

**MEETING: REGULAR MEETING OF THE ECONOMIC
DEVELOPMENT COMMISSION**

DATE & TIME: Tuesday, December 9, 2025 at 6:00 PM

**LOCATION: Germantown Village Hall Board Room
N112 W17001 Mequon Road**

Any member of the body and/or citizen may attend the meeting virtually through the WebEx platform, Meeting #: **2556 526 0403** Password: **37yuDkQPjM7** which can be accessed by phone at 408-418-9388 or by logging on at: <https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=ma375604127e2fada82b1772cf07e6078>

Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to comments@germantownwi.gov by 4 p.m. on the day of the meeting so that it can be provided to the members of the body for their consideration. Previously recorded Village Board Meeting videos can be viewed at https://www.youtube.com/channel/UCOYp0EgELzTCa9X_iCohyhQ.

AGENDA

- I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*
- II. **ROLL CALL:**
- III. **ANNOUNCEMENTS:**
- IV. **CITIZEN INPUT:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a four (4) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.) Comments that may be injurious to village personnel or other individuals will not be allowed.*
- V. **MEETING MINUTES:**
 - A. November 11, 2025, Meeting Minutes (ACTION)
- VI. **BUSINESS DEVELOPMENT LOAN POOL APPLICATIONS:**
 - A. Germantown Business Development Loan Pool Application: Karl Yentz, Yentz Family Chiropractic LLC (ACTION)
 - B. Germantown Business Development Loan Pool Application: Deborah Schmidt, DLS Product Strategies DBA Intrust Events (ACTION)
 - C. Germantown Business Development Loan Pool Application: Adam Chamorro, Chamorro Insurance Agency LLC (ACTION)
 - D. Germantown Business Development Loan Pool Application: Joey Carini, Warhawk Wash (ACTION)
- VII. **UNFINISHED BUSINESS:**
 - A. Germantown Marketing Campaign Videos - Formerly "Celebrate Germantown" (DISCUSSION AND ACTION)
 - B. Formerly "Celebrate Germantown" Goals and Rename (DISCUSSION)
 - C. Operation Storefront Update (DISCUSSION AND ASSIGNMENTS)

1. List of Empty Warehouses for Lease with Square Footage (DISCUSSION AND ACTION)
 2. List of Available Lots for Sale in the Village of Germantown (DISCUSSION AND ACTION)
 3. List of Empty Box Stores on County Line Road (DISCUSSION AND ACTION)
- D. Business Loan Pool Monthly Report - Update regarding number of applicants and application (UPDATE, DISCUSSION, AND ASSIGNMENTS)
- E. Beautification of Germantown (DISCUSSION AND ASSIGNMENTS)

VIII. NEW BUSINESS:

IX. NEXT MEETING DATES:

- A. January 13, 2026
- B. February 10, 2026
- C. March 10, 2026

X. ADJOURNMENT:

UPON REASONABLE NOTICE, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, please contact the Village Clerk at (262)250-4745 at least 2 days prior to the meeting.

Notice is hereby given that a possible quorum of other boards, committees, and/or commissions may attend this meeting to gather information about an item over which they have decision-making responsibility. This may constitute a meeting of these bodies per State ex rel. Badke v Greendale Village Board, even though these bodies will not take formal action at this meeting.

MEETING:	REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Tuesday, November 11, 2025 6:00 PM
LOCATION:	Germantown Village Hall Board Room N112 W17001 Mequon Road

MINUTES

- I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*

Chairperson Trustee Jan Miller called the Economic Development Commission meeting to order at 6:01 PM.

II. **ROLL CALL:**

Present: Trustee Jan Miller, Trustee Kristen Borst, Member Jim Sedgwick, Member Melanie Smythe

Excused: Member Joletta Kerpan, Member Scott Hefle, Member Jeffrey Voyer

Also Present: Village Administrator Steve Kreklow, Deputy Clerk Maddy Laufenberg, Communications Coordinator Brenton Schimp

III. **MEETING MINUTES:**

A. October 28, 2025 (ACTION)

Motion: Approve as presented

Motioned By: Jim Sedgwick

Seconded By: Kristen Borst

Yes: Jan Miller, Kristen Borst, Jim Sedgwick, Melanie Smythe

No: None

Abstain: None

Motion Carried by Voice Vote (Yes 4, No 0, Abstained 0)

- IV. **CITIZEN INPUT:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a four (4) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.) Comments that may be injurious to village personnel or other individuals will not be allowed.*

There was no citizen input.

V. UNFINISHED BUSINESS:

A. Dissolution of Subcommittees (ACTION)

Motion: Approve the Dissolution of Subcommittees as presented

Motioned By: Kristen Borst

Seconded By: Jim Sedgwick

Yes: Jan Miller, Kristen Borst, Jim Sedgwick, Melanie Smythe

No: None

Abstain: None

Motion Carried by Voice Vote (Yes 4, No 0, Abstained 0)

B. EDC Communication & Database (DISCUSSION)

Village Administrator Kreklow and Deputy Clerk Laufenberg advised that, per the recommendation of the Village Attorney, a collaborative database shared by Economic Development Commissioners is not permissible under Open Meeting Law.

VI. NEW BUSINESS:

A. Germantown Marketing Campaign Videos - Formerly "Celebrate Germantown" (PRESENTATION, DISCUSSION, AND ASSIGNMENTS)

Communications Coordinator Schimp provided a sample campaign video, as well as a presentation about potential campaign strategies and next steps. Commissioners discussed considerations regarding the audience, goals, budget, and intent of this campaign.

B. Business Loan Pool 10/30/2025 Seminar Debrief and Next Steps (DISCUSSION)

Member Smythe provided a debrief from the Business Loan Pool Seminar on October 30th, and commissioners discussed next steps for marketing the program and potential future seminars.

C. Operation Storefront Update (DISCUSSION AND ASSIGNMENTS)

Village Administrator Kreklow provided industrial vacancy rate data from the Commercial Association of Realtor (CARW) for the Northwest Industrial Submarket.

VII. NEXT MEETING DATE:

A. Tuesday, December 9, 2025

VIII. ADJOURNMENT:

Motion: Adjourn at 7:40 PM

Motioned By: Jim Sedgwick

Seconded By: Kristen Borst

Yes: Jan Miller, Kristen Borst, Jim Sedgwick, Melanie Smythe

No: None

Abstain: None

Motion Carried by Voice Vote (Yes 4, No 0, Abstained 0)

DRAFT



GERMANTOWN BUSINESS DEVELOPMENT LOAN POOL APPLICATION

I. APPLICANT INFORMATION

Name: KARL YENTE

Telephone:

Home Address:

Social Security Number:

II. PROPOSED PROJECT

Full Legal Name of Borrower: KARL YENTE / YENTE FAMILY OUTDOORACTIVE LLC

Address: N112 W16076 WEEBUN RD
WISCONSIN STE A2. GERMANTOWN WI 53022
Street City State Zip

Contact Person: KARL YENTE

Phone Number: 608 393 5574

Type of Business: CHARITATION

Year Business was established: 9

Years Under Current Management: 9

Number of employees: Current: 12 Proposed: _____

Business Ownership:

- Sole Proprietorship
- Corporation
- LLC
- General Partnership
- LLP
- S Corporation

Landlord Information:

Name: RAM SUAREZ (SOON TO BE ME AS I
AM PURCHASING BUILDING)

Phone Number:

Lease Expiration: 12/2026 Annual Rent: \$60,000

Any relationship between the business and the Landlord?

- Yes
- No

If Yes, Describe: _____

III. LOAN REQUEST

Amount Requested: 25,000 Term Requested: 10 yr

For what purposes will this credit be used? PURCHASE (2) NEW

SPINAL DECOMPRESSION TABLES

How will business repay this credit? WITH CURRENT REVENUE AND

REVENUE GENERATED FROM NEW BUSINESS

Is business subject to either seasonal or cyclical cash flow variations? • Yes • No

If yes, please explain: _____

IV. PURPOSE OF LOAN

Describe the scope of work which the Business Development Loan Pool funds are proposed for, and the anticipated benefits to be realized from the proposed project. (Examples: benefits low income employees, youths, minorities, handicapped, veterans, elderly, local economic benefits, impact on the environment (if any), community benefits, financial impact on local government, etc.)

Please be as specific as possible by presenting a detailed outline of all proposed work, including all renovations, equipment, start-up costs and training costs, etc. If applicable, the design proposal should also accompany the application. Attach additional information if necessary.

I WOULD USE THE FUNDS TO PURCHASE (2) NEW SPINAL DECOMPRESSION TABLES (EACH ARE 17K). PURCHASING THESE WILL ALLOW US TO HELP MORE PATIENTS WITH SPINAL DISC PROBLEMS WHICH CAN BE DEBILITATING. THIS PURCHASE WILL ALSO ALLOW FOR GROWTH OF THE BUSINESS AND MOST LIKELY (2) MORE JOBS CREATED WITHIN THE NEXT 6 MONTHS.

VI. FINANCIAL INFORMATION

- a. Does this business currently pay taxes to the Village of Germantown?
• Yes • No If yes, what is the amount \$ _____.
Enclose copies of tax bills (property, inventory and equipment if applicable).
- b. Have you received any assistance from the Village of Germantown, Economic Development Washington County, State of Wisconsin or any federal programs for the above presented project or any other property? • Yes • No
- c. Submit copy of deed or legal description of property, purchase and sales agreement or lease, whichever applies regarding use of loan proceeds.
- d. Business financial statements for the past three (3) years if the business is already in existence. If the business is new, a business plan is required which must include projections for at least two years into the future. 7/4 L 22, 23, 24, 25 YTD
- e. Business' income tax returns for the past three (3) years, including all schedules.
- f. Interim financial statements (if six (6) months have passed since the last fiscal year-end, provide all available interim statements). 25 YTD
- g. Personal Financial Statement for each proposed borrower, owner, partner or guarantor.
- h. Personal Federal Income Tax Returns for the past three (3) years for each proposed borrower, owner, partner or guarantor, include all schedules.

VI. COLLATERAL OFFERED TO SECURE LOAN *

Accounts Receivable
Aging Report (Attached) Date of Report: _____

Inventory
Inventory List (Attached) Valuation: _____

Equipment
Bill of Sale (Attached) Valuation: _____

Real Estate
Recorded deeds (Attached) Address: _____

Vehicles
Title(s) (Attached) Valuation: _____

* If any collateral is pledged, identify and indicate name of secured party.

