

DIMENSION IV[®]

CREATIVE SPACES, SUSTAINABLE COMMUNITIES

211 N. BROADWAY, SUITE 204
GREEN BAY, WI 54303

19 WAUGOO,
OSHKOSH, WI 54901

(920) 431-3444
TOLL FREE: (866) 431-3444

DIMENSION IV.COM

Architecture.

Sustainability.

Planning.

Economic
Development.

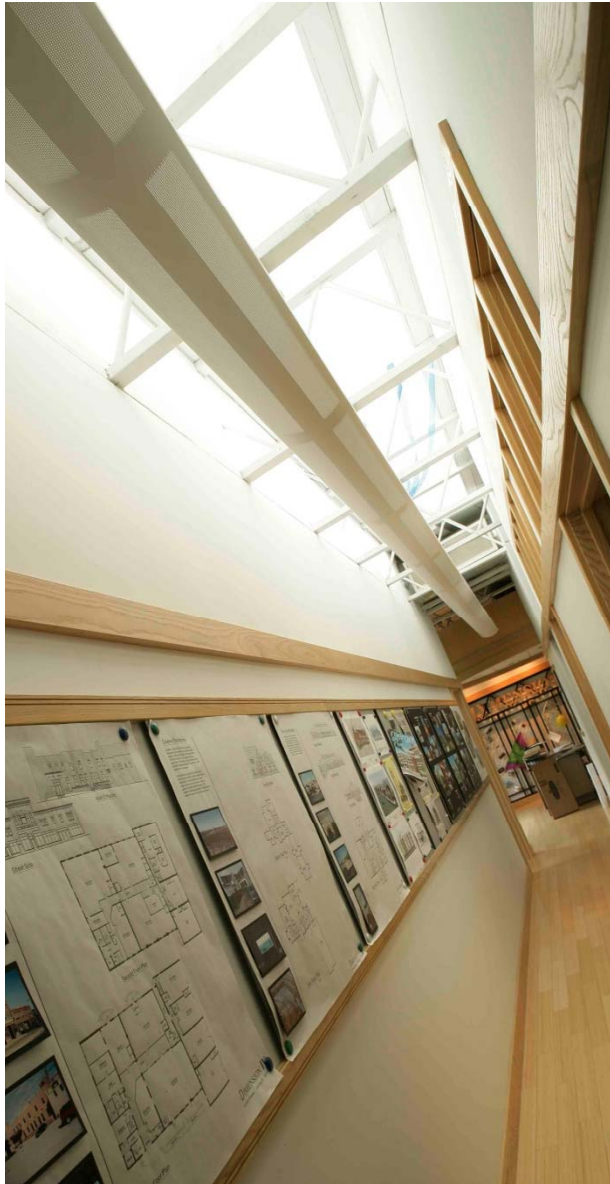
STRATEGIC PLANNING



Jeff thinking about some of the opportunities during a Dimension IV planning session

FIRM OVERVIEW

STRATEGIC PLANNING



THOUGHTFUL, INNOVATIVE, SUSTAINABLE

Truly memorable design moves beyond the three-dimensional and exhilarates, enlightens and enhances the human experience. Thoughtful, innovative and sustainable design works with a 4th dimension – time. It is in time that a building or space becomes great, great in terms of meeting the needs of the owners and users. In time, materials either endure or decay. In time, the flow through a space either works or is modified. In time, a building is either a wise investment or burdensome overhead. In time, a building either becomes part of the sustainable environment or a problem to the owners and community. In time, a design is either replicated or razed.

The “best” design considers this fourth dimension, time. Time defines the durability of the materials, the users sequence through a space, the fit for the stakeholders and environment and the space’s prominence in the community.

To achieve this standard, we “think outside the box”.



Dimension IV provides the following services in the areas of :

- Architecture
- Planning
- Sustainability
- Economic Development



STRATEGIC PLANNING

Architecture.

Space Studies
Sketches/Perspectives/Models
Educational
Residential
Historic Preservation/Restoration
Government (State, Municipal)
Urban Redevelopment
Commercial
Religious
Construction Administration

Sustainability.

Green Specifications and Materials Research
Site and location analysis
Future Consideration & Options
Energy Modeling & Building Analysis
Materials Specification & Research
Customized Workshops and Trainings
Green Analysis and Assessments
LEED[®] Consultation and Project Management
LEED[®] Certification/Application
Salvage/Recycling Management

Planning.

