

# CEDA AND ECONOMIC DEVELOPMENT ANNUAL REPORT 2020



## Executive Summary

Fitchburg Community and Economic Development Authority Members:  
Julia Arata-Fratta (Council Rep) Chair, Jennifer Clary, Mark Hamilton, Dan Hardy, Joe  
Maldonado (Council Rep) and Andy Potts, (Vice-Chairman)  
Staff liaisons: Michael Zimmerman, Economic Development Director and Joyce Frey, Economic  
Development Specialist

## COVID-19 Pandemic Changes the Focus and Activities of Economic Development and CEDA

In a year like no other, the world was stunned to be hit with one of the worst pandemics of all time, COVID-19. As the virus made its way to the Midwest in the spring, the City was faced with “how do we respond” to a virus that interrupted the operations of many Fitchburg businesses and our own operations. Pivoting to online meetings, curbside pickup, outside dining, new product development, remote working are a few examples of how Fitchburg’s businesses managed the “new normal”.

The Fitchburg Community and Economic Development Authority (CEDA) took a very proactive response to ensure that it could provide as much assistance in sustaining the Fitchburg businesses community and economy by enacting the **Forward Fitchburg Biz Boost Loan Program** and the **Temporary Premise Expansion Permit**.

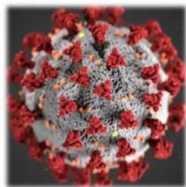


The **Forward Fitchburg Biz Boost Loan Program** offered two year, one percent loans up to \$10,000. The funding was intended to assist small businesses with relaunching and reopening expenses due to the virus. CEDA transferred



\$150,000 from its existing revolving loan fund to seed the loan fund. Five loans were approved and the first payment will be due on January 31, 2021 with the final payment being December 31, 2022. \$10,000 loans were awarded to: Dwellings LLC, Haight Mobile Maintenance, Inside Out Intelligent Training LLC and SoHo Gourmet Cuisines. Heritage Catering LLC received a \$7,500 loan.

Five businesses applied for and received a **Temporary Premise Expansion Permit** which allowed them to expand its outside dining until November 30, 2020. Those businesses were: Heritage Catering, Me & Julio, Tapatios, The Flying Hound and Yahara Bay Distillery.

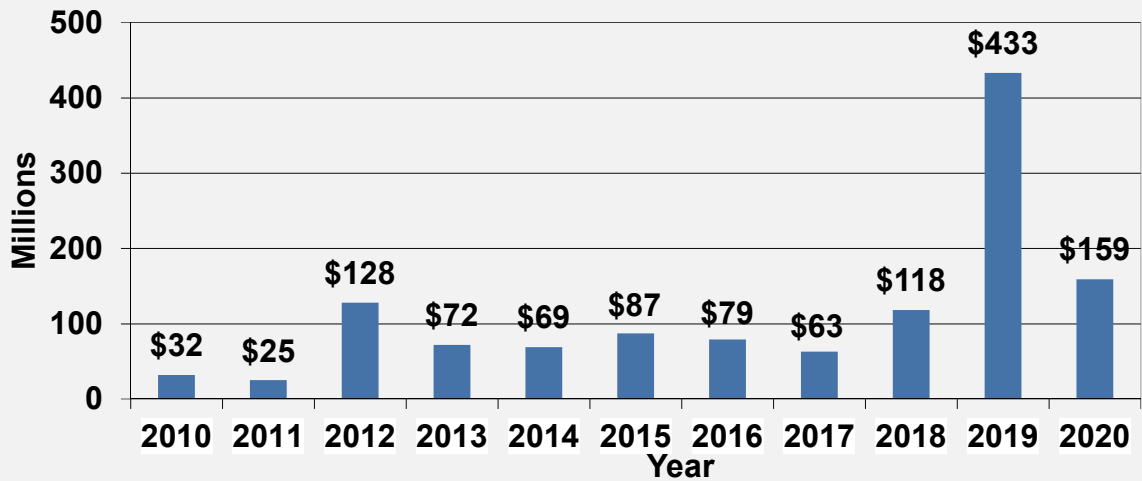


Several Fitchburg businesses were able to provide products or services that were in short supply or need. Yahara Bay Distillery produced hand sanitizer. Brown Sales made face masks. Promega made antibody testing kits. Fitchburg Pharmacy provided curbside COVID testing. Photos of the products and services are highlighted on the cover of this report.