VII. Bank Relationships

Bank Name	Loan Type	Account Number	Balance

VIII. Credit References (include loans from banks, finance companies, individuals, other financial institutions, etc.)

Creditor	Loan Type	Account #	Payment	Balance	Collateral

IX. Trade References (List your four largest trade creditors).

Trade Creditor	Trade Terms	High Credit	Balance	Collateral

X. Top Four Customers

Name and Address	Selling Terms	% of Sales

Please read this:

The information contained in this application is provided to induce the participating partners to extend credit to you. You acknowledge and understand that participating partners are relying on the information provided in this application in deciding whether to extend credit to the applicant. Each of you represents, warrant and certify that the information provided in this application is true, correct and complete. Each of you agree to notify participating partners immediately of any materially adverse change in (1) any of the information contained in this application or (2) you or any proposed guarantor's financial condition. The participating partners are authorized to make all inquiries it deems necessary to verify the accuracy of the information contained in this application. You authorize any person or credit reporting agency to give the participating partners any information it may have about you. Each of you signing below do authorize the participating partners to obtain credit checks on you, including consumer credit checks through credit reporting agencies and direct inquiries of business(es) where you have accounts, where you worked, or other sources; (b) to contact these sources at any time whether before, during or after the term of any agreement between you and participating partners to update information or to assist the participating partners in enforcing any obligations you owe to the program; and (c) to properly report any performance with regard to credit extended to any one who may properly receive such information.

Please sign here:

Corporation or partnership applicant:

YENTE Family CORPORATION
Name of entity

X 
Authorized Signature

Karl Yente
Print Name

Owner
Title

Individual, Sole Proprietor, and Guarantors:

X 
Authorized Signature

Karl Yente 12/1/25
Print Name Date

X 
Authorized Signature

Karl Yente 12/1/25
Print Name Date

X 
Authorized Signature

Karl Yente 12/1/25
Print Name Date

GERMANTOWN BUSINESS DEVELOPMENT LOAN POOL APPLICATION

I. APPLICANT INFORMATION

Name: Deborah Schmidt Telephone: [REDACTED]

Home Address: [REDACTED]

Social Security Number: Will provide to bank

II. PROPOSED PROJECT

Full Legal Name of Borrower: DLS Product Strategies, DBA Intrust Events

Address: SAA
Street City State Zip

Contact Person: Deb Schmidt Phone Number: 262-305-2083

Type of Business: Event Planning business

Year Business was established: 2024

Years Under Current Management: 1.5

Number of employees: Current: 1 + 2 interns Proposed: 2 + 3 interns

Business Ownership:

- Sole Proprietorship
- Corporation
- **LLC**
- General Partnership
- LLP
- S Corporation

Landlord Information: Name: NA

Phone Number: None currently (virtual)

Lease Expiration: _____ Annual Rent: _____

Any relationship between the business and the Landlord?

- Yes
- No

If Yes, Describe: _____

III. LOAN REQUEST

Amount Requested: 25,000 Term Requested: Open

For what purposes will this credit be used? Equipment, furnishings and signage for new physical retail store. (will rent in Germantown if loan received) Will also be used for 2026 marketing, see IE GTM strategy and business plan 2026

How will business repay this credit? Monthly payments from revenue.

Is business subject to either seasonal or cyclical cash flow variations? • Yes • No

If yes, please explain: Business is currently heavier during wedding season. Store opening, increased marketing for corporate event planning, and new store offerings will alleviate that. See IE GTM strategy and business plan 2026.

IV. PURPOSE OF LOAN

Describe the scope of work which the Business Development Loan Pool funds are proposed for, and the anticipated benefits to be realized from the proposed project. (Examples: benefits low income employees, youths, minorities, handicapped, veterans, elderly, local economic benefits, impact on the environment (if any), community benefits, financial impact on local government, etc.)

Please be as specific as possible by presenting a detailed outline of all proposed work, including all renovations, equipment, start-up costs and training costs, etc. If applicable, the design proposal should also accompany the application. Attach additional information if necessary.

The loan funds will be used to purchase furnishings and equipment for the new retail office space, including: desks, furniture, printers, office supplies, computers, and more. In addition, we have a very specific marketing strategy defined in the GTM Strategy and Business Plan Document that will require funding and use for: grand opening, brand awareness, increased lead generation promotion through various events, social media, and preferred vendor partnerships.

Office furniture & desks, chairs, seating/consultation area: \$9,000, Signage indoor/outdoor \$2000, Printer \$1200, Storage shelving units \$1300, Mac computer with equipment & monitor \$1500, printing materials \$1000

Marketing expenses: Billboard \$2500, Social media campaigns \$3000, Grand opening \$1500, expo participation \$2000

V. FINANCIAL INFORMATION

- a. Does this business currently pay taxes to the Village of Germantown?
• Yes • No If yes, what is the amount \$ ___ No _____.
Enclose copies of tax bills (property, inventory and equipment if applicable).
- b. Have you received any assistance from the Village of Germantown, Economic Development Washington County, State of Wisconsin or any federal programs for the above presented project or any other property? • Yes • **No**
- c. Submit copy of deed or legal description of property, purchase and sales agreement or lease, whichever applies regarding use of loan proceeds.
- d. Business financial statements for the past three (3) years if the business is already in existence. If the business is new, a business plan is required which must include projections for at least two years into the future.
Projections in attachment. The remaining documents will be provided to bank upon request.
- e. Business' income tax returns for the past three (3) years, including all schedules.
- f. Interim financial statements (if six (6) months have passed since the last fiscal year-end, provide all available interim statements).
- g. Personal Financial Statement for each proposed borrower, owner, partner or guarantor.
- h. Personal Federal Income Tax Returns for the past three (3) years for each proposed borrower, owner, partner or guarantor, include all schedules.

VI. COLLATERAL OFFERED TO SECURE LOAN *

Accounts Receivable
Aging Report (Attached) Date of Report: _____

Inventory
Inventory List (Attached) Valuation: _____

Equipment
Bill of Sale (Attached) Valuation: _____

Real Estate
Recorded deeds (Attached) Address: _____

Vehicles
Title(s) (Attached) Valuation: _____

* If any collateral is pledged, identify and indicate name of secured party.

VII. Bank Relationships

Bank Name	Loan Type	Account Number	Balance
US Bank standard business checking account customer			..
		
			..

VIII. Credit References (include loans from banks, finance companies, individuals, other financial institutions, etc.)

Creditor	Loan Type	Account #	Payment	Balance	Collateral
No current loans	-	.
	..		.	-	.
	..		.	-	.

IX. Trade References (List your four largest trade creditors).

Trade Creditor	Trade Terms	High Credit	Balance	Collateral
NA				

X. Top Four Customers

Name and Address	Selling Terms	% of Sales
Carma Labs (Carmex)		
Intrust Events hosted 41 events in 2025 and received 20 5-star reviews. The customer base is rolling for wedding and party service.		

Please read this:

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Please sign here:

Corporation or partnership applicant:

Individual, Sole Proprietor, and Guarantors:

DLS Product Strategies, DBA Intrust Events
Name of entity

X _____
Authorized Signature

X  
Authorized Signature

Print Name Date

Deborah L Schmidt
Print Name

X _____
Authorized Signature

Title

Print Name Date

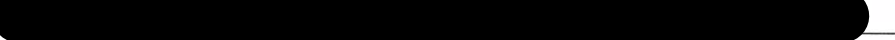
X _____
Authorized Signature

Print Name Date

GERMANTOWN BUSINESS DEVELOPMENT LOAN POOL APPLICATION

I. APPLICANT INFORMATION

Name: Adam Chamorro Telephone: 

Home Address: 

Social Security Number: Please contact for #

II. PROPOSED PROJECT

Full Legal Name of Borrower: Chamorro Insurance Agency LLC

Address: 1117 W 16076 Megason Rd. #3 German town WI 53022
Street City State Zip

Contact Person: Adam Chamorro Phone Number: 262-251-3030

Type of Business: State Farm Agency

Year Business was established: 2019

Years Under Current Management: 6

Number of employees: Current: 4 Proposed: 4

Business Ownership:

- Sole Proprietorship
- Corporation
- **LLC**
- General Partnership
- LLP
- S Corporation

Landlord Information: Name: _____

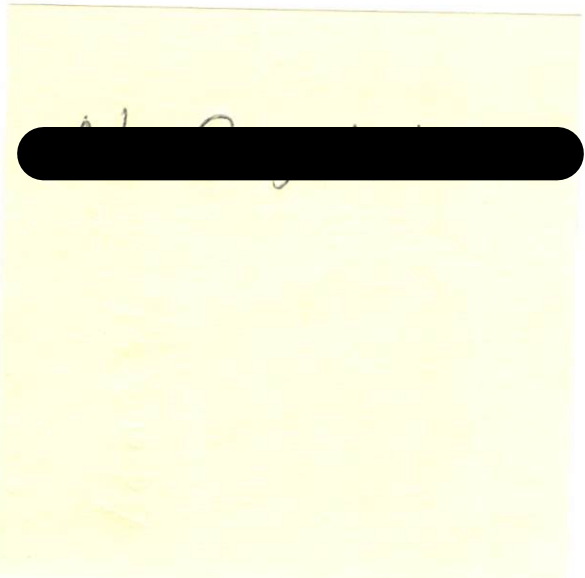
Phone Number: _____

Lease Expiration: 2033 Annual Rent: \$38,820

Any relationship between the business and the Landlord?

- Yes
- **No**

If Yes, Describe: _____



III. LOAN REQUEST

Amount Requested: \$25,000 Term Requested: 120 months

For what purposes will this credit be used? Update current bathroom
(new vanity, paint, ceiling, storage, etc.) New desks to increase
Productivity

How will business repay this credit? Monthly ACH from
Business checking

Is business subject to either seasonal or cyclical cash flow variations? • Yes • No

If yes, please explain: _____

IV. PURPOSE OF LOAN

Describe the scope of work which the Business Development Loan Pool funds are proposed for, and the anticipated benefits to be realized from the proposed project. (Examples: benefits low income employees, youths, minorities, handicapped, veterans, elderly, local economic benefits, impact on the environment (if any), community benefits, financial impact on local government, etc.)

