



MID-AMERICA®

3511 SOUTH 27TH STREET | MILWAUKEE, WI 53221

TABLE OF CONTENTS

INVESTMENT OVERVIEW.....	3
RETAIL TRADE AREA.....	6
LEASE / FINANCIAL SUMMARY.....	9
TENANT OVERVIEW.....	12
MARKET OVERVIEW & ANALYSIS.....	14
LEGAL DISCLAIMER.....	20

For more information, contact:

WES KOONTZ

Mid-America Real Estate Corp.
SVP, Net Lease Director
Direct: 630.954.7395
WKoontz@MidAmericaGrp.com

DAN ROSENFELD

Mid-America Real Estate – Wisconsin, LLC
Principal
Direct: 414.390.1402
DRosenfeld@MidAmericaGrp.com

INVESTMENT OVERVIEW





INVESTMENT OVERVIEW

SUBJECT OFFERING

Mid-America Real Estate Corporation, in cooperation with Mid-America Real Estate – Wisconsin, LLC, is pleased to present Panera located at 3511 South 27th Street in Milwaukee, Wisconsin. The subject offering is comprised of a 4,300 square foot retail building with a drive thru. Panera is subject to a 15-year corporate lease with 10% increases every 5 years throughout the primary term and option periods. The property is located approximately 4 miles south of downtown Milwaukee in a prime retail corridor anchored by the Aurora St. Luke's Medical Center, a world renowned 931-bed hospital. There are 382,000 residents within 5 miles of the site that have an average household income of \$63,000. The asset's outparcel location in a prime retail corridor with excellent traffic exposure and demographics, combined with desirable rent increases, make it an excellent net lease investment opportunity.

PROPERTY DETAILS

Price: \$3,550,000

Lease Type: Corporate

Square Footage: 4,300 SF

Cap Rate: 4.60%

Term: 15 Years

Year Built: 2020

Annual Rent: \$163,400

Rental Increases: 10% / 5



INVESTMENT FEATURES

LONG-TERM CORPORATE LEASE WITH DESIRABLE INCREASES

In 2020, Panera signed a 15-year lease for this site. There are strong 10% rental increases every 5 years throughout the primary term and in each 5-year option period. This lease structure serves to increase the average yield of the investment during the primary term and options terms, while hedging against inflation. Panera Bread is the leading national bakery-café concept that has grown into an enterprise with more than 2,000 bakery-cafes, 100,000 associates and annual systemwide sales of over \$5 billion. On July 18, 2017, Panera was acquired by JAB Holding Company, ending its 26-year run as a public company on a very high note. JAB Holding Company is a privately held German conglomerate that has a solid investment grade credit rating of “A-” by S&P.

NEWLY CONSTRUCTED BUILDING ON OUTLOT PARCEL W/ DRIVE-THRU

The building is situated on an out parcel and was newly constructed to Panera’s latest café prototype and specifications, including a drive-thru. The drive-thru allows this Panera location to accommodate a high volume of vehicles without impeding any of the access points. Furthermore, the building has a transferable 20-year roof warranty.

CLOSE PROXIMITY TO AURORA ST. LUKE’S MEDICAL CENTER

The property is strategically located half a mile south of the Aurora St Luke’s Medical Center. The world-renowned hospital has 931 beds, 3,000+ employees, and generates \$6,154,000,000 in annual revenue. St Luke’s Medical Center is the largest hospital in Wisconsin and the only hospital in Wisconsin with a 24/7 on-site heart-care team. The hospital specializes in cardiac care, cancer care, organ transplants services and neurological care. The hospital will provide a strong and stable customer base for this Panera.

DENSE SURROUNDING POPULATION BASE WITH STRONG HOUSEHOLD INCOMES

There are more than 196,000 residents with an average household income exceeding \$58,000 within 3 miles of site. Stretching further out to five miles, those numbers swell to 382,000 people with an average household income of \$63,000. These attractive demographics make the property well poised to hold long term value for Panera and many other potential future users.

