



**Appraisal
Institute®**
Wisconsin Chapter
*Professionals Providing
Real Estate Solutions*

2020

**TUESDAY,
JANUARY 14, 2020**

ANNUAL KICK-OFF SYMPOSIUM

LOCATION:

WCAI OFFICE: 11801 W. SILVER SPRING DR. SUITE 200, MILWAUKEE, WI 53225

SCHEDULE OF EVENTS

8:30am - 9:00am: Registration

9:00am - 11:00am: Economic and Market Data presented by Brandon Frankel and Danielle Grimelli of CoStar and Erik Hansen, MAI. The team will discuss current and forecasted real estate market trends throughout Wisconsin as well as market trends in several specific market segments in the area.

11:00am - 12:00pm: Lunch

12:00pm - 12:45pm: Rocky Marcoux – Commissioner, Department of City Development - City of Milwaukee. Current projects and future Visions. Rocky will discuss the completion of the BMO Harris Tower, Milwaukee River Walk, Milwaukee Streetcar Expansion and The Couture development site.

Appraiser: Erik Hanson

12:45pm - 1:30pm: Blair Williams, President, WiRED Properties – What's New Downtown. Blair will discuss the ongoing development surrounding the Fiserv Forum including further Park East development, The Bucks "Deer District" and plans for the vacant land of the former Bradley Center.

1:30pm - 1:45pm: Break

1:45pm - 2:30pm: Leslie McGranahan is the vice president and director of regional research in the economic research department at the Federal Reserve Bank of Chicago. She will discuss state of the economy as it relates to real estate both in the region and nationwide. Appraiser perspective by Erik Hanson

2:30pm - 3:15pm: Dirk Debbink, MSI General and Garrett Warner, MAI. - Dirk will discuss the new proposed Delafield medical campus development including the hospital, medical office, assisted living, and hotel components in this development, the Avid Hotel development in Waukesha, the historic West Bend Theatre revitalization project, and luxury condominium development in Delafield. Dirk will also discuss cost and design trends in commercial and residential real estate construction.

3:15pm - 3:30pm: Question and Answer – Garrett Warner, MAI

3:30pm - 4:30pm: Reception

Registration and Fees:

\$75.00 Before January 7th
(For Members & Non-Members)
\$100.00 After January 7th or At the
Door

Continuing Education Credit:

Appraisal Institute - 5.0 Hours -
Approved For
State of Wisconsin - 5.0 Hours -
Applied For
Assessor Credit - 5.0 Hours -
Applied For

HOTEL INFORMATION

Hyatt Place
11777 W Silver Spring Dr
Milwaukee, WI 53225
(414) 462-3500

Mention WAM Discount for \$89 rate

Register TODAY - appraisalinstitute.org



Brandon Frankel – CoStar

Brandon is a Market Analyst with the CoStar Group, where he helps lead the firm's research and analysis on the Milwaukee & Chicago multifamily, office, logistics and retail markets. Prior to his current role, Brandon worked as a researcher with the CoStar Group, covering the Chicago market. Mr. Frankel graduated from the Business School at the University of Wisconsin-Madison in 2013 and currently attends Georgetown University in the evenings in pursuit of a Master's Degree in Real Estate Finance. While Brandon works and lives in Washington D.C., he is in Chicago & Milwaukee at least once each month.



Danielle Grimelli – CoStar

Danielle is a Market Analyst for CoStar Group, providing analysis and insight on commercial real estate and economic trends for Des Moines metropolitan area. She also covers Omaha, Lincoln, Kansas City, St. Louis, Madison, Sheboygan, and Janesville-Beloit. Having joined CoStar Group as a Research Associate and serving as News Editor for Southwest Florida, Danielle subsequently joined the CoStar Market Analytics team. She graduated cum laude, with dual bachelor's degrees in Political Science and Psychology from Northern Illinois University. Danielle is a member of Pi Sigma Alpha Honor Society and a United States Army veteran.



Rocky Marcoux, Commissioner – City of Milwaukee

Rocky Marcoux is Milwaukee's Commissioner of the Department of City Development. Mayor Tom Barrett appointed Marcoux as Commissioner in 2004, and in that position he oversees the city's economic development, real estate, neighborhood improvement, and planning efforts.

Under his direction, Marcoux has led successful efforts to bring new employers to Milwaukee and to increase the attractiveness of city neighborhoods and commercial areas.

He has directed resources to the Menomonee Valley and the 30th Street Corridor, where previously abandoned industrial areas have been brought back to life with new businesses and jobs. He has worked with entrepreneurs and existing Milwaukee employers to strengthen their operations and secure their futures. Marcoux has assisted businesses and developers as they have changed the skyline of downtown Milwaukee.

