



City of
NEW HOLSTEIN

2110 WASHINGTON STREET
NEW HOLSTEIN, WI 53061
PHONE: 414-898-5766



February 8, 1992

Sargento Cheese Company, Inc.
c/o Dan Madden
Wisconsin Department of Development
123 W. Washington Ave.
Madison, WI 53707

Gentlemen:

We are pleased to forward the following:

1. A city map showing potential 60-acre building sites
2. A Community profile
3. A city brochure
4. Our Public Utilities leaflet

The sites indicated are both located on Highway 32/57. Our Wastewater Treatment Plant has ample capacity; our municipal electric utility features reasonable rates and reliable service. Our municipal airport offers flexibility in transportation, and we believe the area's labor force will certainly meet your needs.

We recognize the significant benefit your company could bring to our community. We are willing to offer incentives such as, land, utilities to the building site, site preparation, and appropriate zoning with desired land covenants.

We offer our full community support and cooperation in your venture. As you select a site in the area, we extend our warmest welcome and best wishes for success.

If you have any questions, please contact us at any time. Thank you for your consideration.

Sincerely,

Dennis Rybicke
Mayor
City of New Holstein

Michael J. Stutz
City Clerk



City of
NEW HOLSTEIN

2110 WASHINGTON STREET
NEW HOLSTEIN, WI 53061
PHONE: 414-898-5766

February 18, 1992

Mr. Karl Linck
Director of Engineering
Sargento Cheese Company, Inc.
P.O. Box 350
Plymouth, WI 53073

Dear Mr. Linck:

Enclosed is the information you requested from our meeting on Monday, February 17th. Items enclosed are:

1. A letter form R.E. Lee & Assoc., the city's engineers, explaining our Wastewater Treatment Plants design and available capacity.
2. A sewer rate calculation based on the material you had presented to us.
3. Topographical maps.
4. Aerial Photos.
5. Water and Electric rate schedules

There was also an inquiry regarding the city's tax rate. The 1992 net rate was \$28.92 per \$1,000 of assessed value. The total assessed value for the city is \$86,553,875 or 108.97% more than full or equalized value. Full/Equalized value is 79,426,500, therefore, our full/equalized tax rate would be \$31.52 per \$1,000.

Thank's for taking the time and meeting with us. If we can cooperate in any other way, provide additional information, or answer any questions, please contact me.

Sincerely,

Michael J. Stutz
City Clerk
City of New Holstein

Dennis Rybicke
Mayor

Enclosures



City of
NEW HOLSTEIN

2110 WASHINGTON STREET
NEW HOLSTEIN, WI 53061
PHONE: 414-898-5766

March 13, 1992

Mr. Karl Linck
Director of Engineering
Sargento Cheese Company Inc.
P.O. Box 350
Plymouth, WI 53073-0350

Dear Mr. Linck:

The City of New Holstein has secured purchase options on two of the four parcels which we discussed on February 17. (See enclosed map.) We expect to acquire options on the remaining parcels shortly. Hopefully, this would allow you to proceed without delay.

We continue to be enthusiastic about the possibility of producing Moo Town Snackers in New Holstein. As we discussed, the city is offering

- (1) the site, i.e., all land necessary for the project
- (2) land covenants appropriate to your needs
- (3) preliminary grading and site preparation
- (4) utility extensions (water mains, sewer, and storm sewer) to the parcel you select

Subsequent to our meeting, the Common Council discussed their excitement about the project and has since decided to also offer extensions of utility laterals (water, sewer, storm) fully, from the mains to the building.

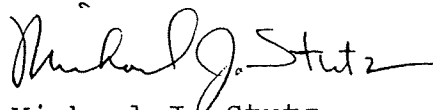
Since our intentions are to create a TIF district for this project, we are prepared to use those funds to improve the site in whatever ways you might need -- such as, additional streets, curb and gutter, sidewalk, street lighting, grading, utilities, or landscaping. We truly believe our community's investment in the development of your site would be mutually beneficial.