The Economic Development Department appreciated the assistance that the **Fitchburg Chamber Visitor + Business Bureau (FCVBB)** provided to get information out to the business community. The FCVBB designated a page on its website to COVID resources and announcements. In addition to the webpage, the FCVBB sent out mass emails to announce items such as new grant programs, loans, public health announcements etc. The FCVBB sends out a 4 Minute Review weekly that included COVID announcements and marketed the Forward Fitchburg Biz Boost Loan Program and the Temporary Premise Expansion Permit. The services provided by the FCVBB were deemed invaluable by the Economic Development Department.

**COVID19 RELATED RESOURCES, UPDATES & GUIDELINES FOR RE-OPENING**

## Fitchburg Building Construction Permit Value



Fitchburg ended 2020 with \$156,246,384 million in construction value, a very good year compared to other businesses and services. Construction workers were concerned as essential by government officials and were able to continue to work when others were ordered to stay at home. Five new commercial buildings were permitted. One hundred and forty seven permits for single family dwellings and thirty eight two family/duplex permits were issued. A total of one thousand one hundred seventy three permits were issued for the City in 2020.

*The developments highlighted in this annual report reflects the building permit activity value in the above chart. The level of valuation is due to the investment by our private sector partners and the multiple City Departments involved with the development review and entitlement process.*

### Construction Began Fall of 2020 on the Climate Controlled Vertical Storage



Construction of the climate controlled, secure, vertical storage facility on the former Nedrebo's site along Verona Road began in the fall of 2020.

### Certco's Fleet Services Facility Completed

Certco's Fleet Services Facility is complete and occupied. A socially distanced ribbon cutting was held.



## Promega Construction Projects Update



Promega's 158,276 sq. ft. component manufacturing center south of Sub-Zero Parkway north of Lacy Road is nearing completion.

The research and development facility on East Cheryl Parkway, known as the Kornberg Center, was finalized for occupancy at the end of 2020.



## Mariposa Learning Center Open in Terravessa



The 10,570 sq. ft. Mariposa Learning Center quietly opened in October Of 2020 due to the pandemic. An open house and ribbon cutting will take place in the future when it is safe to do so.

## Terrace Point, a Mixed-Use Project is Under Construction

Terrace Point, a mixed-used project, consisting of 157 apartments and 10,000 sq. ft. of retail/commercial is under construction on the former juice plant site located at 3101 Fish Hatchery Road. Building occupancy is expected in the summer of 2021.



### Park Bank's New North Fish Hatchery Road Branch is Under Construction



Park Bank's North Fish Hatchery Road Branch is being redeveloped and include all the modern conveniences. A Starbuck's Coffee Shop will also be located with Park Bank.

### O'Brien Solar Field Takes Shape

A 20 MV solar field is utilizing a portion of the O'Brien Farm at the corner of Seminole Highway and Lacy Road.



### Sub-Zero Engineering/Research and Development and Manufacturing Nearing Completion



Construction of the Sub-Zero facility slowed with the initial COVID restrictions, but build-out is now progressing

### Hop Haus Opened Summer of 2020

Hop Haus opened to provide an indoor/outdoor dining experience despite all the challenges with COVID.



### Race Day Events Takes Occupancy in 2020



Race Day Events moved into its corporate headquarters in January of 2020.

### Phoenix Takes Occupancy of Corporate Headquarters November 2020

After working with the Phoenix team quietly for over 5 years, Phoenix's now calls Fitchburg its permanent home. The Imaging Center opened in October 2019 and the Corporate Headquarters in November 2020. Welcome Phoenix!



### Launch of the Housing Advisory Committee

As the City's housing authority, CEDA continues to focus on the need for affordable and diverse housing options for Fitchburg residents. There was a recommendation in the Fitchburg Housing Plan, adopted by the Common Council in February of 2019, to form a Housing Advisory Committee (HAC). The committee shall act as an advisory to the Community and Economic Development Authority, Plan Commission and Common Council. The committee may study, research and recommend policies and actions to the Common Council and other committees as appropriate to promote affordable homeownership and rental housing, and implement the goals, strategies and action items of the Fitchburg Housing Plan. The HAC is comprised of nine members as follows: one alderperson, one Community Economic Development Authority (CEDA) member, and seven citizen members. The citizen members shall have a background in one of the following areas: housing finance, housing development, non-profit with an emphasis on housing, attorney, real estate broker or appraiser, housing expert, property management or economist. At least three of the seven citizen members shall be residents of the City of Fitchburg. The members of HAC are as follows:

| Member                     | Area of Expertise                  |
|----------------------------|------------------------------------|
| Godwin Amegashie           | Banker/Resident                    |
| Jennifer Clary             | CEDA/ RE Broker/Appraiser/Resident |
| Mallory Gorman, Vice Chair | Attorney/Resident                  |
| Dorothy Krause             | Alder                              |
| Brian McKee                | Developer/Contractor/Resident      |
| Marchelle Mertens          | Developer/Resident                 |
| Olivia Parry, Chair        | Housing Expert                     |
| Brian Schimming            | Housing Expert/Resident            |
| Adrienne Wafford           | Property Management                |