Please be as specific as possible by presenting a detailed outline of all proposed work, including all renovations, equipment, start-up costs and training costs, etc. If applicable, the design proposal should also accompany the application. Attach additional information if necessary.

Bathroom in office is used by staff and
customers in office. It is outdated and in
bad shape. I would like a full remodel to
have a more modern, comfortable feel. Also, so it
is not an eye sore for my customers.
If there are funds left over, I would like
to purchase stand-up desks for my staff to
increase their productivity

V. FINANCIAL INFORMATION

- a. Does this business currently pay taxes to the Village of Germantown?
• Yes • No If yes, what is the amount \$ _____.
Enclose copies of tax bills (property, inventory and equipment if applicable).
- b. Have you received any assistance from the Village of Germantown, Economic Development Washington County, State of Wisconsin or any federal programs for the above presented project or any other property? • Yes • No
- c. Submit copy of deed or legal description of property, purchase and sales agreement or lease, whichever applies regarding use of loan proceeds.
- d. Business financial statements for the past three (3) years if the business is already in existence. If the business is new, a business plan is required which must include projections for at least two years into the future.
- e. Business' income tax returns for the past three (3) years, including all schedules.
- f. Interim financial statements (if six (6) months have passed since the last fiscal year-end, provide all available interim statements).
- g. Personal Financial Statement for each proposed borrower, owner, partner or guarantor.
- h. Personal Federal Income Tax Returns for the past three (3) years for each proposed borrower, owner, partner or guarantor, include all schedules.

VI. COLLATERAL OFFERED TO SECURE LOAN *

Accounts Receivable
Aging Report (Attached) Date of Report: _____

Inventory
Inventory List (Attached) Valuation: _____

Equipment
Bill of Sale (Attached) Valuation: _____

Real Estate
Recorded deeds (Attached) Address: _____

Vehicles
Title(s) (Attached) Valuation: _____

* If any collateral is pledged, identify and indicate name of secured party.

VII. Bank Relationships

Bank Name	Loan Type	Account Number	Balance

VIII. Credit References (include loans from banks, finance companies, individuals, other financial institutions, etc.)

Creditor	Loan Type	Account #	Payment	Balance	Collateral

IX. Trade References (List your four largest trade creditors).

Trade Creditor	Trade Terms	High Credit	Balance	Collateral

X. Top Four Customers

Name and Address	Selling Terms	% of Sales

Please read this:

The information contained in this application is provided to induce the participating partners to extend credit to you. You acknowledge and understand that participating partners are relying on the information provided in this application in deciding whether to extend credit to the applicant. Each of you represents, warrant and certify that the information provided in this application is true, correct and complete. Each of you agree to notify participating partners immediately of any materially adverse change in (1) any of the information contained in this application or (2) you or any proposed guarantor's financial condition. The participating partners are authorized to make all inquiries it deems necessary to verify the accuracy of the information contained in this application. You authorize any person or credit reporting agency to give the participating partners any information it may have about you. Each of you signing below do authorize the participating partners to obtain credit checks on you, including consumer credit checks through credit reporting agencies and direct inquiries of business(es) where you have accounts, where you worked, or other sources; (b) to contact these sources at any time whether before, during or after the term of any agreement between you and participating partners to update information or to assist the participating partners in enforcing any obligations you owe to the program; and (c) to properly report any performance with regard to credit extended to any one who may properly receive such information.

Please sign here:

Corporation or partnership applicant:

Individual, Sole Proprietor, and Guarantors:

Name of entity

X 
Authorized Signature

X _____
Authorized Signature

Adam Chamorro 10/31/25
Print Name Date

Print Name

X _____
Authorized Signature

Title

Print Name Date

X _____
Authorized Signature

Print Name Date

GERMANTOWN BUSINESS DEVELOPMENT LOAN POOL APPLICATION

I. APPLICANT INFORMATION

Name: Joey Carini Telephone: [REDACTED]

Home Address: [REDACTED]

Social Security Number: _____

II. PROPOSED PROJECT

Full Legal Name of Borrower: Joseph William Carini

Address: w156n11448 Pilgrim Road, Germantown, WI 53022
Street City State Zip

Contact Person: Joey Carini Phone Number: 414.467.5431

Type of Business: Car Wash

Year Business was established: 2025

Years Under Current Management: .2

Number of employees: Current: 2 Proposed: _____

Business Ownership: LLC

- Sole Proprietorship
- Corporation
- LLC
- General Partnership
- LLP
- S Corporation

Landlord Information: Name: _____

Phone Number: _____

Lease Expiration: _____ Annual Rent: _____

Any relationship between the business and the Landlord?

- Yes
- No

If Yes, Describe: _____

III. LOAN REQUEST

Amount Requested: 25000 Term Requested: 1-2 years

For what purposes will this credit be used? paint, lighting, signs, landscaping, general beautification

How will business repay this credit? quickly and from business and personal proceeds

Is business subject to either seasonal or cyclical cash flow variations? • Yes • No no

If yes, please explain: _____

IV. PURPOSE OF LOAN

Describe the scope of work which the Business Development Loan Pool funds are proposed for, and the anticipated benefits to be realized from the proposed project. (Examples: benefits low income employees, youths, minorities, handicapped, veterans, elderly, local economic benefits, impact on the environment (if any), community benefits, financial impact on local government, etc.)

Please be as specific as possible by presenting a detailed outline of all proposed work, including all renovations, equipment, start-up costs and training costs, etc. If applicable, the design proposal should also accompany the application. Attach additional information if necessary.

Property beautification can bring a wide range of benefits to a community — not just visually, but socially, economically, and emotionally.

1. Enhanced Community Pride & Identity. Fosters pride among residents by creating a place people are proud to call home. Strengthens identity by reflecting local culture, history, or values through design and aesthetic improvements. Helps define the community's "brand" — useful for attracting visitors, businesses, and new residents.

2. Boosts Property Values & Local Economy. Well-maintained and attractive buildings raise nearby property values. A visually appealing area attracts more businesses and customers, especially in commercial districts. Encourages investment and reinvestment in other properties.

Clean, well-designed environments reduce stress, anxiety, and depression. Beautification encourages people to spend more time outdoors, promoting social interaction and healthy lifestyles.

Helps reduce the "broken windows" effect — improving public order and perception of safety.

3. Encourages Civic Engagement

Beautification projects often involve community input or volunteer participation, fostering collaboration and a shared sense of ownership.

Residents feel more connected and invested in maintaining their neighborhood.

4. Promotes Sustainability and Greening. Beautification often includes green infrastructure (like trees, planters, or green walls), which:

Improves air quality

5. Draws Tourism and Cultural Events

V. FINANCIAL INFORMATION

- a. Does this business currently pay taxes to the Village of Germantown?
 • Yes • No If yes, what is the amount \$ 3,778.72.
 Enclose copies of tax bills (property, inventory and equipment if applicable).
- b. Have you received any assistance from the Village of Germantown, Economic Development Washington County, State of Wisconsin or any federal programs for the above presented project or any other property? • Yes • No no
- c. Submit copy of deed or legal description of property, purchase and sales agreement or lease, whichever applies regarding use of loan proceeds.
- d. Business financial statements for the past three (3) years if the business is already in existence. If the business is new, a business plan is required which must include projections for at least two years into the future.
- e. Business' income tax returns for the past three (3) years, including all schedules.
- f. Interim financial statements (if six (6) months have passed since the last fiscal year-end, provide all available interim statements).
- g. Personal Financial Statement for each proposed borrower, owner, partner or guarantor.
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VI. COLLATERAL OFFERED TO SECURE LOAN *

Accounts Receivable
Aging Report (Attached) Date of Report: _____

Inventory
Inventory List (Attached) Valuation: _____

Equipment
Bill of Sale (Attached) Valuation: _____

Real Estate
Recorded deeds (Attached) Address: _____

Vehicles
Title(s) (Attached) Valuation: _____

* If any collateral is pledged, identify and indicate name of secured party.

VII. Bank Relationships

Bank Name	Loan Type	Account Number	Balance

VIII. Credit References (include loans from banks, finance companies, individuals, other financial institutions, etc.)

Creditor	Loan Type	Account #	Payment	Balance	Collateral

IX. Trade References (List your four largest trade creditors).

Trade Creditor	Trade Terms	High Credit	Balance	Collateral

X. Top Four Customers

Name and Address	Selling Terms	% of Sales

Please read this:

The information contained in this application is provided to induce the participating partners to extend credit to you. You acknowledge and understand that participating partners are relying on the information provided in this application in deciding whether to extend credit to the applicant. Each of you represents, warrant and certify that the information provided in this application is true, correct and complete. Each of you agree to notify participating partners immediately of any materially adverse change in (1) any of the information contained in this application or (2) you or any proposed guarantor's financial condition. The participating partners are authorized to make all inquiries it deems necessary to verify the accuracy of the information contained in this application. You authorize any person or credit reporting agency to give the participating partners any information it may have about you. Each of you signing below do authorize the participating partners to obtain credit checks on you, including consumer credit checks through credit reporting agencies and direct inquiries of business(es) where you have accounts, where you worked, or other sources; (b) to contact these sources at any time whether before, during or after the term of any agreement between you and participating partners to update information or to assist the participating partners in enforcing any obligations you owe to the program; and (c) to properly report any performance with regard to credit extended to any one who may properly receive such information.

Please sign here:

Corporation or partnership applicant:

Individual, Sole Proprietor, and Guarantors:

Name of entity

X _____
Authorized Signature

X 
Authorized Signature

Print Name Date

Joey Carini

Print Name

X _____
Authorized Signature

Co- owner

Title

Print Name Date

X _____
Authorized Signature

Print Name Date



GERMANTOWN VIDEO PROJECT



SETTING THE FOUNDATION

QUESTIONS?

- What is the name of the project?
- What is the end goal of the project? Do you want to direct traffic to a website, social media platforms, or both?
- Is this a joint project between economic development and tourism?
- How many platforms do you want to be on? (Facebook? Instagram? Tik Tok? Youtube?)
- Will the project be run on its own social pages?
- Is this project fully organic (not ad content) or paid content (ad content)?
- How is the project being funded?



