



PUBLIC NOTICE – LOAN & FINANCE COMMITTEE

DATE: August 12, 2014
TIME: 2:00 p.m. (closed session)
2:15 p.m. (open session)
PLACE: 809 N. Broadway, 2nd Floor, 2 West Conference
(Committee members may be present via teleconference)

AGENDA ITEMS

- 1. **HISPANIC CHAMBER OF COMMERCE OF WI/HCCW COMMUNITY DEVELOPMENT FUND, LLC**
Address: 1021 W. National Avenue
Milwaukee, WI 53204
Loan Request (MEDC): \$ 50,000
- 2. **THE NATIONAL CAFÉ OR LLC TO BE NAMED**
Address: 835-839 W. National Avenue
Milwaukee, WI 53204
Loan Request (MEDC): \$108,000
- 3. **NUTSHELL HOLDINGS, INC., DBA MASSAGE ENVY SPA 1084, LLC**
Address: 109 E. Silver Spring Drive
Whitefish Bay, WI 53217
Loan Request (MEDC): \$115,000
- 4. **OTHER**

The meeting will convene at the time indicated and immediately go into closed session for purposes of credit review and evaluation of the loan applications of the borrowers and operating companies identified above. Status reviews of existing loans may also be undertaken at this time. This portion of the meeting will be held in closed session pursuant to SS.19.85(1)(e) and (f), Wis. Stats.

The meeting will reconvene in open session at the time indicated above for the purpose of further discussion and action upon the above-referenced loan applications. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids.

Dated: August 11, 2014

By: David E. Latona
David E. Latona, President



I. BORROWER/OPERATING COMPANY: Hispanic Chamber of Commerce of WI./HCCW Community Development Fund, LLC

II. PROPOSED LOAN:

Loan Amount	\$50,000	New Customer	Yes
Rate	4%	Start Up (RLF)	Yes
Term/Amortization	3/Line of Credit	Years in Existence	43
Aldermanic District	12	Participating Lenders	Associated Bank & Town Bank

III. PROJECT DESCRIPTION / SUMMARY OF REQUEST:

Address: 1021 W. National Avenue, Milwaukee, WI 53204 **Contact:** Jorge Franco (414) 643-6963 Ext. 1001

Description: The Hispanic Chamber of Commerce of Wisconsin, Inc., (HCCW) has created a newly formed LLC, HCCW Community Development Fund, and LLC, to administer the Revolving Loan Fund. HCCW is seeking \$50,000 as part of a funding pool that will be used to establish a Revolving Loan Fund (RLF). The target purpose of the RFL is to provide capital to small businesses, other small and/or start-up businesses. Wisconsin Economic Development Corporation (WEDC) is providing a grant in the amount of \$100,000 as seed money and requires matching funding sources at a 1:1 match. Associated Bank provided a grant of \$25,000 and Town Bank provided at loan of \$25,000 and MEDC's loan of \$50,000 will fulfill the match as required by WEDC.

Sources	Amount	% of Total
MEDC Loan	\$ 50,000	25.00%
Other	\$ 150,000	75.00%
	<u>\$ 200,000</u>	<u>100.00%</u>

Uses

Revolving Loan Fund	\$ 195,000
Loan Administration	\$ 5,000
	<u>\$ 200,000</u>

IV. EMPLOYMENT:

HCCW will be lending funds provided by MEDC to businesses throughout the State with a focus on Milwaukee and southeastern Wisconsin in an attempt to grow businesses as well as create job growth within those businesses being funded. HCCW Community Development Fund will be required to track job information and provide the information to MEDC annually.

V. MANAGEMENT TEAM:

Name	Title	Occupation/Company	Board Member	Loan Review Committee
Jorge Franco	Chairman & CEO	Hispanic Chamber of Commerce	X	X
Thomas Mason	Vice Chairman	Thomas A. Mason Co. Inc.	X	
Frank Becerra	Treasurer	BITS & Associates LLC	X	
Dimas Ocampo	Secretary	RC Insurance Services Inc.	X	



MILWAUKEE

LOAN & FINANCE COMMITTEE August 12th, 2014

I. BORROWER/OPERATING COMPANY:

The National Cafe or LLC to be named

II. PROPOSED LOAN:

Loan Amount	\$108,000	New Customer	Yes
Rate	5.25%	Start Up	No
Term/Amortization	3/20	Years in Existence	3
Aldermanic District	12	Primary Lender	Tri-City National Bank

III. PROJECT DESCRIPTION / SUMMARY OF REQUEST:

Address: 835-839 W. National Ave.

Contact: Nell Benton 414-431-6551

Description: The National Café, a local restaurant that serves breakfast and lunch 6 days a week as well hosts the pop-up restaurant "Amilinda" on Saturday nights. The Café is owned by Helen (Nell) Benton and is seeking financing to purchase the building it has occupied for approximately 3 years.

Sources	Amount	Term Amortization	Rate	% of Total
MEDC Loan	\$ 108,000	3/20	5.25%	40.00%
Bank Loan / Equity	\$ 135,000	3/20	4.75%	50.00%
Equity	\$ 27,000			10.00%
	\$ 270,000			100.00%

Uses	Amount
Purchase Real Estate	\$ 270,000
	\$ 270,000

IV. EMPLOYMENT:

	Full-Time (more than 30 hrs. per week)	Part-Time (less than 30 hrs. per week)
Current	3	4
Estimated increase in jobs within two years:	1	1

V. OWNERSHIP/MANAGEMENT TEAM:

The National Café, LLC	
Name	Title
Helen Benton	Sole Member



MILWAUKEE

LOAN & FINANCE COMMITTEE – August 12, 2014

I. BORROWER/OPERATING COMPANY: Nutshell Holdings, Inc., DBA
Massage Envy Spa 1084, LLC

II. PROPOSED LOAN:

Loan Amount	\$115,000	New Customer	Yes
Rate	5.25%	Start Up	Yes
Term/Amortization	7/7	Years in Existence	20 months

III. PROJECT DESCRIPTION / SUMMARY OF REQUEST:

Address: 109 East Sliver Spring Drive, Whitefish Bay, WI 53217

Contact: Tina Beckett (414) 698-4779

Description:

Nutshell Holdings, Inc., DBA Massage Envy Spa 1084, LLC is requesting a loan in the amount of \$115,000 to restructure existing short-term debt and for working capital.

Massage Envy Spa is a national franchise with over 970 locations across the country. The Whitefish Bay location opened in November 2012 and offers massages, facials, and retail products. Massage Envy business model is based on a membership program that allows clients to purchase therapeutic services at reasonable rates by paying monthly membership fee.

Sources	Amount	% of Total
MEDC Loan	\$ 115,000	82.14%
Other	\$ 25,000	17.86%
	<u>\$ 140,000</u>	<u>100.00%</u>

Uses

Restructure Existing Debt	\$ 80,000
Working Capital	\$ 60,000
	<u>\$ 140,000</u>

IV. EMPLOYMENT:

	Full-Time (more than 30 hrs. per week)	Part-Time (less than 30 hrs. per week)
Current	11	4
Estimated increase in jobs within two years:	20	15

V. OWNERSHIP/MANAGEMENT TEAM:

Name		
Name	Title	Ownership %
Tina Beckett	Owner/President	100%