

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

DATE & TIME: Tuesday, February 10, 2026 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 #: **2553 499 7080** Password: **nBNrkwyj267** which can be accessed by phone at 408-418-9388 or by clicking the link below:
<https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=m1666b64b10c3c10021fac1cb82ed04dd>

NOTICE: 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 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. January 13, 2026, Meeting Minutes (ACTION)
- VI. **BUSINESS DEVELOPMENT LOAN POOL APPLICATIONS:**
 - A. Germantown Business Development Loan Pool Application: Brandon Medved, Brandon Medved Photography, LLC DBA Bright Eyed Productions (ACTION)
- VII. **UNFINISHED BUSINESS:**
 - A. Operation Storefront Update
 1. List of Empty Warehouses for Lease with Square Footage (DISCUSSION AND POSSIBLE ACTION)
 2. List of Available Lots for Sale in the Village of Germantown (DISCUSSION AND POSSIBLE ACTION)
 3. List of Empty Box Stores on County Line Road (DISCUSSION AND POSSIBLE ACTION)
- VIII. **NEW BUSINESS:**

ECONOMIC DEVELOPMENT COMMISSION AGENDA

February 10, 2026

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- A. Germantown Business Loan Pool Monthly Report - Application Update (DISCUSSION)
- B. Report from EDWC on Flamingo Marine Expansion in Germantown and Discussion on EDWC Support for the Village (PRESENTATION)
- C. Discussion Regarding EDC's Advisory Role to the Plan Commission (DISCUSSION)
- D. Discussion Regarding the March 9, 2026, Presentation to the Tourism Commission for the "Celebrate Germantown" Marketing Campaign (DISCUSSION)

IX. NEXT MEETING:

- A. Tuesday, 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, January 13, 2026 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 Joletta Kerpan, Member Scott Hefle, Member Melanie Smythe, Member Jeffrey Voyer

Excused: Member Jim Sedgwick

Also Present: Deputy Clerk Maddy Laufenberg, Village President Bob Soderberg

- III. **ANNOUNCEMENTS:**

Commissioner Smythe spoke about her recent efforts to meet local hotel owners, and her citizen comments given to the Plan Commission.

Chairperson Trustee Jan Miller spoke about the recent deaths of Germantown residents Ken Miller and Russ Wendland, and the upcoming Mid-Moraine Municipal Association Legislative Committee meeting and Dinner meeting.

- 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.*

Lynne Schauer Bednarz (W156N10121 Pawnee Ct) spoke regarding the Village budget and the 2050 Comprehensive Plan.

Trustee David Baum (N128W12442 Highland Rd) spoke regarding Unfinished Business Item C (Operation Storefront Update).

V. MEETING MINUTES:

A. December 9, 2025 (ACTION)

Motion: Approve as presented

Motioned By: Kristen Borst

Seconded By: Jeffrey Voyer

Yes: Jan Miller, Kristen Borst, Joletta Kerpan, Scott Hefle, Melanie Smythe, Jeffrey Voyer

No: None

Abstain: None

Motion Carried by Voice Vote (Yes 6, No 0, Abstained 0)

VI. UNFINISHED BUSINESS:

A. Germantown Marketing Campaign - EDC Commissioners Ideas for a Marketing Campaign with Videos (DISCUSSION AND POSSIBLE ACTION)

Motion: Request that the Tourism Commission Takes on Unfinished Business Items A & B (Germantown Marketing Campaign)

Motioned By: Melanie Smythe

Seconded By: Jeffrey Voyer

Yes: Jan Miller, Kristen Borst, Joletta Kerpan, Scott Hefle, Melanie Smythe, Jeffrey Voyer

No: None

Abstain: None

Motion Carried by Voice Vote (Yes 6, No 0, Abstained 0)

B. Formerly "Celebrate Germantown" Campaign - EDC Commissioners Ideas for New Name (DISCUSSION AND POSSIBLE ACTION)

C. Operation Storefront Update

Village President Soderberg provided context regarding empty storefronts and his work compiling the Operation Storefront documents.

1. List of Empty Warehouses for Lease with Square Footage (DISCUSSION AND POSSIBLE ACTION)

2. List of Available Lots for Sale in the Village of Germantown (DISCUSSION AND POSSIBLE ACTION)

3. List of Empty Box Stores on County Line Road (DISCUSSION AND POSSIBLE ACTION)

D. Germantown Business Loan Pool Monthly Report - YTD Update Regarding Number of Applications (DISCUSSION)

Updates were provided by Chairperson Trustee Jan Miller regarding her upcoming meeting with Bank FiveNine to restructure the loan pool application. She also shared a goal of hosting 2–3 loan pool seminars each year to market the program to local businesses.

E. Beautification of Germantown (DISCUSSION)

Discussion ensued regarding a potential future budget for beautification projects.

VII. NEW BUSINESS:

A. Report from EDWC on Flamingo Marine Expansion in Germantown (PRESENTATION)

At the request of Chairperson Trustee Jan Miller, this item is tabled until the next Economic Development Commission meeting.

VIII. NEXT MEETING DATES:

A. February 10, 2026

B. March 10, 2026

IX. ADJOURNMENT:

Motion: Adjourn at 7:11 PM

Motioned By: Scott Hefle

Seconded By: Melanie Smythe

Yes: Jan Miller, Kristen Borst, Joletta Kerpan, Scott Hefle, Melanie Smythe, Jeffrey Voyer

No: None

Abstain: None

Motion Carried by Voice Vote (Yes 6, No 0, Abstained 0)

GERMANTOWN BUSINESS DEVELOPMENT LOAN POOL APPLICATION

I. APPLICANT INFORMATION

Name: Brandon Medved Telephone: [REDACTED]

Home Address: [REDACTED]

Social Security Number: [REDACTED]

II. PROPOSED PROJECT

Full Legal Name of Borrower: Brandon Carl Medved

Address: [REDACTED] St [REDACTED] City [REDACTED] State [REDACTED] Zip [REDACTED]

Contact Person: Brandon Medved Phone Number: [REDACTED]

Type of Business: Production, OS, photography, sound, +

Year Business was established: 2016

Years Under Current Management: 9

Number of employees: Current: 1 Proposed: 5-10

Business Ownership:

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

Landlord Information: Name: N/A

Phone Number: —

Lease Expiration: — Annual Rent: —

Any relationship between the business and the Landlord?

- Yes
- No

If Yes, Describe: Out of Home
NO Rent.

Brandon Medved Photography, LLC (DBA Bright Eyed Productions) was founded in 2016 but has been supporting Germantown Events for many years before that. When the business formed it was just me and my camera, supporting chamber events like golf outings, and awards ceremonies. Over the years I have learned to adapt to the changing times, by adding photobooths, DJ Equipment, IT services, install services, and now we are a fully operational Sound and Lighting Company that supports events like Washington County Fair, Waukesha County Fair, Music at the Pavilion, Mai Fest State Fair, and so much more. I have prided myself on giving back to the Germantown community over the years and donating a lot of my time back. The events we can support have grown rapidly since 2020, and we want to continue this trajectory. Currently the business owns several smaller sound systems with a larger light show, but as events have grown such as M.A.P. (3000+ in attendance each week) the sound system is struggling to support the larger bands. With the \$25,000 we would like to purchase a large-scale sound system called a "line-array" speaker system. I will detail prices, and types of gear below, but by buying this system we will no longer have to rent equipment, and we can give high quality sound to much larger scale events. The equipment we would like to purchase with the loan pool is- (Attached is Sweetwater shopping cart with more details.)

4 Turbo Sound IQ18B Subwoofers= \$1,049 EA

6-8 RCF HDL 10a Line array Speakers= \$2,200 EA

1 Midas M32r Console with Case= \$2,300

2 RCF FL-B Suspending Pole Mount Brackets= \$800 EA

2 RCF KRT-WH Cart with Wheels = \$1000 EA

2 RCF Evox 12 Colum Speaker Array System= \$2,500 EA

2 RCF Evox 12 Speaker Cover= \$250 EA

If more financing is possible-

2 Kuzar Tower k-31 Lifts to fly the Speakers in the air= \$3,500 EA

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
Stacy Holland 262-271 Wash. County fair 8592	1 week show	\$5,000
Andrea Kistley 414-852 A.N.T. Sound + Light 5228	Yearly contractor	\$8,000 - \$13,000
Sandy + Gil Park + Rec G-town	6 Shows	\$4,800
Eric Wrigley 414-331-9191 Big Sky Country State fair	WE State fair	\$3,800

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

Brandon Medved 1/12/26

Print Name Date

Print Name

X _____
Authorized Signature

Title

Print Name Date

X _____
Authorized Signature

Print Name Date

Brandon Medved
 Bright Eyed Productions
 brighteyedpro@gmail.com
 (262) 957-7419
No tax exempt information

N98W15781 SCHOOL RD
 GERMANTOWN, WI 53022-5144
 USA

Sweetwater Card
 *****0084
Promotional Financing applied.