Visioning
Stakeholder Participation
Needs Analysis
Site Analysis, Selection and Acquisition
Zoning
Comprehensive Plans
Urban Redevelopment
Economic Development
Masterplan/ Master Development
Design Guidelines
Implementation

Economic Development.

Business Planning
Programming
Growth/Expansion Development
Site Analysis
Image Development
Financing Consultation
Grant Writing
Strategic Planning
Business Recruitment

FIRM EXPERIENCE

STRATEGIC PLANNING

It starts with a vision, but now what? The strategic plan is the mechanism that creates the steps to make the vision a reality.

Whether it is working with a business to achieve their goals, or a community to create their identity Dimension IV works with individuals and groups to develop the plan and implement the steps necessary for success.

Elements that may be part of the plan include:

- Creation of business plans
- Marketing recommendations
- Community coordination
- Programming
- Fund development
- Capital investment strategy

STRATEGIC PLANNING

STRATEGIC PLANNING

As part of Dimension IV's sustainable philosophy, strategic planning is an essential component of developing a smart investment and utilizing the resources available (time, money, equipment) to receive the highest possible return. As part of the process Dimension IV works with each client to develop implementation steps, the key to achieving success.

We have provided strategic planning services for a variety of clients, from for profit corporations to non-profit organizations to municipalities. The following pages capture examples of our strategic planning experience, from broad ranged organizational development to project specific planning.

- The Village of Suamico for the Development of their Municipal Services Center
- City of Two Rivers - Park and Recreational Department for the Hamilton Community House
- Green Bay Botanical Gardens Revisioning and Strategic Planning Sessions
- On Broadway, Inc. for the development of Larsen Green
- Outagamie County - Mosquito Hill Nature Center Vision and Work Plan Development
- Program Assessments for Main Street Programs
- On Broadway, Inc. District Visioning and Annual Work Plan Development (done as employee of On Broadway, Inc.)

Additionally, Dimension IV provides economic development and market analysis services that will be helpful as the strategic plan develops. Working with a firm that has economic development skills and knowledge will assist in creating a plan that meets the vision of the community and leverages the unique growth opportunities for each community.

Suamico Municipal Center

Suamico, WI

The Village of Suamico is implementing the first of several steps toward building their municipal center and their community.


Following a space study, the municipality purchased land for a new municipal center.

The 13.6 acre site abuts an existing neighborhood and has an existing historic home located at the Northeast corner.

To masterplan the site and coordinate building plans, Dimension IV facilitated several village meetings, collecting input from not only the village officials and staff, but also the community. Together needs were identified and goals were prioritized.

As a contentious issue, Dimension IV worked with residents to develop a plan that the neighbors welcomed. Several vocal naysayers became supportive of the effort as the meetings progressed, working with the team to develop a plan that met their expectations too. Additionally, Dimension IV worked with the Village to develop and implement a public relations plan to assist in communicating the facts. This included a blog summarizing the projects' progress, open houses, and a direct mailing piece.

STRATEGIC PLANNING



Proposed Project Facts

Phase 1: Public Works, Police and possibly Municipal Court/Board Room
The proposed new public works vehicle storage building will be 20,000 square feet (sq.ft.). The current garage is not adequate to store all of the village's vehicles used for snow removal, garbage, general road and park maintenance. It is hoped construction will begin fall 2009.

The salt and sand shed will be 2,713 sq.ft. and designed to house 750 tons of salt and 300 tons of sand for use in the snow removal vehicles. The shed will be located near the public works garage to reduce the time needed to load the vehicles.

The public works maintenance building will be approximately 17,600 sq.ft. It will enable the public works department to house all equipment and staff in a single, central location.

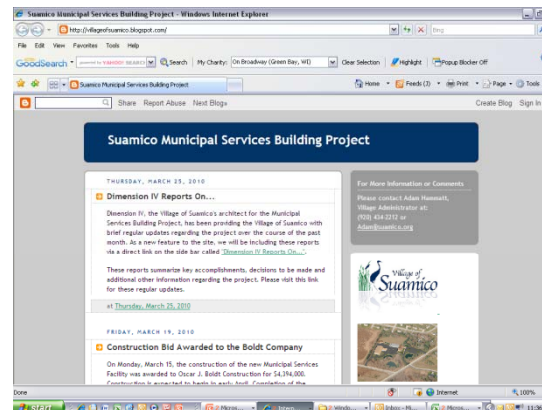
Included in Phase I, will be the construction of the police department (about 4,000 sq.ft.) and possibly municipal court/board room (approximately 6,000 sq.ft. is needed). Currently, the police department is located within the fire department in a building that is undersized and inadequate for efficient operation of both departments. The new facility will better serve the community as well as the departments.

