

Hennessy Group, Inc.--a Milwaukee Neighborhood Development Company

Hennessy Group's emphasis is developing and managing properties in Milwaukee's transitional urban neighborhoods, and in particular, in Milwaukee's Near West Side and the Westtown neighborhood of Downtown. Our developments stand out in their design, in their level of quality, and for the customer service provided. Some of the key precepts at the forefront of Hennessy Group's business practice are--

-There is no substitute for quality in the catalytic impact a development provides to its neighborhood.

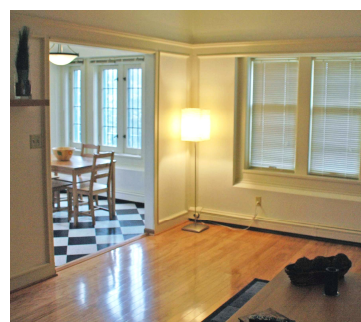
-We press to fully understand the key issues in our development and management practice and to find a way to "do things right" in dealing with the long term, the midterm, and the day to day.

-Our tenants, our vendors, and all of our business partners are our customers. We strive to maintain relationships with our customers based on respect, fairness, and a high level of service.

We have a strong belief that the City of Milwaukee is on the rise. Further, we are confident for various reasons that as Milwaukee rises the Near West Side and Westtown neighborhoods will rise at a disproportionately higher rate. Hennessy Group searches on its own and in collaboration with all stakeholders for methods, ideas, business & development concepts, etc. which will cause this pending improvement for our City and its neighborhoods to accelerate.

Near West Side and Westtown Developments

John Hennessy and his company, Hennessy Group, Inc. have been working in Milwaukee's Near West Side since 1987 when the Kilbourn Knoll Historic Apartments development was begun.



In the Kilbourn Knoll development (a gut rehab National Register historic renovation for twelve 2-Bedroom Apartments), Mr. Hennessy initially and continually involved neighbors and other neighborhood stakeholders in order to shape and evolve the project concept. Following, the placement of Kilbourn Knoll into service in 1990 Mr. Hennessy and Hennessy Group, Inc. continue as owner and property manager.

In 1994, Hennessy Group began the National Register historic renovation of the Saint James Court Historic Apartments building (30 vintage apartments and 3,300sf of office space) at 8th and Wisconsin in the Westtown neighborhood of Milwaukee's Downtown. The Saint James Court rehab took place while the building continued to be operated, and the full initial scope of work was completed in 2002. Hennessy Group and John Hennessy continue as owner and property manager and continue with strategic improvements to the building.



In 2001 Mr. Hennessy increased his efforts to set the pace in the Near West Side when he began the development of two newly constructed condo buildings at 16th and Kilbourn. Each of these buildings, The Nicole and Tim's Place, contain four 1,700 plus square foot, 2 story units. Hennessy Group managed the buildings for 7 years and the buildings have since been sold. Others have since followed suit with similar nearby development.



In 2003 Mr. Hennessy with other neighborhood stakeholders initiated a process which ultimately resulted in the creation in 2005 of the Near West Side Master Plan; this plan identified 27th Street as its "#1 Catalytic Area". Since the creation of the Near West Side Master Plan, John Hennessy and Hennessy Group, Inc. have decided to focus their development efforts on the Near West Side exclusively beginning with 27th Street; this focus is the genesis of The SoHi Building concept.

In 2006, when the SoHi Building site was purchased, a SoHi Building feasibility study (including project concept, market research, design, costing, financial structuring, management direction, etc.) was completed. The leasable space in the building is approximately 9,000sf with the first floor to be used for retail and the upper two floors for office. Initially, the building was gutted and certain repairs were made to stabilize the building. Later using owner equity, a Large Impact Development Grant from the City, and bank financing the first major phase of the building's redevelopment (major structural repairs, complete exterior renovation including new glass and limestone storefronts, installation of complete new water, electrical, and sprinkler service, major site work, and build out for the building's first tenant (Subway) was completed in early 2011; at this point approximately \$1,400,000 had been invested. The Subway tenancy was short-ending approximately two years later. In 2011 the SoHi Building won a Mayor's Design Award and the Community Investment Award from the Avenues West Association.

Daddy's Soul Food and Grille became a tenant at the SoHi Building in 2014, and additional funds were invested to upgrade the Kitchen, to install a hood and a fire suppression system, for decorating, and for a buffet line. By this time now approximately \$1,500,000 had been invested in the SoHi Building; Daddy's. Daddy's has now been a tenant at the SoHi Building for 2 years, and the results have been outstanding. Daddy's, which serves tasty, home-cooked food and which deliver's genuine, high quality customer service, has gained a following from multiple market segment including but not limited to local employees and neighborhood residents and those who come from all over Milwaukee and beyond based on a well deserved reputation.



Now, in 2016 Siebert Lutheran Foundation (previously located in Brookfield), has moved forward to lease all the office space on the upper floors of the SoHi Building (4,000sf). Siebert Lutheran Foundation, a \$100,000,000+ foundation, invests in projects including community projects being implemented by Lutheran churches throughout Wisconsin, and in particular, in Milwaukee. Siebert Lutheran Foundation is preparing to lease the space for a minimum of 10 years (and likely 20 years). This is a major commitment to the SoHi Building, to Milwaukee's Near West Side, and to the City of Milwaukee, and much more in the way of neighborhood economic development is expected as a result. The only major contingency related to Siebert Lutheran Foundation's lease is that sufficient parking is provided for the term of their lease, and accordingly the purchase of the northernmost thirty feet of the City's land at 748 N. 27th Street is needed in order to expand the SoHi Building's parking lot to satisfy this parking requirement.

Assuming, the parking contingency is resolved a \$1,000,000+ construction project will begin to install the necessary additional building infrastructure including the elevator, to build out and equip the 4,000sf of office space, to build the parking lot addition including retaining wall and landscaping, to make an already needed addition to Daddy's kitchen, and to upgrade certain elements of the building's infrastructure (See attached scope of work.).

During the feasibility and operational phases for all of the above developments numerous contacts and conversations with neighbors, local businesses, other Near West Side and Westtown stakeholders, etc. have occurred. This involvement has spanned over 29 years and has had more influence by far than anything else on the development concepts and management plans put forth and practiced by Hennessy Group. Additionally, John Hennessy has been and is currently involved as a neighborhood volunteer on various committee's including the SOHI Main Street District's Economic Restructuring Committee (Chairman) and Near West Side Partners' Commercial Corridor and Housing Committee's. Further, John Hennessy currently serves on the Near West Side BID Board, on the Westtown board and the Westtown BID Board, and as chair of the Westtown CED Committee.