



**Holtz
Builders Inc.**

Honesty. Transparency. Integrity.



SECTION I

INTRODUCTORY LETTER

LEAD ENTITY :



Holtz Builders, Inc.

PROPOSED PROJECT MANAGER :

Adam Kawalec, Director of Real Estate Development & Operations
CONTACT: (608) 963-9693 // akawalec@holtzcompanies.com

A handwritten signature in black ink, appearing to read 'AK', is written over a horizontal line.

Adam Kawalec

RESPONDENT'S ACKNOWLEDGEMENTS :

In submitting this RFP, Holtz Builders, Inc. acknowledges that:

We have examined and carefully studied the Request for Proposal.





DAN BULLOCK

CEO & Partner

EDUCATION & CERTIFICATIONS

- Bachelor of Science in Administrative Management
 - UW – Madison Business School
- Master of Business Administration
 - UW – Oshkosh



ADAM KAWALEC

Director of Real Estate Dev & Ops

EDUCATION & CERTIFICATIONS

- Bachelor of Science in Real Estate Property Management
 - Emphasis on Construction Management
 - UW – Stout



MARTY KRUEGER

Director of Business Development

EDUCATION & CERTIFICATIONS

- Bachelor of Science in Marketing and Sales
- Bachelor of Science in General Management
 - UW – La Crosse



MARK CROWLEY

President Midwest & Partner

EDUCATION & CERTIFICATIONS

- Bachelor of Science in Industrial Technology Management
 - Construction Management
 - UW – Platteville

RESPONSIBILITIES

Dan serves as the Chief Executive Officer for Holtz Companies, the umbrella company to Holtz Builders. In this role, he provides strategic leadership and oversees all aspects of the business. Dan is passionate about mentoring others, leveraging his experience to empower his team in delivering successful projects while ensuring client satisfaction and overall operational excellence. With a diverse background in executive leadership and business ownership, Dan has held key roles across multiple industries, including public relations, trucking, accounting and regulatory compliance.

RESPONSIBILITIES

Adam is the Director of Real Estate Development and Operations at Holtz Companies, the umbrella company to Holtz Builders. In this position, he manages the company's diverse portfolio of real estate assets. His strong interest in financial management allows him to bring a disciplined, analytical perspective to every project, ensuring both stability and growth for the organization. Beyond his professional focus, Adam values collaboration, integrity, and continuous improvement – qualities that drive his work across all areas of the business.

RESPONSIBILITIES

Marty brings a fresh perspective to Holtz Builders as Director of Business Development, having previously worked on the customer side of construction. With a deep appreciation for relationship-building, Marty is driven by curiosity, a passion for learning, and a commitment to understanding each client's unique needs. He believes in fostering relationships for both himself and others.

RESPONSIBILITIES

Mark serves as the President of the Midwest for Holtz Builders. He manages daily operations based in Lake Delton, Wisconsin, HBI's headquarters and leads field operations, quality, and safety initiatives across all active projects in Wisconsin, Missouri, Colorado, and South Carolina. Mark works closely with project teams from the earliest stages, providing strategic direction and support through every phase of preconstruction and construction. Mark's career spans over 20 years in the construction industry, all with Holtz Builders.

RELEVANT EXPERIENCE

*Municipal References in Appendix



Crooked River Apartments

The small, rural community of Viola rallied together to move residential and commercial developments into resettlement sites after several damaging floods. Situated on approximately 3 acres of high ground, these multi-family apartment buildings include private entrances, in-floor heating, laundry, and a patio space. Holtz Builders worked closely with the design team to optimize cost and sustainability.

**Review the full case study and letter of recommendation on pages 14 and 15.*

33,440 SF

Project Size

32 Units

With Four Floorplans

10 Months

Duration of Project



Eastgate Condominiums

Completed ahead of schedule, this Pigeon Forge multifamily development comprises three 12-unit residential buildings. The design emphasizes privacy and convenience with private entryways and generous off-street parking, delivering contemporary housing that complements the neighborhood's quiet character.