Step 4 Review Your Order

PRODUCT	PRICE	QTY.	LINE TOTAL
 <p>Turbosound iQ18B 3000W 18 inch Powered Subwoofer with DSP 18", 3,000W (Peak) Powered Subwoofer with Klark Teknik Digital Signal Processing and Ultraset Connectivity ItemID: iQ18B Promo: 6 Month Special Financing* Available[†] Details In Stock Free Product Support Free 2-Year Warranty 2 Sweetwater 2 Year Warranty \$104.00 FREE</p>	\$1,049.00	4	\$4,196.00
 <p>RCF FL-B LGT HDL 10 Suspending / Pole-mount Bar for HDL 10-A Steel Suspending Light Flybar for HDL 10-A Active Line Array Modules with Safety Pins, Pickup Tab, Shackle, Stacking Bar, Pole Mount, and 6-unit Capacity ItemID: FBHDL10Light Promo: 48 Month Promotional Financing Available* – with qualifying purchase of \$499.00 Details In Stock Free Product Support Free 2-Year Warranty Only 3 left in stock! More on the way. 2 Sweetwater 2 Year Warranty \$106.00 FREE</p>	\$799.00	2	\$1,598.00
 <p>Midas M32R LIVE 40-channel Digital Mixer with Flight Case 40-channel Digital Mixing Console with 16 Midas Preamps, 25 Mix Buses, Over 50 Built-in FX, 5" Full-color Display, and Klark Teknik DN32-LIVE Expansion Module and ATA-300 Style Flight Case ItemID: M32RLiveFCBun1 Promo: 6 Month Special Financing* Available[†] Details We expect more from Midas soon. Order today to reserve yours now, risk-free. Free Product Support Free 2-Year Warranty 2 Sweetwater 2 Year Warranty \$429.00 FREE</p>	\$2,299.00	1	\$2,299.00
 <p>RCF KRT-WH 4X HDL 10 Cart with Wheels for HDL 10-A Transportation Cart for HDL 10-A Active Line Array Module with Scratch-resistant Paint, 4 wheels, Brakes, Module Safety Lock, and 4-unit Capacity ItemID: HDL104xKart Promo: 48 Month Promotional Financing Available* – with qualifying purchase of \$499.00 Details In Stock Free Product Support Free 2-Year Warranty 2 Sweetwater 2 Year Warranty \$119.00 FREE</p>	\$999.00	2	\$1,998.00
 <p>RCF HDL 10-A 1400-watt Dual 8-inch Active Line Array Module - Black (each) 1,400W Powered Line Array Speaker with Dual 8" Low-frequency Drivers, 2" High-frequency Driver, and DSP - Black (each) ItemID: HDL10A Promo: 48 Month Promotional Financing Available* – with qualifying purchase of \$499.00 Details In Stock Free Product Support Free 2-Year Warranty 2 Sweetwater 2 Year Warranty \$314.00 FREE</p>	\$2,199.00	8	\$17,592.00
 <p>RCF EVOX 12 Column Speaker Array System - Black 1,400W Active Portable PA System with 15-inch Woofer, 8 x 4" Full-range Drivers, FIRPHASE, and Adjustable Height - Black ItemID: EVOX12 Promo: 48 Month Promotional Financing Available* – with qualifying purchase of \$499.00 Details In Stock Free Product Support Free 2-Year Warranty Only 8 left in stock! Order Soon!</p>	\$2,499.00	2	\$4,998.00

2 Sweetwater 2 Year Warranty \$333.00 FREE



RCF EVOX 12 Cover

Protective Cover for RCF EVOX 12 Subwoofer and Speaker
ItemID: Evox12Cover

Promo: 36 Month Promotional Financing Available* – with qualifying purchase of \$399.00 [Details](#)

In Stock Free Product Support Free 2-Year Warranty

2 Sweetwater 2 Year Warranty \$29.00 FREE

	\$249.00	2	\$498.00
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[Back to cart](#)

	Subtotal	\$33,179.00
	Shipping	PLEASE CALL
	Total Before Tax	\$33,179.00
	Estimated Tax	\$1,824.85
	Order Total	\$35,003.85

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

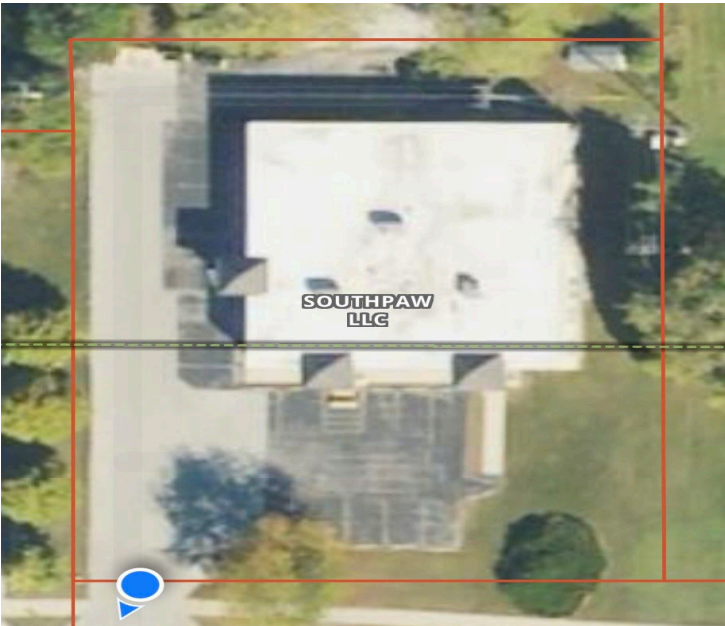
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County
Washington

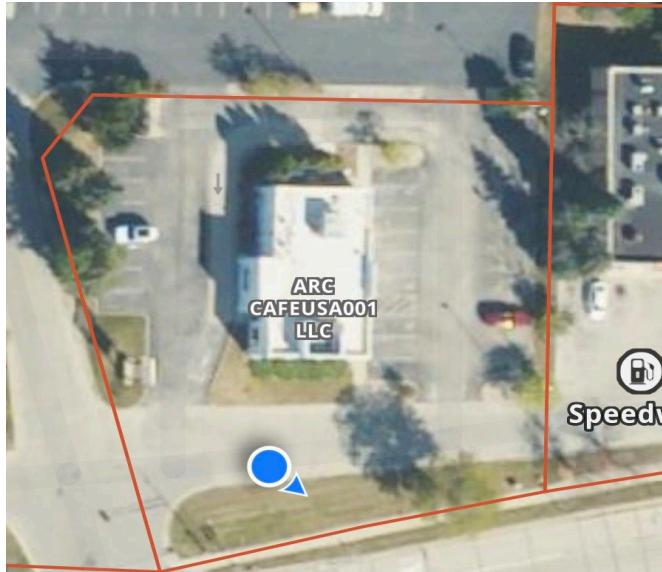
Area (Acres)
.71

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

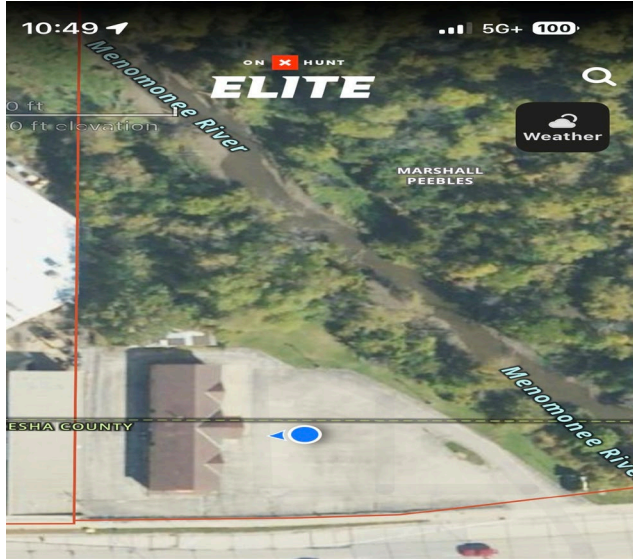
Area (Acres)
.7

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

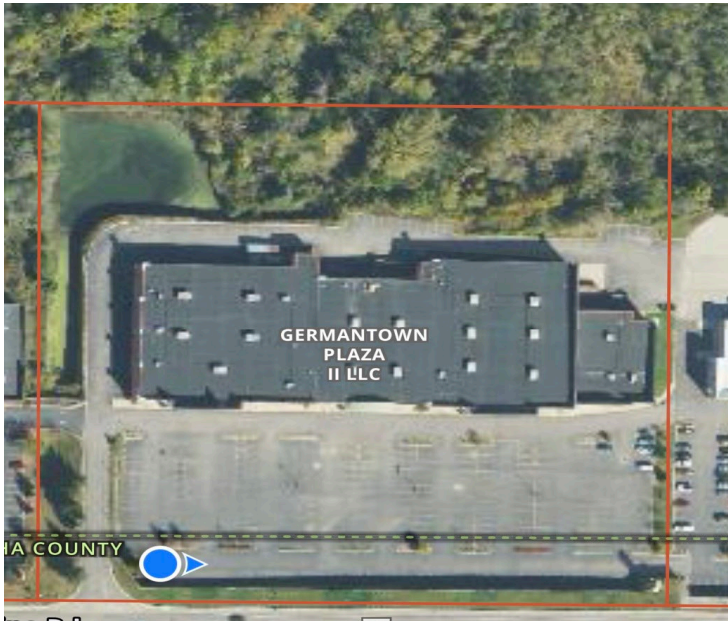


Owner GERMANTOWN 2024 LLC	Copy
Tax Address 2655 CHESIRE LN N PLYMOUTH MN 55447	Copy
County Washington	
Area (Acres) 7.25	

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 **Copy**

VARNUM LLC

Tax Address **Copy**

PO BOX 19219 RENO NV 89511

County
Washington

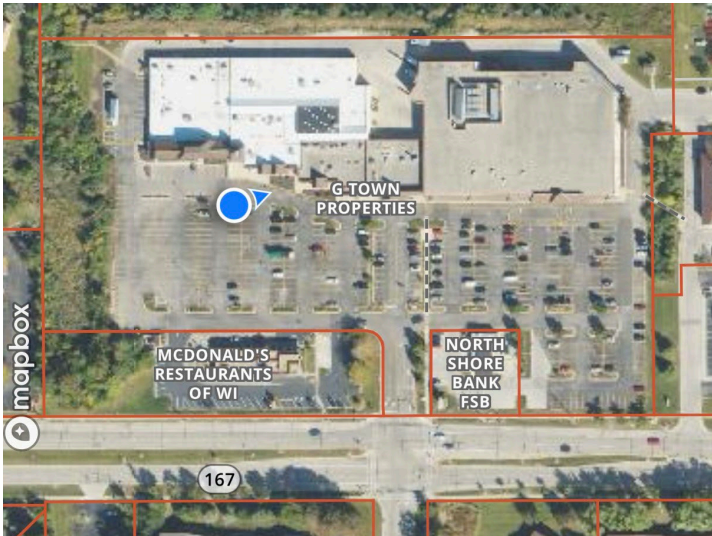
Area (Acres)
3.67

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.