NEAR SIGNALIZED CORNER, EXCELLENT TRAFFIC, ACCESS & VISIBILITY

Panera is situated just off the signalized corner of South 27th Street and West Morgan Avenue. This intersection is heavily trafficked with more than nearly 47,000 vehicles passing through daily. The site is situated between two signalized intersections providing excellent visibility to customers traveling north and south on South 27th Street, the main thoroughfare through this busy retail corridor. Panera can capture customers traveling downtown from the surrounding residential communities and its frontage along South 27th Street makes it easily accessible to all traffic visiting surrounding retailers. Furthermore, there are multiple access points that allow customers to conveniently access the property from all directions.

DESIRABLE LOCATION IN A STRONG RETAIL TRADE CORRIDOR

The site is in the heart of the retail corridor as an outlot to a Ross, Marshalls and Michael’s anchored shopping center. The trade area is home to countless national and regional retailers such as Walmart, Pick ‘n Save, Kohl’s, Marcus Cinemas, Office Depot, Walgreens, Famous Footwear, and Planet Fitness. The strong mix of national retailers pulls from a dense population base providing Panera with a plethora of customers

RETAIL TRADE AREA



LAKE MICHIGAN



SITE AERIAL



LEASE / FINANCIAL SUMMARY





LEASE ABSTRACT

Tenant: Panera, LLC

Address: [3511 S 27th St, Milwaukee, WI](#)

Lease Type: NN

Term: 15 Years

Options: Three (3) – Five (5) Year Options

Year Built: 2020

Building Size: 4,300 SF

Land Area: 0.72 Acres

Annual Rent: \$163,400

Monthly Rent: \$13,617

Rental Increases: 10% increases every 5 years

Tenant's Proportionate Share: 1.98%

Taxes: Tenant pays proportionate share to Landlord

Utilities: Tenant pays directly

Tenant Insurance: Tenant maintains insurance

Landlord Insurance*: Landlord maintains insurance and is reimbursed by Tenant

Estoppel: Within twenty (21) days after notice

CAM*: Tenant shall pay Landlord in advance Landlord's estimate of Tenant's Proportionate Share of Common Area Expenses in twelve (12) equal installments with the monthly installment of Annual Basic Rental, and an administrative charge not to exceed an annual rate of five percent (5%) of Tenant's Proportionate Share of Common Area Expenses, excluding any insurance premiums and taxes.

Landlord Responsibilities*: Landlord's sole repair obligations with respect to the Premises and the Center are, at its expense, (i) to keep in good order, condition and repair all Common Areas, common utility systems, Center service equipment located outside of or not exclusively serving the Premises including, without limitation, lighting for the parking areas of the Center, the load-bearing walls, structural columns, structural floor and structural ceiling of the Center, the storefront (excluding, however, all doors, door frames, windows and glass, repairs to which are the responsibility of each tenant) and the roof over the Center

Tenant Responsibilities: Tenant will keep the interior of the Premises, together with all HVAC, electrical, plumbing and other mechanical systems located within, and exclusively serving the Premises and all plate glass and other windows, in good order, condition and repair and will make all replacements thereto from time to time required at its expense.

*Shopping Center Landlord will operate and maintain or will cause to be operated and maintained the Common Areas in a first-class, clean and safe condition



FINANCIAL SUMMARY

PRICE

\$3,550,000

CAP RATE

4.60%

YEARS	ANNUAL BASE RENT	MONTHLY RENT	YIELD	RENTAL INCREASE
1-5	\$163,400	\$13,617	4.60%	-
6-10	\$179,740	\$14,978	5.06%	10%
11-15	\$197,714	\$16,476	5.57%	10%
Average Yield Throughout Primary Term			5.08%	
OPTION 1				
16-20	\$217,485	\$18,124	6.13%	10%
OPTION 2				
21-25	\$239,252	\$19,938	6.74%	10%
OPTION 3				
26-30	\$263,177	\$21,931	7.41%	10%
Average Yield Throughout Option Periods			6.76%	