SETTING THE FOUNDATION

COMMENTS

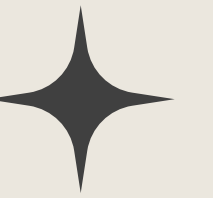
- **If you create your own social media accounts, this requires upkeep and strict following of a specific content strategy.**
- **I would not recommend posting videos until full plan is established.**
- **If only using organic (not ad content), you need more content and consistent oversight of platforms if you want to gain followers.**



MY RECOMENDATION

FOUNDATIONAL STEPS (IN ORDER)

- The project is a campaign. Create a branding package including colors, logo, and design elements.
- Create a communication strategy that identifies target audience, campaign goals, SWAT analysis, and social platform analysis.
- Make this a joint project of Economic Development and Tourism. Both groups can contribute and create a funding source.
- Make proper connections within the Village that will work to promote the project by resharing the videos on their pages.
- Prepare Approx. 5 - 10 videos before launching the campaign.



POSSIBLE VIDEOS

- **Christmas Parade**
- **Maifest**
- **Local Restaurants**
- **Local Parks**
- **Music at the Pavilion**
- **Germantown Coffee Shops**
- **Octoberfest**
- **Community events**
- **Library events**
- **Local Entertainment (concerts, sports establishments)**
- **Local Retailers or specialty service providers**
- **New Development / New Business Projects**
- **Loan Pool Applicants (Process of Development)**



EXAMPLES FROM OF OTHER COMMUNITIES:



DISCOVER WAUWATOSA



- Great brand template
- Goal: Link back to Tourism Website

Pinterest (Inactive)



Discover Wauwatosa
discoverwauwatosa

Facebook



Discover Wauwatosa
5.7K followers • 115 following

Instagram



discoverwauwatosa ...

Discover Wauwatosa

980 posts 9,056 followers 289 following

The official tourism account for Wauwatosa, WI. ✨
Tag your photos with #DiscoverWauwatosa to be featured.
Find trip... more

discoverwauwatosa.com and 1 more



Followed by menomoneefallsdowntown, mkecountyparks + 2 more

Youtube (Inactive)



Discover Wauwatosa

@DiscoverWauwatosa · 2 videos

More about this channel ...more

Subscribe



DISCOVER WAUWATOSA



CONTENT EXAMPLES



Instagram

- Good simple short form vertical video that highlights businesses and local happenings

Facebook

- Mixture of local promotion
- Videos and photos



Discover Wauwatosa

September 26 · 🌐

Happy National Dumpling Day! Celebrate at Serious Sanji in Wauwatosa and treat yourself to some seriously delicious bites. 😋 🥟

📍: Serious Sanji

📍 853 N Mayfair Rd, Wauwatosa, WI 53226

[#DiscoverWauwatosa](#) [#Wauwatosa](#)



My Rating: 10 /10

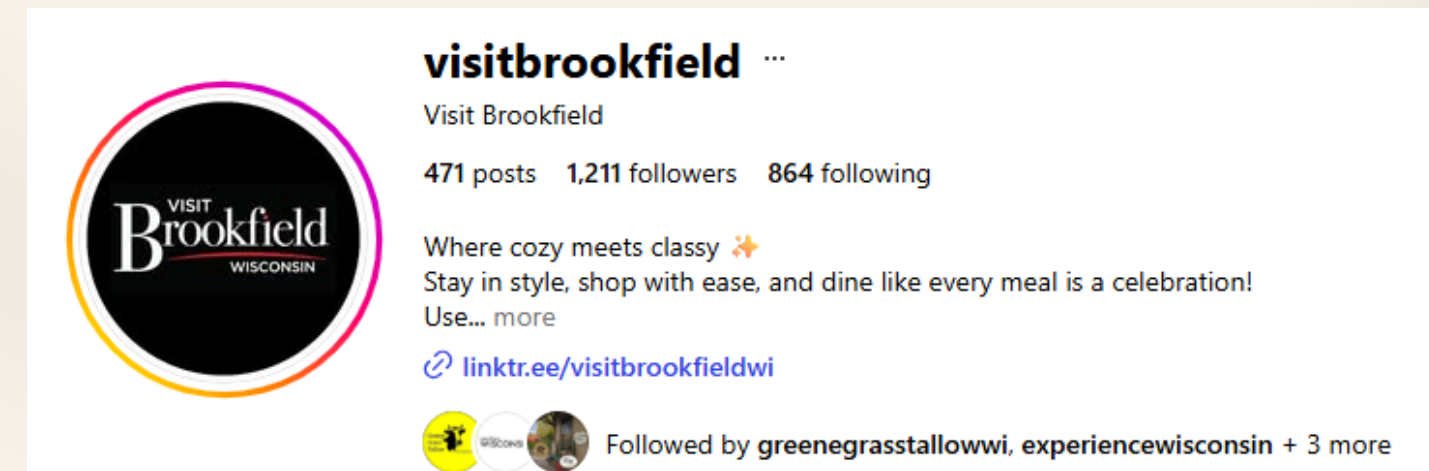
VISIT Brookfield WISCONSIN

Facebook



- Passable brand template
- Goal: Link back to Tourism Website

Instagram



VISIT Brookfield WISCONSIN CONTENT EXAMPLES

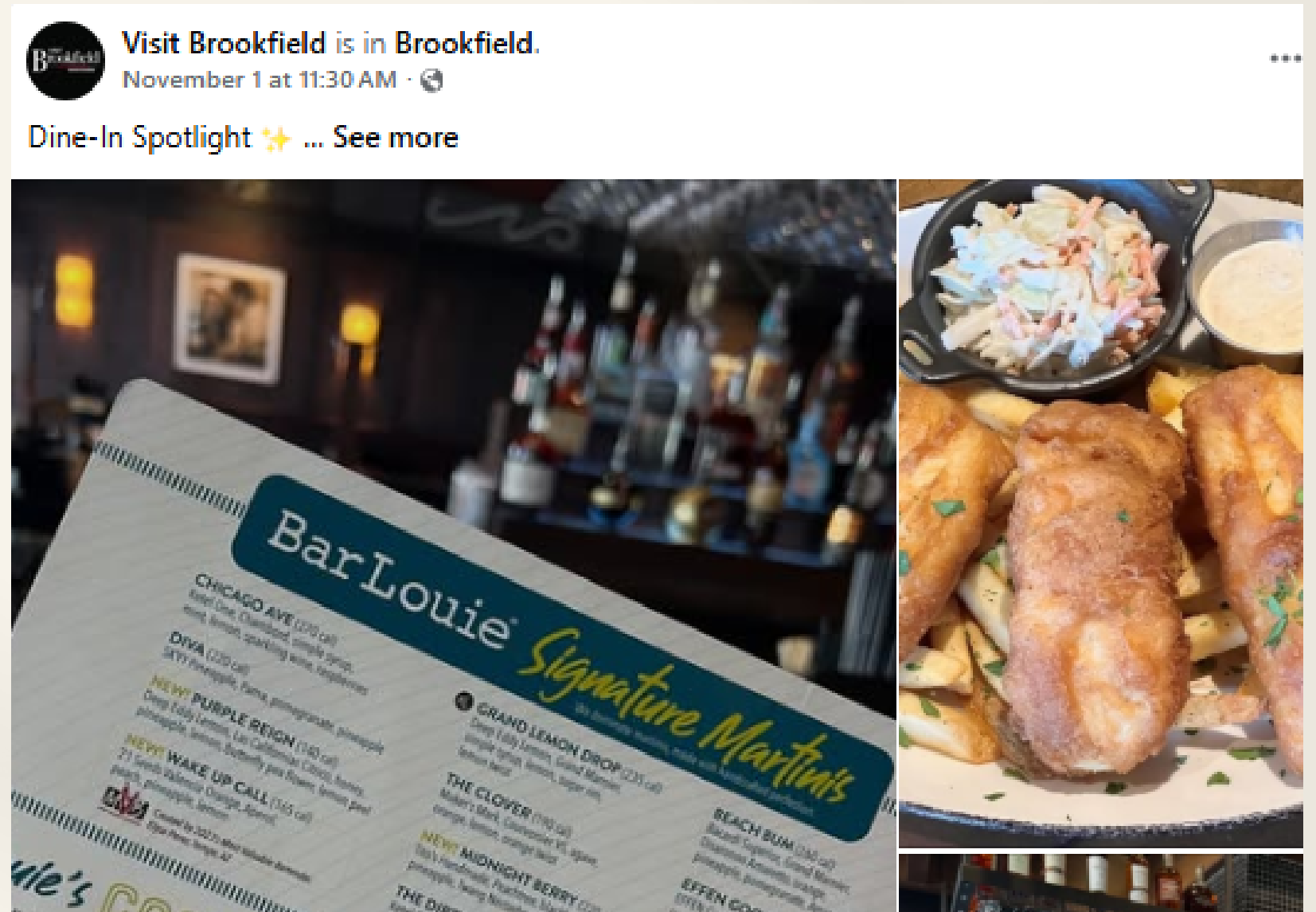


Instagram

- Good simple short form vertical video that highlights businesses and local happenings

Facebook

- Mixture of local promotion
- Photos and Videos



My Rating: 7.5 /10

Explore Menomonee Falls

**The Facebook Page
Links Back to Village
Official Social Media**

- **Brand Template is just the Village logo.**
- **Everything is on website.**
- **No official video or social media campaign for “Explore Menomonee Falls”**
- **Videos shared come from “Falls Cable Access” Productions**



My Rating: 4 /10

THE IDEAL SITUATION

1. Identify Funding Source
2. Create a Brand! with Logo



4. Make Connections to promote pages



5. Film 5 - 10 videos

6. Create Social Platforms



Celebrate Germantown
Celebrate Germantown

3. Create Communication Strategy



Communication Strategy

7. Run the Campaign.
8. Have someone to manage it.
9. Have website or other source to direct traffic



Village of Germantown Industrial Vacancy Rate

Data provided on a one-time basis by an industrial real estate broker. The numbers were extrapolated from report developed by the Commercial Association of Realtor Wisconsin (CARW) for the Northwest Industrial Submarket.