**Review the full case study and letter of recommendation on pages 16 and 17.*

45,000 SF

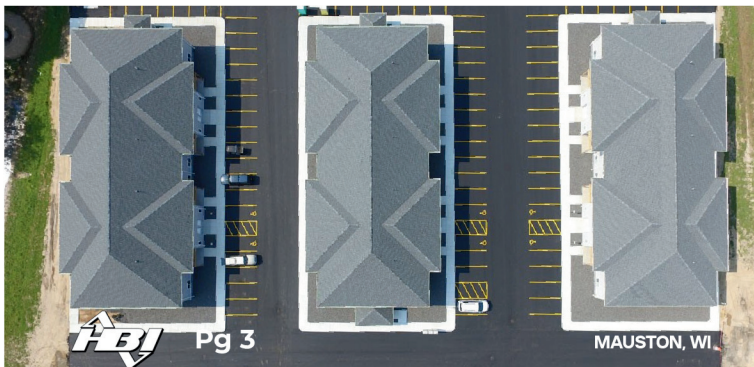
Project Size

36 Units

Three Buildings

10 Months

Duration of Project



West Side Apartments

This modern development features three thoughtfully designed buildings offering a mix of one-bedroom, one-bath, and two-bedroom, two-bath units. Created with affordability in mind, the project includes Section 8 housing availability and is situated in a quiet, residential neighborhood. Residents enjoy private entries, controlled-access doors, and enhanced security with on-site surveillance cameras, ensuring both comfort and peace of mind.

**Review the full case study and letter of recommendation on pages 18 and 19.*

53,130 SF

Project Size

48 Units

Three Buildings

12 Months

Duration of Project

SUMMARY OF EXPERIENCE

- 1996 – **Whispering Pines Condominiums** / Reedsburg, WI
- 1997 – **Country Cove Estates** / Reedsburg, WI
- 1998 – **Pine Grove Estates Development** / Reedsburg, WI
- 2001 – **Oakwood Terrace Apartments** / Reedsburg, WI
- 2003 – **Oakridge Apartments** / Mauston, WI
- 2004 – **Woodland Park Apartments** / Lake Delton, WI
- 2005 – **Island View Condominiums** / Lodi, WI
- 2006 – **New Castle Condominiums** / Lake Delton, WI
- 2007 – **Stonefield Apartments** / Mauston, WI
- 2008 – **Hidden Bay Condominiums** / Wisconsin Dells, WI
- 2009 – **Delton Point Condominiums** / Lake Delton, WI
- 2014 – **Lake Delton Waterfront Villas** / Lake Delton, WI
- 2015 – **Hiawatha Residence Hall (Now an IRH)** / Lake Delton, WI
- 2016 – **Wilderness Employee Housing** / Lake Delton, WI
- 2017 – **Kalahari Employee Housing** / Lake Delton, WI
- 2018 – **Wilderness Employee Housing Phase II** / Lake Delton, WI
- 2020 – **Wilderness at the Smokies Employee Housing** / Pigeon Forge, TN
- 2021 – **Riverwood Eagles Nest Assisted Living** / Wisconsin Dells, WI
- 2022 – **International Residence Hall – Dollywood** / Pigeon Forge, TN
- 2022 – Crooked River Apartments / Viola, WI**
- 2023 – Pine Creek Apartments / Lake Delton, WI**
- 2023 – Progressive Apartments / Lake Delton, WI**
- 2023 – Eastgate Condominiums / Pigeon Forge, TN**
- 2023 – **International Residence Hall – Dollywood Phase II** / Pigeon Forge, TN
- 2024 – **Baraboo Bluff Condominiums** / Baraboo, WI
- 2024 – **International Residence Hall – Foley** / Foley, AL
- 2024 – West Side Apartments / Mauston, WI**
- 2024 – **Main Street Apartments** / Hayden, CO
- 2025 – **International Residence Hall – Big Cedar** / Hollister, MO
- 2025 – **Living Fully Apartments** / Sevierville, TN



DESIRED SECTION



KEY:

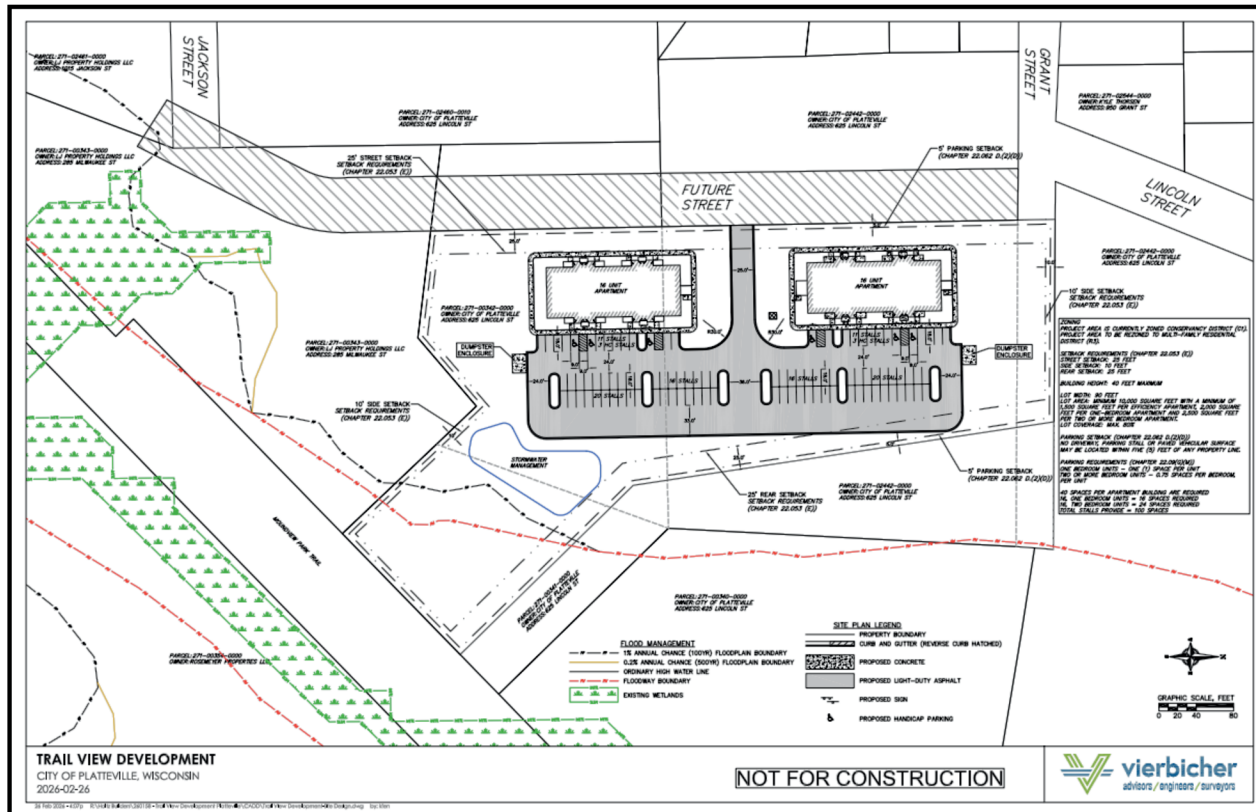
 - Indicates parcel of Section 1 that Holtz Builders' proposes to develop for multi-family buildings.

DEVELOPMENT DESCRIPTION

Holtz Builders understands that the City of Platteville is considering the development of the Trail View Property. Holtz Builders would welcome the opportunity to partner with the City of Platteville in bringing needed housing to the area and managing the buildings. We recognize that submitting this RFP does not constitute a binding contract between Holtz Builders, Inc. and the City of Platteville.

PRELIMINARY DEVELOPMENT APPROACH & CONCEPT

Concept: The entire site is developed as multi-family housing, with a total of two buildings, each of which contains sixteen units.



***See Exhibit A in the Appendix for blown-up version of the concept design.**



SECTION IV

SCHEDULE, COSTS AND FINANCIAL PROJECTIONS

HOLTZ BUILDERS – YOUR PARTNER IN CONSTRUCTION

For 32 years, we've specialized in community development and have had over 30 successful projects to show for our dedication to partnering with cities around the nation, 22 of which were built in Wisconsin. Holtz Builders' background is in ensuring that every step and every phase of a project is executed through a hands-on approach, with well-defined objectives and clear communication, not only at the beginning or the end, but throughout the build. Our values of Honesty, Transparency, and Integrity are prioritized in each project.

