



**VIA E-MAIL**

May 5, 2017

Nikki Purvis, Manager  
Office of Small Business Development  
City of Milwaukee  
200 E. Wells Street, Room 606  
Milwaukee, WI 53202

**Re: SBE & RPP Action Plan for the Freshwater Plaza Project**

Dear Nikki:

As an experienced real estate development and investment firm we have learned that in order for our projects to be successful they must be innovative, sustainable, high quality and meet the needs of the communities in which we build. Delivering a product that achieves these criteria ensures a triple bottom line effect, where a project not only offers financial stability but also has a positive social and environmental impact for present and future generations. The Freshwater Plaza Project, a transformation of a blighted industrial site into an 180,000sf mixed-use urban gateway development is the epitome of that concept – and while rewarding in nature, projects as such are very difficult to build. The challenges experienced on Freshwater were immense yet we were still able to deliver a quality product on time and relatively on budget. Unfortunately, where we missed our mark is meeting the targeted business and workforce utilization requirements set forth by the City of Milwaukee. The purpose of this letter is to reinforce our commitment to achieve those requirements as well as outline our plan to meet them.

As you will note in the attached reports, our SBE participation for the apartment building and site improvement portion of Phase I construction is approximately 27%. We are working through final change orders which will impact the final percentage but we still expect to exceed the 25% requirement. For the RPP requirement on the same, the final participation is anticipated to be approximately 24% or 13,324 hours. This includes estimates on future hours for work to be completed by the end of June. As you are aware, CH355-7.2.a permits up to one third of the required RPP hours to be counted from other projects that do not have RPP requirements. This percentage equates to approximately 7,333 RPP hours of which we have already accrued 6,931. The contributing projects are 1433 N Water Street in Milwaukee, The Preserve at Prairie Creek in Oconomowoc and the Milwaukee Tool Office Expansion in Brookfield. Utilizing RPP hours worked to date on these projects brings the total RPP shortfall on Phase I to an estimated 3.2% or 1,764 hours of the total hours worked. To close this gap, we request permission to increase the number of RPP hours permitted to be used from other projects from 13.3% of the total project hours (33.3% of the 40% requirement), to 16% of the total project hours (40% of the 40% requirement).

Additionally, we have included information from Cermak Realty, LLC regarding their project costs, labor summary and RPP commitment on the grocery store project. It is our understanding based on section 1.5 of the Human Resources Agreement that Cermak Realty is responsible for meeting the project requirements since their work was not contracted through Freshwater Plaza Corp. (FPC) and FPC did not have direction or control in the selection on contractors or material providers for the same. Additionally, the language of the Resident Preference Program section III of the Human Resources Agreement further states that the 40% requirement only applies to worker hours expended on construction included in the project costs, which again, we had no control over for the Cermak portion of the project. FPC was responsible for the infrastructure, site improvements and the apartment building which we are accepting full responsibility for our performance on those portions of work. However, we understand the city's stance on the project's HR requirements and are working with the Cermak Realty team to ensure they meet the commitments of their



attached plan. In terms of SBE participation on the grocery store, we have agreed to make up the shortfall from the grocery store core and shell work on Phase II of the master development.

For Phase II, we are confident that we can achieve 40% RPP participation and are committed to exceed 25% SBE as outlined in the attached plan. Given the small scopes associated with this phase we see this as a great opportunity to work with more SBE firms with higher RPP workers and possibly a SBE certified general contractor. We are currently interviewing consultants and general contractors and hope to have our project team assembled within the next 60 days pending the final signing of tenant leases. Once assembled we will work with your office on proactively completing outreach, certifications and monitoring to ensure we meet our goal. Again, based on the diligent work of our staff and some lessons learned on phase I, we strongly believe that we will exceed our requirements for this phase of work.

In closing, our commitment to workforce development is not conditional to the Freshwater project solely because we have an obligation to do so. We strongly believe that our jobsites should reflect the surrounding community and we support the growth of small businesses and underemployed workers. We acknowledge the RPP shortfall on the Freshwater Project and we are committed to improving our efforts on future phases and future projects. We are equally committed to partnering with the city and the rest of the development and construction community to critically think about how we can meet the intent of the inclusion programs in place, as it is not our goal to create temporary employment just to meet a city requirement. To further show our commitment to these beliefs, we have officially designated preferred status to SBE companies & RPP workers on all our projects in the Milwaukee metropolitan area and have begun developing a revised procurement policy to be used company wide – not only on our development opportunities but also through our property management assignments as well. We expect to do more business with SBE certified firms and provide more employment opportunities to RPP certified workers with or without mandated requirements.

Should you have any questions regarding our participation plans, please contact me directly at (414) 935-4124 or [wwiertzema@wangard.com](mailto:wwiertzema@wangard.com).

Sincerely,

A handwritten signature in black ink that reads 'Wayne Wiertzema'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Wayne Wiertzema  
President  
Wangard Partners, Inc.  
As agent for Freshwater Plaza Corp.