Prod Type	Inventory	Vacancy Rate	YTD Net Absorption	Avg. Net Asking Rental Rate
Class A	3,791,629	19.9%	86,984	\$6.87
Class B	2,197,508	0.7%	4,275	\$6.00
Flex	339,136	9.0%	6,400	\$4.06
User Owned	4,883,415	0.0%	252,050	N/A
TOTALS	11,211,688	7.2%	349,709	\$6.40

Key Points and Caveats:

- Overall submarket vacancy rate is 4.5%.
- Vacancy rate is higher in Germantown because most of the new space has been built here.
- Net absorption rate of Class A space for 2025 will likely be about 200,000 sq. ft.
- Average net absorption rate for Class A space has been about 990,000 sq. ft. for the last six years.
- Absorption rate is below average this year due to uncertainty related to tariff and interest rates.
- Village's current vacant class A space (about 754,000 sq. ft.) represents less than one-year typical absorption rate.
- Takes about 2 years from initial planning to occupancy.

Economic Development Commission

Operation Storefront

Inventory of Known Vacant Retail Sites

- County Line Corridor
- Mequon Road Corridor
- Main Street Corridor

Data Current as of December 06, 2025

Source: Bob Soderberg, Village President



County Line Corridor

County Line Corridor – Former Shepard Arms



Owner
SOUTHPAW LLC

Copy

Tax Address
1200 E CAPITOL DR MILWAUKEE WI 53211

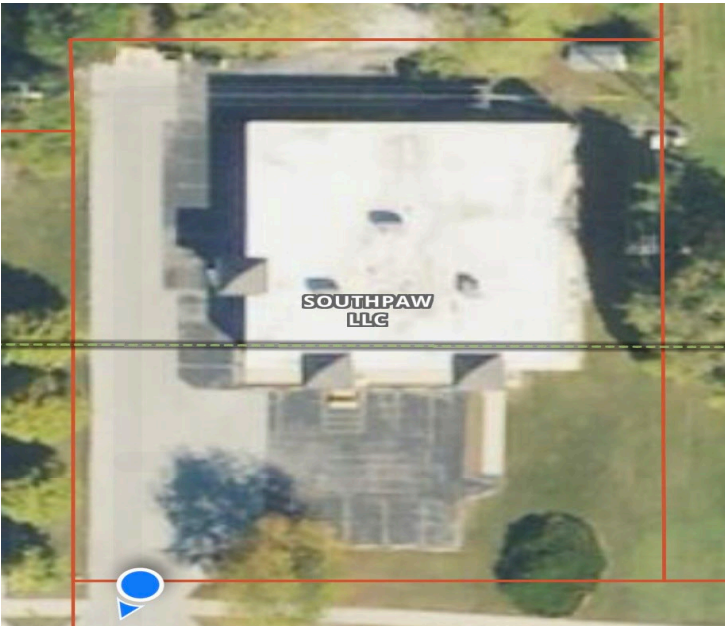
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County
Washington

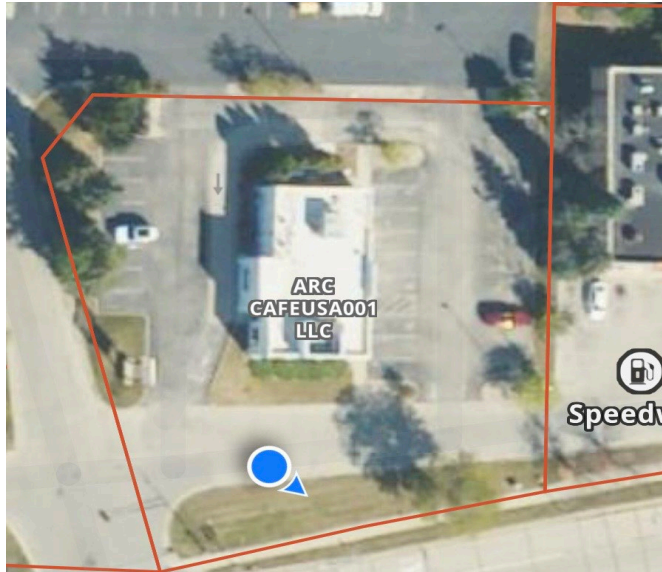
Area (Acres)
.71

Miscellaneous Information

- Leasing Agent: Re/Max, Mark Kivley, 414-967-0506
- Previous Tenants: Shepard Arms. Current tenant is Natures Healing Day Spa.
- Vacancy: Site has two spaces with one being vacant or 50% vacant.



County Line Corridor - Former KFC Restaurant



Owner
ARC CAFEUSA001 LLC

Copy

Tax Address
2325 E CAMELBACK RD NINTH FLOOR PHOENIX
AZ 85016

Copy

County
Washington

Area (Acres)
.7

Miscellaneous Information

- Leasing Agent: Unknown
- Previous Tenant: KFC restaurant
- Vacancy: Site has one space or 100% vacant.



County Line Corridor – Rivers Edge Plaza



Miscellaneous Information

- Leasing Agent: Unknown, but owner is Marshall Peebles, Butler, WI
- Previous Tenant: A Cut A Head
- Vacancy: Site has one space and is 100% vacant.



Owner
MARSHALL PEBBLES

Copy

Tax Address
PO BOX 105 BUTLER WI 53007

Copy

County
Washington

Area (Acres)
4.7

County Line Corridor – Germantown Plaza



Owner GERMANTOWN 2024 LLC	Copy
Tax Address 2655 CHESIRE LN N PLYMOUTH MN 55447	Copy
County Washington	
Area (Acres) 7.25	

Miscellaneous Information

- Leasing Agent: Colliers, Russ Sagmoen, 414-276-9500
- Previous Tenant: Pier 1
- Vacancy: Site has four spaces with one being vacant or 25% vacant.
- Agent Comments: Very difficult to get traditional retail to lease space due to lack of traffic (roof tops). Opportunity could be for a Goldfish Swim School or similar retail establishment.

County Line Corridor – Germantown Plaza II



Owner
GERMANTOWN PLAZA II LLC

Copy

Tax Address
6425 W EXECUTIVE DR MEQUON WI 53092

Copy

County
Washington

Area (Acres)
9.17

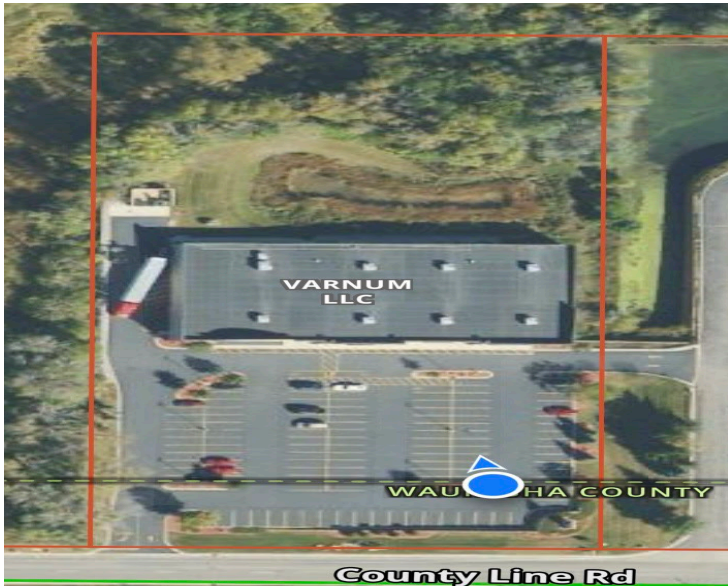
Miscellaneous Information

- Leasing Agent: Unknown, but owner is Athony Palermo, AAP Properties, LLC, Milwaukee, WI
- Previous Tenants: TJ Maxx, Bed Bath & Beyond and World Market
- Vacancy: Site has five spaces with four being vacant or 80% vacant. Sally Beauty Supply is the only tenant.
- Comments: Based on comments from Colliers Leasing Agent, traditional retail to backfill site will be challenging absent additional traffic (roof tops). Opportunity could be for a Pickle Ball, Indoor Golf, and Market Place to fill empty spaces. Village President is contacting Mr. Palermo.

County Line Corridor – Dollar Tree Plaza



- Miscellaneous Information**
- Leasing Agent: Founders 3, 414-271-1111
 - Previous Tenants: Unknown
 - Vacancy: Site has five spaces with two being vacant or 40% vacant.
 - Comments: Based on comments from Colliers Leasing Agent, traditional retail to backfill site may be challenging absent additional traffic (roof tops).



Owner VARNUM LLC	Copy
Tax Address PO BOX 19219 RENO NV 89511	Copy
County Washington	
Area (Acres) 3.67	

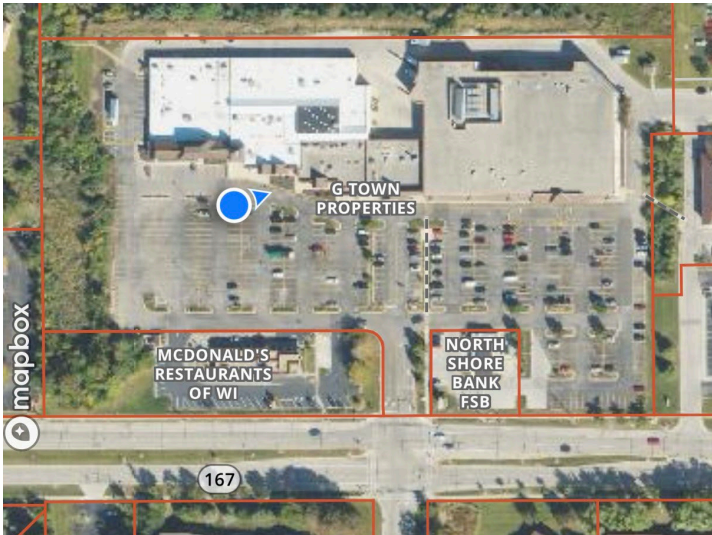
Mequon Road Corridor

Mequon Road Corridor – Sendik’s Village Centre



Miscellaneous Information

- Leasing Agent: CBRE, 414-273-0880
- Previous Tenants: Unknown
- Vacancy: Site has 17 spaces with one being vacant (inside shop) or 5.9% vacant.



