



Department of Planning & Community & Economic Development

Economic Development Division

Matthew B. Mikolajewski, Director

Madison Municipal Building, Suite 312

215 Martin Luther King, Jr. Boulevard

P.O. Box 2983

Madison, Wisconsin 53701-2983

Phone: (608) 266-4222

Fax: (608) 261-6126

obr@cityofmadison.com

www.cityofmadison.com/business

Office of Business Resources

Dan Kennelly
(608) 267-1968

Michael Miller
(608) 267-8721

Thomas Otto
(608) 243-01

Ruth Rohlich
(608) 267-4933

To: Common Council & Board of Estimates

From: Ruth Rohlich, Office of Business Resources

Date: May 30th, 2017

Subject: Report of the Retail Improvement Grant Staff in Regard to the application for Francesca's Collections, Inc. and University Bookstore.

Summary:

On October 6th, 2015 the Common Council adopted Resolution Number RES-15-00784 approving the Objective and Criteria for the State Street District Improvement Grant Program. The resolution specifies that all Retail Improvement Grants be referred to the Common Council for approval.

Attached for your review are the following Retail Improvement proposals:

1. **Francesca's Collections, Inc.,**
644 State Street
Retail Contact: John Pritchard
<https://www.francescas.com/>

On 03/21/2017 Council passed resolution RES-17-00239 that allowed Francesca's, a national retail clothing chain, to be allowed to apply for the Retail Grant. The approval of this exception to the "locally owned" preference in the program language allowed for Francesca's to submit an application for the retail grant with the understanding that the application will go through the normal approval process. This is the approval process.

The scope of the work includes upgrades to HVAC, electrical, lighting flooring, and architectural services at a cost of \$184,064.00 of which \$50,000.00 would be granted through the Retail Improvement Grant Program.

Recommendation:

Staff recommends approval of the \$50,000.00 eligible for reimbursement through the retail improvement grant.

Please note that this is the first business to reach the fiscal cap of \$50,000. We are excited that their overall investment is almost triple the City's grant. This investment is a very strong one and will add to the clothing retail "cluster" on State Street.

May 30, 2017

Total funds requested	
Francesca's Project Costs	\$184,064.00
Total Applicant Match	\$134,064.00
Total City Retail Grant Funds	\$50,000.00

2. University Bookstore

711 State Street

Retail Contact: Kevin Phelps, Vice President

www.uwbookstore.com

Here is something I didn't know...the University Bookstore is not owned by the University. It is a small business! As a major retail anchor at the bottom of State Street it has a long history of being a retail draw to the area.

Over the past four years they have invested close to a million dollars in their space to improve the layout, expand the retail area and adjust for some of the changes happening around them. They are still working to upgrade the space and are applying to the Retail Improvement Grant for these additional projects.

The scope of the work includes upgrades to HVAC, upgrades in windows and doors to really capitalize on their place as a focal point to the street. These improvements will be done at an estimated cost of \$92,204.00 of which \$46,102.00 would be granted through the Retail Improvement Grant Program.

This approval comes with a large caveat! Currently, the University Bookstore is not part of the Retail Area Map. When we were exploring the map area for this program I was under the impression that these properties were owned by the University and the Bookstore was also owned by the University. Knowing now that I was wrong we have requested that the Joint Review Board (JRB) look at amending the program map to include this parcel.

The JRB approval was to happen during the spring, but it has been delayed because of administrative reasons, until the fall. As this program is ending at the end of the year I wanted to have the approval for the grant from the Council so that part of the process would be completed. If the JRB approves the map amendment we will quickly work to administer the grant.

City Staff and Kevin Phelps, Vice President, University Bookstore, are aware that any approval by Council on this matter will only be valid if the JRB approves the map amendment. **If the JRB does not approve the map amendment no grant funding will be administered.**

May 30, 2017

Recommendation:

Staff recommends approval of the \$46,102.00 eligible for reimbursement through the retail improvement grant if the JRB approves the map amendment to include this parcel.