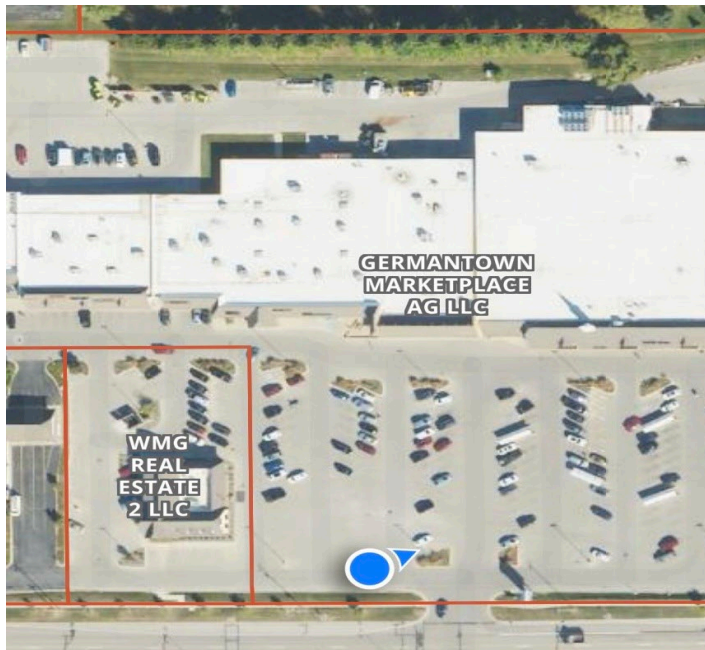
Owner	Copy
G TOWN PROPERTIES	
Tax Address	Copy
138 BUNTROCK AVE THIENSVILLE WI 53092	
County	
Washington	
Area (Acres)	
9.78	

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
GERMANTOWN MARKETPLACE AG LLC **Copy**

Secondary Owner
GERMANTOWN MARKETPLACE GK LLC

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

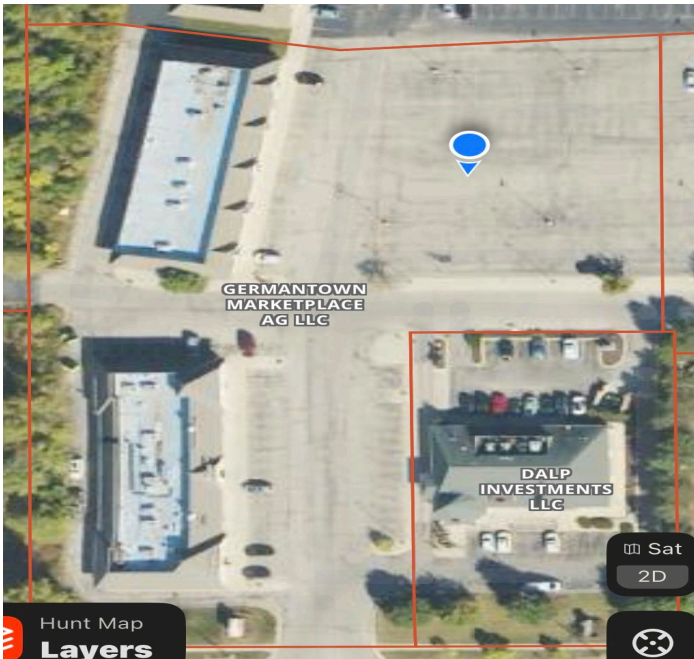
County
Washington

Mequon Road Corridor – Germantown Center Building #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

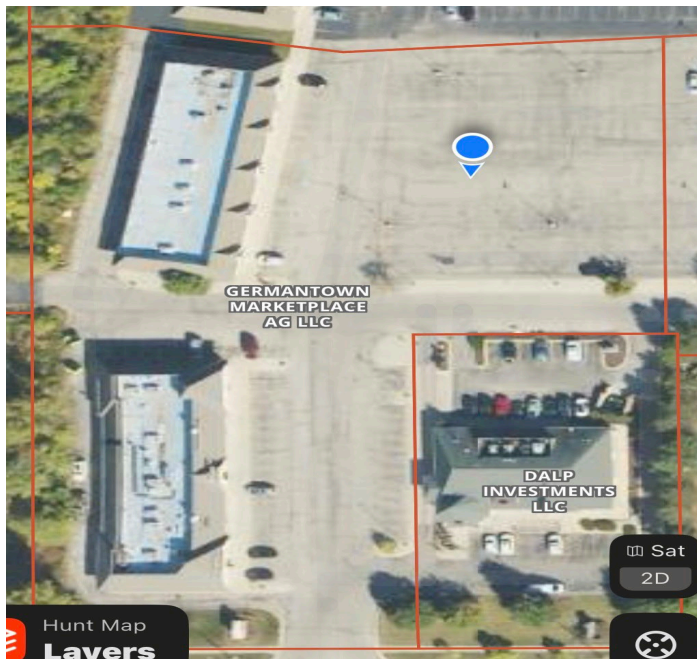
County
Washington

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

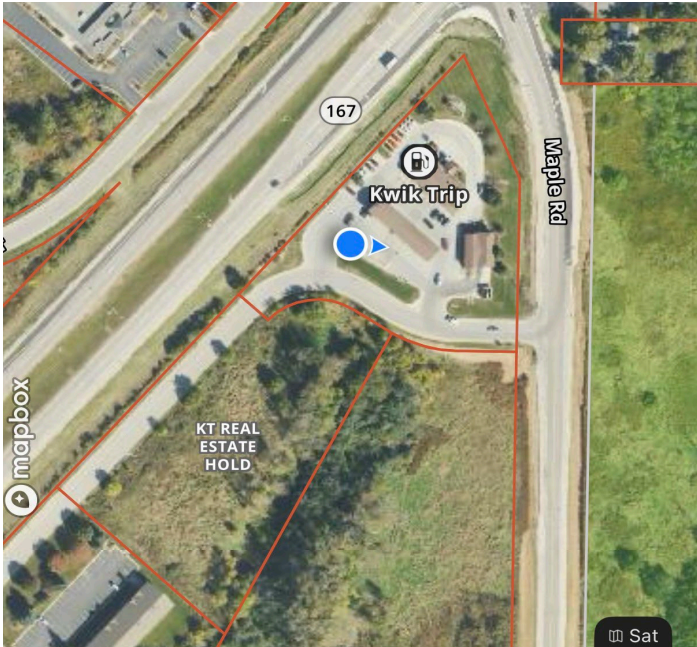
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County
Washington

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

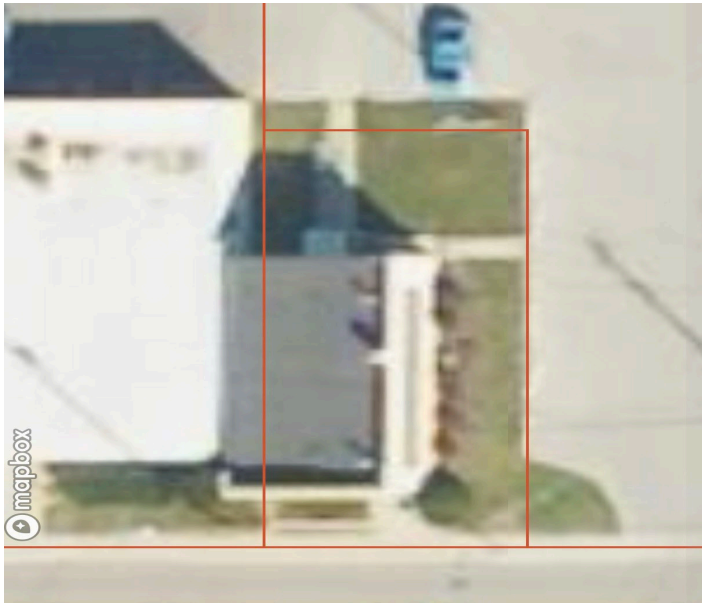
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County
Washington

