



WHITEFISH BAY COMMUNITY DEVELOPMENT AUTHORITY

MEETING NOTICE AND AGENDA

**WHITEFISH BAY VILLAGE HALL
5300 N. MARLBOROUGH DR.**

Tuesday, October 18, 2022

6:00PM

- I. Call to Order and Roll Call
- II. General Business
 1. Approval of Minutes from the meeting held on September 20, 2022.
 2. Discussion/action on Downtown Incentive Grant Application from JS Nail Spa – 314 E. Silver Spring Dr.
 3. Discussion with DPW Director John Edlebeck regarding Silver Spring District maintenance, landscaping and upcoming public construction work.
 4. Discussion/action on placemaking concepts.
 5. Discussion/recommendation to Village Board on 2023 Budgets for TID #1 and TID #2.
 6. The CDA may convene into Closed Session pursuant to Wisconsin State Statute §19.85(1)(e) deliberating or negotiating the purchase of public property, investing of public funds, conducting other specified business whenever competitive and/or bargaining reasons require a closed session – specifically regarding potential development opportunities.
 7. The CDA will reconvene to open session prior to adjourning.
- III. Adjourn

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. Contact Village Hall at (414) 962-6690. It is possible that members of and possibly a quorum of members of other Boards, Commissions, or Committees of the Village including in particular the BID Board may be in attendance in the above stated meeting to gather information; no action will be taken by any other Boards, Commissions, or Committees of the Village except by the Board, Commission, or Committee noticed above. Agendas and minutes are available on the Village website (www.wfbvillage.gov)

COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES

September 20, 2022

6:00 p.m.

VILLAGE OF WHITEFISH BAY

I. Call to Order and Roll Call

Ray Krueger called the meeting to order at 6:06 p.m.

Present: Chairperson Ray Krueger, Village President Kevin Buckley, Village Trustee Raisa Koltun, Sarah Malik, Brian Vanevenhoven

Absent: Mike Harrigan, Mike Dwyer, Dick Lincoln

Also Present: Village Manager Paul Boening, Assistant Village Manager Tom Harrigan, Stephanie Hacker with Graef, Village Attorney Chris Jaekels

II. General Business

1. Approval of Minutes from the meeting held on August 16, 2022.

President Buckley moved to approve the minutes of August 16, 2022, Trustee Koltun seconded the motion. Motion passed 5-0.

2. Update from GRAEF on Work Order progress.

Village Manager Boening provided an overview of the GRAEF Work Order timeline and the progress made to date. Chairman Krueger requested a recap on the origination of the Work Order.

In winter of 2021-2022, discussions were held with staff and the CDA as to how the committee can be more proactively involved with economic development within the Silver Spring District.

Ms. Hacker presented her findings related to components of the Work Order that have been completed. There was discussion on Business Retention and Expansion efforts. The committee discussed the concept of Placemaking, and how this may be leveraged in order to create a sense of dynamism within the Silver Spring District.

President Bukley acknowledged the need for a complete revamp of the entire infrastructure within the downtown area. It was suggested the committee evaluate all the items within the Placemaking "Menu" that were presented at the in the June CDA meeting and be prepared to disucss at the October CDA meeting.

Mr. Boening noted that DPW Director, John Edlebeck, will provide an update to the CDA in October, regarding the traffic signals and landscape maintenance within the Silver Spring District.

Chairman Krueger believes there needs to be some big picture ideas as to what should be done within the District to create a sense of Placemaking.

Trustee Koltun acknowledged the importance of expending CDA resources on Placemaking, however emphasized that funding for potential new development should not be jeopardized in this endeavor.

Ms. Malik suggested the CDA review conceptual Placemaking options at the October CDA meeting.

President Buckley agreed, and noted that he would like to move to the next step, where the CDA can decide the direction of how the committee should proceed.

Chairman Krueger asked Ms. Hacker if she will be prepared to present several conceptual Placemaking ideas at the October CDA meeting.

Mr. Vanevenhoven noted these should be prioritized.

Ms. Hacker stated these are currently in process and will be available for review in October.

III. Adjourn:

President Buckley moved to adjourn at 7:37 p.m. Mr. Vanevenhoven seconded. Motion passed 5 - 0.



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MEMORANDUM

TO: Community Development Authority
Village of Whitefish Bay

Copies to: Paul Boening, Village Manager

FROM: GRAEF

DATE: October 14, 2022

SUBJECT: Downtown Incentive Grant Application Review: 314 E. Silver Spring Drive/Jus Shanna

A. PURPOSE

- 1) Consider for approval the Downtown Incentive Grant Application for Jus Shanna, LLC for a first floor retail storefront in the Fox Bay theater building at 314 E. Silver Spring Drive, parcel number 1650336000. The applicant has requested the Downtown Incentive Grant program fund approximately 45% of the project or \$99,000 of the \$480,444.52 project budget.

B. PROJECT BACKGROUND

Jus Shanna, LLC submitted an application for the Downtown Incentive Grant Program for a spa and salon business at 314 E. Silver Spring Drive in the Fox Bay building, parcel number 1650336000. The project proposes to provide spa services using vegan and all-natural beauty products developed by the applicant. This physical space is in addition to the e-commerce begun for the applicant's beauty products.

Grant Application Type: Proposal & Negotiated Agreement (project budget over \$100,000; no max)

Project Budget (PB): \$480,444.52

Eligible Project Costs (EPC): \$220,009.01

Grant Request (GR): \$99,000

Public/Private Leverage Ratio: \$.82 Public : \$1 Private / 45% Public : 55% Private (EPC)
\$.27 Public : \$1 Private / 21% Public : 79% Private (PB)

Type of Physical Space Enhancement: Improvements include interior demolition, new glass and glazing, interior carpentry to reflect new floorplan with waiting area, salon space, breakroom, new bathroom, existing bathroom, office and mechanical room. Improvements also include general plumbing, HVAC, electrical, drywall finishing, framing, interior doors, ceiling patch and replacement, hardware, bathroom and salon fixture installation, painting, and flooring.

Project Schedule: Construction in process



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The application was received and considered substantially complete. Notes on completeness for project materials reviewed by GRAEF include:

1. Itemized list of improvements provided (separate from the 3 individual contractor bids)
2. The financial statements and 2019, 2020 and 2021 tax returns are on file with Village staff

The pre-application meeting, business operations information, background and credit checks, and status of existing fines or tax-related issues are items outside the scope of this memo.

C. REVIEW & COMMENT FROM THE WHITEFISH BAY BUSINESS IMPROVEMENT DISTRICT

This item will be brought to the meeting by Village staff.

D. GRANT EVALUATION CRITERIA

The Downtown Incentive Grant Program establishes ten criteria for the Community Development Authority's review, outlined below.

1. *Is the grant application complete with all required materials?*
The project materials are substantially complete; except where noted below. Refer to Village staff for remainder of items outside of GRAEF's review.
 - Project description
 - Photographs of existing interiors and/or exteriors where improvements will occur
 - Project schedule
 - Itemized list of improvements and project costs
 - Completed bids from at least three (3) contractors. Sole source bids for specialized work may be acceptable provided that reasonable attempts were made to obtain additional bids.
 - Drawings and/or modified photographs clearly showing proposed improvements
 - Executed lease for a commercial space of at least three (3) years, if a tenant
 - If the applicant is a tenant of a commercial space, the property owner must provide written permission and approval
2. *Did the applicant pass the background and credit checks?*
Refer to Village staff.
3. *Does the proposed project achieve one or more of the funding outcomes of the Downtown Incentive Grant program?*
Of the four funding outcomes outlined in the program, this project achieves
 1. Create engaging spaces, encourage social spaces, and promote pedestrian activity through upgrades to storefronts and façades.
 2. Attract new businesses and encourage business development that improve the district's retail mix and commercial density through building expansions or interior renovations.



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3. Improve accessibility through building and/or site improvements that bring properties up to code for ADA accessibility standards.
4. *Is the proposed project located within the Investment Focus Area of the Silver Spring Drive Business District?*
Yes.
5. *Is the proposed project consistent with the 2016 Silver Spring Drive Master Plan Update?*
Yes, it meets several criteria:
 - a. Increases building density through the redevelopment and revitalization of unoccupied spaces..
 - b. Strengthens and enhances the Silver Spring Drive brand through engaging and pedestrian-friendly environment, positive customer experience, and strong business community.
 - c. Actively maintains and attracts daily amenity retail and active ground-level retail.
 - d. Sustains and maximizes the economic capacity and attraction of Silver Spring Drive.
 - e. Fosters a pedestrian-friendly environment.
6. *Is the proposed project consistent with the Whitefish Bay BID 2021-2023 Strategic Plan?*
Yes, it meets several criteria:
 - a. Cultivates a diverse portfolio of businesses and workforce in the corridor which strengthens a culturally vibrant environment.
 - b. Supports active and engaging storefronts along the corridor in otherwise vacant spaces.
 - c. Provides a regional destination for salon services the on first floor.
7. *For exterior renovations, is the proposed project consistent with Village of Whitefish Bay Zoning District 11 Site and Building Design Standards?*
 - a. Exterior renovations are not proposed.
8. *Will the project leverage more private sector investment than the required grant match by the applicant?*
Yes.
9. *Does the grant offset a verifiable shortfall in debt and/or equity funds available to the project from the applicant and/or private sector?*
Yes; the grant request will partially offset the estimated shortfall of \$168,444.52. The applicant has also submitted materials identifying \$50,000 given to applicant from property owner for tenant improvements, and over \$200,000 in personal cash spent on the project. Applicant also verbally shared a total of \$62,000 in previous financial institution loans, and is seeking additional bank loans.
10. *Can the applicant demonstrate strong past business performance and the requisite professional experience to prove project viability?*
Jus Shanna, LLC began in 2019 developing and selling all-natural beauty products and spa services. Although the proposed application for Jus Shanna Nail Spa is it's first stand-alone storefront, the all-natural and vegan product strategy will complement the corridor and high-



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end draw of customers along Silver Spring Drive. The applicant also has over 20 years of business and finance experience.

E. RECOMMENDATION

Awarding of funds will be at the discretion of the CDA. A grant award of \$50,001 or greater requires Village Board action. Based upon the review of submitted materials, it is recommended that the CDA consider the following:

- a. This project is successful in achieving several funding outcomes outlined in the grant program and is in alignment with the plans and vision for the area. The Community Development Authority has discretion in the review of this type of grant application and may, in addition, consider the following items in their review:
 - i. The grant leverages more private sector investment than the requested grant match;
 - ii. The project's projected positive impacts to the District should be considered in relationship to the amount of the grant;
 - iii. The proposed project is consistent with the funding outcomes of the Downtown Incentive Grant program;
 - iv. The proposed project is consistent with the 2016 Silver Spring Drive Master Plan Update;
 - v. The proposed project is consistent with the Merchants 2021-2023 Strategy;
 - vi. The submitted application does not include certain requirements, as noted in Section B "Background" of this memorandum (above), and may require clarification or an additional submittal; and,
 - vii. Recommendation of approval would be contingent upon the submission of materials illustrating the project is consistent with Village of Whitefish Bay Zoning District 11 Site and Building Design Standards.
- b. The amount of the grant request may be evaluated based on the financial benefits to the TID. See additional information to be provided by the Village. The properties at 314 E. Silver Spring Drive experienced a decrease in assessed value in tax year 2021 due to reduced tenancy. The resulting reduction in tax payment could change in subsequent tax years due to this proposed investment.



DOWNTOWN INCENTIVE GRANT PROGRAM

Village of Whitefish Bay



Source: Whitefish Bay Civic Foundation

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UNDERSTANDING THE INCENTIVES



Purpose & Program Overview

As part of a multi-faceted approach to maintaining and enhancing the social and economic vibrancy of the Silver Spring Drive Business District, the Village of Whitefish Bay's Community Development Authority (CDA) provides financial incentives on a competitive and discretionary basis to business and property owners. This program complements the 2016 Update of the Silver Spring Drive Master Plan and the 2017-2019 Strategic Plan for the Whitefish Bay Business Improvement District.

The Silver Spring Drive Business District is Whitefish Bay's neighborhood-based business corridor that serves the dual role of a symbol of the community's heritage on Milwaukee's North Shore and a contemporary business district with dynamic activity. The financial incentives will provide business and property owners with the opportunity to renovate and revitalize commercial space in the District to fulfill the community's vision for Silver Spring Drive.

Funding Outcomes

This program is a discretionary grant program incentivizing private sector investments for exceptional projects that further the vision and mission of previous strategic planning efforts in the Silver Spring Drive Business District. The primary objective of the grant program is to contribute to projects that otherwise may not occur and achieve one or more of the following:

- Create engaging spaces, encourage social spaces, and promote pedestrian activity through upgrades to storefronts, façades and streetscape features.
- Attract new businesses and encourage business development that improve the district's retail mix and commercial density through building expansions or interior renovations.
- Improve accessibility through building and/or site improvements that bring properties up to code for ADA accessibility standards.
- Improve the roofscape of the district through rooftop build-outs and improvements that can create occupiable spaces.

Grant Portfolio

The grant portfolio is comprised of two application types to accommodate projects of varying sizes. The scale of the project, the demonstrated need, the funding mix, and the financing gap will dictate the funding level that is appropriate. Minimum project budget (eligible expenses) is \$20,000. Applicants are required to contact the Village Manager's office to discuss the project and which program or application type is best suited to the project. Final action on the grant award is determined by either the CDA or the Village Board, depending on the application type and the grant funding amount; see the "Evaluation Process" chart on page 10 for further information. Application types:

- **Property Improvement/Small Business Incentive** – Small business owners or property owners with project budgets under \$100,000.00 may apply.
- **Proposal & Negotiated Agreement** – Projects with budgets of \$100,000.00 or greater may apply for funding through this grant program, or may request gap financing assistance through a tax incremental financing incentive.

Investment Focus Area

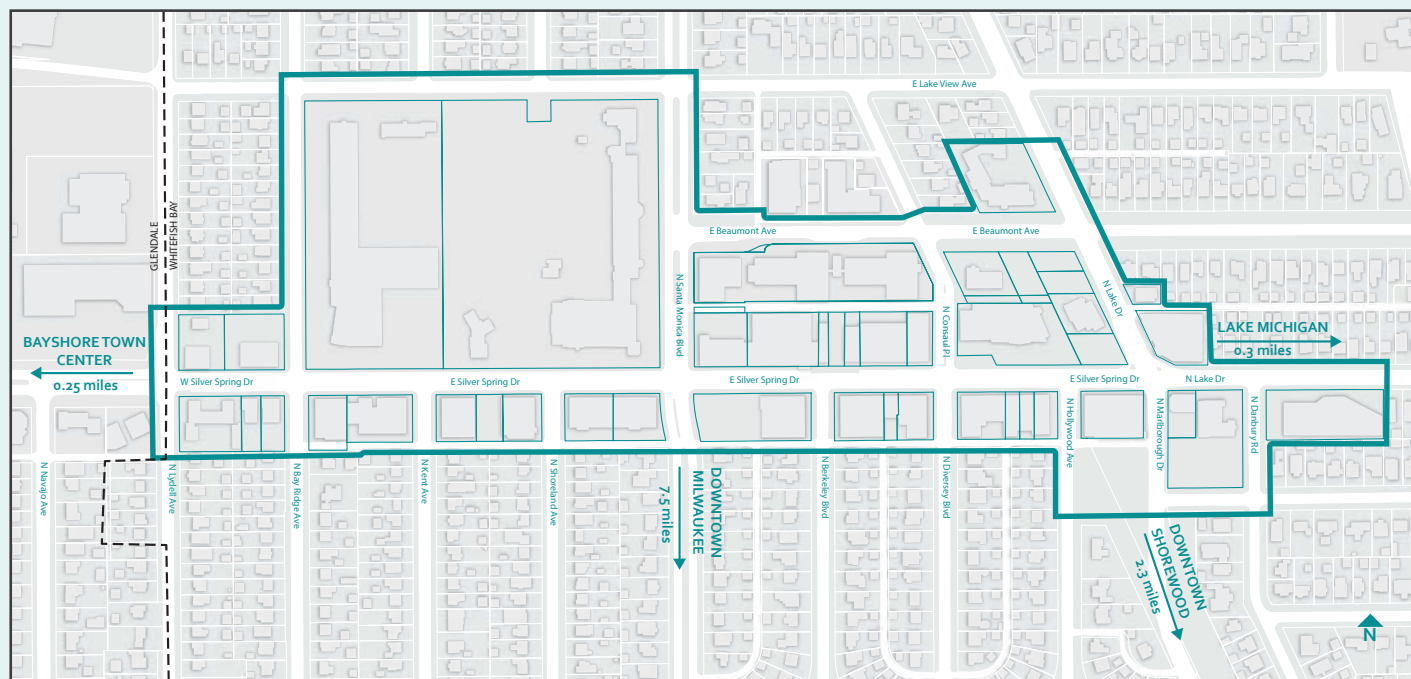
Eligible projects will be located within the investment focus area in the Silver Spring Drive Business District. Silver Spring Drive is the pedestrian-friendly, social and economic hub of Whitefish Bay running west to east from Lydell Avenue to Marlborough Drive (as shown below).

As a prized historic streetcar suburb, Whitefish Bay has artfully crafted the Silver Spring Drive Business District as the heart of the community since the latter half of the 19th century. With a tree-lined thoroughfare, historic buildings, adjacent residential neighborhoods, wide sidewalks, aggressive traffic control, and an engaging mix of businesses, Silver Spring Drive is a highly-sought after commercial corridor in the Milwaukee region. The strength of Silver Spring Drive has been further bolstered by

active and engaged residents and business owners. Residents appreciate the positive social impacts of Silver Spring Drive on the quality of life in Whitefish Bay; and, business owners pride themselves on providing a dynamic pedestrian-friendly shopping experience with a myriad of products and services.

The Silver Spring Drive Business District is continuously being reimagined and enhanced through master planning and strategic planning. It has been cultivated as a dynamic and flexible commercial district that reacts to consumer trends and remains resilient in the local marketplace. By providing unique products and services through a quality shopping experience, Silver Spring Drive has a strong reputation and brand.

INVESTMENT FOCUS AREA BOUNDARY (same as BID boundary)



Vision of Recent Planning

Village Master Planning

The 2016 Update to the Silver Spring Drive Master Plan identified a series of opportunities for the Business District. The existing business owners in coordination with the Whitefish Bay Business Improvement District, CDA, and Village staff are preparing to make continuous investments along Silver Spring Drive. The financial incentives will bolster those investments and attract new ones.

The opportunities include:

- Increasing building density through the redevelopment and revitalization of unoccupied spaces with the mixing of uses through an integration of retail, office, and residential properties;
- Further strengthening and enhancing the brand of Silver Spring Drive through an engaging and pedestrian-friendly environment, positive customer experience, and strong business community;
- Actively maintaining and attracting daily amenity retail and active ground-level retail options;
- Sustaining and maximizing the economic capacity and attraction of Silver Spring Drive as a standalone, 'main street'-style commercial district; and,
- Fostering a pedestrian-friendly environment with street life activity.

BID Master Planning

Following the publication of the 2016 Master Plan Update, the Whitefish Bay Business Improvement District (BID) completed a three-year strategic plan for its operations from 2017 to 2019. The BID sought to capitalize on the Master Plan's momentum and continue to foster a business-friendly environment. The BID's goals include:

- Collaboratively, with other partners, cultivate a diverse portfolio of businesses along Silver Spring Drive to energize day-and night-time activities and enhance the Drive's lifestyle and culture;
- Promote Silver Spring Drive as Whitefish Bay's key social and public place that allows residents and shoppers to gather, engage in informal discussions, and support local merchants; and,
- Attract regional customers through a select number of large-scale events that define Whitefish Bay as a boutique shopping destination.



EVALUATING THE APPLICATION

Program Basics

Inquiries and applications for this grant program will be entertained and accepted on an ongoing basis. Applicants are required to meet with Village staff prior to submitting their application to review the program requirements and understand how their proposed project fits within the program's goals.

Business and property owners of commercial space with leases of at least three years (if a tenant) within the Silver Spring Drive Business District are eligible to apply.

The Whitefish Bay Business Improvement District may review and provide comment on applications; however, the awarding of funds is at the sole discretion of the Community Development Authority and/or the Village Board.

Grant Award Amount

The grant award amount will be reviewed by Village staff and evaluated by the Community Development Authority. Grant award amounts over \$50,000 will also be reviewed by the Village Board. The recommendation of the grant award amount will be developed based on the following factors:

1. The extent to which the project achieves the funding outcomes outlined within the program guidelines (see page 5).
2. The proposed project financing and financing gap.

No grant awards will be made that exceed 50% of the eligible project costs.

See chart on page 10 for explanation of grant evaluation process.

Clawback Provision

The full grant is repayable if the project is not continuously used for the purpose stated on the application for three continuous years commencing on the completion of project

construction. This provision is standard for all grant agreements, but the CDA reserves the right to include additional performance criteria.

Minimum Total Budget

Projects must have a minimum total budget of \$20,000.00.

Permits & Code Compliance

The business or property owner must secure all required building permits before construction commences. All projects must meet the applicable building, zoning, and safety codes and requirements upon completion.

Reimbursement Process

Subject to and unless otherwise specified in the grant agreement created by the Village Attorney, construction may take no longer than 12 months.

When construction is complete, Village staff will inspect the work to ensure it followed the approved project plan and complies with the applicable building, zoning, and safety codes.

Grant reimbursements will be made after the following documentation has been submitted to the Village:

- Copies of all paid invoices and cancelled checks for all of the work described in the approved grant. All paid project expenditures must be acknowledged or signed and dated by the project contractors.
- Copies of the signed contracts with the contractors that were chosen to do the work.
- Photograph(s) of the completed project.

The Village of Whitefish Bay reserves the right to refuse reimbursement in whole or in part for project expenditures that do not follow the original project plan/grant agreement and/or do not comply with the applicable building, zoning, and safety codes.

Evaluation Criteria

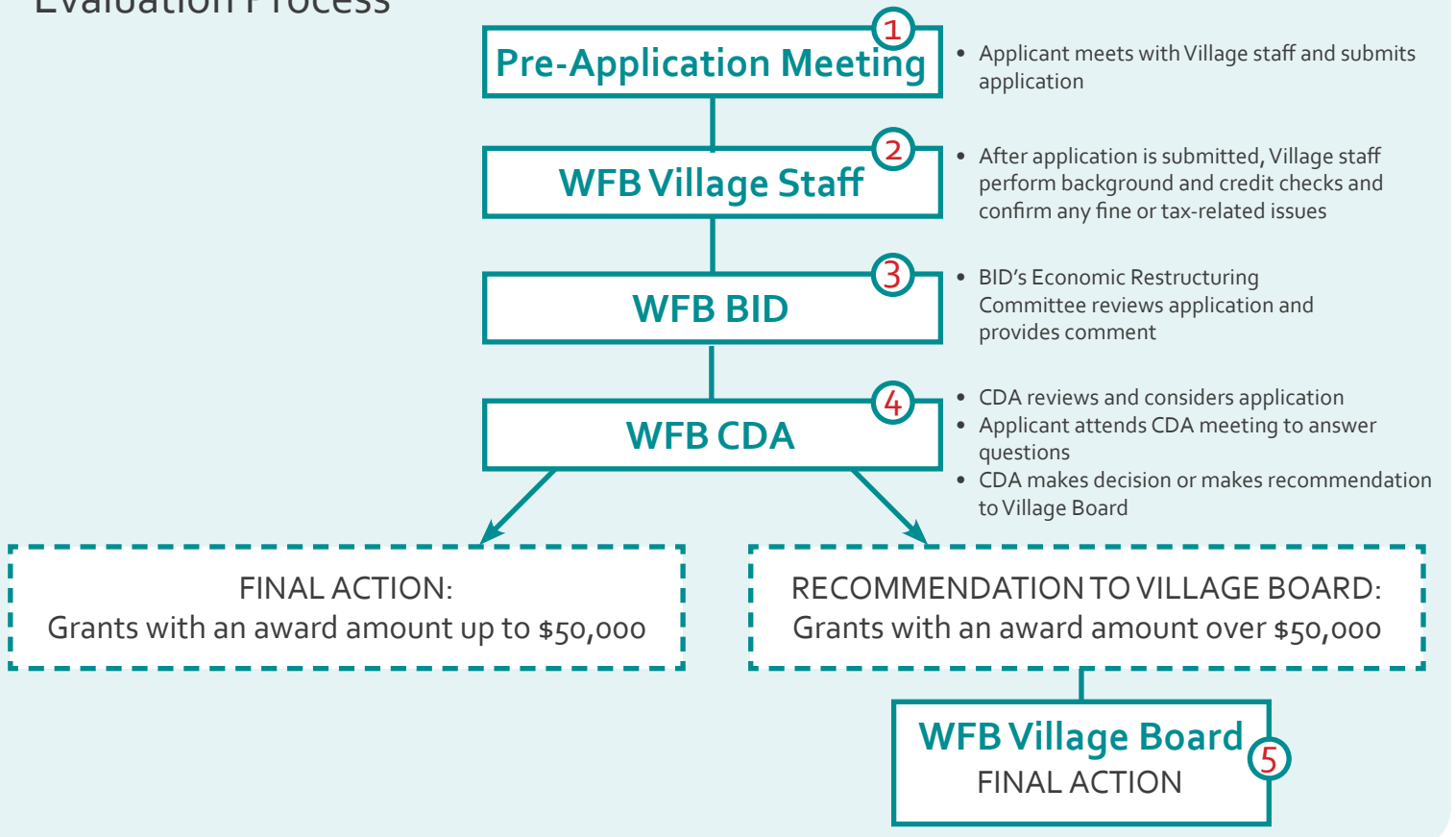
The submission of a grant application does not guarantee the awarding of funds. The awarding of funds is at the sole discretion of the Community Development Authority and/or the Village Board.

During the evaluation process, the Village will review a grant application based on the following criteria:

1. Is the grant application complete with all required materials? Does the application fully outline the conditions and details of the grant request and need of funding?
2. Did the applicant pass the background and credit checks?
3. Does the proposed project achieve one or more of the funding outcomes of the Downtown Incentive Grant program? (See page 5)
4. Is the proposed project located within the Investment Focus Area of the Silver Spring Drive Business District?
5. Is the proposed project consistent with the 2016 Silver Spring Drive Master Plan Update?
6. Is the proposed project consistent with the Whitefish Bay BID 2017-2019 Strategic Plan?
7. For exterior renovations, is the proposed project consistent with Village of Whitefish Bay Zoning District 11 Site and Building Design Standards?
8. Will the project leverage private sector investment that would not occur but for the grant?
9. Does the grant offset a verifiable shortfall in debt and/or equity funds available to the project from the applicant and/or private sector?
10. Can the applicant demonstrate strong past business performance and the requisite professional experience to prove project viability?

The CDA may also consider the estimated positive impacts to the District in relationship to the level of public investment requested. The amount of the grant request may also be evaluated based on the financial benefits to the TID, particularly for projects where the grant award amount exceeds \$50,000.

Evaluation Process



Conditions of the Evaluation Process

The Community Development Authority and Village Board reserve the right to review applications with other considerations as they deem appropriate.

The awarding of funds will be subject to a grant agreement prepared by the Village Attorney.

Applicants and their contractors should anticipate the evaluation process to take up to sixty (60) days for a full review from the time a completed application is submitted until a decision is made. If denied by the Community Development Authority or Village Board, Village staff will inform the applicant in written form within five (5) business days of application decision with the reasons for the denial. Applicants receiving a denial may re-apply for a new project grant after six (6) months.