Total funds requested	
University Bookstore Project Costs	\$92,204.00
Total Applicant Match	\$46,102.00
Total City Retail Grant Funds	\$46,102.00

Conclusion:

Total funds requested	
Francesca's Project Grant Request	\$50,000.00
University Bookstore Grant Request	\$46,102.00
Total City Retail Grant Funds	\$96,102.00

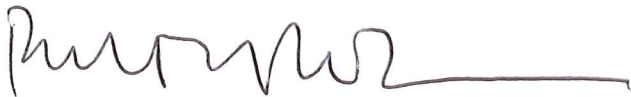
Update:

This is an update on what projects have been approved, for how much, and how much has been expended:

Business	Date of Final Approval	Approved	Expended
Triangle Market	7/12/2016	\$2396.95	\$1262.00
Community Pharmacy	2/28/2017	\$356.00	\$356.00
Madison Modern Market	2/28/2017	\$2082.24	\$1082.25
Soap Opera	2/28/2017	\$177.56	\$177.56*
Triangle Market	2/28/2017	\$127.55	0
Red Square Flowers	3/21/2017	\$31,000.00	0
Total Project Funds Expended as of 05/30/2017		\$36,140.30	\$2,877.81

*In process.

Thank you,



Ruth Rohlich
Business Development Specialist
rrohlich@cityofmadison.com

May 30, 2017

Attachment 1: Francesca's Collections, Inc.

CITY OF MADISON RETAIL IMPROVEMENT GRANT PROGRAM

Strengthening Downtown Independent Retail

Department of Planning & Community & Economic Development
Economic Development Division
215 Martin Luther King Jr., Boulevard
Ruth Rohlich 267-4933
rrohlich@cityofmadison.com



PROGRAM APPLICATION

Applicant: Francesca's, Inc. Phone: 832-494-2274
Business Name: Francesca's
Building Name: Hawthorne Buildings
Business Address: 644 State St. Zip Code 53703
E-mail Address: john.pritchard@francescas.com
Property Owner: The Hawthorne Buildings, LLC
Address: 642 State St. Ste. F Madison, WI 53703
Name of Grantee: Francesca's Inc.
Lease Terms: 10 Year Lease Plus One 5 Year Option.
Definition of Project Scope: Tenant Build-Out of Leased Space.

ATTACHMENT

Please provide photographs and copy of lease, land contract, or deed. Tenants must provide owner's written authorization.

PROJECT BUDGET

List Individual Project Elements: Total Cost Grant \$ Private \$
(new flooring, new lighting, restrooms, etc.)

✓ Architecturals	\$12,205	\$6,102. ⁵⁰	\$6,102. ⁵⁰
✓ New HVAC Materials	\$11,500	\$5,750	\$5,750
✓ New Lighting Fixtures	\$11,853	\$5,926. ⁵⁰	\$5,926. ⁵⁰
✓ New Flooring Material	\$7,200	\$3,600	\$3,600
✓ General Contractor	\$141,306	\$70,653. ²¹	\$70,653. ²¹
Total:	\$184,064	\$92,032. ⁵⁰	\$92,032. ⁵⁰

\$112,655 RN
134,064.00

Updated 02/15/2016

✓ The grant only goes up to \$50,000. Applicant understands this. - Ruth Rohlich

**CITY OF MADISON
RETAIL IMPROVEMENT GRANT PROGRAM**

Strengthening Downtown Independent Retail

Department of Planning & Community & Economic Development
Economic Development Division
215 Martin Luther King Jr., Boulevard
Ruth Rohlich 267-4933
rrohlich@cityofmadison.com



Contractor/Supplier: Contractor: Topcom Construction, LLC
Address: 6438 Spring St. Racine, WI 53406

ATTACHMENT

* Bids, estimates, and/or contracts, product brochures, locator map and design drawings, if appropriate.

REMARKS See attached estimates with supplier information.

APPLICANT'S CERTIFICATION

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant under the City of Madison Façade Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature: [Signature] Date: 5/23/2017

Signature: _____ Date: _____

Please send this completed application and accompanying materials:

Economic Development Division
Attn: Ruth Rohlich
215 Martin Luther King Jr. Boulevard, Room 312
P.O. Box 2983
Madison, WI 53701-2983

March 20, 2017

John Pritchard
Construction Manager
Francesca's
8760 Clay Road
Houston, TX 77030
832.494.2274
john.pritchard@francescas.com

230+
EMPLOYEES

45+
STATES
LICENSED

40+
YEARS IN
BUSINESS

ZWEIG
GROUP

HOT FIRM
LIST FOR 2016

ISG

RE: TENANT BUILD-OUT OF LEASED SPACE FOR FRANCESCA'S AT
644 STATE STREET
MADISON, WISCONSIN

John,

This new Francesca's location provides an opportunity for continued growth of the corporate brand. To maximize Francesca's return on investment for this new space at 644 State Street in Madison, Wisconsin, ISG is prepared to provide professional design services for the build-out of leased space. Using the proposed floor plan and project data information provided, the following scope of services describe the approach ISG will take to meet Francesca's goals for this project.

