

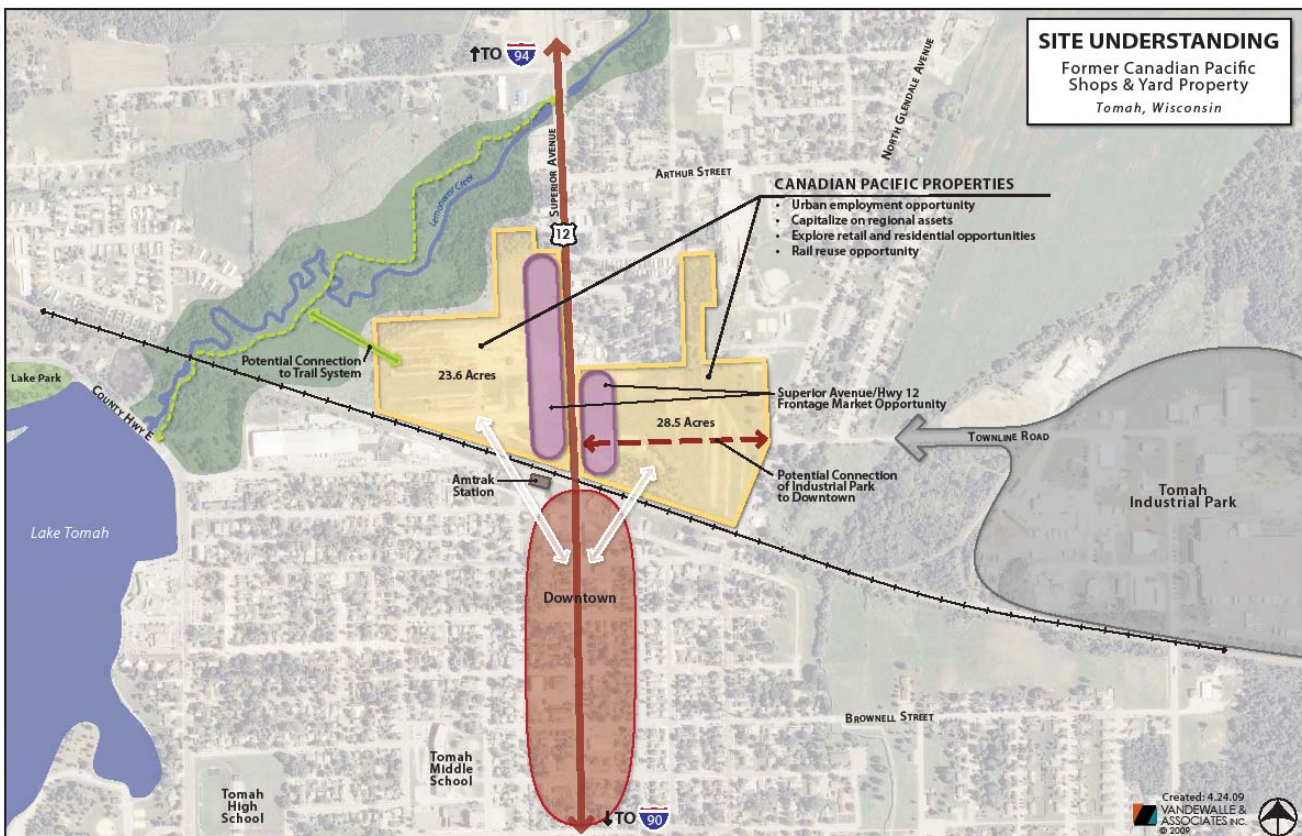
The Tomah Wellness Village

Leveraging and Strengthening the Region's Health and Medical Industry with a Cluster of Complementary Wellness Services and Businesses

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THE SITE AND THE PROCESS

The City of Tomah and the Canadian Pacific Railway are currently working in partnership to redevelop a key site owned by Canadian Pacific. The site is a centrally-located, 60-acre property adjacent to the Canadian Pacific tracks. In today's constrained credit market and lagging economy, simply approaching this redevelopment initiative as a site planning and real estate developer recruitment effort will not be effective. Accordingly, the City of Tomah engaged local partners and is utilizing state grant dollars to approach this site as an opportunity to identify and pursue a larger vision. The goals are to not only encourage redevelopment of the Railroad property, but to create jobs in Tomah and help spur economic development that benefits the city as a whole.