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

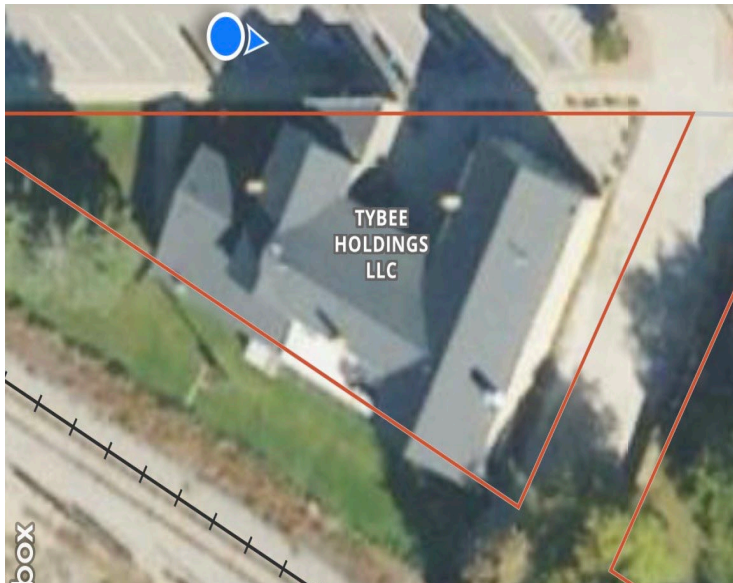
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County
Washington

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



Germantown Economic Development Commission



Briefing

Presented by: Christian Tscheschlok

CEO

February 10, 2026

CEO Background



Christian Tscheschlok

- 25+ years of rural and urban economic development and redevelopment experience
- Over 15 years leading EDWC
- Awarded North America's Top 50 Economic Developer Designation (2025, Consultant Connect)
- Graduate of Oklahoma University's Economic Development Institute
- International Economic Development Council Certified Economic Developer 2009-2021
- U.S. Peace Corps Volunteer (Slovakia 1996-99)
- MBA from Western Illinois University; BA University of Illinois Urbana-Champaign
- Enjoys collecting & shooting firearms, backcountry trekking, cooking, reading, & travel

How EDWC Gets Stuff Done

EXISTING BUSINESS EXPANSION

NEW BUSINESS RECRUITMENT

START-UP BUSINESS GROWTH

REDEVELOPMENT & REVITALIZATION

DATA ANALYSIS & INSIGHTS

Fuel for Each Segment	How We Do It	Unparalleled Expertise	Tools We Use
Capital	Seamlessly lead, manage and execute from estimating to structuring to closing	Reverse-engineered incentives; proforma to optimal combination; deal-structuring	\$20M portfolio; TIF; loan segments; IP of our “project” proforma workbook
Consulting	Uncover “what matters,” analyze options, build opportunity, secure results	See into, through and around nearly all sides of a project; build win-win	IP of our “business park” proforma workbook; agreement templates; network
Workforce	Leverage data, technologies and existing workers to build a pipeline for businesses	Focus on tactics with immediate impact; forge solutions where none exists	Lightcast; Employee Net Promotor Score Service; Heart & Homestead; network
Analytics	Simplify complex datapoints into actionable intel; find patterns in seeming “chaos”	“Work” the “right” databases to uncover insights others don’t find or see	Lightcast; ESRI Business Analyst; ImpactDashboard; Moody’s Real Estate



How EDWC Connects with Economic Development Projects

Ways projects find EDWC

P **Partner referrals**
Banks/lenders • accountants • brokers
contractors • developers • utilities
chambers • nonprofits

G **Government referrals**
Municipalities • WashCo
state agencies • regional partners (M7)

B **Direct from businesses**
Inbound calls/emails • walk-ins
existing relationships • word of mouth

O **Online discovery**
Website/webforms • social media
newsletters • events • search

R **Proactive outreach**
EDWC outreach • cold calls
databases/lists • industry directories

How EDWC qualifies opportunities

EDWC Way

- Conduct due diligence
- Uncover “what matters”
- Clarify goals and project needs
- Identify the right partners and resources
- Structure the best EDWC support path

EDWC next steps

After qualifying, EDWC will:

Connect

Introduce the business to the right partners and EDWC services.

Fuel

Explore funding options and incentives if applicable.

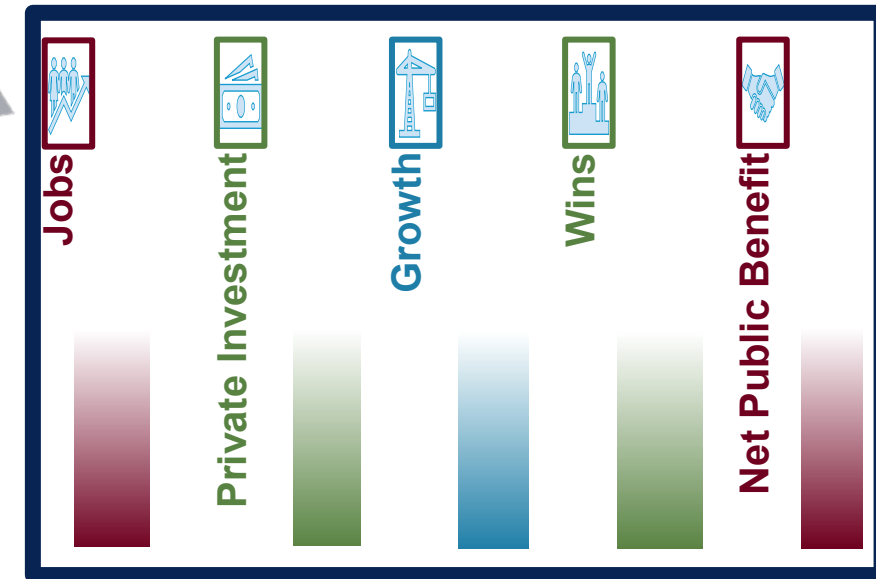
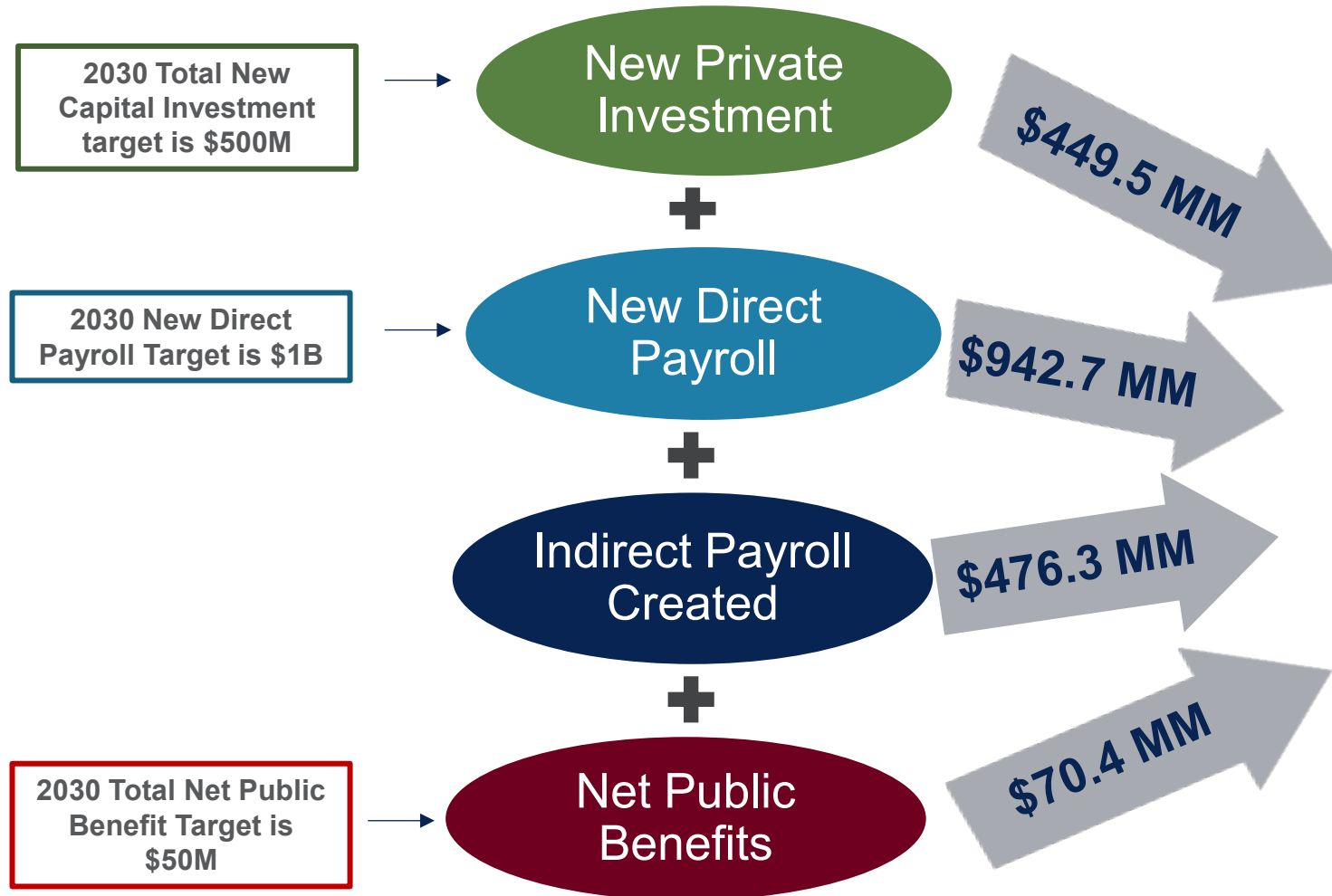
Refer

If it's not an EDWC fit, connect them to the best next resource.

