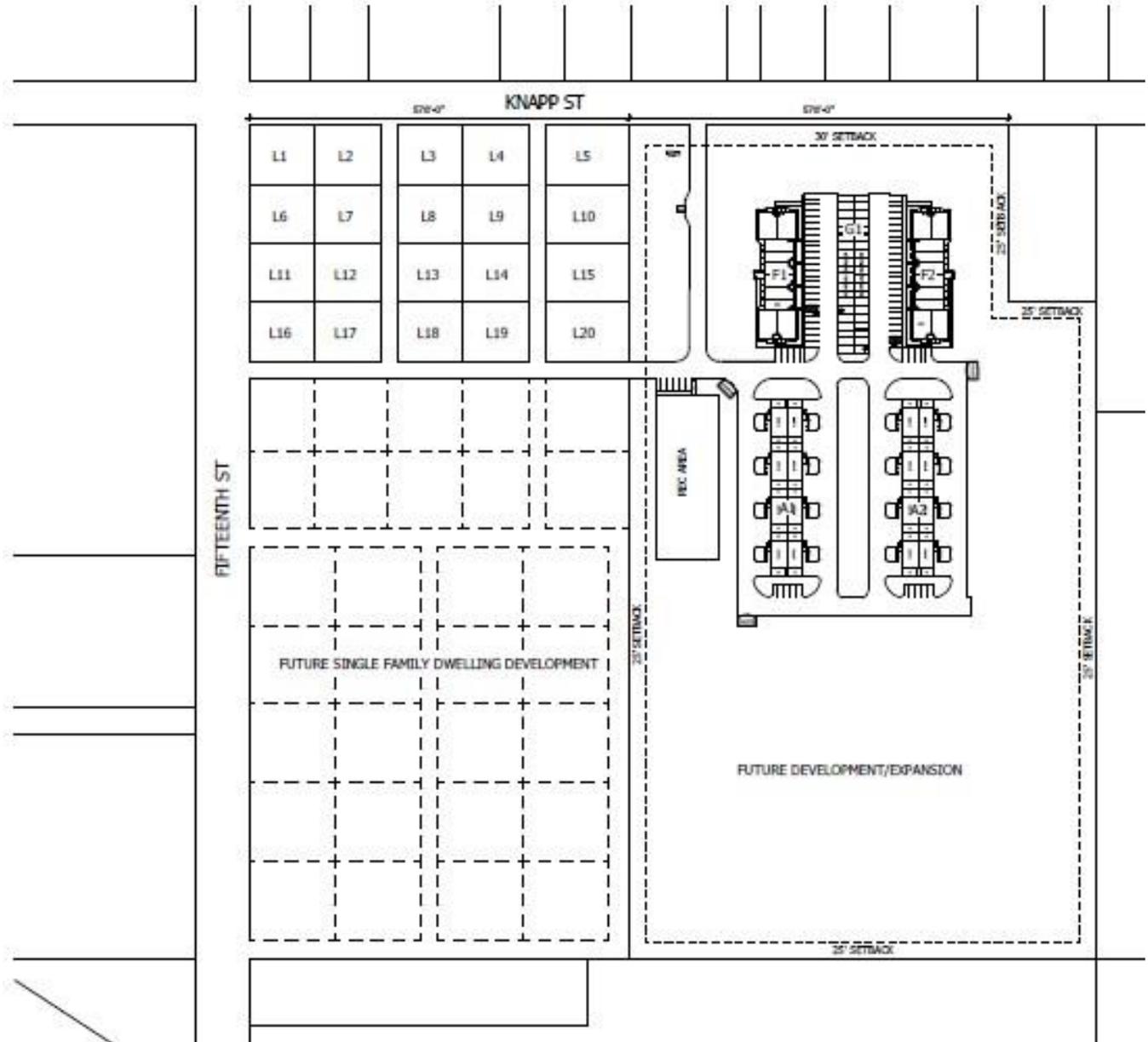
- 23,750 Square feet of space dedicated to recreation for residents
- Ideas for this area include a basketball court, disc golf and picnic area