Enclosures:

Freshwater Plaza RPP Participation Plan  
December 2016 RPP & SBE Reports  
Resident Preference Program Request for Adjustment  
Cermak Realty, LLC SBE & RPP Update Letter  
Cermak Milwaukee, Inc. Commitment Letter

CC:

Stewart Wangard, CEO & Chairman, Wangard Partners, Inc.  
Rocky Marcoux, Commissioner, Dept. of City Development – City of Milwaukee  
Jose Perez, Alderman of the 12th District, City of Milwaukee

Freshwater Plaza Project  
RPP Projection  
5/5/2017

**PHASE 1 - MIXED USE BUILDING & SITE IMPROVEMENTS**

Description	Non-RPP City Resident	RPP	Non City Non-RPP	Totals
Currently in LCP Tracker	6,812.82	10,234.90	36,354.22	53,401.94
Future Hours / Pending Adjustments	-733.00	1,829.40	2,360.60	3,457.00
<b>Totals</b>	<b>6,080</b> 10.69%	<b>12,064</b> 21.22%	<b>38,715</b> 68.09%	<b>56,859</b> 100.00%

**PHASE 1 - CERMAK GROCERY STORE**

Description	Non-RPP City Resident	RPP	Non City Non-RPP	Totals
Actual Construction Hours	0.00	0.00	17,143.50	17,143.50
<b>Totals</b>	<b>0.00</b> 0.00%	<b>0.00</b> 0.00%	<b>17,143.50</b> 100.00%	<b>17,143.50</b> 100.00%

**PHASE 2 - WATER FEATURE & RETAIL OUT LOTS**

Description	Non-RPP City Resident	RPP	Non City Non-RPP	Totals
Water Feature		144	352	496
Outlots (Future)		2204	3044	5248
<b>Totals</b>	<b>0</b> 0.00%	<b>2,348</b> 40.88%	<b>3,396</b> 59.12%	<b>5,744</b> 100.00%

**CONSTRUCTION HOURS SUMMARY DETAIL**

Description	Non-RPP City Resident	RPP	Non City Non-RPP	Totals
Mixed Use Building & Site Improvements	6,080	12,064	38,715	56,859
Cermak Grocery Store	0	0	17,144	17,144
Water Feature & Retail Out Lots	0	2,348	3,396	5,744
<b>Totals</b>	<b>6,080</b> 7.62%	<b>14,412</b> 18.07%	<b>59,254</b> 74.30%	<b>79,746</b> 100.00%

TOTAL RPP HOURS REQUIRED 40.00% 31,899

**SUPPLEMENTAL RPP HOURS**

	<u>Current</u>	<u>Future</u>	<u>Total</u>
RPP Hours on 2017 Wangard Projects	7,471	2,169	9,640
RPP Hours worked in Cermak Grocery Store in 2017	0	10,824	10,824
<b>Totals</b>	<b>7,471</b>	<b>12,993</b>	<b>20,464</b>

**RPP PROJECTION SUMMARY**

TOTAL RPP PROJECT HOURS WORKED TO DATE	13.01%	10,379
TOTAL RPP HOURS ON FUTURE PHASES	5.06%	4,034
TOTAL RPP HOURS ON OTHER PROJECTS	12.09%	9,640
TOTAL RPP HOURS IN GROCERY STORE	13.57%	10,824
<b>TOTAL RPP HOURS PROJECTED</b>	<b>43.73%</b>	<b>34,876</b>

Laacke & Joys  
 RPP Participation

Contractor	Current	Future	Total
Findorff	3,300		3,300
Integrity	2,850		2,850
TBD		1,000	1,000
			-
			-
			-
			-
			-
			-
			-
			-
			-
			-
			-
<b>Total</b>	<b>6,150</b>	<b>1,000</b>	<b>7,150</b>

The Preserve  
RPP Participation

<b>Contractor</b>	<b>Current</b>	<b>Future</b>	<b>Total</b>
Stark	72	215	286
Horner	895	854	1,749
Full Spec		100	100
			-
			-
			-
			-
			-
			-
			-
			-
			-
			-
			-
			-
<b>Total</b>	<b>967</b>	<b>1169</b>	<b>2135</b>

Freshwater Plaza Project  
 SBE Projection  
 5/17/2017

Phase 1	Approved Project Cost	Adjustments <sup>1</sup>	Revised Project Cost	SBE Actual
Mixed Used Bldg & Site	\$ 9,602,178	\$ 350,936	\$ 9,953,114	\$ 3,426,898
Water Feature	\$ 263,513	\$ (7,715)	\$ 255,798	\$ 15,600
Cermak	\$ 3,196,470		\$ 3,196,470	
<b>Totals</b>	<b>\$ 13,062,161</b>	<b>\$ 343,221</b>	<b>\$ 13,405,382</b>	<b>\$ 3,442,498</b>
<b>Project Participation to Date</b>				<b>25.68%</b>

**Notes**

1. Adjustments include change orders to scopes of work included in the approved project cost.

# Cermak

VIA E-MAIL

May 11, 2017

Nikki Purvis, Manager  
Office of Small Business Development  
City of Milwaukee  
200 E. Wells Street, Room 606  
Milwaukee, WI 53202

**Re: Cermak Employment Plan & Commitment to RPP Participation**

Dear Nikki:

The purpose of this letter is to introduce our business to your office and outline the employment plan for our new store at the Freshwater Plaza development. Cermak Fresh Market is a premier Chicago based Supermarket Chain specializing in a variety of ethnic foods catering to Mexican, Puerto Rican, Greek, Italian, Polish, Russian and other European and Latin American cultures. Our commitment to community and providing services and opportunities to people of a diverse background is one of our core values. We are enthusiastic about joining the Walker's Point community and are capable and motivated to hire most of our employees from the local neighborhoods, including those who are unemployed or underemployed.