Nurture

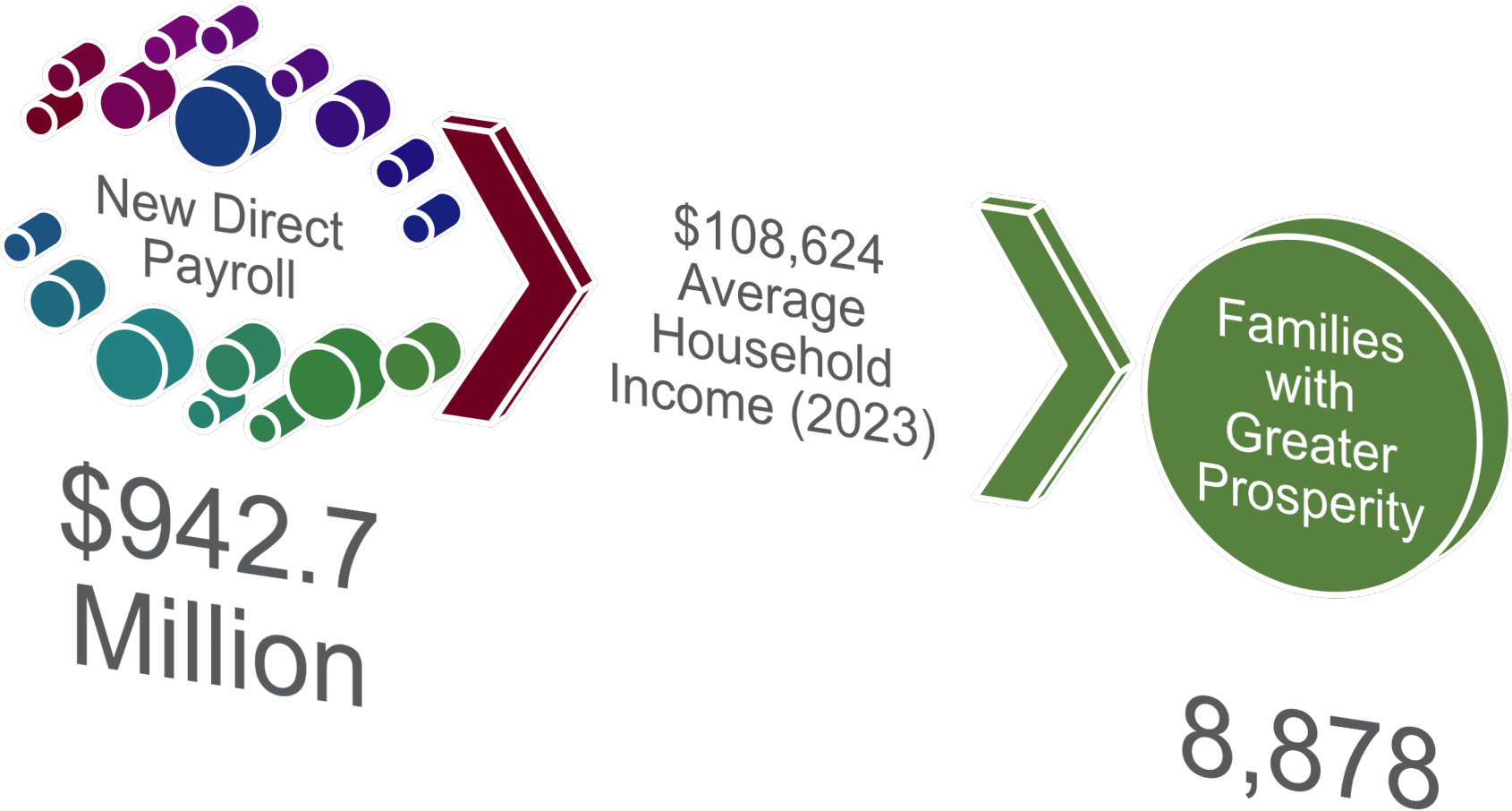
Stay in touch & deepen relationship for future growth projects.

Mission-Centered Impact of this Work

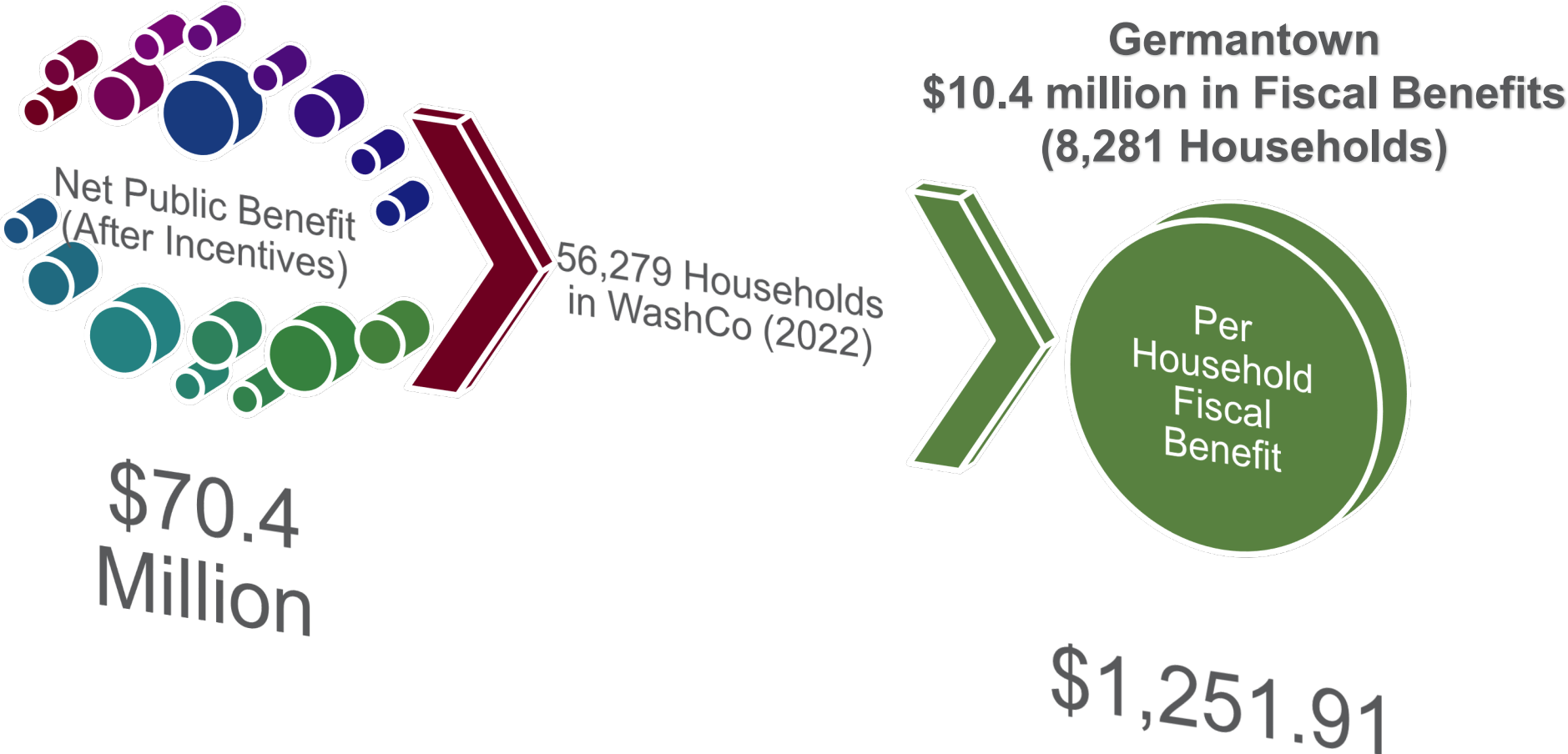


Calculations based on data provided at time of closing. Analysis period varies based on project dynamics. Assumptions used (including tax rates) are at time of project. Data 2008 through 2/2/2026.