Budget for Phase I: \$6 million

Phase 2: Village Hall Administration and possibly Municipal Court/Board Room
This phase is in concept stage only, and is anticipated that about 4,000 additional sq.ft. is needed to accommodate the village hall administration and municipal court operations. The current Village Hall when constructed was only built to about half of what was recommended. This has added strain on the current operations. An analysis needs to be completed to:

- Validate the space needs from the previous studies
- Determine the costs of renovating/expanding the current village hall versus building new at the Services Center Site

There is no plan to move the village hall at this time. However, in order to plan appropriately and in a sustainable manner, the site and plans for the project will identify how the Village Hall could fit on the Velp Avenue site.



City of Two Rivers – Park and Rec Hamilton Community House

1520 17th Street, Two Rivers, WI

The J. E. Hamilton Community House was donated to the city of Two Rivers by the Hamiltons as a community center in the early 30's. As an important historic structure in the City of Two Rivers, the Community House is a prominent landmark in the downtown.

Prior to Dimension IV's involvement, three building studies had been completed all identifying "flow" as an issue to utilizing the space, yet none provide a solid solution. Dimension IV worked with the users of the building and multiple "committees" to design the solution and develop a plan that would make the project sustainable.

Additionally, Dimension IV facilitated a visioning session for the Parks and Rec Department to build upon the current uses and generate new services. The plan enhanced the programming of the facility for a variety of target markets, from teens to seniors. Once an underutilized facility, today Hamilton House has returned to its former prominence as a true community center.

STRATEGIC PLANNING



Green Bay Botanical Gardens

Green Bay, WI

Dimension IV worked with the Green Bay Botanical Gardens to address key organizational development concerns.

Over the course of the previous years, there had been significant changes within the organization, including a new Director and Board Members and they had some growth opportunities. To gain an understanding of the opportunity and the organization's position, Dimension IV worked with the staff and Board of Directors to revise their vision statement, review strengths, opportunities, weakness and threats. Once these were identified and discussed, they worked as a team to prioritize and develop a five year work plan to achieve the goals they set.

We are pleased to say the Green Bay Botanical Gardens has experienced great success in achieving their goals with the most recent success of raising \$2.2 million for a capital campaign and strengthening their programming this upcoming year.

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Larsen Green Visioning and Planning

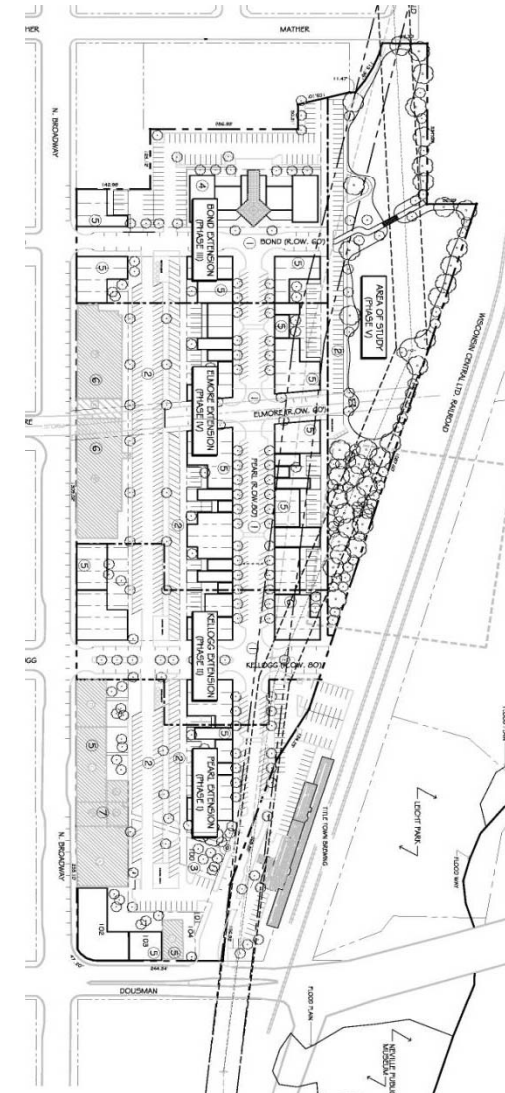
Green Bay, WI

"Larsen Green" is an economic development vision On Broadway, Inc. has for a mixed-use urban redevelopment at the north end of the Broadway District in downtown Green Bay. Dimension IV was retained to evaluate the existing buildings and to develop a broad, long-range vision for the former canning company property.