Cermak has a proven track record with career development and it is not unusual for part-time workers to convert to full-time status. It is also not uncommon to see entry level workers move vertically within the company to assistant managerial level positions. The West Milwaukee store has at least five examples of that type of career ladder movement.

Current hiring and screening for the Freshwater store is being coordinated in partnership with Journey House. We recently held two job fairs and are working on additional outreach efforts to attract community residents. Below is a breakdown of our employment plan for the new store:

- 110 total jobs.
- 80 fulltime hourly jobs.
- 8 salaried managerial jobs.
- A minimum commitment of 11 RPP certified fulltime employees.
- Hourly pay rate for all RPP workers will be a minimum of \$10.69.
- City of Milwaukee residents will fill approximately 82 of the 110 total jobs.
- Approximately \$2 million in wages is expected to be earned by City of Milwaukee residents.

Should you have any questions regarding store hiring please contact me at (414) 988-9051 or [mikebousis@comcast.net](mailto:mikebousis@comcast.net).

Sincerely,



Michael Bousis  
President  
Cermak Milwaukee, Inc.

Enclosures:

Outreach Documentation

CC:

Dennis Klein, Managing Member, Cermak Realty, LLC

Milwaukee Tool  
RPP Participation

<b>Contractor</b>	<b>Current</b>	<b>Future</b>	<b>Total</b>
Langer Roofing	321		321
DF Tomasini Contractors	33.5		34
			-
			-
			-
			-
			-
			-
			-
			-
			-
			-
			-
<b>Total</b>	<b>354.5</b>	<b>0</b>	<b>354.5</b>



Freshwater Plaza Project  
Future Retail Work

Inline Retail Scope of Work	Commitment			
	Non-RPP City Resident	RPP	Non-City Non-RPP	Total
Framing		32.00		32.00
Electrical	40.00			40.00
Plumbing		40.00		40.00
Insulation		32.00		32.00
Fire Alarm			16.00	16.00
Drywall/Taping		80.00		80.00
Prime/Paint/Stain		20.00		20.00
Flooring		8.00		8.00
Carpentry		8.00		8.00
ACT		64.00		64.00
Cleaning		16.00		16.00
Sprinkler			8.00	8.00
HVAC		16.00	16.00	32.00
Material Handling		16.00		16.00
<b>Total</b>	<b>40.00</b>	<b>332.00</b>	<b>40.00</b>	<b>412.00</b>
	<b>9.71%</b>	<b>80.58%</b>	<b>9.71%</b>	<b>100.00%</b>

Number Retail Spaces Remaining

3  
1236

Retail Outlots Scope of Work	Maximum Achievable					Commitment 42.00%
	Non-RPP City Resident	RPP	Non-City Non-RPP	Total Hrs	Total %	
Earthwork		48.00	48.00	96.00	50%	40.32
Trucking		27.00		27.00	100%	11.34
Concrete		64.00	128.00	192.00	33%	80.64
Masonry		307.00	102.00	409.00	75%	171.78
Metals			100.00	100.00	0%	42.00
Carpentry		240.00		240.00	100%	100.80
Insulation		32.00		32.00	100%	13.44
Glass/Glazing			48.00	48.00	0%	20.16
Roofing		104.00		104.00	100%	43.68
Drywall/Taping		144.00		144.00	100%	60.48
Prime/Paint/Stain		128.00		128.00	100%	53.76
Flooring		48.00		48.00	100%	20.16
Acoustical Ceilings		48.00		48.00	100%	20.16
HVAC		112.00		112.00	100%	47.04
Plumbing		112.00		112.00	100%	47.04
Electrical		192.00	64.00	256.00	75%	107.52
Cleaning		32.00		32.00	100%	13.44
Site Concrete		80.00	80.00	160.00	50%	67.20
Asphalt		80.00	80.00	160.00	50%	67.20
OH Door			16.00	16.00	0%	6.72
Site Plumbing			96.00	96.00	0%	40.32
Landscaping		64.00		64.00	100%	26.88
<b>Total</b>	<b>0.00</b>	<b>1,862.00</b>	<b>762.00</b>	<b>2,624.00</b>	<b>70.96%</b>	<b>1,102</b>
	<b>0.00%</b>	<b>70.96%</b>	<b>29.04%</b>	<b>100.00%</b>		



RESIDENTS PREFERENCE PROGRAM
REQUEST FOR ADJUSTMENT

This request is made and effective as of the 9th day of March, 2017, by Wangard Partners (the "Developer") for the Freshwater Plaza (the "Project").

