

WOODMAN'S FOOD MARKET COMES TO WAUKESHA

On May 31st Woodman's Food Market broke ground in the City of Waukesha on their newest location. The new food market is being built on the former Spancrete site at the corner of STH 164 and E. Main St. Demolition of the vacated Spancrete building and site work started earlier this month and a significant portion of the building has already been removed. The new 238,000 square foot facility is expected to open in the fall of 2013 along with a new gas and lube center.



Groundbreaking at site of new Waukesha Woodman's

Several elected officials attended and spoke at the event including State Representative Paul Farrow, County Executive Dan Vrakas and Mayor Jeff Scrima. Vrakas commented about the importance of the project not only for the City of Waukesha but for the entire county. "There are many residents in Waukesha that over the years were able to buy houses and raise families because they were employed at this site by Spancrete. It is exciting to see the site rising up like a phoenix with the end result being hundreds of jobs for Waukesha residents."



New Waukesha Woodman's Food Market

The 33 acre site will also have 8 outlots available for commercial development adding more shopping and dining opportunities to the east side of the City. Steve Crandell, Community Development Director, stated that it is particularly exciting to see this property redevelop because it is so visible and along the gateway to the downtown. "This redevelopment project brings a strong new community partner and corporate citizen to the City in addition to the hundreds of new jobs and over 15 million in new tax base it will create. The

City worked closely with Woodman's to make this redevelopment project possible through a public/private partnership that included Tax Incremental Financing from the City."

DEMOLITION BEGINS

As a rule, redevelopment projects are rarely easy and often involve demolition and other costly site preparations such as remediating contaminated soils. Redeveloping the 33 acres that Spancrete formerly called home is no exception to this rule. Spancrete left behind a 150,000 square foot manufacturing facility and many tons of cast concrete on the site.

In early May Woodman's began the process of breaking up the remaining concrete on site and

demolishing the building, creating an ever changing landscape at this busy intersection. Demolition is expected to continue through the summer. Once the site is finally

cleared Woodman's will begin construction on their new food market and gas station which is expected to last 12 months.



Demolition of former Spancrete facility

WHAT MAKES WOODMAN'S UNIQUE?

Woodman's Food Market, Inc., a Wisconsin Corporation, was founded in 1921 with the opening of a 5,000 square foot supermarket in Janesville, Wisconsin. In 1957, the original store in Janesville was replaced with a larger 12,000 square foot store. Fifteen years later Woodman's opened its first "superstore" in Beloit, Wisconsin. Although small by today's standards the 18,000 square-foot facility was a significant departure from the traditional supermarket. Over the years, Woodman's has continued to open new stores and expand and remodel its existing stores. Operating on a warehouse model, its stores are now sized in the 200-250,000 square foot range, in contrast to the 50-75,000 square foot size of a typical grocery store. The Waukesha store will be the 15 store in operation.

The Company has taken a non-traditional approach to the retail grocery industry to provide customers with enhanced services, lower prices, and greater options. Unique to Woodman's is its onsite warehousing capability at each store with a significant portion of each store's space devoted to backroom storage, large freezers and coolers. This capability gives Woodman's a significant competitive advantage because they buy many items direct from the manufacturer thus eliminating substantial distribution costs. While an average grocery store has 45,000 stock keeping units (SKUs), Woodman's has approximately 100,000, with about one-third of those being procured directly from the producer. In addition to utilizing large Fortune 500 suppliers like Procter & Gamble, Woodman's also supports local suppliers and producers.

Another key to Woodman's success is that it maintains a number of incentive programs designed to motivate and retain its employees, including a defined contribution executive benefits plan, and the ESOP (Employee Stock Ownership Plan). Additionally, management and the employees embrace the ownership culture which is illustrated in its monthly newsletters and the overall performance of the company. As an employee owned company, Woodman's is able to retain employees at all levels and in many cases for the duration of an employee's career.



WHAT IS TAX INCREMENTAL FINANCING?

In 1975 the State Legislature realized the challenges cities were facing when trying to stimulate economic development and created the TIF program. The purpose of the legislation is to expand tax base. TIF is a financial tool used to spur the elimination of blight, conduct environmental remediation and promote redevelopment, industrial and mixed use development.

Cities use TIF as an economic financing tool to attract economic development opportunities to their cities. The community undertakes projects to attract and facilitate development and/or redevelopment such as:

- Installation or rehabilitation of public infrastructure
- Acquisition of land
- Payment of development incentives

These actions make it more desirable for companies to build/locate in the community. The community's investment is repaid over time by capturing the increased property tax revenue generated within the District by new development and redevelopment.

The new development that occurs in TIF Districts results in increased employment base, increased tax base, redevelopment of dilapidated sites, environmental remediation, public infrastructure improvements, positive business environment and less tax burden on residential property owners. The payroll received by the new employees is spent in the community by workers living and shopping in the city supporting existing businesses. All of these benefits are felt across the community by its citizens who can find employment close to home, enjoy new public improvements and a strong economy.