What Matters: Prosperous Lives



What Matters: Reducing Taxpayer Burden





**IMPACT LOAN
FUND**

VISION

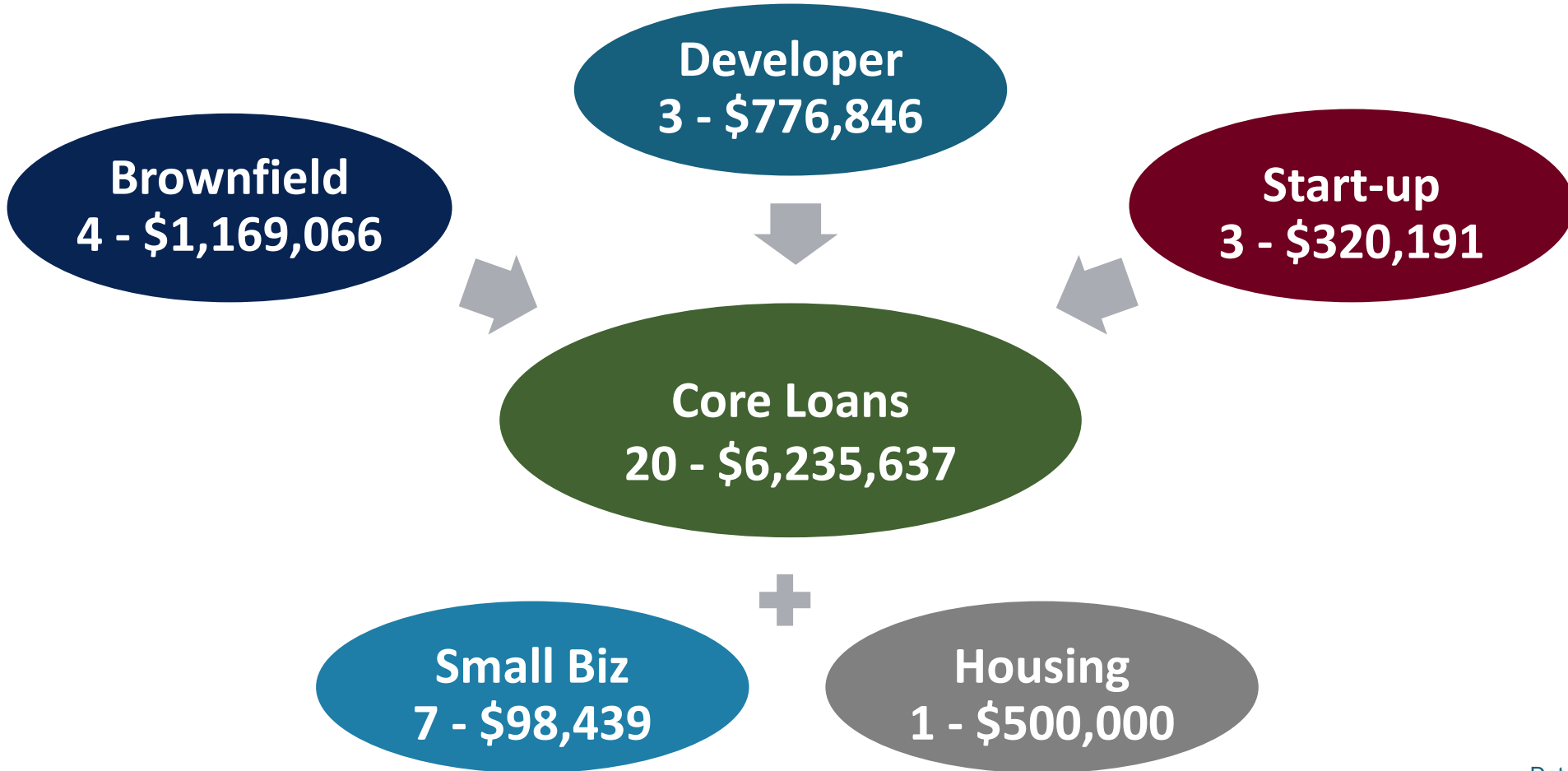
Recognized by the taxpayers of Washington County as a highly prized **reinvestment of sales tax dollars into a powerful growth engine** empowering new business opportunity and prosperous lives countywide.

MISSION

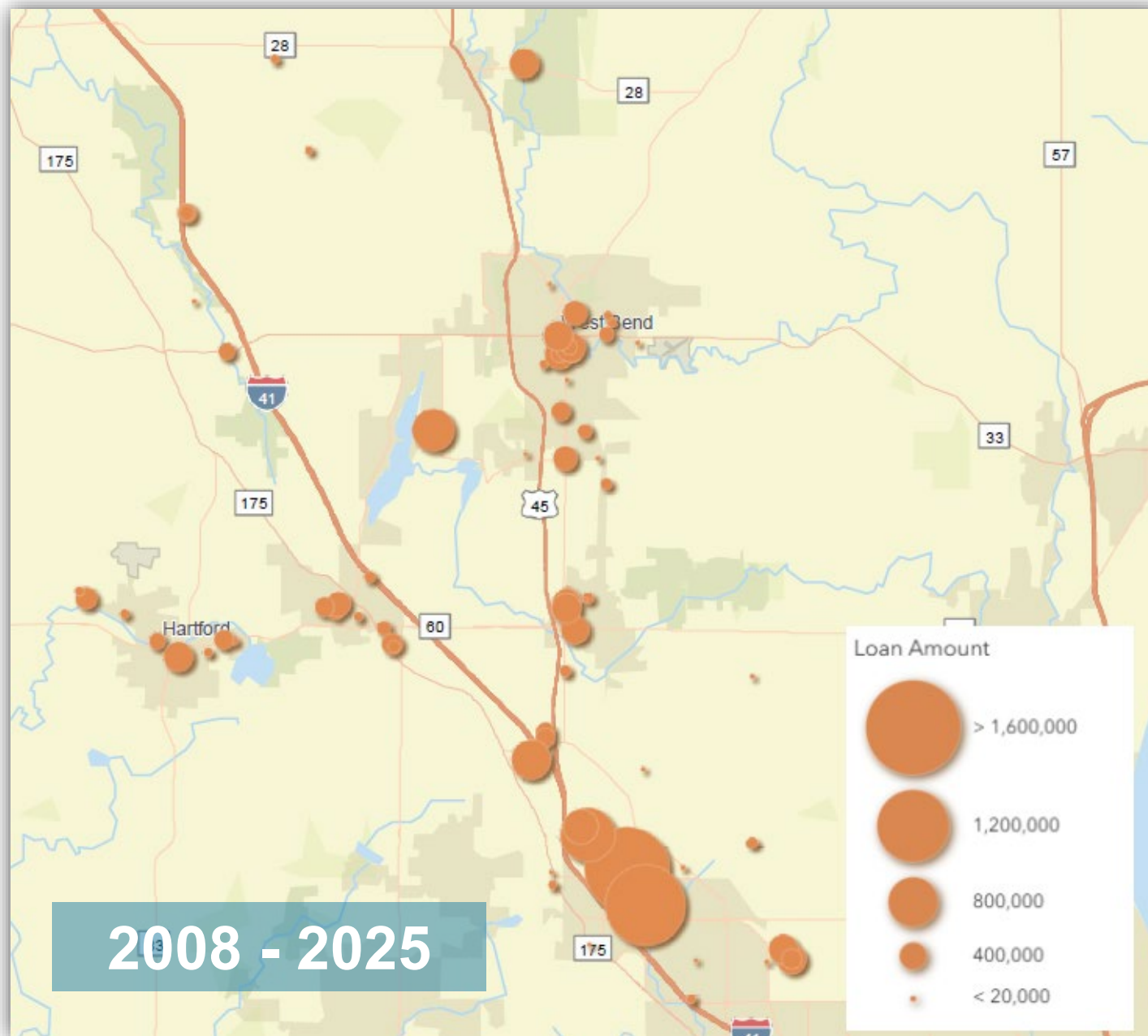
Leverage new private sector investment to successfully accelerate business growth in Washington County, provide catalytic impact within communities and generate quality opportunities for workers.



Portfolio Segments



Data as of 11/30/2025

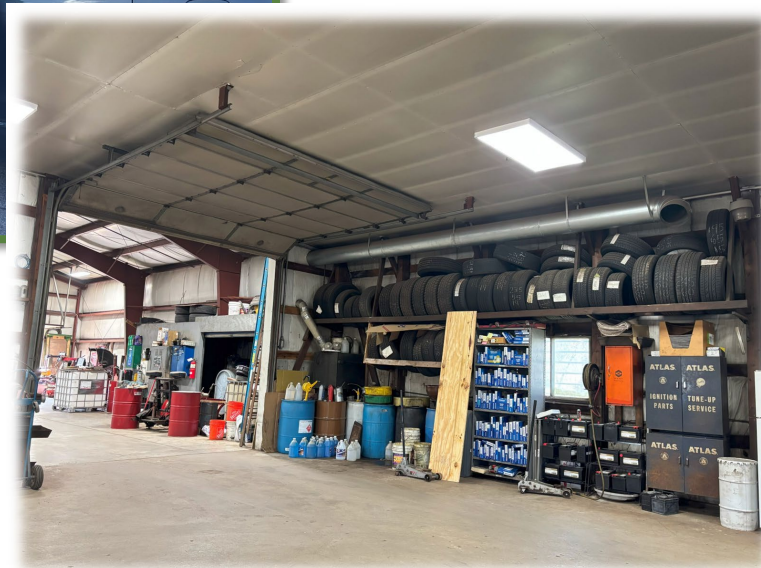
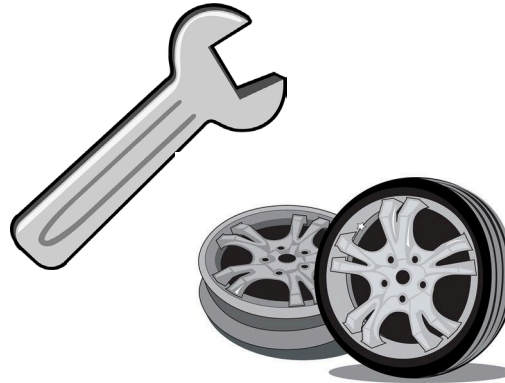