Pursuant to Chapter 355-7-2-a, Milwaukee Code of Ordinances, I/we hereby request the following adjustment to the Residents Preference Program (RPP) participation requirement on the Project:

- Utilize RPP workers on other projects undertaken by the developer where such compliance is not required (maximum of 1/3 of required hours). If approved, developer shall provide copies of the RPP affidavits and Contractors' Time Reports for all applicable RPP workers.

Name of alternate project(s): 1433 N Water Street, The Preserve at Prairie Creek, Milwaukee Tool Office Expansion
Number of estimated hours: 9334
Number of estimated RPP workers: 10

- Hire RPP-certified workers on a full-time permanent basis for non-construction job categories connected to the project (maximum of 1/3 of required hours). Please attach copies of the RPP affidavits and job descriptions. If approved, developer shall provide proof of employment.

Open job title(s):
Employee Name(s):
Hire Date:
Hours worked per week:

- Other. Please explain:

Justification for Adjustment

Identify the steps that have been taken thus far to achieve full RPP participation on this project, and explain why the RPP requirement cannot be met on the Project without an adjustment. Attach additional sheets if necessary.

See attached

Wayne A. Wintz (Signature)

Signature

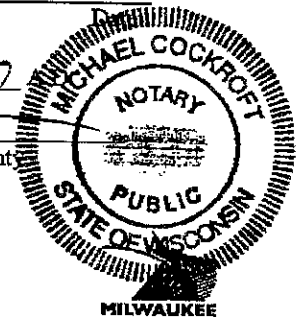
Wangard Partners, Inc. as agent for Freshwater Plaza Corp.
Company & Title

March 9, 2017

Subscribed and sworn to before me this 9th day of March 2017

My commission expires September 14, 2018

Michael Cockroft (Notary Signature)
Notary Public Milwaukee County



VIA E-MAIL

May 5, 2017

Nikki Purvis, Manager  
Office of Small Business Development  
City of Milwaukee  
200 E. Wells Street, Room 606  
Milwaukee, WI 53202

**Re: SBE & RPP Participation for the Cermak Grocery Store at Freshwater Plaza**

Dear Nikki:

I am writing this letter to provide you with an update on the SBE & RPP participation on the construction of the Cermak grocery store at the Freshwater Plaza development. Cermak Realty (CR) is the owner and developer of the grocery store site. We managed the construction of the core and shell work with CD Smith serving as our general contractor. The tenant, Cermak Milwaukee, Inc. (Cermak), controlled and managed the construction of the interior build-out of the store. Attached you will find a summary of the construction hours worked on CR's behalf along with our proposed plan to achieve the requirements. You will note that our plan does not include any RPP hours on the construction. Below is our explanation.

- To meet the financing constraints, the budget was structured with the understanding that CD Smith would use its own crews. CD Smith is a union general contractor that performs concrete, masonry & carpentry. These scopes equated for 70% of the total project hours, resulting in a substantial savings that had we not received, this project would not have been feasible.
- CD Smith could not absorb new employees for this project without laying off existing employees.
- Due to the scope of the core and shell work, the number of opportunities to make up RPP participation were limited. It is our experience that the interior trades typically have higher RPP.

We understand the importance of RPP and are in no way attempting to circumvent our obligations on the project. As part of our commitment to local workforce development, we have been working with Cermak to pledge jobs in the store to RPP workers. We believe this plan is an improved approach to meeting the intent of the program with permanent living wage jobs. Attached is a letter from Cermak introducing their store and overviewing their commitment to local hiring in the City of Milwaukee. It is our hope that their commitment to RPP will satisfy the requirements imposed on the construction.

It is our understanding that the master developer has agreed to make up the SBE shortfall from our project with the second phase of their work, particularly the two out lot sites along South 1<sup>st</sup> Street.

Should you have any questions regarding participation on the grocery store construction project please contact me at (920) 924-2900 or [dklein@csmith.com](mailto:dklein@csmith.com).

Sincerely,



Dennis Klein  
Managing Member  
Cermak Realty, LLC

Enclosures:

Cermak Project Cost Subject to Participation  
Cermak Construction Hours Summary  
Cermak Milwaukee, Inc. RPP Commitment Letter

CC:

Stewart Wangard, CEO & Chairman, Wangard Partners, Inc.  
Wayne Wiertzema, President, Wangard Partners, Inc.  
Randall Roth, President, Endeavor Corp, Inc.

