

**The Village on Park
Madison College Leasing Action Plan**

3.14.19

Networking and In-Person Marketing and Research:

Alder Carter

South Madison Business Association

Latino Chamber of Dane County

MC gathering in January at Promega.

Wisconsin Tech Council

Bio Forward

Madison Region Economic Partnership

Downtown Madison Inc.

Action Plan	Date Completed	Comments (3/12/19)
Have one-to-one conversations with individuals or groups in town to gather some background info, but also share that the MC space is out there, and put a face and voice to it.	This is on-going, and there are lots of opportunity on a monthly basis	Gone to networking events about 2 every three weeks. Tried to bring up the site in conversation when the opportunity arises, and try to talk to companies who may seem like a good fit and/or size
Attend events and lunches	on-going, once per month	I've been to two events, Jan. Expo, Feb. speed networking
Looking for a building to buy. I am a LCC member, but have not really been active too much since the new leadership has taken over, but their vision is to be power player in town and have a strong presence in the community while providing classes, workshops, community support, and so on.		will visit and try to talk to Jessica c. (CEO)
Plan to attend		Attended, only really found out MC plans to open new site in Sept. - so it would be good to see if we would be able to have more freedom to show unit, and if a tenant could move in earlier than 1/1/20 (same for any needed remodeling)
See networking events		https://wisconsintechcouncil.com/entrepreneurs-toolkit/networking/
See networking events		https://www.bioforward.org/event/bioforward-year-end-member-recognition-event/
Michael Gay-michaelg@madisonregion.org		http://madisonregion.org/about-the-region/major-companies/top-employers/ Kris Koval introduced me to Michael and created awareness about the space. Flyer and video sent.
Jason Illstrup & John Cerniglia		Kris Koval introduced me to Jason/John, and created awareness about the space. Flyer and video sent.

Jamah Johnson

Get his perspective as the on-site assistant manager/maintenance tech, to see what the area seems to really need/want, and what would make sense for the community/building.

Had a lunch with Jamah. Will do so once in a while to see how VOP is doing and what he has heard in the community

Conventional Brokerage Marketing + Specific Tenant Targets:

Property will be listed (or has been already) on a number of websites that have a local, regional, and national reach: PropertyDrive, Crix, Co-Star, LoopNet, Catalyst, etc.

On all of the databases (no Crexi yet, but soon). Will also add to 42floor.com. Will consider MLS, though MLS is really residential focused, but will most likely do it

I will focus on targeting the following types of businesses:

Will start work on this in mid-December

Direct contact to the entity
Will track on the contact log

- colleges/universities
- IT/biotech firms
- dollar stores-Dollar Tree; Save-A-Lot
- gyms/yoga
- pizza-Papa Murphy; Little Caesar

https://www.manta.com/mb_53_G4_NTG/information_technology/madison_wi
Dollar Tree just opened on Fish Hatchery Road.

Nearby businesses-south of belt line; Gisholt Dr; Fish H; etc.

Expansion or relocation opportunities

Isthmus Eats; Quartz Insurance; Wisconsin Education Association Council

Bigger nonprofits in Milwaukee area that do not have a presence in Madison

Sent mass emails out to brokers. Should note that brokers who have tenants looking for space, so far in 2019, only one is actively looking for space for 2020 occupancy

Contact the below top brokers:

- John Bergh-White Box
- Craig Stanley
- Jenny Lisak
- MLG-Chuck Redjinski
- Mallory Ricker
- Marty Rifkin
- Ross Ridders
- Jesse Schluter
- Daniel Cohen
- Rob Helm

- jbergh@whiteboxcpg.com
- craig@broadwing-advisors.com
- jlisak@keycomre.com
- credjinski@mlgcommercial.com
- mrekoske@keycomre.com
- marty@rifken.com
- ridders@cresa.com
- jesse@wcommercialre.com
- dcohen@midamericagr.com
- rob@helmcommercial.com

Used to be with Siegal Gallagher and knows mall.
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Check-ins on the progress of the marketing will be reported to CDA Board, Kris Koval and Founders 3 Management on a monthly basis.

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Contact Log

Company	Name	Phone	Email	Date of Initial Contact	Notes	Follow Up Communication
MMSD	Chad Weise		cweise@mmsd.rog	9/1/2018	Toured space in September. Not in a position to take on long term lease-prefer to purchase	
One City Schools	Vivek Ramakrishnan	608.772.7459	vivek@onecityschools.org	12/6/2018	Called in and sent flyer	
UW - Madison	Leslie Orrantia	608.262.4315	orrantia@wisc.edu	Jan, 2019	Showed MC Space 1/28	1/8/19 - email, not interested in site showing on 3/19
Latino Academy	Baltazar De Anda-Santana	608-310-4573	baltazar@latinoacademywi.org	Jan, 2019	A few emails, no reply	
Dollar General	Michael Tegge	615-855-4000	mtegge@dollargeneral.com	2/6/2019	Directed to Drew Speth	
	Drew Speth	414-935-6002	DSpeth@MidAmericagr.com	2/9/2019	DG likes stand-alone buildings and low rent rates	2/20/2019
Goodwill	Greg Rice				Sent email	
Event/Banquette Cetner	Nestor Garcia	608.692.5104	nestorga1987@gmail.com	2/6/2019	Sent flyer. Wants to find a kids event center	
Bethesda Thrift Store	Pam Ducklow	920-262-8261	pam.ducklow@mailblc.org	2/6/2019	Sent cold email	
Foundation for Black Women's Wellness	Lisa Peyton Caire	301.741.6774	Impcaire@gmail.com		Wants 1,000 to 1,200 sq. ft.	
Cricket	Scott Han	(608) 322-6924	scott.uw@e-cricketwireless.com	2/18/2019	Wants 1,000 to 1,200 sq. ft., lease ends Feb., 2020	
CrossFit Connex	Bryan Welker	(608) 616-9312	crossfitconnexwi@gmail.com		Sent cold email	
Dane Buy Local	Colin Murry	608-729-7342	colin@danebuylocal.com	3/12/2019	No money in budget for move. Does the expo at VOP	

Prospects To Contact

Monkey Joe's		470-277-5721			Indoor kids play center	
UW - Madison Online			https://online.uwc.edu/		Will ask Leslie O about on 3/19	
Habitat for Humanity						
Foxconn	Alan Hung				Sent letter out on 3/12/19	
MSCR						
MUM						
Boys & Girls Club						
Catholic Charities						