PHASE II

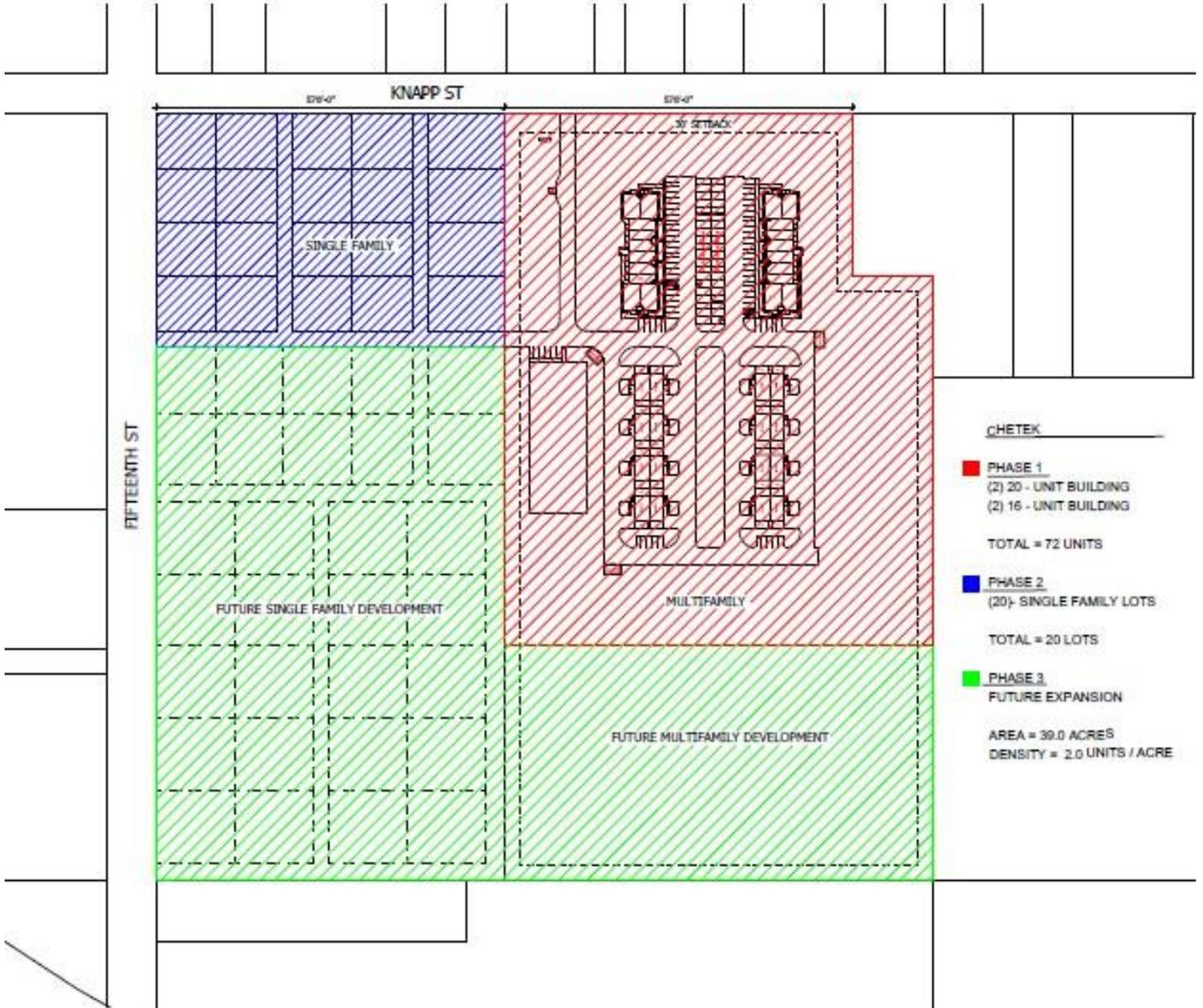
Single Family Lots

- 20 single family lots
- S.C. Swiderski is currently researching single family homes to be built in multiple developments
- The in-house S.C. Swiderski design team will be working on the home designs in 2021
- Currently considerations include developing the lots and selling to builders or building on some or all lots