**CERMAK REALTY LLC**  
**PROJECT COST SUBJECT TO PARTICIPATION**

<b>TOTAL PROJECT BUDGET</b>			
<b>Scope of Work</b>	<b>Budget</b>	<b>Exclusions</b>	<b>Cost Subject to Participation</b>
Purchase Price	\$ 1,115,976.00	\$ (1,115,976.00)	\$ -
Construction (See page 2 for detail)	\$ 4,482,697.00	\$ (1,350,927.00)	\$ 3,131,770.00
Endeavour	\$ 50,000.00	\$ (50,000.00)	\$ -
Master Developer Soft Cost	\$ 251,028.00	\$ (251,028.00)	\$ -
Master Developer Infrastructure	\$ 60,123.89	\$ (60,123.89)	\$ -
Tenant Allowance	\$ 3,961,536.00	\$ (3,961,536.00)	\$ -
Builder's Risk Insurance	\$ 14,310.00	\$ (14,310.00)	\$ -
NMTC Legal	\$ 311,213.40	\$ (311,213.40)	\$ -
GWOF Interest Reserve	\$ 76,027.00	\$ (76,027.00)	\$ -
Pre-Funded QEI Audit & Tax Fee	\$ 4,800.00	\$ (4,800.00)	\$ -
Audit & Tax Fee Reserve	\$ 4,800.00	\$ (4,800.00)	\$ -
GWOF Application Fee	\$ 1,200.00	\$ (1,200.00)	\$ -
Charitable Contributions	\$ 92,000.00	\$ (92,000.00)	\$ -
Closing, Title, & Draws	\$ 50,650.73	\$ (50,650.73)	\$ -
Appraisal	\$ 2,700.00	\$ (2,700.00)	\$ -
A&E	\$ 64,700.11	\$ -	\$ 64,700.11
Real Estate Taxes	\$ 11,922.77	\$ (11,922.77)	\$ -
Owner's Contingency	\$ 250,501.76	\$ (250,501.76)	\$ -
Interest Reserve.	\$ 370,987.34	\$ (370,987.34)	\$ -
<b>TOTAL</b>	<b>\$ 11,177,174.00</b>	<b>\$ (7,980,703.89)</b>	<b>\$ 3,196,470.11</b>

## Office of Small Business Development

The undersigned approves \$ \_\_\_\_\_ as the Project Cost Subject to SBE Participation

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**CERMAK REALTY LLC**  
**PROJECT COST SUBJECT TO PARTICIPATION**

<b>CONSTRUCTION BUDGET</b>			
Description	Cost	Exclusions	Project Cost Subject to Participation
General Conditions	\$ 276,122.00	\$ (276,122.00)	\$ -
Piling/Caissons	\$ 605,570.00	\$ (605,570.00)	\$ -
Earthwork	\$ 100,650.00		\$ 100,650.00
Site Utilities	\$ 9,200.00		\$ 9,200.00
Dumpster Enclosure	\$ 8,000.00		\$ 8,000.00
Site Concrete	\$ 23,000.00		\$ 23,000.00
Concrete & Rebar	\$ 832,430.00		\$ 832,430.00
Masonry	\$ 891,455.00		\$ 891,455.00
Structural Steel	\$ 513,000.00		\$ 513,000.00
Rough Carpentry	\$ 12,544.00		\$ 12,544.00
EIFS	\$ 27,566.00		\$ 27,566.00
Roofing	\$ 235,623.00		\$ 235,623.00
Joint Sealers	\$ 10,800.00		\$ 10,800.00
Doors, Frames & Hardware	\$ 17,634.00		\$ 17,634.00
Overhead Doors	\$ 16,000.00		\$ 16,000.00
Storefront	\$ 132,500.00		\$ 132,500.00
Exterior Framing	\$ 21,793.00		\$ 21,793.00
Painting	\$ 7,675.00		\$ 7,675.00
Sprinkler	\$ 61,000.00	\$ (61,000.00)	\$ -
Plumbing	\$ 85,900.00		\$ 85,900.00
Radon Ventilation System	\$ 106,950.00	\$ (106,950.00)	\$ -
Electrical	\$ 186,000.00		\$ 186,000.00
Soft Costs	\$ 28,491.00	\$ (28,491.00)	\$ -
Builder's Risk	\$ 2,640.00	\$ (2,640.00)	\$ -
Fee	\$ 231,690.00	\$ (231,690.00)	\$ -
Contingency	\$ 38,464.00	\$ (38,464.00)	\$ -
<b>TOTAL</b>	<b>\$ 4,482,697.00</b>	<b>\$ (1,350,927.00)</b>	<b>\$ 3,131,770.00</b>

**CERMAK REALTY LLC**  
**CONSTRUCTION LABOR REPORT & RPP COMMITMENT DETAIL**

<b>CONTRACTOR NAME</b>	<b>SCOPE OF WORK</b>	<b>TOTAL HOURS ON PROJECT</b>	<b>RPP HOURS ON PROJECT</b>
MICHELS FOUNDATIONS	DEEP FOUNDATIONS	1,235.50	0
PIEPER ELECTRIC INC	ELECTRICAL	110.50	0
NORTHERN METAL & ROOFING	ROOFING	1,129.00	0
HILLSIDE DAMPROOFING INC	WATERPROOFING	40.00	0
PROFESSIONAL DOOR SYSTEMS	OVERHEAD DOORS	26.00	0
MILWAUKEE PLATE GLASS	STOREFRONT	289.50	0
DUBLIN CONTRACTORS INC	PAINTING	36.00	0
SID'S SEALANTS LLC	CAULKING	48.00	0
J F AHERN COMPANY	PLUMBING	359.00	0
MIDDLETON CONSTRUCTION		1,804.00	0
CD SMITH CONSTRUCTION	CONCRETE, MASONRY, CARPENTRY	12,920.50	0
ANDREW EXCAVATING	EARTHWORK	381.00	0
<i>TOTAL CORE &amp; SHELL HOURS</i>		<i>18,379.00</i>	<i>0</i>
LESS EXCLUDED HOURS		-1,235.50	SEE NOTE 1
<b>TOTAL CONSTRUCTION HOURS SUBJECT TO PARTICIPATION</b>		<b>17,143.50</b>	