Owner
G TOWN PROPERTIES

Copy

Tax Address
138 BUNTROCK AVE THIENSVILLE WI 53092

Copy

County
Washington

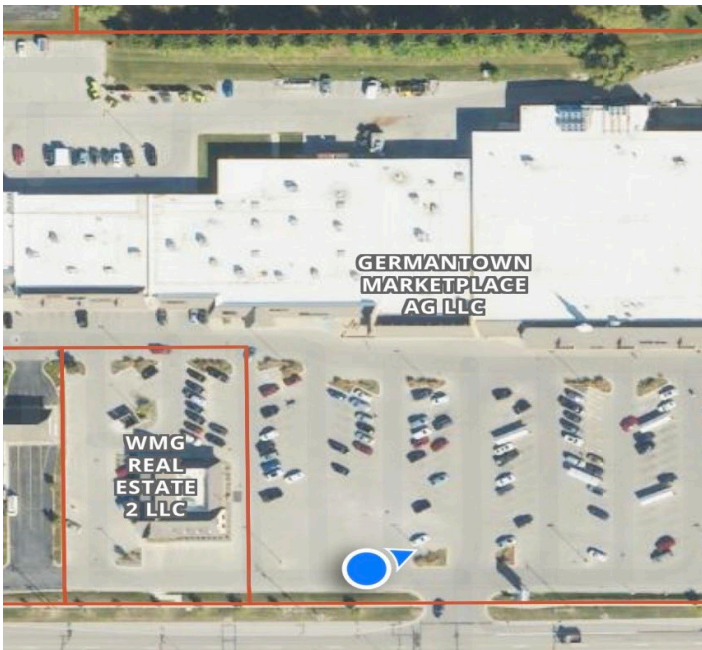
Area (Acres)
9.78

Mequon Road Corridor – Germantown Marketplace (Pick n Save)



Miscellaneous Information

- Leasing Agent: Mid America, 414-273-4600
- Previous Tenants: Unknown
- Vacancy: Site has 14 spaces with two being vacant or 14.3% vacant.



Owner **Copy**

GERMANTOWN MARKETPLACE AG LLC

Secondary Owner
GERMANTOWN MARKETPLACE GK LLC

Tax Address **Copy**

PO BOX 6767 MALIBU CA 90264

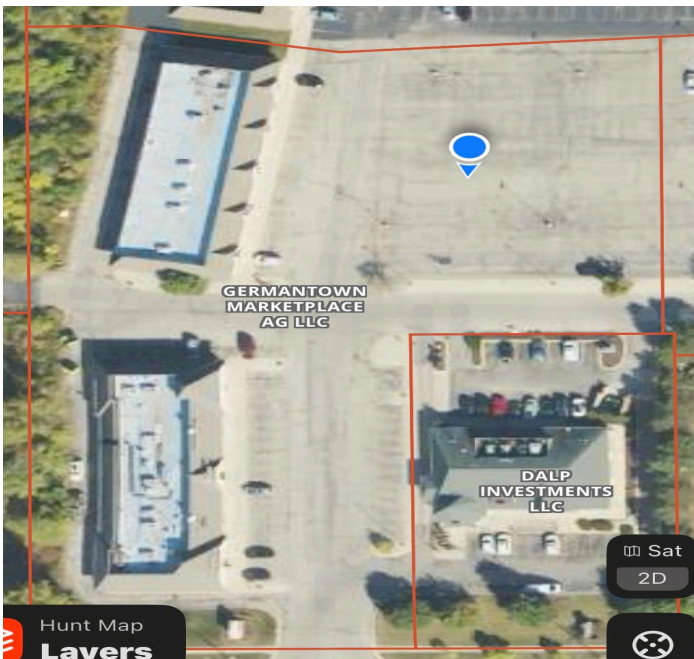
County
Washington

Mequon Road Corridor – Germantown Center Building #1



Miscellaneous Information

- Leasing Agent: Mid America, 414-273-4600
- Previous Tenants: China Kitchen. Current tenants include Germantown Cleaners and Salon Service Group.
- Vacancy: Site has 4 spaces with two being vacant or 50% vacant.



Owner
GERMANTOWN MARKETPLACE AG LLC

Copy

Secondary Owner
GERMANTOWN MARKETPLACE GK LLC

Tax Address
PO BOX 6767 MALIBU CA 90264

Copy

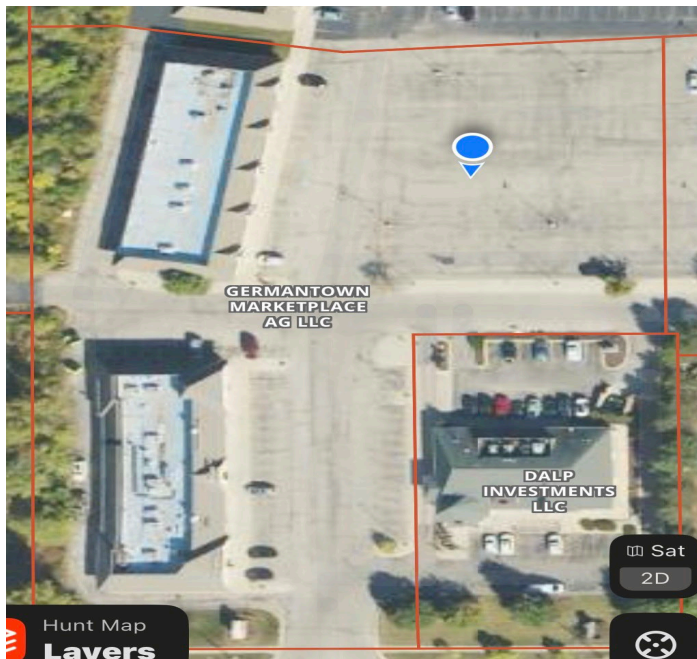
County
Washington

Mequon Road Corridor – Germantown Center Building #2



Miscellaneous Information

- Leasing Agent: Mid America, 414-273-4600
- Previous Tenants: Unknown. Current tenants include Stix Golf Entertainment and Edward Jones Investment.
- Vacancy: Site has 4 spaces with two being vacant or 50% vacant.



Owner
GERMANTOWN MARKETPLACE AG LLC **Copy**

Secondary Owner
GERMANTOWN MARKETPLACE GK LLC

Tax Address
PO BOX 6767 MALIBU CA 90264 **Copy**

County
Washington

Mequon Road Corridor – Former Kwik Trip



Owner
KT REAL ESTATE HOLD

Copy

Tax Address
1626 OAK ST LACROSSE WI 54603

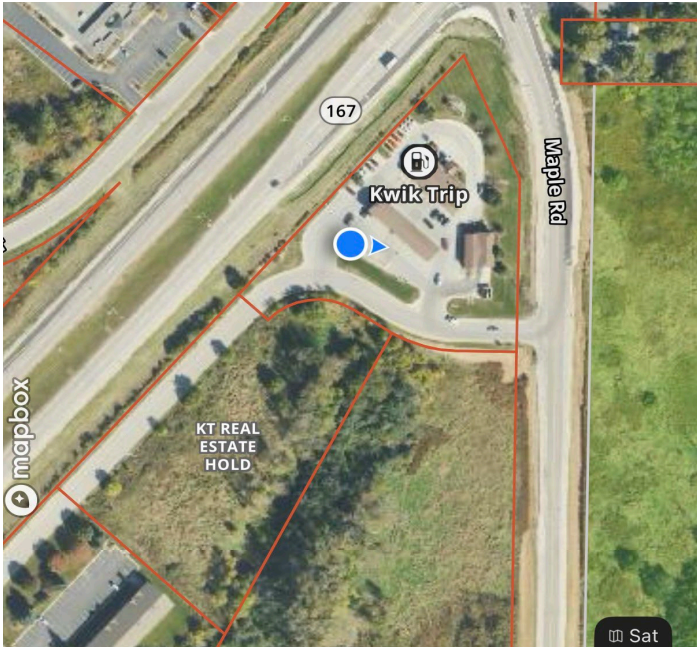
Copy

County
Washington

Area (Acres)
2.49

Miscellaneous Information

- Selling Agent: KT Real Estate Holdings, Lacrosse, WI
- Previous Tenant: Kwik Trip
- Vacancy: Site has 1 space and is 100% vacant.
- KT Real Estate has stated that they will sell the location along with an adjoining lot.



Main Street Corridor

Main Street Corridor – Former Gehl’s Office



Owner
AGNL DAIRY LLC

Copy

Tax Address
245 PARK AVE 24TH FL NEW YORK NY 10167

Copy

County
Washington

Area (Acres)
.64

Miscellaneous Information

- Leasing Agent: Unknown
- Previous Tenant: Gehl's
- Vacancy: Site has 1 spaces and is 100%.
- Possible re-development location for retailer or restaurant.



Main Street Corridor – Former Citizen's Bank



Owner
BROOKS & DAYTON INVESTMENTS LLC

Copy

Tax Address
W73N411 MULBERRY AVE CEDARBURG WI 53012

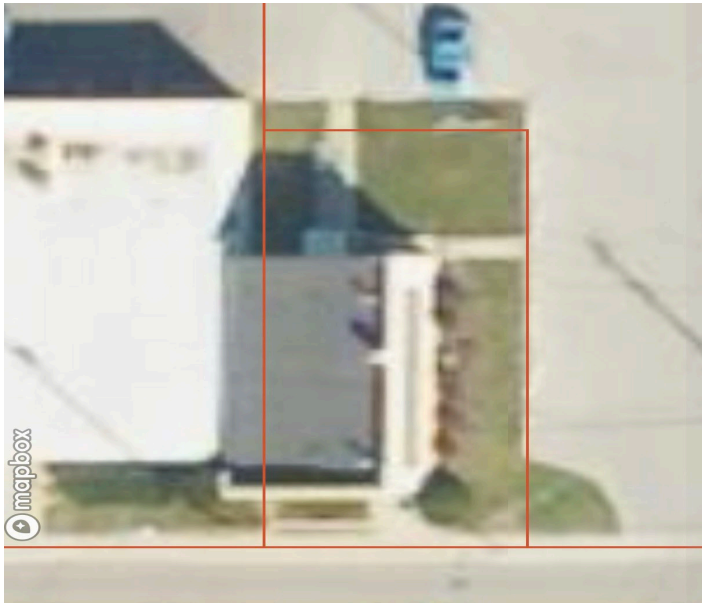
Copy

County
Washington

Area (Acres)
.08

Miscellaneous Information

- Leasing Agent: Unknown, but rent sign is visible.
- Previous Tenant: Citizen's Bank
- Vacancy: Site has 1 spaces and is 100%.
- Possible re-development location for retailer or restaurant.