Holtz Builders' **Offering Purchase** based on the proposed concept is \$1. We came to this number in order to keep housing options affordable based on our understanding of the TIF/TID monies and the development agreement.

As for an **Estimated Timetable**, we would start as soon as possible, based on direction from the city. Please see the case studies in the appendix to reference the duration of various relevant project timelines we've met in the past.

The **Estimated Market Value** of the development when completed is \$2.7 Million per building, totaling \$5.4 Million.

SECTION V

RELATED DOCUMENTATION

Zoning Modifications:

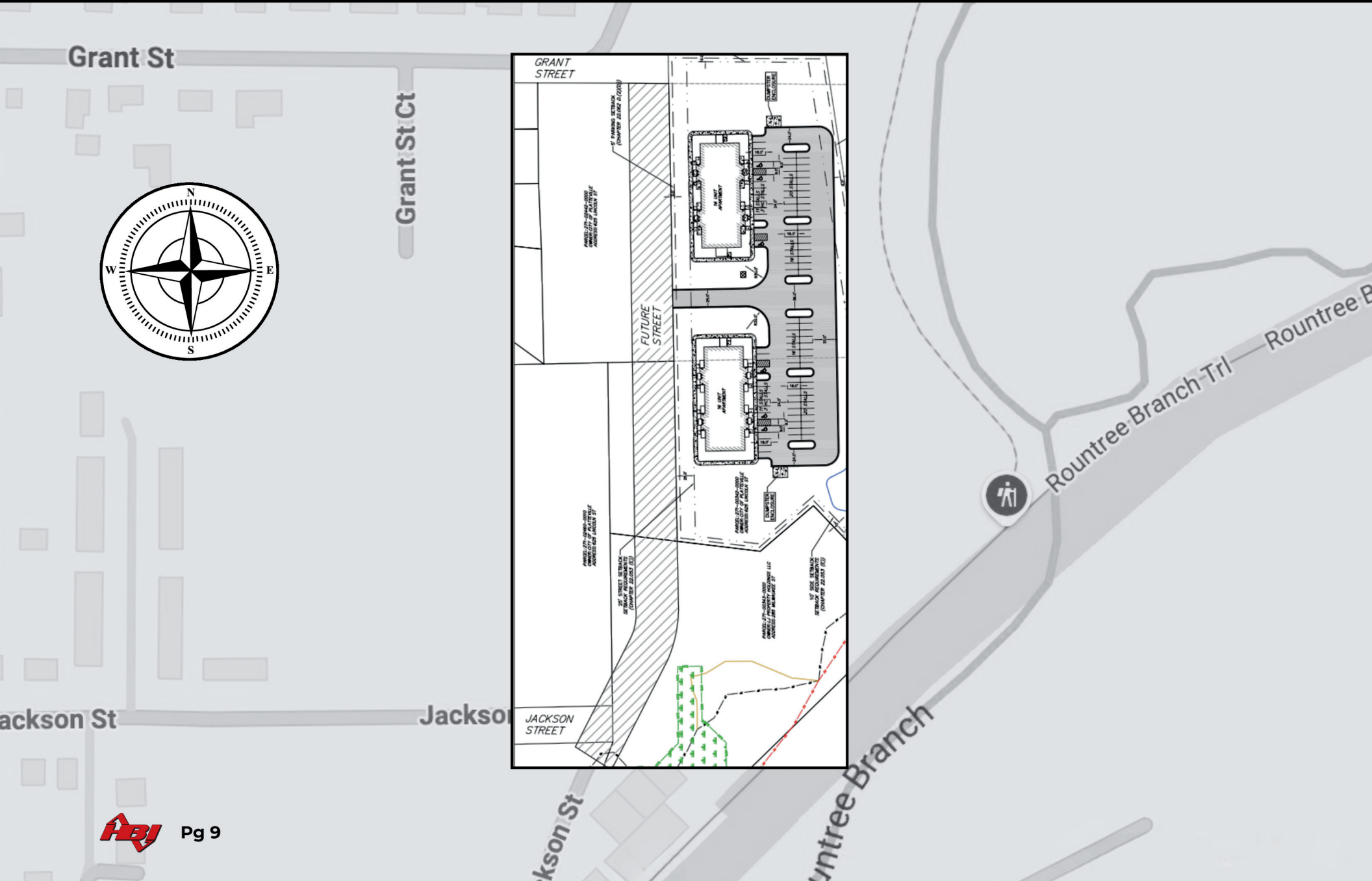
- These two, 16-unit multi-family buildings on Section 1 of the proposed Trail View Property would require multi-family zoning.