SITE VERIFICATIONS PHASE

ISG will contact the applicable mall representatives to coordinate travel to the site to review existing conditions. ISG will review any existing building information and floor plans provided and verify dimensions during the site visit to obtain the necessary information needed to prepare an existing background drawing. We will also document other pertinent information and building materials that may be impacted by the proposed interior build-out to accommodate the new Francesca's store.

PRELIMINARY DESIGN PHASE

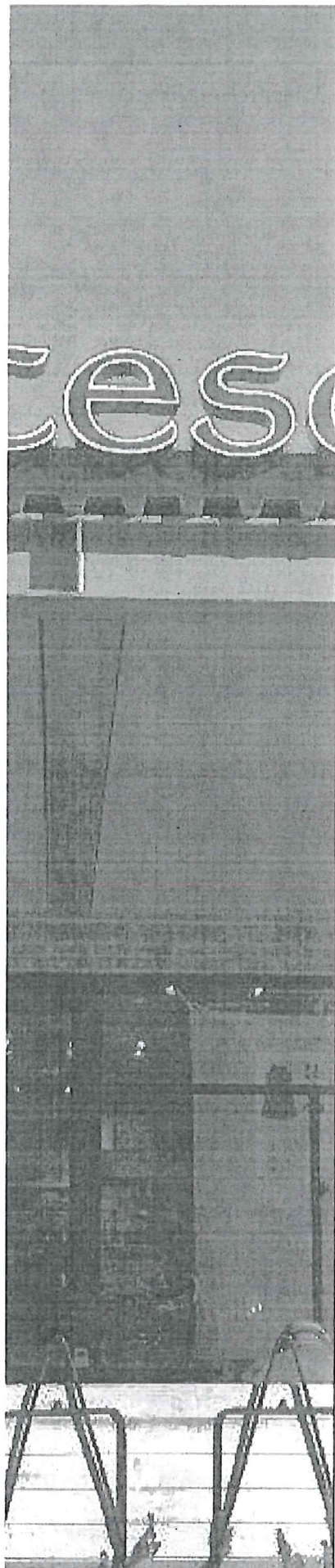
Using the prototype floor plan provided by Francesca's as a guide, ISG will prepare a floor plan that fits the available space. We will carefully consider flow in conjunction with the anticipated layout of retail fixtures, dressing rooms, and cashier stations as identified in the proposed floor plans. ISG will also participate in a design review meeting with Francesca's staff and the applicable mall representative to review floor plans and details. We will incorporate any review comments received and utilize the approved preliminary design as the basis for construction documents.

CONSTRUCTION DOCUMENTS, BIDDING, AND PERMITTING PHASE

Architecture

ISG will provide the necessary architectural plans for the project including a floor plan, interior sections and elevations, details, room finish schedules, reflected ceiling plans, door and hardware schedules, a code review, and specifications, as well as one colored rendering depicting the new storefront system. These plans will be based on the proposed customization of the prototype program provided by Francesca's. ISG will also provide a code analysis, code record plan, the required plan review submittals, and any necessary responses to the local code official. All plan review fees will remain the responsibility of Francesca's.

201 Main Street + Suite 1020 + La Crosse, WI 54601
608.789.2034 + www.isgpc.com



Mechanical Engineering

Based on information provided in the proposed floor plan, ISG will provide HVAC plans and specifications required for sizing, location, and potential modifications required to tie into the existing system and properly serve the tenant suite.

ISG will also provide plumbing plans, plumbing isometrics, miscellaneous details, schedules, and specifications needed to accommodate the proposed ADA accessible restroom within the tenant suite. Plumbing plan submittal to the appropriate review agencies is also included as part of this proposal. Fees associated with this permit will be the responsibility of Francesca's.

Electrical Engineering

ISG will provide the necessary electrical plans including power distribution, interior lighting plan, data and communication rough-ins, emergency lighting, fire alarm system design, riser diagrams, panelboard schedules, and specifications. It is assumed that the existing electrical system has sufficient capacity to serve new tenant space.

