



City of Beaver Dam, Wisconsin
**Downtown Redevelopment Committee
Meeting**

205 S. Lincoln Ave; Council Chambers
Wednesday, September 2, 2026 at 9:00
AM

AGENDA

- 1) Call to Order – Roll Call
 - a) Approval of the August 5, 2026, Meeting Minutes
 - b) Update on Downtown Grant Commitments
- 2) Discussion & Possible Action
 - a) Review and Recommend Approval of Application for Certificate of Appropriateness for New Sign located at 304 S. Spring St. (Rooted Trails)
 - b) Review and Recommend Approval of Application for Residential Exterior Improvements Funds for Exterior Painting located at 924 S. Spring St. for the amount of \$8,718.69
 - c) Review and Recommend Approval of Application for Certificate of Appropriateness for New Sign located at 112 Front St. (Simple Joys, LLC)
 - d) Review and Recommend Approval of Application for New Business Recruitment Grant Application for a New Business located at 112 Front St. (Simple Joys, LLC)
- 3) Adjourn

This agenda was posted and made available to the news media, public and various City officials, and staff in compliance with the State of WI Open Meetings Law and Operations Committee policy:

Posted: 8.25.26 by Tracey Ferron, City Clerk at 9:45 a.m.

A quorum of the Common Council may attend this meeting.

Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the City Clerk's office at 887-4600, Ext. 338, with as much advance notice as possible.



City of Beaver Dam, Wisconsin
Downtown Redevelopment Committee
Meeting Minutes
205 S. Lincoln Ave; Council Chambers
Wednesday, August 5, 2026
9:00 AM

1) Call to Order – Roll Call

The meeting of the Downtown Redevelopment Committee was called to order at 9:01 a.m. by Mark Murphy. Present: Jennifer Hiley, Jon Larsen, Glen Link, Mark Murphy, Erv Munro, Mike Wissell, Jack Yuds, 7. Absent: Ric Fiegel, Jen Warmbold, 2.

a) Approval of the July 8, 2026, Meeting Minutes

Motion by Glen Link, second by Jennifer Hiley, to approve. Motion carried by acclamation with Jack Yuds abstaining.

b) Update on Downtown Grant Commitments

Discussion was held on the update of the Downtown Grant Commitments.

2) Discussion & Possible Action

a) Review and Recommend Approval of Application for Certificate of Appropriateness for Storefront Signage located at 131 Front St.

Motion by Jon Larsen, second by Mike Wissell, to approve. After presentation and discussion, a motion by Jon Larsen, second by Mike Wissell, to amend the motion to approve plans today but will look at the change of the awning in the future. The preceding amended motion passed by the following vote: Ayes: Jennifer Hiley, Jon Larsen, Glen Link, Mark Murphy, Erv Munro, Mike Wissell, Jack Yuds, 7. Noes: 0.

3) Adjourn

Motion by Mike Wissell, second by Glen Link, to adjourn. Motion carried by acclamation. The meeting adjourned at 9:17 am.

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City of Beaver Dam
Downtown Grant Commitments
As of August 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
Beginning Balance - 1/1/2019			\$ 620,000.00		\$ -			
Additional Funds RES 78-2022 6/20/22 - Orig 350,000, Reduced when closing ARPA grant			\$ 306,044.24					
Additional Funds now in F40			\$ 43,955.76					
Josiah Vilman	315 S. Spring St.	Nanutak-rehab of property - Developer Agreement	80,000.00		80,000.00	12/7/2022	\$ 80,000.00	-
Bill Gergen	105 Front St.	Façade/tuckpoint bricks - front	10,000.00	9/4/2019	10,000.00	10/8/2019	\$ 10,000.00	-
Mike Wissell	118 Front St.	Garage door, paint back of building	3,847.00	2/6/2019	3,846.98	12/17/2019	\$ 3,846.98	-
			-		-		-	
		2019 Activity	93,847.00		93,846.98		93,846.98	
Paul Toellner	116 S. Spring St.	Façade/windows/door/sign - FYI Zone	15,122.00	4/15/2020	15,122.45	12/23/2020	\$ 15,122.45	-
Kris Schumacher	127 Front St.	New Business Grant - Art on the Town WI	5,000.00	4/15/2020	5,000.00	5/13/2020	\$ 5,000.00	-
Mindy Murphy	106 Front St.	New Business Grant - Epic Ink Tattoo	5,000.00	4/15/2020	5,000.00	5/13/2020	\$ 5,000.00	-
Jim & Ruth Metz	116 Front St.	Façade/windows/roof	20,000.00	4/15/2020	20,000.00	6/19/2020	\$ 20,000.00	-
River Front Wine Bar	227 Front St.	New or expanding business grant - interior reno	5,000.00	7/22/2020	5,000.00	11/3/2021	\$ 5,000.00	-
Mane Stage Hair Salon	407 S. Spring St	Façade - exterior	3,395.00	7/22/2020	3,394.29	12/23/2020	\$ 3,394.29	-
Paul Toellner	112 S. Spring St.	New windows/doors/roof	20,000.00	9/24/2019	20,000.00	7/7/2020	\$ 20,000.00	-
Paul Janzak	138 Front St.	façade/tuckpoint front	10,000.00	9/4/2019	9,082.00	7/24/2020	\$ 9,082.00	-
Main Stage Hair Salon	407 S. Spring St	New or expanding business grant - interior reno	1,979.31	7/22/2020	1,979.31	8/11/2020	\$ 1,979.31	-
Ben Martinez	207 S. Center St.	Façade - Integrated Auto Solutions	17,500.00	4/15/2020	17,500.00	9/8/2020	\$ 17,500.00	-
Stooges Bar	112 N. Spring St	Façade - exterior	18,426.00	7/22/2020	18,426.00	9/28/2020	\$ 18,426.00	-
Kerry Zajicek	116 Front St.	New Business Grant - Mill House Quilts	5,000.00	1/7/2020	5,000.00	12/9/2020	\$ 5,000.00	-
			-		-		-	-
		2020 Activity	126,422.31		125,504.05		125,504.05	-
Signs by Bob - Robert Orth	219 Front St.	New business grant	5,000.00	12/18/2020	5,000.00	12/31/2020	\$ 5,000.00	-
BD Community Theatre	117 W. Maple Ave.	Façade Improvement	14,001.00	12/18/2020	11,042.07	6/27/2023	\$ 11,042.07	-
Paul Toellner	106 Front St.	Façade Improvement	17,884.00	12/18/2020	17,884.00	9/8/2021	\$ 17,884.00	-
Paul Toellner	108 Front St.	Façade Improvement	20,000.00	12/18/2020	20,000.00	11/10/2021	\$ 20,000.00	-
GNP Massage	221 Front St.	New or Expanding Business Grant	5,000.00	1/27/2021	5,000.00	3/2/2021	\$ 5,000.00	-
Tom Salamaki	233 Front St.	Façade-Park Plaza Pizza	11,314.00	1/28/2020	11,313.88	3/2/2021	\$ 11,313.88	-
BK Henry Properties, LLC	109 & 109 1/2 Front St.	Façade Improvement	13,329.17	3/24/2021	13,268.18	6/3/2021	\$ 13,268.18	-
Michael Firchow	213 Front St.	Façade Improvement	358.65	8/4/2021	358.65	8/9/2021	\$ 358.65	-
Loyal Exteriors, LLC	300 N. Center St.	Façade Improvement	20,000.00	8/4/2021	20,000.00	10/5/2021	\$ 20,000.00	-
J.A.G. Holdings, Inc.	210 S. Spring St.	Façade Improvement	20,000.00	8/4/2021	20,000.00	12/21/2022	\$ 20,000.00	-
Bonds Collectors	228 S. Spring St.	Façade Improvement	3,250.00	9/1/2021	3,250.00	1/21/2022	\$ 3,250.00	-
Rich Zieman	120 Front St.	Façade Improvement	20,000.00	9/1/2021	20,000.00	11/5/2021	\$ 20,000.00	-
Rich Zieman	120 Front St.	New or Expanding Business Grant	5,000.00	9/1/2021	5,000.00	10/5/2021	\$ 5,000.00	-
McKinstry's Home Furnishings	129/131 Front St.	Façade Improvement	790.00	9/1/2021	790.00	11/8/2021	\$ 790.00	-
Dodge County Center for the Arts	130 W. Maple Ave.	Façade Improvement	3,362.50	9/1/2021	3,362.50	9/12/2022	\$ 3,362.50	-