Under his leadership, the Department of City Development has worked with stakeholders throughout Milwaukee to complete thirteen area plans, covering land use for the entire city. That planning effort identifies goals and catalytic projects and provides a framework for many of the department's activities. In 2014, the City of Milwaukee adopted a 10-year economic development action agenda entitled, "Growing Prosperity," which integrates the City's economic development efforts with the Milwaukee 7's regional "Framework for Economic Growth."

Sometimes referred to as "part bulldog/part evangelist," Marcoux is an advocate for Milwaukee and a passionate promoter of the city's assets and opportunities. He previously worked for the Housing Authority of the City of Milwaukee, where he found creative, cost-cutting ways to redevelop superblocks of typical public housing into strong neighborhoods linked with supportive resources.

He is a graduate of Marquette University.



Erik Hanson– MAI – Exec. Vice President, Midwest Appraisal Group, Inc.

Erik has been appraising and consulting on commercial real estate since 2002. He has been part of Midwest Appraisal Group, Inc. for several years. Our partners at Midwest Appraisal Group, Inc. hold the prestigious MAI designation from the Appraisal Institute.

Erik specializes in the appraisal and consulting of mobile home parks and RV parks/campgrounds, limited service hotels, and convenience stores/gas stations.

He also volunteers his time to the Wisconsin Chapter of the Appraisal Institute, where he currently serves as Treasurer and Education Chair. Erik has attended the Leadership Development Advisory Council (LDAC) sponsored by the Appraisal Institute for the past three years, and was selected as a Discussion Leader for the 2019 session.



Blair Williams

Blair founded WiRED Properties in August 2005. Blair is a native Milwaukeean and is passionate about Milwaukee, community, and the built environment. A graduate of the University of Wisconsin – Madison with a B.A. in History, a J.D., an M.B.A. and an M.S. in Real Estate and Urban Land Use Economics, Blair is also a dedicated Badger.

After graduating from UW, Blair moved to Dallas, Texas with his wife Stacy and spent two years cultivating his passion for real estate. Dallas, a city with many charms, lacked a certain dynamism so present in Milwaukee. In 2000, Blair and Stacy moved back to Milwaukee.

Blair has consistently approached real estate development from a collaborative platform. WiRED has partnered with municipalities in the execution of dynamic P3 developments, and with other developers, to ensure positive outcomes. This collaborative approach has facilitated WiRED's participation in, and contribution to, large scale developments that help to reshape their communities. WiRED's consulting platform also includes the WiRED Millennial Action Plan ("MAP") which, in partnership with Ian Abston, provides targeted solutions for Millennial recruitment and retention and community programming.



Leslie McGranahan – Federal Reserve Bank of Chicago

Leslie McGranahan is a vice president and director of regional research in the economic research department at the Federal Reserve Bank of Chicago. Her primary research interests relate to the effects of federal, state, and local government policy on individuals and households. She has written about numerous government programs including the Earned Income Tax Credit, the Child Tax Credit, the Supplemental Nutritional Assistance Program, and the sales tax. She also closely follows regional and national developments in government spending and revenues. McGranahan's research has been published in journals including the National Tax Journal and the Journal of Political Economy. Her work has also been featured in the Chicago Fed Letter and Economic Perspectives, the Federal Reserve Bank of Chicago's publications.

McGranahan returned to the Federal Reserve Bank of Chicago in 2004 after working as a lecturer at the University of Warwick, and as research economist at the Institute for Fiscal Studies in London, England. She received a bachelor's degree in politics from Princeton University and master's and doctorate degrees in economics from Northwestern University.



Dirk J. Debbink – Chairman & CEO, MSI General Corporation, Nashotah, WI

Dirk has worked in the commercial & industrial design/build field since joining MSI General Corporation in 1983 following an initial six years on active duty with the Navy. He became vice president in 1986 and president in 1991. He was recalled to active duty with the Navy in 2007 and returned to MSI General as Chairman & CEO in 2012. MSI General is committed to providing an unmatched client experience using the design build method throughout southeast Wisconsin for industrial, commercial, retail, hospitality and institutional clients, from large industrial projects to small select projects.



Garrett Warner – Wisconsin Appraisal Services, Retail Market

Garrett Warner began his career in the real estate appraisal industry in 2005 and is currently Managing Director of Wisconsin Appraisal Services, a real estate appraisal and consulting firm specializing in the appraisal of retail, office, industrial, CBRF, and multifamily properties located in eastern Wisconsin. Garrett Warner is a Certified General Appraiser, a Designated Member of the Appraisal Institute (MAI), and currently serves on the board of the Wisconsin Chapter of the Appraisal Institute. Prior to his real estate industry experience, Garrett graduated Summa Cum Laude from University of Wisconsin – Milwaukee with a degree in Management of Information Systems and worked as a Project Manager at GE Healthcare.