

January 5, 2024

Re: Letter of Intent for Application for Conditional Use Permit, 5525 Tradesman Dr.

Goodwill Industries of Central Wisconsin is a local nonprofit 501(c)(3) organization employing more than 450 team members in a 14-county region. Thirteen (13) retail stores and one attended donation center help fund Goodwill's mission services in South Central Wisconsin, which include supported employment and job skills training for community members with barriers to employment, volunteer income tax assistance, and 91 total units of supportive housing for individuals living with chronic mental illness. The majority of these stores, living units, and mission services happen in Dane County. These stores are our economic Engine and funding source for the wonderful Mission Programs we provide to the Community.

Our Strategic Plan includes growth and optimization of our operations, mission, and services, which we anticipate to culminate in a large addition of supportive housing at our headquarters location on the east side of Madison. A critical step in our plan is to relocate our warehouse and E-Commerce operations to a purpose-built facility which will allow for our operational growth as well as pave the way for redevelopment of our headquarters. Equally important is our circular economy activities and waste diversion efforts. Donated materials resold as thrift, and secondary market recycling results in Millions of pounds of waste diverted from the local landfills. By adding an outlet store to the warehouse location, we will improve our diversion and recycling rates as well as better support our continued growing Mission operation.

5525 Tradesman Drive was recently constructed. It is a 120,000 SF, tilt-up concrete warehouse building located within an industrial / commercial area. It is also conveniently located near existing partners like Pellitteri Waste and city/county services such as the new County Sustainability Campus. The Tradesman Drive Facility's proximity to these operations and our existing stores makes it an optimal location for our sustainability and operational goals.

We recently came to terms to rent and occupy approximately 65,000 Square-Foot (SF) at 5525 Tradesman Drive. This space will be used to house expanded warehouse space, our E-Commerce division, supporting administrative space, and a 10,000 SF outlet store. The current Zoning for the land parcel is IL. Retail is a conditional use for IL.

Our ideal outlet store is a large open space, directly adjacent to warehouse operations. Unsold goods from our stores are funneled into tables at the outlet, where customers view and select goods and purchase them by the pound. Store hours are typically Sunday through Saturday, 9AM to 6PM. We anticipate employing 15 full time staff to manage and operate the outlet. At expected throughput at this outlet, we look to divert millions more pounds from waste streams. Our most current floorplan for the outlet store reflects a size just under 10,000 square feet.

In addition to the outlet, we will have warehousing, E-commerce operations, and supporting administrative offices. These spaces encompass the remaining 55,000 SF of 65,000 SF total leased space. These uses will employ 35 staff, in addition to the outlet store staff. Staff hours for warehouse and E-Commerce are expected to be Monday through Friday, 7AM to 5PM.

Our construction and architectural partners are currently developing the architectural and engineering drawings for Plan Review. We anticipate completion and submission to the appropriate Agencies by the end of February. Construction would begin upon plan approval. Construction is anticipated to last 4-5 months, and are targeting a summer of 2024 grand opening.

Sincerely,

Tony Lawson  
VP of Operations