We recognize that our wastewater treatment facility and available labor pool are attractive features, but we hope that the positive attitude of our community in welcoming this chance to grow together will be a consideration as well. We would be pleased to serve in any other way as you make your selection. Please contact us for any clarifications or if we might help in any way.

Sincerely,



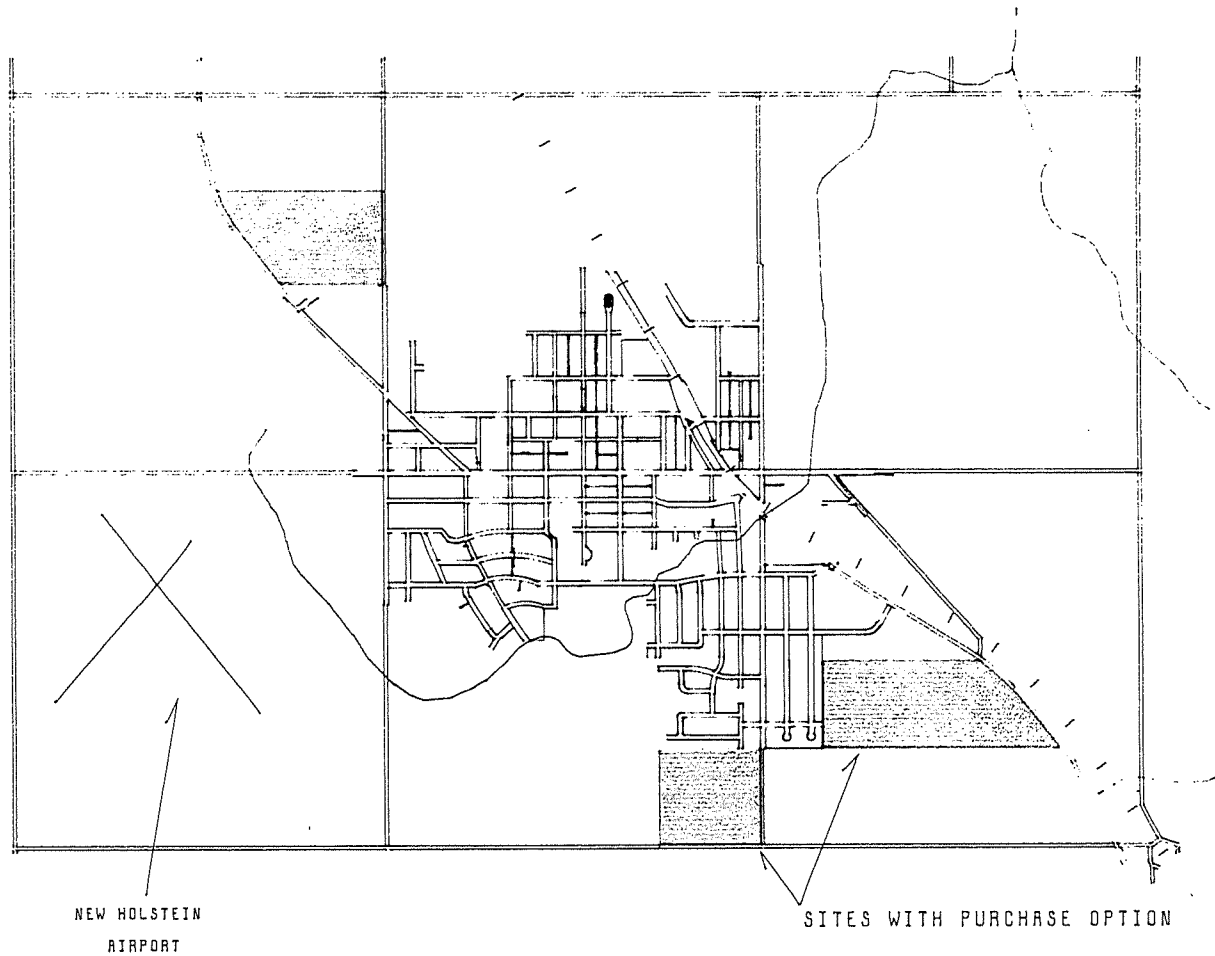
Dennis Rybicki
Mayor



Michael J. Stutz
City Clerk

Enclosure

cc: R. Begalke
E. Sturzl
G. Hoff

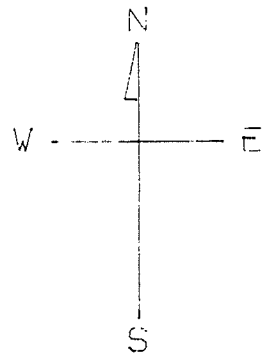


NEW HOLSTEIN
AIRPORT

SITES WITH PURCHASE OPTION

 INDUSTRIAL BUILDING SITES

CITY OF
NEW HOLSTEIN





April 28, 1992

City of New Holstein
2110 Washington Street
New Holstein, WI 53061

Attn: Mike Stutz, City Clerk

Dear Mr. Stutz, Mayor Rybicke, and New Holstein City Council:

Sargento would like to formally thank you for your efforts in helping us in locating our new plant site. Although your city was not successful in obtaining our plant, it certainly was not due to lack of effort on anyone's part in New Holstein. Sargento, through phone conversations with Mike Stutz, kept New Holstein up to date with our site selection process. However, we would like to formally expand on Sargento's position on site selection.

The article in the April 23, 1992 New Holstein Reporter presented a relatively accurate account of the events and reasons for Sargento's decision to go to Kiel. The key point of our decision being that the demographics of our employees, distance from Plymouth central distribution, and distance from Plymouth corporate offices drove the primary location to either Elkhart Lake or Kiel. The Elkhart Lake environmental issue simply became unresolvable in our short time frame, so Kiel became a primary site and eventually our final site. The City of New Holstein sites were eventually removed from Sargento's consideration solely due to the increased distance from the demographic and transportation hub compared to other sites. X