City of Beaver Dam
Downtown Grant Commitments
As of August 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
Active Outfitters	226 S. Spring St.	Façade Improvement	14,130.00	9/1/2021	14,130.00	12/8/2021	\$ 14,130.00	-
Damsel's	302 S. Spring St.	Façade Improvement	20,000.00	9/1/2021	20,000.00	1/17/2022	\$ 20,000.00	-
Damsel's	302 S. Spring St.	New or Expanding Business Grant	5,000.00	9/1/2021	5,000.00	1/17/2022	\$ 5,000.00	-
Stooge's Sports Bar	112 N. Spring St.	Façade Improvement	1,574.00	9/1/2021	1,574.00	5/13/2022	\$ 1,574.00	-
Didi's Keto Grab & Go	103 E. Maple Ave.	New or Expanding Business Grant	5,000.00	9/1/2021	5,000.00	4/12/2022	\$ 5,000.00	-
Didi's Keto Grab & Go	103 E. Maple Ave.	Façade Improvement	1,564.50	9/1/2021	1,564.50	11/10/2021	\$ 1,564.50	-
Active Outfitters	224 S. Spring St.	Façade Improvement	16,953.50	9/1/2021	16,620.50	4/10/2023	\$ 16,620.50	-
Johnnie's 66	301 N. Center St.	Façade Improvement	20,000.00	10/13/2021	20,000.00	1/17/2022	\$ 20,000.00	-
Mark Diederich	228 S. Spring St.	Façade Improvement	500.00	10/13/2021	500.00	1/21/2022	\$ 500.00	-
Lindsay Storm	208 Front St.	Façade Improvement	17,447.50	10/13/2021	17,447.50	9/2/2022	\$ 17,447.50	-
Rompre's Karpet Korner	216 S. Spring St.	Façade Improvement	6,790.00	10/13/2021	6,790.00	2/14/2022	\$ 6,790.00	-
James Metz	232/234 S. Spring St.	Façade Improvement	20,000.00	10/13/2021	20,000.00	1/22/2024	\$ 20,000.00	-
Dodge County Center for the Arts	130 W. Maple Ave.	Façade Improvement	4,903.00	10/13/2021	4,903.00	9/12/2022	\$ 4,903.00	-
James Metz	134 Front St.	Façade Improvement	-	11/3/2021	-	N/A	\$ -	-
Lindsay Storm	208 Front St.	Exterior Building Improvement	2,552.50	12/1/2021	2,552.50	9/2/2022	\$ 2,552.50	-
			-		-		-	-
		YTD 2021 Activity	295,704.32		292,351.28		292,351.28	-
Wiscor Properties	118 Front St	Exterior Building Improvement	20,000.00	1/5/2022	20,000.00	5/25/2022	\$ 20,000.00	-
Handyman Home Improvements	131 E Maple Ave	New Business Recruitment	5,000.00	1/5/2022	5,000.00	9/14/2022	\$ 5,000.00	-
Dodge County Historical Society	105 Park Ave	Exterior Building Improvement	14,737.50	1/5/2022	14,737.50	10/17/2022	\$ 14,737.50	-
Handyman Home (HH) Improvements	131 E Maple Ave	Exterior Building Improvement	20,000.00	2/2/2022	20,000.00	12/15/2023	\$ 20,000.00	-
Beaver Dam Chamber of Commerce	127 S Spring St	Exterior Building Improvement	7,725.00	4/6/2022	7,725.00	12/14/2022	\$ 7,725.00	-
A1 Tri County Vacuum	312 S Spring St	Exterior Building Improvement	4,771.50	5/4/2022	4,771.50	5/18/2022	\$ 4,771.50	-
Bestway Driving School	221 Madison St	Exterior Building Improvement	6,470.00	5/4/2022	6,470.00	7/27/2022	\$ 6,470.00	-
Michael Firchow	221 Front St	Exterior Building Improvement	10,354.97	6/1/2022	9,468.00	7/31/2024	\$ 9,468.00	-
James Metz	134 Front St.	Exterior Building Improvement	20,000.00	9/7/2022	20,000.00	1/22/2024	\$ 20,000.00	-
Gerald Wissell - Property Providers LLC	129 Park Ave.	Exterior Building Improvement	20,000.00	9/7/2022	20,000.00	11/18/2022	\$ 20,000.00	-
Dr. Alex Schwaab	140 Front St	Exterior Building Improvement	20,000.00	10/5/2022	20,000.00	1/27/2023	\$ 20,000.00	-
James Ko	133 Front St	Exterior Building Improvement	8,965.00	11/2/2022	8,965.00	8/7/2023	\$ 8,965.00	-
Robert Orth	219 Front St	Exterior Building Improvement	7,351.15	11/2/2022	7,351.15	11/16/2022	\$ 7,351.15	-
More Salon & Spa - Iryan Ruder	200 N Spring St	Exterior Building Improvement	9,007.22	12/7/2022	9,007.22	3/18/2025	\$ 9,007.22	-
			-		-		-	-
		YTD 2022 Activity	174,382.34		173,495.37		173,495.37	-
Dodge County Historical Society	105 Park Ave	Exterior Building Improvement	2,643.50	1/4/2023	2,643.50	1/8/2023	\$ 2,643.50	-
Eric & Kris Schumacher-Rasmussen	127 Front St	Exterior Building Improvement	20,000.00	4/5/2023	20,000.00	8/18/2023	\$ 20,000.00	-
Magnastar	124 N Spring St	RES 29-2023	25,000.00	4/18/2023	25,000.00	4/19/2023	\$ 25,000.00	-

City of Beaver Dam
Downtown Grant Commitments
As of August 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
All Seasons Archery Place	218 S Spring St	Exterior Building Improvement	7,955.00	6/7/2023	7,955.00	12/7/2023	\$ 7,955.00	-
Mark McCallum	101-103 Front St	Exterior Building Improvement	20,000.00	6/7/2023	20,000.00	10/20/2023	\$ 20,000.00	-
Rosalee Book Boutique	234 S Spring St	New or Expanding Business Grant	5,000.00	7/12/2023	5,000.00	8/18/2023	\$ 5,000.00	-
Jeff Behnke (Design Plus)	139 Front St	Exterior Building Improvement	7,945.00	7/12/2023	7,945.00	12/15/2023	\$ 7,945.00	-
Bill Gergen	105-107 Front St	Exterior Building Improvement	20,000.00	7/12/2023	20,000.00	11/4/2024	\$ 20,000.00	-
Derr & Villareal Attorneys & Mediators	203 N Spring St	Exterior Building Improvement	15,018.00	8/2/2023	14,575.55	1/22/2024	\$ 14,575.55	-
James Ko	133 Front St	Exterior Building Improvement	-	8/2/2023	-	N/A	\$ -	-
Best Way Driving Academy	221 Madison St	Exterior Building Improvement	7,494.07	11/1/2023			\$ 7,494.07	7,494.07
Magnastar	306 S Center St	Exterior Building Improvement	20,000.00	11/1/2023	20,000.00	3/18/2025	\$ 20,000.00	-
			-		-		\$ -	-
		YTD 2023 Activity	<u>151,055.57</u>		<u>143,119.05</u>		<u>150,613.12</u>	<u>7,494.07</u>
Altered by Amanda/Metz	130/132 Front St	Exterior Building Improvement	20,000.00	2/7/2024	20,000.00	1/24/2025	\$ 20,000.00	-
900 LLC	126 Front St	Exterior Building Improvement	20,000.00	5/1/2024	20,000.00	11/5/2025	\$ 20,000.00	-
Colleen Prostek	110 Ryan Cantafio's Way	Exterior Building Improvement	19,087.50	7/10/2024	19,087.50	9/27/2024	\$ 19,087.50	-
Blue Boy LLC	301 N Spring St	Exterior Building Improvement	4,158.43	8/7/2024	3,514.32	10/21/2024	\$ 3,514.32	-
			-		-		\$ -	-
		YTD 2024 Activity	<u>63,245.93</u>		<u>62,601.82</u>		<u>62,601.82</u>	<u>-</u>
SCM Rentals	225 Front St	Residential Exterior	20,000.00	1/8/2025			\$ 20,000.00	20,000.00
Beth & Daisy LLC	126 Front St	New Business Recruitment	5,000.00	8/6/2025	5,000.00	10/20/2025	\$ 5,000.00	-
Copper Squared	108 Front St	New Business Recruitment	5,000.00	9/10/2025	5,000.00	9/29/2025	\$ 5,000.00	-
Altered by Amanda	130 Front St	New Business Recruitment	5,000.00	9/10/2025	5,000.00	9/29/2025	\$ 5,000.00	-
Mode Haus	316 S Spring St, Unit A	New Business Recruitment	-	10/1/2025				
			-		-		\$ -	-
		YTD 2025 Activity	<u>35,000.00</u>		<u>15,000.00</u>		<u>35,000.00</u>	<u>20,000.00</u>
Michelle Wolff	213 Front St	Exterior Building Improvement	8,222.00	7/8/2026	-		\$ -	8,222.00
			-		-		\$ -	-
		YTD 2026 Activity	<u>8,222.00</u>		<u>-</u>		<u>-</u>	<u>8,222.00</u>
Grand Total of Committed and Spent Funds			<u>\$ 947,879.47</u>		<u>\$ 905,918.55</u>		<u>\$ 933,412.62</u>	<u>\$ 35,716.07</u>
Uncommitted and Unspent Funds					<u>\$ 64,081.45</u>		<u>\$ 36,587.38</u>	
					Amount Unspent		Amount Remaining to Commit	