Village staff will maintain a record of each completed application and process recommendations.

Eligible Project Costs

For applications to be eligible for Village grant funds, the CDA and/or Village Board must determine that the project meets or exceeds the funding outcomes outlined within this program manual (page 5). Projects or costs deemed to be deferred maintenance will be considered only for historic or safety reasons and only where deferred maintenance was not the result of the action or inaction of the applicant. Upon CDA and/or Village Board determination that the project is eligible, the following may be considered eligible costs for consideration during the application review:

- ADA compliance improvements
- Building or land acquisition
- Cleaning of exterior building surfaces
- Electrical wiring
- Flooring
- Heating and air conditioning
- Interior demolition
- Landscaping improvements and planters
- New awnings
- New building construction
- Outdoor seating installations
- Painting of indoor and outdoor building surfaces

- Patio or plaza materials
- Permanent interior and exterior lighting
- Plumbing
- Professional design and engineering services
- Removal, repair, and/or replacement of existing signs and awnings
- Repair and/or replacement of the original building's materials and decorative details which are deteriorated or missing
- Repair of non-original materials which cannot be removed due to deterioration of the underlying original building material
- Repair, replacement, or addition of entrances, doors, display windows, transoms, or second story windows
- Tuck pointing and masonry repair
- Upper story accessibility improvements

Ineligible Project Costs

Projects and expenses, such as the following, are not eligible:

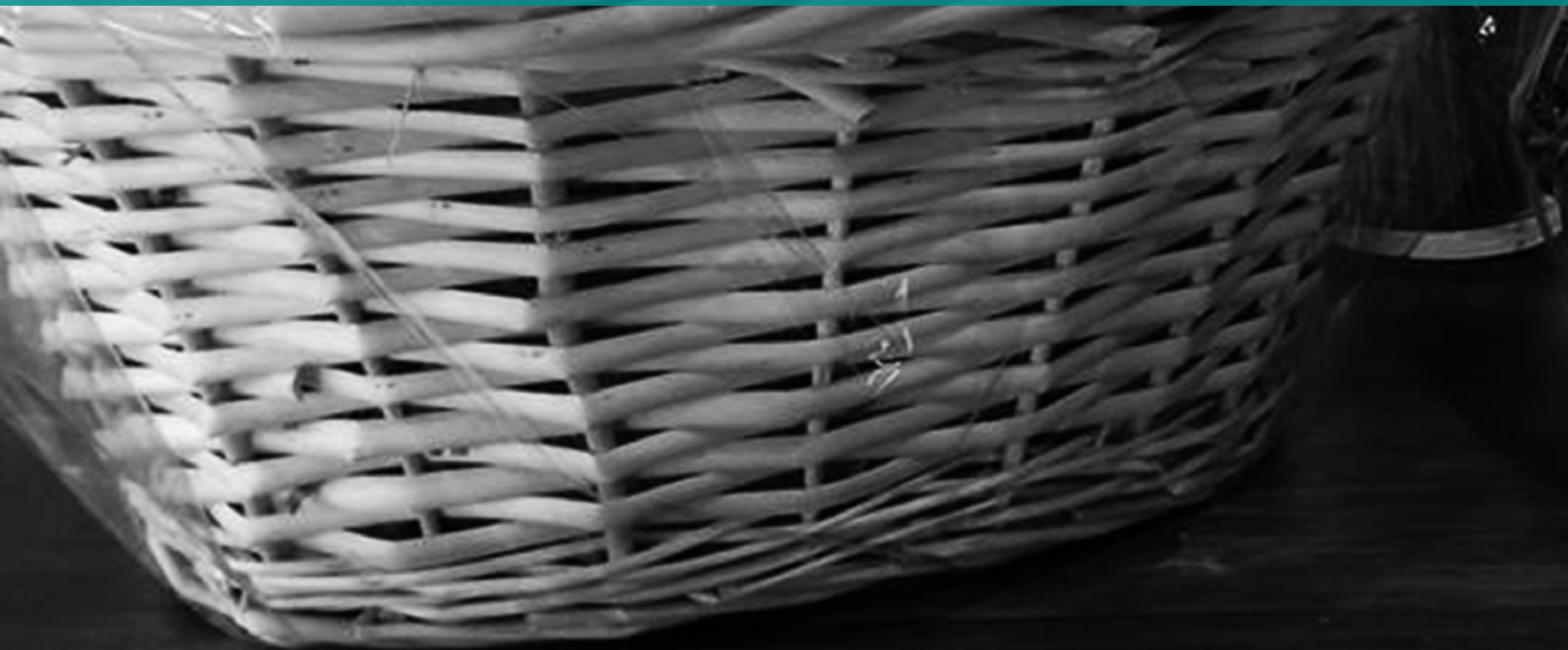
- Conversion of first floor commercial space to residential use
- Correction of code violations, including the screening of mechanical equipment
- Exterior demolition, including emergency or safety-related demolition expenses (with the exception of demolition that is required for larger catalytic improvement projects)
- Flood or water damage repairs
- Furnishings, equipment, or personal / business property not affixed to the real estate
- Legal fees
- Parking lot resurfacing
- Permit fees
- Pest extermination
- Removal without replacement of architecturally significant features and design elements
- Work begun prior to application submittal or done without a required building permit as part of an approved project

Properties with the following issues are not eligible for the grant program:

- Properties with delinquent fees owed to the Village of Whitefish Bay or with an active code compliance matter
- Properties with real estate tax delinquencies, or in litigation, condemnation, foreclosure, or receivership



COMPLETING THE APPLICATION



Application Checklist

Following a project review meeting with Village staff, prospective applicants must assemble the following materials as part of a complete application to be reviewed by the Community Development Authority and Village Board.

SUBMITTAL REQUIREMENTS

A complete submittal allows for a timely and responsive review. The Village may hold any incomplete applications until all materials are received. Note that the application will be evaluated based on the criteria listed on page 10. A complete application will address each of these criteria.

- 1. Completed and signed application form.

Additional required attachments:

- 2. Written project description; include explanation of how the project achieves the goals of the vision for the District, and how this project achieves the funding outcomes outlined in the grant program.
- 3. Itemized list of improvements and project costs (to be provided in addition to the contractor bids).
- 4. Photographs of existing interiors and/or exteriors where improvements will occur.
- 5. Project schedule.
- 6. Completed bids from at least three (3) contractors. Sole source bids for specialized work may be acceptable provided that reasonable attempts were made to obtain additional bids.
- 7. Drawings and/or modified photographs clearly showing proposed improvements, noting what is existing and what is proposed. Drawings and photos should be dated within the past year.
- 8. Executed lease for a commercial space of at least three (3) years, if a tenant.
- 9. If the applicant is a tenant of a commercial space, the property owner must provide written permission and approval.
- 10. Most recent three (3) years of business tax returns.
- 11. Business financial statements, including a current business plan, most recent year-end income statement, and balance sheet.
- 12. Project-specific sources and uses of funds. For example, list: debt, equity investment by the principal(s), bank loans, grants, or other equity investments. See Evaluation Criteria #9, page 10.

Application

APPLICANT NAME: _____

BUSINESS OWNER (TENANT) **PROPERTY OWNER**

PHONE NUMBER: _____

E-MAIL: _____

CO-APPLICANT NAME: _____

BUSINESS OWNER (TENANT) **PROPERTY OWNER**

PHONE NUMBER: _____

E-MAIL: _____

BACKGROUND & CREDIT CHECK AUTHORIZATION

I, _____ (print name), do hereby give permission for the Village of Whitefish Bay to conduct a background and credit check in relation to my application for a Downtown Incentive Grant. I will provide information that is necessary for the Village to conduct such investigations.

SIGNATURE: _____

PRINTED NAME: _____

DATE: _____

FOR VILLAGE STAFF ONLY:

COMPLETENESS OF APPLICATION

- Pre-development Meeting w/ Village staff
- Application Form & Project Materials
- Business Operations Information
- Background Check
- Credit Check
- NO** fine or tax-related issues

BID REVIEW

- Review Accomplished
- Commentary Provided

TYPE OF PHYSICAL SPACE ENHANCEMENT

- Façade Renovation Interior Building Renovation
- Upper-story Occupancy Roofscape
- Larger Improvement Project

Application

The section below refers to the property location of the project within this application.

NAME OF BUSINESS: _____

TYPE OF BUSINESS: _____

PROPERTY ADDRESS: _____

TOTAL BUILDING AREA (SQ. FT.): _____ **(EXISTING)**

TOTAL PROJECT AREA (SQ. FT.)

Building Addition: _____

Interior Renovated Space: _____

Exterior Site Modifications: _____

NO. OF FLOORS IN BUILDING: _____

CURRENT ASSESSED VALUE OF THE PROPERTY: \$ _____

LEASE EXPIRATION DATE: _____

PROJECT BUDGET

Complete spreadsheet on next page.

A. Total Project Budget	\$ _____
B. Total Eligible Costs	\$ _____
C. Grant Request	\$ _____

Grant request is _____ % of the total project budget of eligible expenses

HAVE YOU PREVIOUSLY RECEIVED GRANT FUNDING FROM THE VILLAGE?

YES When and for how much? _____ **NO**

APPLICANT SIGNATURE: _____

APPLICANT PRINTED NAME: _____

DATE: _____

HOW DID YOU HEAR ABOUT THIS GRANT PROGRAM?

Application

ITEMIZED LIST OF IMPROVEMENTS AND PROJECT COSTS

Use additional sheets or attachments if necessary

ELIGIBLE EXPENSES		
Description of Work	Cost	Bid or Estimate Provided
		<input type="checkbox"/> Bid <input type="checkbox"/> Estimate
		<input type="checkbox"/> Bid <input type="checkbox"/> Estimate
		<input type="checkbox"/> Bid <input type="checkbox"/> Estimate
		<input type="checkbox"/> Bid <input type="checkbox"/> Estimate
		<input type="checkbox"/> Bid <input type="checkbox"/> Estimate
		<input type="checkbox"/> Bid <input type="checkbox"/> Estimate
TOTAL		Enter in Box "B," page 15

INELIGIBLE EXPENSES		
Description of Work	Cost	Bid or Estimate Provided
		<input type="checkbox"/> Bid <input type="checkbox"/> Estimate
		<input type="checkbox"/> Bid <input type="checkbox"/> Estimate
		<input type="checkbox"/> Bid <input type="checkbox"/> Estimate
TOTAL		May be used to calculate "Total Project Budget," Box "A," page 15

Downtown Incentive Grant Program

Submittal Requirement - #2

Written Project Description:

Jus Shanna, LLC is the parent company for Jus Shanna Collection and the Jus Shanna Nail Spa. Jus Shanna is a Wisconsin single member limited liability company 100% owned by Shanna Reid. Shanna Reid has more than 20 years of combined entrepreneurial experience in insurance, finance, beauty, and fashion industries.

The company has created a brand consisting of both beauty products and spa services. After a year long search for just the right location, the decision to locate in the Silver Spring Drive Business District was an easy one. The Whitefish Bay plan for this area to be a social and economic destination in the heart of the community fits what I have been looking for to expand my business to a permanent location.

Our focus is to continue establishing Jus Shanna as a significant brand of quality cosmetics and nail spa services by creating a brick-and-mortar location in a popular, safe and easy to get to location. The plan will be accomplished by using the research data I have compiled that supports the use of a high end, one floor, street facing design as the best and highest use of a brick-and-mortar retail outlet. The brick-and-mortar location will supplement our internet presence, and e-commerce distribution channels.

The perfect location, a beautiful well-appointed building, the ambience of Silver Spring Drive and our top-of-the-line products in our spa will give our customer base what they want - to pamper themselves with all natural and vegan products in an upscale and posh environment in a fabulous downtown location. The completed location model will offer a welcoming, high end and professional atmosphere where clients can escape the stresses of life while experiencing transformative cosmetics and spa experiences.

How the project achieves the goals of the vision for the District

- We will provide a dynamic experience with a myriad of spa products and services.
- Our company from the beginning has been focused on social impacts and quality of life issues. It's what led to our supporting the environment by using all natural and vegan products.
- We are a company that reacts to consumer needs and with the addition of our building, we expect to remain resilient in the local marketplace.

How This Project Achieves the funding outcomes outlined in the grant program

- Our project includes upgrades and redesign to the interior of the building creating an engaging high-end destination.
- We are a new brick and mortar business that will add to the business development of the area and enhance the business mix on Silver Spring Drive.

Our design will enhance/improve the ADA requirements of the building improving accessibility.

BUSINESS & SUCCESSION PLAN



BUSINESS & SUCCESSION PLAN FOR JUS SHANNA, LLC

THIS BUSINESS PLAN CONTAINS GROWTH PLANS FOR PHASE I. AND PHASE II. OF JUS SHANNA, LLC

Jus Shanna

UNAPOLOGETIC

Collection!



BUSINESS & SUCCESSION PLAN

JUS SHANNA, LLC

Jus Shanna

I am proud of the accomplishments of my company thus far, Jus Shanna, LLC (JS) is an all-natural, vegan, and cruelty free product that is manufactured and distributed in the United States of America. JS has been acknowledged by Peta as a company that does not test on animals. See for yourself at <https://crueltyfree.peta.org>. As the CEO, I will continue to design products and provide spa services with the intent to expand nationally and globally.

As written by Milwaukee Times Weekly News Paper, "On Saturday, June 1, 2019, local business leader Shanna Reid celebrated the launch of her new nail polish line, Jus Shanna Unapologetic Collection, with a fabulous party at the Tripoli Country Club, 7401 North 43rd Street. Nail polish can be a fun way to dress up your nails or cover up any imperfections. Unfortunately, most nail polish brands are tested on animals and contain harsh chemical ingredients. Despite being banned for cosmetics use in several countries, formaldehyde—a known carcinogen—is commonly used in nail polish."

Jus Shanna is a vegan nail polish and cosmetic collection that is PETA certified and made from all vegan ingredients. So, you can feel good about the polish you wear as well as look good. The line also features a number of unique colors to dress up any look."

<https://milwaukeetimesnews.com/national-local-news-story/local-entrepreneurs-celebrate-launch-of-new-nail-polish-line-jus-shanna>

Post launch, I was featured in several publications and was personally invited to participate as a vendor in very prominent local malls. In 2019, Jus Shanna displayed and sold nail products at Mayfair Mall during the busiest times of year for the retail industry--Black Friday.

Link: <https://fox6now.com/2019/11/29/stayed-up-all-night-local-shoppers-head-to-mayfair-mall-to-cash-in-on-black-friday-deals/>

During the first year of operation, and launching Autumn of 2019, Jus Shanna sold \$58,000 in products via e-commerce and vending at Mayfair Mall. As the owner, I was ecstatic about the possibilities and opportunities to cultivate new markets and launch additional products and services to my targeted customers.

This year, Jus Shanna has announced phase II—a brick and mortar spa. I will continue to sell my Jus Shanna Collection to existing and new customers while providing them with an upscale experience. Jus Shanna will occupy space in the Northshore Area, in Metropolitan Milwaukee.

Attached, you will also find my detailed business plan that provides information about the vision and mission of Jus Shanna, LLC and both phases of business. As you review this plan, please keep all information confidential as there exists substantial information with respect to the company, its business, and its future endeavors. By accepting delivery of this plan, you agree to keep all company proprietary information confidential and return this copy to Shanna Reid immediately upon request.

Regards,

Shanna M. Reid
CEO

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CONFIDENTIAL

1.0 Executive Summary

Jus Shanna, LLC is the parent company for Jus Shanna Collection and the JS Nail Spa. This amazing company has created a brand concept consisting of both beauty products and spa services. Jus Shanna is seeking an angel investor and long-term financing to fund the expansion and phase II (JS Spa) of the brand. The plan that follows explains the market, value proposition and market segmentation strategy. The detailed financial plans provide a clear view of sales and profit forecasts. These plans show how Jus Shanna will reach profitability in the third year of operation and generate a return on equity within five years.

Mission

The mission is to establish Jus Shanna as a significant brand that represents quality cosmetics and nail spa services. This will be accomplished by using high quality manufacturing and research, a creative marketing program, and a comprehensive distribution network using its own brick and mortar retail outlet, internet presence, and e-commerce as distribution channels.

By utilizing this multi-channel approach, the company will be able to reach its niche that desires the opportunity to pamper themselves with all natural and vegan products in an upscale and posh environment. The current distribution model will allow management to develop Jus Shanna as the brand that offers a warm, welcoming, and professional atmosphere where clients can escape the stresses of life while experiencing transformative cosmetics and spa experiences.

The Company

Jus Shanna is a Wisconsin single member limited liability company. The company is 100% owned by Shanna Reid.

Shanna Reid has more than 20 years of combined experience in business, finance, fashion, and beauty industries.

The company's main office is currently located in Menomonee Falls, WI and will be expanding into a brick-and-mortar location the Northshore Area. The leased retail space should be sufficient for Jus Shanna's anticipated growth and expansion.

From Year 1 through Year 5 Jus Shanna's staffing model plans for growth from one to five. Much of this growth will come in retail personnel, to include Shanna Reid who is the Chief Executive Officer.

Products & Services

All-natural vegan beauty and cosmetic products (Jus Shanna Unapologetic Collection) has been developed and produced by contracted manufacturing companies and made in the USA. Jus Shanna will have two offerings-- cosmetics and nail spa services (JS Nail Spa). Within the Jus Shanna Unapologetic Collection, the company will offer a wide array of nail polish and other products including lipstick, lip gloss, eye shadow and much more.

The company's pricing strategy is to position products with a shelf price that is in the mid to upper quadrant of high-quality products and brands. Jus Shanna has accomplished this by making careful market comparisons and adjusting packaging size.

The Market

Jus Shanna will occupy a unique market position. No other brand offers its own vegan product line that affords clients the opportunity to receive nail and spa services in an upscale and relaxing environment. Jus Shanna has been and will continue operations as a luxury and quality brand.

1.0 EXECUTIVE SUMMARY CONTINUED

The U.S. cosmetics market has seen large annual growth rates over the past decade. Last year alone, the market grew by over \$1 billion. Clear divisions between traditional categories are becoming blurred and new lines, such as all natural and cruelty free products are also emerging, creating new openings for profit.

In the nail and spa industry, there is a tremendous opportunity since the female customer has been grossly overlooked. Most major companies do not render services focused specifically on the female client.

In the spa and cosmetics category, the competition can be divided into three groups: Commercial--i.e., MAC, Origins, Philosophy, Erno Laslo and Shesheido; Clinical--i.e., Kiehl's, Clinique, Clarins and Dr. Hauscha; Spa--private label brands associated with spas.

Prospective Client

Because Jus Shanna is a combined retail (direct to end user) and services company, it's imperative to strategically market to working women who are busy and can afford to pamper themselves on a consistent basis since self-care is a new phenomenon and more women value indulgence in spa treatments as an approach to wellness.

Jus Shanna's targeted end user is between the ages of 25 and 64. They are female urban and suburban professionals with at least some college. This consumer has an active lifestyle. They are concerned about social and environmental issues. Mind and body wellness are important to them. They belong to a health club; take yoga, Pilates, or tai chi lessons. The effects of health and self-maintenance are a part of their lives.

There are several new demand trends that have impacted the market and created greater opportunities. These trends include a returning to age old, time proven, natural remedies; more consumers that are looking for more holistic and healing benefits from cosmetic and beauty products, and today's consumer being more informed and more inquisitive about the benefits of self-care and pampering.

Financial

In order to expand its unique product line Jus Shanna requires an initial outlay. Sales at Jus Shanna retail stores are planned to grow rapidly from Year 2 through Year 5. During this time frame the nail spa and online revenues are planned to grow enormously. Jus Shanna will become profitable in its third year of operation. Initial growth will be financed by a combination of equity investment and debt financing. The ratios are well within prudent limits and growth plans are challenging, but realistic. The company is also mindful of the need to budget wisely and keep detailed and accurate financial records.

Jus Shanna will review financial management reports monthly and implement a budget that will identify unnecessary expenditures immediately. The company has identified companies for POS systems that assess minimal fees with a policy to expeditiously deposit credit and debit card sales revenue into the company's account.

1.1 OBJECTIVES

- To experience sales growth by first quarter of 2023.
- Achieve an above average profit margin rate by year end of 2023.
- Generate a return on owner equity by year end of 2025.
- Position Jus Shanna, LLC to become a nail spa with a brick-and-mortar location in Metro Milwaukee, namely Northshore area.
- To continue and expand its current e-commerce operations and in-house distribution center that will provide customer service, order fulfillment, and job training for high school and college students.

1.2 MISSION

To establish Jus Shanna, LLC as an upscale brand that represents quality in beauty products and spa services. The company will accomplish this in the following ways:

- High quality manufacturing and research to continue producing Jus Shanna, vegan, and all natural beauty products.
- Innovative and effective marketing and public relations program.
- Establishment of phase II, a brick-and-mortar retail and spa presence in 2022.
- An effective training program to teach soft and hard skills in manufacturing and distribution to high school and college students.

1.3 KEYS TO SUCCESS

- Quality vegan and cruelty free products.
- Skilled staff and nail technicians.
- Accurate product logistics and quality control.
- A powerful presence in brick and mortar, e-commerce, and social media.
- Ability to partner with celebrities as brand ambassadors through a combination of PR and product placement.
- Location: providing an easily accessible location with parking in the Northshore Area—a part of Metropolitan Milwaukee for client access.
- Environment: fostering an environment conducive to rendering quality products and outstanding services.
- Convenience: offering clients a wide range of services in one setting, and extended business hours.
- Reputation: reputation of the owner and other "technicians" as providing superior personal service.
- A solid marketing plan and sales approach.
- Experienced CEO who has a plethora of history in business, finance, risk management, and the fashion and beauty industries.
- A strong advisory board and support system.

2.0 COMPANY DESCRIPTION

Jus Shanna is a multi-distribution concept, offering retail products and spa services simultaneously. The company currently sells a unique range of vegan beauty products and has expansion plans to start with providing foot and nail spa services and in the future embark upon other services to include make-up artistry, waxing, and more. Jus Shanna is set apart from competition because of commitment to conveniently provide all products and services on one of the busiest streets in a high-profile area.

The company's strategy will also entail e-commerce as one of the main sources of revenue for the ambitious company. Because the face of retailing is changing, Jus Shanna, LLC has established an innovative approach to sales and spa services. By utilizing this multi-distribution approach, the company will be able to reach its niche market seeking quality cosmetics in addition to well-deserved pampering, starting out with foot and nail spa experiences.

Brick & Mortar

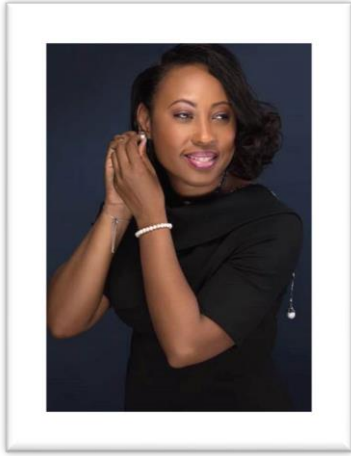
The first Jus Shanna store is scheduled to open in Wisconsin in fourth quarter 2022. The store will be approximately 1,000 plus square feet located in Northshore-- a highly successful development area within 10 miles from downtown Milwaukee, 2 miles from Northshore shopping areas, and lofts occupied by working families and individuals that would appreciate a quality Spas.

E-commerce

Unlike current e-commerce models, the company will continue to utilize the internet to market the brand. The e-commerce consumer is brand and convenience conscience. Jus Shanna's Unapologetic cosmetic collection has already shown its ability to develop internet capabilities as a combination business-to-consumer tool combined with an e-catalog that can be distributed worldwide. The company's website is consumer friendly, making the purchasing process simple and easy to use. Jus Shanna has established a user profile that is set up by clients via the company's website. Clients will be able to schedule appointments for spa services in addition to purchase products.

E-Catalog

The Jus Shanna catalog will launch in the spring of 2023. The catalog is published on the company's website and can be shared and distributed by clients worldwide. The E-catalog will be updated quarterly and have a long in-home life due to the nature of the products and services being offered.



Shanna M. Reid

2.1 ABOUT THE OWNER

Shanna Reid has a plethora of experience in business to include financial services, risk management, international business management, modeling, cosmetics, and fashion. For two decades Ms. Reid has been the President/Owner of One Accord, LLC. Reid is a licensed insurance broker with over twenty years of experience and has specialized in the identification, management and administration of complex, multi-dimensional insurance coverage plans.

One Accord, LLC, is an independent insurance firm providing insurance products and services, including commercial insurance, life insurance, risk management and annuities. As a public sector contractor, One Accord has provided services to federal, state, and local government in areas of OCIP (Owner/Contractor Controlled Insurance Program)/Wrap-Ups, Certificate of Compliance, Contract Administration, Project/Program Management, and Insurance Placement. One Accord has been recognized by the Small Business Administration (SBA) as an emerging leader; and the firm is a certified MBE, WBE, DBE, SBE & SWMBE company.

Reid has acted as an Agency Director for Prudential Financial directing the planning, organization, and management of the regional agency providing sales and customer service functions to investors, policyholders, and field employees for new and existing business. At the Benefit Companies, Reid managed the building and servicing of new and existing accounts; acted as a coach and mentor to new staff; proactively identified cross selling opportunities in existing book and supported all new business efforts to drive sales. Reid also played a key role in helping the insurance industry achieve diversity goals outlined by major corporations in the metro Milwaukee area.

Reid was responsible for the National African American Insurance Association starting a WI Chapter and serving as the first president of the chapter. Corporate sponsors joining the chapter included Northwestern Mutual Life Insurance Co, The Benefit Co., American Family Insurance Co., West Bend Mutual Insurance Co., Allstate Insurance Co., and State Farm. The organization focused on providing networking with major companies, educational opportunities and mentoring that increased the number of minorities in the insurance industry.

2.2 ABOUT THE OWNER CONTINUED

Reid was the OCIP Administrator/Compliance Manager for the Milwaukee Metropolitan Sewerage District for over nine years. During this tenure she partnered with executive management and stakeholders in the management and administration of complex OCIP programs from conception through project closeout. Reid has also been awarded property and casualty contracts with Milwaukee County & Milwaukee transit since 2015 partnering with Aon risk services to compile exposure information including statement of values engineering reports and claim histories.

Reid's agency has an extensive client list including Milwaukee Metropolitan Sewerage District, General Mitchell International Airport, Milwaukee County Zoo, Milwaukee Public Museum, Milwaukee County Circuit Court, Office of the Milwaukee County Sheriff, and the Milwaukee County Parks.

Reid earned a bachelor's degree in business management from Concordia University in Mequon WI and completed an international business course during her study abroad in Costa Rica. Professional training completed includes the engineering and construction management program, business development program (tiers one and two) and the SBA emerging leaders 200 program. Reid currently serves as the President of the One Accord Foundation founded by her. The three key focus areas of the foundation are education, knowledge, and empowerment. The primary goal of the foundation is providing scholarships to young men and women who are aging out of foster care with no familial financial support who are college bound.

In addition to the foundation, Reid partners in local, regional, and national boards and committees that promote diversity inclusion and minority and women business development such as, The African American Chamber of Commerce, Multicultural and inclusion committee of Visit Milwaukee, Housing Resources Inc., Gilbert Brown Foundation, National African American Insurance Association, and The Alumni Committee of the Boys and Girls Club of Greater Milwaukee. Shanna Reid is a member of Tempo Milwaukee, whose mission is to further the impact of women leaders in her community and envision a society where women hold an equal place in leadership, policy, and decision making.