Bidding + Permitting

ISG will assist Francesca's with solicitation of competitive general contractor bids. We are prepared to respond to contractor questions and issue clarifications via addendum if necessary. We will also provide assistance with bid evaluation, issuance of a recommendation of award, and preparation of the Notice to Proceed and Agreement between the Owner and Contractor.

ISG is prepared to assist with coordination and navigation of the local permitting and approvals process. It is anticipated that this will involve development and submittal of preliminary plans as well as assistance with applicable permit applications, project narratives, and other supplemental information that may be required by the City. In addition, ISG can provide correspondence and representation on your behalf throughout the process. It is anticipated that Francesca's will be responsible for all required application, review, permitting, and related fees.

CONSTRUCTION ADMINISTRATION

ISG will provide these services on an hourly basis to the extent requested by Francesca's.

- Shop drawing and submittal review
- Site visits and observations, if requested
- Review and processing of change orders and payment requests
- Project close-out (site walk-through and preparation of a final punchlist)

ance

COMPENSATION

ISG proposes to provide the scope of services described within this proposal for compensation in accordance with the following schedule:

SERVICE	COMPENSATION
Site Verifications Phase	
Travel Expenses (mileage)	Estimated at \$165
Time + Expenses (12 hours + meals)	Estimated at \$1,500
Preliminary Design Phase	\$2,155
Construction Documents, Bidding, and Permitting Phase	\$8,385
Construction Administration	Hourly as Requested
TOTAL	\$12,205

ADDITIONAL SERVICES

Our goal for this proposal, like our services, is to be flexible to accommodate the requirements of your project. At your request, ISG is able to provide a subsequent proposal to assist with storefront design if needed, or other services that may be necessary to facilitate this project as it moves forward.

We appreciate the opportunity to provide professional design services for your project. Upon acceptance of this proposal, please sign the acknowledgement below and return a copy to our office. We look forward to providing Francesca's with responsive service, a collaborative approach, and timely delivery.



Alyssa Campbell AIA, LEED AP
Project Architect

ACKNOWLEDGEMENT OF ACCEPTANCE

Accepted this _____ day of _____, 2017

For: _____

By: _____

Title: _____

This proposal is valid for 30 days.



Dupnick, Ryan
10555 Westpark Drive
Houston, TX 77042
May 22, 2017

Mr. Pritchard
Construction Manager
Francesca's Collections, Inc.
8750 Clay Road
Houston, TX 77080

Dear Mr. Pritchard:

Per your request, here is the approximate value for the Trane HVAC Equipment including Startup & Commissioning Labor for the following location:

Francesca's
644 State St.
Madison, WI 53703

Approximate value of Trane Equipment and Services.....\$11,500

Sincerely,

A handwritten signature in black ink, appearing to read "Ryan W. Dupnick", with a stylized flourish at the end.

Dupnick, Ryan

CED NATIONAL

3209 ALTA MERE DRIVE
FORT WORTH TX 76116
TEL: 817 923-1983 FAX: 817 735-8821

CONTACT: RYAN DENNEY

QUOTE FOR: FRANCESCAS

ACCT #: NR-30871 FRANCESCAS

FRANCESCAS
8760 CLAY RD
HOUSTON, TX 77080
TEL: (713) 864-1358

QUOTATION			PAGE
			001 OF 002
QUOTE #	DATE	REV #	REV DATE
1017478	05/22/17	001	05/22/17
QUOTE EXPIRES		PREPARED BY	
06/21/2017		RD	
SLS		INSL	
3749		3749	
FOB		FREIGHT	
SHIPPING POINT		PREPAY & CHARGE	

CUS PO #:

JOB NAME:

