Attachment J – Letters of Support

Letter of Support from MadREP……..page 1

Letter of Support from Stoughton Chamber of Commerce…page 2

Letter of Support from Mayor of Stoughton…….page 3

MADISON REGION
ECONOMIC PARTNERSHIP

April 26, 2018

Mark Hogan, President / CEO
Wisconsin Economic Development Corporation
201 W. Washington Ave
Madison, WI 53701

Dear Mark:

The Madison Region Economic Partnership (MadREP) is the state-recognized economic organization for the 8-county Madison Region of south central Wisconsin. Through our comprehensive asset-based regional approach to economic development, MadREP serves as a strategic partner to WEDC, other state agencies and local economic initiatives throughout the region

There are very few projects in our region that have the potential to impact a community to the magnitude of the ***Stoughton Riverfront Redevelopment*** effort being proposed for Wisconsin's Idle Industrial Site funding. If Stoughton's vision comes together, an industrial parcel that is vacant, underutilized, contaminated, off the tax rolls, located on a river in the downtown could be redeveloped, remediated, added back to the tax rolls, and become a needed downtown site for workforce housing, commercial and riverfront recreation investment.

In reviewing the draft WEDC application, it appears that your potential grant to stabilize the crumbling Yahara River bank, build a new pedestrian bridge and river walk trail could be leveraged three-fold with complementary City of Stoughton resources. It also appears that these up-front investments are crucial activities in positioning this downtown riverfront parcel for a master developer to come in and create the anticipated $40 million in new development and tax base.

For these economic and environmental impact reasons, we strongly support the 2018 Stoughton RDA application to WEDC for $500,000 of Industrial Idle Sites grant assistance. Please contact me if I can be of further assistance.

Sincerely,

Paul F Jadin
CEO

455 Science Drive, Suite 160, Madison, WI, 53711 • 608.571.0420 • madisonregion.org

Chamber of Commerce Stoughton WISCONSIN
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April 26, 2018

Mark Hogan, President/CEO
Wisconsin Economic Development Corporation
201 W. Washington Ave.
Madison, WI 53701

Dear Mark,

The Stoughton Chamber of Commerce supports the efforts of the Stoughton RDA, including its application to WEDC for $500,000 of industrial Idle Site grant assistance.

We recognize the enormous potential that the redevelopment of this riverfront site will have for the community of Stoughton, both in increased tax base and community growth.

Please let me know if I can be of further assistance.

Sincerely,

Laura Trotter
Executive Director

April 30, 2018
Mark Hogan, President / CEO
Wisconsin Economic Development Corporation
201 W. Washington Ave
Madison, WI 53701

Dear Mark:

This letter is to show my wholehearted support for the Wisconsin Idle Industrial Site grant for the City of Stoughton. In my fourteen years of public service, few developments have garnered the amount of support as the proposed Riverfront Development project

"The Riverfront Project area just off Stoughton's historic downtown has long been a gem in the rough. Everyone has recognized its potential, but that potential can never be met without citizen support, comprehensive planning, and essential financial assistance. That is why I am so supportive of the Idle Sites Grant Program and the application we are submitting.
It opens up a path to bring forward the kind of assistance and flexibility we need to make the dream a reality"

Sincerely,

Tim Swadley

Tim Swadley, Mayor
City of Stoughton
381 S. Main St.
Stoughton, WI 53589
608-873-6459