Main Street Corridor – Former Barley Pop Pub & Restaurant



Owner
TYBEE HOLDINGS LLC

Copy

Tax Address
N116WW16137 MAIN ST GERMANTOWN WI 53022

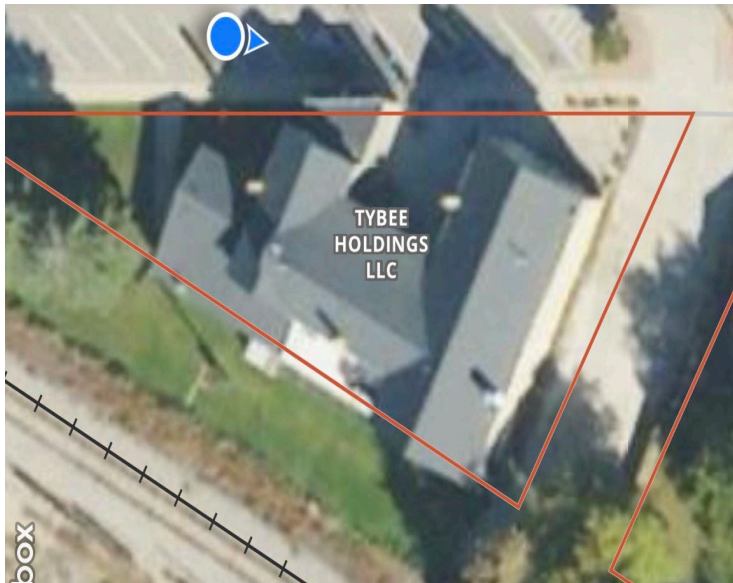
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County
Washington

Area (Acres)
.22

Miscellaneous Information

- Leasing Agent: Troy Schmidt is the current owner.
- Previous Tenant: Barley Pop Pub with Tribble B's Backyard BBQ leasing the second space.
- Vacancy: Site has 2 spaces and 1 space is vacant or 50%.
- Possible re-development location for retailer or restaurant.



END

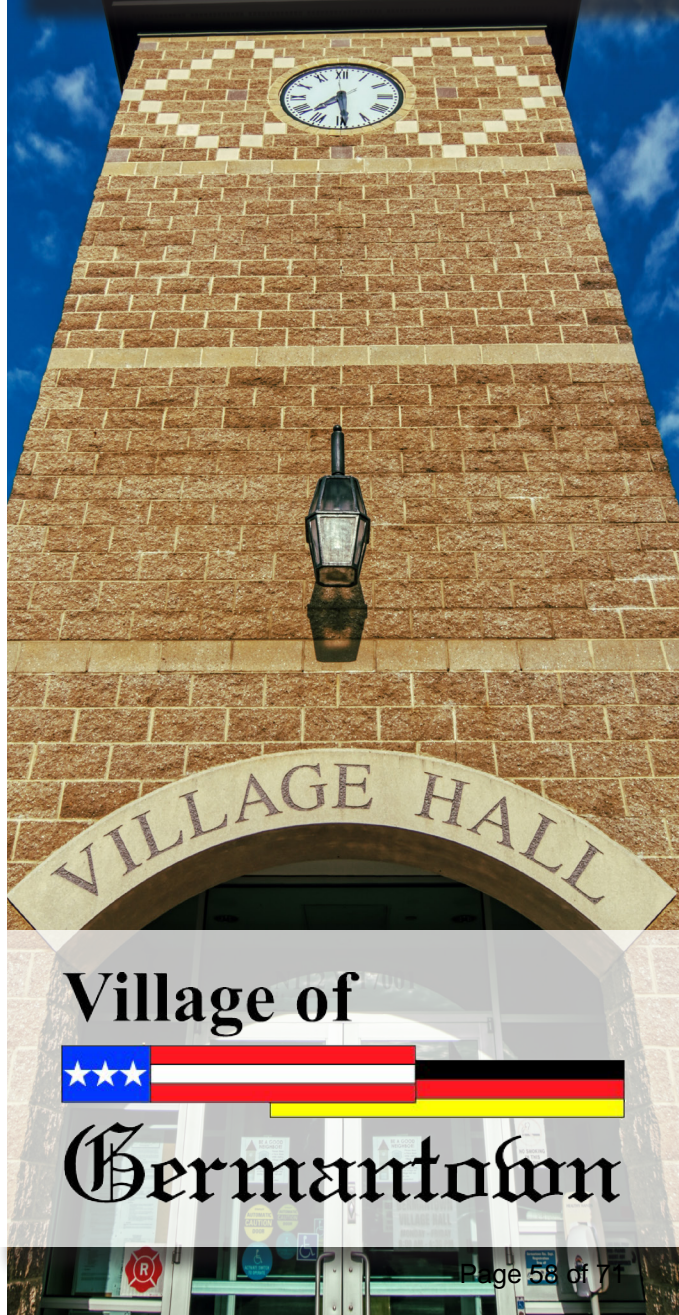
Village of Germantown Business Loan Pool

Village of Germantown Business
Loan Pool Provided By:



Village of Germantown
Germantown Economic Committee
N112 W17001 Mequon Road
PO Box 337
Germantown, WI 53022-0337

Phone: (262) 250-4775
Fax: (262) 253-8255
email: skreklow@germantownwi.gov



Village of



Germantown

The Village of Germantown Business Loan Pool has been established to:

- Help business attraction efforts
- Increase capital investments
- Provide support for existing businesses in the Germantown area

The fund was established through a commitment from Bank Five Nine and the Village of Germantown. These organizations have teamed up to promote business growth in Germantown.

Eligible Businesses Include:

- All businesses in the Village of Germantown

Eligible Expenses:

- Acquisition of land, building and/or business
- Building improvements and/or construction
- Equipment purchases
- Environmental or safety compliance
- Any investment to promote business growth

How Do I Apply?

- Call Steve Kreklow, Village Administrator, for business loan guidance at (262) 250-4775.
- Request business package by emailing Steve Kreklow at skreklow@germantownwi.gov and submit as directed.

Important Note:

The Village of Germantown Business Loan Pool works in association with Bank Five Nine and their commercial lenders to provide gap resources for new and expanding businesses.

Loan Structure:

The Village of Germantown Business Loan Pool is available when full private financing or credit is not available on terms and conditions which would permit project completion. Interest rates are fixed at 1%. Each loan is evaluated separately on collateral, risk and terms. Loans are generally not less than \$10,000 or more than \$25,000.



Bank Five Nine has committed \$150,000 of capital. Loan decisions are made by the Village of Germantown Economic Development Committee. The Village of Germantown will maintain the authority to modify, change or negate the terms or provisions of the loan requirements to best meet the objectives of the community.

**GERMANTOWN BUSINESS DEVELOPMENT LOAN POOL (GBDLP)
VILLAGE OF GERMANTOWN, WISCONSIN**

Guidelines and Application

PARTICIPATING PARTNERS

Participating Partners include:

- Village of Germantown
- Bank Five Nine

FUNDING SOURCE

- Public/Bank Consortium

DESCRIPTION

The Germantown Business Development Loan Pool (GBDLP) is a revolving loan fund designed to provide low cost loans for start-up costs for new businesses and/or expansion costs for existing businesses located in the Village of Germantown, Wisconsin.

ELIGIBLE ACTIVITIES

Eligible expenses include loans the following:

- Building improvements/ renovation or new construction
- Land or building acquisition
- Equipment purchase
- Costs associated with environmental and/or safety compliance
- Costs associated with the redevelopment of blighted or vacant land and facilities

INELIGIBLE ACTIVITIES

Ineligible expenses include loans for the following:

- Refinancing of existing debt or the interest payments on existing debt
- Improvements completed prior to loan approval
- Paying of taxes
- Contributing equity required of borrowers participating in other loan programs.
- Investing in interest bearing accounts, certificates of deposits, or other investments not related to job creation/retention
- Purchasing or financing equity in private businesses
- Subsidizing interest payments on existing loans
- Loans which would create a potential conflict of interest
- Loans for the purpose of speculative activities

APPLICATIONS

Applications are available at:

- Any participating Bank Five Nine

- By contacting Gosia Wormsbacher, Support Services Manager, at 262-250-4750 or gwormsbacher@germantownwi.gov
 - By contacting Steven Kreklow, Village Administrator, at 262-250-4775 or skreklow@germantownwi.gov
-

I. Introduction

Bank Five Nine will commit \$150,000 to establish a loan pool to encourage business development and revitalization in specified areas of the Village of Germantown. The loan proceeds will be utilized to fund a wide variety of commercial projects ranging from assisting new businesses locating in these areas with startup costs to helping existing businesses with renovations or expansion plans. The loans will carry below market rates and favorable terms.

The program is designed to encourage new investment in commercial and mixed-use projects by property owners and/ or tenants.

II. Program Description

The Germantown Business Development Loan Pool (GBDLP) is a pool of money made available by the participating banks for the purpose of making loans to achieve economic benefits.

Economic benefits are defined as:

- Business development, including the start-up or expansion;
- Business and job retention;
- Redevelopment of blighted land and vacant facilities for a mixed-use residential, commercial, or business purpose;
- Modernization and rehabilitation of existing mixed-use residential or commercial properties;
- Support for the use of new technologies, growth industries and/or high-tech firms. In general, lending policies and financing techniques will include, but are not limited to:
- Providing below market interest rates;
- Providing longer term loans than are traditionally available for a particular type of financing;
- Reducing the risk for non-participating commercial lenders by providing subordinate financing.

Eligibility Requirements

Eligible GBDLP projects must meet the following basic program eligibility requirements:

A. Eligible Areas

Eligible projects must be located in the areas specified in the attached Exhibit A.