In addition to her business management experience Shanna Reid has an extensive background in the cosmetics, fashion, and beauty industries. For more than 20 years, she was as a model for Ford and was also featured and appeared in several commercials and magazine ads in several publications.

She's studying the Nail Salon Owner and Technician Coursework at Waukesha County Technical College (WCTC).

Above all, Shanna Reid's passion is to thrive in business, beauty, fashion, and cosmetic industries. Reid has been recognized for her philanthropic and community endeavors including:

- SBA Emerging Leader Award.
- Chosen as class speaker for SBA E200.
- Governor proclamation for One Accord Foundation.

2.2 ABOUT THE OWNER CONTINUED

- Mayoral proclamation for One Accord Foundation.
- County board recognition for One Accord Foundation.
- Milwaukee Brewers baseball club community achievers award.
- Commendation for Wisconsin Senate for community service.
- Feature article in the Milwaukee Business Journal naming Reid as a champion for diversity and inclusion in the insurance industry.
- Feature article in Milwaukee Business Journal taking the lead people on the move.
- Feature in diversity Inc Women's edition.

3.0 PRODUCTS AND SERVICES

Phase I

Jus Shanna Collection, launched in 2019 manufactures and distributes a quality vegan cosmetic line that is sold via multiple distribution channels to include:

- E-Commerce (social media, website, e-catalog, telephone, email campaigns.)
- Retail Pop-up store at Mayfair Mall.
- Private Jus Shanna events.

Phase II

JS Nail Spa services is seeking a brick-and-mortar location (Bayside/Metro Milwaukee) that will be conveniently located in Bayside, WI (Metro Milwaukee). Spa services will include the following:

- Manicures (focuses on healthy fingernails and cuticles).
- Pedicures (focuses on soothing feet and skin, pumicing, massaging, and lotion feet).
- Manicure and pedicure packages (combine manicure and pedicure).
- Polish changes (opportunity to cross sell Jus Shanna Collection).
- Nail Tips (plastic extension of nails for longer more durable nails).
- Acrylic (sculptured nails).
- Gels (ultraviolet or UV nails for longer lasting high gloss nails).
- Wraps (overlays help strengthen natural nails to help them grow out).
- And more.

Add-On Treatments and groups

- Paraffin (hot wax) treatments.
- Hot oil manicure treatments.
- Nail art.
- Nail Parties (pricing for groups i.e., wedding parties, bridal showers, birthday, and graduation parties).

Product Illustration:



4.0 MARKET ANALYSIS SUMMARY

According to www.statista.com, The U.S. cosmetics industry had revenue of approximately 49.2 billion and has grown by over \$48.2 billion since 1999. (A rate of almost 50%.) A major factor in the growth of this segment was the impact of niche lines with spa positioning. The business plan has identified a potential to increase sales in years 2022 and 2023.

Product/Service FORECAST	Sales	Growth	Market Share
E-commerce & Retail	\$100,000	50%	1.0%
Nail Spa Services	\$299,520	100%	1.29%
Total	\$399,520	150%	2.29%

Within the market there are several distinct channels of distribution/price point classifications. They are:

- Prestige--department and specialty stores (Macy's, Neiman-Marcus, Fred Segal, and Sephora).
- Broad--mass merchandisers, cosmetic discounters, drug stores, food stores and wholesale clubs (Costco, Sam's Club, etc.).
- Alternate--direct sales (Avon, Mary Kay).
- Specialty--(Body Shop, Bath and Body Works), Spas and Salons.

4.1 MARKET SEGMENTATION

For this analysis, the focus is solely on the female market. Therefore, the company’s potential client base (for the purpose of developing projections) does not include any statistics or provisions for male consumers. For reporting purposes demographic reports for spa goers were conducted by sbdcnet.org as a basis for our assumptions. Based upon this survey the spa goer is predominantly female (85%), well educated (46% attended college), and crosses income levels (26% earn less than \$35,000; 32% earn between \$35,000 and \$74,999 and 42% earn over \$75,000).

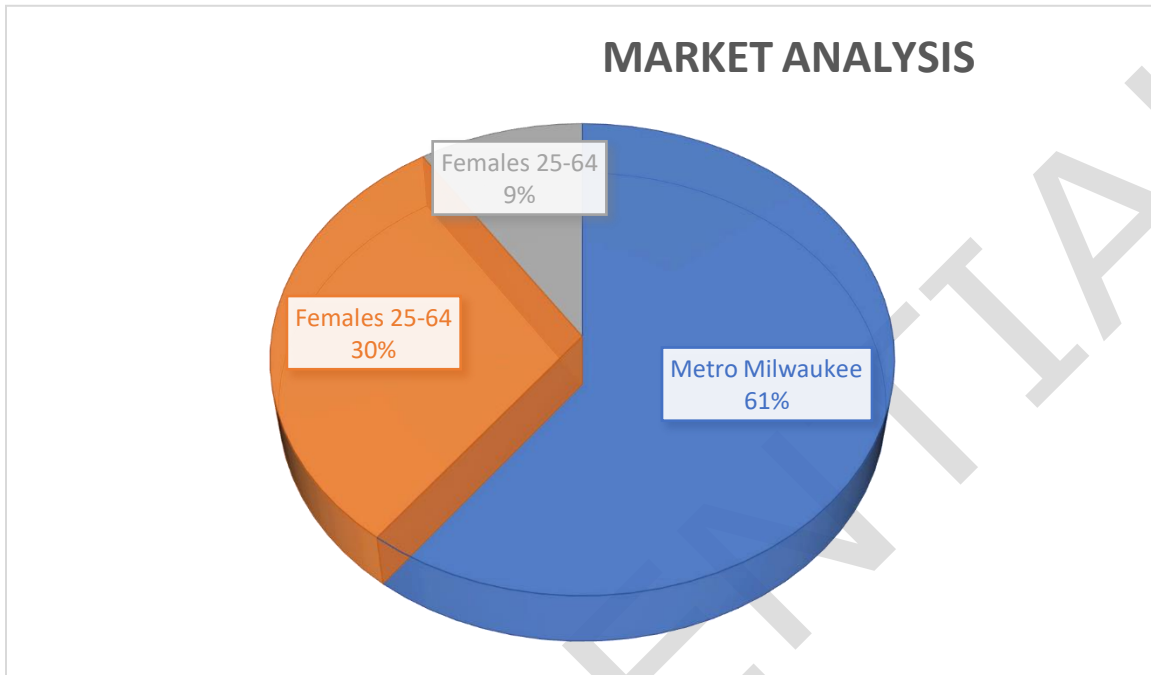
Using this demographic as the basis for our methodology we developed our potential customer base with the following parameters: Women with some college between the ages of 25 and 65. The following were completely discounted-- women between 18 and 25, women over 65 and the entire male population. It is estimated that the female population will grow at a rate of 5.18% annually from 2000 to 2025 (source: the U.S. census bureau). This data is for the entire United States.

Table: Market Analysis

<i>Market Analysis</i>							
		2019	2020	2021	2022	2023	
Potential Customers	Growth						CAGR
Metro Milwaukee Population	5%	945,726	993,012	1,042,663	1,094,796	1,149,536	5.00%
females 25-64 >\$35,000 <74,999	5%	472,863	496,506	521,331	547,398	574,768	5.00%
Females 25-64 >\$75,000	5%	146,587	153,916	161,612	169,693	178,178	5.00%
Total	5.00%	1,565,176	1,643,434	1,725,606	1,811,887	1,902,482	5.00%

CAGR = Compound annual growth

Chart: Market Analysis (Pie)



4.2 TARGET MARKET STRATEGY

Because Jus Shanna will manufacture and distribute products and provide nail spa services, the company's target market is women seeking extraordinary and classy service that can purchase all natural beauty products. Specifically, the ideal clients are between the ages of 25 and 64. They are both suburban and urban professionals seeking an amazing and relaxing experience when pampering themselves. This consumer has an active lifestyle. They are concerned about social and environmental issues. Mind and body wellness are important to them. They usually indulge in getting massages and spa services on a regular basis; may be a health club member; take yoga, Pilates, or tai chi lessons. The effects of aging and the maintenance of a youthful appearance are a part of their life.

They are predominantly female. They are well educated. According to The New York Times, "The US has reached a tipping point. For the first time, there are more college-educated women in the work force than college-educated men. A new study from Pew Research, who analyzes data college by the US Bureau of Labor and Statistics found that women 25 and older make up 50.2 percent of the college educated workforce—up about 11 percent since 2000."

Reference: <https://www.nytimes.com/2019/07/02/us/american-workers-women-college.html>

The buying power of this segment of the market continues to grow. There are currently over 109 million female consumers. Their buying power is estimated at \$4.4 trillion. (In comparison, the junior market is estimated at \$100 billion). In 1997 64% of working women earned more than one half of the family income. Today, businesses owned by women generate over \$3.6 trillion in annual sales. Of the net increase in the workforce between 1992 and 2005, 62% are projected to be women. In retail the female consumer is the primary decision maker in 85% of households. Women buy or

influence the purchase of 80% of consumer goods. Their increasing educational attainment makes young women even more sophisticated and demanding consumers.

There has also been a democratization of luxury. The upper-class family group is massive. More than eight million households have incomes above \$100,000. Luxury spending is growing four times faster than overall spending. Working women of all ages have more money and they are spending it on personal luxuries. This is a reaction to the chaos of 24/7 consumerism. She'll buy, but she wants more than just another product. She is not seeking empowerment--she is empowered. She is choosing to take better care of herself and others. She is looking for peace, solutions, and fulfillment. Purchasing has moved beyond price. The Price: Value ratio has become more meaningful. She is seeking a "value added" experience or product. Jus Shanna's combined channels of distribution allows the company to fit into her schedule while product philosophy provides her with the benefits she is seeking.

4.3 SERVICE BUSINESS ANALYSIS

Cosmetic Line

The cosmetics industry is in a state of flux. Traditional brands (Revlon, L'Oréal, Lancôme etc.) are viewed as old. The consumer is looking for more holistic and healing benefits from her skin care products. She is no longer content with just the appearance benefits offered by traditional brands. The Body Shop brought her an awareness of cruelty free and natural products. These initial nudges lead to today's consumer being more informed and more inquisitive about the benefits of her personal

care products. She is also seeking relief from the effects of a hectic 24/7 lifestyle. She has learned the benefits of herbal therapy and aromatherapy. She has either experienced or read about the benefits (both physical and emotional) of an upscale nail spa.

Traditionally, the dynamics of the industry have favored large houses because they can fund the major advertising and marketing campaigns associated with this industry. Today an underground (or gorilla) marketing effort can be more effective in gaining credibility with this market segment. In the past the volume of product required to produce a batch, and the cost of producing packaging have favored the larger players. Today, technology has evolved to allow the efficient production of small batches. Packaging resources exist that allow for efficient cost controls and rapid delivery of these components. In brief, the advantages of size that created barriers to entry for new players have been swept aside. The cosmetic giants still hold a dominant position in this industry, and they will most likely continue to. But they have realized the need to acquire new brands and to keep their affiliation in the background. Companies such as Lauder have done an excellent job of identifying emerging brands and acquiring them.

In recent years names like MAC, Bloom, Bliss, NARS, Fresh and Kiehl's have been acquired. This strategy indicates that a few of the traditional big players recognize the benefits, for themselves and the industry, of emerging niche brands.

Nail Spa

The nail spa industry in the U.S. is comprised of nail care services including manicures, pedicures, and false nails, as well as the sale of nail care products like nail polish and nail care accessories. Predominantly these products and services are provided by nail salons, but they may also be offered through other businesses such as hotels, health & personal care stores, and department stores. "As of 2018, there were almost 395,600 nail technicians and just over 56,300 individual nail salons in the United States. In the same year, the average annual wage of manicurists and pedicurists was 25,860 U.S. dollars." (<https://www.statista.com/topics/4624/nail-salons-in-the-us>)

4.3.1 LOCATION AND PURCHASING PATTERNS

Clients choose to patronize businesses based on proximity to their daily travels from home and work, reputation for high quality service, and quality products. With Jus Shanna's combined services and product line the company is well position to compete in its targeted market.

Why Metropolitan Milwaukee? There are several benefits to establishing and operating a successful business in Bayside, WI. According to Discover Milwaukee, [The region is sizzling with energy – from the construction of the Milwaukee Bucks new professional basketball arena and entertainment district in the heart of downtown Milwaukee to Foxconn's decision to invest \$10 billion in a new technology enterprise in Racine County that is expected to create thousands of jobs and further Wisconsin's already well-established reputation for technological innovation and advanced manufacturing (even before the Foxconn announcement, Milwaukee was named as an up-and-coming tech city by Forbes magazine). Then there's the social energy. It should come as no surprise that Milwaukee has become a preferred destination for Millennials. One reason is the beauty and abundance of natural resources in southeastern Wisconsin. Another reason is that Milwaukee has been a leader in creating walkable and sustainable communities. Twenty years ago, the city began work on the Riverwalk, which transformed the downtown and made it a hotbed of entertainment and downtown living opportunities. The momentum continues with the Milwaukee Bucks' new basketball arena, the **Fiserv Forum**, and surrounding entertainment area in the heart of downtown Milwaukee.]

Reference: <http://www.discovermilwaukee.com>

Conveniently, Jus Shanna, LLC will be in Whitefish, WI which is a short 8 miles away from the downtown Milwaukee area. The company plans to market its products and services throughout Metro Milwaukee and surrounding areas with intent to transform the lives of its targeted customers by providing amazing products and formidable services—letting competition know that Jus Shanna is in the market and here to stay.



PRELIMINARY CONCEPT









2/25/2022

Ms. Shanna Reid
314 E. Silver Spring Dr
Whitefish Bay WI

Re: JS Nail Spa
314 E. Silver Spring Dr
Whitefish Bay WI

Dear Shanna,

One Source Construction Corporation is pleased to provide you with this proposal for the tenant work at 314 E. Silver Spring Dr. in Whitefish Bay, WI.

Included is the following:

Permits and Architecture

- We do not include any costs for architecture or building permits.
- We assume all submittals by the architect for building permits to the fire department and building department will be done by others. We can pick them up and submit the receipt for reimbursement if necessary.
- All MEP subcontractors will submit for their respective permits as necessary.
- All occupancy permits are by owner.

Demolition

- Remove ceiling grid from marked areas where walls will penetrate the ceiling.
- Remove all current ceiling tile.
- Remove the current lighting in the ceiling.

Glass& Glazing

- Glass contractor to furnish and install interior Borrowed Lite with aluminum framing ¼" glass 9'7" wide x 3'0" tall.
- Glass contractor as **Alternate #1** to replace front door per plan, price both 38" and 36" door leafs.
- **Alternate #2** replace front picture window per plan assume 4 panels of glass.

Carpentry

- Provide all blocking per plans.
- Install new doors and hardware, toilet accessories and fire extinguishers.
- Install millwork in breakroom as well as office and reception desk.
- Install retail display, waiting bench, loose chairs (2), (2) retail displays, makeup table, nail dry, manicure banquette, 6 person manicure table, office work table, breakroom table and chairs, 20 loose small chairs.
- Unload all items above from truck, unpackage and dispose in supplied dumpster all packing materials.
- Install sink base and top in mani-pedicure room
- All owner furnished materials are included as fully assembled items, as no cut sheets were provided.

Studs & Drywall

- Install framing and drywall 20ga steel studs to 10'6" . ceiling will be installed at 9'8".
- Deck is 11'0"
- Follow direction on laminated west wall per A100. No furring is included per wall note on ID2 that indicates furring out with 1.5" furring.
- Construct 48" high knee wall with 3 5/8" studs for plumbing at wall behind the pedicure locations.
- Patch walls at all blocking locations. (4 ea in existing walls)
- All walls to receive sound insulation
- Install door frames
- provide a level 4 finish ready for primer and paint.

Ceilings

- patch ceiling grid at new wall locations.
- furnish and install ceiling tile in all areas per plan at 9'8". The called out for tile has no border options so the tile is included as 2x2 flush reveal edge tile. The material allowance for this type of tile is \$2,500. Once the selected tile is confirmed we can adjust the quote for the new tile.
- A new ceiling and grid will be needed in the breakroom at a lower elevation to allow for HVAC ductwork at a height of approximately 8 foot 6 inches. Actual height will be determined when final hvac designs are completed.

Doors, Frames, Hardware

- Furnish 3 - 3070 flush-paint grade SC wood doors 1 3/4" thick machined for 1.5 pr butts, cylindrical lever AL series or equal lockset. 1 privacy and 2 passage function latches along with 2 wall bumpers and 1 floor stop.

- Furnish 1 - 2870 flush-paint grade SC wood door 1 3/4" thick machined for 1.5 pr butts, cylindrical lever AL series or equal lockset. Passage function latch along with 1 floor stop.
- Provide 3 3070 and 1- 2870 hollow metal door frames for 4 7/8" wall thickness. Hardware to include brushed nickel 26d finish.
- Barn doors to be 2670 paint grade SC doors with full tempered glass frosted.
- Hardware to include nickel finish handles

Toilet accessories and fire extinguishers

- Furnish 3 stainless steel grab bars with trim cover plates
- Double surface mounted toilet paper holder
- Frameless 24x36 mirror
- Ada restroom sign (black)
- Paper towel dispenser and trash receptacle is by owner
- 1- 10lb ABC hook hung fire extinguisher
- No work is included in the existing restroom.

Painting

- Finish drywall walls with primer and one-color finish coat in satin or flat to provide a continuous opaque finish.
- All wood doors to receive 1 coat primer and enamel finish.
- All hollow metal door frames and metal doors to receive 1 coat of enamel paint.
- Paint H.M. frames.
- Paint glass doors to office area
- Paint inside of rear exit hollow metal door and frame
- Paint electric panel cover
- Install owner furnished 26" wallcovering at the east and west walls of the general area
- Include painting of front wood door and frame.

Flooring

- install owner supplied ceramic tile floor tile with base in the new toilet room.
- install owner supplied ceramic tile on wet wall floor to ceiling in toilet room.
- Install owner supplied mosaic tile on back wall of reception floor to ceiling.
- install 12" wide x 10 foot high marble accent panels
- Furnish & install LVT flooring and base per plan. (there is an increase coming after Feb 28th, 2022. We do not know the amount.
- Thin-set and grout to be by flooring contractor.
- We assume all existing holes in the floor will be filled by landlord as this is a rated floor and rated floors, walls and ceilings are provided by the landlord.
- Prep of the floor is included .

Plumbing

Furnish & install the following:

- Core concrete floor and run DWV in parking garage below with fire collars as required.
- One (1) ADA toilet
- One (1) wall hung lavatory with faucets
- Reuse existing water heater and add recirc pump. Water heater is a 50-gallon electric.
- Connection to 4 pedicure stations (assume backflow approved by Wisconsin is in the unit) a knee wall will be constructed to allow for horizontal plumbing at this wall location.
- Install and connect handsink in mani/pedi area supplied by owner
- Install and connect kitchen sink with faucet in breakroom area supplied by owner.
- Install washer box for connection of washer / dryer.
- Assume no conflict for coring or drain lines and connections in parking garage
- Include hot water heater, copper water lines and insulation.
- Plumbing plans and permits.

HVAC

Furnish & install the following:

- It is assumed that the landlord will allow wall penetrations as well as roof penetrations for the exhaust and fresh air intake for this space.
- Include 600 cfm exhaust fan for nail salon requirements
- Upgrade electric heater coil from existing 15kw to 18 kw for added capacity (current unit is not large enough to handle the exhaust requirements).
- Include exhaust for new restroom only with a ceiling mounted fan connected to light switch.
- Include connection for dryer duct
- Include fresh air from roof area above water heater area.
- Breakroom ceiling may need to be lowered to allow for duct installation
- No direct connection to nail tables is included at this time. No cut sheets were available to determine if this is required.
- Includes roofing for fresh air penetration at the rear of the building. Allowance of \$1,000.

Electrical

Furnish & install the following:

- The space has an existing 120/240 v service with furnace and condenser already connected with breaker.
- Remove all tandem breakers.
- Fill in any blank spaces in breaker panels after removing non code compliant breakers.
- Provide demo of any left-over light fixtures in the existing ceilings.

- Space is not currently covered with a fire alarm system and pull stations but if required by local or state code, we have included it as an alternate.
- Include lighting and power per plan
- Include switching per plan or needed. No breakers as switches.
- Include LCP if required by code.
- Include power for recirc pump
- Include raceway for data per plan
- Include floor feeds for manicure bar.
- Include showroom outlets in front soffit per code.
- Include power for HVAC exhaust as well as restroom exhaust.
- Includes 4 EBU's per fire dept instruction
- Rewire ac unit as it is currently wired with Romex and that may not be allowed under current code. Rewire and upsize for new heater core.
- Insure power and timeclock for front sign. (Connection to whip by others shall be included)
- Power for washer and dryer to be 220v
- All light fixtures supplied by owner to be UL approved.
- Plans and permits.

1. There are still some questions regarding the electrical needs for this buildout that can't be determined without further investigation and engineering:

a. The existing load center has several "twin" circuit breakers that likely exceed the allowable breaker count for the equipment. Whether or not the existing load center installation is code compliant and can be re-used needs to be determined.

b. A number of existing circuit breakers may be available since the demolition that occurred in the space. Determining how many breakers and spaces, if any, are available in the existing panel is not included as part of this bid process.

c. Electrical loads stated on the drawings appear to be exaggerated. The existing electrical service to the space is a 100A service. It is likely that the existing service may be large enough to carry the *actual* loads that will be connected, but it does not appear to be large enough to carry the loads given in the schedule on sheet ID-4.

2. If it is determined that a panel with more breaker space is needed, we propose to replace the existing 24 circuit load center with a 42 circuit load center using the existing feeder at a cost of \$2,250.00. This will not increase the electrical load capacity to the space, it will only provide more circuit breaker spaces within the space.

General Conditions

We include the following:

- Supervision
- Dumpsters
- Ongoing and final cleaning prior to turnover

- Temporary enclosures

We do not include

- Low voltage wiring
- No phone equipment or special wiring
- No additional fire rating work is included on perimeter walls as it is not known if any work is needed.
- Architecture
- Local permits
- Security wiring or equipment
- No moving of signage
- No moving of fixtures or product
- Assumes no asbestos is present in the existing floor tile or mastic. We will be covering up what is currently on the floor.

One Source Construction Corporation is pleased to provide this quote to you for the above work. The total cost tax included for this work is **One Hundred Thirty-Two thousand seven hundred ninety five dollars and no/100. \$132,795.00.**

Alternate 1. To replace the front door with a door the same size but all glass and storefront materials please add \$4,800.00

To use a standard 36" wide door in lieu of the custom size above please deduct \$203.00 from Alternate 1.

Alternate 2. To remove and replace the front glazing system with new storefront glazing system and 1" double pane glass please add \$6,399.00 No window sill work is included.

Alternate 3. To add fire alarm system if required by fire department please add \$10,670.00

Alternate 4. To remove the ceiling grid and install new grid and 2x2 reveal edge flush tile in the breakroom at a lower elevation to allow for ductwork installation. Add \$500.00. This may be needed if ductwork will not fit.

If you have any questions, please feel free to call.

Sincerely

One Source Construction Corp

Mark Schneider



JS Nail Spa Alterations
 314 E. Silver Spring Drive
 Whitefish Bay, WI 53217

Preliminary Proposal

February 25, 2022

Scope/Trade Item	Cost
General Conditions	\$ 11,000
Permit/Plan Fees	Excluded
Cleaning & Dumpsters	\$ 1,823
Floor X-Ray Allowance	\$ 1,500
Engineering	Excluded
Demolition	\$ 2,200
Abatement	Excluded
Millwork	Excluded
Rough Carpentry	\$ 1,500
Finish Carpentry	\$ 2,000
Exterior Façade Painting Allowance	\$ 1,500
Doors/Frames/Hardware	\$ 4,968
Glass/Glazing	\$ 1,830
Steel Studs/Drywall	\$ 9,675
Acoustical Ceilings	\$ 9,319
Hard Tile	\$ 3,500
Flooring	\$ 16,849
Painting	\$ 4,400
Furnish Wallcovering Material	Excluded
Toilet Accessories	\$ 700
Fire Extinguishers	\$ 240
Set-up/Install/Handling Allowance	\$ 10,750
Plumbing	\$ 21,880
Fire Sprinkler	Excluded
HVAC	\$ 16,159
Electrical	\$ 34,643
Fire Alarm Allowance	\$ 7,500
Contingency	Excluded
Subtotal	\$ 163,935
Overhead & Profit	\$ 16,394
General Liability Insurance	\$ 613
Grand Total	\$ 180,942

See attached clarifications, exclusions, and alternates for additional information

Confidential

21675 Gateway Rd Brookfield, WI 53045 ~Telephone (262) 790-1911 ~ Fax (262) 790-1964 ~ www.buildics.com

Your Retail Construction Partner



JS Nail Spa Alterations
314 E. Silver Spring Drive
Whitefish Bay, WI 53217

Preliminary Proposal

February 25, 2022

Exclusions

- Architectural/engineering fees
- Permits and plan fees and/or special assessments
- Utility service/connection/usage/tap/impact/meter fees
- Unknown/hidden conditions
- Handling/disposal hazardous material and/or testing for same
- Builders Risk Insurance
- Reimbursement By Landlord to Tenant
- Cost of Bond if required by Owner
- Winter Conditions
- Work to correct existing Building/Energy/ADA code violations except as specifically identified in plans
- Warranty on existing construction/equipment/finishes that are existing to remain for reuse
- Fixtures/furnishings/equipment and/or handling/install of same above allowance
- Liquidated damages
- Landlord fees/requirements/rules
- New electrical panel/service
- New water line/meter
- Backflow prevention at pedicure chairs and/or other nail fixtures

Clarifications

- Budget to relocate existing furnace is approximately \$3,000, but we are still working to determine feasibility due to the age of the unit, etc. No work is currently anticipated at the existing furnace unit
- We would suggest using flat tiles in lieu of the special coffered ceiling tile at the cut/border tiles to provide a cleaner look
- Includes an allowance for unloading/handling and installing fixtures, furnishings, and equipment

Alternates

- To remove and replace existing entry door, **ADD \$3,725**
- To remove and replace existing storefront system per plan, **ADD \$7,495**
- To reuse existing ceiling grid in lieu of new, **DEDUCT \$2,053**
 - Please note that new tile in existing grid may make the existing grid look weathered/aged so this option may not provide the best end aesthetic
- To provide Vista check back flow fittings at pedicure chairs, **ADD \$700**

Confidential

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Your Retail Construction Partner

Revised 3/18/22 (2)

G D CUSTOM CONSTRUCTION SERVICES

18231 W WISCONSIN AVE

BROOKFIELD, WI 53045

March 4, 2022

CONTRACT AGREEMENT

ATTN: SHANNA REID

RE: J S NAIL SPA, 324 E Silver Spring Drive, Milwaukee, Wisconsin

Demo	\$ 1,000.
Dumpster	1,000.
Plumbing - per attached scope	26,670.
Electrical - per attached scope	22,100.
Wall framing & drywall per plan (drop ceiling labor only)	17,610.
Cabinet installation & bath accessories/grab bars	4,950.
Painting - interior only per plan to include all new wood doors	6,750.
Storefront glass & door, interior top of wall glass per plan	13,600.?
Interior doors with wood frames (no H/M frames)	8,750
Barn door panels all glass per attached scope	3,760
Ceramic tile - labor only	1,950.
Flooring - labor & material per plan	16,750.
General Clean up	1,600.
Heating - per attached scope	9,750.
Profit and overhead	17,000.

