



The Evolving Commercial Real Estate Market: *Challenges and Opportunities for Communities*

March 24, 2021
10:00 a.m. – 3:30 p.m.
Virtual Comprehensive Course

Organization Contact Person and Contact Information	Kathleen Heady, CEcD, Manager, Wisconsin Economic Development Academy, Wisconsin Economic Development Association
General Organization Information (i.e. website address, short description of organization, etc.)	The Wisconsin Economic Development Association (WEDA), founded in 1975, is a statewide non-profit organization dedicated to expanding Wisconsin’s economy. Driven by the needs of our 450-plus members, we represent the economic development interests of both the private and public sectors through leadership on statewide initiatives to advance economic development in Wisconsin. Through the Wisconsin Economic Development Academy, WEDA provides educational programming to meet the needs of local officials, board or commission members, private sector businesses and professionals in the planning, community, and economic development fields.
Academy Course Model	Virtual Comprehensive
Name of Academy Course:	The Evolving Commercial Real Estate Market: Challenges and Opportunities for Communities
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide a comprehensive review of short- and long-term trends underway in the commercial real estate market, focusing on the retail, office, and industrial segments. After completing this course, participants will have an understanding of key trends that may impact development/redevelopment and insights into how communities can be prepared for these trends in order to maximize opportunities, address challenges and build resiliency.
Course Description	<p>Through this course, participants will learn about short- and long-term trends underway in the commercial real estate market, with an emphasis on the retail, office, and industrial segments. The morning sessions of the program will explore national and statewide trends, including urban and rural perspectives. Topics will also include a discussion of development and redevelopment possibilities and ways communities can be prepared to maximize opportunities and address challenges.</p> <p>The afternoon program will kick off with insights from the architecture, engineering, and construction industry (AEC). This first session will explore design and construction considerations, including the use of technology, healthy workplace measures, space flexibility and other issues that may impact projects moving forward. The remaining afternoon sessions will focus on more detailed discussions about how communities can and have been working to seize opportunities, address challenges and build resiliency for the long term. Tools and techniques that could be used to help communities proactively prepare for the future will be explored.</p>

	<p>Examples will be highlighted throughout the program and the final session of the day will feature presentations by the City of West Allis and Village of Marathon City. How are these two communities working to adapt to changes in the market and how are they positioning for future success and resiliency.</p>
<p>Training Deliverables</p>	<p>Through this course, attendees will learn –</p> <ul style="list-style-type: none"> • Trends underway in the commercial real estate market, with a focus on the retail, office, and industrial segments • Insights from the architecture, engineering, and construction (AEC) industry • How communities can prepare to maximize opportunities, address challenges, and build resiliency • Real life examples from urban and rural communities
<p>Introductory Remarks</p>	<p>Tracy Johnson, CAE, President & CEO CARW – Commercial Association of REALTORS Wisconsin</p>  <p>Tracy Johnson, CAE is President and CEO for CARW – the Commercial Association of REALTORS® Wisconsin, a Statewide trade association of 900 commercial real estate professionals representing 100 M SF of real estate for sale or lease. She oversees the statewide commercial data platform powered by Catylist, and leads advocacy efforts for the commercial real estate industry. She is a board member of Ascension Wisconsin and the Transportation Development Association.</p>
<p>Trends in the Office and Industrial Markets</p>	<p>Jeff Hoffman, SIOR, CCIM, Principal Cushman & Wakefield Boerke</p>  <p>Jeff Hoffman is the Co-Chair of the Industrial Services Practice. Jeff is a 20-year industry veteran and has completed more than \$750m in lifetime transactions. He has an expertise in land sales and site selection and currently represents the following business parks: OakView, Deback Farms and Towne Corporate Park.</p> <p>The Boerke Company is celebrating 100 years of being a leader in Wisconsin’s commercial real estate market. Our exclusive Alliance with the Cushman & Wakefield network of over 400 offices in 70 countries, \$8.2 B in revenue and 51,000 people around the world provides a tremendous opportunity to service national and global businesses which are both moving into or expanding beyond the borders of Wisconsin.</p>