We must emphasize that New Holstein remained as a viable site to Sargento up until the beginning of April. It was at this time that Elkhart Lake and Kiel were determined to be primary sites. Elkhart Lake was not able to become a viable site which moved Kiel to primary status. If Kiel would have fallen through, New Holstein would have moved up into primary site status. The Kiel site, however, proved to be excellent for our needs and therefore was chosen.

There have been some rumors that the lack of a TIF industrial area impacted our decision not to locate in New Holstein. This is absolutely not true. Certainly, the amount of time spent in trying to make the Elkhart Lake site viable (a site on which a TIF would have had to be set up) should prove this. Sargento knew that the City of New Holstein could easily set up a TIF district for our needs. We knew this not only by the positive attitude of Mike Stutz and Mayor Rybicke, but also from a favorable reading from the Wisconsin Department of Development and the Wisconsin Department of Revenue.

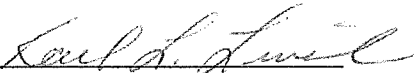
Sargento appreciates the amount of time and effort which New Holstein officials, and especially Mike Stutz, put into identifying and securing options on possible sites. Nothing more could have been done by the City of New Holstein in securing the new Sargento plant. At the end, it simply came down to the City of New Holstein being farther away than another city from our desired location. We know that New Holstein is disappointed in not getting our newest plant. We hope that through this letter all the people of New Holstein can be satisfied that every effort which could have been made was made by New Holstein city officials.

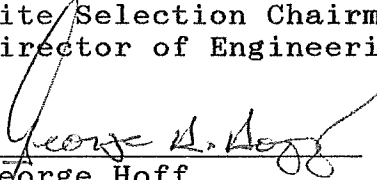
We hope that New Holstein is successful in attracting other businesses in the near future. We also highly recommend that you continue to take advantage of the services and support of Dan Madden at the Wisconsin Department of Development and the services offered by the utility companies. These services can provide a valuable connection with businesses who may not otherwise know of New Holstein's capabilities.