MADISON WI - BUDGET

LN	QTY	MFR	CATALOG #	DESCRIPTION	PRICE	UOM	EXT AMT
01	*			BUDGET ESTIMATE FOR FRANCESCAS MADISON, WI			
02	*			NO DRAWINGS AVAILABLE			
03	8	DMF	DRDHN1C6S	HOUSING	8.86	E	70.88
04	8	DMF	DRD2M10930	LED MODULE	59.16	E	473.28
05	8	DMF	DRD2T-R-6-S-WH	TRIM	11.69	E	93.52
06	*			TYPE A			
07	6	JUNO	TC1422LED4-3K-U	6" LED RECESSED DOWNLIGHT	91.95	E	551.70
08	6	JUNO	27WWH	TRIM WHT UNIV RND CONE	9.55	E	57.30
09	6	JUNO	HB-26	BAR HANGER	3.37	E	20.22
10	6	JUNO	LEDOPTICG3-N	FIX	9.50	E	57.00
11	*			TYPE A2			
12	130	JUNO	T690WH	PAR38 OPEN BACK	9.94	E	1,292.20
13	30	JUNO	T8WH	TRACK 8FT WHITE (RT 403)	21.11	E	633.30
14	2	JUNO	T21WH	BOX CONN W/COVER SFC WHT	11.39	E	22.78
15	24	JUNO	T23WH	TRACK CONN (RT 401,402,403)	3.50	E	84.00
16	4	JUNO	T24WH	ADJ CONN LESS CVR WHT	8.83	E	35.32
17	8	JUNO	T25WH	T CONN LESS CVR WHT	18.30	E	146.40
18	40	JUNO	T59748WH	CABLE SSPN KIT	21.00	E	840.00
19	1	JUNO	TCL3WH	360W CURRENT LIMITING CIR	32.05	E	32.05
20	1	JUNO	TCL14WH	14A CURRENT LIMITER	52.05	E	52.05
21	2	JUNO	TCLF11W	CURRENT LIMITING END FEED	21.11	E	42.22
22	130	PHIL	13PAR38/F25 3000 DIM	454736	13.14	E	1,708.20
23	*			TYPE DW			
24	6	CPL	WN232AUNVOSQHEU	1X4 WRAPAROUND (HSG TYPE C)	38.89	E	233.34
25	12	SYL	FO32/830/XP/ECO3	21759 OCT FLR LAMP	2.50	E	30.00
26	*			TYPE F			
27	16	INTEN	SS6G3CL1308-WHZ-P48	LED CYLINDER 1000LM	160.87	E	2,573.92

PLEASE NOTE: THIS IS NOT AN OFFER TO CONTRACT, BUT MERELY A QUOTATION OF CURRENT PRICES FOR YOUR CONVENIENCE AND INFORMATION. ORDERS BASED ON THIS QUOTATION ARE SUBJECT TO YOUR ACCEPTANCE OF THE TERMS AND CONDITIONS LOCATED AT SALES.OUR-TERMS.COM, WHICH WE MAY CHANGE FROM TIME TO TIME WITHOUT PRIOR NOTICE. WE MAKE NO REPRESENTATION WITH RESPECT TO COMPLIANCE WITH JOB SPECIFICATIONS.

CED NATIONAL

3209 ALTA MERE DRIVE
FORT WORTH TX 76116
TEL: 817 923-1983 FAX: 817 735-8821

CONTACT: RYAN DENNEY

QUOTE FOR: FRANCESCAS

ACCT #: NR-30871 FRANCESCAS

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TEL: (713) 864-1358

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			002 OF 002	
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SLS		INSL		
3749		3749		
FOB		FREIGHT		
SHIPPING POINT		PREPAY & CHARGE		

CUS PO #:

JOB NAME:

MADISON WI - BUDGET

LN	QTY	MFR	CATALOG #	DESCRIPTION	PRICE	UOM	EXT AMT
28	*	TYPE HW					
29	2	BEST	ELXTE-U-1-RC-A-EM	EDGE EXIT	58.89	E	117.78
30	*	TYPE X1					
31	1	BEST	CXTEU2RW	2 FACE EXIT	46.67	E	46.67
32	*	TYPE X3					
33	1	BEST	RMR16W	EHEAD EM	33.33	E	33.33
34	*	TYPE X4					
35	1	ISOL	IMI-12-LC-V1	125W 120V INVERTER	466.67	E	466.67
36	*	TYPE X7					
37	1	LEV	R08-BD-LO4	RELAY CONTROL PANEL	735.70	E	735.70
38	*	TYPE RELAY PANEL					
39	1	FRT	ESTIMATED SHIP CHARG		500.00	E	500.00
40	*	FREIGHT CHARGE TO BE ADJUSTED DOWN TO ACTUAL COST					

MDSE: 10,949.83

TAX: 903.36

TOTAL: 11,853.19

PLEASE NOTE: THIS IS NOT AN OFFER TO CONTRACT, BUT MERELY A QUOTATION OF CURRENT PRICES FOR YOUR CONVENIENCE AND INFORMATION. ORDERS BASED ON THIS QUOTATION ARE SUBJECT TO YOUR ACCEPTANCE OF THE TERMS AND CONDITIONS LOCATED AT SALES.OUR-TERMS.COM, WHICH WE MAY CHANGE FROM TIME TO TIME WITHOUT PRIOR NOTICE. WE MAKE NO REPRESENTATION WITH RESPECT TO COMPLIANCE WITH JOB SPECIFICATIONS.