**Manny Vasquez, VP of Business Development
NAI Pfefferle and Pfefferle Companies**



Manny is vice president of business development for NAI Pfefferle and Pfefferle Companies, a commercial real estate leader founded in Appleton, Wisconsin in 1971. He's responsible for promoting Pfefferle's full-service platform to a wide variety of clients, including local companies, investors, owners/developers, municipalities and corporate real

estate users. Manny works in collaboration with the company's sales & leasing team, as well as its facilities & property management group, to offer a full platform of commercial real estate services with a focus on industrial, office, retail, multifamily and investment property throughout the state of Wisconsin. Manny also helps the company extend its market reach nationally and internationally by leveraging Pfefferle's partnership with NAI Global, a network of 400 local commercial real estate offices in 48 states and 45 countries.

Prior to joining NAI Pfefferle, Manny served as the vice president of the Fox Cities Regional Partnership (FCRP), a public-private economic development entity focused on corporate recruitment, business retention & expansion efforts in Wisconsin's Fox Cities region.

**Wisconsin Retail Trends –
What to Expect in 2021 and
Beyond**

**Aaron Farmer, President
The Retail Coach**



Aaron Farmer brings to The Retail Coach knowledge of the most current research on retail and marketing trends. Prior to joining The Retail Coach, Mr. Farmer was employed in marketing research and retail development where he worked on projects for some of America's leading retailers and restaurants including FedEx,

Kinkos, Sally Beauty Supply, Adidas, Concentra and the National American Association of Subway Franchises. Mr. Farmer's expertise touches each step of a project from the initial trade area determination to the actual recruitment of retailers. Mr. Farmer holds a degree in Marketing from The Mays Business School at Texas A&M University and an MBA from Texas A&M University – Commerce

The Retail Coach is a national retail consulting, market research and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development strategies to local governments, chambers of commerce and economic development organizations. Through our unique Retail 360® process, we offer a fully customized system of products and services that better enable communities to maximize their retail development potential.

***Design and Construction
Trends in Commercial
Development***

**Kathryn Berger, JD, EDFP, HDFP, Business Development Manager
CG Schmidt, Inc.**



Kathryn Berger is Business Development Manager for Milwaukee-based CG Schmidt, Inc., one of the top construction management firms in the Midwest. In that role, she oversees corporate marketing efforts, adds value to future developments in the M7 Region and identifies potential business opportunities for the firm.

Previously, Kathryn served as Regional Economic Development Director with Wisconsin Economic Development Corporation, delivering financial and technical assistance to communities in Southeastern Wisconsin to help spur local economic development. She also spent ten years at Local Initiatives Support

Corporation (LISC) in Milwaukee, where she provided financing and technical assistance to community development and affordable housing projects throughout the City of Milwaukee. Kathryn has a BA in English from Hamline University in St. Paul, MN, a JD from UW Madison Law School, and holds the EDFP and HDFP certifications from the National Development Council. She has worked in economic and community development in Southeastern Wisconsin for more than 20 years.

**Pete Damsgaard, Principal | Director of Design
Groth Design Group, Inc.**



Peter grew up in Northern Chester County, Pennsylvania, approximately 40 miles west of Philadelphia. This unique landscape introduced him to numerous historic structures, a rich design history and an active preservation community. Exposure to this unique environment at a young age ignited his natural curiosity and passion for architecture.

Peter continued focusing on a longtime fascination with building and design and went on to study at Tufts University, concluding his undergraduate work with a Bachelor of Arts in Architectural Studies. He further continued his education at Washington University in St. Louis where he earned a Masters of Architecture. Throughout his education he worked as a restoration carpenter in Pennsylvania, as well as at various design firms in Pennsylvania, Massachusetts, and Michigan before settling in Milwaukee.