George Demolas

TOTAL CONTRACT DUE:

~~\$149,480.~~ \$153,240

Payment Schedule: Down payment	\$48,000.
2 nd payment after rough wall, electrical, plumbing	49,000.
3 rd payment after drywall installation	38,000.
Final payment upon completion	14,480 18,240

NOTE: Included in proposal, the install of owner provided door locks Contractor to provide & install door closures at (3) interiors doors

plumbing

WM. A. ZACHOW & SONS, INC.

Plumbing Contractor WIS MP7063

4040 North 126th St., Brookfield, WI 53005

Phone: 262-373-1822

Fax: 262-373-1838

01/31/22

G. D. Custom Construction Services

Re: JS Nail Spa
314 East Silver Spring Drive
Whitefish Bay, WI. 53217

Sub: Interior plumbing

Interior plumbing

Install drain and water piping to 4 pedicure sinks, a hand sink in the store, A lavatory, A water closet, a breakroom sink, a washer box and a floor drain

Run a hot water return line from pedicure sinks back to water heater

Drain piping to be Sch. 40 PVC

Water piping to CPVC

Price includes backflow preventors for the pedicure sinks, testing them and state registration

Includes core drilling and fire caulking

Supply and install the following:

<u>Fixture</u>	<u>Number of</u>	<u>Description</u>
BF-1	8	Watkins 600XL 1/2" pressure reducing valve
Wh-1	1	Rheem 50 gallon electric water heater
Recirc-1	1	recirculating pump for the hot water system
FD-1	1	2" floor drains

Install the following fixtures supplied by others

- 4 pedicure sinks
- 1 hand sink near pedicure sinks
- 1 lavatory *5746*
- 1 water closet *101622*
- 1 breakroom sink *✓*
- 1 washer box *✓*

State drawing and review
Plumbing permits

6604mic

February 1,

2022

To: GD custom construction services

Attn: George Demolas

Work to be performed at 314 E Silver Spring, Whitefish Bay.

We propose to furnish material and labor necessary to wire new build out as per plans dated 1/14/2022.

We will provide 3ea 2x2 lay in direct indirect basket style L.E.D. fixtures (As Parabolic fixtures in L.E.D. lamping cannot be obtained presently).

We Will provide 4ea 2x4 lay in direct indirect basket style L.E.D. fixtures (As Parabolic fixtures in L.E.D. lamping cannot be obtained presently).

We will provide 28ea 6in L.E.D. recessed cans with white trims.

We will provide 4 exit lights with heads including 2 exterior heads (not shown on print)

We will provide 3 emergency battery backup lights (not shown on print)

We will provide 15 single pole light switches (7 not shown on print)

We will provide 1 set 3way switch (not shown on print)

Install 2 owner supplied chandeliers, and 3 owner supplied pendants.

Receptacles as per sheet ID-4 including 1 floor poke through for power in center of unit.

3 data sleeves to above drop ceiling with phone and data cable pulled back to electrical panel location (final termination by data contractor)

Demo existing unused electrical in unit.

Provide Whitefish Bay electrical permit.

LOWE GLASS

6636 W. Central Ave.
Wichita, KS 67226
(781) 271-9600

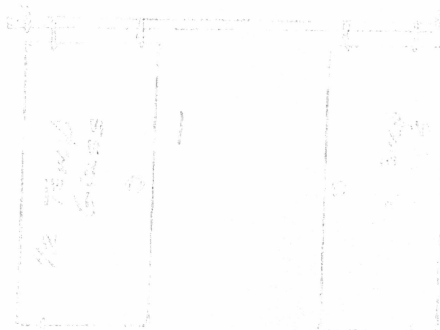
Request pricing

TO: Estimating	DATE: 2-18-22
DUE: 2-22-22	SUBJECT: JS Nail SPA
Start UP: ASAP	

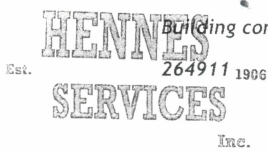
GL-1) Pair of sliding Barn doors 1/2" frosted (acid etched & sealed)

LAGUNA Barn door
Hardware - Stainless For
pair of 1/2" clear temp. inserts.

Flare Guides
2" Round Rollers
Stainless Rod
& rollers w/stops



\$3,760



Building contractor registration #

HENNES SERVICES, INC.

Heating

4100 W. LINCOLN AVE. WEST MILWAUKEE, WI 53215-2345

(800) 672-3470 / (414) 672-3470 / FAX: (414) 672-3486

February 23, 2022

GD Custom Construction Services
18231 W. Wisconsin Ave.
Brookfield, WI 53045

Re: DBA JS Nail Salon- 314 E. Silverspring Dr.

I am pleased to submit the following proposal on the above-mentioned project.

- ✓ Furnish and install one new exhaust fan, exhaust duct, and exhaust grilles to ventilate salon per code.
- ✓ Relocate existing supply & return branch runs & diffusers/grilles to accommodate new floor plan.
- ✓ Increase size of outside air intake to balance with new exhaust system to properly ventilate salon per code.
- ✓ Balance air and provide report.
- ✓ Start up.
- ✓ Permit and plan review.
- ✓ Line voltage wiring is not included.
- ✓ Any possible repairs that may be needed to existing furnace/AC are not included in the quote.

CONSTRUCTION NOTES:

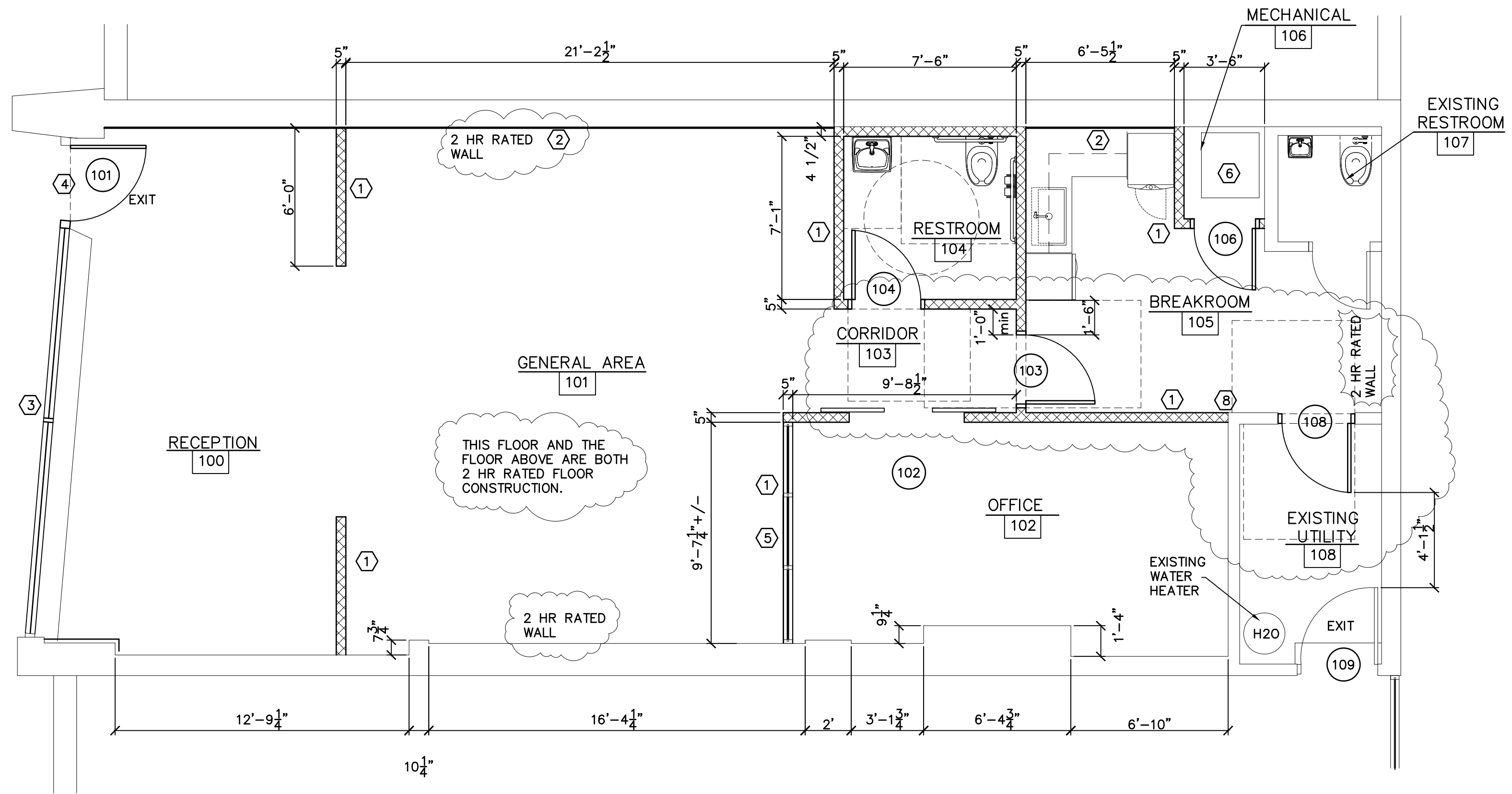
- ① 3 $\frac{3}{8}$ " STEEL STUDS AT 16" O.C. WITH $\frac{5}{8}$ " GYPSUM BOARD EACH FACE, TO 6" ABOVE CEILING. PROVIDE BLOCKING WHERE REQUIRED BY FINISH DRAWINGS
- ② PROVIDE $\frac{1}{2}$ " GYPSUM BOARD OVER EXISTING PLASTER AT WALL IDENTIFIED.
- ③ ALTERNATE 1: REPLACE EXISTING STOREFRONT GLASS WITH ALUMINUM STOREFRONT SAFETY DOUBLE PANE INSULATED GLASS. APPROXIMATE GLASS 18'-8" X 7'-0" FIELD VERIFY. 3-7-22
- ④ ALTERNATE 2: REPLACE EXISTING FRONT DOOR WITH NEW ALUMINUM TEMPERED INSULATED GLASS DOOR
- ⑤ PROVIDE 3'-0" HIGH ALUMINUM SINGLE PANE GLASS WINDOW AT THE TOP OF THIS WALL. REFER TO MICHELE PELAFAS INC FINISH ELEVATION 8/A5.
- ⑥ MODIFY EXISTING FURNACE AS REQUIRED, TO BE SERVICED FROM THE FRONT BY THE DOOR.
- ⑦ ALL MILLWORK AND FURNISHINGS TO BE LOCATED AND INSTALLED PER MICHELE PELAFAS INC. DOCUMENTS, AND AS SHOWN ON LAYOUT PLAN.
- ⑧ ALIGN NEW WALL TO EXISTING WALL
- ⑨ GLASS SHALL SATISFY GLASS SAFETY REQUIREMENTS PER IBC SECTION 2406
- ⑩ REPAIR DAMAGED PLASTER AND GYPSUM BOARD AS REQUIRED WHERE IT IS DAMAGED
- ⑪ FOR SPECIFIC DETAILS ON FINISHES, LIGHTING AND ELECTRICAL FIXTURE LOCATIONS REFER TO MICHELE PELAFAS INC. DOCUMENTS. (INCLUDED AS REFERENCE DRAWINGS)

LEGEND:

- EXISTING WALLS TO REMAIN
- XXXXX PROPOSED WALLS ①

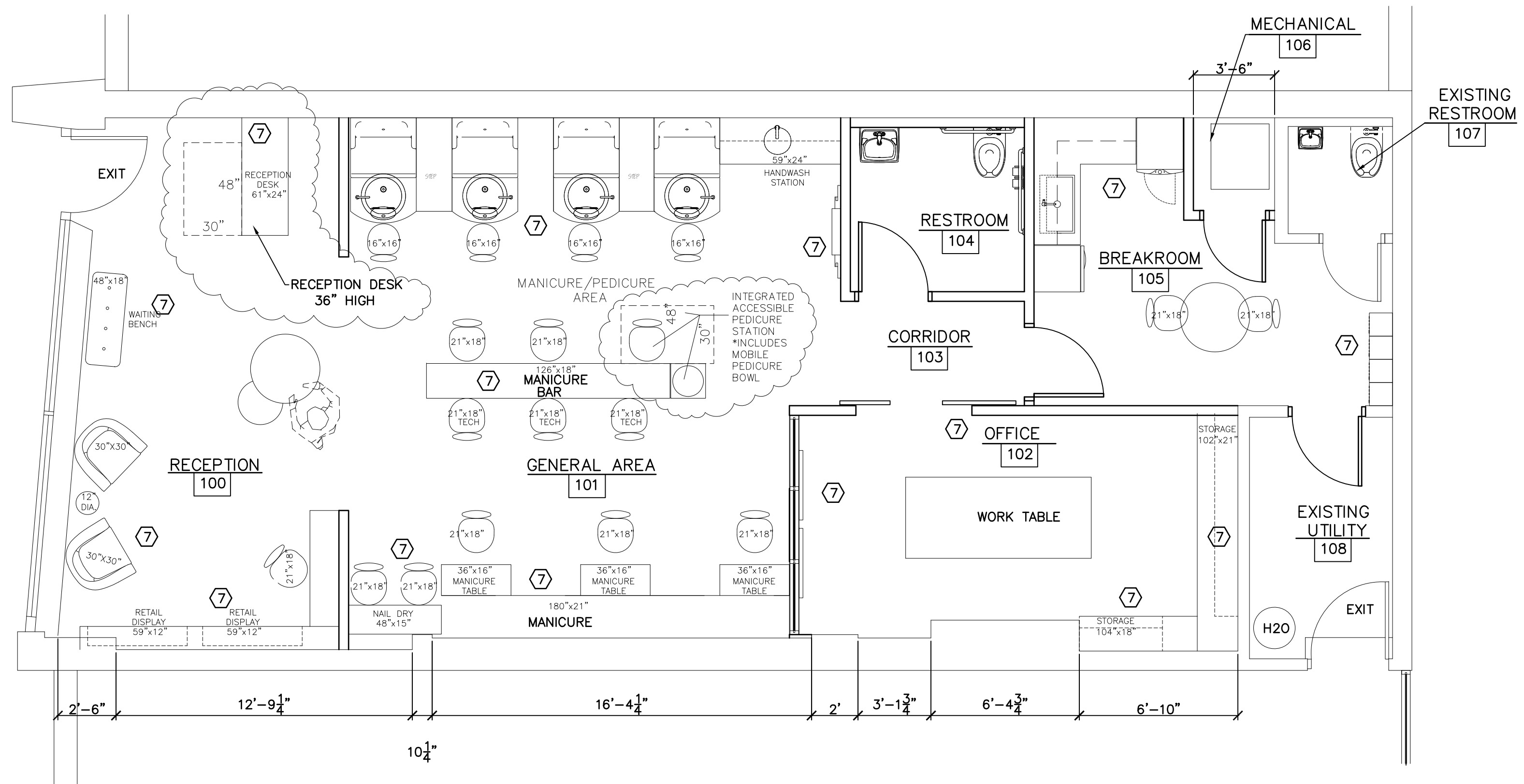
HVAC CONTRACTOR TO SUBMIT FOR THEIR OWN PLAN REVIEW AND SHALL DEMONSTRATE COMPLIANCE WITH MECHANICAL EXHAUST REQUIREMENTS OF THE IMC FOR NAIL SALONS UNDER TABLE 403.3.1.1 FOR "SPECIALTY SHOPS"

PLUMBING CONTRACTOR SHALL SUBMIT FOR THEIR PLAN REVIEW PERMIT AS REQUIRED.



FLOOR PLAN

$\frac{1}{4}"=1'-0"$



LAYOUT PLAN

$\frac{1}{4}"=1'-0"$



NO.	DATE	REVISIONS	BY

Architects & Engineers
 5565 S. 25th Street
 Milwaukee, Wisconsin 53221
 Cell: (414) 897-4723
 tyc9900@gmail.com

FLOOR PLAN
 LAYOUT PLAN

**JS NAIL SPA
 REMODELING**
 314 E. Silver Spring Drive
 Whitefish Bay, WI 53217

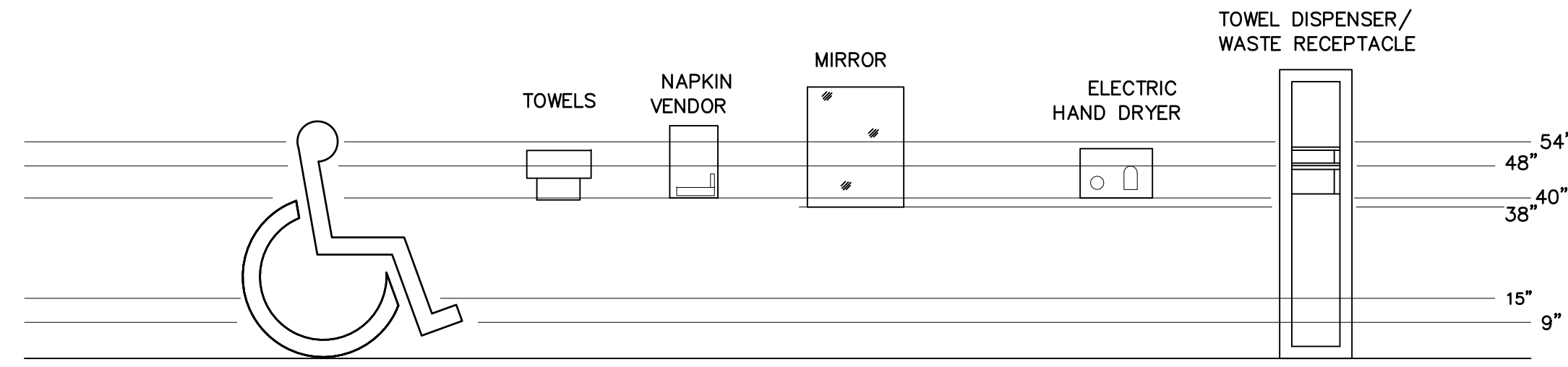
DATE	1-20-22
REVISED	3-7-22
ISSUED FOR	

A100

FORWARD APPROACH

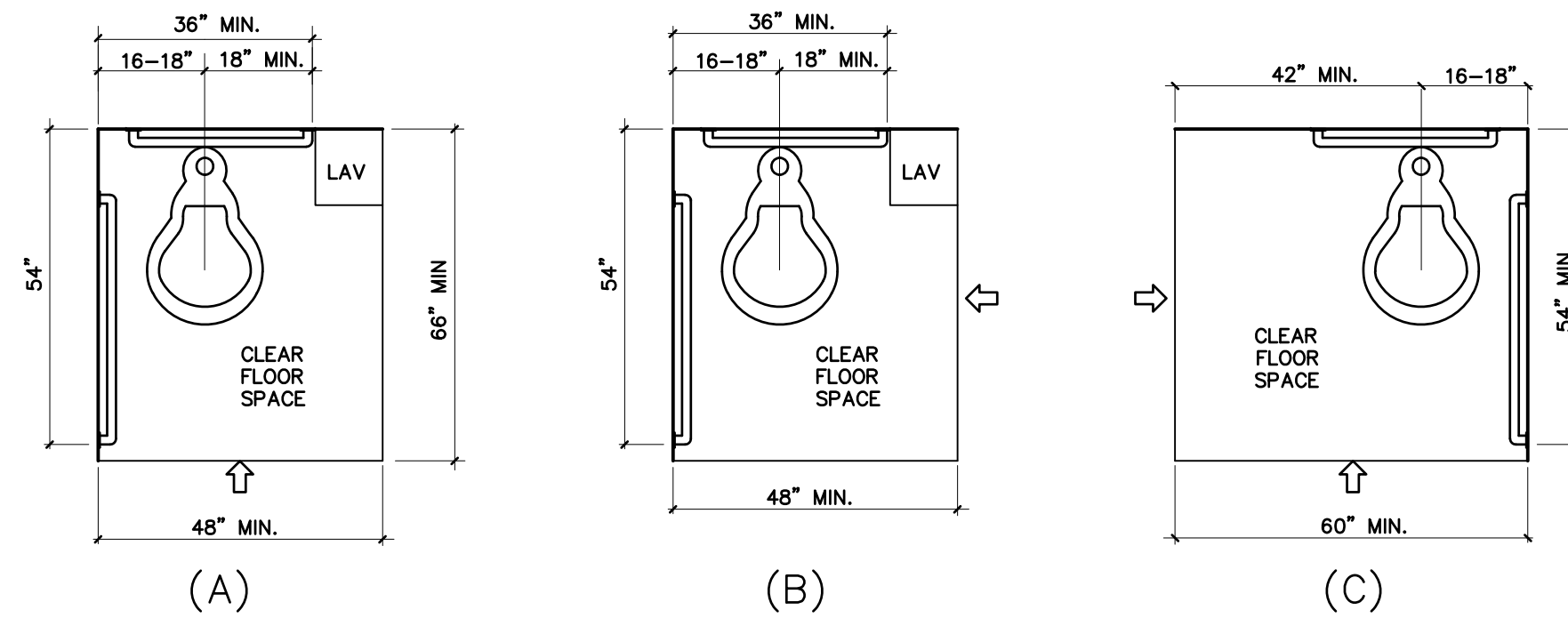
ACCESSIBILITY GUIDELINES

THE DIAGRAM BELOW SHOWS RECOMMENDED MOUNTING HEIGHTS FOR MANY WASHROOM ACCESSORIES. A MINIMUM 30" X 48" CLEAR FLOOR SPACE IS REQUIRED IN FRONT OF ALL ACCESSIBLE FIXTURES AND ACCESSORIES.

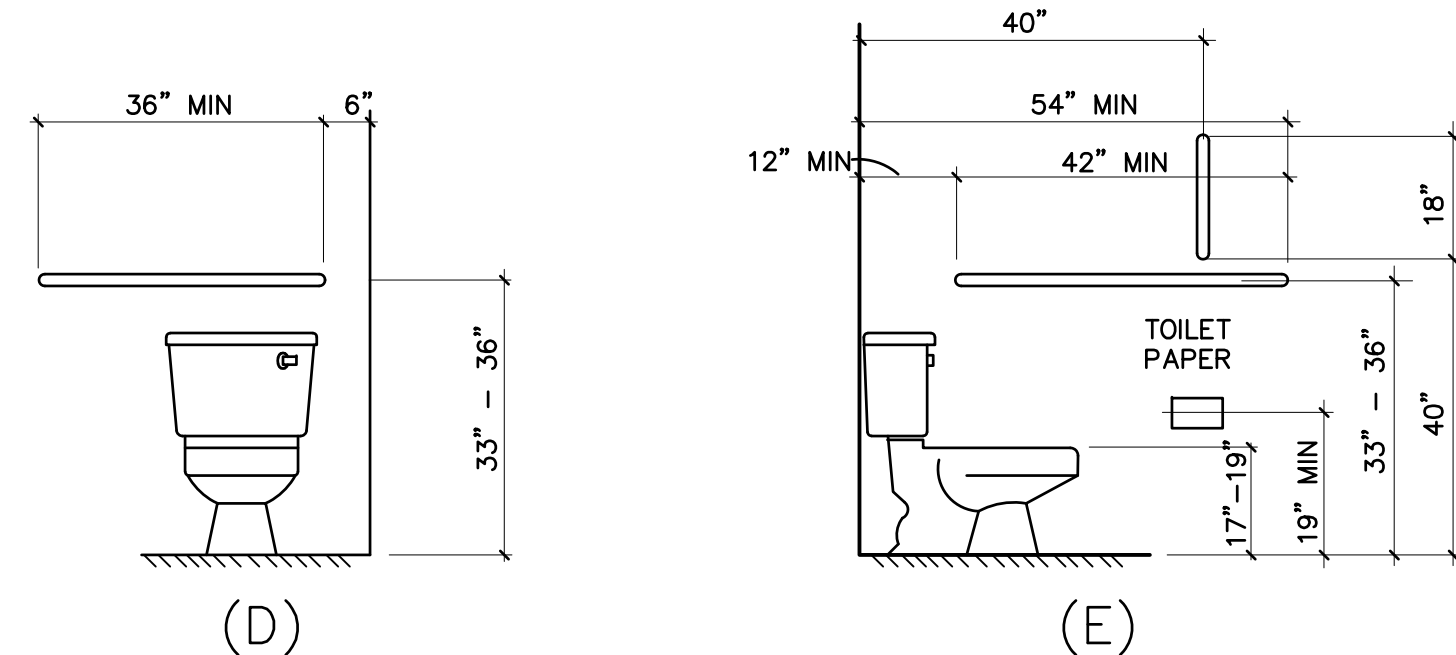


QUICK REFERENCE GUIDELINES

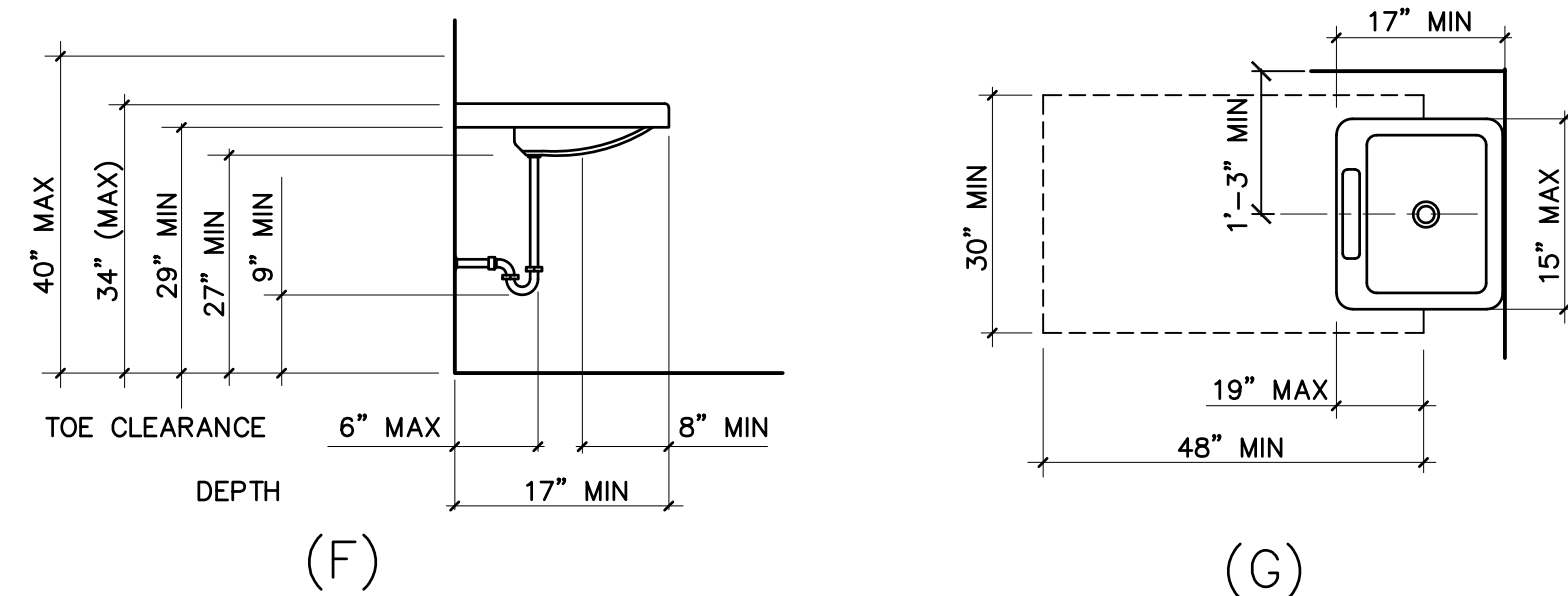
WASHROOM ACCESSORIES (REFERENCE WITH ADA CODE)