TENANT OVERVIEW





TENANT OVERVIEW

Panera Bread Company is a national bakery-cafe concept with company-owned and franchise-operated bakery-cafe locations in 46 states, the District of Columbia, and Ontario, Canada. Its headquarters are in Sunset Hills, Missouri, a suburb of St. Louis. In the 1980's founder Ron Shaich merged his cookie store with a bakery, creating A Bon Pain Co. Inc. Thirty-five years and several transformations later, Panera has grown into an enterprise with more than 2,000 bakery-cafes, 100,000 associates and annual systemwide sales of over \$5 billion. Panera offers a wide array of pastries and baked goods, such as croissants, bagels, cookies, scones, muffins and brownies. These, along with Panera's artisan breads, are typically baked before dawn every day by an on-staff baker. Aside from the bakery section, Panera has a regular menu for dine-in or takeout including: sandwiches, paninis, pastas, soups, flatbreads, salads, side choices, Panera Kids, fruit smoothies, frozen drinks, iced drinks, coffee, tea, and lemonade, espresso drinks, lattes, and hot chocolate. In January 2017, Panera achieved their goal: food without preservatives, sweeteners, flavors or colors from artificial sources.

JAB HOLDING COMPANY

On July 18, 2017, Panera was acquired by JAB Holding Company, ending its 26-year run as a public company on a very high note. JAB Holding Company is a privately held German conglomerate focused on long term investments in companies with premium brands, attractive growth and strong cash flow. JAB has a solid investment grade credit rating of "A-" by S&P. Panera was the best-performing restaurant stock of the prior 20 years, delivering a total shareholding return up 86-fold from July 18, 1997 to July 18, 2017. Panera's partnership with JAB will allow them to continue making the long-term decisions that will lead to a very bright future for all stakeholders.



MARKET OVERVIEW & ANALYSIS



MARKET OVERVIEW



MILWAUKEE OVERVIEW

The Milwaukee metropolitan area is located in southeastern Wisconsin on the western shore of Lake Michigan, approximately 90 miles north of Chicago. Metro Milwaukee is the 39th largest metropolitan area in the nation with a population of 1,751,316, and comprises nearly one-third of the State of Wisconsin's entire population. The city of Milwaukee covers 96 square miles and is the 28th largest city in the United States, with a population of 594,833 people. Metro Milwaukee is a center for higher education, manufacturing, and cultural institutions. Milwaukee is located within 600 miles of one-third of the nation's manufacturing volume and has access to water, rail, and air transportation. The metro Milwaukee area is also accessible by 161 miles of expressways. Interstate 94 approaches Milwaukee from Chicago to the south and runs along the east side of the city, before turning west and heading towards Madison. Interstate 43 runs into Milwaukee from Beloit to the southwest and then continues north along the eastern coastline of Wisconsin to Green Bay. Together with Interstate 894, Interstates 94 and 43 form a box around the center of Milwaukee County. State Routes 18, 41, and 45 also provide convenient access to points within the metro Milwaukee area and throughout the state.

ECONOMIC CENTER

Milwaukee is the home to the international headquarters of 6 Fortune 500 companies: Johnson Controls, Northwestern Mutual, Manpowergroup Inc., Rockwell Automation, Harley-Davidson, Inc. and Joy Global. The Milwaukee metropolitan area ranks fifth in the United States in terms of the number of Fortune 500 company headquarters as a share of the population. Milwaukee also has a large number of financial service firms, particularly those specializing in mutual funds and transaction processing systems, and a number of publishing and printing companies. Service and managerial jobs are the fastest-growing segments of the Milwaukee economy, and health care provides 27% the jobs in the city. Because of its easy access to Lake Michigan and other waterways, Milwaukee's Menomonee Valley has historically been home to manufacturing, stockyards, rendering plants, shipping, and other heavy industry. Top employers in Milwaukee are as follows:

Company	Sector	Location	Employees
Aurora Health Care	Health care system	Milwaukee	25,700
Ascension Wisconsin	Health care system	Milwaukee	14,500
Froedtert Health	Health care services	Wauwatosa	9,700
Kroger Co./Roundy's	Food distributor & retailer	Milwaukee	8,300
Kohl's Corp.	Department stores	Menomonee Falls	7,800
Quad/Graphics Inc.	Commercial printer	Sussex	6,800
GE Healthcare Technologies	Medical imaging & information systems	Waukesha	6,000
Medical College of Wisconsin	Medical school	Wauwatosa	5,500
Northwestern Mutual	Life insurance & investment services	Milwaukee	5,000
ProHealth Care Inc.	Health care system	Waukesha	4,800
Children's Hospital of Wisconsin	Pediatric health care services	Wauwatosa	4,500
WEC Energy Group	Electric & natural gas utility	Milwaukee	4,300
Goodwill Industries of SE Wis.	Training, packaging & assembly services	Milwaukee	4,000
AT&T Wisconsin	Telecommunication services	Milwaukee	3,500
US Bank	Banking & financial services	Milwaukee	3,500
BMO Harris Bank	Banking & financial services	Milwaukee	3,400
Marcus Corp.	Movie theaters & hotel operator	Milwaukee	3,400
Johnson Controls	Control systems, batteries & auto interiors	Glendale	3,000
Rockwell Automation	Industrial automation products & systems	Milwaukee	3,000
FIS	Financial data processing systems	Milwaukee	2,900

CULTURE

A strong downtown is essential to the economic health of both the city of Milwaukee and the southeastern Wisconsin region. Recent development activity in the residential sector, particularly near the Milwaukee River, has increased population density and brought new vibrancy to downtown. The opportunities available for continued downtown development include the creation of a streetcar line, the new Milwaukee Bucks arena and entertainment district, improvements at the Milwaukee lakefront, and new visions for the west end of downtown near MacArthur Square and the long vacant property at Fourth Street and Wisconsin Avenue.

The Milwaukee Bucks are currently in the process of developing a new multipurpose arena and sports and entertainment district. This area, between Fourth Street and Sixth Street, will include an ambitious new development of sports, entertainment, residential, retail, and office use. The district will serve as the premiere destination for visitors and residents looking for an unforgettable experience in downtown Milwaukee. The arena broke ground in June of 2016 and celebrated its grand opening August 2018. The Bucks are projecting a \$1 billion investment in the new arena and related developments over the next 10 years. The Milwaukee Yacht Club, located just east of Brady Place, offers a variety of annual events and courses, further driving traffic to the neighborhood. Milwaukee is home to two airports, General Mitchell International Airport on the southern edge of the city, and the smaller Timmerman Field on the north side. Mitchell is served by 8 airlines, which offer roughly 240 daily departures and 245 daily arrivals. Approximately 35 cities are served nonstop or direct from Mitchell International. It is the largest airport in Wisconsin and the 34th largest in the nation. Milwaukee's mass transit needs are served primarily by the Milwaukee County Transit System (MCTS), which has more than 50 routes. The mass transit system places nearly 90% of the county's residents within one-quarter mile of bus service. Often ranked among the nation's best transit systems, the MCTS provides 44 million passenger trips annually. Milwaukee has historically been a hub for rail traffic. Amtrak serves as a vital link to Chicago and provides passenger rail service to all parts of the United States and Canada from its downtown Milwaukee terminal.

Milwaukee attracts millions of tourists each year to its many festivals, parades, museums, and zoo. In addition, recreational opportunities are provided by 33 square miles of inland water, 49 miles of Great Lakes coastline, 240 miles of designated bikeways, 64 public and private golf courses, and 140 county parks with over 14,000 acres. The summer festival season runs from Memorial Day through Labor Day. Although the city may be best known for Summerfest and the Great Circus Parade, the Wisconsin State Fair remains the most popular tourist attraction, with more than 900,000 people visiting the Wisconsin State Fair Grounds in suburban West Allis each year.