Today, Peter is a Principal and Director of Design at GROTH Design Group, a 35-person full service architectural firm. He is responsible for stewarding a collaborative and thoughtful design process, engaging the design community, working with local community leaders. He leads GROTH Design Group's staff education efforts to ensure the team continuously remains at the forefront of diverse architectural approaches, sophisticated composition and deep insight into interdisciplinary design.

Opportunities and Challenges: Building Community Resiliency

**Jolena Presti, AICP, Managing Director
Baker Tilly US, LLP**



Jolena Presti is a managing director with Baker Tilly US, LLP working with the Public Sector Advisory team. Jolena has been with Baker Tilly since 2019 and has more than 20 years of experience in the development and advancement of innovative strategies in economic development, strategic leveraging of public and private investments to advance community and redevelopment consulting solutions.

Jolena has a Bachelor of Arts, Business Administration, Marketing Lakeland University (Plymouth, Wisconsin) and a Master of Public Administration and a Master of Urban Planning from the University of Washington (Seattle).

Community Perspectives

**Andrew R. Kurtz, Administrator / Clerk / Treasurer/ Director of Public Works
Village of Marathon City**



Mr. Kurtz has been the Administrator since January 2014 and serves as the chief executive of Marathon City. In addition to the day to day operations of the Village, Andy is responsible for financial management and budgeting, economic development, TID management, records management, contract administration, comprehensive planning, delivery of services, resident satisfaction / public relations, human resources, governmental reporting and compliance, inter-governmental relations and elections.

Andy currently is a member of the Board of Directors for the Local Government Institute of Wisconsin, a not-for-profit, non-partisan group representing all citizens of Wisconsin at the local level and created to conduct research, enhance collaboration, and educate the public and policymakers on ways to improve local government's ability to serve the people.

Mr. Kurtz has a Bachelor's of Science degree in Business Administration with a Finance emphasis from the University of Wisconsin Superior. Andy is a 2016 graduate of the UW- Green Bay Municipal Clerks and Treasurers Institute and served on the Advisory Board for the Institute.

**Patrick Schloss
Economic Development Executive Director, City of West Allis
Vice President, First Ring Industrial Redevelopment Enterprise, Inc.**

With over 22 years of experience in economic development, Patrick is actively engaged in redevelopment projects for an urban City that involves the deployment of multiple federal, state, and local funding sources and programs. Patrick is passionate about creatively attracting private investment and fostering new small business growth. Schloss is responsible for negotiating development agreements to connecting small businesses to valuable resources or technical assistance. Through the years in economic development, Schloss' work has covered a spectrum

	<p>of successful projects that include Section 42 tax credit deals, creating a neighborhood association program, guiding the revitalization of neighborhood parks, developing a road map for small businesses to navigate the City’s approval process, and much more.</p> <p>As Vice President of a successful Community Development Entity called First-Ring Industrial Redevelopment Enterprise, Inc. (F.I.R.E.), efforts have included allocating over \$273 million in New Market Tax Credits to support regional economic growth in Milwaukee, Racine, and Kenosha Counties. To date, FIRE tax credits investments have created 3,473 permanent jobs, 2,047 construction jobs, and 2,484,309 sq. ft. of development within distressed neighborhoods</p> <p>Schloss currently services on the Board of Wisconsin Business Development, Inc. and is a Past President of WEDA.</p>
<p>Location (city, state) of each Instructor</p>	<p>Tracy Johnson, Milwaukee, WI Jeff Hoffman, Milwaukee, WI Manny Vasquez, Appleton, WI Aaron Farmer, Austin, Texas Kathryn Berger, Milwaukee, WI Pete Damsgaard, Cedarburg, WI Jolena Presti, Milwaukee, WI Andrew R. Kurtz, Marathon City, WI Patrick Schloss, West Allis, WI</p>