CLEAR FLOOR SPACE AT WATER CLOSETS



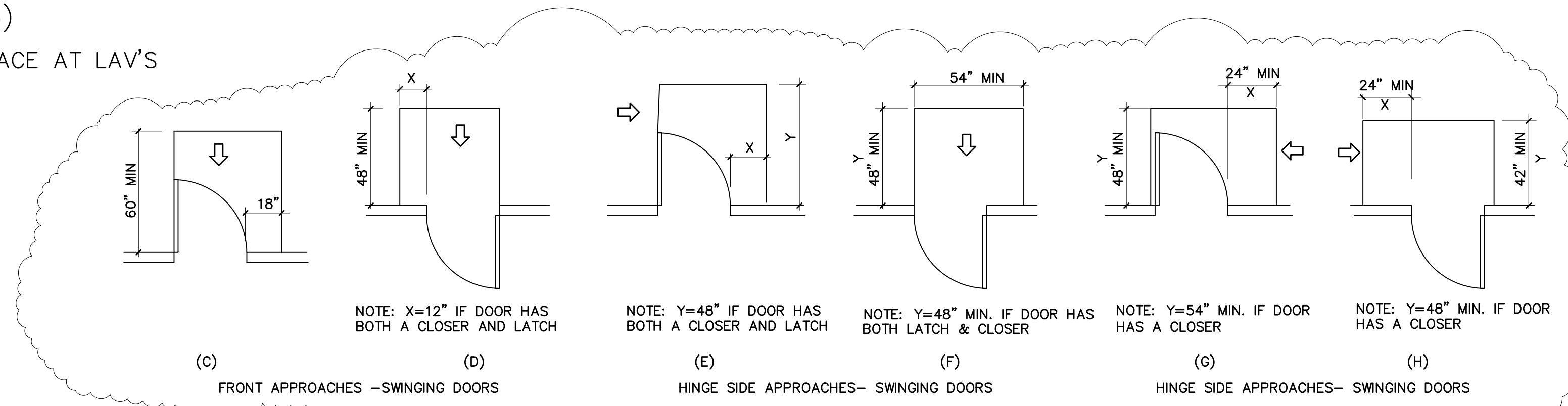
GRAB BARS AT WATER CLOSETS



LAVATORY CLEARANCES

CLEAR FLOOR SPACE AT LAV'S

ANSI REQUIREMENT USE ONLY



NOTE: X=12" IF DOOR HAS BOTH A CLOSER AND LATCH
 NOTE: Y=48" IF DOOR HAS BOTH A CLOSER AND LATCH
 NOTE: Y=48" MIN. IF DOOR HAS BOTH LATCH & CLOSER
 NOTE: Y=54" MIN. IF DOOR HAS A CLOSER
 NOTE: Y=48" MIN. IF DOOR HAS A CLOSER

ROOM FINISH SCHEDULE

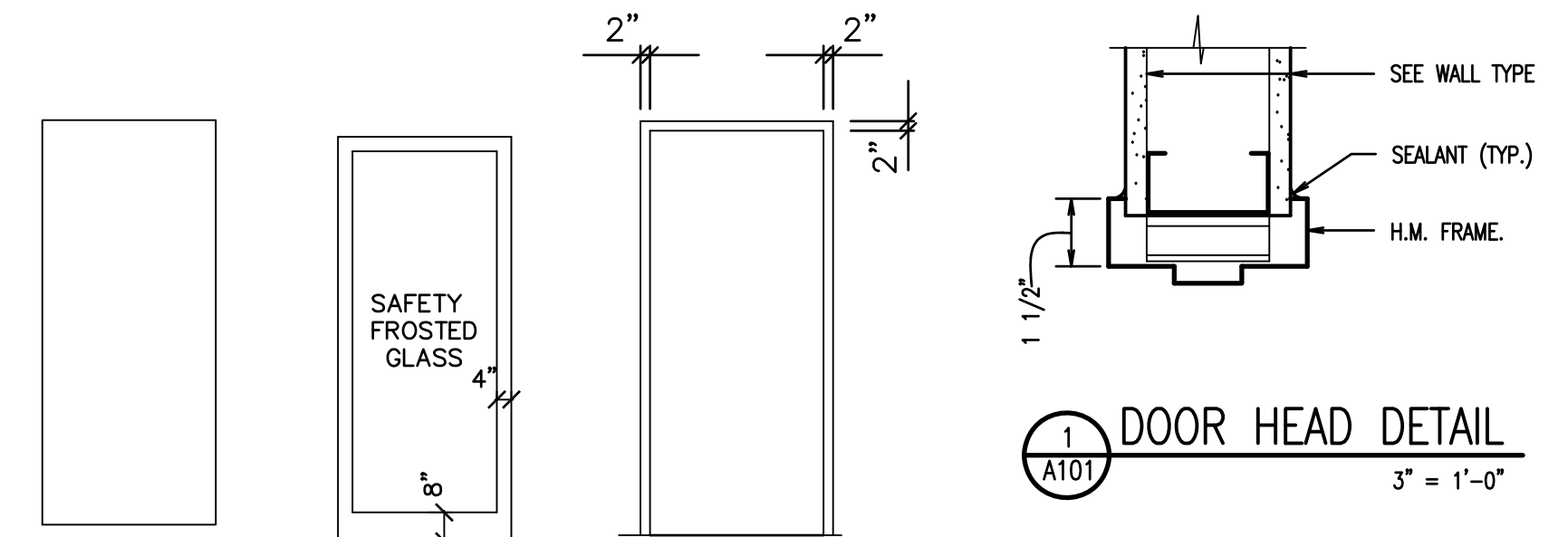
RM NO.	ROOM NAME	FLOOR	BASE	CEILING										REMARKS			
				NORTH		SOUTH		EAST		WEST		WAINSCOT					
				MAT	FIN	MAT	FIN	MAT	FIN	MAT	FIN	MAT.	HGT.		MAT.	HGT.	FIN
100	RECEPTION	LVT	LVT	GB	P	GL	-	GB	P	GB	P			ACT	9'-8"		
101	GENERAL AREA	LVT	LVT	GB	P	GB	P	GB	P	GB	P	WC		ACT	9'-8"		
102	OFFICE	LVT	LVT	GB	P	GB	P	GB	P	GB	P			ACT	9'-8"		
103	CORRIDOR	LVT	LVT	GB	P	-	-	GB	P	GB	P			ACT	9'-8"		
104	RESTROOM	POR	POR	GB	P	GB	P	GB	P	GB	P	CT		GB	8'-0"		
105	BREAKROOM	LVT	LVT	GB	P	GB	P	GB	P	GB	P			ACT	9'-8"		
106	MECHANICAL	EX	EX	EX	-	EX	-	EX	-	EX	-			EX	-		EXISTING
107	EXISTING RESTROOM	EX	EX			EX		EX		EX				EX			EXISTING
106	EXISTING UTILITY	EX	EX			EX		EX		EX				EX			EXISTING

DOOR SCHEDULE

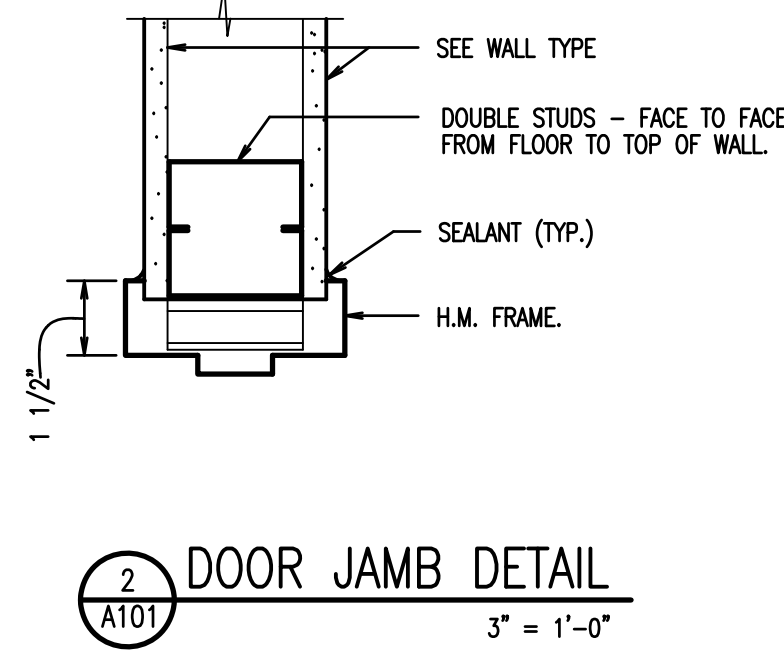
NO.	SIZE	DOOR				FRAME							REMARKS				
		TYPE	MAT.	GRILLE	GLASS	FIN.	TYPE	MAT.	HEAD	JAMB	SILL	FIN.		LABEL	HDW SET		
101	3'-2" X 7'-0"																FIELD VERIFY
102	2'-2'-6" X 7'-0" X 1 3/4"	B	WD		FULL	P	1	HM					P				SLIDING
103	3'-0" X 7'-0" X 1 3/4"	A	WD			P	1	HM	1/A101	2/A101			P				ADA HARDWARE W/ LEVER LATCH
104	3'-0" X 7'-0" X 1 3/4"	A	WD			P	1	HM	1/A101	2/A101			P				ADA HARDWARE W/ LEVER LATCH
106	2'-8" X 7'-0" X 1 3/4"	A	WD			P	1	HM	1/A101	2/A101			P				ADA HARDWARE W/ LEVER LATCH
108	3'-0" X 7'-0" X 1 3/4"	A	WD			P	1	HM	1/A101	2/A101			P				ADA HARDWARE W/ LEVER LATCH
109	EXISTING																

LIST OF ABBREVIATIONS

- ACT - ACOUSTICAL TILE
- ALUM - ALUMINUM
- C - CONCRETE
- CT - CERAMIC TILE
- CMU - MASONRY
- EP - EPOXY
- ES - EXPOSED STRUCTURE
- EX - EXISTING
- FS - FIBERGLASS SHEET
- FW - FIBERGLASS WALL COVERING
- GB - GYPSUM BOARD
- GL - GLASS
- HM - HOLLOW METAL
- LVT - LUXURY VINYL TILE
- ME - MATCH EXISTING
- MP - METAL PANEL
- MTL - METAL
- P - PAINT
- PCL - POLISHED CONCRETE
- PF - PREFINISHED
- POR - PORCELAIN
- Q - QUARRY TILE
- SF - STOREFRONT
- SS - STAINLESS STEEL
- ST - STAIN
- STL - STEEL
- VB - VINYL BASE
- VFAT - VINYL FACED ACOUSTICAL TILE CEILING
- WC - WALL COVERING
- WS - WEATHERSTRIP
- WD - WOOD



DOOR TYPES FRAME TYPES



FINISHES NOTE:
 SPECIFIC DETAILS ON FINISHES ARE SPECIFIED ON THE INTERIOR DESIGNER'S MICHELE PELAFAS INC. DOCUMENTS. ALL FINISHES SHALL BE USED AS SPECIFIED HEREIN. IF THERE ARE ANY DISCREPANCIES BETWEEN CONSULTANT DOCUMENTS, IT SHALL BE VERIFIED BY THE ARCHITECT.

NO.	DATE	REVISIONS	BY

Architects & Engineers
 5565 S. 25th Street
 Milwaukee, Wisconsin 53221
 Cell: (414) 897-4723
 tycj9900@gmail.com

SCHEDULES
 DETAILS
 ANSI REQUIREMENTS

JS NAIL SPA
 REMODELING
 314 E. Silver Spring Drive
 Whitefish Bay, WI 53217

DATE
1-20-22
REVISED
3-7-22
ISSUED FOR

A101

GENERAL NOTES

- ALL GENERAL NOTES AND NOTES APPEARING ON THIS SHEET SHALL BE APPLICABLE TO ALL CONSTRUCTION UNLESS NOTED OTHERWISE.
- REFER TO ALL GENERAL NOTES AND/OR NOTES THAT APPEAR ON THE GENERAL NOTES COLUMN OF EACH SHEET OF THE CONTRACT DOCUMENTS, TYPICAL.
- REFER TO ENGINEERING AND /OR CONSULTANT DRAWINGS AND SPECIFICATIONS FOR ADDITIONAL INFORMATION AND REQUIREMENTS, TYPICAL.
- REFER TO ALL DRAWINGS FOR DIMENSIONS, LOCATION ISSUES, ENLARGED PLAN TARGETS, ELEVATION TARGETS, DETAIL TARGETS, ETC. DIMENSIONS, TARGETS, ETC. THAT ARE TYPICAL FOR MANY AREAS MAY BE NOTED ONLY ONCE.
- THE CONTRACTOR AND EACH TRADE IS RESPONSIBLE FOR REVIEWING AND COORDINATING ALL NEW WORK WITH ALL EXISTING CONDITIONS AND WITH ALL OTHER TRADES. NO ADDITIONAL WORK WILL BE APPROVED FOR CONDITIONS OR CONFLICTS THAT COULD HAVE BEEN ACCOUNTED FOR BY THE BIDDER DURING BID FIELD INSPECTION AND/OR ANY CONDITIONS OR CONFLICTS THAT COULD HAVE BEEN COORDINATED BY THE CONTRACTOR AND EACH TRADE AFTER AWARD OF CONTRACT.
- THE CONTRACTOR SHALL SUBMIT TO THE OWNER, FOR DESIGN REVIEW, ALL SUBMITTALS, SAMPLES, MANUFACTURER'S LITERATURE, CATALOG CUTS, ETC. OF ANY/ALL DEVICES EXPOSED TO VIEW AND SHALL NOT ORDER SAME WITHOUT ARCHITECT'S REVIEW. CONTRACTOR TO COORDINATE AND SUBMIT PRODUCTS TO ARCHITECT, TYPICAL.
- ALL EXPOSED WORK, CONSTRUCTION, MATERIALS, PRODUCTS, ETC. SHALL BE FREE OF ANY/ALL NAMEPLATES, LOGOS, STAMPED OR PRINTED MARKINGS, ETC. TYPICAL.
- NOT USED
- THE CONTRACTOR IS RESPONSIBLE FOR PROVIDING, INSTALLING, AND COORDINATING ALL REQUIRED BLOCKING, BRACING, SHIMS, SUPPORT, ETC. FOR SUPPORT, ATTACHMENT, ALIGNMENT, ETC. OF ALL MILLWORK, CABINETRY, DOORS/FRAMES, EQUIPMENT, PARTITIONS, FIXTURES, TRIM, FURNITURE, APPLIED FINISHES, BASES, HARDWARE, DEVICES, PLUMBING, GLAZING SYSTEMS, CEILING SYSTEMS, OWNER'S WORK, ETC., TYPICAL.
- THE CONTRACTOR IS RESPONSIBLE FOR PROVIDING, INSTALLING AND COORDINATING ALL FIRESTOPS/FIRE STOPPING, SAFING INSULATION, FIRE PROOFING INSULATION, FIRE STOP SEALANT, ETC. AS REQUIRED BY CODE, LAW OR ANY OTHER AUTHORITY HAVING JURISDICTION FOR THE FOLLOWING, BUT NOT LIMITED TO, LOCATIONS AND/OR CONSTRUCTION:
 - ALL PIPES, DUCTWORK, SUPPORTS, FRAMING, EQUIPMENT, OR CONDUIT PENETRATING A FIRE-RATED ASSEMBLY.
 - HEAD OF WALL FIRE STOPPING AT FIRE-RATED, FULL HEIGHT PARTITIONS.
 - PROVIDE FIRE-RATED CAULKING AS REQUIRED AT ALL FIRE-RATED PARTITIONS AS PER U.L. ASSEMBLY.
- ALL EXPOSED WOOD, PLYWOOD, WOOD BLOCKING, SHIMMING, STRUCTURAL FRAMING, ETC., SHALL BE FIRE RETARDANT TREATED, TYPICAL.
- ALL LIFE SAFETY AND SECURITY DEVICES ARE TO BE COORDINATED WITH THE OWNER'S SECURITY/MONITORING SYSTEMS).
- ARCHITECTURAL DIMENSIONS AND DESIGN INTENT SHALL TAKE PRECEDENCE OVER MECHANICAL, ELECTRICAL, OR PLUMBING REQUIREMENTS. NOTIFY THE ARCHITECT OF ANY DISCREPANCY PRIOR TO PROCEEDING WITH CONSTRUCTION.
- WHERE DESIGN INTENT CANNOT BE DETERMINED FROM THE CONSTRUCTION DOCUMENTS, THE CONTRACTOR IS RESPONSIBLE FOR OBTAINING A CLARIFICATION FROM THE ARCHITECT PRIOR TO PROCEEDING WITH THE WORK IN QUESTION.
- ALL VERTICAL DIMENSIONS ARE TAKEN FROM THE TOP SLAB, UNLESS NOTED OTHERWISE.
- THE CONTRACTOR IS RESPONSIBLE FOR CHECKING ALL CONTRACT DOCUMENTS, FIELD CONDITIONS, AND DIMENSIONS FOR ACCURACY. IF THERE ARE QUESTIONS REGARDING THESE OR OTHER COORDINATION ISSUES, THE CONTRACTOR IS RESPONSIBLE FOR OBTAINING A CLARIFICATION FROM THE ARCHITECT PRIOR TO PROCEEDING WITH THE WORK IN QUESTION OR RELATED WORK.

PARTITION NOTES

- DIMENSIONS, TARGETS, ETC. THAT ARE TYPICAL FOR MANY AREAS ARE NOTED ONLY ONCE.
 - PARTITIONS OVER DOORS SHALL BE CONTINUOUS AND THE SAME AS ADJACENT WALLS WHERE DRYWALL CONTINUES TO STRUCTURE ABOVE, OR ABOVE CEILING, TYPICAL, UNLESS NOTED OTHERWISE.
 - THE LOCATION DIMENSIONS SHOWN FOR WALLS OR PARTITIONS WITH A FINISH (I.E. FULL-HEIGHT MILLWORK, PANELING, TILE, ETC.) ARE FROM FACE TO FACE OF THE WALL FINISH, TYPICAL, UNLESS NOTED OTHERWISE.
 - PROVIDE MOISTURE RESISTANT GYPSUM BOARD AT HIGH MOISTURE AND/OR WET AREAS, TYPICAL UNLESS NOTED OTHERWISE.
 - REFER TO REFLECTED CEILING PLAN FOR ADDITIONAL INFORMATION.
- DOORS AND HARDWARE**
- UNLESS NOTED OTHERWISE, ALL HINGE SIDE OF DOOR FRAMES ADJACENT TO A PERPENDICULAR PARTITION AND/OR ANGLED PARTITION ARE TO BE 3' FROM THE OUTSIDE EDGE OF THE DOOR FRAME TO THE FINISH FACE OF THE PARTITION, TYPICAL.
 - UPON INSTALLATION OF DOOR FRAMES, FILL AND /OR APPLY SEALANT ANY/ALL GAPS, HOLES, VOIDS, ETC. BETWEEN DOOR FRAME AND WALL SYSTEM, TYPICAL. SEALANT TO BE PAINTABLE.
 - PROVIDE BALL BEARING HINGES AT ALL DOORS WITH DOOR CLOSERS, TYPICAL.
 - SILENCERS SHALL BE PROVIDED AND INSTALLED BY THE CONTRACTOR AND SHALL BE OF COLOR TO MATCH FRAME TO WHICH IT IS APPLIED. SUBMIT SAMPLE FOR ARCHITECT'S REVIEW.
 - THE CONTRACTOR SHALL COORDINATE AND PROVIDE DOOR STOP RISERS AS REQUIRED. FLOOR STOP RISER HEIGHTS MAY VARY DUE TO SLAB CONDITIONS AND FINISH FLOORING. RISER TO BE FULL WIDTH OF FLOOR STOP BASE. DOOR SHALL CONTACT AT LEAST 75% OF FLOOR STOP BUMPER BASE, TYPICAL.
 - ANY/ALL THRESHOLDS AS SPECIFIED, NOTED, INDICATED, ETC., ARE TO INCLUDE AND/OR BE SUPPLIED AS FOLLOWS:
 - CONTINUOUS FROM JAMB TO JAMB AND/OR WALL TO WALL.
 - END CONDITIONS TO BE TIGHTLY SCRIBED/CUT TO MATCH SHAPE/PROFILE OF JAMB/WALL WITHOUT GAPS, HOLES, OR VOIDS.
 - PROVIDE ANY/ALL REQUIRED ACCESSORIES AS REQUIRED TO INSTALL A COMPLETE SYSTEM (I.E., WEATHER STRIPPING, SEALANT, BLOCKING, FIRESTOPPING, ETC.).
 - PROVIDE FIRE-RATED THRESHOLD ASSEMBLIES AS REQUIRED PER DOOR FRAME RATING.
 - ALL HARDWARE SHALL BE PROVIDED AND INSTALLED BY THE CONTRACTOR, UNLESS NOTED OTHERWISE.
 - ALL HARDWARE TO MEET ANSI A117.1 REQUIREMENTS.
 - THE CONTRACTOR SHALL COORDINATE ANY/ALL HARDWARE REQUIRING ELECTRICAL POWER (BOTH HIGH AND LOW VOLTAGE) WITH THE HARDWARE SUPPLIER, MANUFACTURER, AND INSTALLER AND ELECTRICAL AND SECURITY CONTRACTOR(S), TYPICAL.
 - DOORS SHALL BE 1 3/4' SOLID CORE WOOD DOORS.

REFLECTED CEILINGS

- DIMENSIONS FOR CEILING LOCATIONS, ENLARGED PLAN TARGETS, DETAIL TARGETS, ETC., ARE NOTED ON THE REFLECTED CEILING PLANS. DIMENSIONS, TARGETS, ETC. THAT ARE TYPICAL FOR MANY AREAS ARE NOTED ONLY ONCE.
- REFER TO ENGINEERING AND CONSULTANT'S DRAWINGS FOR QUANTITY AND LOCATION OF ALL EXIT AND EMERGENCY LIGHTS, THERMOSTATS, SPRINKLER HEADS, AND DIFFUSER GRILLES, TYPICAL UNLESS NOTED OTHERWISE.
- REFER TO ENGINEERING AND CONSULTANT(S) DRAWINGS FOR ADDITIONAL INFORMATION, DEVICES, DETAILS, ETC., TYPICAL.
- REFER TO ELECTRICAL DRAWINGS FOR SWITCHING AND/OR POWER ZONES.
- THE ELECTRICAL CONTRACTOR IS RESPONSIBLE TO PROVIDE ALL REQUIRED CONDUITS, PULL BOXES, HOME RUNS, WALL JUNCTION BOXES, PLASTER RINGS, ETC. FOR INSTALLATION, PULLING, ETC. OF ALL VOICE DATA DEVICES, CABLES, SECURITY DEVICES, ETC., TYPICAL UNLESS NOTED OTHERWISE. CONTRACTOR TO COORDINATE.
- ALL LIGHT FIXTURES, LIFE SAFETY DEVICES AND SPRINKLER HEADS SHALL BE LOCATED IN THE CENTER OF A CEILING TILE IN BOTH DIRECTIONS AND SHALL ALSO ALIGN WITH ADJACENT FIXTURES, DEVICES OR HEADS IN A RUN OR ROW OF FIXTURES, DEVICES OR HEADS, TYPICAL UNLESS NOTED OTHERWISE.
- FOR A SERIES OR RUN OF STRIP FIXTURES THE CONTRACTOR IS RESPONSIBLE FOR COORDINATING WITH ALL TRADES TO ESTABLISH THE SPECIFIC DIVISION OF THE FIXTURES, REQUIRED LENGTH OF EACH FIXTURE (ACTUAL LENGTH, NOT NOMINAL LENGTH) AND QUANTITIES OF FIXTURES FOR THAT SERIES OR RUN. HOWEVER THE DIVISION OF FIXTURE, THE LENGTH OF FIXTURES, AND QUANTITIES OF FIXTURES MUST FOLLOW OR CONFORM TO THE FOLLOWING GUIDELINES:
 - THE MAXIMUM DIMENSION BETWEEN ADJACENT CONSTRUCTION AND THE END OF THE LAST FIXTURE(S), IN A RUN OF FIXTURES IS TO BE 6', TYPICAL.
 - THE DIMENSION BETWEEN A FIXTURE TO FIXTURE CONDITION IS TO BE 2' MINIMUM, TYPICAL.
 - PROVIDE CONSISTENT AND/OR TYPICAL FIXTURE LENGTHS WITHIN A RUN OF FIXTURES (I.E. FOR A 20'-0" RUN OF FIXTURES, PROVIDE FOUR (4) 5'-0" FIXTURES. DO NOT MIX A MULTIPLE COMBINATION OF FIXTURE LENGTHS.
 - WHERE CONSTRUCTION CONDITIONS AND/OR OVERALL DIMENSIONS FOR THE RUN OF FIXTURES REQUIRES A MIX OF FIXTURE LENGTHS TO ACHIEVE THE DIMENSION, GROUP TOGETHER THE FIXTURES OF SIMILAR LENGTH FOR THE OVERALL LENGTH.
 - FOR A RUN OF FIXTURES PROVIDE THE LONGEST FIXTURE LENGTH POSSIBLE TO ACHIEVE THE OVERALL LENGTH.
 - ALL OVERALL RUN LENGTHS OR DIMENSIONS TO BE VERIFIED BY FIELD MEASUREMENT OR TO BE FIXED AND COORDINATED BY THE CONTRACTOR.
- WHERE LOCATION DIMENSIONS ARE NOT NOTED AND/OR INDICATED, FINAL POSITIONING OF ANY/ALL EXPOSED DEVICES TO BE COORDINATED WITH THE ARCHITECT.
- ALL DIMENSIONS INDICATING LIGHT SWITCH AND/OR ANY OTHER DEVICE LOCATIONS ARE TO CENTERLINES OF SWITCHES AND/OR DEVICES, TYPICAL UNLESS NOTED OTHERWISE.
- WHERE PERMITTED BY APPLICABLE CODE(S), PROVIDE ALL LIFE SAFETY DEVICES, SPRINKLER HEADS, ETC., WITH COLOR AND FINISH TO MATCH ADJACENT CONSTRUCTION COLOR AND FINISH, TYPICAL UNLESS NOTED OTHERWISE. CONTRACTOR TO SUBMIT SAMPLES FOR ARCHITECT'S REVIEW.

FINISH NOTES

- DIMENSIONS, LOCATION OF FINISHES, ENLARGED PLAN TARGETS, DETAIL TARGETS, ETC., ARE NOTED ON FINISH PLAN DRAWINGS. DIMENSIONS, TARGETS, ETC. THAT ARE TYPICAL FOR MANY AREAS ARE NOTED ONLY ONCE.
- REFER TO POWER, EQUIPMENT, AND COMMUNICATION PLAN NOTES FOR ADDITIONAL DEVICE AND COVER PLATE FINISH/COLOR INFORMATION, TYPICAL UNLESS NOTED OTHERWISE.
- SPECIFIC DETAILS ON FINISHES ARE SPECIFIED ON THE INTERIOR DESIGNER'S MICHELE PELAFAS INC. DOCUMENTS, INCLUDED AS REFERENCE DRAWINGS. IF THERE ARE ANY DISCREPANCIES BETWEEN CONSULTANT DOCUMENTS, IT SHALL BE VERIFIED BY THE ARCHITECT.