The HAC meets quarterly on the second Monday. At the first meeting, the consultant from MSA who prepared the Fitchburg Housing Plan was present and gave an overview of the plan and unanimously voted to approve a resolution to allow the Dane County Housing Authority to operate in the city. In 2020, the HAC had presentations from the City of Middleton on its affordable housing efforts, WHEDA regarding LIHTC, Dane County Workforce Housing Fund and an affordable endowment housing pilot. In addition to the presentations, the HAC reviewed the action items from 2019 that were outstanding: consideration of accessory dwelling units and alder involvement in the development process. Staff is working on both of the issues.

### **Highline Apartments: Affordable Senior Housing**



The Highline Senior Apartments, a four-story, 160 unit affordable senior housing project opened in May of 2020. The property is located at the corner of Traceway Drive and Fish Hatchery Road.

### **Limestone Ridge Apartment: Workforce Housing**

JT Klein broke ground in the fall on a four-story, 116 unit workforce housing project in the Orchard Pointe development on Limestone Drive behind the Hy-Vee Store.



### **Artisan Village: Workforce Housing**



Artisan Village, a 169-unit workforce housing development in the Southdale Neighborhood, Town of Madison, opened in summer/fall of 2020.

## Quarry Ridge: Senior Housing

A socially distanced groundbreaking was held on November 5, 2020 for the Quarry Ridge Apartments, a luxury resort-style senior housing project. The 130-unit complex is located on the lot directly behind the Super Target. You will never have to leave with amenities such as an onsite movie theatre, exercise facility, beauty salon, and more.



## Development Updates



Home construction began in the fall of 2020 at Veridian's **Crescent Crossing**. Crescent Crossing is located near the corner of Seminole Highway and Lacy Road. The new subdivision consists of 65 single-family lots, 22 twin home lots and 30 twin home lots with garages tucked under.

The 1<sup>st</sup> addition to the **Terravessa** subdivision was approved in 2020, with single-family and duplexes under construction. Terravessa is located on the east side of County Highway MM and Lacy Road. Terravessa is a connected and sustainable, which has become a very popular neighborhood.