RPP HOURS REQUIRED 6,857.40 40%

**RPP COMMITMENT**

# OF FTE'S	11.00	
RPP COMMITMENT IN HOURS WORKED	10,824.00	SEE NOTE 2
RPP COMMITMENT AS PERCENT OF REQUIRED HOURS	158%	
RPP COMMITMENT AS PERCENT OF TOTAL CONSTRUCTION HOURS	63%	

**NOTES**

1. DUE TO SPECIALIZATION, DEEP FOUNDATIONS IS EXCLUDED FROM THE PROJECT HOURS
2. ALL COMMITTED HOURS SHALL BE WORKED IN THE STORE BY DEC. 31ST 2017.

# Cermak

## VIA E-MAIL

May 5, 2017

Nikki Purvis, Manager  
Office of Small Business Development  
City of Milwaukee  
200 E. Wells Street, Room 606  
Milwaukee, WI 53202

### **Re: Cermak Employment Plan & Commitment to RPP Participation**

Dear Nikki:

The purpose of this letter is to introduce our business to your office and outline the employment plan for our new store at the Freshwater Plaza development. Cermak Fresh Market is a premier Chicago based Supermarket Chain specializing in a variety of ethnic foods catering to Mexican, Puerto Rican, Greek, Italian, Polish, Russian and other European and Latin American cultures. Our commitment to community and providing services and opportunities to people of a diverse background is one of our core values. We are enthusiastic about joining the Walker's Point community and are capable and motivated to hire most of our employees from the local neighborhoods, including those who are unemployed or underemployed.

Cermak has a proven track record with career development and it is not unusual for part-time workers to convert to full-time status. It is also not uncommon to see entry level workers move vertically within the company to assistant managerial level positions. The West Milwaukee store has at least five examples of that type of career ladder movement.

Current hiring and screening for the Freshwater store is being coordinated in partnership with Journey House. We recently held two job fairs and are working on additional outreach efforts to attract community residents. Below is a breakdown of our employment plan for the new store:

- 115 total jobs.
- 80 fulltime hourly jobs.
- 15 salaried managerial jobs.
- A minimum commitment of 11 RPP certified fulltime employees.
- Hourly pay rate is \$10.69 to \$18 per hour.
- City of Milwaukee residents will fill approximately 105 of the 115 total jobs.
- Approximately \$2 million in wages is expected to be earned by City of Milwaukee residents.

Should you have any questions regarding store hiring please contact me at (414) 988-9051 or [mikebousis@comcast.net](mailto:mikebousis@comcast.net).

Sincerely,

Michael Bousis  
President  
Cermak Milwaukee, Inc.

Enclosures:  
Outreach Documentation

CC:  
Dennis Klein, Managing Member, Cermak Realty, LLC

**CERMAK FRESH MARKET**

**OUTREACH DOCUMENTATION**



CERMAK FRESH MARKET

# JOB FAIR

ON LOCATION

THURS. APRIL 27<sup>TH</sup> 11<sup>AM</sup> - 2<sup>PM</sup>

FRI. APRIL 28<sup>TH</sup> 11<sup>AM</sup> - 2<sup>PM</sup>

RING

K

ET

A JOB FAIR SIGN WAS POSTED ON THE SITE 10 DAYS PRIOR TO THE EVENT.

## Michael Cockroft

---

**From:** Michael Cockroft  
**Sent:** Tuesday, April 25, 2017 10:23 AM  
**To:** Michael Cockroft  
**Subject:** Cermak Job Fair  
**Attachments:** Cermak Fresh Market Job Fair Flyer.pdf

**Importance:** High

Dear Community Partner:

Cermak Fresh Market is hiring new fulltime and part-time positions for it's new store at our Freshwater Plaza development in Walker's Point. Please see the attached flyer with information on the Job Fair being held this Thursday and Friday and please forward to members in the community.

Thank you,

Michael Cockroft

*Project Manager | Construction*

WANGARD | Investment Real Estate. Simplified.

