

Village of Hobart partners with Base Companies to kick start Marketplace District

In 2014, The Village of Hobart entered into the next phase of development in Centennial Centre at Hobart with the development of its Marketplace District. The Marketplace District is a master-planned “downtown,” the first ever in Hobart.

The main theme of Centennial Centre is “mixed-use,” or a truly live, work and play community. In the Marketplace District, the Village desires to attract a broad mix of living spaces, mixed commercial and retail, making all of it pedestrian friendly.

In August of 2016, the Village collaborated with Base Companies, a full-service development, consulting and construction management firm dedicated to rejuvenating existing buildings and developing new mixed-use commercial, retail and office spaces throughout northeastern Wisconsin.

With this new partnership, a ground broke occurred Oct. 19, 2016, for the new Centennial Centre Marketplace retail center at 560 Centennial Center Blvd. The new commercial development will embrace the design of the Village’s master plan, as well as bring new amenities to one of the fastest-growing communities in Brown County.

The Centre will initially include two anchor businesses: a veterinary clinic and chiropractic clinic. The Centennial Centre Marketplace is scheduled to open in spring of 2017.

“Leasing activity is vibrant and in full swing”, Paul Belschner, president and CEO of Base Companies, says. “We are very excited to start this first phase of the Retail Centre.



Rendering of Centennial Centre Marketplace

“We have the opportunity and the responsibility to create a project that will be seen and experienced as an integral piece of the Village of Hobart’s growing community and master plan.”

Belschner says the Centre is designed as a place for people to shop, work, dine and gather, and the building will accommodate future growth.

To accompany the Centennial Centre Marketplace development, the Village is in the process of designing a number of public space amenities to offer residents the opportunity to gather, socialize or connect to one of the many walking trails/bike paths within the community.

Adam Ruechel, assistant to the administrator, says, “The goal behind the conceptual design for our public spaces is to provide recreational amenities not only for

the commercial tenants but our nearby residents as well. We see this location as being a place that our residents and potential commercial customers can utilize in a number of ways. The conceptual plan highlights a potential restaurant having a direct connection to these public use spaces where residents can wait for their table to be ready, sit on a bench, play within the various green spaces or just walk the numerous trail paths.

“Our conceptual design offers a number of amenities geared towards all of our residents. We have a section with a proposed splash pad area where families from Centennial Centre can gather during a hot summer day. We have various areas where people can socialize under a shaded pergola and have a picnic, or we have designed areas for residents to sit on a bench, relax and read a

good book,” Ruechel says.

The village is anticipating starting on these public spaces with a phased approach beginning in 2017.

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CITY OF APPLETON



Adapting to economic development in the New Economy

By Tim Hanna

Our world is changing and with that comes a shift in the paradigm of what we call economic development.

We’ve all heard people use the phrase the New Economy. It is often used in reference to the globalization of markets or the dependence of business on new technology. More importantly, the American economy is going through a profound structural transformation from an industrial-based economy to a knowledge-based economy.

In the past, success was based on a fixed competitive advantage in some resource or skill and the labor force was skills dependent. Today success is based on organizations and individuals that are flexible and adaptable with an aptitude for learning. The middle class jobs of tomorrow will be overwhelmingly knowledge-based. In a knowledge based economy the asset that matters most to employers is talent.

For the longest time, attracting companies to your locations was paramount to an economic development strategy. Providing an inexpensive place to do business was key because we all knew people followed jobs. This is the heart of the paradigm shift in economic development. In the New Economy attracting an educated workforce is key, because businesses look for places rich in talent and ideas. The way of the past was to provide tax incentives, cheap land and sometimes cash to attract business and companies to a community. While incentives are still important, an added consideration is the job market, talent pool and a community in which employees want to live.

This is a challenge for municipalities across the country. Here in Wisconsin it’s even more of a challenge because of our dependence on property tax base to support just the basic services demanded by our residents. Being successful in the New Economy requires a bold partnership between government, business and non-profit organizations across political jurisdictions within an economic region.

Tim Hanna is mayor for the City of Appleton...blah, blah, blah???
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