City of Beaver Dam
Grant Commitments - Housing
As of August 24, 2026

Applicant Name	Applicant Address	Project	Amount Committed	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
Beginning Balance - RES 86-2023 10/2/2023 180,000 - Reduced with Closure of ARPA			\$ 123,848.55					
RES 100-2024 40,000 Committed - Will revisit availability once current funds are depleted.								
Removed the additional amount with the closure of ARPA funds								
Additional Funds now in F40			\$ 56,151.45					
Scherer, Sara & Daniel	813 Madison St	Residential Exterior	10,000.00	5/1/2024	10,000.00	11/13/2024	\$ 10,000.00	-
Straseskie, Brie & Christopher	913 Madison St	Residential Exterior	7,500.00	5/1/2024	7,500.00	5/29/2024	\$ 7,500.00	-
Hartzeim, Paul	600 Madison St	Residential Exterior	1,005.00	5/1/2024	845.63	10/28/2024	\$ 845.63	-
Leland, Rhonda & Roger	406 Madison St	Residential Exterior	2,700.00	5/1/2024	2,700.00	9/13/2024	\$ 2,700.00	-
Garczynski, Douglas	710 Madison St	Residential Exterior	7,719.75	6/5/2024	7,719.75	11/13/2024	\$ 7,719.75	-
Trevino, Barbara	714 Madison St	Residential Exterior	6,317.10	6/5/2024	6,317.10	11/4/2024	\$ 6,317.10	-
Magnuson, Erkentraud & James	608 Madison St	Residential Exterior	10,000.00	6/5/2024	10,000.00	6/30/2025	\$ 10,000.00	-
Dietenberger, Jeff	1013/1015 Madison St	Residential Exterior (Abandoned Project)	-	6/5/2024			\$ -	-
Beaver Dam Homes LLC	303 Madison St	Residential Exterior	10,000.00	6/5/2024	10,000.00	12/30/2025	\$ 10,000.00	-
Leland, Rhonda & Roger	406 Madison St	Residential Exterior	4,500.00	6/5/2024	4,500.00	9/13/2024	\$ 4,500.00	-
Drake, Karen & Scott	1019 Madison St	Residential Exterior	5,011.54	6/5/2024	5,011.54	8/7/2024	\$ 5,011.54	-
Dream Flips Real Estate Co. LLC	610 Madison St	Residential Exterior	10,000.00	8/7/2024	10,000.00	8/7/2024	\$ 10,000.00	-
Scott Allain	815 Madison St	Residential Exterior	10,000.00	10/2/2024	10,000.00	7/30/2025	\$ 10,000.00	-
William Voigt	844 Madison St	Residential Exterior	7,029.81	10/2/2024	7,029.81	1/15/2025	\$ 7,029.81	-
Mark Greinert	804 Madison St	Residential Exterior	6,532.50	11/6/2024	6,532.50	12/11/2024	\$ 6,532.50	-
Mark Greinert (Split for landscaping)	804 Madison St	Residential Exterior	791.25	11/6/2024			\$ 791.25	791.25
			-		-		\$ -	-
		YTD 2024 Activity	99,106.95		98,156.33		98,947.58	791.25
William Voigt	844 Madison St	Residential Exterior	1,184.42	1/8/2025	1,034.36	1/15/2025	\$ 1,034.36	-
Barbara Trevino	714 Madison St	Residential Exterior	-	1/8/2025			\$ -	-
David & Barbara Roberts Trust	615 Madison St	Residential Exterior	9,523.61	2/5/2025	9,373.61	6/25/2025	\$ 9,373.61	-
Erik & Luran Arnold	600 S Spring St	Residential Exterior	9,525.00	5/7/2025	8,625.00	9/10/2025	\$ 8,625.00	-
Chubby & Maria Hibalo	609 S Spring St	Residential Exterior	2,737.50	5/7/2025	2,737.50	3/4/2026	\$ 2,737.50	-
Joseph & Victoria Bruns	918 S Spring St	Residential Exterior	6,659.25	7/9/2025	6,659.25	10/6/2025	\$ 6,659.25	-
Heath & Jessica Spence	830 S Spring St	Residential Exterior	10,000.00	9/10/2025	10,000.00	11/5/2025	\$ 10,000.00	-
Peter & Laura Ostrander	925 S Spring St	Residential Exterior	10,000.00	9/10/2025	10,000.00	11/25/2025	\$ 10,000.00	-
Dorothy Kumba (Mike Wissell)	706 Madison St	Residential Exterior	5,657.44	12/3/2025	5,657.44	12/30/2025	\$ 5,657.44	-
			-		-		\$ -	-
		YTD 2025 Activity	55,287.22		54,087.16		54,087.16	-
Mike & Rebecca Wissell	702 Madison St	Residential Exterior	8,246.57	7/8/2026			\$ 8,246.57	8,246.57
Katherine Drees	822 S Spring St	Residential Exterior	10,000.00	7/8/2026			\$ 10,000.00	10,000.00
			-		-		\$ -	-

City of Beaver Dam
 Grant Commitments - Housing
 As of August 24, 2026

Applicant Name	Applicant Address	Project	Amount Committed	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
		YTD 2026 Activity	18,246.57		-		18,246.57	18,246.57
Grand Total of Committed and Spent Funds			\$ 172,640.74		\$ 152,243.49		\$ 171,281.31	\$ 19,037.82
Uncommitted and Unspent Funds			\$ 7,359.26		\$ 27,756.51		\$ 8,718.69	
					Amount Unspent		Amount Remaining to Commit	



2a)

City of Beaver Dam
Downtown Redevelopment Committee
Application for Certificate of Appropriateness

364 S Spring St.

8/24/26

Street Address of Property

Date

APPLICANT INFORMATION

Rooted trails children services, LLC

Applicant Name: Julie Dentice & Stephanie Witzigmann

Applicant's Address: 902 Fox Creek Dr Apt 1 Watertown WI 53098.

Daytime Phone: Julie (414) 762-8112 Email: jdentice@rootedtrailses.com
Stephanie (920) 567-8131 Email: switzigmann@rootedtrailses.com

Relationship to Property Owner: Tenant

(ie: owner, tenant, architect, contractor, attorney)

BUILDING OWNER INFORMATION (If different than applicant)

Property Owner's Name: Magnastar, LLC William Schwartz

Property Owner's Address: 124 N Spring St Beaver Dam WI 53916

Daytime Phone: (920) 382-2155 Email: William.schwartz@interquestcorp.com

PROPERTY INFORMATION

Year Built: 2004 Current Business: Rooted Trails children services LLC

Use(s): Service | Offices | Commercial | Non-profit | Mixed-Use | Manufacturing (circle)

Original/Prior Use(s):

TYPE OF WORK Check all that apply.

☐ Storefront Remodel	☐ Windows	☐ Doors	☐ Siding	☐ Roof
☐ Porch/Railings	☐ Awning	☐ Lighting	☐ Painting	☐ Stairs
☐ Fence/Gate	☐ Gutters	☐ Landscape	☐ Masonry	☒ Signage
☐ Artistic Feature	Other _____			

NEW CONSTRUCTION/DEMOLITION/RELOCATION

☐ Demolition ☐ New Structure ☐ Addition to Existing Structure ☐ Relocation

SCOPE OF WORK

Describe in detail the work to be done. The description should include information about the current state of the property, historic features, materials, methods, design, measurement, project phasing, reason for work and expected completion date. Demolition requests must include the proposed reuse of the site. Relocation requests must include information about the new site. Additional pages may be attached.