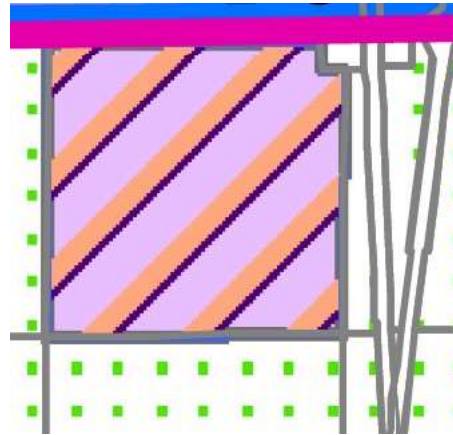


## Educational Updates



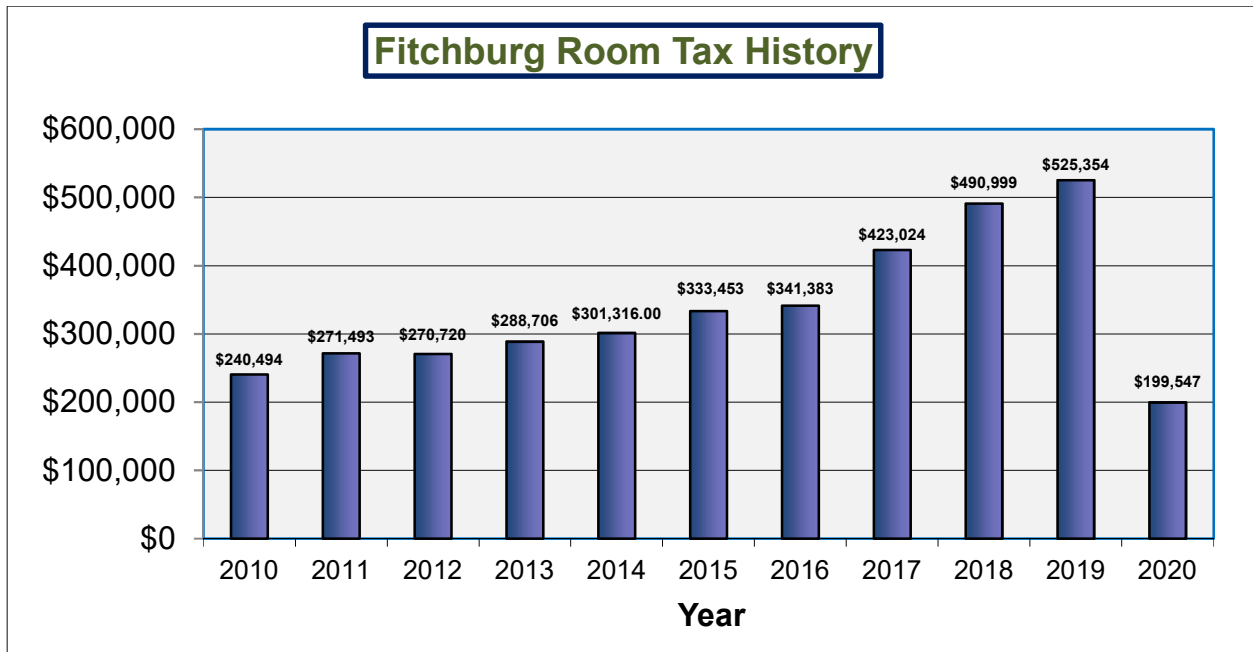
The Forest Edge Elementary School, the first “net zero” energy school in Wisconsin, opened for the 2020 school year. Forest Edge, Oregon School District’s first Fitchburg based school is located in Terravessa.

Staff continue to work with **Edgewood College** on its proposed future athletic fields at the corner of Seminole Highway and Lacy Road.



 G / I - GOVERNMENT / INSTITUTIONAL

## Hotel Room Tax Collections Declined in 2020 Due to the Pandemic



As the pandemic hit the Midwest hard in March and continued through the end of the year, Fitchburg hotel room tax collections for 2020 took a significant hit. Travel, stay at home orders and capacity limitations were put in place, the Fitchburg extended stay hotel properties fared better than some in the area. The city's hoteliers became very creative in attracting business by searching out contractors who were working in the area. The 2020 total hotel room tax collections were \$199,547, down 62 percent from 2019. Fitchburg hotel room night generation is based strongly on corporate room night demand, which was nearly eliminated. CEDA activities were also impacted by the loss in hotel room tax revenues and quickly adjusted its spending priorities.



**FITCHBURG CHAMBER  
VISITOR + BUSINESS BUREAU**  
*your business community connection*

In accordance to Wisconsin ACT 55, the City of Fitchburg worked with the Fitchburg Chamber Visitor + Business Bureau (FCVBB) to serve as the City's Tourism



Entity. Beginning on January 1, 2017, the FCVBB will receive 70% of the hotel room tax dollars for tourism marketing and tourism promotion. The FCVBB manages our partnerships with the Madison Area Sports Commission and Destination Madison for the City. The remaining 30% of the funds are retained by CEDA.

destination  
**madison**

## Madison Region's Economic Development and Diversity Summit Goes Virtual

The economic development staff attended the virtual 2020 Urban League of Greater Madison and the Madison Region's Economic Development and Diversity



The Madison Region's Economic Development *and* Diversity Summit  
**TALENT. OPPORTUNITY. GROWTH.**

## Wisconsin Technology Council Hosts Virtual Entrepreneurs' Conference and Early Stage Symposium

Economic development staff attended the virtual Entrepreneurs' Conference and Early Stage Symposium and was able to have a virtual display. Despite the not being there in-person, staff was able to make some connections and learn about entrepreneurship during a pandemic.



2020 was the end of an era. The conclusion of the seven year Verona Road reconstruction project. In addition to the construction



completion, the Verona Road Business Coalition (VRBC) dissolved at the end of 2020. Touted by WisDOT as excellence in advocacy and collaboration, the VRBC, under the leadership of Cindy Jaggi, project manager, proved to be valuable asset to the city and the Fitchburg business community. Ms. Jaggi, along with a troop of volunteers, hosted business and community events, marketed the corridor, triaged business concerns, provided business education and numerous other activities. Thank you to Ms. Jaggi, the Executive Committee and all of the volunteers who worked endlessly to keep the businesses in the Verona Road corridor viable through the construction and well into the future. Mike Zimmerman served on the Executive Board and Joyce Frey on the Marketing Committee.