When the property first came on the market, On Broadway held a Town Meeting to discuss the opportunity, which Dimension IV facilitated. From that meeting the vision for the site and eventual masterplan were developed.

Plans for the 22-acre site, include maintaining the historic, industrial buildings along Broadway and reusing them for retail, office and housing. A grid-street pattern that is consistent with the surrounding area will connect the site to the neighborhood. As part of the Masterplan, a local brew pub that had shared the property line with the former canning company became a major anchor and a key part of the vision.

STRATEGIC PLANNING



Outagamie County- Mosquito Hill Organization Planning

New London, WI

Mosquito Hill Nature Center, located near New London, Wisconsin is an environmental education center.

Located on 430 acres bordering the Wolf River, the center caters to students, families, environmentalists and adults with a variety of nature and recreation programs.

The Center approached Dimension IV about building a "Beaver Lodge" interpretive center.

However, before proceeding Dimension IV suggested a "visioning" retreat with staff, volunteers, users and residents. Held over a two-day period, the visioning session identified basic goals, programming needs and general priorities. The result of the session was a "Work Plan" that the Staff will use to layout its program, facility and budget needs over the next several years.

STRATEGIC PLANNING



Main Street Assessments

Nationwide

Main Street Programs throughout the United States have regular assessments of how their program is performing in the areas of economic development, design, organizational development, marketing and promotions.

Naletta has been hired by the State and National Main Street Programs to assess programs for strengths, weakness and opportunities within these downtown communities. Working with staff, city officials, volunteers and other stakeholders short term and long term goals are developed.

A presentation and report summarizing the findings are completed as well as ways to implement the recommendations.

STRATEGIC PLANNING



Newton Public Relations Plan (DRAFT)

The City is requesting Public Relations Plan (DRAFT) for the Newton Main Street Program. The Newton Main Street Program is a public-private partnership between the City of Newton and the Newton Main Street Program. The Newton Main Street Program is a public-private partnership between the City of Newton and the Newton Main Street Program. The Newton Main Street Program is a public-private partnership between the City of Newton and the Newton Main Street Program.

Public Relations	Message	Timeline	Responsible Party
Spreading the Word	City will provide information to the public through various channels including social media, press releases, and direct mail.	Quarterly	City of Newton
Community Meetings	Community meetings will be held to gather input from the public and stakeholders.	Quarterly	City of Newton
Public Relations	Public relations efforts will focus on promoting the benefits of the Main Street Program and the City of Newton.	Ongoing	City of Newton
Media Relations	Media relations efforts will focus on securing coverage in local and regional media outlets.	Ongoing	City of Newton
Annual Town Meeting	Annual town meetings will be held to report on the progress of the Main Street Program and to gather input from the public.	Annual	City of Newton
Thank you note	Thank you notes will be sent to all participants in the Main Street Program.	Quarterly	City of Newton
Website	The website will be updated regularly with information about the Main Street Program and the City of Newton.	Ongoing	City of Newton

Downtown Newton IS...

Where I Do Business.

Newton
The Heart of Essex County

© 2011 City of Newton. All rights reserved. This plan should be modified to include additional specifics, including responsibilities, by the City of Newton.



On Broadway, Inc. Planning

Green Bay, WI

As the former Director for On Broadway, Inc., Naletta Burr created and implemented annual work plans and budgets for the organization. Working with over 100 volunteers, she guided them through discussions, set priorities, identified anticipated outcomes and appropriate budgetary needs. The organization received a Statewide recognition for the development of the plan.

Additionally, after significant economic and community changes had occurred within the district, it was time to revise the vision and mission of the organization. Naletta worked with a facilitator to go through a strategic planning process to revise the vision and mission statement as well as develop key objectives for the organization. The process received an Award from the WI Main Street Program.

Ultimately, under the direction of Naletta, the economic development and planning implementation of the Broadway District was nationally recognized in 2009 as a "Great American Main Street" (a once in a lifetime achievement award for the organization).

STRATEGIC PLANNING

Introduction

Since On Broadway, Inc.'s inception in 1995, the organization develops a budget and work plan each year. Over the years, these documents have provided valuable information to those involved in the project. As we proceed into the future, the work plan and budget will continue to play an important role. As Director, I want the information we share with our stakeholders (City of Green Bay officials).