Requests for Financial Assistance from the City of Platteville:

- \$850,000 to keep housing options affordable
- A form of Tax Abatement that would be run through the TIF



Appendix: Trail View Development RFP Submittal



Built Right. Managed Better.

Multi-Family Housing Meets Smart Management

Holtz & Associates Management (HAM) is dedicated to delivering high-quality residential housing with a hospitality-driven approach. Rooted in integrity and service, our team prioritizes resident satisfaction and fosters welcoming, well-maintained communities.

Since 2000, we've managed more than 400 units and provided housing to thousands of residents. Today, we proudly oversee four properties comprising of 100 apartment units across Sauk County, but our capabilities extend beyond.

Recognized for our ethical practices and strong resident relationships, Holtz & Associates Management offers dependable, personalized service and a deep understanding of the housing industry. Our team is excited for the opportunity to manage future multi-family housing developments built by our partners, Holtz Builders, and to expand our impact in the communities we proudly serve.



At Holtz & Associates Management, we are proud to provide our communities with only the best for friendly neighborhood housing units."

~Jami Lehman, Property Manager



In Partnership with Holtz Builders, Inc.

Since 2000

25+ years of property management excellence

HBI & HAM

Our partnership offers one fluid solution to meet your needs

400+ Units

Experienced in high-volume property management

Thousands

Residents served



HAMGNT.COM



TRAVIS BOLCEREK

Senior Vice President

CONTACT

- o (608) 254-3603
- o tbolcerek@dellsbank.bank



716 Superior Street
Wisconsin Dells, WI 53965



TERRY MURAWSKI

Business Development Officer, VP

CONTACT

- o (608) 224-5548
- o terryrm@starionbank.com



1651 John Q. Hammons Drive
Middleton, WI 53562



J.K. WALSH

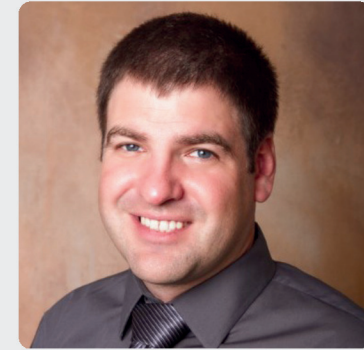
Executive Vice President

CONTACT

- o (608) 847-6200 x1655
- o jkwalsh@bankofmauston.com



503 Gateway Avenue
Mauston, WI 53948



NEIL PFAFF

Engineering Services Manager

CONTACT

- o (608) 402-6380
- o npfa@vierbicher.com



201 E. Main Street - Suite 100
Reedsburg, WI 53959

Financial **RELATIONSHIPS**

RELATIONSHIP TO HBI:



Travis and the Bank of Wisconsin Dells funded the apartment development in Mauston, WI.



RELATIONSHIP TO HBI:



Terry and Starion Bank - Middleton funded the apartment development in Baraboo, WI.



RELATIONSHIP TO HBI:



J.K. and the Bank of Mauston funded the apartment development in Wisconsin Dells, WI.



RELATIONSHIP TO HBI:



Neil and his team at Vierbicher has partnered with Holtz Builders on numerous construction projects, including the Crooked River Development in Viola, Wisconsin.

"HBI's meticulous attention to every detail, from planning to execution, was evident in the quality of the finished product."