May 22, 2017

Francesca's
8760 Clay Road
Houston, TX 77080

Re: 644 State St, Madison, WI 53703

Dear John,

I have reviewed the plans for the store location listed above. Floor Zone estimates approximately \$7,200.00 to provide wood flooring, adhesive and supplies for installation.

Please let me know if you need additional information.

Best Regards,

A handwritten signature in black ink, appearing to read 'Jeff Megow'.

Jeff Megow
Owner/President
Floor Zone, LLC
2500 Central Parkway, suite V
Houston, TX 77092

Francesca's Collections **General Contractor Bid**

Shopping Center	Madison, Wi	Start Date	
General Contractor	torcom	Fixture Week	
Address	6438 spring st	Weeks of Construction	
Bidder	tony t		
Phone Number	2627487846		

Demo	\$8,500	a	
		b	
Electrical	\$19,500	a	
		b	
Plumbing	\$10,500	a	
		b	
HVAC	\$16,000	a	
		b	
Walls	\$9,000	a	
		b	
Ceiling	\$5,500	a	
		b	
Carpentry	\$6,150	a	
		b	
Flooring Labor	\$9,000	a	
		b	
Paint	\$7,000	a	
		b	
Storefront	\$12,000	a	
		b	
Sprinklers	\$0	a	
Alarm	\$0	b	
Inside Wiring	\$400	a	
General Conditions	\$20,000	a	
		b	
Barricade	\$0	c	
LL Deposit	\$0	d	
Dumpster Fees	\$1,500	e	
OH & Profit	\$16,256	a	
		b	

Grand Total	\$141,306
-------------	------------------

Rohlich, Ruth

From: jillseverson [jillseverson@charter.net]
Sent: Tuesday, May 23, 2017 9:50 AM
To: Rohlich, Ruth
Cc: 'John Bergh'; scott@hawthornebuildings.com
Subject: RE: Needed for the retail grant application for francesca's

Hi Ruth,

Yes, it will be a ten year lease and we have reviewed and approved the proposed upgrades to 644 State Street retail space.

Espresso Royale coffee shop at 650 State Street is updating their space. I will provide them with the link you attached.

Thank you for coordinating this wonderful grant program!

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: "Rohlich, Ruth" <RRohlich@cityofmadison.com>
Date: 5/22/17 4:23 PM (GMT-06:00)
To: jillseverson@charter.net
Cc: 'John Bergh' <jbergh@whiteboxcpg.com>
Subject: RE: Needed for the retail grant application for francesca's

Hi Jill,

Thank you for your voicemail.

If you confirm the following by responding to this e-mail and saying you agree to the two points below that is all I will need.

I recognize that this is all predicated on actual signed lease.

1. If/When a lease signed between Hawthorne Buildings and Francesca's it will be for a 10 year term.

2. You approve the proposed upgrades they will be making to the space.

May 30, 2017

Attachment 2: University Bookstore

CITY OF MADISON
RETAIL IMPROVEMENT GRANT PROGRAM

Strengthening Downtown Independent Retail

Department of Planning & Community & Economic Development
Economic Development Division
215 Martin Luther King Jr., Boulevard
Ruth Rohlich 267-4933
rohrlich@cityofmadison.com



PROGRAM APPLICATION

Applicant: Kevin Phelps - Vice President Phone: 608-310-5951
Business Name: University Book Store
Building Name: _____
Business Address: 711 State St Madison, WI 53703 Zip Code 53703
E-mail Address: KPhelps@UWbookstore.com
Property Owner: South WI District
Address: 8100 W. Capitol Drive Milwaukee, WI 53222
Name of Grantee: Herman Stroziet - see attached
Lease Terms: 10/3/12 - 9/30/32
Definition of Project Scope: _____
See attached

ATTACHMENT

Please provide photographs and copy of lease, land contract, or deed. Tenants must provide owner's written authorization.