DEMOGRAPHIC OVERVIEW

Population	1 Mile	3 Miles	5 Miles
2020 Population	18,794	196,727	381,590
2025 Projected Population	18,684	195,720	383,506
Workplace Establishments	438	3,919	12,308
Households	1 Mile	3 Miles	5 Miles
2020 Households	7,634	72,616	154,213
2025 Projected Households	7,537	72,045	155,085
Persons per Household	2.41	2.68	2.40
Income	1 Mile	3 Miles	5 Miles
Average Household Income	\$59,880	\$58,520	\$62,511
Median Household Income	\$46,488	\$46,072	\$47,752
Per Capita Income	\$23,920	\$21,640	\$25,356

DEMOGRAPHIC PROFILE WITHIN 5-MILE RADIUS:



POPULATION
381,590



HOUSEHOLDS
154,213



AVERAGE HH INCOME
\$62,511

LEGAL DISCLAIMER





LEGAL DISCLAIMER

The Offering Memorandum (“The Memorandum”) is intended solely for the limited use of The Potential Purchaser in considering whether to pursue negotiations to acquire 3511 S 27th St, Milwaukee, Wisconsin, 53221 (“The Property”). The Memorandum, prepared by Mid-America Real Estate Corporation, in cooperation with Mid-America Real Estate-Wisconsin, LLC. (Hereinafter collectively referred to as “MAREC”), contains brief, selected information pertaining to the operation of The Property and Owner does not purport to be all-inclusive or to contain all the information, which The Potential Purchaser may desire. The Memorandum will be delivered with the understanding that The Potential Purchaser will conduct its own analysis and investigation of The Property, independently and without reliance upon The Owner, MAREC or The Memorandum and based on such documents, information and other matters as The Potential Purchaser, in its sole discretion, deems appropriate in evaluating a purchase of The Property. In furnishing The Memorandum, MAREC and/or The Owner reserve(s) the right to request the return of The Memorandum (including all copies or partial copies), or any other information provided, at any time. Neither The Owner nor MAREC or any of their officers, employees or agents make any representation or warranty, expressed or implied, as to the accuracy or completeness of The Memorandum or any oral or written communication transmitted from MAREC and/or The Owner to The Potential Purchaser and no legal liability is assumed or to be implied with respect thereto. By accepting The Memorandum, The Potential Purchaser agrees that The Memorandum’s contents and any other information pertaining to The Property and provided to The Potential Purchaser are confidential and proprietary; that The Memorandum and the information contained therein or provided is the property of The Owner and/or MAREC, that it will hold and treat The Memorandum and information provided in the strictest of confidence; that it will not, directly or indirectly, disclose or permit anyone else to disclose The Memorandum’s contents without prior written authorization; and, that it will not use or permit to be used The Memorandum or The Memorandum’s contents in any fashion or manner detrimental to the interest of The Owner and/or MAREC or in violation of the obligation to maintain such information and The Memorandum in strict confidence. However, The Potential Purchaser may disclose such confidential information to its employees, auditors, financial advisors, directors and/or counsel to whom it is reasonably necessary for purposes of evaluating The Property provided such disclosure is made pursuant to this agreement, all reasonable precautions are taken to safeguard the information and parties are informed of the need to maintain the information as confidential. The Potential Purchaser agrees that photocopying or other duplication of information provided by The Owner and/or MAREC is strictly prohibited. The Owner expressly reserves the right, at its sole discretion, to reject any or all proposals or expressions of interest in The Property and to commence, participate in, or terminate discussions with any party at any time with or without notice. The Potential Purchaser acknowledges that The Owner has no obligation to discuss or agree to the sale of The Property. Notwithstanding that The Potential Purchaser and The Owner may reach one or more oral understandings or agreements on one or more issues that are being discussed, neither party shall be bound by any oral agreement of any kind and no rights, claims, obligations or liabilities of any kind, either express or implied, shall arise or exist in favor of or be binding upon either party except to the extent expressly set forth in a written agreement signed by both parties. The Memorandum shall not be deemed a representation of the state of affairs of The Property nor constitute an indication that there has been no change in the business or affairs of The Property since the date of its preparation. The Potential Purchaser agrees not to contact the tenants, leasing MARECs or property management staff of The Property in connection with its review of The Property. Any and all questions related to The Memorandum or The Property must be directed to MAREC. In the event The Potential Purchaser decides not to pursue the acquisition of The Property, The Potential Purchaser agrees to return The Memorandum and all copies (including partial copies) to the appropriate representative of MAREC.