Conceptual Site Plan



Phasing Plan



Ashton 16 Unit



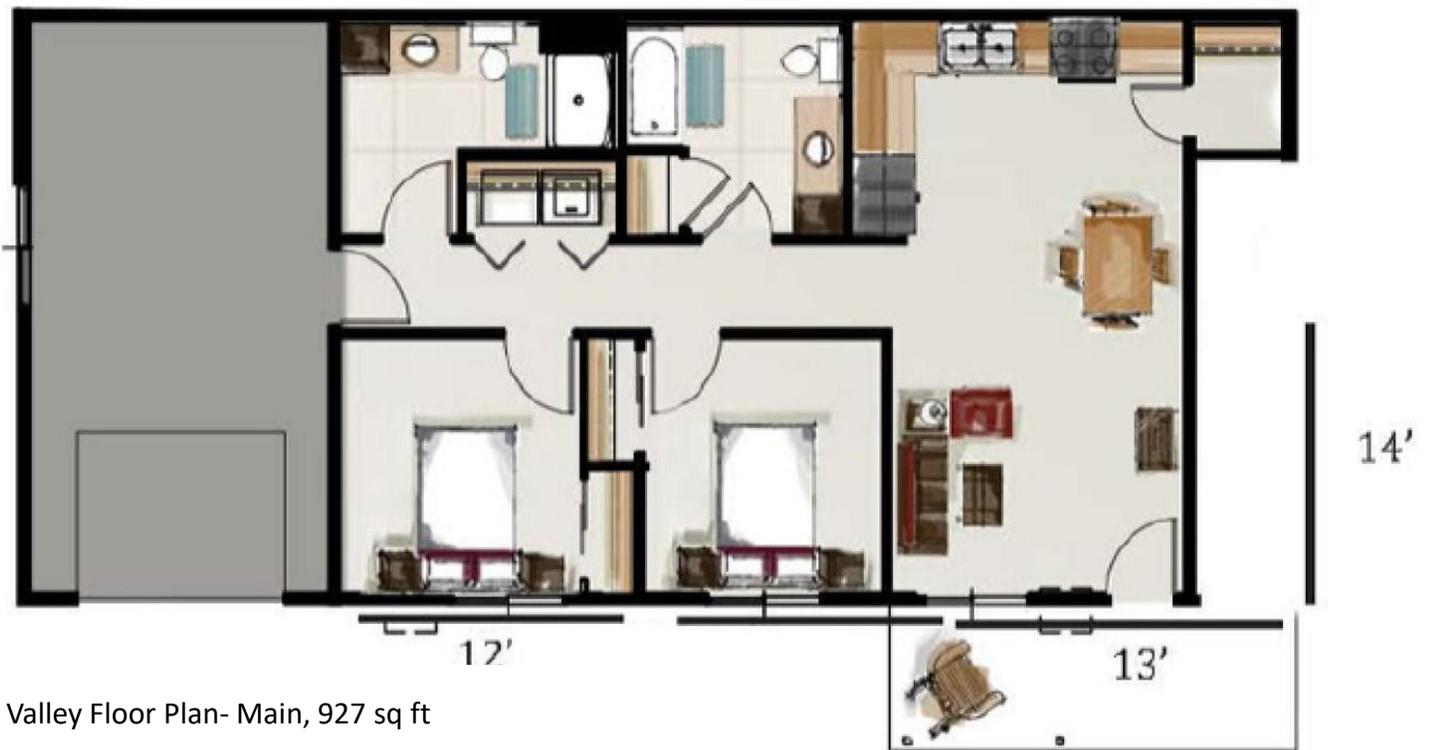
Ashton 16 Unit



Ashton Interior Pictures



Ashton Floor Plans



Fulton 20 Unit

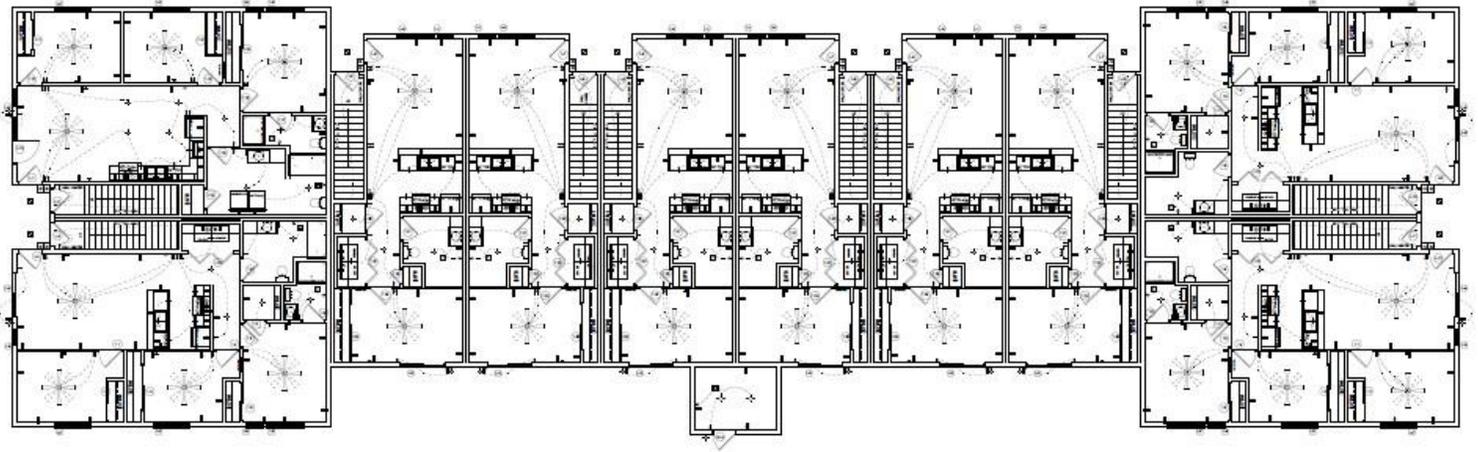


Fulton 20 Unit

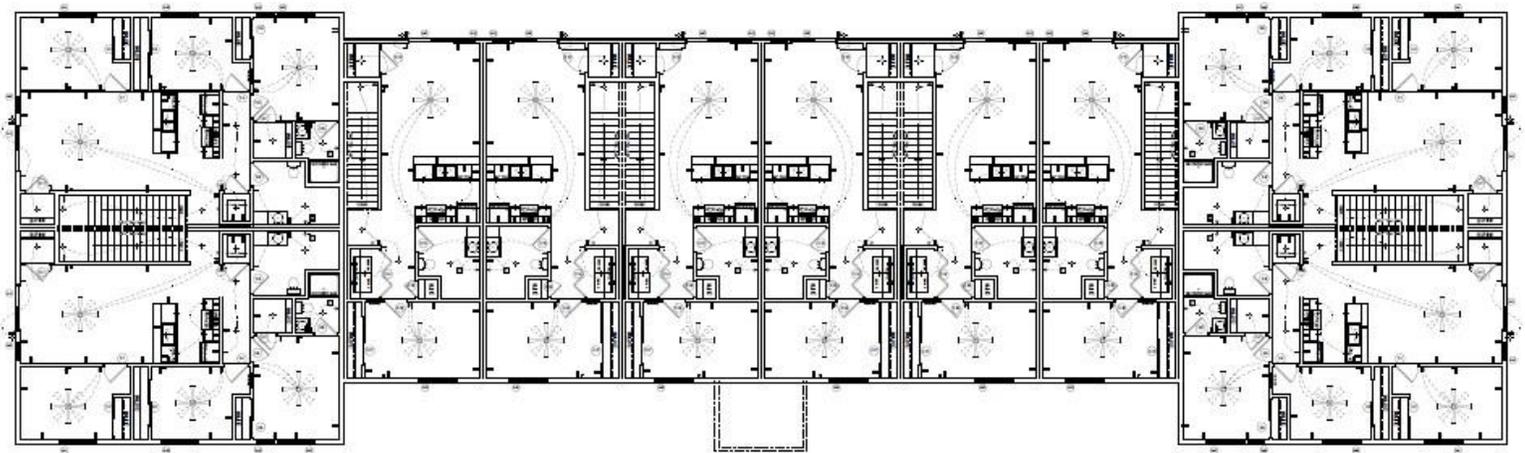


Fulton Floor Plans

Main Level with 4 three bedroom apartments and 6 two bedroom apartments



Upper Level with 4 three bedroom apartments and 6 two bedroom apartments



Project Timeline

This is a preliminary timeline subject to change.

Fall 2020	Proposal Selection
Winter- Spring 2021	Due Diligence & Planning
Summer – Fall 2022	Site Engineering & Approvals
Spring 2022	Mass Excavation, Roads & Site Utilities
Summer 2022	Buildings Started
Spring 2023	First Building Opens
Fall 2023	Phase I Completed

Lease Up & Occupancy

Our lease-up efforts start at groundbreaking and advertising begins six months in advance of a building opening. Rent rates are finalized at that time and will include heat, water, snow removal and lawn care. Based on our experience in similar markets, we expect each building to open at 50% occupied. We typically achieve 90% occupancy six months after a building opens. At the above project schedule, we expect this site to be 90% occupied by May 2024.



Marketing

S.C. Swiderski has a comprehensive marketing plan that is implemented by an experienced marketing coordinator in cooperation with the Lease Up Property Manager. A few highlights of the plan are below.