PROJECT BUDGET

List Individual Project Elements: (new flooring, new lighting, restrooms, etc.)	Total Cost	Grant \$ <i>nn</i>	Private \$ <i>nn</i>
<u>HVAC Controls</u>	<u>\$59,000</u>	<u>29,500</u>	<u>29,500</u>
<u>Internal Store Front</u>	<u>\$12,880.00</u>	<u>6,440</u>	<u>6,440</u>
<u>External Store Front</u>	<u>\$20,324.00</u>	<u>10,162</u>	<u>10,162</u>
_____	_____	_____	_____
_____	_____	_____	_____
Total:	<u>\$92,204.00</u>	<u>\$46,102</u>	<u>\$46,102</u>

CITY OF MADISON
RETAIL IMPROVEMENT GRANT PROGRAM

Strengthening Downtown Independent Retail

Department of Planning & Community & Economic Development
Economic Development Division
215 Martin Luther King Jr., Boulevard
Ruth Rohlich 267-4933
rrhlich@cityofmadison.com



Contractor/Supplier: General Heating, Carpenter Glass, Danrels Construction,
Address: see attached

ATTACHMENT

* Bids, estimates, and/or contracts, product brochures, locator map and design drawings, if appropriate.

REMARKS see attached

APPLICANT'S CERTIFICATION

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant under the City of Madison Façade Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature: [Signature] Date: 4/14/17

Signature: _____ Date: _____

Please send this completed application and accompanying materials:

Economic Development Division
Attn: Ruth Rohlich
215 Martin Luther King Jr. Boulevard, Room 312
P.O. Box 2983
Madison, WI 53701-2983

April 14, 2017

Ruth Rohlich

Economic Development Division

The University Book Store located at 711 State Street Madison, Wisconsin 53703 is submitting a request to the City of Madison Economic Development Division for a Retail Improvement Grant. Over the past 4 years, we have invested over \$1,000,000 in remodels and upgrades to our location ensuring a viable retail business for downtown Madison shoppers. The newly proposed projects will even further enhance the retail experience throughout the remaining 15 years on our current lease and beyond:

1. Building Automation Controls Upgrade

We have included an HVAC proposal from General Heating and Air Conditioning to replace our outdated controls with state-of-art controls making our retail spaces much more comfortable for our shoppers and more energy efficient going forward.

Total investment \$59,000.00

2. Internal Storefront Glass windows and doors

We have included a Storefront proposal from Carpenter Glass Inc to construct an internal glass storefront on our Main Floor to separate the main selling area from the common space in the building. This will allow the building to be open during nontraditional retail hours.

Total investment \$12,880.00

3. External storefront window/door replacement

We have included a Aluminum storefront proposal from Carpenter Glass Inc to replace our worn and inefficient front doors on Library Mall with new energy efficient and esthetically pleasing glass doors. These doors are a focal point of our location and will dramatically dress-up the front of the building as customers walk by on State Street's Library Mall.

Total investment \$20,324.00

The University Book Store is a for-profit tax paying Corporation with its headquarters located in Madison, Wisconsin and with 75% of the key Managers residing in Dane County. All business decisions are made out of the 711 State Street location including Marketing, Buying, Advertising, Finance, Accounting, logo design and Branding.

Sincerely,



Kevin Phelps

Vice President

University Book Store



April 10, 2017

City of Madison
Economic Development Division
215 Martin Luther King Jr. Boulevard
Madison, WI 53701

To whom it may concern,

I represent the owner of the building at 711 State Street, Madison, WI. I understand the University Book Store is applying for a grant to make improvements to the building. The owner of the building supports and gives our permission to the University Book Store, our tenant in the building, to apply for this grant.

Please let me know if you have any questions.

Sincerely,

Herman Strozier
Business Manager
South Wisconsin District - LCMS
Ph: 414.755.8468
Fax: 414.464.0602
strozier@swd.lcms.org

HVAC Proposal

To: The University Book Store
711 State Street
Madison Wi. 53703

Date: 04/29/2016
Revised 03/28/2017

Attn: Mr. Michael Richards
Subject: HVAC Building Automation Controls Upgrade

Fax:

Michael,

Here is the proposal you requested for installing a new DDC HVAC Control system at the University Book Store 711 State Street Madison.

