

VILLAGE OF COTTAGE GROVE  
SITE PLAN REVIEW APPLICATION

APPLICANT: Avid Real Estate LLC

APPLICANT ADDRESS: 2501 Parmenter St. Suite 200A

Middleton WI, 53562

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LOCATION OF SITE:


Lot 1 CSM No. 15197

PROPOSED USE OF SITE/BRIEF DESCRIPTION OF SITE:

Construct new 26,000 SF Industrial Building housing multiple companies under one umbrella. The building will have Offices, Warehouse and Printing facilities as well as a small showroom store. Expected employee count day one is 20 – 25 with expected growth to 40 total. Expected customer traffic is between 5 – 10 per day and will vary in time of day and duration of visit. Hours of operation will be normal business hours between 7am and 5pm. No deliveries or shipping are expected outside of these hours.

See following sheets company overview for more information on company entities as well as plans for consideration

4-28-2021  
Date

  
Applicant Signature

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**For office use only:**

Date Received:  
Planning Commission Meeting Date:



# Company Overview



5315 VOGES RD  
MADISON, WI 53718

Established 4/2020

# ***Local Friends Come Together to Start Company***

Brock Ryan, CEO of AVID Risk Solutions and Jeff Handlen, a former Vice-President at Riddell in February of 2020 came together with an idea to start a group of companies that can help pivot from each other and exist in today's marketplace.

After doing some research (pre-Covid-19) on killing bacteria that cause MRSA, strep, influenza, C.Diff, and viruses on sports equipment, Ryan, through one of his insurance clients, would come across a water-based product that disinfects and protects against bacteria and most viruses for up to 90 days. The product called BIOPROTECT, is sold by a company called Via Clean out of Philadelphia, PA. The opportunity to become a distributor was too great for Handlen and Ryan to pass up and 2 more partners were added to form biodome, LLC. Jeff Bernstein, an associate of Ryan's, who currently owns numerous CarX Auto Stores had been very interested while speaking with Ryan several times regarding the Bioprotect product and was eager to be involved. As was Ben Shortreed, who has been Ryan's partner at AVID Risk Solutions for many years. The gentlemen committed to a Bioprotect distributorship. This would be the first business to get up and running.

As biodome, LLC got off the ground, the partners came across some office and warehouse space and from that another opportunity was offered up to them. Rob O'Loughlin was in his last month of owning the company he founded, Laser Link Golf that was soon to be sold to a group in California. O'Loughlin was also famous for inventing Softspike and the rangefinder which changed the rules of golf in a very positive way over the years. Laser Link Golf is "The Original" range finder in golf. O'Loughlin pulled his initial deal and offered it up to biodome, LLC and the partners thought this was a great opportunity and came to an agreement to purchase the Laser Link Golf brand and keep it right here in Madison and O'Loughlin accepted.

## **COMPANY SUMMARY**

Biodome and LLG are functioning currently, and both Connex and Perx have started working on websites and marketing materials. Handlen's no compete is up in July and BRANDtek can begin selling apparel to Youth Associations, High Schools, Colleges and Corporate Accounts.

6/2020



11/2020



4/2020



4/2021



8/2021



Timeline

# Meet the Team

## The Founders of the Company

Brock Ryan – CEO

Jeff Bernstein – President of biodome

Jeff Handlen – President of Laser Link Golf & BRANDtek

Ben Shortreed – Partner

## The Team

Bobbi Kittleson – Controller

John Handlen – VP of Operations

Abby Edwards – Sales Manager

Scott Kasper – Web Admin

Kendria Moren – Graphic Artist

Billy Henry – IT / Programmer

Allison Darling – Brand Mgr

Nick Krull – Warehouse / Shipping

Kim Noe – Connex Sales Director

Drew Farrell – Sales

Improving people's lives through a multitude of services, products and support.

Connecting with our customers through creative, yet simple programs and platforms that will endure those improvements for years to come.

## MISSION

## Vision

Taking on the opposition in all lanes by doing things simpler and smarter yet being creative and innovative in everything we set out to accomplish. Always striving to DO BETTER.

Don't be afraid to fail. Shooters shoot. Utilize the people and sources around you. Stay together. Stay committed. Be strong. FINISH.

## WE WILL BE:

- ✓ Leaders.
- ✓ Unselfish.
- ✓ Simple.
- ✓ Smart.
- ✓ Creative.
- ✓ Accountable.
- ✓ Bold.
- ✓ Competitive.
- ✓ Passionate.
- ✓ Dynamic.
- ✓ Focused.
- ✓ Innovative.
- ✓ Determined.
- ✓ **TOGETHER.**

## Values

## ***Local Company – Local Values***

As a local company, we understand the values that communities such as Cottage Grove is looking for. Being a good steward to the people we serve, our vision is broad in that we seek out opportunities to help others. Not for profits, local chambers, schools, and civic groups; if there is an opportunity to assist, we'll do our part.

Cottage Grove is attractive to our companies for numerous reasons:

- Up & coming business park that has attracted some strong businesses such as Summit Credit Union, Madison Window Cleaning, Stihl, Atlantis Valley Foods, Culvers, Kwik Trip and more!
- Proximity from interstate 90/94 and interstate 94.
- Convenience and amenities of the greater Madison area with the independence and friendliness of a small town.

Our growth to this community will involve 20-25 employees on day one with an 18-month plan to reach 40 employees in the Cottage Grove.

**COTTAGE GROVE**