Impact Loans Provided in Germantown



Company	Address	Industry Segment
Kivy LLC	N114 W18605 Clinton Drive	Manufacturing
Mahuta Tool Corp	N118 W19137 Bunsen Drive	Manufacturing
Kessler's Diamond Center	N96 W16920 County Line Rd	Retail
Harrigan Solutions	N106 W13131 Bradley Way	Distribution
Northwestern Extract	W194 11250 McCormick Dr.	Manufacturing
Nova-Kem	N115 W19392 Edison Dr	Manufacturing
Sterling Pharma (Cambridge Major Labs)	W130 N10437 Washington Dr	Medical
Trans-Coil	W132 N10611 Grant Dr	Manufacturing
Machining Concepts	W188 N12012 Maple Rd	Manufacturing
JW Speaker	N120 W19434 Freistadt Rd.	Manufacturing
Ethoplex	N115 W19150 Edison Dr	Service
Old Germantown	W148 N12696 Pleasant View Dr.	Hospitality
Techplex	N115 W19150 Edison Dr	Service
Aluminum Unlimited	N104 W16768 Donges Bay Rd	Retail
District One LLC	W140 N10385 Fond du Lac Ave	Developer
K Smith Fitness Germantown	W175N11162 Stonewood Dr	Retail
M.S.T.L.C. LLC	W210 N10738 Appleton Ave.	Retail
Techplex LLC	N115W19150 Edison Dr	Service
Motis	W210 N12975 Gateway Crossing	Manufacturing
Village Services	W172 N12185 Division Rd.	Service
Prescription Analytics	N114 W18770 Clinton Dr.	Medical





\$25K Small Biz loan in Germantown to help give the building a face lift and resurface the parking lot

\$1,500,000 Impact Loan in Germantown to redevelop an existing warehouse into a new HQ



<p>EMPLOYMENT</p> <p> 47</p> <p>23 New Jobs 24 Retained Jobs</p>	<p>CAPITAL INVESTMENT</p> <p> \$4.1M</p> <p>\$4.0M Buildings & Improvements \$100,000 Furniture, Fixtures, & Equipment</p>
<p>PAYROLL</p> <p> \$75,227</p> <p>New Avg Annual Salary \$110,413 Avg Annual Salary for Retained</p>	<p>\$4.6M* Total Annual Payroll</p> <p>\$1.7M New Annual Payroll \$2.9M Retained Annual Payroll</p>

*At Full Ops in Year 5

**Present Value of Net Public Benefits
\$1,041,491 after incentives**



**GERMANTOWN
CASE STUDY**



Flamingo Marine Attraction Project



Recreational Marine: A \$57B Market Ripe for **Disruption**

Key issues

- 1 Dealer Inventory Overload:**
Dealers burdened with stocking numerous configurations, driving high costs & unsold inventory
- 2 Customers locked in at purchase:**
Buyers commit to a fixed floor plan and feature set that cannot evolve with their changing needs
- 3 Manufacturing complexity:**
Numerous unique models lead to complex production, costly tooling and inconsistent quality
- 4 Limited Innovation:**
The pontoon segment has seen little evolution, leaving customers with outdated options

The boating market is plagued by inventory inefficiencies, unlimited customer choice, & outdated products with poor quality leaving a massive opportunity for disruption.

Our Core **Technology**: The Flamingo 5 & Software Defined Vessels (SDV)

All Flamingo boats have our 5 Unique Selling Propositions (USPs)

Flamingo Five

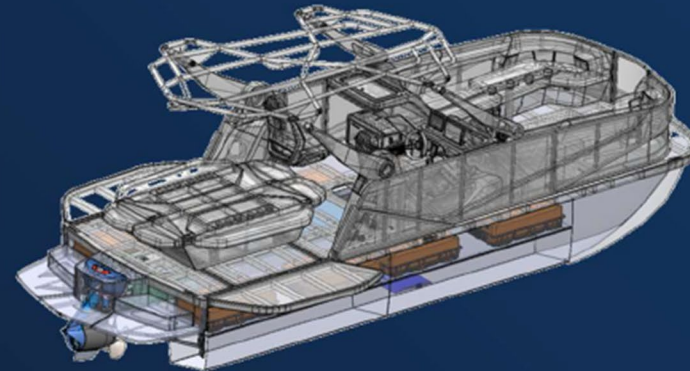
- 1 **Versatile Floorplan** – Configurable on-the-go floorplan evolves with your family and needs
- 2 **More Deck space & Water frontage** – Fold out wings make room for people to share and relax
- 3 **More Serving & Entertainment** – Expansive & sturdy table, deployable windshield & serving counter
- 4 **Integrated Covering** – Several top options that remove the hassle of boat covering
- 5 **Advanced Software Tech** – AI Learning with new features (e.g. auto-docking & trailering) improving over time

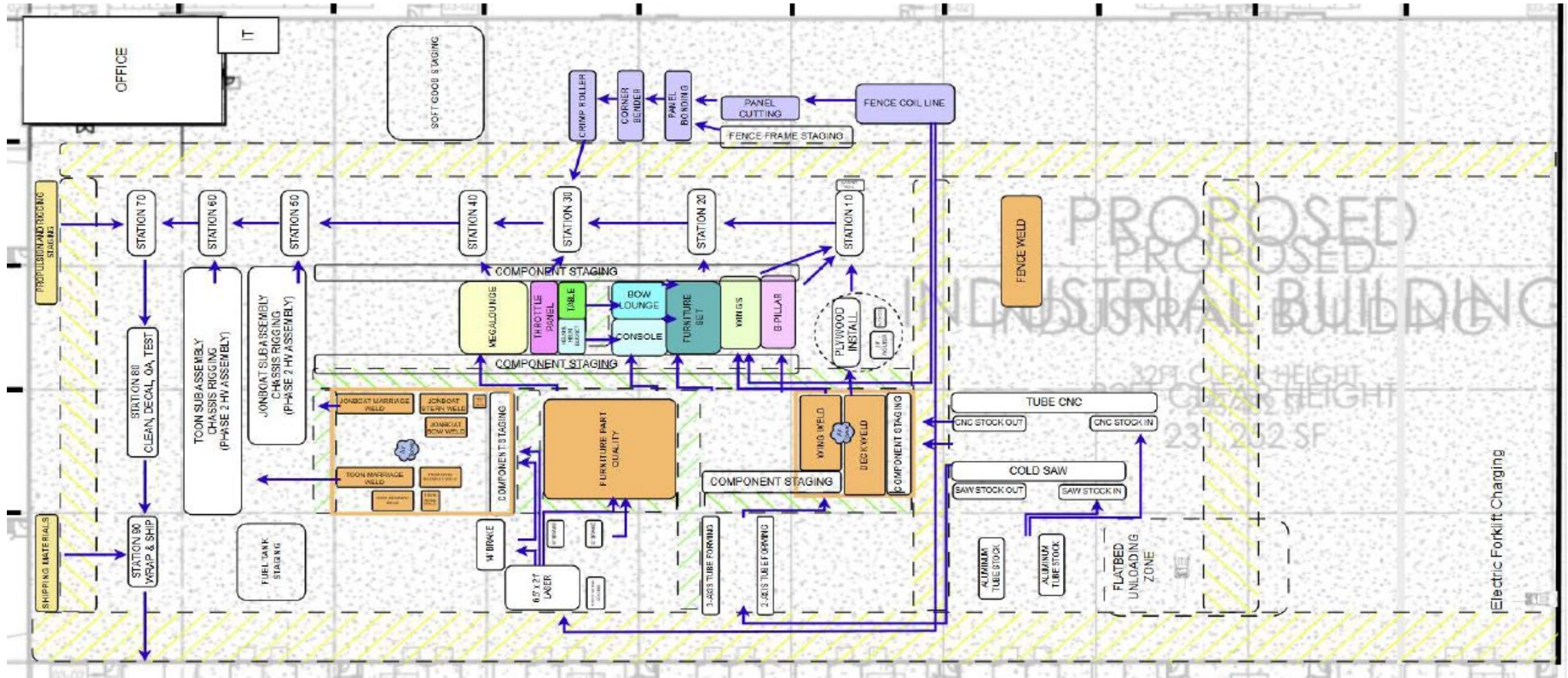


Manufacturing for **Scale**: Proven Capability & Capital Efficiency

Flamingo's products and processes are designed for high-volume, precision production

- **Strategic Location & Infrastructure:** Made in Wisconsin, USA, leveraging a +150,000 sqft facility
- **Proven Manufacturing Leadership:** Our team brings deep, hands-on experience from high-volume automotive and marine production
- **Standardized, Modular Platform:** Our clean-sheet design ensures a consistent core platform across powertrains, enabling seamless production changes and no design compromises
- **Optimized for Throughput & Quality:** 90% shared components allow for efficient tooling, consistent quality, and streamlined assembly processes
- **Vertically Integrated & Capital Efficient:** Structured for improved margin capture and optimized capital utilization





	Welding & Fabrication	48
	Assembly	54
	Quality Assurance Material Handling Management	13
FLAM > NGO		115



e-d-w-c 20 YEARS
YOUR GROWTH. OUR PASSION.

Village of Germantown

September 6, 2025

Flamingo Marine Inc.
Mr. Brian Davis, Co-CEO
1234 10th Avenue
Grafton, WI 53024

Dear Mr. Davis:

On behalf of the Washington County Economic Development Corporation (EDWC) and the Village of Germantown, we are pleased to submit the following incentive proposal.

Flamingo is redefining the recreational marine market with innovations that are transforming how pontoon boats are designed, manufactured, and enjoyed. Your advanced design and production approach is opening the pontoon industry's market, creating a more flexible, more profitable and less risky experience for dealers who providing customers with more of what they want in a better boat for much enhanced enjoyment on the water.

The Flamingo leadership team not only has deep design, engineering, production and sales experience in the marine industry, the members have a proven track record in past ventures of success in disruptive marine technologies and products. Given your disruptive business model, capable leadership team, and Wisconsin's marine heritage, we are more than proud to play an integral role in helping Flamingo's growth in Southeast Wisconsin with the Gateway Business Park in Germantown as your chosen site for the company's manufacturing base.