Neil Pfaff, PE





Crooked River Apartments

VIOLA, WI

The small, rural community of Viola rallied together to move residential and commercial developments into resettlement sites after several damaging floods. Situated on approximately 3 acres of high ground, these multi-family apartment buildings include private entrances, in-floor heating, laundry, and a patio space. Designed with energy efficiency in mind, the project features high-speed internet access in a rural setting, full sprinkler and monitoring systems, and stone veneer accents for added character. Holtz Builders worked closely with the design team to optimize cost and sustainability.

Recognition Meets Craftsmanship

“ Holtz Builders, Inc. provided consistency and accuracy regarding scheduling, budgeting, workmanship, and professionalism throughout the entire project. All challenges were met head-on and mitigated quickly. ”

- Michael Corwith, Co-Owner



33,440 SF

Project Size



32 Units

With Four Floorplans



10 Months

Total Project Length

SERVICES PROVIDED:

Pre-Construction, Construction Management

Self-Performed Trades





Village of Viola

Heart of the Kickapoo Valley

WISCONSIN

Clerk's Office
P.O. Box 38
Viola, Wisconsin 54664
(608) 627-1831

December 29, 2025

RE: Letter of Recommendation – Holtz Builders, Inc. (Crooked River Apartments / Viola Development)

To Whom It May Concern,

On behalf of the Village of Viola, I am writing to express our support for Holtz Builders, Inc., based on our positive working relationship throughout the planning, permitting, and construction of the Crooked River Apartments (Viola Development) multi-family project.

From the earliest coordination through project completion, Holtz Builders and their team were consistently professional, responsive, and solutions-oriented. They communicated clearly with Village staff and project stakeholders, addressed questions promptly, and maintained a collaborative approach that helped keep the project moving efficiently, despite the challenges presented during the COVID-19 period.

During construction, Holtz Builders demonstrated a strong track record of maintaining safe and orderly job sites, coordinating work to minimize disruption, and staying attentive to the budget and schedule, particularly important given the site constraints and complexity of the development. They also worked constructively through inspections and compliance items, and when issues arose, they were handled quickly and professionally.

Overall, Holtz Builders, Inc. is in good standing with the Village of Viola and has proven to be a trusted partner in delivering quality multi-family development within our community. We would welcome the opportunity to work with Holtz Builders again and recommend them without hesitation for future housing and development projects.

Sincerely,

Dana George
Village of Viola, WI
Clerk/Treasurer
Clerk of Courts
P. 608-627-1831 ex 10
F. 608-627-1700]



Eastgate Apartments

PIGEON FORGE, TN

Completed ahead of schedule, this Pigeon Forge multifamily development comprises three 12-unit residential buildings. The design emphasizes privacy and convenience with private entryways and generous off-street parking, delivering contemporary housing that complements the neighborhood's quiet character.



45,000 SF

Project Size



36 Units

Three Buildings



10 Months

Total Project Length

SERVICES PROVIDED:

*Pre-Construction, Construction Management
Self-Performed Trades*



Pg 15





To Whom It May Concern,

On behalf of the City of Pigeon Forge, I am pleased to provide this letter of Recommendation for Holtz Builders, Inc., based on our experience working on the Eastgate Condominiums, also known as the Malka multi-family development in Pigeon Forge, Tennessee.

Throughout the planning, permitting, and construction phases of this project, Holtz Builders demonstrated a high level of professionalism, responsiveness, and cooperation with City staff and stakeholders. Their team maintained open lines of communication, promptly addressed questions and concerns, and worked collaboratively with our departments to ensure compliance with City requirements and inspection processes.

Holtz Builders consistently operated a safe, well-organized job site and took proactive measures to minimize disruption to surrounding properties and the public. When challenges arose, they were handled efficiently and with a solution-oriented mindset, resulting in timely resolutions and continued project progress.

Based on our experience, Holtz Builders has proved to be a reliable and capable contractor for multi-family development. The City of Pigeon Forge would consider them a trusted partner in development projects within our community.