B. Eligible Applicants

In order to be eligible for the program, an applicant and the proposed project must meet at least the following criteria:

1. The applicant must own or have a legal option to purchase the subject property, or have a Lease or an Agreement to Lease equal to, or greater than, the term of the loan. Proof of the length of the Lease or Agreement must be furnished. (A signed, notarized copy of the Lease or Agreement will be considered proof)
2. The applicant must demonstrate to the Participating Partners that there are adequate resources available to complete the project and create economic benefit. This will include proof of a commitment for financing, along with the necessary equity required by the primary lender(s). A current business plan must be submitted as part of the application process.
3. The taxes on the subject property must be up to date prior to the final approval by the Economic Development Commission and remain current for the length of the term of the loan.
4. If the project is for construction financing, plans and specifications must show the property will be substantially improved, and all reasonably usable space within the structure will be returned to a state of utility through repair or alteration.
5. An applicant is only eligible for the GBDLP program when full private financing or credit is not otherwise available on terms and conditions which would permit completion and/or the successful operation or accomplishment of the project to be financed.
6. The applicant and guarantors, if applicable, will have no concurrent interest in any other project receiving assistance through the program.
7. The applicant and guarantors, if applicable, must have a satisfactory credit history.

C. Eligible Loan Activities

1. Fixed asset loans for the acquisition and/or improvement of land, buildings, and equipment, including new construction or renovation of existing facilities, demolition and site preparation and environmental or safety compliance.

D. Ineligible Loan Activities

1. Loans for the purpose of investing in interest bearing accounts, certificates of deposits, or other investments not related to job creation/retention.
2. Loans which would create a potential conflict of interest.
3. Loans for the purpose of speculative activities.
4. Loans for the purpose of purchase or finance equity in private businesses.
5. Loans for the purpose of subsidizing interest payments on existing loans.
6. Loans for the purpose of refinancing loans made by other lenders.
7. Loans for the purpose of payment of taxes.
8. Loans for projects completed prior to GBDLP program approval.

IV. Loan Review Criteria

In general, Bank Five Nine and the Economic Development Commission will consider the following priorities and conditions when reviewing an application for financing:

- A. Priority to businesses and developers looking to invest in the specified areas of the Village that further the planning goals and objectives to make these areas pedestrian oriented, mixed-use neighborhoods with vibrant commercial activities.
- B. Priority based on job retention or new job creation through capitalization of start-ups, business expansion, or retention of businesses.
- C. Priority to business which will attract large numbers of people to the specified areas of the Village.
- D. Priority to businesses looking to locate in vacant properties the specified areas of the Village.
- E. Priority based on security and repayment strength.

V. Loan Terms

It is the goal of the program to remain as flexible as possible in working with the individual needs of applicants. Therefore, the minimum/maximum loan amount, interest rate, term, and collateral will be negotiated, on a case by case basis, with the Participating Partners. The minimum loan amount shall not be less than \$10,000 and the maximum loan shall not be greater than \$25,000 subject to the availability of funds in the Pool.

In the determination of collateral requirements, the Participating Partners will consider the merits and potential economic benefits of each application. When appropriate and practical, GBDLP financing may be secured by liens or assignments of rights in assets of assisted firms as follows:

- A. In order to encourage financial participation in a direct fixed-asset loan project by other lenders and investors, the term of the GBDLP program may be for a longer period than that of the other lender(s). The lien position of the GBDLP loan may be subordinate to pre-existing or concurrent debt, and made inferior to the lien, or liens, securing other loans made in connection with the project.
- B. In projects involving direct working capital loans, the GBDLP program will normally obtain collateral such as liens on inventories, receivables, fixed assets and/or other available assets of borrowers. Such liens may be subordinate only to existing liens of record and other loans involved in the project.
- C. In projects involving fixed asset loans, the GBDLP program normally will obtain collateral on the asset(s) to be financed as well as other assets of the company, as appropriate.
- D. In projects involving guaranteed loans in the revolving phase, the lending institution ordinarily will be required to maintain a collateral position, to which the GBDLP loan is subrogated, in the assets of the borrower and/or principals of the borrower such as by taking liens on inventories, receivables, fixed assets, and/or other available assets of borrowers.
- E. In addition to the above types of security, the GBDLP program may also require security in the form of assignments of patents and licenses, leases or stock certificates, and such other additional security as the grantee determines is necessary exposure.
- F. The GBDLP program should ensure that the borrower obtains adequate hazard and other forms of insurance, as appropriate. The GBDLP program also will obtain a lender's loss payable endorsement on that insurance.
- G. GBDLP loan requests submitted by closely held corporations, partnerships, or proprietorships dependent for their continuing success on certain individuals will ordinarily be expected to provide and assign to the GBDLP life insurance on these key persons. Personal guarantees will be required from principal owners.

VI. Application Process

- A. An application is to be completed by the applicant and submitted to the Village of Germantown Department of Community Development. The preliminary application will be reviewed for completeness and eligibility.

- B. All completed and eligible applications will be reviewed and final action will be taken by the Village of Germantown Economic Development Commission following recommendations from Bank Five Nine and Village Staff.
- C. The application will be reviewed and approved or denied by the Village of Germantown Economic Development Commission, subject to the requirement that any application shall be approved by a majority vote and approved by Bank Five Nine. Terms and conditions of an approved project will be established as part of the final loan approval process.
- D. The GBDLP loan processing and servicing will be handled by Bank Five Nine Centre.

GERMANTOWN BUSINESS DEVELOPMENT LOAN POOL APPLICATION

I. APPLICANT INFORMATION

Name: _____ Telephone: _____

Home Address: _____

Social Security Number: _____

II. PROPOSED PROJECT

Full Legal Name of Borrower: _____

Address: _____
Street City State Zip

Contact Person: _____ Phone Number: _____

Type of Business: _____

Year Business was established: _____

Years Under Current Management: _____

Number of employees: Current: _____ Proposed: _____

Business Ownership:

- Sole Proprietorship
- Corporation
- LLC
- General Partnership
- LLP
- S Corporation

Landlord Information: Name: _____

Phone Number: _____

Lease Expiration: _____ Annual Rent: _____

Any relationship between the business and the Landlord?

- Yes
- No

If Yes, Describe: _____

III. LOAN REQUEST

Amount Requested: _____ Term Requested: _____

For what purposes will this credit be used? _____

How will business repay this credit? _____

Is business subject to either seasonal or cyclical cash flow variations? • Yes • No

If yes, please explain: _____

IV. PURPOSE OF LOAN

Describe the scope of work which the Business Development Loan Pool funds are proposed for, and the anticipated benefits to be realized from the proposed project. (Examples: benefits low income employees, youths, minorities, handicapped, veterans, elderly, local economic benefits, impact on the environment (if any), community benefits, financial impact on local government, etc.)

Please be as specific as possible by presenting a detailed outline of all proposed work, including all renovations, equipment, start-up costs and training costs, etc. If applicable, the design proposal should also accompany the application. Attach additional information if necessary.

V. FINANCIAL INFORMATION

- a. Does this business currently pay taxes to the Village of Germantown?
 - Yes • No If yes, what is the amount \$_____.Enclose copies of tax bills (property, inventory and equipment if applicable).
- b. Have you received any assistance from the Village of Germantown, Economic Development Washington County, State of Wisconsin or any federal programs for the above presented project or any other property? • Yes • No
- c. Submit copy of deed or legal description of property, purchase and sales agreement or lease, whichever applies regarding use of loan proceeds.
- d. Business financial statements for the past three (3) years if the business is already in existence. If the business is new, a business plan is required which must include projections for at least two years into the future.
- e. Business' income tax returns for the past three (3) years, including all schedules.
- f. Interim financial statements (if six (6) months have passed since the last fiscal year-end, provide all available interim statements).
- g. Personal Financial Statement for each proposed borrower, owner, partner or guarantor.
- h. Personal Federal Income Tax Returns for the past three (3) years for each proposed borrower, owner, partner or guarantor, include all schedules.

VI. COLLATERAL OFFERED TO SECURE LOAN *

Accounts Receivable
Aging Report (Attached) Date of Report: _____

Inventory
Inventory List (Attached) Valuation: _____

Equipment
Bill of Sale (Attached) Valuation: _____

Real Estate
Recorded deeds (Attached) Address: _____

Vehicles
Title(s) (Attached) Valuation: _____

* If any collateral is pledged, identify and indicate name of secured party.

VII. Bank Relationships

Bank Name	Loan Type	Account Number	Balance
			..
		
			..

VIII. Credit References (include loans from banks, finance companies, individuals, other financial institutions, etc.)

Creditor	Loan Type	Account #	Payment	Balance	Collateral
	-	.
	..		.	-	.
	..		.	-	.

IX. Trade References (List your four largest trade creditors).

Trade Creditor	Trade Terms	High Credit	Balance	Collateral

X. Top Four Customers

Name and Address	Selling Terms	% of Sales

MEMO

To: President Bob Soderberg, Trustee Jan Miller – Germantown WI

From: Melanie Smythe, EDC commissioner – Germantown WI

CC: Administrator Kreklow – Germantown WI

Date: 10-31-2025

RE: Follow up to loan program seminar on 10/30/2025 at Village Hall

Bob and Jan,

Some notes and observations from the loan seminar yesterday.

The round table discussion style was great. Four potential candidates showed up. The discussion highlighted some items that need to be thought through more to make this program stronger.

Some items that should be clarified:

1. No financial information should be required by the village; the bank does a full review of financials. As a business owner, I would never submit my business information to the village, even for a 1% loan.
2. Joletta is currently working on testimonials from former grantees of the loan program. Former participants could receive a certificate which could be placed on a wall as a participating successful business within the village. (We need a new logo.)
3. Joletta's contributions to this program have been tremendous when the village has not actually been promoting this. It is the village's responsibility to do a better of promoting this. It ties into the filling of vacant properties with new and existing businesses. We should publicly thank the Chamber and Bank 59 in some fashion. The village has entirely neglected this aspect of development to date.
4. Along with the loan program, the village should have an opt-in resource list of local Germantown existing businesses for new businesses or businesses wanting to go the the next level. Several of the potential applicants were going to need help with finding spaces (realtors) and remodeling spaces (designers and contractors) and messaging out their new locations (sign companies and pr firms). The village in conjunction with the chamber can create a place(s) where businesses can make themselves available for this need. To manage it, it would be updated once a year with a call for participants to provide something about their business. All vetting done by the potential client, not village or chamber.
5. The seminar can be held twice a year. Once at the village hall, once at the chamber. They are equal partners in this.
6. The president can send out a letter to the chamber members, school district, other entities and to the News Express discussing the dusting off of the program including the changes/additions above. It needs a relaunch. However, that looks.

Thanks.

Melanie Smythe