LEGAL DISCLAIMER

Representation The Potential Purchaser understands and agrees that MAREC is not representing The Potential Purchaser in this Proposed Sale. MAREC is only representing The Owner in this Proposed Sale.

Americans with Disabilities Act The United States Congress has enacted the Americans With Disabilities Act. Among other things, this act is intended to make business establishments equally accessible to persons with a variety of disabilities. As such, modifications to real property may be required. State and local laws also may mandate changes. Neither The Owner nor MAREC is qualified to advise The Potential Purchaser as to what, if any, changes may be required now, or in the future. The Potential Purchaser should consult the attorneys and qualified design professionals of its choice for information regarding these matters. Neither The Owner nor MAREC can determine which attorneys or design professionals have the appropriate expertise in this area.

Hazardous Materials Disclosure Various construction materials may contain items that have been or may in the future be determined to be hazardous (toxic) or undesirable and as such may need to be specifically treated, handled or removed. Due to prior or current uses of The Property or the area, there may be hazardous or undesirable metals, minerals, chemicals, hydrocarbons or biological or radioactive items (including electric and magnetic fields) in soils, water, building components, above or below-ground containers or elsewhere in areas that may or may not be accessible or noticeable. Such items may leak or otherwise be released. Neither The Owner nor MAREC has expertise in the detection or correction of hazardous or undesirable items. Expert inspections are necessary. Current or future laws may require clean up by past, present and/or future owners and/ or operators. It is the responsibility of The Potential Purchaser to retain qualified experts to detect and correct such matters.

Remedies If there is a breach or threatened breach of any provision of these Conditions of Offering, The Owner and/or MAREC shall be entitled to seek redress by court proceedings in the form of an injunction restraining The Potential Purchaser without the necessity of showing any actual damages or that monetary damages would not afford an adequate remedy and/or a decree for specific performance without any bond or other security being required. Nothing herein shall be construed as prohibiting The Owner and/or MAREC from pursuing any other remedies at law or in equity, which it may have. If The Owner and/or MAREC is involved in a court proceeding to enforce the covenants contained in these Conditions of Offering and The Owner and/or MAREC prevails in such litigation, The Potential Purchaser shall be liable for the payment of The Owner and/or MAREC's reasonable attorneys' fees, court costs and ancillary expenses together with such other and further relief as available under any applicable statute.

This information has been secured from sources we believe to be reliable, but we make no representations or warranties, expressed or implied, as to the accuracy of the information. References to square footage or age are approximate. Buyer must verify the information and bears all risk for any inaccuracies.

For further information contact the owner's exclusive representatives:

WES KOONTZ

Mid-America Real Estate Corp.
SVP, Net Lease Director
Direct: 630.954.7395
WKoontz@MidAmericaGrp.com



The Wrigley Building
410 North Michigan Avenue, Suite 1100
Chicago, IL 60611

www.MidAmericaGrp.com

DAN ROSENFELD

Mid-America Real Estate – Wisconsin, LLC
Principal
Direct: 414.390.1402
DRosenfeld@MidAmericaGrp.com



600 North Plankton Avenue, Suite 301
Milwaukee, WI 53203