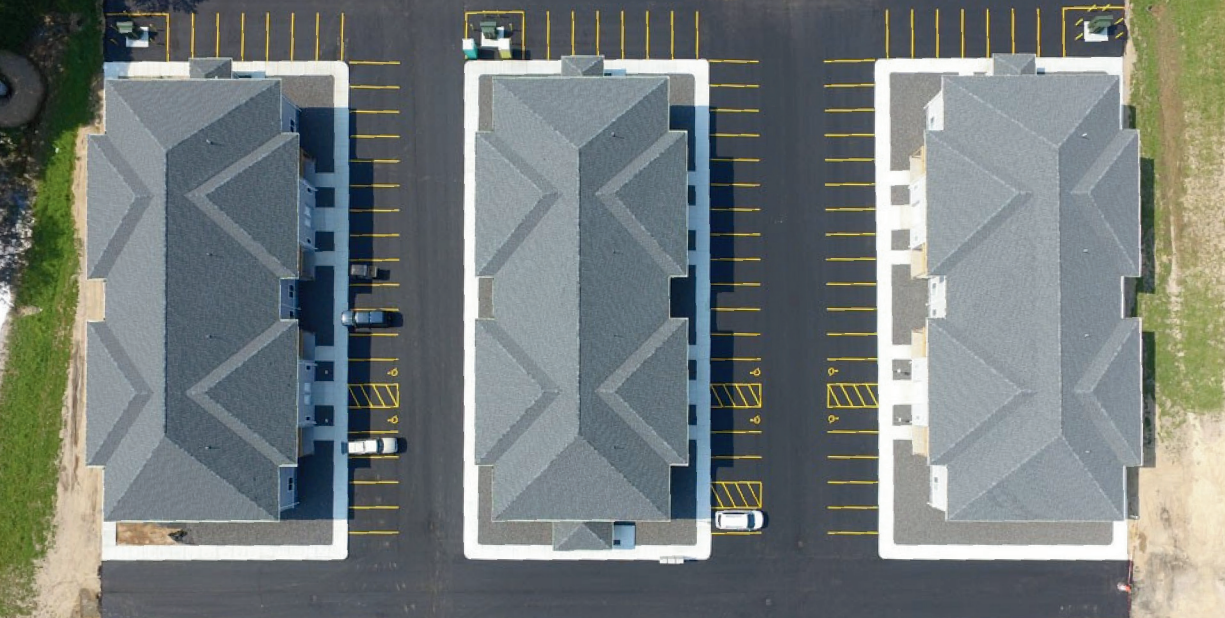
We would not hesitate to work with Holtz Builders again and confidently recommend them for future multi-family construction and development opportunities.

If additional information is needed, please feel free to contact our office.

Sincerely,

A handwritten signature in blue ink, appearing to read "D. Wear", is written over the word "Sincerely,".

David W. Wear
City Manager, Pigeon Forge
dwear@cityofpigeonforgetn.gov
865-429-7311



West Side Apartments

MAUSTON, WI

Completed in 2024, this modern development features three thoughtfully designed buildings offering a mix of one-bedroom, one-bath, and two-bedroom, two-bath units. Created with affordability in mind, the project includes Section 8 housing availability and is situated in a quiet, residential neighborhood. Residents enjoy private entries, controlled-access doors, and enhanced security with on-site surveillance cameras, ensuring both comfort and peace of mind.



53,130 SF

Project Size



48 Units

With Four Floorplans



12 Months

Total Project Length

SERVICES PROVIDED:

Pre-Construction, Construction Management

Self-Performed Trades





January 6, 2026

To Whom It May Concern,

I am pleased to write this letter of recommendation on behalf of Holtz Builders, Inc., a valued partner in the development of several multi-family housing projects within the City of Mauston.

Over the past two decades, Holtz Builders has contributed significantly to our community, most recently completing the West Side Apartments at 702 Loomis Drive (2023-2024). Throughout the planning, permitting, and construction phases of this project, as well as previous developments such as Oak Ridge Apartments (2002-2003) and Stonefield Apartments (2006-2007), Holtz Builders has consistently demonstrated professionalism, responsiveness, and a strong commitment to collaboration with City staff, residents, and stakeholders.

Our experience working with Holtz Builders has been overwhelmingly positive. The Holtz team has shown exceptional ability in meeting project schedules, maintaining safe and orderly job sites, and minimizing disruption to the surrounding community. They have been diligent in adhering to City requirements and inspections, and have promptly addressed any issues or concerns as they arose, ensuring compliance and smooth progress at every stage.

