



CITY OF STOUGHTON
DEPARTMENT OF
PLANNING & DEVELOPMENT
381 East Main Street, Stoughton, WI 53589

(608) 873-6619 www.ci.stoughton.wi.us

RODNEY J. SCHEEL
DIRECTOR

February 12, 2014

Re: Economic & Fiscal Impact Analysis

The City of Stoughton requests a proposal for professional services to prepare an Economic & Fiscal Impact Analysis, per Section 78-205(11)(e)3 of the municipal ordinance, for the Kettle Park West Commercial Center development proposed at the corner of USH 51 and STH 138. The following is a summary of these guidelines.

The economic and fiscal impact analysis shall include all of the items identified in Figure 2.3 of this section. In addition, the economic and fiscal impact analysis shall include the following:

- a. Identify and assess the economic and fiscal impacts on the community;
- b. Propose measures to mitigate adverse impacts and/or maximize positive impacts including provision of infrastructure or public services improvements sufficient to support the project. Any adverse impacts that cannot be mitigated shall be identified. Mitigation measures to be implemented by the applicant shall be identified.
- c. The applicant shall provide the necessary funding to the city to hire a consultant of the city's choice, with appropriate experience to complete and present an economic and fiscal impact analysis to the city.

Figure 2.3: Economic and Fiscal Impact Analysis Requirements

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| 1. For the project, estimate the following: | |
| a. Types of jobs created | |
| b. Number of full-time (40 hrs/wk) and part time (less than 40 hrs/wk) jobs created | |
| 2. Estimate the amount of local labor to be used in the construction of the project and in employment. Local is defined as city or county residents or businesses. | |
| 3. Include an analysis indicating the market proposed for the project and the area from which patrons will be attracted. | |
| 4. Compare and evaluate the projected costs and benefits to the community resulting from the project including: | |
| a. Projected costs arising from increased demand for and required improvements to public services and infrastructure. | |
| b. Value of improvements to public services and infrastructure to be provided by the project. | |
| c. Projected tax revenues to the city to be generated by the project in the first five years. | |

The City of Stoughton has been working with developers for several years related to development of this area. The City was recently informed that the anchor retailer for this development is Walmart.

We are including the following background information:

City Ordinance 78-205(11)(e)3

Agreement to Undertake Development

Ordinance Rezoning Property to PD (Planned Development)

Kettle Park West Commercial Center Economic and Public Service Considerations

Analysis of Potential Economic Impacts Due to the Proposed Retail Development
At the Southeast Corner of US Highway 51 and County Road B
In the City of Stoughton, Wisconsin – 2007

Retail Service Sector Analysis: April 2012

A copy of the City Comprehensive Plan and associated Detailed Neighborhood Plan is available on the City's website.

A complete written report must be provided in electronic format. Ten (10) hardcopies of the report shall also be provided. One public presentation of the report shall be included in your proposed fee.

Please return your proposal no later than March 4, 2014. Proposals will be reviewed at the Finance Committee and Common Council meetings held on March 11, 2014. If selected, you

will be authorized to begin work immediately. The completed report is to be submitted no later than April 8, 2014.

Please feel free to contact me at 608-873-6619 if you have any questions.

Sincerely,
City of Stoughton

Rodney J. Scheel
Director of Planning & Development