Together, the Village and County have crafted a differentiated incentive package that directly meets your priorities: upfront capital injection, long-term capital preservation, and a simple, stack-friendly structure.

Flamingo can match Germantown's priority to the marine supply chain, skilled workforce, and heritage in boating innovation—creating this location uniquely advantageous for Flamingo's growth as you continue to increase on behalf of your customers and offer disruptive solutions in the field of recreational boating.

To facilitate this project, EDWC and the Village jointly propose an incentive package as follows:

CORE PROJECT ASSUMPTIONS

PROJECT DESCRIPTION	Comes to Flamingo's remaining effort to transform the manufacturing process through design, engineering, equipment, and production innovations that shift pontoon boat production from the custom, one-to-one, "craft" process of today's pontoon boats to a more streamlined, standardized, and work cell line system to production that fully leverages lean and just-in-time manufacturing concepts. To accomplish this, Flamingo is proposing to establish a new, state-of-the-art production facility in Gateway Business Park Building #1 in Germantown.
LEASE INVESTMENT	<ul style="list-style-type: none"> Lease - \$140,000 SF in Gateway Business Park with anticipated expansion into an additional 40,000 SF \$2,000,000 in leasehold improvements
Equipment	<ul style="list-style-type: none"> \$6,000,000 in production equipment \$150,000 in pollution control equipment
Working Capital	\$3,075,716 in lease expense
Employment (Estimated)	100 jobs
Jobs	Relocation of 4 existing positions to Germantown

262 Fourth Main Street, West Davis, WI 53090 | 262-330-4769 | edwc.org

Impact Loan Fund Application

SECTION I - PROSPECT / APPLICANT INFORMATION

Type of Business: C-Corp S-Corp LLC LLP Partnership Sole Proprietor Non-Profit

Legal Name: Flamingo Marine Inc.
Trade Name: Flamingo Marine
Address: 1234 10th Avenue
City, State, Zip: Grafton, WI 53024 County: Outashke
FEIN #: 85-2164837 (Federal Employer Identification Number - Tax ID or Social Security Number) State of Organization: Wisconsin (Per Articles of Incorporation/Organization)
Website: flamingo-marine.com
Tele. #: (262) 228-8901 Fax #:
CEO Name: Brian Davis CEO Title: Co-CEO

Individual to Contact Regarding Questions About the Company:
Company Contact: Tina Hollenberger Title: Director of Accounting
Email: thollenberger@flamingo-marine.com

Office: 1234 10th Avenue Cell: (262) 229-8626 Fax:
Address: 1234 10th Avenue
City, State, Zip: Grafton, WI 53024

Individual to Contact Regarding Questions About the Project:
Project Contact: Joe Dilling Title: Plant Manager
Email: jdilling@flamingo-marine.com
Office: 1234 10th Avenue Cell: (262) 587-9449 Fax:
Address: 1234 10th Avenue
City, State, Zip: Grafton, WI 53024

SECTION II - BUSINESS INFORMATION

Year Established: 2022 NAICS code: 336612
Foreign Ownership: Yes No If yes, % of ownership: 33 Country: Canada
Private Equity Owned: Yes No If yes, % of ownership: Holding Company name(s):

Primary Product(s) or Service(s):
Pontoon Boat Manufacturer

Total Company Employment:	Full Time: 22	Part Time: 1
Total Wisconsin Employment:	Full Time: 14	Part Time: 1
Total Project Location Employment:	Full Time: 0	Part Time: 0

Provide the Following for All Other Existing Wisconsin Operations:
Address (Street, City, Zip): Number of Full Time Employees:
N/A 0

e-d-w-c 20 YEARS
YOUR GROWTH. OUR PASSION.

December 22, 2025

Brian Davis
Flamingo Marine
1234 10th Ave
Grafton, WI 53024

Dear Mr. Davis:

EDWC and Washington County are pleased to extend this Impact Loan Fund incentive commitment to Flamingo Marine, Inc. Below are the principal terms and conditions of the proposed incentive loan to be provided by Washington County in accordance with program guidelines. Neither Washington County nor the Borrower will be legally obligated to make or accept any portion of the loan until mutually acceptable loan documentation is executed by all parties.

BORROWER: Flamingo Marine Inc. (formerly Flamingo Electric Inc.)

CONTACT: Brian Davis, Co-CEO

PURPOSE: To support equipment acquisition and tenant improvements necessary to establish a new, purpose-built manufacturing facility in Germantown for the production of next-generation pontoon boats, propulsion systems, and related marine components. The project establishes a high-efficiency advanced manufacturing operation designed to scale with anticipated product demand and future model introductions. The project is anticipated to:

- Create 115 new family-sustaining full-time jobs over the next five years;
- Generate nearly \$15 million of new capital investment in Washington County;
- Catalyze Zilver Property Group's contribution of the final development site—Building #1—in the Gateway Business Park, accelerating closure of TID #8;
- Reestablish marine manufacturing employment in Germantown, leveraging the region's skilled fabrication and electrical assembly talent;
- Inject new dollars into the county economy through largely export-oriented products;
- Further position Washington County as a leader in innovation-driven, export-oriented manufacturing.

FACILITY: \$750,000 forgivable term note

UNDERWRITING / ADMINISTRATION: EDWC administers origination, application assembly, underwriting, loan document preparation, loan closing and loan servicing per the Impact Loan Fund Program Management Agreement, as amended, by and between Washington County and EDWC.

INTEREST RATE: 4.00% fixed for the life of the obligation. This reflects a special intergovernmental rate.

PAYMENT / AMORTIZATION: Up to fifteen (15) years, aligned with the remaining life of Germantown TID #8. Monthly debt service (principal and interest) will begin immediately upon closing. However, no principal or interest payments shall be required from Flamingo Marine, Inc. during the initial five-year performance period. During this period, all scheduled debt service will be paid exclusively from tax increment revenue generated by TID #8, as a Municipal Revenue Obligation, pursuant to an Intergovernmental Agreement executed between the Village of Germantown and Washington County. Following the conclusion of the performance period, repayment obligations shall be determined in accordance with the Loan Conversion section of this term sheet.

FEES AND EXPENSES: Borrower shall be responsible for all closing costs associated with the loan. In accordance with Impact Loan Fund program guidelines, the loan carries a 1.0% closing fee, which for a \$750,000 note equals \$7,500. Borrower shall

1 | Page

INTERGOVERNMENTAL AGREEMENT BETWEEN WASHINGTON COUNTY AND THE VILLAGE OF GERMANTOWN RELATING TO FLAMINGO MARINE, INC. IMPACT INCENTIVE LOAN AND TID #8 MUNICIPAL REVENUE OBLIGATION

THIS AGREEMENT is entered into by and between Washington County, Wisconsin (hereinafter "COUNTY") and the Village of Germantown, Wisconsin (hereinafter "VILLAGE") and shall be effective as of the latest signature date set forth below.

RECITALS

- Flamingo Marine, Inc., a Wisconsin corporation (formerly Flamingo Electric Inc.) (hereinafter "BORROWER") is an advanced manufacturing start-up engaged in the design, engineering, and production of next-generation pontoon boats, propulsion systems, and related marine components.
- The BORROWER intends to acquire equipment and complete tenant improvements necessary to establish a new, purpose-built manufacturing facility within the VILLAGE (hereinafter the "PROJECT").
- The PROJECT is anticipated to generate significant public benefits, including the creation of approximately 115 new family-sustaining full-time jobs over the next five years and an estimated \$15 million of new private capital investment in the VILLAGE.
- The VILLAGE previously created Tax Increment Financing District No. 8 (hereinafter "TID #8"), which is currently generating tax increment revenue.
- The VILLAGE and COUNTY recognize that the PROJECT will promote economic development, reestablish marine manufacturing employment in Germantown, inject new dollars into the county economy through largely export-oriented products, and serve as a catalyst for additional private investment within and around TID #8, increasing the potential for accelerated closure of TID #8.
- The VILLAGE has contracted with the Washington County Economic Development Corporation (hereinafter "EDWC") to administer Washington County's Impact Loan Fund Program and act on its behalf for the transactions contemplated by this Agreement and related matters.
- EDWC, on behalf of the COUNTY, has underwritten and the COUNTY has approved an Impact Loan Fund incentive commitment to the BORROWER in the form of a forgivable term note in the original principal amount of

Timeline

- **March 2025** – Zilber requests EDWC help with an attraction project to lease space in existing Building #6
- **July 2025** – EDWC, WEDC & Zilber visit with Flamingo at their Grafton location to explore project opportunity
- **August 2025** – gather data; build project proforma & impact analysis; internal discussions with G-town
- **August 22, 2025** – propose deal structure and incentives to Flamingo (via joint proposal letter)
- **October 2025** – company provides incentive application; EDWC conducts underwriting & diligence
- **November 2025** – EDWC Loan Committee approves **\$750K** forgivable loan w/ earned, performance-based TID #8 PayGo repayment; issue term sheet for the deal
- **January 2026** – EDWC drafts model IGA for Washington County and Germantown consideration
- **February 2026** – anticipated closing

“Thank you for your assistance with, and support of Flamingo. The financial assistance package you put together with Germantown / Washington County / EDWC was impactful and well received.”
 – Todd Battle, Zilber Property Group