** See Attached **

APPLICATIONS MUST INCLUDE:

- ☐ Tenants must provide written landlord approval with application.
☒ Photographs of the existing structure and site.

For projects which include any new construction or reconstruction, also include:

- ☐ Sketches/designer/architectural plans and elevation drawings.
☐ Proposed materials and colors.
☐ Manufacturer's photographs, illustrations and/or specifications & warranty info if applicable

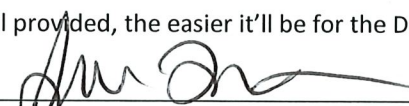
Signage projects must:

- ☒ Reflect the sign details and graphics in color with all necessary dimensions.
☒ Show where the signage will be located on the building.
☒ Provide construction and material details.

If a relocation project, also include:

- ☐ Photographs and description of new site.
☐ Site plan of new location.

NOTE: The more detail provided, the easier it'll be for the DRC to approve your project.

Applicant Signature 

Date

8-24-26

I certify that all statements made in this application are true and complete and understand that any misrepresentations or omissions made by me as part of my application will be sufficient for rejection should one be discovered after approval. Applicant acknowledges that the proposed project must comply with Beaver Dam City Codes, including the Design Review Guidelines. Applicant also acknowledges that if granted, the Certificate of Appropriateness is only for the project and materials as approved, and that applicant will contact the Building Inspections Department prior to making changes that deviate in any way from the approved Certificate of Appropriateness.

SUBMIT APPLICATION TO:

City of Beaver Dam, Inspections Services, 205 S Lincoln Ave, Room 57-Lower Level, Beaver Dam WI 53916

*****Application must be submitted in full at least 10 days prior to the next scheduled Downtown Redevelopment Committee.**

Internal Use:

DOWNTOWN REDEVELOPMENT COMMITTEE APPROVAL

Signature _____

Date _____

Print Name _____



(AI generated Picture)

Facade

Black Aluminum sign backing will^{to} be restored
and Reapplied to building. = 54 Ft Building
length

Plastic lettering For Sign

Rooted trails
18.75 sq Ft

Logo
3.35 sq Ft

children Services LLC
15.75 sq Ft

Total Sq Ft w/spacing = 37.85^{sq Ft} — 39 sq Ft



previous sign
Formerly Inter-Quest Corp.

Good afternoon, Julie,

We approve of the sign as shown. I think it looks very nice.

Have a great day!

William Schwartz

Chief Executive Officer



Inter-Quest, Corp.

E: WSchwartz@InterQuestCorp.com

P: 888.324.0665



2 b)

City of Beaver Dam Downtown
Redevelopment Committee
Application for Residential Exterior Building Improvement Funds

Address of property 924 S. Spring St. Date 8/20/26

APPLICANT INFORMATION

Applicant's Name: Suzanne Winz

Applicant's Address: 924 S. Spring St

Daytime Telephone Number: (920) 344-9266 Email address: wi_suzanne@yahoo.com

PROPERTY INFORMATION

Year Built: 1905 Purchase Year of Home 2000 / 2014 (married/divorced)

☒ Single Family ☐ Duplex ☐ Three- Unit ☐ Four-Unit-Multi-Family

Contractor Name: J&J Roofing & Exteriors

Contractor Address: John Zagar Beaver Dam

Contractor Phone: (920) 326-0110

Contractor Email: jandjroofingandexteriors@gmail.com

APPLYING FOR EXTERIOR BUILDING IMPROVEMENT FUNDS

IMPROVEMENT TOTAL \$ 15,500 (min \$1,000)

OWNER OCCUPIED GRANT AMOUNT APPLYING FOR \$ 8,718.00 75% MATCH UP TO (\$10,000)

LANDLORD/RENTAL GRANT AMOUNT APPLYING FOR \$ _____ 50% MATCH UP TO (\$10,000)

TYPE OF WORK Check all that apply.

Funds shall be specific for building improvements.

☐ Remodel ☐ Windows ☐ Doors ☐ Siding ☒ Painting

EXTERIOR ALTERATIONS

☐ Porch/Railings ☐ Awning ☐ Fence/Gate ☐ Lighting
☐ Stairs ☐ Additions ☐ Landscape ☐ Masonry
☐ Other _____

Roof replacement/repair and tuck-pointing project costs are not eligible for grant re-imbursement; however, these costs are allowed to be used for matching purposes up to \$10,000.

DESCRIPTION OF WORK : Please describe in detail the work to be done. The description should include information about the current state of the property, materials, methods, design, measurement, project phasing, reason for work and expected completion date. Demolition requests must include the proposed reuse of the site. Additional pages may be attached.

(Insert info from John at J&J)
repair deteriorating wood, prep and caulk
and paint exterior of home

ALL APPLICATIONS MUST INCLUDE: (per John Zagar J&J)

☐ Itemization of all estimates showing the project total costs

☒ Color or digital photographs of the existing structure and site

If the project includes any new construction or reconstruction, also include:

☐ Sketches and/or architectural/designer plans and elevation drawings

☐ Proposed materials and colors (Sherwin-Williams)

☐ Manufacturer's photographs, illustrations, cut sheets and/or specifications (including warranty information, if applicable.)

☐ Site plan, with dimensions, if applicable If

material changes are proposed, also include:

☐ Sketches and/or architectural/designer plans and elevation drawings indicating location of changes

☒ Proposed colors (same as it was)

☐ Manufacturer's photographs, illustrations and/or specifications (including warranty information, if applicable).

ALL WORK MUST BE COMPLETED AND INSPECTED BEFORE GRANT MONEY IS DISPERSED

Applicant Signature [Signature] Date 8/21/26

***The DRC Committee meets the first Wednesday of every month at 9:00 a.m. in the City Council Chambers. Application must be submitted in full at least 10 days prior to the next scheduled Downtown Redevelopment Committee.

The Downtown Redevelopment Committee reserves the right to reject any application and to determine the appropriate next steps for resubmission of the application or complete denial. Applicant acknowledges that the proposed project must comply with the City of Beaver Dam City Codes, including, but not limited to the Design Review Guidelines, and the Secretary of the Interior's Standards for Rehabilitation.

FOR INTERNAL USE

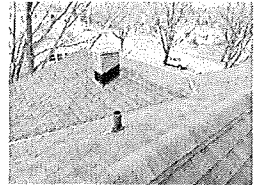
Application Received: Date: _____ By _____

DRC APPROVAL

Signature _____ Date _____

J and J Roofing and Exteriors LLC

185 5th Street
Fond du Lac, Wisconsin 54935
920-539-1914
jandjroofingandexteriors@gmail.com



RECIPIENT:

Suzanne Winz
924 North Spring Street
Beaver Dam, Wisconsin 53916

Estimate #256

Sent on Aug 21, 2026

Total \$15,500.00

Product/Service	Description	Qty.	Unit Price	Total
NEW EXTERIOR PAINT ON HOME (main building only)	This bid includes: preparation of existing exterior surfaces as needed application of exterior grade paint (color match to existing garage -tan) exterior wood repairs as needed caulking of exterior areas as needed to complete the exterior paint work *Existing architectural features and overall appearance of the home will be maintained ** No structural alterations or changes to the building footprint are proposed for the scope of this project	1	\$15,500.00	\$15,500.00

Total \$15,500.00

Hi Suzanne this is our quote to do the exterior paint work at the property listed above. Please feel free to reach out to John with any questions you may have. If it looks in order feel free to sign and approve and we will get you in the schedule.

Thanks , Jeremy , J and J

This quote is valid for the next 25 days, after which values may be subject to change.

We Require 60% down upon signing and the remaining 40% is due upon completion of the project.

Aug 21, 2026

Date

Suzanne Winz
Client Signature



Suzanne Winz
924 S. Spring St.



House will Match Garage
Color "Tan"









SHERWIN-WILLIAMS 703003 08/18/26
920-885-5684 Order# 0194158

EXTERIOR ARCHITECTURAL
DURATION LATEX
SATIN FM 8000XL

8/18/26 TAN
CUSTOM MANUAL MATCH

CCE*COLORANT	OZ	32	64	128
B1-Black	-	15	-	-
R2-Maroon	-	6	-	-
Y3-Deep Gold	-	60	-	1

ONE GALLON
K33W00251

EXTRA WHITE
650405822

SIDING

NOT RECOMMENDED FOR USE ON VINYL

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.