Once again, thank you all for your help and efforts.

Sincerely,

Sargento Cheese Co., Inc.
Site Selection Committee

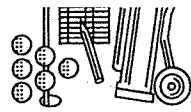

Karl L. Linck, P.E.
Site Selection Chairman
Director of Engineering


George Hoff
Chief Financial Officer
Sargento, Inc.


Ron Begalke
Exec. VP Operations


Ed Sturzl
VP Human Resources

cc: Dan Madden - Wisconsin Dept. of Development



New Holstein Reporter

Volume 88, No. 13

Thursday, April 23, 1992

75 cents

Why Sargento Cheese said 'no' to NH Short of moving city, NH did it all, company official says

By Mark Sherry
New Holstein Reporter editor

New Holstein could have done only one more thing to try to lure the Sargento Cheese Company, Inc. to locate its proposed new facility in New Holstein rather than Kiel.

"The only thing New Holstein could have done was picked up New Holstein and moved it a mile south of Kiel," said Karl L. Linck, director of engineering for the Plymouth-based company.

Following Sargento's announcement last Tuesday night that it would be locating a new 70,000 to 100,000 square foot facility in the Kiel Industrial Park, New Holstein city officials have been able to explain the efforts they made to get "the Persnickety People" to pick New Holstein.

According to Linck, who headed the site study committee for Sargento, New Holstein officials were easy to work with and put together an excellent offer to get the anticipated 200 jobs which the new facility will bring.

In fact, Linck said, "We thought New Holstein would end up being the preferred site at the beginning. The New Holstein people did a nice job."

What apparently spoiled the hopes of New Holstein is something over which it had no control. Sargento did studies of where its employees reside, based on seniority, and the central point turned out to be just south of Kiel. In addition, the fact that Plymouth is the distribution point for Sargento, and most of its supplies come from south of Plymouth, the extra four miles of trucking from Kiel to New Holstein was one more thing in favor of Kiel.

"The New Holstein group put together a very good plan in a short time," Linck said. "Definitely, New Holstein had some viable sites. What it really comes down to is the further north, the less viable. New Holstein did everything it possibly could have done."

Linck also said the lack of an established industrial park in New Holstein big enough for Sargento's needs was not a factor since New Holstein made it clear it was ready, willing and able to do

"New Holstein did everything it possibly could have done."

Karl Linck
Sargento Cheese

whatever it took to get Sargento to come here.

City officials put in overtime

Doing the brunt of the work on New Holstein's behalf were City Clerk Mike Stutz and Mayor Dennis Rybicke. Stutz said Sargento officials first approached him on Friday, Feb. 7. Dan Madden of the Wisconsin Department of Development then called Stutz and said he and Sargento needed a list of potential 60-acre sites by the weekend and a complete community profile by that Monday.

Stutz and Rybicke said they worked that Friday night and Saturday to get the materials together and out on time.

"Immediately we were able to react," Stutz said.

Stutz checked back with Madden that Monday to double-check that the materials were received.

The city representatives' first meeting with the four-person Sargento site selection committee was Monday, Feb. 17, with Stutz and Rybicke being joined by Utilities Superintendent Ron Greuel.

Wanted it low-key

Although rumors and off-the-record information about Sargento leaked quickly throughout northeastern Wisconsin, Rybicke said, "They wanted this very low-key. They wanted this handled as discretely as possible."

At the Feb. 17 meeting, two sites were added to New Holstein's original list of two possible sites. The sites were located:

■ just north of the Altona Supper Club along Highway 32/57 on the city's north side;

■ south of Morning Glory-Zibung

Turn to Sargento/page 2

...m ends

'92 will get underway one-half hour following prom and conclude the next breakfast served around 6. Breakfast will be provided by Holstein American Legion. Students with or without dates are invited to attend, whether or not they attended the prom. Admission will be \$5 per student.

Parents of students planning to attend Post Prom will be contacted, either by letter or with a phone call, to confirm their child's registration for the event.