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Direct: (414) 231-8632 | Main: (414) 777-1200 | Cell: (414) 659-0903

[mcockroft@wangard.com](mailto:mcockroft@wangard.com) | [www.wangard.com](http://www.wangard.com)



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**Cermak**  
FRESH MARKET

# JOB FAIR

WHEN

**Thursday, April 27th &  
Friday, April 28th  
11am - 2pm**

WHERE

**Cermak Fresh Market  
Freshwater Plaza**

**(1236 S. Barclay Street | Milwaukee, WI 53204)**

**RPP CERTIFIED INDIVIDUALS ENCOURAGED  
FULL-TIME POSITIONS AVAILABLE IMMEDIATELY!  
INQUIRE AND APPLY ON-SITE!**

**[WWW.CERMAKFRESHMARKET.COM](http://WWW.CERMAKFRESHMARKET.COM)**



Cermak Job Fair Email Distribution List

Sent by Michael Cockroft

'ahamil@milwaukee.gov'; 'Cavalier.Johnson2@milwaukee.gov'; 'nkovac@milwaukee.gov';  
'rjbauma@milwaukee.gov'; 'jbohl@milwaukee.gov'; 'mcoggs@milwaukee.gov';  
'Khalif.Rainey@milwaukee.gov'; 'rdonov@milwaukee.gov'; 'Chantia.Lewis@milwaukee.gov';  
'mmurph@milwaukee.gov'; 'mark.borkowski@milwaukee.gov'; 'JoseG.Perez@milwaukee.gov';  
'twitko@milwaukee.gov'; 'tzieli@milwaukee.gov'; 'russell.stamper@milwaukee.gov'; 'Carla Cross'  
<ccross@cross-management.com>; Wayne Wiertzema <wwiertzema@wangard.com>;  
'scockroft87@gmail.com'; Matthew Burow - Catalyst Construction Catcon, LLC  
(matt@catalystbuilds.com); Dorothy Snow <dsnow@wangard.com>; Victor.Barnett@runningrebels.org;  
ngray@milwaukeehabitat.org; Deshea Agee (deshea414@gmail.com); AIA LEED-AP James Wasley  
(jwasley@uwm.edu); valwjones@cross-management.com; tbaack@pathfindersmke.org;  
jbock@pathfindersmke.org; battlegroundp@yahoo.com; montreal.cain@gmail.com;  
propainter@pathfindersmke.org; 'Donsia Strong Hill' <DStronghill@lisc.org>; 'Bess Earl' <EEarl@lisc.org>;  
'Reginald Reed' <reginald@mindfulstaff.com>; Terri Salzer (salzertj@milwaukee.k12.wi.us); 'Sommer,  
Scott' <sommers1@milwaukee.k12.wi.us>; ArtWorks Executive Director  
<director@artworksformilwaukee.org>; 'therontrogers@gmail.com'

## Michael Cockroft

---

**From:** Dorothy Snow  
**Sent:** Tuesday, April 25, 2017 2:17 PM  
**Subject:** Cermak Fresh Market (Walker's Point/Freshwater Plaza) is Hosting a Job Fair this Week!  
**Importance:** High

Good Afternoon,

**Exciting news and update...** Cermak Fresh Market is hosting a Job Fair this week Thursday (4/27) and Friday (4/28) from 11am-2pm! Location is within Freshwater Plaza, of course! More details are found on our website [here](#).

Cermak Fresh Market will open in May, so time is of the essence!

Dorothy M. Snow

*Director of Marketing*

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**NOW LEASING:** Preserve at Prairie Creek Phase III in Oconomowoc is LEASING! Book a tour today by calling 262.567.1850. Check out the Preserve [website](#) for details!



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## Michael Cockroft

---

**From:** Dorothy Snow  
**Sent:** Tuesday, April 25, 2017 2:42 PM  
**To:** Michael Cockroft  
**Subject:** RE: Cermak Job Fair

I also shared this onto the FWP FB page and have asked Michael to send this our to residents.

Dorothy M. Snow

*Director of Marketing*

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**From:** Dorothy Snow  
**Sent:** Tuesday, April 25, 2017 2:41 PM  
**To:** Michael Cockroft <[mcockroft@wangard.com](mailto:mcockroft@wangard.com)>  
**Subject:** RE: Cermak Job Fair

Michael,

Just pushed this out to all local media, TV stations as well as local dignitaries, Walker's Point Association, Bradley Tech (CADRE partners), Hispanic Chamber, WHEDA, Walker's Point Association, 88Nine Radio MKE as well as our own social media outlets. Below are the specific posts, which were also hyperlinked to Cermak Fresh Market.

4/25/17

LinkedIn:

Cermak Fresh Market (Walker's Point) will host a Job Fair this week Thursday (4/27) and Friday (4/28) from 11am-2pm! Details are found on our website... <https://wangard.com/cermak-fresh-market-hosts-job-fair/>

Facebook:

Cermak Fresh Market (Walker's Point) will host a Job Fair this week Thursday (4/27) and Friday (4/28) from 11am-2pm! Details are found on our website... <https://wangard.com/cermak-fresh-market-hosts-job-fair/>

Twitter:

Cermak Fresh Market (Walker's Point) will host a Job Fair this week Thursday (4/27) and Friday (4/28) from 11am-2pm!  
Details... <https://goo.gl/IBBj8n>

Walker's Point Association has already responded indicating they'll post on all of their social media channels tomorrow as well as bring forth at their community gathering at PRA's office this evening.