Create new page for property on company website

Join local Chamber of Commerce

Host groundbreaking event with local Chamber of Commerce

Press release announcing start of construction

Temporary sign on property

Engrain Interactive Site Map added to website

Floor plans added to website

Form for people to be on interest list for project updates

Hard hat tours for people on interest list

Ads on rental websites (Apartments.com, Zumper, Rent.com)

Paid ads on Facebook

Facebook Marketplace posts

Craigslist ads

Radio campaign

Mailing to area businesses

VIP Open House

Grand opening event

Press release announcing building openings

Weekly open house until stabilization

Corporate and furnished housing program outreach

Permanent sign installation



Property Management

S.C. Swiderski Leasing

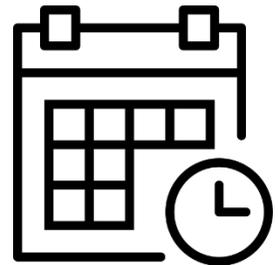
Professionally trained on-site staff
Highly experienced area manager and administrative support staff
Comprehensive applicant screening process with income guidelines
Extensive rules and regulations for tenants that are enforced
Tenant portal for on-line payments and maintenance requests
All equal housing guidelines followed
Virtual tours and contactless transactions offered



S.C. Swiderski Maintenance

Full service maintenance technicians
Dedicated administrative staff for service requests
24 hour emergency maintenance service

AVERAGE RESPONSE TIME 2 days 20 hours and 50 minutes
AVERAGE WORK ORDER COMPLETION 55 minutes



REGULARLY SCHEDULED MAINTENANCE

Pressure washing of building
Annual dryer vent cleaning
Monthly building lighting and general building inspections
Regular landscape inspections
Annual inspection of asphalt parking and driveway areas
Filter changes per type of equipment specifications
Annual testing of fire alarms & fire suppression systems



Financial Information

Initial projections indicate a project value of \$6 million for Phase I. These numbers are subject to change as we work with the City through the design process to create the optimal project for the site.

S.C. Swiderski will fund the project through owner equity contribution and construction financing.

S.C. Swiderski will be the developer and sole owner of the project. They have fostered strong, long-standing relationships with local and national lenders throughout the last twenty eight years and have demonstrated the ability to secure financing for their projects. The company has successfully funded similar projects and this project would represent only a small portion of their funding capacity.

Financial statements and other documents presenting the financial condition of the company can be provided upon selection.

City Participation

This proposal includes economic development assistance from the City of Chetek to the Developer.

1. Sell the parcel of 38 acres of land known as 1301 Knapp Street in Chetek, WI to S.C. Swiderski for \$1.
2. Provide an incentive payment of \$400,000 toward the site costs and development of the site from the Tax Increment District or other source. The incentive will be utilized toward tree clearing, water and sewer lateral connections and costs related to re-development of the site. The incentive is to be paid in four installments of \$100,000 upon the issuance of the occupancy permit for each apartment building.

The requested assistance will allow the project to achieve the goal of providing market rate rental housing from a private investor. S.C. Swiderski is open to negotiations with the City upon selection on these requests.

The proposed project would increase the property value with an estimated value of \$6 million. This would provide property tax revenue to the city.

Developer Qualifications & Organizational Overview

S.C. Swiderski, LLC is a real estate, construction, and property management company specializing in multifamily projects. The Real Estate Division manages the company's real estate portfolio handling acquisitions, sales, project design, planning, and development. The Construction Division oversees project budgets and scheduling, contract procurement, project management, and construction management. The Property Management Division provides professional leasing, management, grounds keeping, and maintenance for the real estate portfolio. All areas of the company work together to proudly deliver quality housing with great service known as the SCS Difference.

S.C. Swiderski was formed in 1992 and is a privately held company with corporate headquarters in Mosinee, Wisconsin. The company has a sound business model and is unique in that it designs, plans, constructs, owns and operates its real estate portfolio. The company attributes its success to their ability to listen to tenants, focus on continuous improvement, develop their team, and operate with integrity.

S.C. Swiderski has apartment locations throughout the state and the company continues to expand by investing in its people, processes, and properties. S.C. Swiderski demonstrates innovation, quality, and pride that one can expect from a Made in Wisconsin certified company. The company embraces its Wisconsin roots and is committed to the communities and tenants that it serves.

The company has extensive experience in collaborating with cities and completing desirable multi-family projects.

Registered Corporations: The company consists of four LLCs under private ownership of Shane and Sheila Swiderski.

- S.C. Swiderski, LLC created on July 31, 1998

- S.C. Swiderski Management Corporation created on January 12 2015

- S.C. Swiderski Construction, LLC created on January 12, 2015

- S.C. Swiderski Land Company, LLC created on January 12, 2015

To date, there have been no debarments, suspensions bankruptcies or loan defaults for any of the four entities.