Check-in time for students will take place between 12:30 and 1 a.m. Students will be able to enter the commons area through the school's front doors. At the time of check-in, students will be able to register for prizes to be awarded throughout the evening. Chaperones will contact the parents of those students who register for the event but have not checked in by 1 a.m.

Can leave, but...

If a student wishes to leave Post Prom

KIWANIS MEMBER DICK AEBY deals cards to students in a scene from last year's Post-Prom. The Kiwanis

Club puts on its popular busy all-nighter at the hi

'92 before the event officially ends, they will be allowed to do so. However, their parents will be contacted and asked to give permission for their child to leave the high school. After a student has left, he or she will not be allowed back in the building and will be ineligible to win the prizes being awarded throughout the evening and the grand prize used car.

Students who stay for the duration of Post Prom '92 will have more than enough activities to keep themselves occupied.

A games table area (ping pong, foosball, etc.) is a new addition to the event this year which is sure to create enthusiasm in the students. The New Holstein Optimists have also promised some new twists to their events which take place in the gymnasium.

Favorite activities featured in previous years and again this year include Bingo,

courtesy of the American Legion; electronic darts/games, courtesy of Calumet Coin, Hilbert; large screen movie viewing with numerous movies being provided by Das Video Haus, New Holstein; a casino room with funny money, sponsored by the New Holstein Kiwanis Club; a dunk tank; scavenger/clue hunts, and much more.

Music and more

Doctor Rock will provide the music for dancing and contests in which prizes will be awarded.

Snack items such as popcorn, chips, veggies, fruit, bars, soda, etc. will be provided free to students throughout the evening. An ice cream sundae bar will also be available to students. The soda is in part provided by Lakeside Pepsi.

Any parents who wish to make a food contribution may contact Chris Wachal at 898-5333.

As for the prizes which will be awarded during the evening, Cornell Motors of Plymouth has donated the grand prize

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Sargento

Continued from page 1

Distributors on Highway 32/57 on the city's south side;

■ on a parcel across the highway and just south from the Altona;

■ on a parcel at the intersection of County J and Fur Farm Road south of the city.

Stutz said that last site consisted of 40 acres and turned out to be the most preferred of New Holstein's four sites from Sargento's viewpoint.

Stutz and Rybickie said New Holstein was prepared to offer Sargento everything it listed in a memorandum which it brought to the Feb. 17 meeting, including an environmentally clean and neat site and all necessary utilities hookups. New Holstein would have given the land to Sargento and had options to purchase two of the four sites and was working on the other two.

"There were things they found real positive about us," Rybickie said, pointing specifically to the airport and the improvements planned there, and the

city's efforts in getting the Park Avenue Industrial Park established in the mid-1980s.

"I left the meeting feeling we accomplished what we wanted to," Stutz said.

Lack of TIF not a factor

The lack of an established Tax Increment Finance (TIF) District in New Holstein also was not a concern, Sargento officials told city officials, as the company was even willing to help New Holstein get such a district established if it would have been selected.

Rybickie said, "It didn't turn out to be a bidding war at all because every community offered basically the same thing."

Rybickie said, "We did everything we could have done," although he said he was left feeling there might have been one more thing. "If location was their top criteria, maybe there is some way we could have tried to change their criteria." Stutz said he doubted that could have been accomplished.

Rybickie, who states further his opinions of the experience in a letter to the editor in this week's Reporter, said he realizes some people might feel New Holstein did not do enough. "It's real hard to respond to those (anonymous complaints)," he said. "To whom do you respond?"

Once news of Sargento's difficulty in landing a site in Elkhart Lake began to hit the daily media, Stutz said Linck called him and said New Holstein was still in the running and that Sargento was not pleased that the issue was now public. Stutz said, "I think there was a lot of pressure on the city officials."

Stutz and Rybickie said the City Council was also supportive and excited about the prospect. In addition, Stutz said he checked with DOD and other economic development experts along the way to make sure New Holstein was doing everything it could.