Below is a listing of my distribution list from the media/partner announcement today:

Andrew Weiland ([andrew.weiland@biztimes.com](mailto:andrew.weiland@biztimes.com)); 'corrinne.hess@biztimes.com'; Tracy Johnson <[Tracy@carw.com](mailto:Tracy@carw.com)>; [conquistador@bizwi.rr.com](mailto:conquistador@bizwi.rr.com); 'tdaykin@journalsentinel.com'; [gpabst@journalsentinel.com](mailto:gpabst@journalsentinel.com); Jim Villa <[jim@naiop-wi.org](mailto:jim@naiop-wi.org)>; Angela Damiani <[angela@newaukee.com](mailto:angela@newaukee.com)>; 'bobby@staff.onmilwaukee.com'; Sean Ryan <[seanryan@bizjournals.com](mailto:seanryan@bizjournals.com)>; 'chris.thompson@dailyreporter.com'; Jeramey Jannene <[jeramey@urbanmilwaukee.com](mailto:jeramey@urbanmilwaukee.com)>; 'dave@urbanmilwaukee.com'; [gtkilmer14@gmail.com](mailto:gtkilmer14@gmail.com); H. Carl Mueller <[cmueller@muellercommunications.com](mailto:cmueller@muellercommunications.com)>; Ashley Christophersen ([nverette@muellercommunications.com](mailto:nverette@muellercommunications.com)); [kevin@wpamke.org](mailto:kevin@wpamke.org); Ursula Twombly <[ursula.twombly@gmail.com](mailto:ursula.twombly@gmail.com)>; Cristian Vega <[cristian@screamingtuna.com](mailto:cristian@screamingtuna.com)>; [jperez@milwaukee.gov](mailto:jperez@milwaukee.gov); [russell.stamper@milwaukee.gov](mailto:russell.stamper@milwaukee.gov); Michael Cockroft ([mcockroft@wangard.com](mailto:mcockroft@wangard.com)); CBS58 <[newsdesk@cbs58.com](mailto:newsdesk@cbs58.com)>; [NewsTips@wisn.com](mailto:NewsTips@wisn.com); [fox6news@fox6now.com](mailto:fox6news@fox6now.com); [witi\\_public\\_file@fox6now.com](mailto:witi_public_file@fox6now.com); Jorge Franco <[jorge@hccw.org](mailto:jorge@hccw.org)>; [kevin.fischer@wheda.com](mailto:kevin.fischer@wheda.com); Murillo, Maribel <[Maribel.Murillo@milwaukee.gov](mailto:Maribel.Murillo@milwaukee.gov)>; Randy Roth <[randy@end-corp.com](mailto:randy@end-corp.com)>; Tracy Schroeder <[tracy@end-corp.com](mailto:tracy@end-corp.com)>; Anna Molinaro <[amolinaro@wrtp.org](mailto:amolinaro@wrtp.org)>; 'francesca@radiomilwaukee.org'; [salzertj@milwaukee.kl2.wi.us](mailto:salzertj@milwaukee.kl2.wi.us); [sommers1@milwaukee.kl2.wi.us](mailto:sommers1@milwaukee.kl2.wi.us); Ken Kraemer <[kkraemer@buildingadvantage.org](mailto:kkraemer@buildingadvantage.org)>; [mmager@buildingadvantage.org](mailto:mmager@buildingadvantage.org); Sarah Fierek <[sarah@radiomilwaukee.org](mailto:sarah@radiomilwaukee.org)>; [glenn@radiomilwaukee.org](mailto:glenn@radiomilwaukee.org)

I hope to secure some awareness...fingers crossed!

Dorothy M. Snow

*Director of Marketing*

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**From:** Michael Cockroft

**Sent:** Tuesday, April 25, 2017 11:12 AM

**To:** Dorothy Snow <[dsn@wangard.com](mailto:dsn@wangard.com)>

**Subject:** RE: Cermak Job Fair

Social media too if you want.

Michael Cockroft

*Project Manager | Construction*

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**From:** Michael Cockroft  
**Sent:** Tuesday, April 25, 2017 11:10 AM  
**To:** Dorothy Snow <[dsnow@wangard.com](mailto:dsnow@wangard.com)>  
**Subject:** RE: Cermak Job Fair

I sent it to the common council and a few organizations I know. Please send to your network including media.

Thanks,

Michael Cockroft  
*Project Manager | Construction*  
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**From:** Dorothy Snow  
**Sent:** Tuesday, April 25, 2017 11:09 AM  
**To:** Michael Cockroft <[mcockroft@wangard.com](mailto:mcockroft@wangard.com)>  
**Subject:** RE: Cermak Job Fair

Michael,

Did you send this to WPA and the Inner Harbor District? Does this mean I can send this out to the media this afternoon?

Dorothy M. Snow  
*Director of Marketing*  
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Direct: (414) 935-4148 | Main: (414) 777-1200



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**From:** Michael Cockroft  
**Sent:** Tuesday, April 25, 2017 10:23 AM  
**To:** Michael Cockroft <[mcockroft@wangard.com](mailto:mcockroft@wangard.com)>  
**Subject:** Cermak Job Fair  
**Importance:** High

Dear Community Partner:

Cermak Fresh Market is hiring new fulltime and part-time positions for it's new store at our Freshwater Plaza development in Walker's Point. Please see the attached flyer with information on the Job Fair being held this Thursday and Friday and please forward to members in the community.

Thank you,

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