This year's work plan and budget provides new information that has historic value. It includes a better understanding of the operation of the organization, identifies all the costs associated with each activity, and puts the funds' volunteers' contributions into perspective. Additionally, it identifies a comprehensive picture of the activities.

The goals of this new year's document are three-fold:

- To give stakeholders a better understanding of the operation of the organization.
- To set new benchmarks for volunteers, to work to help one another.
- To potentially allow additional funds through grants (create an account in place if help volunteers and staff identify activities that information that funders often request).

Key Components

The document includes several important components:

- On all goals for each committee, with objectives for reaching them.
- Additional information for volunteers, to work to help one another.
- It is important to note, that although there is a trend to move towards this by several concerns that need to be addressed:
 - The measurement used to determine success may not be the most accurate.
 - The measurement used to determine success may not be the most accurate.
 - The overall outcome may take years to achieve. It is the organization's vision, however, that is also difficult to measure.
 - Other than to achieve a great impact, there are many partnerships that are not obvious of these relationships or the impact on the activities.

OnB document may differ from other types of similar documents, specific projects.

Costs are divided into two different types of expenditures:

- Administrative Costs
- Material Costs

Administrative costs are the expenses associated to the operation of the organization, and were determined by the amount of staff that will be hired. Material costs are the expenses solely associated to that given activity. This information is available to working within. The volunteers working on that, allowed.

The Process

The committee activities are determined by input from the stakeholders. Every year, OnB hosts an annual Town Meeting which has consistently a high level of interest. Additionally, throughout the year, stakeholders, volunteers, and neighbors provide feedback. All of this information is collected, and then shared with the committees and the OnB Board of Directors, information from the objectives, activities and budget allocation for the upcoming year (see Chart 1).