NO.	DATE	REVISIONS	BY

Architects & Engineers

5565 S. 25th Street
Milwaukee, Wisconsin 53221
Cell: (414) 897-4723
tyc9900@gmail.com



vision

GENERAL NOTES

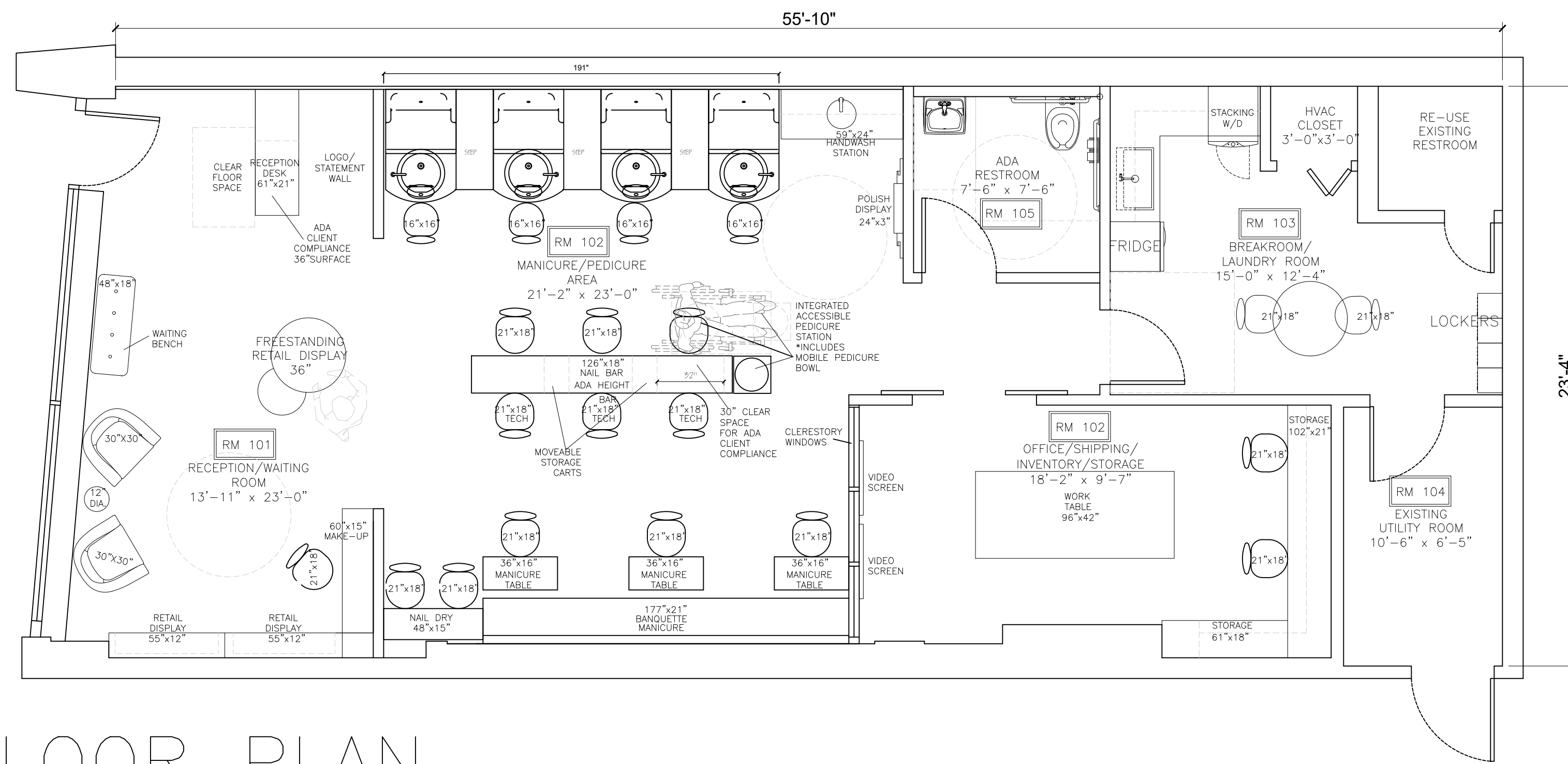
**JS NAIL SPA
REMODELING**

314 E. Silver Spring Drive
Whitefish Bay, WI 53217

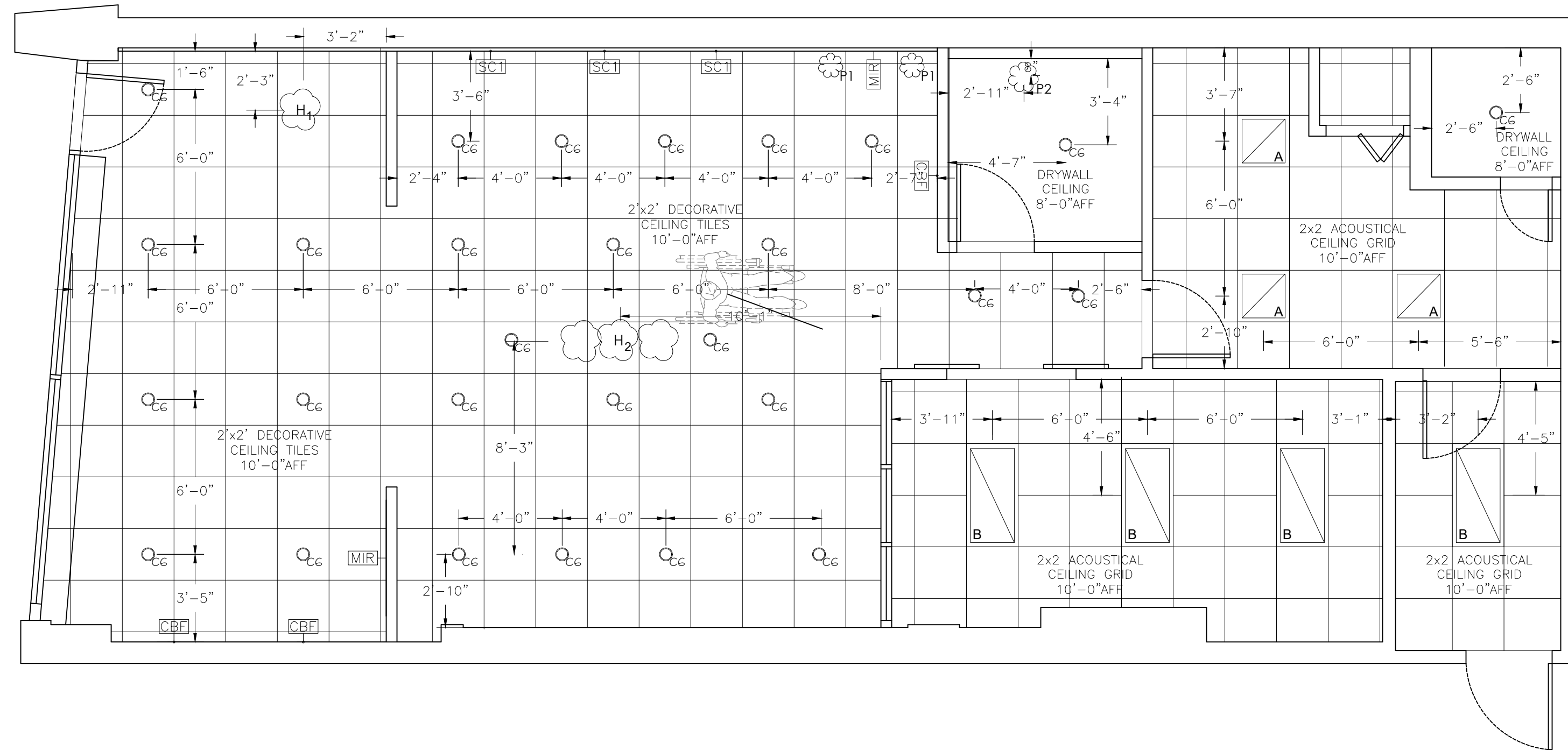
DATE
1-20-22

ISSUED FOR

A103



FLOOR PLAN



REFLECTED CEILING PLAN

JUS SHANNA										LIGHTING LEGEND				
SYM. BOL.	Type/Description of Fixture	Recessed or Suspended or Surface Mount or Cove	Main & Trim Color	Housing Finish	Suspended To	Supplied By	Installed By	Lamp Type	No of Lamps/ Fixture	Lumens per Lamp	Watts per Lamp	Color Temperature	CRI	FEED Plug or Hard-wire
A	2 x 2 Fixture	Recessed	White	Parabolic	-	Contractor	Contractor	LED	1	4000		3500K	+86CRI	Hardwire
B	2 x 4 Fixture	Recessed	White	Parabolic	-	Contractor	Contractor	LED	1	4000		3500K	+86CRI	Hardwire
C5	Can 6"	Recessed	White	White	-	Contractor	Contractor	LED	1	1300	17W	3500K	+86CRI	Hardwire
P1	Pendant	Recessed	TBD	TBD	TBD	Owner	Contractor	TBD	TBD	TBD	TBD	TBD	TBD	Hardwire
P2	Pendant	Recessed	TBD	TBD	TBD	Owner	Contractor	TBD	TBD	TBD	TBD	TBD	TBD	Hardwire
H1	Chandelier	Suspended	TBD	TBD	TBD	Owner	Contractor	TBD	TBD	TBD	TBD	TBD	TBD	Hardwire
H2	Chandelier	Suspended	TBD	TBD	TBD	Owner	Contractor	TBD	TBD	TBD	TBD	TBD	TBD	Hardwire
SC1	Wall Sconce	Surface Mt.	TBD	TBD	TBD	Owner	Contractor	TBD	TBD	TBD	TBD	TBD	TBD	Hardwire
CBF	Nova Flex, CBF Included w/ Millwork	*Integrated	White	White	-	Owner	Contractor	LED	LED		3W/ft	3500K	+86CRI	Plug-in
MIR	LIT Mirror	Surface Mt.	-	-	-	Owner	Contractor	LED	1	1200	4.3W/ft	3500K	+90CRI	Hardwire

NOTE: ALL LIGHT FIXTURES TO BE DIMMEABLE FOR EASY CONTROL OF AMBIENT LIGHTING. ALL DECORATIVE LIGHTING TO BE ON SEPARATE DIMMER SWITCHES FOR CONTROL. VERIFY WITH OWNER THE FINAL LOCATION OF ALL SWITCHES

JUS SHANNA										CEILING LEGEND			
TYPE	Description (Ceiling, Cloud, Soffit)	Suspended to AFF	Finish/Color	Acoustical Rated	Make/Model Number	Mfr.	Supplied By	Installed By	Location				
B	Suspended Drywall Ceiling	*See Plan	Painted	-	-	-	Contractor	Contractor	Restroom				
C	Decorative Tile 2 x 2 Grid	*See Plan	TBD	TBD	TBD	TBD	Contractor	Contractor	Reception, Manicure/ Pedicure Area, Office				
D	Suspended 2 x 2 Grid	*See Plan	White	+85	Donn	USG	Contractor	Contractor	Breakroom, Utility Room				



DECORATIVE TILE -2X2 GRID
SOURCE: DECORATIVECEILINGTILES.COM
MODEL:274
COLOR: MATTE WHITE
SIZE:2X2

MICHELE PELAFAS, INC.
Salon and Spa Interior Design
910 S Riverside Dr | Suite 3 | Elmhurst, IL 60126
P. 630 990 7750 F. 630 990 7780

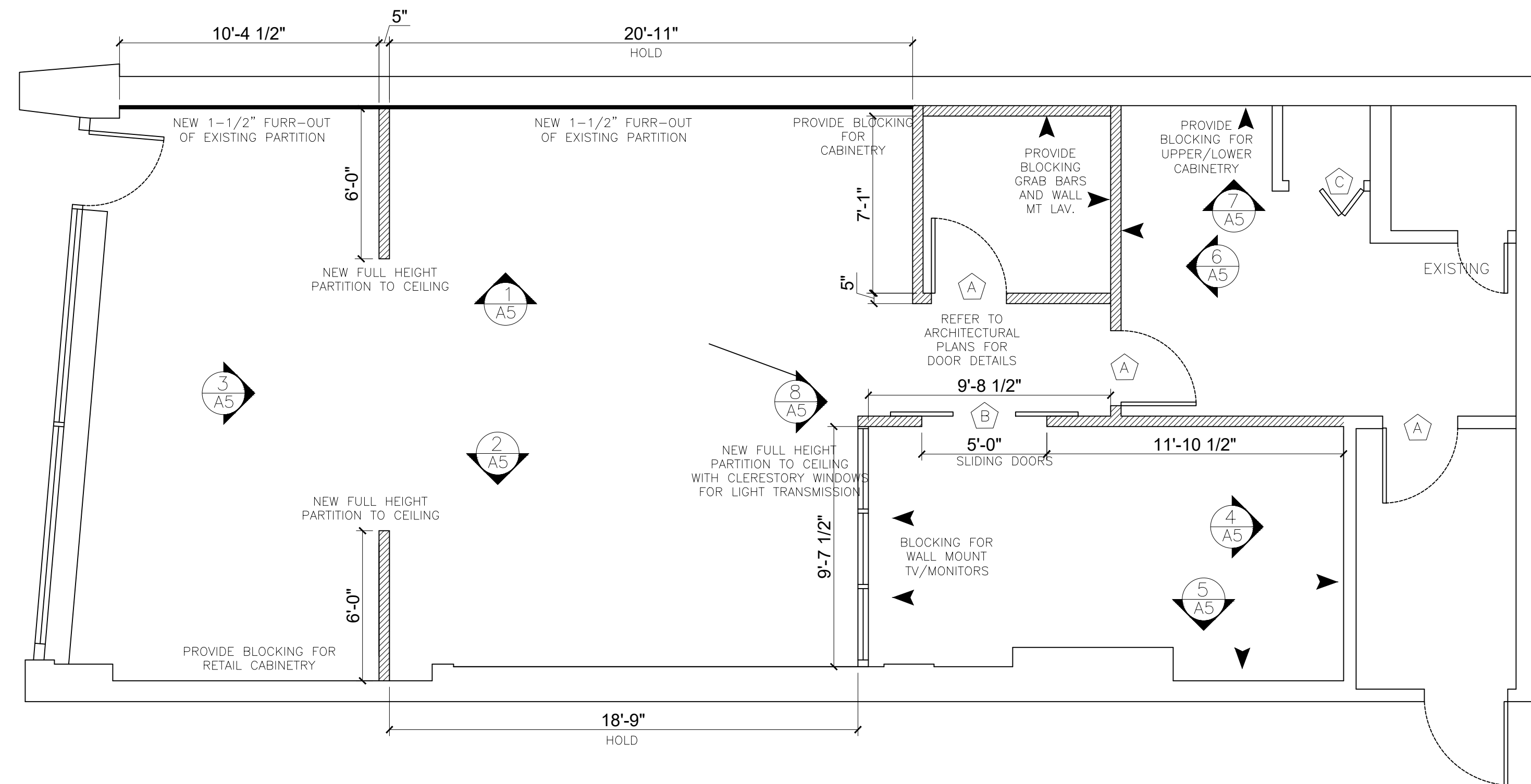
PROJECT: JUS SHANNA LLC

CLIENT: SHANNA REID

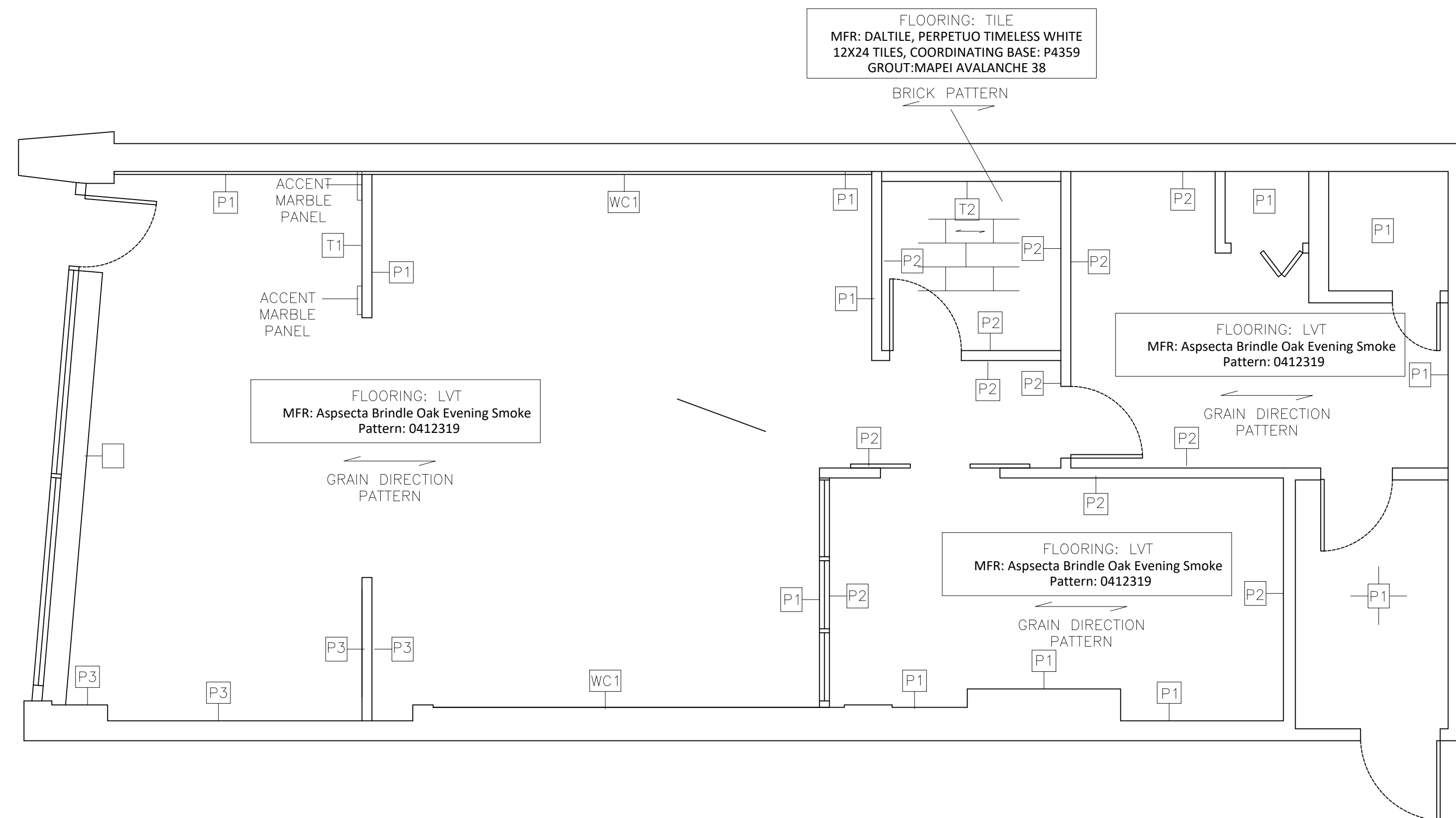
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DATE:03.07.22

SHEET
ID-1



FRAMING PLAN



FINISHES PLAN

JUS SHANNA											WALL FINISH LEGEND		
TAG	TYPE	MFR	Ref Number	Product Name	Finish	Width of Wall Covering	Sold by The Yard or Bolt	Size of Tile	Grout Color	Supplied By	Installed By	Location	
P-1	Paint	Benjamin Moore	971	Olympic Mountains	Eggshell	-	-	-	-	Contractor	Contractor	Reception, Office	
P-2	Paint	Benjamin Moore	HC-83	Grant Beige	Eggshell	-	-	-	-	Contractor	Contractor	Break, Office, Restroom	
P-3	Paint	Benjamin Moore	OC-17	White Dove	Eggshell	-	-	-	-	Contractor	Contractor	Doors/Trim/Accent Walls	
WC-1	Wall Covering	MPI	TBD	TBD	-	26"	Yard	-	-	Owner	Contractor	Behind Ped/Mani	
T-1	Gold Mosaic	MPI	TBD	TBD	-	-	-	12 x 12	-	Owner	Contractor	Behind Desk/ Polish Display	
T-2	Tile	MPI	TBD	TBD	-	-	-	-	-	Owner	Contractor	Restroom Wet Wall	