SCOPE OF WORK

Describe in detail the work to be done. The description should include information about the current state of the property, historic features, materials, methods, design, measurement, project phasing, reason for work and expected completion date. Demolition requests must include the proposed reuse of the site. Relocation requests must include information about the new site. Additional pages may be attached.

See attachment

APPLICATIONS MUST INCLUDE:

- ☒ Tenants must provide written landlord approval with application.
- ☒ Photographs of the existing structure and site.

For projects which include any new construction or reconstruction, also include:

- ☒ Sketches/designer/architectural plans and elevation drawings.
- ☒ Proposed materials and colors.
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Signage projects must:

- ☒ Reflect the sign details and graphics in color with all necessary dimensions.
- ☒ Show where the signage will be located on the building.
- ☒ Provide construction and material details.

If a relocation project, also include:

- ☒ Photographs and description of new site.
- ☐ Site plan of new location.

NOTE: The more detail provided, the easier it'll be for the DRC to approve your project.

Applicant Signature

Steven Hans

Date

8/23/2026

I certify that all statements made in this application are true and complete and understand that any misrepresentations or omissions made by me as part of my application will be sufficient for rejection should one be discovered after approval. Applicant acknowledges that the proposed project must comply with Beaver Dam City Codes, including the Design Review Guidelines. Applicant also acknowledges that if granted, the Certificate of Appropriateness is only for the project and materials as approved, and that applicant will contact the Building Inspections Department prior to making changes that deviate in any way from the approved Certificate of Appropriateness.

SUBMIT APPLICATION TO:

City of Beaver Dam, Inspections Services, 205 S Lincoln Ave, Room 57-Lower Level, Beaver Dam WI 53916

*****Application must be submitted in full at least 10 days prior to the next scheduled Downtown Redevelopment Committee.**

Internal Use:

DOWNTOWN REDEVELOPMENT COMMITTEE APPROVAL

Signature _____

Date _____

Print Name _____

Rev 7/2/21



Scope of Work

The existing storefront awning will be replaced with a new awning of the same size, style, placement, and color scheme as the existing awning. No changes will be made to the building façade or other historic architectural features. The replacement awning will use materials and installation methods consistent with the existing awning and will utilize the existing location and mounting area. The only design change will be the addition of the new Simple Joys business logo/name in place of the previous business identification.

If funding allows, a second phase of the project will include the addition of lighting behind the sign/logo area to provide subtle illumination and improve visibility of the business signage. The lighting will be installed in a manner that complements the existing storefront and does not alter historic features of the building.

The purpose of the project is to replace the existing awning, update the storefront identification for the new business, and improve visibility while maintaining the existing appearance and character of the building. No demolition or structural alterations are proposed. The awning replacement is anticipated to be completed in October 2026, with lighting added at the same time or at a later date depending on available funding.

PT Community Properties, LLC

1204 De Clark Street
Beaver Dam, WI 53916

July 20th, 2026

Beaver Dam Area Chamber of Commerce
New Business Grant Committee

Re: Support for Simple Joys LLC Grant Application

To the Grant Committee,

I am the owner of the commercial property located at **112 Front Street, Beaver Dam, Wisconsin**, which is leased to **Simple Joys LLC**, owned and operated by Amy and Steve Harris.

I am writing in support of their application for the Beaver Dam New Business Grant. I fully support their vision of opening a specialty gift and home décor boutique in downtown Beaver Dam and believe their investment will be a valuable addition to our downtown business community.

As the property owner, I authorize and support the improvements proposed by Simple Joys LLC as part of their grant application. These improvements are intended to enhance both the appearance and functionality of the building and may include, as approved and coordinated between the landlord and tenant:

- Installation of new exterior business signage.
- Interior painting and cosmetic improvements.
- Lighting improvements.
- Display fixtures and merchandising enhancements.
- Other eligible improvements that contribute to the success of the business and the long-term appearance of the property.

These improvements will become part of an attractive and welcoming retail space that will benefit both the tenant and the downtown Beaver Dam business district.

I appreciate the investment Amy and Steve Harris are making in this property and fully support their efforts to establish and grow their business. I respectfully ask that you give favorable consideration to their grant application.

If you have any questions, please feel free to contact me.

Sincerely,

Paul Toellner

Property Owner for:
112 Front Street
Beaver Dam, WI 53916
920-318-2026
pault@fycommunityservices.org



2d)

City of Beaver Dam New Business Recruitment Grant Application

Applicant Name: Amy & Steve Harris Date: 8/18/26
Phone: 608 630 4453 Email address: Simplejoysbv26@gmail.com
Business Name: Simple Joys, LLC
Business Address: 112 Front St
Description of Business: home decor & women's clothing
Projected Date of Business Opening: 9/1/26

Total Building Improvement Project Cost: \$ 11,638.⁰⁰ including the work already done
Grant Amount Applying For: \$ 5000.⁰⁰ (\$5,000 Max)

Written description of how funds will be used for interior or exterior improvements to the building :

Please see attached

Grants will be awarded to new businesses based on the impact that they will have on the overall downtown district. A variety of factors are considered in determining grant awards including, but not limited to: businesses ability to bring vitality to Downtown Beaver Dam, improved property aesthetic, increase in property value, street front visibility, job creation, readiness to proceed, local economic impact.

Tell us about your business. Why is it important to Downtown Beaver Dam?:

Please see attached

***Application must be submitted in full at least 10 days prior to the next scheduled Downtown Redevelopment Committee.

Simple Joys, LLC Grant Application

Written description of how funds will be used for interior or exterior improvements to the building:

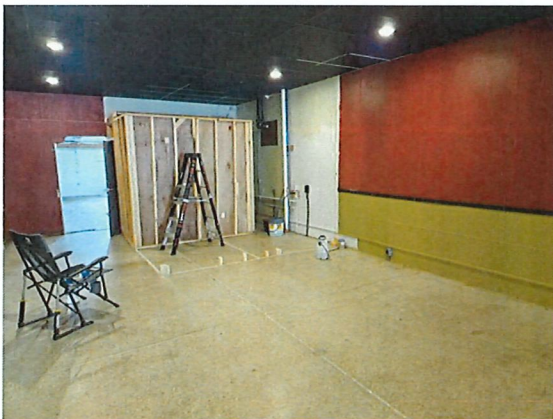
Grant funds will be used to help offset the cost of permanent interior and exterior improvements to the Simple Joys storefront, including electrical and plumbing upgrades, restroom improvements, interior repairs and painting, and exterior storefront/signage improvements. Due to our opening timeline, we moved forward with several improvements using our own funds. We felt it was important to invest in the property ourselves and demonstrate our commitment to Simple Joys and downtown Beaver Dam.

Tell us about your business. Why is it important to Downtown Beaver Dam?

Simple Joys is a locally owned retail shop offering women's clothing, home décor, gifts, specialty foods, and unique items selected to make shopping and gift-giving enjoyable and easy. In talking with other downtown business owners, we have been encouraged by the strong sense of community and the belief that our businesses can support one another rather than simply compete. We want to be an active part of that community through partnerships, events, and cross-promotion. Our goal is to give residents and visitors another reason to shop, explore, and spend time in downtown Beaver Dam while contributing to its continued growth and vitality.

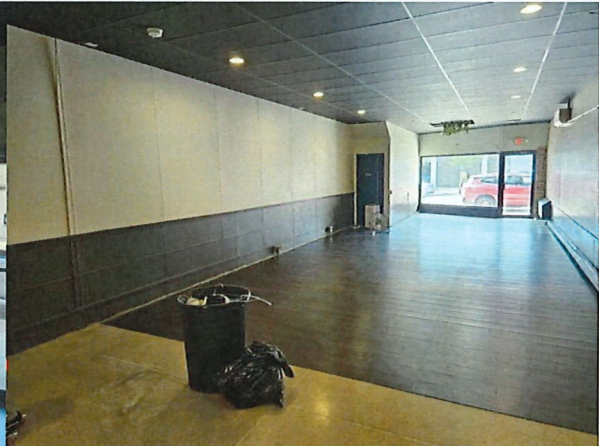
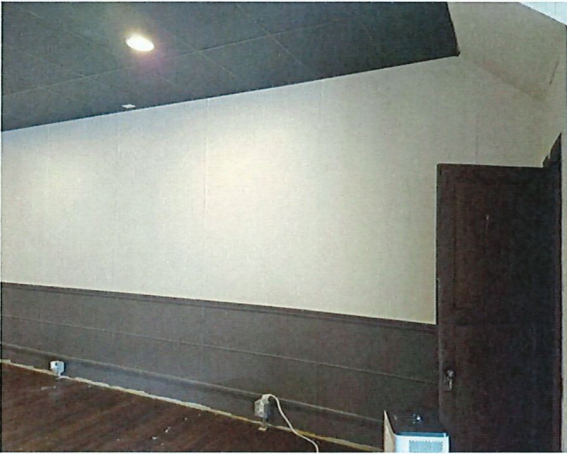
Photos of existing building conditions:

Before





Current:





Future Renderings – next page:



PROJECT INVESTMENT & GRANT REQUEST

Our Investment in the Property

Because of the timeline required to prepare Simple Joys for opening, we could not delay every necessary building improvement while preparing our grant application. We made the decision to move forward using our own startup funds.