Chart 1

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    graph LR
      Residents --> Input
      CityOfGreenBay[City of Green Bay] --> Input
      MarketBusinesses[Market Businesses] --> Input
      Input --> StaffVolunteers[OnB Staff & Volunteers]
      StaffVolunteers --> Development
      Development --> MissionVision[Mission & Vision]
      MissionVision --> Objectives
      Objectives --> WorkPlanBudget[Work Plan & Budget]
      Objectives --> Goals
      Goals --> WorkPlanBudget
      Activities --> Objectives
  
```

ECONOMIC RESTRUCTURING COMMITTEE

COMMITTEE GOAL: TO IMPROVE THE ECONOMIC HEALTH OF THE BROADWAY DISTRICT.

OBJECTIVES:

- To implement and utilize the 2004 Market Analysis.
- Committee Members: Eugene Caputo, LeVonne, Rosalie Brown, Fred Montague, Jeff Mahon, Brian Deegan, Marlene Oser Staff: Naletta Burr

Activities	Outcomes	Costs
Provide input	Help improve understanding of business needs, and resources	Admin: \$ 2,000
	Identify local business	Materials: \$ 1,000
	Help OnB understand what programs are helping and what	Total: \$ 3,791
Implement recommendations	Make the district a great place to do business	Admin: \$ 1,000
	Build stronger businesses	Materials: \$ 1,000
	Plan in place to implement 90% of it	Total: \$ 2,000
Generate proactive recruitment plan and tools	Build "critical mass" in the district	Admin: \$ 1,000
	Eliminate approval plan in place	Materials: \$ 1,000
		Total: \$ 2,000

ECONOMIC RESTRUCTURING COMMITTEE (CONTINUED)

To develop a cooperative parking plan for the Broadway District.

Committee Members: Chris Pirok, David Buck, Elliot Christensen, Mark Heemstra, Carol Weinstock, Richard Spier, Sara Voth/Brydell Staff: Naletta Burr

Activities	Outcomes	Costs
Conduct parking survey	A comprehensive understanding of business needs for customers and employees - leading to a better allocation of parking	Admin: \$ 1,000
	Receive 90% of survey from businesses	Materials: \$ 1,000
		Total: \$ 2,000
Hold monthly meetings to develop and review plan	To have a plan that is a win-win for all involved, making the district a better place to have a business and encourage additional development	Admin: \$ 1,000
	Have 75% of key parties participate in meetings	Materials: \$ 1,000
		Total: \$ 2,000

To encourage development on the Applelink site and Greenfield site.

Committee Members: Greg Larson Staff: Naletta Burr

Activities	Outcomes	Costs
Meet several prospective developers	The development of various, leading to and building critical mass and residential	Admin: \$ 1,000
	Meet with at least one potential developer	Materials: \$ 1,000
	Attend "kickstart" conference	Total: \$ 2,000

To create and make current businesses in the Broadway District, as well as recruit new businesses to the district.

Committee Members: Carol Christensen, Greg Larson, Michelle Gahn, Amy Coates Staff: Naletta Burr

Activities	Outcomes	Costs
Work one-on-one	To develop strong businesses, making the district a desirable place to open or relocate a business	Admin: \$3,000
	Estimate 50% of businesses	Materials: \$ 1,000
		Total: \$3,000
Monthly business meetings	Business talking concerning in district	Admin: \$2,700
	Business leadership in developing projects and activities	Materials: \$ 1,000
		Total: \$2,700
Small events	Strengthen in-store traffic and sales	Admin: \$1,000
	Have an average increase of 30% in traffic overall	Materials: \$ 1,000
	Increase sales by 30% on average	Total: \$2,000
Meet with business owners to gain or relocate to the district	To develop "critical mass" - strengthen overall business mix of the district - helping businesses succeed	Admin: \$1,000
	Place 30% of the businesses in a "proper" location	Materials: \$ 1,000
		Total: \$2,000

TOTAL ECONOMIC RESTRUCTURING COMMITTEE BUDGET: \$18,791

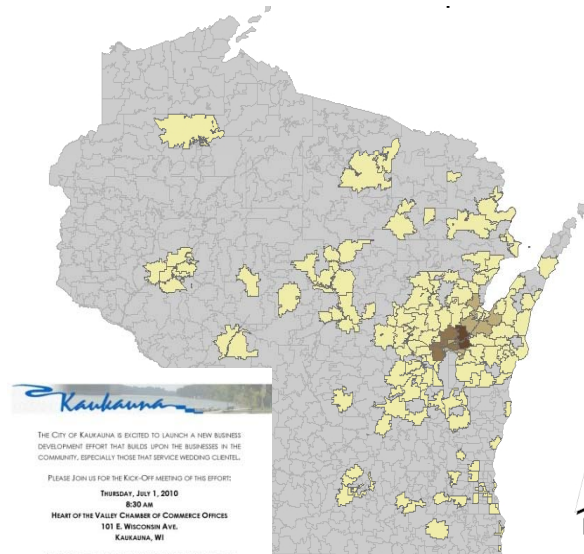


ECONOMIC DEVELOPMENT

Dimension IV and the staff members not only assist in planning efforts, but also the implementation of efforts. There are many great plans, Dimension IV is dedicated to taking the visions and plans to the next level by developing an implementation plan and in some cases carrying out that plan.

The staff at Dimension IV has been instrumental in recruiting over 100 businesses to communities, developing business visions and practicing community initiated development efforts. We understand the steps necessary to make economic development efforts succeed., including market analysis, image development, physical enhancements and much more.

STRATEGIC PLANNING



Kaukauna

THE CITY OF KAUKAUNA IS EXCITED TO LAUNCH A NEW BUSINESS DEVELOPMENT EFFORT THAT BUILDS UPON THE BUSINESSES IN THE COMMUNITY, ESPECIALLY THOSE THAT SERVICE WEDDING CLIENTS.

PLEASE JOIN US FOR THE KICK-OFF MEETING OF THIS EFFORT:

THURSDAY, JULY 1, 2010
8:30 AM
HEART OF THE VALLEY CHAMBER OF COMMERCE OFFICES
101 E. WISCONSIN AVE.
KAUKAUNA, WI

The City of Kaukauna has hired Dimension IV to guide this effort. Dimension IV is an international and growing firm that focuses on developing sustainable communities and projects. Staffers from Dimension IV will analyze the market from the Kaukauna from the wedding and event businesses. Staffers will communicate why Kaukauna is a great place to locate a business and work with the participants and staff members to implement their business development plan. Information and materials developed will assist in business growth. The greater actions from this effort will be reported. please join us to learn more about this effort and what you can do to help.

WE LOOK FORWARD TO SEEING YOU THERE!

DIMENSION IV

If you are unable to attend, but would like more information, please contact: Heather at 608.475.2444 or heather@dimensioniv.com



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MAKE BIG PLANS, AIM HIGH IN HOPE AND
WORK.”***

- DANIEL H. BURNHAM

Architecture.

Sustainability.

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