Included would be the following:

- 1) Provide and install Carrier I-vu control system 6.5 PRO according to information provided by the Bookstore.
- 2) Install 11 new controllers in existing panels.
- 3) Equipment controlled will be 1- Evapco Cooling Tower, 2- Thermal Solution Boilers, 1- Carrier Chiller, 3- Mcquay Air Handling Units with Return Air Fans, Chilled Water and Hot Water Pumps, up to 58 Reheat Booster Coils and 25 Cabinet Unit Heaters.
- 4) Up to 80 new space sensors (Thermostats) will be supplied and installed.
- 5) Work to be completed M-F 6Am - 5PM.
- 6) Provide Owner Training.
- 7) 2 YEAR WARRANTY PERIOD from startup date.

Not Included:

- 1) Line voltage wiring.
- 2) Static IP address/Ethernet connection or computer to interface the I-vu appliance.
- 3) Actuators, Relays, Transformers, Valves, Wiring, Unit Sensors, and Dampers will be reused.
- 4) Third floor control build out.
- 5) Overtime Hours.

Total Investment: \$ 59,000.00

Rich Everhart

Quote accepted by: _____ Date: _____

Pricing good for 30 days.

CARPENTER GLASS, INC.

CONTRACTORS REGISTRATION NO. 1096604

611 8th Avenue

BARABOO, WI 53913

(608) 356-3000 FAX (608) 356-3663

PROPOSAL

Page No. 1 of 1 Pages

To:

Panicle Court

Dr. Kurt Fennite

JOB NAME:	U.W. Book Store	
LOCATION:	State St. Madison, WI	
PHONE:	608-771-4800	DATE: 3/10/17

Provide & Install
 Alum. Slider & Stove Front
 Finish Clear Anodized
 M.S. U.S. Alum.
 2000 Series Sliders 4' x 1 3/4" Alum. Stove Front
 Center Opening Apprx. 5'0"
 Glass - 1/4" Clear Temp.

Add Per Bright Red

Tax Include - \$2,337

WE PROPOSE hereby to furnish material and labor - complete in accordance with these specifications, for the sum of:

Twelve Thousand Eight Hundred Eighty of 100 dollars \$12,880.00

Payable as follows:

PAYMENT IS EXECUTED AS STATED IN CONTRACT, OR LEIN
PROCEDURES WILL FOLLOW.

EXCLUDES FINAL CLEANING.

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado, and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

Authorized
Signature

NOTE: This proposal may be withdrawn by us if not accepted within 60 days.

ACCEPTANCE OF PROPSAL -

The prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do

the work as

Signature:

Date:

Signature:

Date:

CARPENTER GLASS, INC.

CONTRACTORS REGISTRATION NO. 1006584

611 8th Avenue

BARABOO, WI 53913

(608) 356-3000 FAX (608) 356-3663

PROPOSAL

Page No. 1 of 1 Pages

To: Daniels Const
ATTN: Kurt Femrite

JOB NAME:	<u>UW Book Store</u>	
LOCATION:	<u>St. Street</u> <u>Madison, WI</u>	
PHONE:		DATE:

Furnish & Install

Alum Entrances & Storefront
M&V. O'Neale Building Envelope
Finish: Standard Paint Red
Framing Exterior 2000 Series 4 1/2" x 2"
2-3'0" x 7'0" Doors with center lite & Transom
10" Bottom rail Medium Style Rim Panics
Threshold Weatherstripping 1" Pulls & Closers
1" Glass Low-E Temp.
Framing Interior 2000 Series 4 1/2" x 1 3/4"
2-3'0" x 7'0" Doors with center lite & Transom
10" Bottom rail Medium Style No locking Devices
Thresholds Weatherstripping 1" Push & Pulls
Closers 1/4" Clear Temp Glass

Also re-install Handicap Headers
Demo By Others

WE PROPOSE hereby to furnish material and labor - complete in accordance with these specifications, for the sum of:

Twenty Thousand Three Hundred Twenty Four and 00/100 Dollars (\$20,324.00)

Payable as follows:

PAYMENT IS EXECUTED AS STATED IN CONTRACT, OR LEIN
 PROCEDURES WILL FOLLOW.

EXCLUDES FINAL CLEANING.

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado, and other necessary insurance. Our workers are fully covered by Workman's Compensation Insurance.

Authorized
 Signature

NOTE: This proposal may be withdrawn by us
 if not accepted within 60 days.

ACCEPTANCE OF PROPSAL -

The prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do

the work as

Signature: _____

Date: _____

Signature: _____

Date: _____