Completed Multi-Family Projects

ANTIGO

Prosser Place Estates

EAGLE RIVER

Mill Street Estates

EDGAR

Hilltop Apartments

KRONENWETTER

Pine View Estates

MARATHON CITY

Blue Stone Estates

MERRILL

SCS Merrill

Northside Estates

MOSINEE

Westhaven Apartments

PLOVER

Willow Estates

RICE LAKE

Moon Lake Estates

STEVENS POINT

River View Apartments

STURGEON BAY

SCS Sturgeon Bay

WAUPACA

Timber Ridge Apartments

WAUSAU

Urban West

Westwood Estates

WESTON

River Trail Estates

WISCONSIN RAPIDS

Birchwood Apartments

Countryside Apartments

Countryside Estates

Woodland Estates

Multi-Family Projects Under Construction

KRONENWETTER

Village Estates

MARSHFIELD

SCS Marshfield Phase II

PLOVER

Willow Estates II

WAUPACA

Timber Ridge Phase II

WESTON

River Trail Estates Phase II



Municipal References

S.C. Swiderski has completed residential projects in all of the municipalities below. We are currently working on additional residential projects in all of these municipalities.

1. Village of Weston

Jennifer Higgins, Planning & Development Director
715-241-2638, jhiggins@westonwi.gov

2. City of Merrill

David Johnson, City Administrator
715-536-5594, David.Johnson@ci.Merrill.wi.us

3. Marathon City

Andrew Kurtz, Administrator
715-443-2221, akurtz@marathoncity.org

4. City of Waupaca

Aaron Jensen, City Administrator
715-258-4411, ajenson@cityofwaupaca.org

5. Village of Kronenwetter

Randy Fifrlick, Community Development Director
715-693-4200 ext. 113, rfifrlick@kronenwetter.org



Project Team



Jacqui Miller, Business Development Manager

jmiller@scswiderski.com

715-693-7823

Education:

Bachelor of Science in Marketing

St. Cloud State University

WI Real Estate Salesperson License

Jacqui has 23 years of experience in real estate and marketing. She began her career as a Realtor in the Twin Cities; she was named Top 30 Under 30 in the nation. She joined S.C. Swiderski in 2016. Jacqui oversees real estate acquisitions and dispositions, development, project planning and approval along with the company's growth objectives and strategic marketing direction.

Nathanael Popp, Operations Manager

npopp@scswiderski.com

715-693-7808

Education:

Bachelor of Science in Industrial Management

University of Wisconsin- Stout

Nathanael oversees all divisions of the company and is responsible for implementing the vision of the owners. He has 16 years of construction and management experience. He works closely with the owners and the development team to bring new projects to fruition and secures project financing.



Project Team



Kortni Wolf
Real Estate Dev. Administrator
8 years in real estate



Dawn Keel
Structural Designer
8 years in design



Jay Trowbridge
Excavation Manager
21 years in excavation



April Pankow
Development Project Manager
11 years in construction



Amber Keller
Project Manager
10 years in construction



Tom Woller
Construction Manager
30 years in construction

Property Management Team



Kari Kussow
Leasing Manager
19 years in management



Pat McElroy
Lease Up Property Manager
20 years in customer service



Amanda Guthman
Area Manager- East
10 years in property mgt.



Jon Sawicky
Maintenance/Grounds Manager
30 years in construction



Lori Minnihan
Leasing Administrator
20 years in customer service



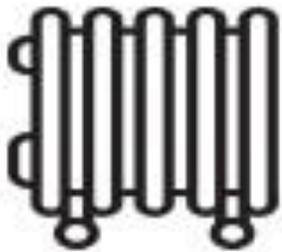
Sam Kaczor
Marketing Coordinator
3 years in marketing

Community Involvement

S.C. Swiderski is committed to be involved in the communities that we serve. In addition to events for our tenants, our employees volunteer at community events, in schools, nursing homes and through non-profit organizations.



SCS SUSTAINABLE AND GREEN MEASURES



**EFFICIENT HYDRONIC
HEATING AND HOT
WATER**



**PLANTING TREES
AND SHRUBS**



**MONITORED
THERMOSTAT
SETTINGS**



**ENERGY STAR
APPLIANCES**



LED LIGHT FIXTURES



**LOW FLOW
WATER FIXTURES**



**FULL BLOWN
INSULATION IN
FLOOR TRUSSES**



**R50 INSULATION
TO CONSERVE
ENERGY**