We believe this investment demonstrates our commitment not only to the success of Simple Joys, but also to improving and maintaining the downtown property we are leasing. Completed work is included here to demonstrate our investment and readiness to proceed; grant reimbursement will be requested only for eligible, pre-approved expenses.

Owner-Funded Improvements Already Completed or In Progress

Permanent Improvement	Our Investment
_ADA Complaint changing room_____	\$ _1200_____
_Paint, supplies and cleaning supplies_____	\$ _600_____
_Add fans and changing room lighting_____	\$ _1400_____
Update interior doors	\$ _388_____
TOTAL ALREADY INVESTED	\$ _3588.00_____

Proposed Eligible Permanent Improvements

Proposed Permanent Improvement	Estimated Cost
_New toilet and sink in bathroom_____	\$ _900.00_____
_New signage lighting_____	\$ _1200.00_____
_New canopy signage_____	\$ _5800.00_____
_New fan and light in bathroom_____	\$ _150.00_____
TOTAL PROPOSED IMPROVEMENTS	\$ _8050.00_____

New Business Grant Request: \$5000.00 (maximum available: \$5,000)

The grant request will be limited to eligible permanent building improvements with a ten-year-plus useful life that are not specific to Simple Joys, consistent with the City of Beaver Dam grant guidelines.



QUOTE Q22094

"Awning Recover"

August 3, 2026

Prepared by Rowan School
rowan@barabooawning.com
+1 (608) 393-3632

Baraboo Awning
1111 Walnut Street
PO Box 57
Baraboo, WI 53913
phone (608) 356-8303
fax (608) 356-0140
www.BarabooAwning.com

Bill To

Steve Harris
Simple Joys
112 Front St.
Beaver Dam, WI 53916

Billing Contact

Steve Harris
Simple Joys
simplejoysbv26@gmail.com
cell (608) 630-4453
phone (608) 630-4453

Installation Address

112 Front St.
Beaver Dam, WI 53916

Qty	Description	Price
1	Recover (Recover existing awning) Description : Manufacture and install a new recover for your existing awning. The new cover will be made of woven acrylic Tempotest, color of your choice, containing graphics of your choice. The awning will need to be removed by our installers and returned to our shop to strip it and add the new fabric. This price includes all materials, sewing, graphics, travel, hardware and installation.	\$5,561.00
Notes		Subtotal \$5,561.00
		5.5% Tax \$305.86
		Total \$5,866.86
		50% Deposit due at time of order \$2,933.43
		50% Balance due upon completion \$2,933.43

Terms and Conditions

All material is warranted to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado, and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

APPLICABLE SALES TAX WILL BE ADDED TO PROPOSAL PRICE

CREDIT CARD SURCHARGE- A SURCHARGE OF 3% WILL BE APPLIED TO ALL PAYMENTS MADE VIA CREDIT CARD TO COVER PROCESSING FEES. THIS SURCHARGE WILL BE ADDED TO THE TOTAL AMOUNT DUE AT THE TIME OF PAYMENT.

ACCEPTANCE OF PROPOSAL - The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Note: This proposal may be withdrawn by us if not accepted within 30 days. Interest will be charged on late payments at the rate of 12% per annum.

Approved By:

on August 3, 2026

Customer:

Name

Signature

Date



Sunsation Electric Inc

W8320 Parker Rd Beaver Dam, WI 53916 | Veteran Owned and Operated
9202105266 | sunsationpower@gmail.com | www.sunsationelectric.com

RECIPIENT:

Simple Joys

112 Front Street
Beaver Dam, Wisconsin 53916

Estimate #3263

Sent on 08/03/2026

Total \$4,148.25

Product/Service	Description	Qty.	Unit Price	Total
Estimate	Thank you for the opportunity to quote this project for you. Please find the line item estimate for the work requested below. Please feel free to contact us with any questions or to schedule a time to complete the work. Please note that due to market volatility, we are only able to guarantee material pricing for 48 hours.	1	\$0.00	\$0.00*
Labor	Labor #1 Relocate switches and trace front sign power to see if it's still active and be able to be used. Per our conversation, the paneling will need to be removed to access existing wire, these tasks are typically done time and material. ***The following quote for this portion is approximate.***	1	\$860.00	\$860.00
Materials	Materials #2	1	\$342.64	\$342.64
Labor	Labor #2 Combine fan and light switch together into 1 switch to control fan and light together. Add an opening for vanity light and install owner provided vanity light.	3	\$110.00	\$330.00
Materials	Materials #2	1	\$48.73	\$48.73
Labor	Labor #3 Add can light on switch with single can at the rear entry of the main and install in the grid ceiling over the dressing room.	2	\$110.00	\$220.00
Materials	Materials #3	1	\$74.58	\$74.58



Sunsation Electric Inc

W8320 Parker Rd Beaver Dam, WI 53916 | Veteran Owned and Operated
9202105266 | sunsationpower@gmail.com | www.sunsationelectric.com

Product/Service	Description	Qty.	Unit Price	Total
Labor	Labor #4 Once front sign power has been verified and re-fed if needed, remove existing non wet location rated wiring and fixtures from under the awning and install a dusk to dawn photo eye and 2x 4' wet location rated LED fixtures.	6	\$110.00	\$660.00
Materials	Materials #4	1	\$398.46	\$398.46
Labor	Labor #5 Add 2x grid ceiling fan rated boxes and add a disconnect switch at the back of the store and run wires to control them and hang owner provided ceiling fans.	6	\$110.00	\$660.00
Materials	Materials # 6	1	\$337.58	\$337.58

* Non-taxable

Subtotal	\$3,931.99
Wisconsin, Dodge County (0.5%)	\$19.66
Wisconsin State (5.0%)	\$196.60
Total	\$4,148.25

1. Scope of Work

Contractor agrees to provide labor and materials for the electrical work as described in the attached estimate and any written addenda. Only items specifically listed are included in this scope.

Any work not explicitly listed shall be considered outside the scope and will require additional authorization and compensation.

2. Pricing and Validity

All pricing provided in this proposal is based on current material and labor costs.

- Pricing is valid for 48 hours from the date of the proposal
- This agreement is not valid unless signed.
- Any delay beyond the 48-hour period may result in price adjustments due to market fluctuations
- If material cost increases are not approved, Contractor reserves the right to suspend or terminate the agreement

3. Changes in Scope

Any changes, modifications, or additions to the scope of work must be agreed upon in writing prior to execution.

Contractor is not obligated to proceed with additional or modified work without agreed pricing and written authorization.

4. Owner Modifications / Work by Others

Any work that is altered, modified, or performed by others after installation by Contractor:

- Voids Contractor's responsibility for that portion of work
- Is not covered under the original scope



Sunsation Electric Inc

W8320 Parker Rd Beaver Dam, WI 53916 | Veteran Owned and Operated
9202105266 | sunsationpower@gmail.com | www.sunsationelectric.com

- May require additional inspection, correction, or rework at additional cost
If Owner or third parties perform, modify, or interfere with work within Contractor's scope, Contractor reserves the right to terminate this agreement.

5. Scheduling and Delays

Contractor will make reasonable efforts to meet project timelines; however:

- Scheduling is subject to workload, material availability, inspections, and conditions beyond Contractor's control
- Contractor does not guarantee specific completion dates
- Delays caused by Owner or other trades may result in additional costs
- Extended delays or inability to proceed may result in suspension or termination of this agreement

6. Payment Terms

- Labor will be invoiced on a weekly basis for work completed
- Materials will be invoiced at the time of ordering
- Payment terms: Net 10 days from invoice date
- Failure to make timely payments may result in suspension of work
- Contractor reserves the right to file a lien or bond claim if payment is not received by the due date, in accordance with applicable state law.