Holtz Builders is in good standing with the City of Mauston. We consider them a trusted partner and appreciate their dedication to quality construction and community engagement.

Please feel free to contact my office if you require further information or details regarding our experiences with Holtz Builders.

Sincerely,

Daron J. Haugh, MBA
City Administrator
City of Mauston
dhaugh@mauston.com
608-747-2704



Pine Creek Apartments

LAKE DELTON, WI

This contemporary apartment complex is situated in a prime location in Wisconsin Dells. The project comprises two 16-unit buildings and one four-plex, each featuring attached double-car garages. The 16-unit buildings offer a selection of one, two, and three-bedroom condominium-style apartments, each with private entrances, in-floor heating, laundry facilities, and patio spaces. Residents can also benefit from ample off-street parking within this secure and private setting.



34,600 SF

Project Size



36 Units

Two Buildings, One Fourplex



7 Months

Total Project Length

SERVICES PROVIDED:

*Pre-Construction, Construction Management
Self-Performed Trades*



Kay Mackesey
PO Box 406
Lake Delton, WI 53940
608-279-8078

To whom it may concern

I am writing this Letter of Recommendation for Holtz Builders as the retired Clerk-Treasurer-Coordinator for the Village of Lake Delton serving for 60+ years. I was active at the time that Tom Holtz began contracting projects in the Village of Lake Delton. There were many; Condos, Apartments, Amusements, and various Business Establishments.

The Village partnered with Holtz Builders in the construction of a housing complex for J1 students who are employed throughout the area during the busy summer tourist season.

I would highly recommend Holtz Builders for work on your project, as they are kind, cooperative, understanding, trustworthy and dependable. Their finished projects are always first-class.

Dated: December 22, 2025


Kay Mackesey

Progressive Apartments

LAKE DELTON, WI

Progressive Apartments is a thoughtfully designed multi-family community offering residents both comfort and convenience. The complex features a variety of unit floor plans, a dedicated property management office, off-street parking, and easy access to I-90 and I-94, making it an ideal location for daily living and commuting. Designed to serve a diverse resident population from individuals to families representing many cultures, the community prioritizes safety with controlled access doors and security cameras throughout. Added conveniences such as an internal mailbox system enhance the overall resident experience, creating a welcoming, secure, and well-connected place to call home.

Recognition Meets Craftsmanship

“ I wholeheartedly endorse Holtz Builders and recognize their outstanding craftsmanship, expertise, and unwavering commitment to delivering superior results. ”

- Andy Waterman, Co-Owner



63,000 SF

Project Size



64 Units

With Six Unique Floorplans



10 Months

Total Project Length

SERVICES PROVIDED:

*Pre-Construction, Construction Management
Self-Performed Trades*



Main Street Apartments

HAYDEN, CO

This apartment complex provides ideal housing for Steamboat workers and transient skiing and hiking guests, just 25 miles west of Steamboat and a five-minute drive from the nearest airport. Designed with a high-mountain theme, the buildings feature glulam timbers, composite and metal siding, and stone accents. The ground level includes four commercial tenant spaces, supporting local businesses in the community. This development supports the local housing demand with accessible, high-quality housing.



180,000 SF

Total Project Size



110 Units

Total of 5 Buildings



Retail Space

Complex First Floor

SERVICES PROVIDED:

Construction Management, Self-Performed Trades





Engineered for Guests. Focused on Experience.



Multi-Family



Proven expertise in building and renovating multi-family housing communities designed to support the way people live today. From apartment complexes to large-scale residential developments, our team specializes in well-coordinated construction solutions focused on quality craftsmanship, efficient schedules, and long-term performance. Whether it's a new development or a strategic renovation, we create housing that enhances resident satisfaction and supports long-term performance.



Awards & Recognition

ABC Projects of Distinction 54

ABC National Eagle Awards 11



Built to Last
Built with Pride
Built by Holtz

101 Miller Drive, PO Box 429, Lake Delton, WI 53940

+1 (608) 253-0990

info@holtzbuilders.com



@HoltzBuilders

HONESTY. TRANSPARENCY. INTEGRITY

HOLTZBUILDERS.COM