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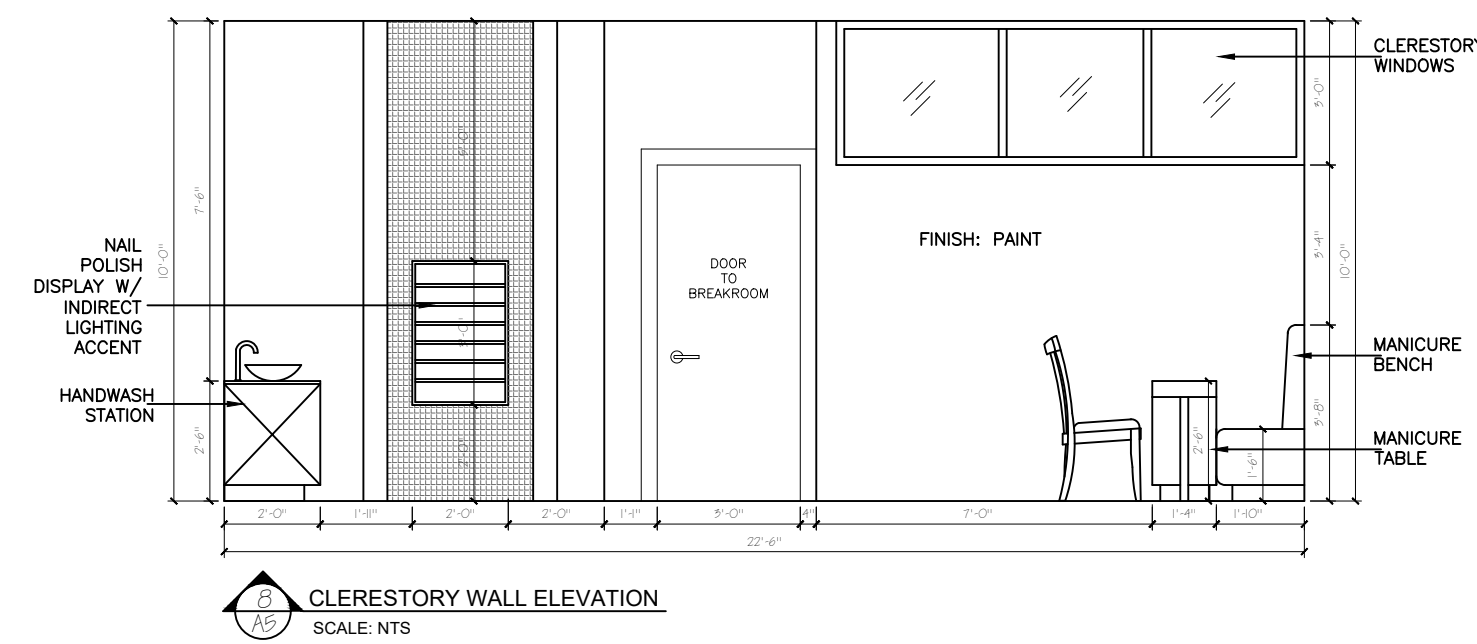
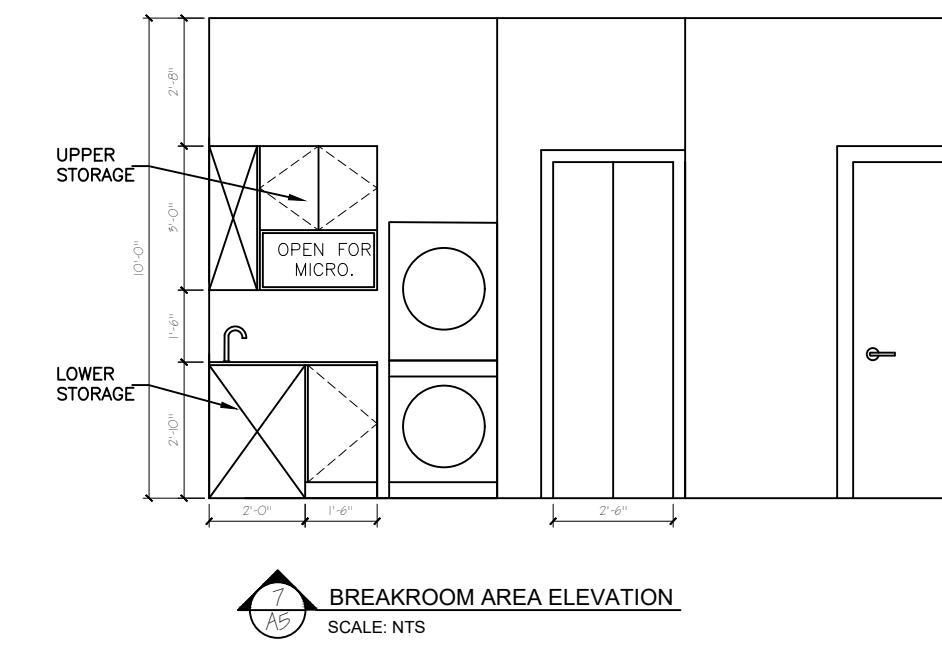
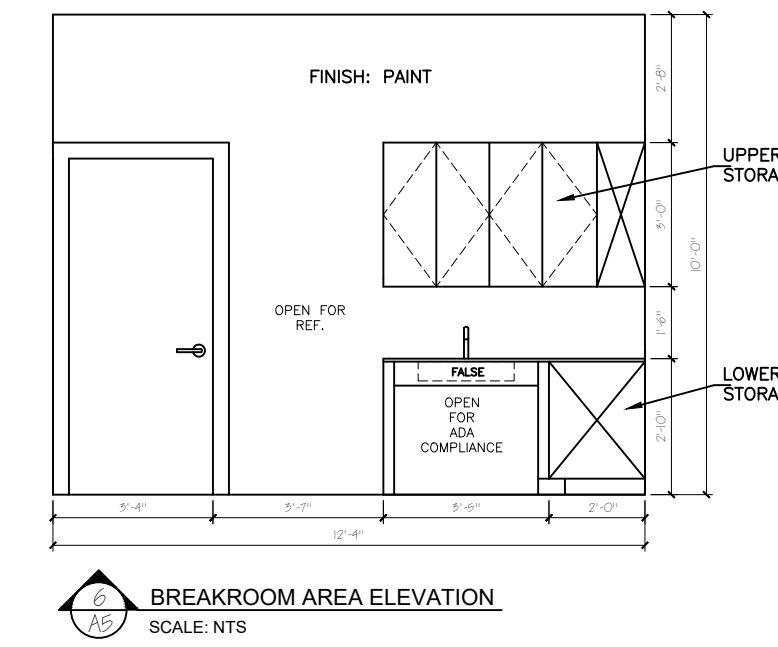
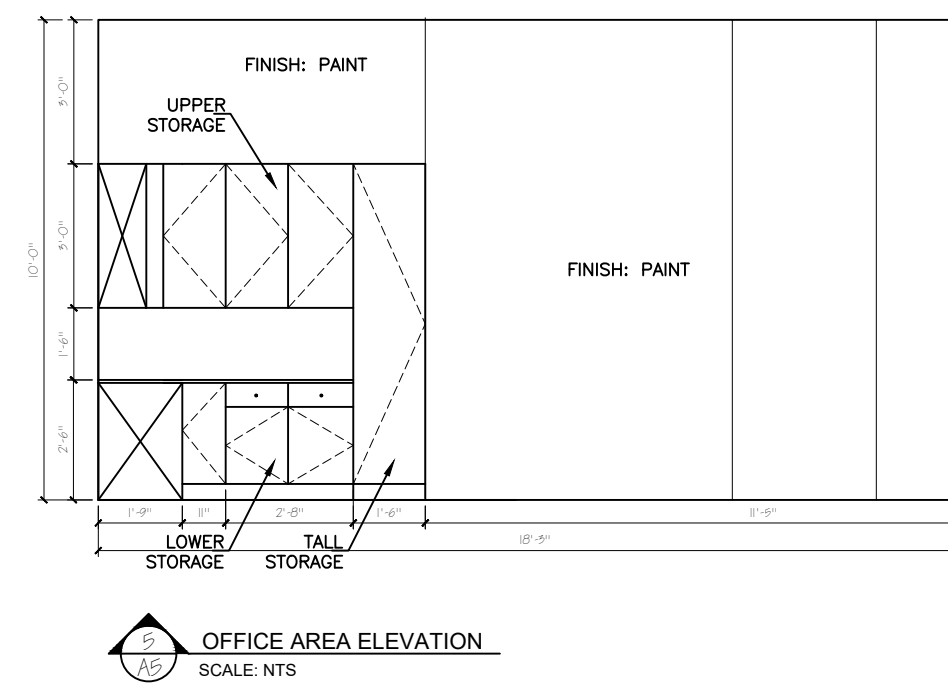
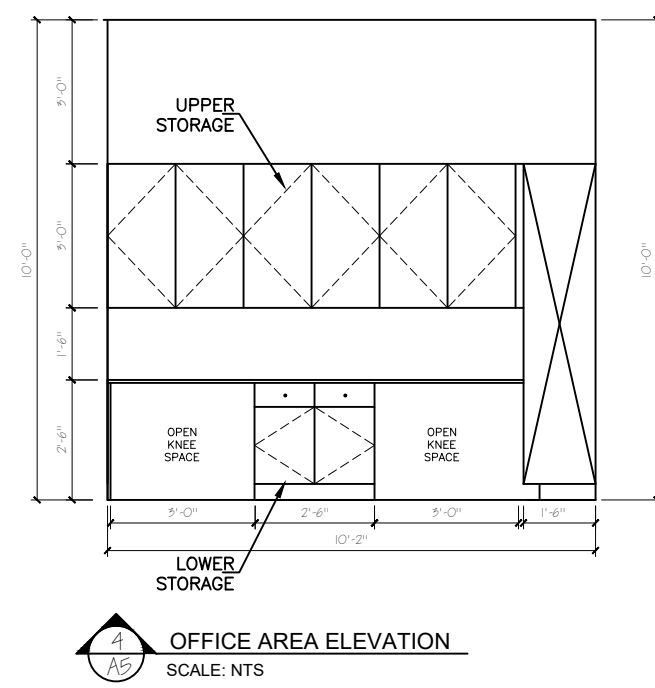
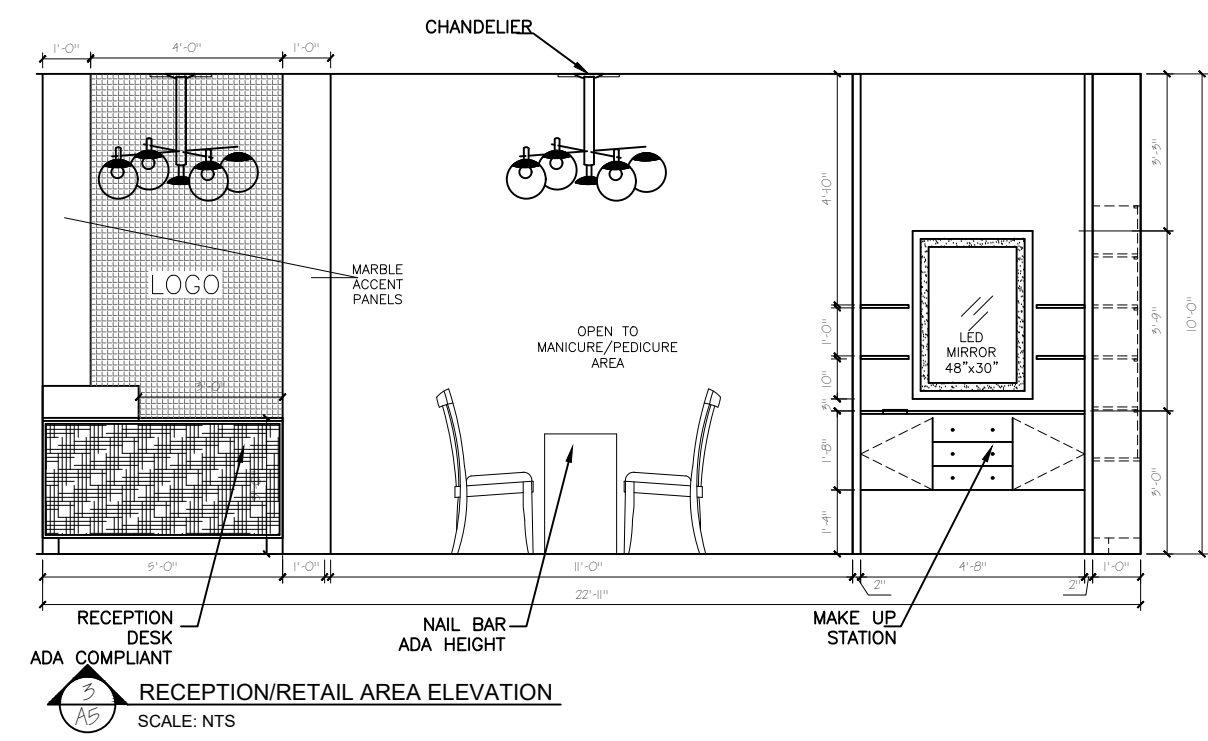
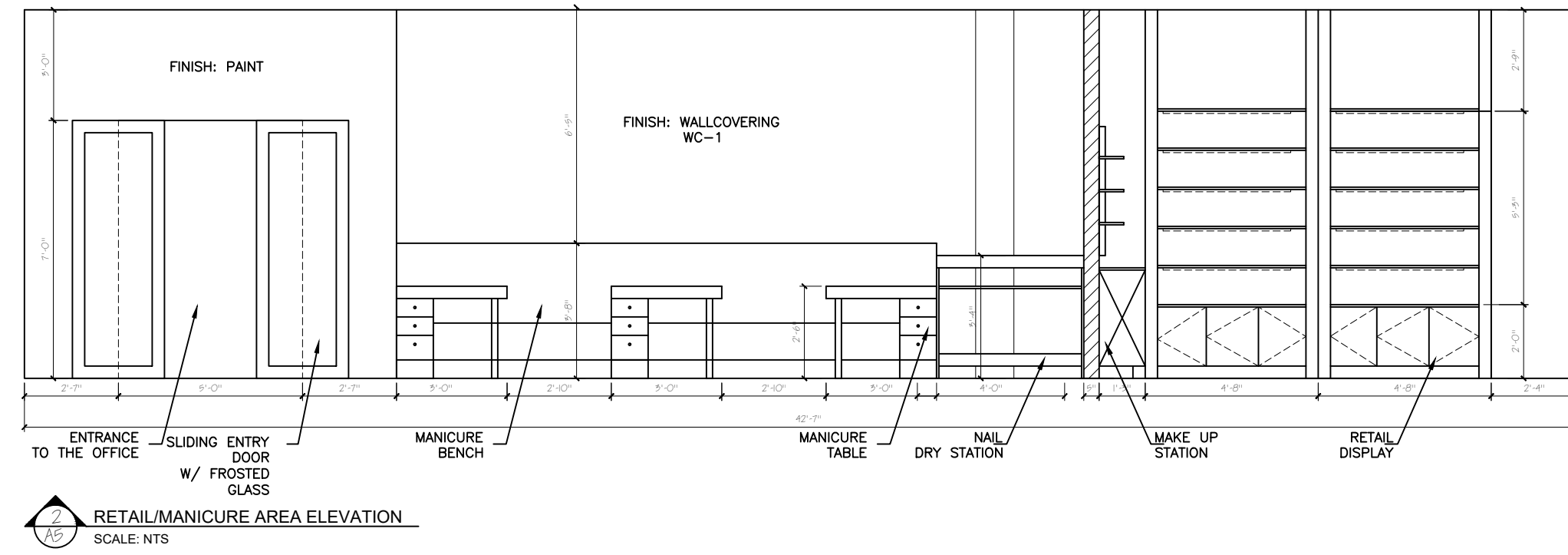
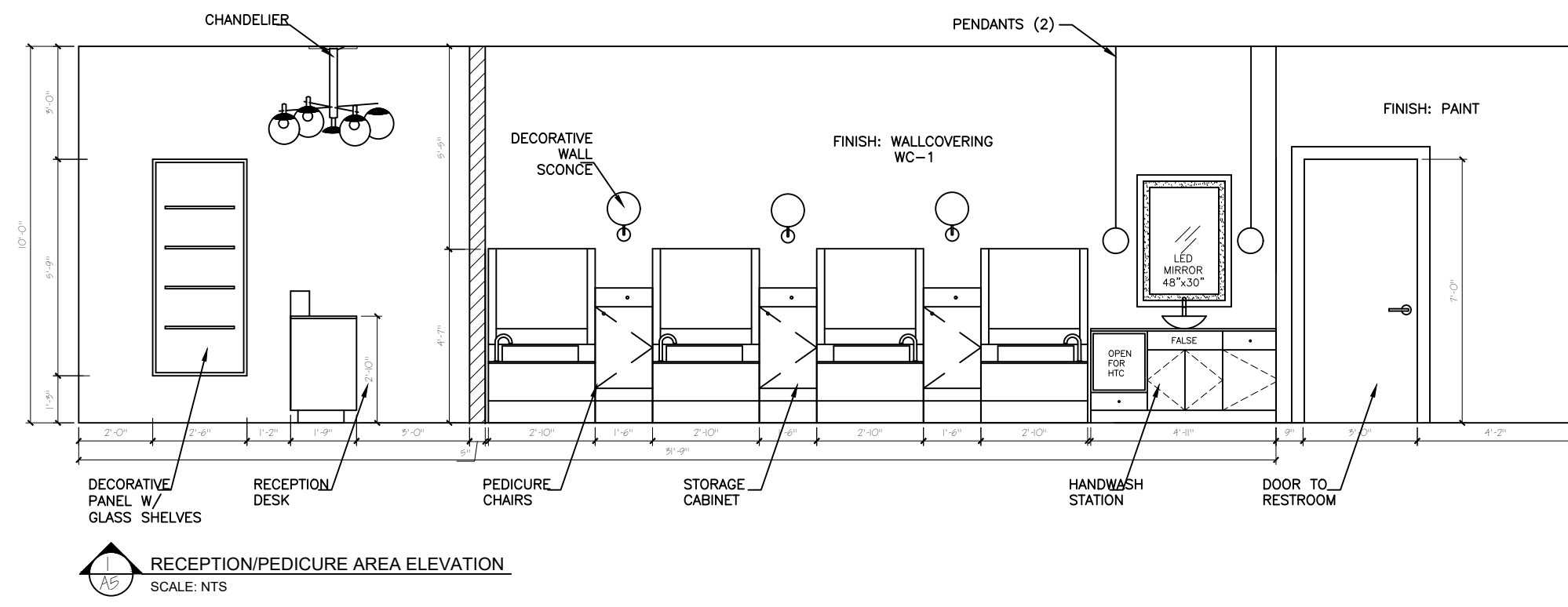
PROJECT: JUS SHANNA LLC

CLIENT: SHANNA REID

SCALE: 1/4"=1'-0"

DATE: 03.07.22

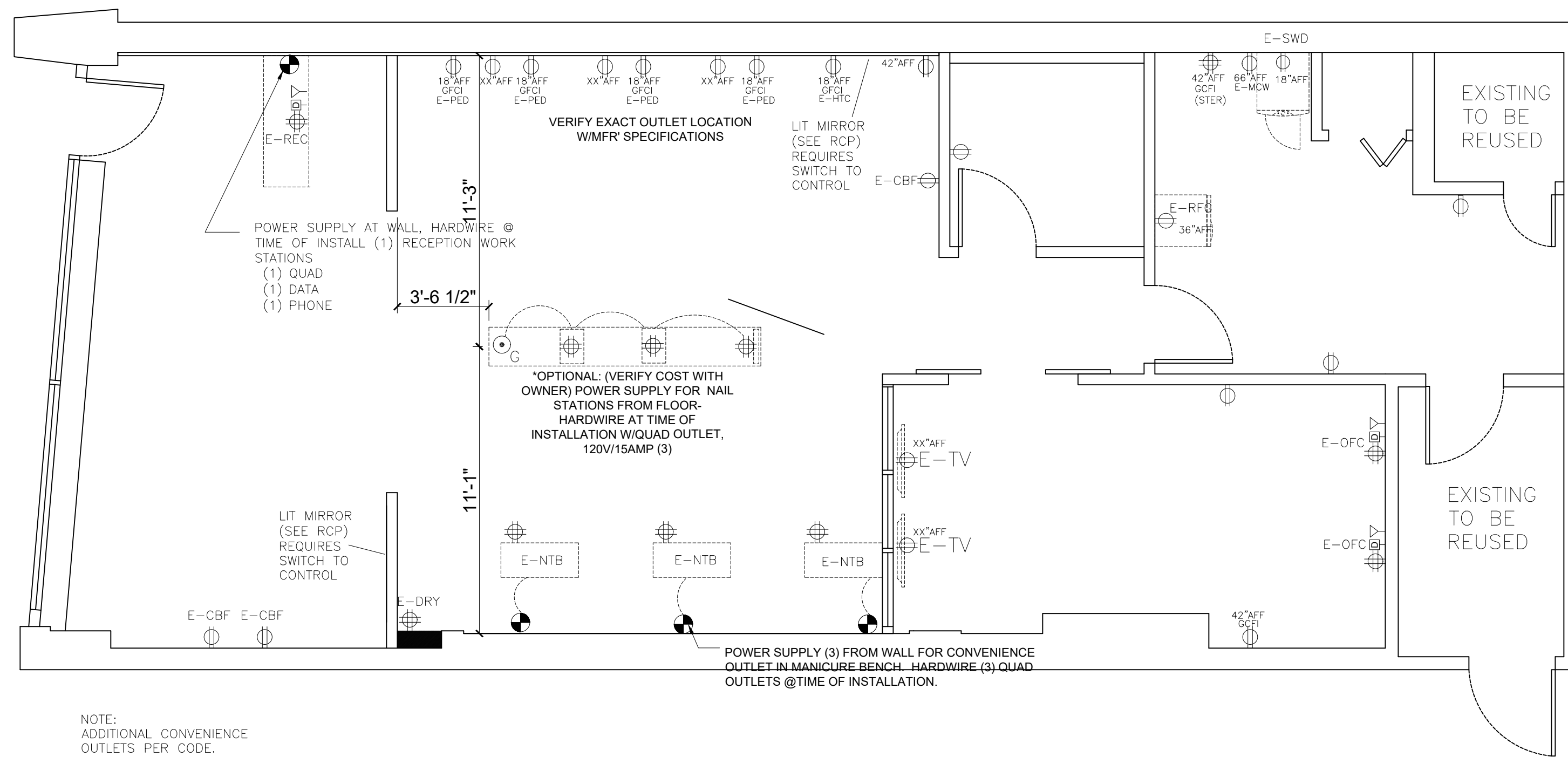
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ID-2



ELEVATIONS

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P. 630.990.7750 F. 630.990.7780

PROJECT: JUS SHANNA LLC
CLIENT: SHANNA REID
SCALE: 1/4"=1'-0" SHEET
DATE: 03.07.22 **ID-3**



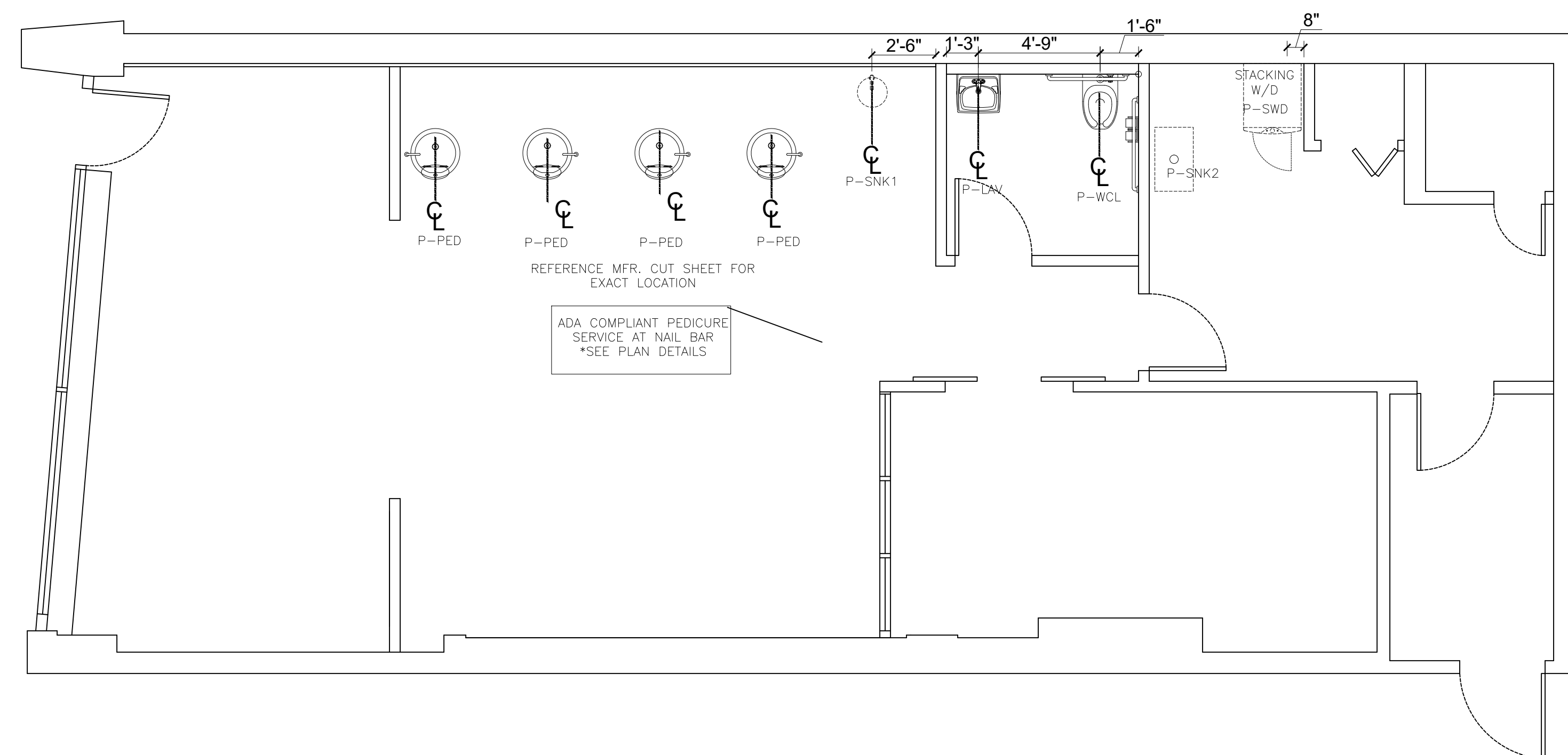
NOTE:
ADDITIONAL CONVENIENCE
OUTLETS PER CODE.

ELECTRICAL PLAN

SYMBOL	DESCRIPTION
	DUPLEX CONVENIENCE OUTLET - ONE 120V/15 AMP. CIRCUIT 12" HIGH TO 14" AFF
	POWER SUPPLY
	DUPLEX OUTLET - ONE 120V/20 AMP.
	FOUR-PLEX OUTLET - ONE 120V/20 AMP.
	FOUR-PLEX OUTLET - ONE 120V/15 AMP.
	RECESSED FLOOR DUPLEX OUTLET - ONE 120V/20 AMP. GFCI
	TELEPHONE WALL OUTLET
	TELEPHONE FLOOR OUTLET
	DEDICATED OUTLET
	DATA CAT 5
	GAS OUTLET
	TELEPHONE
	GFCI ELECTRICAL OUTLET
	AFF ABOVE FINISHED FLOOR
	ELECTRICAL REFERENCE NOTE

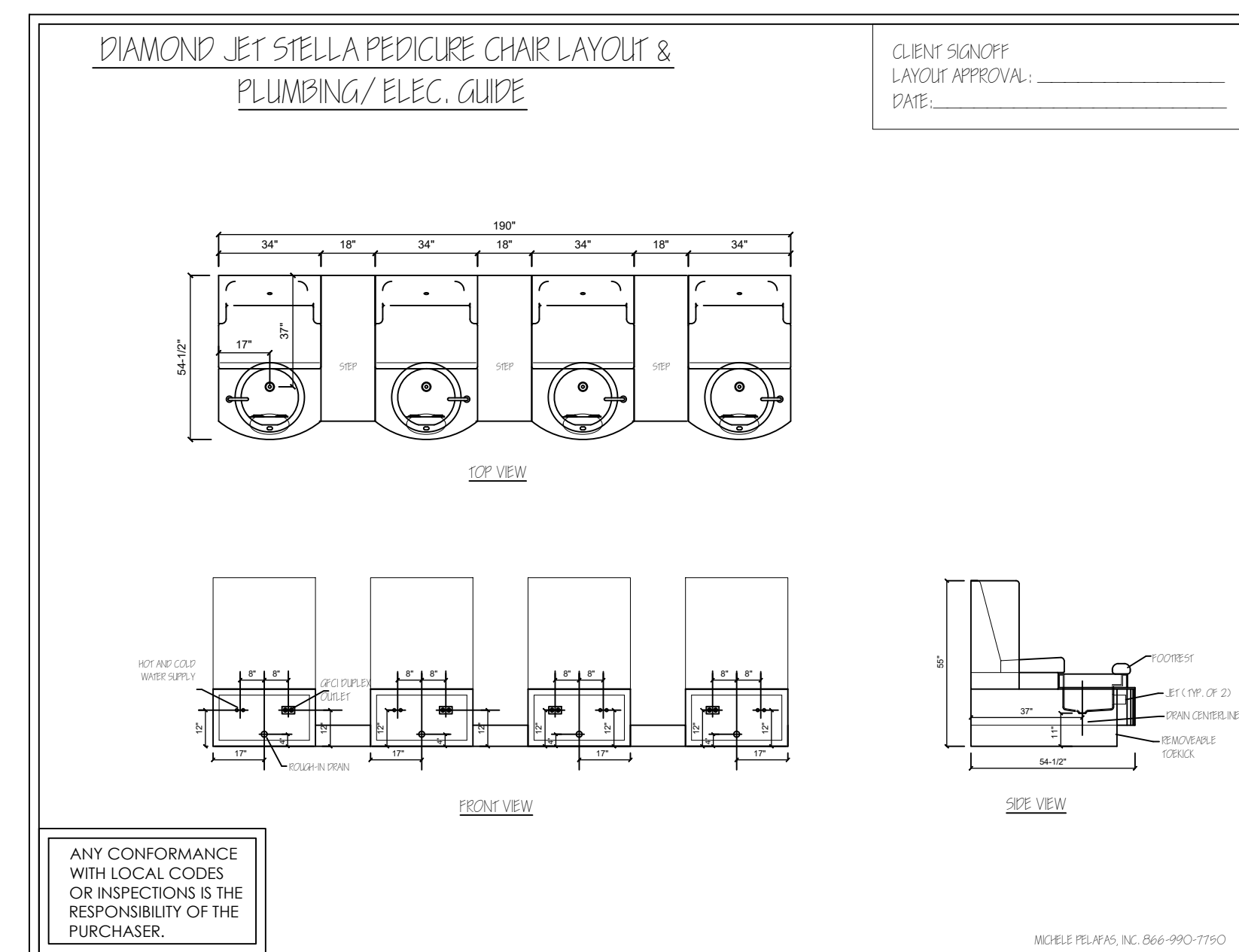
JUS SHANNA ELECTRICAL LEGEND										
TAG	Power Source Dedicated To:	Qty.	Source (Floor or Wall)	Type (Duplex or Quad or Junction Box)	Hardware Custom Furniture at Time of Installation	Each Source on 20 amp Separate Circuit	Volts for Each Source (110, 120 or 220, 240)	Amps for Each Source (15 or 20)	HZ/Each	GFCI for Water Areas / Each
E-PED	Pedicure Sink w/Jets	4	Wall	Duplex	-	-	120V	10	40	Yes
E-NTB	Nail Table	6	Wall or Flr	Quad	Yes	-	120V	15	N/A	-
E-REC	Reception Desk	1	Wall	Quad	Yes	-	120V	15	-	-
E-NDR	Nail Drying Station	1	Wall	Duplex	-	-	120V	15	-	-
E-HTC	Hot Towel Cabinet	1	Wall	Duplex	-	-	120V	4	-	Yes
E-SZR	Sterilizer	1	Wall	Duplex	-	-	120V	1	60	Yes
E-OFC	Office Equipment	2	Wall	Quad	-	-	120V	15	-	-
E-SVR	Computer Server	1	Wall	Quad	-	-	120V	20	-	-
E-PHE	Phone Equipment Hub	1	Wall	Duplex	-	-	120V	20	-	-
E-RFG	Refrigerator	1	Wall	Duplex	-	-	120V	6	-	-
E-MCW	Microwave	1	Wall	Duplex	-	-	120V	13	-	-
E-SWD	Washer/Dryer Stack	1	Wall	Duplex	-	-	120-240V	-	-	Yes
E-TV	Television/Monitor	2	Wall	Duplex	-	-	120V	5	-	-
E-CBF	Integrated Lighting in Displays (connect to switched outlet for easy on/off. See RCP)	3	Wall	Duplex	-	-	120V	5	-	-

COORDINATE EXACT HEIGHT AND PLACEMENT WITH MFR'S SPECIFICATIONS/RECOMMENDATIONS.