7. Right to Suspend Work

Contractor reserves the right to suspend work for non-payment, unresolved scope changes, delays, or interference by others. Such suspension shall not be considered a breach of contract.

8. Termination

Contractor reserves the right to terminate this agreement without being considered in breach under the following conditions:

- Failure to make payment within the agreed terms
- Scope is materially changed without agreement on pricing
- Required changes or additional work are not approved in writing
- Owner or others modify or perform work within Contractor's scope
- Project delays exceed a reasonable timeframe
- Material price increases are not accepted
- Jobsite conditions prevent safe or efficient work

Client may terminate the agreement with written notice, subject to payment for work completed and materials purchased.

9. Time and Materials Work

Any work requested outside of the original scope will be performed on a time and materials basis at Contractor's current rates.

10. Lien Notice (Wisconsin Compliance)

NOTICE: As required by Wisconsin law, Contractor hereby notifies Owner that persons or companies furnishing labor or materials for the construction on Owner's land may have lien rights on Owner's land and buildings if not paid.

11. Entire Agreement

This document, along with any attached estimates or written addenda, represents the entire agreement between parties.

SPENCER SCHUELLER

Licensed Plumber

QUOTE

Prepared For: Simple Joys LLC

Project Location: Beaver Dam, Wisconsin

Date: August 1, 2026

Scope of Work

Provide labor and materials necessary for the installation of the following plumbing fixtures:

- Installation of **one toilet**
- Installation of **one bathroom sink**
- Connect fixtures to existing water supply and drain lines
- Install necessary standard plumbing connections and fittings
- Test all connections and fixtures for proper operation and leaks
- Clean up work area upon completion

Project Quote

****Labor ** \$ 500.00**

This quote is based on existing plumbing being accessible and in usable condition. Any unforeseen plumbing repairs, modifications, or code-required work discovered during installation that falls outside the scope above will be discussed with the customer before additional work is performed.

PT Community Properties, LLC

1204 De Clark Street
Beaver Dam, WI 53916

July 20th, 2026

Beaver Dam Area Chamber of Commerce
New Business Grant Committee

Re: Support for Simple Joys LLC Grant Application

To the Grant Committee,

I am the owner of the commercial property located at **112 Front Street, Beaver Dam, Wisconsin**, which is leased to **Simple Joys LLC**, owned and operated by Amy and Steve Harris.

I am writing in support of their application for the Beaver Dam New Business Grant. I fully support their vision of opening a specialty gift and home décor boutique in downtown Beaver Dam and believe their investment will be a valuable addition to our downtown business community.

As the property owner, I authorize and support the improvements proposed by Simple Joys LLC as part of their grant application. These improvements are intended to enhance both the appearance and functionality of the building and may include, as approved and coordinated between the landlord and tenant:

- Installation of new exterior business signage.
- Interior painting and cosmetic improvements.
- Lighting improvements.
- Display fixtures and merchandising enhancements.
- Other eligible improvements that contribute to the success of the business and the long-term appearance of the property.

These improvements will become part of an attractive and welcoming retail space that will benefit both the tenant and the downtown Beaver Dam business district.

I appreciate the investment Amy and Steve Harris are making in this property and fully support their efforts to establish and grow their business. I respectfully ask that you give favorable consideration to their grant application.

If you have any questions, please feel free to contact me.

Sincerely,

Paul Toellner

Property Owner for:

112 Front Street
Beaver Dam, WI 53916
920-318-2026
pault@fycommunityservices.org

Simple Joys

Business Plan & Downtown Recruitment Grant Narrative

Prepared for:

- City of Beaver Dam New Business Recruitment Grant
- Lender / Landlord / Vendor Discussions
- Internal Business Planning

Prepared by: Steve & [Wife's Name] Owners, Simple Joys LLC

Executive Summary

Simple Joys is a cozy boutique retail shop focused on creating a warm, welcoming, and thoughtfully curated shopping experience centered around slowing down and enjoying everyday moments.

The store will offer a carefully selected mix of:

- Home décor
- Candles
- Specialty foods
- Tea and hot cocoa
- Gifts
- Textiles
- Entertaining items
- Select women's clothing
- Seasonal merchandise
- Handcrafted artisan furnishings and displays

Simple Joys is designed to be more than a retail store. The vision is to create a downtown destination where customers feel encouraged to linger, explore, gather ideas, and enjoy an atmosphere centered around comfort, warmth, gifting, entertaining, and slow living.

The business will operate as a husband-and-wife owned Wisconsin LLC with a lifestyle-business approach focused on sustainability, manageable growth, and long-term community presence rather than aggressive expansion.

Simple Joys intends to contribute positively to Downtown Beaver Dam by:

- Increasing foot traffic
 - Encouraging repeat downtown visits
 - Supporting surrounding businesses
 - Enhancing downtown aesthetics
 - Creating a memorable shopping experience
 - Supporting local artisan makers
 - Adding vibrancy to the downtown district
-

Business Overview

Business Name

Simple Joys LLC

Business Structure

Wisconsin Limited Liability Company (LLC)

Ownership

Husband-and-wife owned and operated.

Business Location

Potential retail location: 216 Spring Street Downtown Beaver Dam, Wisconsin

Store Concept

Simple Joys is a cozy boutique retail shop centered around slowing down and creating meaningful everyday experiences.

The store's atmosphere will emphasize:

- Warmth
- Comfort
- Relaxation
- Cozy entertaining
- Thoughtful gifting
- Seasonal experiences
- Slow living
- Community connection

The business will intentionally avoid becoming an overcrowded or trend-driven retail store. Instead, the focus will remain on:

- Curated inventory
- Atmosphere
- Visual storytelling
- Quality over quantity
- Emotional connection
- Repeat customer relationships

The overall aesthetic is best described as:

- Rustic-modern
 - Warm and welcoming
 - Cozy and calming
 - Textural and layered
 - Thoughtfully curated
 - Midwest-inspired
-

Mission Statement

Simple Joys exists to create a warm and welcoming space where people can slow down, gather inspiration, discover meaningful gifts, and enjoy thoughtfully curated products that bring comfort, connection, and beauty to everyday life.

Vision Statement

To become a beloved downtown destination known for warmth, hospitality, thoughtful curation, seasonal experiences, and creating an atmosphere people genuinely enjoy spending time in.

Business Goals

Year One Goals

- Successfully launch and establish the store within Downtown Beaver Dam
- Create a memorable customer experience and strong local awareness

- Build repeat customer traffic
- Maintain disciplined inventory management
- Operate profitably or near break-even while building long-term sustainability
- Develop strong vendor relationships
- Successfully execute seasonal merchandising and gifting strategies

Long-Term Goals

- Maintain a sustainable lifestyle business
 - Continue strengthening downtown presence and community engagement
 - Expand curated product offerings gradually and intentionally
 - Potentially introduce small in-store experiences or events
 - Maintain manageable operations with low overhead and thoughtful growth
-

Products & Services

Specialty Food Program

The specialty food program is centered around:

- Cozy entertaining
- Giftable pantry items
- Comfort foods
- Seasonal gathering
- Relaxed hospitality

Categories Include:

- Soup mixes
- Gourmet crackers
- Dip mixes
- Jams and jellies
- Local honey
- Specialty popcorn
- Tea
- Hot cocoa
- Chocolates and small confections

Featured Brands Include:

- Frontier Soups

- Soup of Success
- Wind & Willow
- Flying Bird Botanicals
- Tootsie's Tea Company
- Bushel & Peck's
- Terrapin Ridge Farms
- Honey Acres
- Lake Champlain Chocolates
- Seroogy's Chocolates
- Driftless Chocolates

The product selection is intentionally curated to encourage:

- Gift purchasing
- Bundle creation
- Entertaining inspiration
- Seasonal shopping
- Cross-merchandising opportunities

Candle Program

Candles will play a major role in creating the sensory atmosphere of the store.

The candle selection focuses heavily on:

- Woods and pine fragrances
- Cozy kitchen warmth
- Winter and holiday atmosphere
- Rustic-modern fragrance profiles
- Warm and calming scent experiences

Featured Brands Include:

- Beneath the Pines
- Farmhouse Candle Company
- Potential future partnership with Milkhouse Candle Company

Core Fragrance Profiles Include:

- Fraser Fir
- Northern Pine
- Cozy Cardigan

- Quiet Morning
- Salted Honey Butter
- Autumn in Wisconsin
- Christmas in Wisconsin
- Falling Snow

The candle assortment is intentionally restrained and curated to maintain a cohesive atmosphere throughout the store.

