



## Office of the Mayor

Paul R. Soglin, Mayor

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January 25, 2012

David R. Lumley  
CEO  
Spectrum Brands  
601 Rayovac Drive  
Madison, WI 53711

Dear Mr. Lumley,

While I appreciated that your consultants informed the City of Madison of your search process and confidential outreach to area developers to solicit proposals for the siting of your corporate headquarters, I am extremely disappointed that the City was not able to submit our own proposals directly to you. The City respected your confidentiality request by refraining from contacting Madison developers and property owners. Your process, however, prevented us from more aggressively showcasing Madison sites. Had we had this opportunity, I'm confident we could have worked with you to develop a site with a lower cost bottom line to your shareholders and a greener, more sustainable alternative.

Spectrum Brands is a storied Madison company. Its predecessor, the French Battery Company was founded here in 1906 and Madison has tried to be a good partner ever since. Madison was pleased to work with you in 1984 to provide over \$2 million in TIF assistance for your current headquarters and to rename your street Rayovac Drive. We would welcome the opportunity to continue your legacy within the City.

There are Madison sites beyond your current headquarters. I am sure your consultant informed you that there can be incentive packages that would have provided you with attractive alternatives. I urge you to consider the following parcels in the City of Madison. These are just three options that can meet your cost and environmental concerns:

1. 2921 Landmark Place (Mortenson Investment Group) – Located on the beltline near Todd Drive, this 6.5 acre site boasts spectacular views of downtown and the Capitol. The site is in an existing Tax Increment District (TID #35) and is well served by Madison Metro Transit. The most recent commercial development in this District is the successful Arbor Gate complex.
2. Silicon Prairie (Welton Enterprises) – Located at the intersection of Mineral Point Road and South Point Road, Silicon Prairie has over 100 acres available for sale, lease, and build-to-

suit. It is proximate to your current location and the beltline and is home to the corporate headquarters of Full Compass Systems.

3. Union Corners (City of Madison) – A historic Rayovac property, this 11 acre site is in the heart of our East side and was home to the former French Battery Company. The City of Madison currently owns this property and has created TID #37 to facilitate its redevelopment. It is situated in close proximity to the City's Capitol East District within which Shopbop recently chose to locate its corporate headquarters. The site has excellent public transit service, is located on East Washington Avenue, one of the City's major transportation and gateway corridors, with excellent access to State Highways 30, 113 and 151 and Interstate Highways 90 and 94. It is within easy access of the Capitol and the Dane County Regional Airport.

Two of these properties are in existing Tax Increment Districts and I am open to discussing creating a new Tax Increment District for Spectrum Brands. I am confident we can assemble a competitive assistance package, including a competitive TIF offer.

The city of Madison is committed to being a good partner and I hope we can discuss this issue further.

Sincerely,



Paul R. Soglin  
Mayor