JUS SHANNA PLUMBING LEGEND											
TAG	Plumbing Fixture	Qty.	Source (wall or floor)	NPT Pipe Size for Drain	Hot NPT Pipe Size	Cold NPT Pipe Size	Max Water Supply Pressure	Max Water Capacity	Drain Hole Size	Faucet Provided By	Installed By
P-PED	Pedicure Sink	4	Wall	1-1/2"	1/2"	1/2"	125	10	2"	Owner	Contractor
P-SNK1	Gold Vessel Sink	1	Wall		1/2"	1/2"		5	3"	Owner	Contractor
P-SNK2	Stainless Steel Sink	1	Wall		1/2"	1/2"				Owner	Contractor
P-ADA	ADA Lay Sink	1	Wall		1/2"	1/2"				Owner	Contractor
P-WCL	Toilet/Water Closet	1	Floor		N/A	3/8"		8		Owner	Contractor
P-SWD	Stack Washer/Dyer	1	Wall							Owner	Contractor
P-REF	Refrigerator	1	Wall	N/A	N/A	1/2"				Owner	Contractor

*optional waterline verify with owner model



PLUMBING PLAN

MICHELE PELAFAS, INC.
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PROJECT: JUS SHANNA LLC

CLIENT: SHANNA REID

SCALE: 1/4"=1'-0"

DATE: 03.07.22

SHEET
ID-4

Whitefish Bay Silver Spring Drive Placemaking Concepts



October 18, 2022

Placemaking

1. Introduction & Background
 - Key Map
 - Block Typology
2. Concept Vision
 - Inspiration
 - Element Recommendations – West End/East End
3. Schematic Design Examples
 - Photomontages
 - District Identifier sketches
4. Next Steps



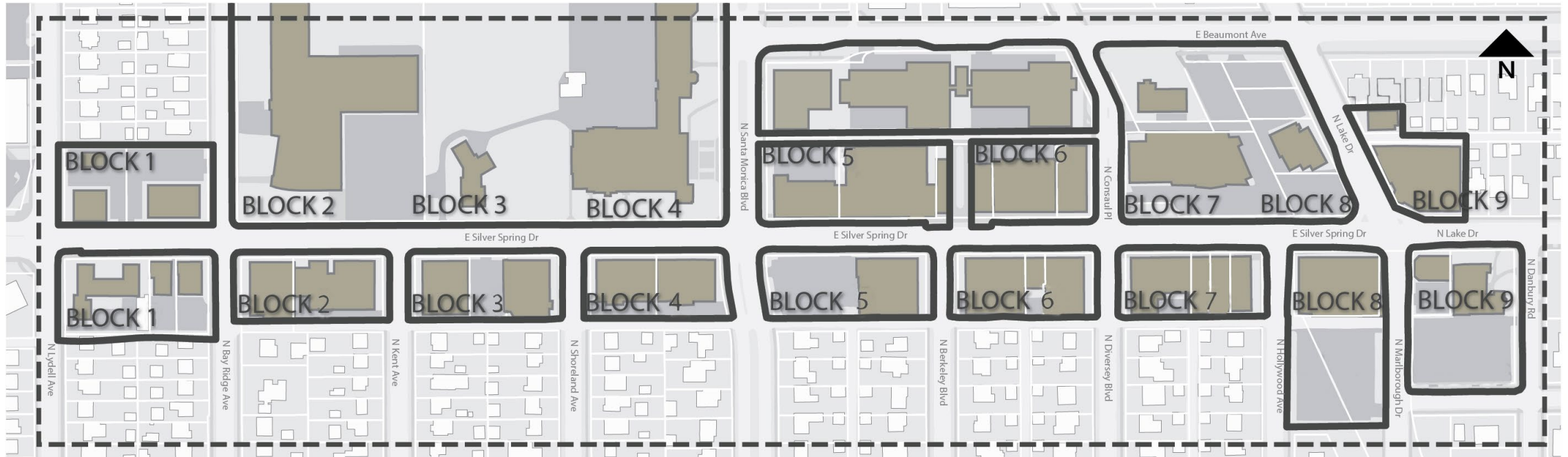
Placemaking: *Introduction & Background*

- Silver Spring Drive commercial corridor in Whitefish Bay
- Bounded by Lydell Ave. on the west and Marlborough Dr. on the east
- **Enhance** the economic vitality and independent nature of this small-format commercial district
- **Complement** the streetscaping elements in place
- Develop **memorable, walkable, and sustainable** placemaking solutions
- Build upon **status** as Monarch City, Bird City, Tree City
- Develop recommendations that also reflect **equity** and **resilience**



Placemaking: *Introduction & Background*

Key Map



Placemaking: *Introduction & Background*

Block Characteristics

NORTH	1	2	3	4	5	6	7	8	9
Land Use	Medical/Wellness, Bank, Surface lot, Fast Food	High School	School/Church, Open Space	School/Church	Café, Medical/Wellness, retail, Theater, Salon, Restaurant	Office, Retail, Fitness, bakery, Pharmacy, Café, Bank	Grocery, Surface Lot	Grocery, Surface Lot	Bank, Residential, Driveway
Setback	Lawn/Landscape (6 Ft)	Lawn/Landscape, Paved, Fenced (60 Ft)	Lawn/Landscape (25 Ft)	Lawn/Landscape (50 Ft)	Paved (10 Ft)	Paved (10 Ft)	Paved, Lawn/Landscape (5 Ft)	Landscape (5 ft)	Paved, Lawn/Landscape (8 Ft)
Curb Environment	Sidewalk (4 Ft), Brick Terrace (3 Ft), Trees in grates, Planter pots	Sidewalk (4 Ft), Brick terrace (3 Ft), Trees in grates, Planter pots	Sidewalk (4 Ft), Brick terrace (3 Ft), Trees in grates, Planter pots, Planter boxes	Sidewalk (4 Ft), Brick terrace (3 Ft), Trees in grates, Planter boxes, Planter pot (x1),	Sidewalk (5 Ft), Brick terrace (3 Ft), Trees in grates, Planter pots, Furnishings	Sidewalk (5 Ft), Brick terrace (3 Ft), Trees in grates, Planter boxes, Planter pots,	Sidewalk (5 Ft), Brick terrace (3 Ft), Trees in grates, Planter pots	Sidewalk (5 Ft), Brick terrace (3 Ft), Trees in grates, Planter pots	Sidewalk (5 ft), Gravel terrace (3-5 Ft)
Curb+Setback Width	13 Ft	67 Ft	32 Ft	57 Ft	18 Ft	18 Ft	13 Ft	13 Ft	16 Ft
	LYDELL AVENUE	BAY RIDGE AVENUE	KENT AVENUE	SHORELAND AVENUE	SANTA MONICA BOULEVARD	SANTA MONICA BOULEVARD	CONSAUL PLACE	CONSAUL PLACE	LAKE DRIVE
Curb+Setback Width	18 Ft	18 Ft	18 Ft	18 Ft	18 Ft	19 Ft	19 Ft	18 Ft	16 Ft
Curb Environment	Sidewalk (5 Ft), Brick Terrace (3 Ft), Trees in grates, Planter pots	Sidewalk (5 Ft), Brick terrace (3 Ft), Trees in grates, Planter pots	Sidewalk (5 Ft), Brick terrace (3 Ft), Trees in grates, Planter pots	Sidewalk (5 Ft), Brick terrace (3 Ft), Trees in grates, Planter boxes, Planter pot (x1),	Sidewalk (5 Ft), Brick terrace (3 Ft), Trees in grates, Planter pots, Furnishings	Sidewalk (6 Ft), Brick terrace (3 Ft), Trees in grates, Planter boxes, Planter pots,	Sidewalk (6 Ft), Brick terrace (3 Ft), Trees in grates, Planter pots, Patio, Furnishings	Sidewalk (5 Ft), Brick terrace (3 Ft), Trees in grates, Planter pots, Patio	Sidewalk (5 ft), Terrace (3-5 Ft)
Setback	Lawn/Landscape (9-13 Ft)	Lawn/Landscape, Paved, Patio (10 Ft)	Landscape, Paved, Patio (5-10 Ft)	Lawn/Landscape (10 Ft)	Landscape, Fence (10 Ft)	Paved (10 ft)	Paved (10 Ft)	Paved (10 Ft)	Lawn/Landscape (8 Ft)
Land Use	Residential, Driveway, Bank	Retail, Office, Restaurant	Retail, Surface Lot, Bank	Office, Retail	Surface Lot (Farmer's Market), Medical	Office, Fitness, Retail, Services, Education	Restaurant, Retail, Service, Candy, Art, Salon, Café	Fast food, Retail, Fitness	Bank, Residential, Driveway
	LYDELL AVENUE	BAY RIDGE AVENUE	KENT AVENUE	SHORELAND AVENUE	SANTA MONICA BOULEVARD	BERKELEY BOULEVARD	DIVERSEY BOULEVARD	HOLLYWOOD AVENUE	MARLBOROUGH DRIVE
SOUTH	1	2	3	4	5	6	7	8	9
									DANBURY ROAD



Placemaking: *Concept Vision*

Inspiration



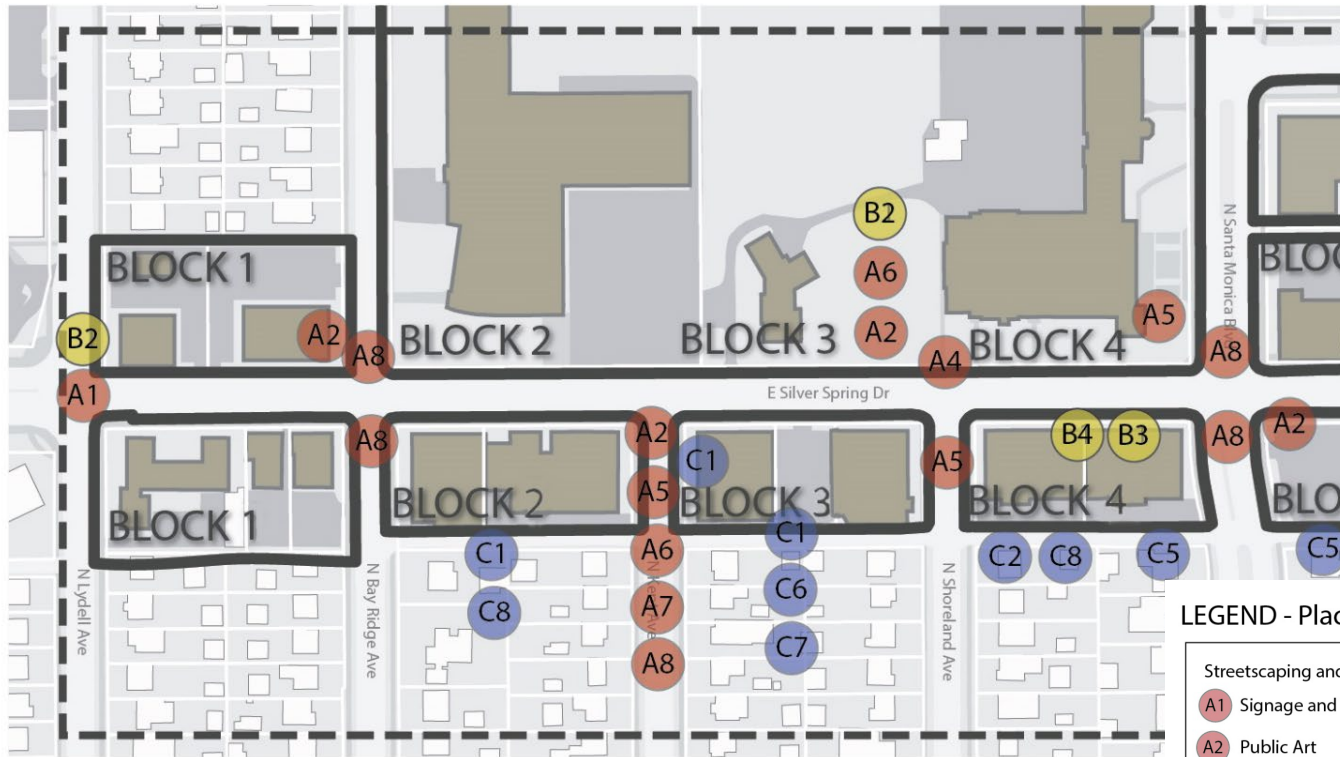
Placemaking: *Concept Vision*

Inspiration



Placemaking: *Element Recommendation*

West End



LEGEND - Placemaking Strategies

Streetscaping and Public Way Concepts

- A1 Signage and Wayfinding
- A2 Public Art
- A3 Streetscaping and Walkability
- A4 Plants and Greenery
- A5 Street Furniture
- A6 Games and Activities
- A7 Shared Street
- A8 Painted Pavement

Business and Property Owner Improvements

- B1 Window Displays
- B2 Pollinator Gardens and Bird Houses
- B3 Artistic Signage and Lighting
- B4 Bird-Friendly Window Decals
- B5 Open House Events and Pop-Up Galleries
- B6 Sidewalk Sales

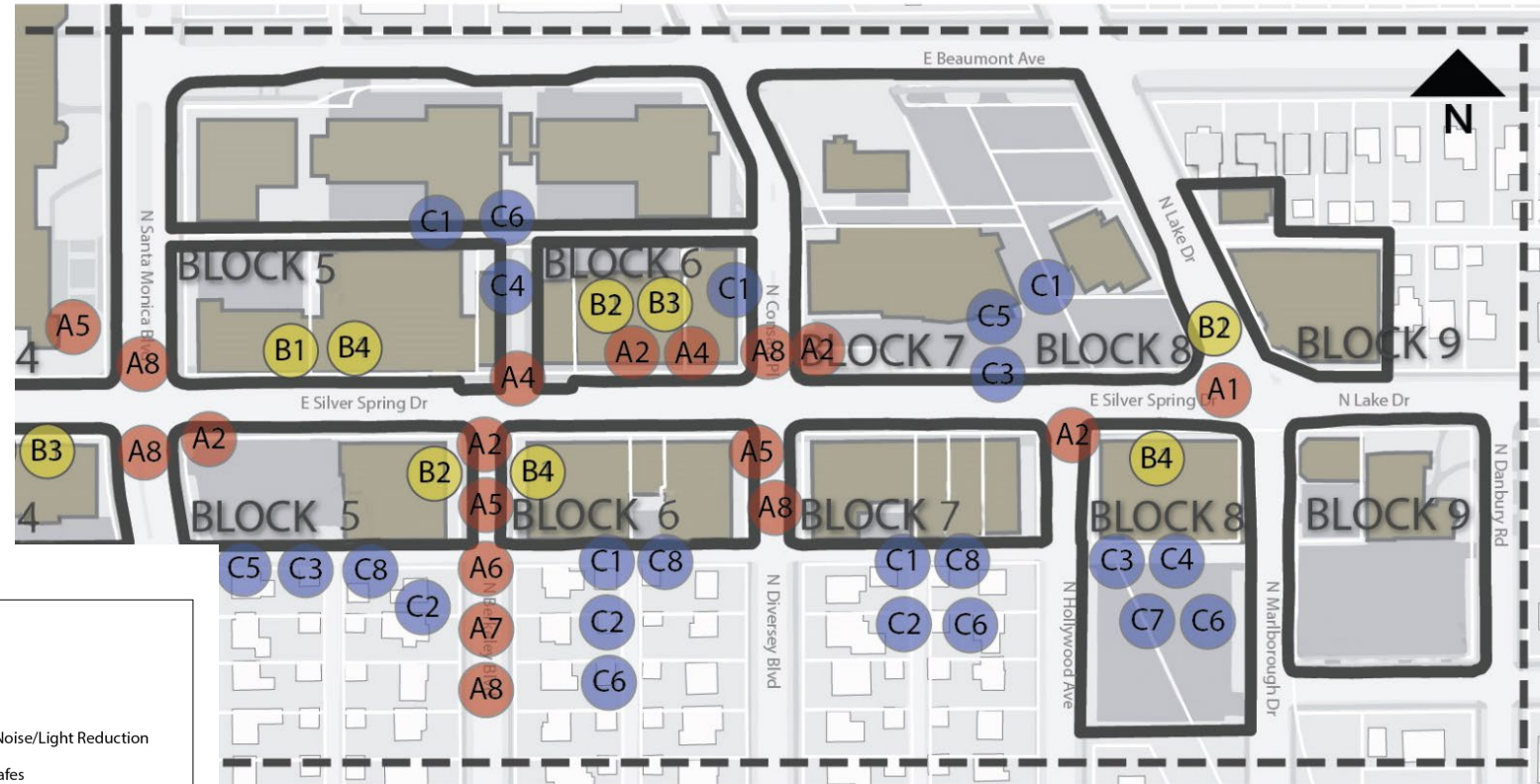
Alley Improvements

- C1 Art Walk/Murals
- C2 Partial Pedestrian-ization
- C3 Native Species Habitat and Noise/Light Reduction
- C4 Spillover Space for Events/Cafes
- C5 Infographics/Public Service Announcements
- C6 Secondary Retail Frontages/Business Pop-Ups
- C7 Mid-Block Alley Access
- C8 Green Alleys/Green Infrastructure



Placemaking: *Element Recommendation*

East End



LEGEND - Placemaking Strategies

Streetscaping and Public Way Concepts

- A1 Signage and Wayfinding
- A2 Public Art
- A3 Streetscaping and Walkability
- A4 Plants and Greenery
- A5 Street Furniture
- A6 Games and Activities
- A7 Shared Street
- A8 Painted Pavement

Business and Property Owner Improvements

- B1 Window Displays
- B2 Pollinator Gardens and Bird Houses
- B3 Artistic Signage and Lighting
- B4 Bird-Friendly Window Decals
- B5 Open House Events and Pop-Up Galleries
- B6 Sidewalk Sales

Alley Improvements

- C1 Art Walk/Murals
- C2 Partial Pedestrian-ization
- C3 Native Species Habitat and Noise/Light Reduction
- C4 Spillover Space for Events/Cafes
- C5 Infographics/Public Service Announcements
- C6 Secondary Retail Frontages/Business Pop-Ups
- C7 Mid-Block Alley Access
- C8 Green Alleyways/Green Infrastructure



Placemaking: *Schematic Design*



Placemaking: *Schematic Design*



Silver Spring Drive Placemaking Opportunities



Placemaking: *Schematic Design*

Entrance Identifiers – West End



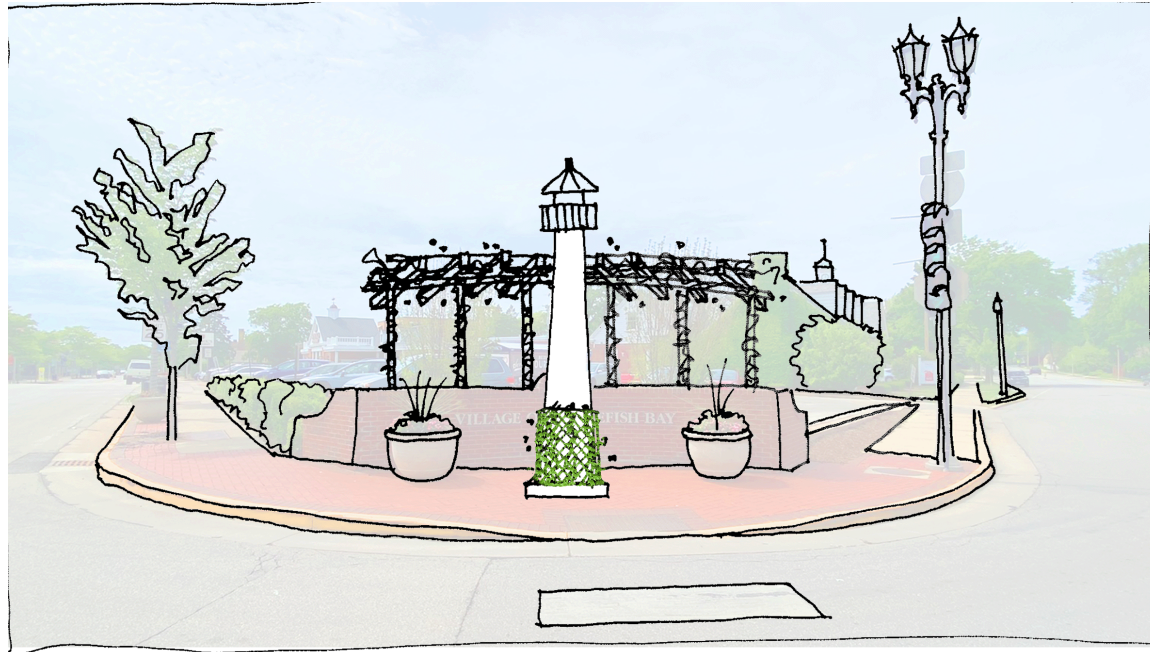
Silver Spring Drive Gateways

- illuminated lighthouse
- Cylinder with stripes
 - pre-cast concrete
 - colored / printed stripe
 - match color to bike racks
 - brass top & bottom brackets of light
 - Village seal
- Rectangular
 - iron trellis at base for vines
 - pre-cast concrete pillar
 - iron grate at light
 - metal light hood
 - Village seal



Placemaking: *Schematic Design*

Entrance Identifiers – East End



MEWK



MEWK



MEWK



Next Steps

- Recommendations to Board
- Questions?



CAPITAL PROJECT FUND: TID NO. 1



Department Description

Tax Incremental Financing District (TID) No. 1 includes property along Silver Spring, Beaumont, Consaul, and Lake Drive. The purpose of creating a TID is to provide a financing mechanism for generating economic development and revitalization. Revenues are generated by taking the tax increment (difference between the current equalized value and the equalized value when created) times the tax rates for the Village, School District, Milwaukee County, Milwaukee Metropolitan Sewerage District (MMSD), and Milwaukee Area Technical College (MATC). This revenue is then retained for the TID rather than being distributed out to each of these taxing units. The revenues generated within a TID can be used directly for projects or for debt service incurred to finance projects. When created in 2004 the base value of the property within TID No. 1 was \$38,403,700. As of January 1, 2022 the TID value was \$71,464,100 which yields an increment of \$33,060,400.

TID No. 1 Projects:

Intersection project and vehicle charging station purchases planned in 2023.



TID #1 Boundary

Fund 25 - Tax Increment District # 1
 Summary of Revenues & Expenditures

Account	Account Name	2020 Actual	2021 Actual	2022 Budget	9/30/22 YTD	2022 Projected	2023 Budget	Budget % Change
Revenues								
41100	Tax Increment	\$ 507,334	\$ 549,772	\$ 549,773	\$ 533,225	\$ 533,225	\$ 533,225	-3.01%
43430	Personal property & exempt computer aid	18,574	23,569	18,574	18,574	18,574	18,574	0.00%
48911	Developer agreement obligations	2,791	3,727	-	39,110	41,110	2,000	100.00%
49100	Debt proceeds	-	-	50,000	-	-	-	-100.00%
48440	Miscellaneous	-	2,000	-	79,943	79,943	-	0.00%
	Total Revenue	<u>528,699</u>	<u>579,068</u>	<u>618,347</u>	<u>670,852</u>	<u>672,852</u>	<u>553,799</u>	
					-	-	-	
Expenditures								
98200-731	Transfer to Debt Service	283,341	283,443	280,388		280,388	283,313	1.04%
98200-790	Project Costs	77,452	399,820	100,000	141,102	175,000	200,000	100.00% (1)
98200-791	General Expenses	34,144	8,983	32,500	29,507	32,500	32,500	0.00%
98200-792	Developer/Retail Incentive/Façade	48,500	98,500	300,000	268,825	343,825	600,000	100.00% (2)
	Total Expenditures	<u>443,437</u>	<u>790,746</u>	<u>712,888</u>	<u>439,434</u>	<u>831,713</u>	<u>1,115,813</u>	56.52%
	Beginning Fund Balance	\$ 1,059,378	\$ 1,144,640	\$ 932,962		\$ 932,962	\$ 774,101	
	Annual Income / (Loss)	85,262	(211,678)	(94,541)		(158,861)	(562,014)	
	Fund balance adjustment	-	-	-		-	-	
	Applied surplus	-	-	-		-	-	
	Ending Fund Balance	<u>\$ 1,144,640</u>	<u>\$ 932,962</u>	<u>\$ 838,421</u>		<u>\$ 774,101</u>	<u>\$ 212,087</u>	

Significant Variances Explanation:

- (1) Intersection project and vehicle charging station included in 2023.
- (2) Based on approved grants that have not yet been paid and anticipated grant requests in 2023

CAPITAL PROJECT FUND: TID NO. 2



Department Description

Tax Incremental Financing District (TID) No. 2 includes property along Beaumont Ave, Consaul Ave, and Santa Monica Drive. As with TID No. 1, the purpose of creating a TID is to provide a financing mechanism for generating economic development and revitalization. Revenues are generated by taking the tax increment (difference between the current equalized value and the equalized value when created) times the tax rates for the Village, School District, Milwaukee County, Milwaukee Metropolitan Sewerage District (MMSD), and Milwaukee Area Technical College (MATC). This revenue is then retained for the TID rather than being distributed out to each of these taxing units. The revenues generated within a TID can be used directly for projects or for debt service incurred to finance projects.

TID No. 2 was created specifically for the Mandel Group development and is an overlay district, meaning, the boundaries of TID No. 2 are also included in the boundaries of TID No. 1. When created in 2013 the base value of the property within TID No. 2 was \$405,600. As of January 1, 2022 the TID value was \$19,094,500 which yields an increment of \$18,688,900.

TID No. 2 Expenditures:

The 2023 budget includes a \$178,725 developer payment as part of the contract agreement.



TID #2 Boundary

Fund 27 - Tax Increment District # 2

Summary of Revenues & Expenditures

Account	Account Name	2020 Actual	2021 Actual	2022 Budget	9/30/22 YTD	2022 Projected	2023 Budget	Budget % Change
Revenues								
41100	Tax Increment	\$ 352,422	\$ 326,385	\$ 326,385	\$ 323,831	\$ 323,831	\$ 323,831	-0.78%
49100	Proceeds from refunding debt		1,240,000		-	-		0.00%
49502	Miscellaneous	-	76,920	-	-	-	-	0.00%
	Total Revenue	<u>352,422</u>	<u>1,643,305</u>	<u>326,385</u>	<u>323,831</u>	<u>323,831</u>	<u>323,831</u>	-0.78%
Expenditures								
96000-715	Bond Issue Costs	-	25,869	-	-	-	-	0.00%
98200-731	Transfer to Debt Service	123,488	1,419,388	106,850	-	106,850	115,050	7.67% (1)
98200-796	TID #2 General Expenses	27,775	26,663	32,500	25,150	27,000	27,000	-16.92%
98200-797	Developer/Retail Incentive/Façade	179,813	179,775	179,413	179,413	179,413	178,725	-0.38%
	Total Expenditures	<u>331,076</u>	<u>1,651,695</u>	<u>318,763</u>	<u>204,563</u>	<u>313,263</u>	<u>320,775</u>	0.63%
	Beginning Fund Balance	\$ 26,625	\$ 47,971	\$ 39,581		\$ 39,581	\$ 50,149	
	Annual Income / (Loss)	21,346	(8,390)	7,622		10,568	3,056	
	Fund balance adjustment	-	-	-		-	-	
	Applied surplus	-	-	-		-	-	
	Ending Fund Balance	<u>\$ 47,971</u>	<u>\$ 39,581</u>	<u>\$ 47,203</u>		<u>\$ 50,149</u>	<u>\$ 53,205</u>	

Significant Variances Explanation:

(1) Payments based on amortization schedules.

TID #1 & TID #2 Funds
 Schedule of Principal and Interest on Existing Debt

Below is repayment schedule for debt related to TID #1 and TID #2 as of 12/31/22

	Total TID Debt			TID #1 Portion			TID #2 Portion		
	Principal	Interest	Total	Principal	Interest	Total	Principal	Interest	Total
2023	340,000	58,363	398,363	245,000	38,313	283,313	95,000	20,050	115,050
2024	360,000	48,838	408,838	260,000	30,738	290,738	100,000	18,100	118,100
2025	280,000	40,263	320,263	175,000	24,213	199,213	105,000	16,050	121,050
2026	280,000	32,988	312,988	170,000	19,088	189,088	110,000	13,900	123,900
2027	255,000	26,119	281,119	150,000	14,369	164,369	105,000	11,750	116,750
2028	265,000	19,425	284,425	155,000	9,825	164,825	110,000	9,600	119,600
2029	275,000	12,425	287,425	165,000	5,025	170,025	110,000	7,400	117,400
2030	165,000	7,200	172,200	55,000	1,725	56,725	110,000	5,475	115,475
2031	135,000	4,313	139,313	30,000	450	30,450	105,000	3,863	108,863
2032	105,000	2,288	107,288	-	-	-	105,000	2,288	107,288
2033	100,000	750	100,750	-	-	-	100,000	750	100,750
	<u>2,560,000</u>	<u>252,971</u>	<u>2,812,971</u>	<u>1,405,000</u>	<u>143,746</u>	<u>1,548,746</u>	<u>1,155,000</u>	<u>109,225</u>	<u>1,264,225</u>