TOMAH'S ASSETS IN THE HEALTHCARE SECTOR

Tomah is a medical care destination, and the healthcare sector is one of the city's primary economic drivers. Further, the healthcare industry is one of the fastest growing economic sectors in Monroe County and throughout the state of Wisconsin. The Tomah Veterans Administration hospital is a large campus that includes over 300 beds, provides a variety of services, and serves a fifteen county area of western Wisconsin and southeastern Minnesota. Tomah Memorial Hospital is a large, private medical facility serving the general population in the region. The CP property is located

Rank	Employer Name
1	WAL-MART
2	DEPARTMENT OF VETERANS AFFAIRS
3	DEPARTMENT OF DEFENSE
4	TORO MFG LLC
5	TOMAH PUBLIC SCHOOL
6	NORTHERN ENGRAVING
7	SPARTA AREA SCHOOL DISTRICT
8	COUNTY OF MONROE
9	CARDINAL GLASS INDUSTRIES INC
10	CENTURY FOODS INTL LLC
11	BSA/LB&B JOINT VENTURE
12	TOMAH MEMORIAL HOSPITAL INC
13	FRANCISCAN SKEMP MEDICAL CENTER INC
14	AUSTIN & ASSOCIATES SERVICES INC
15	ARMY NONAPPROPRIATED FUNDS
16	MORROW MEMORIAL HOME FOR THE AGED
17	EXO-TECH PACKAGING LLC
18	MCDONALD'S
19	MATHEWS MANUFACTURING INC
20	MARTIN'S BULK MILK SERVICE INC
21	OCEAN SPRAY CRANBERRIES INC
22	MECA SPORTSWEAR INC
23	KWIK TRIP
24	BURNSTADS
25	CASHTON PUBLIC SCHOOL

Healthcare providers are among the largest employers in Monroe County and the health industry is one of the fastest growing sectors in the region

between these two facilities with convenient access to both. In addition, two other private healthcare providers operate clinics within the City. In addition to these local healthcare facilities, the broader region around Tomah includes nationally-known hospitals and medical research facilities. Facilities operated by the Mayo Clinic, Marshfield Clinic, and the University of Wisconsin University Hospital are all within a two hour drive of Tomah. With this combination of two major hospitals in Tomah and other medical providers in the city or nearby, Tomah's healthcare industry is a critical component of the local economy. The



Wellness Village concept is designed to leverage Tomah's strengths in this sector, complement these existing assets, and build on them with development that provides additional medical related services and provides other health and wellness amenities for Tomah residents and for residents of the larger western Wisconsin region.

THE OPPORTUNITY

The vacant Canadian Pacific site is an ideal opportunity to build on Tomah's strengths in the healthcare sector by pursuing development of the Wellness Village concept. This redevelopment strategy of focusing on medical related development for this site will help create needed jobs in an industry that is projected to continue to grow. The Wellness Village project will focus on integrating complementary health-related businesses and services in one centrally-located site. The project will intertwine traditional healthcare services and retail, alternative medicine, housing, and fitness into an integrated project with a focus on health. The specific components of the Wellness Village may include:

- **A Pharmacy** – Tomah is currently talking with a developer proposing to build a national retail pharmacy on the property, which could be a first phase of the Wellness Village and a key anchor for the project.
- **Medical Supply Store and other Health Retail** – Medical supply stores, supplement stores, and other health-related retail could be built in the Wellness Village to help serve the large number of hospital patients in Tomah as they transition to at-home care.
- **Specialized Medical Services** – Clinic space, dental care, physical therapy, and other specialized medical services would fit well with the Wellness Village concept.
- **Alternative Medicine** – Part of the vision for the Wellness Village should be to provide a spectrum of medical services that complement Tomah's existing health facilities. This could include a yoga studio, acupuncture, massage therapy, or other alternative, homeopathic wellness programs.
- **Private Health Club or Community Fitness and Recreation Center** – Tomah currently lacks a YMCA, community fitness center, or a large private health club, and the Wellness Village would be an ideal location for such a center.
- **Senior/Veterans Housing** – The City has had some preliminary discussions with housing developers interested in building senior housing or housing specifically for veterans. Collocating this type of housing in the Wellness Village would create natural markets for the businesses and offer valuable amenities to potential residents.
- **Coordination with the Intermodal Transportation Hub Project** – Simultaneous with the Wellness Village concept, Tomah is working to develop an Intermodal Transportation Hub and Regional Welcome Center on this property. This project dovetails well with the Wellness Village concept by potentially creating stronger regional connections that will help people access the service provided at the site.

POTENTIAL BENEFITS OF THE PROJECT

The Wellness Village concept will bring a number of benefits to Tomah and the larger region including:

- Creating jobs in a targeted economic sector projected to continue to grow.
- Increasing the tax value of the property by building high-value, commercial and residential projects on the site.
- Supporting Tomah's existing healthcare industry and provide additional needed medical service and retail facilities for the community and region
- Enhancing the market for housing development by creating a place that offers amenities well-suited to collocation with senior housing.
- Visually enhancing a vacant, contaminated property that has long been an eyesore for Tomah.
- Creating a destination that complements Tomah's downtown and will bring people into the downtown area.

NEXT STEPS

The Wellness Village is in the initial concept stage but is a project with a number of key potential partners and an opportunity to be a powerful economic catalyst for Tomah. The short term next steps the City can pursue to advance this initiative include:

- Continue working with and assisting the developer considering a retail pharmacy project, and coordinate that project to maximize its ability to integrate with future complementary wellness-related development.
- Work with local and regional health providers to identify gaps in their service that could be filled at the Wellness Village, to look for opportunities to partner on projects, and to identify types of retail and businesses that they feel could help support their operations.
- Identify types of businesses well-suited for this project and launch recruiting efforts to attract businesses to develop projects on the site.
- Create a highly-illustrated marketing brochure designed to recruit developers and companies to consider launching projects as part of the Wellness Village.

- Support rebuilding the Amtrak/High Speed Rail Station and investing in the Intermodal Hub concept.
- Coordinate with potential senior/veterans housing developers to integrate housing into the Wellness Village.
- Pursue funding sources that could provide investments to make the infrastructure, site improvements, and planning and design work needed to advance the concept.

POTENTIAL FUNDING SOURCES

Advancing the Wellness Village Project will require funding to refine and further develop a strategy for the project, the partners that would be involved, the design of the development, etc. Further, the project will require implementation funding to create the infrastructure needed to make the site developable and to incentivize businesses to invest in being part of the project. Potential funding sources include:

- **Tax Increment Financing District** – The Canadian Pacific property is an ideal candidate for the creation of a Tax Increment Finance District. TIF is an economic development tool that communities can use to capture future tax revenue from property improvements in a defined district and reinvest those funds into improvements. As a brownfield site, the CP property can qualify as a blighted property under the Wisconsin TIF statutes, and creating a TIF would be a valuable tool the City could use to match other grants, make improvements, and undertake other initiatives to advance the Wellness Center project.
- **Business Improvement District** – Business Improvement Districts (BIDs) are another local tool that can support business parks like the Wellness Village. A BID essentially gives property owners the ability to self-impose a tax that is directed into enhancing improvements and services in the area and in so doing, directly benefits the area businesses.
- **US Department of Agriculture Rural Development Funding** - The U.S. Department of Agriculture has grant programs targeted toward rural development. As a project focused on economic development in a smaller community in a rural region, and a project that will support the development of new health and wellness services and amenities, the Wellness Village may be able to attract funds from USDA.
- **Other State and Federal Grant Programs** – Other state and federal programs through the U.S. Department of Health and Human Services, Housing and Urban Development, or the Economic Development Administration could potentially have funding available to support components of the Wellness Village concept. Similarly, there may be state funding available from various agencies. Coordination with state and federal representatives and agencies will be a key to identifying potential resources.