Home Décor & Gift Program

Home décor and gift items will support the overall atmosphere of warmth, comfort, gathering, and slow living.

Product Categories Include:

- Oversized stoneware mugs
- Tea towels and textiles
- Wood serving boards
- Charcuterie accessories
- Cozy kitchen items
- Seasonal décor
- Entertaining accessories
- Candle accessories
- Small tabletop décor
- Artisan-inspired home goods

The décor selection will emphasize:

- Muted earthy tones
 - Rustic-modern styling
 - Natural textures
 - Cozy layering
 - Timeless aesthetics
 - Functional beauty
-

Women's Clothing

Simple Joys will offer a small, intentionally curated women's clothing section focused on:

- Cozy and comfortable pieces

- Relaxed layering
- Timeless everyday wear
- Neutral and earthy tones
- Seasonal comfort

The clothing program is designed to complement the overall atmosphere of the store rather than operate as a traditional fashion boutique.

Local Artisan Collaboration

Simple Joys plans to feature handcrafted furniture and display pieces created by local artisan maker Altered by Amanda.

These handcrafted pieces will:

- Help create a distinctive in-store atmosphere
- Support another local small business
- Showcase local craftsmanship
- Create visually memorable merchandising displays
- Enhance the overall downtown shopping experience

Select furniture and artisan pieces may also be available for purchase.

Market Analysis

Industry Overview

Consumers are increasingly drawn toward:

- Local shopping experiences
- Curated retail environments
- Slow living concepts
- Cozy and comforting spaces
- Artisan and handcrafted products
- Experiential shopping
- Thoughtful gifting

Simple Joys aligns strongly with these retail trends by creating a shopping experience focused on atmosphere, hospitality, and emotional connection.

Target Customer

Simple Joys is designed to appeal to customers seeking:

- Thoughtful gifts
- Seasonal décor
- Cozy home inspiration
- Relaxed shopping experiences
- Specialty foods and entertaining items
- Warm and calming environments

Target customers include:

- Women ages 30–70
 - Gift shoppers
 - Downtown visitors
 - Seasonal shoppers
 - Empty nesters
 - Professionals
 - Local residents
 - Visitors exploring Downtown Beaver Dam
-

Competitive Advantage

Simple Joys' strongest competitive advantages include:

Emotional Cohesion

The store is intentionally curated around a clear emotional identity centered on warmth, slowing down, gathering, and comfort.

Atmosphere

The store experience will emphasize:

- Warm lighting
- Thoughtful displays
- Layered textures
- Seasonal experiences
- Cozy ambiance

Curated Product Selection

Inventory will remain intentionally focused and curated rather than overwhelming.

Local Artisan Integration

Featuring handcrafted artisan furniture and displays will help create a unique identity within Downtown Beaver Dam.

Downtown Destination Appeal

Simple Joys aims to become a memorable downtown destination encouraging visitors to spend additional time downtown and visit neighboring businesses.

Marketing Strategy

Branding

Simple Joys will position itself as: “A place to slow down.”

Branding will emphasize:

- Warmth
 - Hospitality
 - Comfort
 - Seasonal atmosphere
 - Cozy living
 - Thoughtful gifting
-

Marketing Channels

Social Media

Platforms may include:

- Facebook
- Instagram
- Pinterest

Content will focus on:

- Seasonal displays
- Cozy inspiration

- Gift ideas
- Entertaining inspiration
- New arrivals
- Downtown engagement
- Artisan collaborations

Seasonal Merchandising

Seasonal transitions and displays will play a major role in customer engagement and repeat visits.

Community Engagement

Simple Joys intends to participate in:

- Downtown events
- Holiday promotions
- Community shopping events
- Seasonal downtown activities

Word-of-Mouth

A strong customer experience and inviting atmosphere are expected to drive significant word-of-mouth marketing.

Operations Plan

Business Hours

Hours will be determined based on downtown traffic patterns and seasonal activity.

Likely operational focus:

- Mid-morning through early evening
- Weekend shopping traffic
- Holiday extended hours seasonally

Inventory Strategy

Simple Joys will prioritize:

- Tight inventory control

- Curated assortments
- Seasonal rotation
- Limited SKU expansion
- Strong visual merchandising
- Bundle opportunities

The business intentionally plans to avoid excessive inventory accumulation.

Vendor Strategy

The store will utilize a combination of:

- Faire wholesale marketplace vendors
- Direct wholesale vendors
- Local artisan partnerships

The business will focus on vendors aligned with the store's aesthetic and emotional identity.

Management & Ownership

Simple Joys will initially be owner-operated.

The owners bring strengths in:

- Organization
- Business communication
- Vendor coordination
- Customer experience
- Thoughtful curation
- Operational management
- Hospitality-oriented retail

The business structure is intentionally designed to remain manageable and sustainable.

Financial Overview

Business Philosophy

Simple Joys is designed as a sustainable lifestyle business focused on:

- Low overhead
- Controlled growth
- Manageable operations
- Long-term sustainability
- Positive cash flow
- Community presence

The business does not rely on aggressive expansion or high-risk scaling strategies.

Revenue Streams

Revenue will come from:

- Specialty foods
 - Candles
 - Home décor
 - Gifts
 - Women's clothing
 - Seasonal merchandise
 - Artisan furniture pieces
 - Potential future workshops or experiences
-

Start-Up Priorities

Primary startup investments include:

- Leasehold improvements
- Lighting
- Paint and aesthetic improvements
- Shelving and displays
- Inventory
- Signage
- Fixtures
- POS system

- Initial marketing
-

Downtown Impact Statement

Simple Joys is intentionally designed to contribute positively to Downtown Beaver Dam by:

- Increasing foot traffic
- Encouraging repeat visits downtown
- Enhancing downtown aesthetics
- Supporting surrounding businesses
- Supporting local artisan makers
- Creating a warm and welcoming atmosphere
- Encouraging seasonal shopping activity
- Creating an experiential retail destination

The business aims to become a positive long-term contributor to the vitality and character of Downtown Beaver Dam.

Grant Funding Request

Grant funding would be used for interior and exterior improvements that contribute positively to the downtown district and create a warm, inviting, and aesthetically pleasing retail environment.

Potential improvements include:

- Lighting
- Flooring
- Paint
- Signage
- Display fixtures
- Built-in shelving
- Interior finish work
- Front window improvements
- Artisan display integration

These improvements will help create a distinctive and visually appealing downtown retail destination that encourages customers to spend additional time in Downtown Beaver Dam.

Conclusion

Simple Joys is a thoughtfully curated boutique retail concept focused on creating warmth, connection, and memorable shopping experiences within Downtown Beaver Dam.

The business combines:

- Cozy home décor
- Specialty foods
- Candles
- Gifts
- Women's clothing
- Seasonal merchandise
- Artisan craftsmanship

into a unified and emotionally cohesive shopping experience.

Simple Joys is designed to contribute positively to the continued growth, energy, and atmosphere of Downtown Beaver Dam while operating as a sustainable and community-oriented small business.

The owners are committed to creating a welcoming downtown destination that customers enjoy returning to throughout the year.

Business Acumen

Although Simple Joys is our first retail business, we bring significant professional experience in organization, operations, project management, budgeting, vendor coordination, purchasing, facilities management, and customer service.

Amy and Steve combines have more than 50 years of administrative and business operations experience, including working closely with executive leadership, managing budgets and vendors, coordinating facilities and large projects, overseeing events, and managing multiple priorities and deadlines. In addition Steve has his Masters in Counseling and is trained to handle difficult human interactions. These skills have been directly applied to the development of Simple Joys.

In preparing to open the store, we have taken a hands-on approach to every aspect of the business, including developing our startup and operating budgets, sourcing and purchasing inventory, establishing vendor relationships, implementing Square for point-of-sale and inventory management, setting up QuickBooks, obtaining insurance and necessary licenses, coordinating improvements to the storefront, and developing our marketing and merchandising plans.

We have also invested significant personal time and financial resources into improving the space and preparing the business for opening. In addition, we are building relationships with other local and small businesses, including a partnership with Altered by Amanda to feature locally refinished furniture and collaborations with businesses such as Chippy's Popcorn for community events.

While we are new retail business owners, we believe our professional experience, careful planning, personal investment, and commitment to the downtown community have provided us with a strong foundation for operating Simple Joys successfully.