



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, October 17, 2023 at 7:00 AM

The Waupun Business Improvement District will meet In-person, virtual, and teleconference. Instructions to join the meeting are provided below:

Virtual: <https://us02web.zoom.us/j/83626747403?pwd=eTM3V2RtMjJyRDRxYTQ5TXpZdnFJZz09>

Meeting ID: 836 2674 7403

Passcode: 857325

Phone: 312 626 6799 US (Chicago)

CALL TO ORDER

ROLL CALL OF MEMBERS

CONSENT AGENDA

- [1.](#) Approve September 19, 2023 Minutes for BID
- [2.](#) Approve September 2023 BID Financials

ACTION / DISCUSSION ITEMS:

- [3.](#) Review Outstanding Applications
- [4.](#) Discuss and Approve the 2024 BID Operating Plan and Assessment Rate
5. Administrator Update

ADVANCED PLANNING:

ADJOURNMENT

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact the City Clerk at 920-324-7915.



MINUTES
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, September 19, 2023 at 7:00 AM

Meeting called to order by Chairperson Krista Bishop at 7 a.m.

Roll call taken. Member present: Gary DeJager, Rich Matravers, Craig Much, Jodi Mallas, Tyler Schulz, and Krista Bishop, Mitch Greenfield, Teresa Ruch and Kate Bresser. Also present Mayor Bishop, Administrator Schlieve, Assistant Administrator Langenfeld, John Karsten, Mike Berndt (online), Forsell Gappa, and Cal Gappa.

Motion Schulz, second Much to approve minutes from August 15, 2023 BID Meeting. Carried unanimously.

Motion Schulz, second Matravers to approve August BID Financials. Carried unanimously.

Outstanding applications are reviewed. Administrator Schlieve notes that WASD lost a teacher that ran the Warrior Fabrication and that has delayed signage for some people. Extensions are granted for Wind & Unwined, Broken Threads, K's Boutique and Jud-son's applications through October 31, 2023.

Before new applications are presented Administrator Schlieve notes that the budget will be amended in the future to transfer some of the marketing funds to an economic development fund within the city budget due to broader focus of one of the marketing efforts beyond BID boundaries. Schlieve indicates that this move will then open up funds to provide funding for applications being presented.

John Karsten is present and presents information on his proposed project at 4 Fond du Lac St. Karsten notes that the back of his building is in need of repairs and he presents a resurfacing proposal. Motion Matravers, second Bresser to approve the application for a matching grant capped at \$2,000 as presented. Carries unanimously.

Mike Berndt is present online. Berndt previously submitted a BID application for signage but decision on the application was delayed due to lack of a formal quote to accompany the request and that has not been rectified. Motion Schulz, second Mallas to approve request for a 50% matching grant in the amount of \$487 as presented. Carries unanimously.

Administrator Schlieve notes that the application for Firefly Gifts is tabled until additional information on quotes is obtained. No action taken.

Cal and Forsell Gappa are present to overview their project at 16 S Madison St. The Gappa's recently acquired the former Masonic Lodge and are working on revitalizing the store fronts and addressing some long-standing maintenance needs with the building. The first phase calls for replacing the boiler and addressing tuckpointing needs on the south side of the building. Motion DeJager, second Schulz to approve a 50% matching grant capped at \$2,000.

The group discusses increase the BID assessment rate. Krista Bishop indicates that it is her belief that the rate should increase given that costs continue to climb and the rate has never been adjusted. Administrator Schlieve notes that BIDS are governed under Wis. Stat. To change the assessment, the BID Board must determine an amount to increase by, approve that amount and recommend to the Common Council for final approval. Schlieve recommends that the board develop a clear workplan that outlines how funds will be utilized before determining final amount. Direction given to establish a subcommittee to review and recommend a change to the full board. Schlieve notes time is of the essence as city budgets are being finalized now and a public hearing on the 2024 budget will be held on November 14, 2023. Krista Bishop, Mitch Greenfield, Gary DeJager and Craig Much volunteer to be part of a working subcommittee to develop a recommendation prior to the October BID meeting.

Per budget discussion under previous agenda item, a 2024 BID Operating plan will be developed by the working subcommittee that will also determine the assessment rate for 2024.

Joe Venhuizen is unable to attend due to interim president responsibilities with Envision but asks Administrator Schlieve to provide the following update:

- Member appreciation event is Tuesday, September 19, at Envision's main office in Fond du Lac if free to attend for members.
- Golf Outing in August drew nearly 100 attendees- next year's golf outing anticipated date is September 10, 2024.
- Upcoming Career Fair at Waupun High School on October 18- contact Doug Disch to sign up your business.
- Coffee Connection at Pizza Ranch on October 9, 2023 from 7:30-8:30am. The event is a good chance to network and is free to attend.
- Business Open House at CWC on October 2 from 4:30-6:00 pm will include tours of new school addition and tech lab, with business networking and refreshments. This is also free to attend.
- Economic Forecast Breakfast- October 11 from 7:30-9:30am at Radisson in Fond du Lac. \$50 for members, \$60 for nonmembers.
- Waupun Business Alliance is planning to support IceFest by helping members participate through a moderate reduction on the cost of hosting a sculpture.

Administrator Schlieve provides an update as follows:

- The Design WI placemaking workshop started Monday, 9/18/23 and final presentation of recommendations will be tonight WASD High School LGI room at 7:00 p.m.
- Work has commenced on engineering the downtown food truck alley. Schlieve anticipates the work will bid in spring and complete by mid-summer 2024.
- The City did not receive Knowles Stewardship Grant for west side green space. Schlieve notes that staff will be working with WI-DNR and determine modifications to the application for likely resubmittal.
- The CDA is currently in planning mode to determine future programs and funding sources. TID 3 that funds the work of the CDA sunsets in 2027. Schlieve indicates that it is likely that the City will recommend moving to a revolving loan fund (likely a low-interest loan fund). Schlieve also notes that the group is also thinking about which significant projects will be addressed with the remaining increment and that the Design WI work will help inform decisions.
- In partnership with Destination Lake Winnebago Region, a Joint Marketing Effort grant from the Dept of Tourism in the amount of \$17K was awarded to support creation of IceFest in February 2024.
- Administratively the city is working to finalize 2024 budgets with a good deal of work going into talent management strategies.

Administrator Schlieve will convene the working subgroup to develop a recommendation on the BID's 2024 work plan and assessment rate.

Motion Greenfield, second Matravers to adjourn the meeting at 7:40 a.m. Motion carried unanimously.

CASH ON HAND

Prior Month Ending Balance	\$ 22,931.47
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ -
Total Cash on Hand	<u>\$ 22,931.47</u>
Less Outstanding Grants/Checks (not in accounts payable)	<u>\$ (20,076.48)</u>
BID Funds Available	<u><u>\$ 2,854.99</u></u>

BUDGET

2022 Budget Revenue Carryover	\$ 6,317.61
2023 Revenue	\$ 19,532.25
Less Approved Grants & Expenses	<u>\$ (22,994.87)</u>
Remaining Budget Funds Available	<u><u>\$ 2,854.99</u></u>

2023 Grants Approved - Not Dispersed

Broken Threads	\$ (2,000.00)
K's Boutique	\$ (1,102.48)
Gysber's Jewelry	\$ (2,000.00)
Edward Jones	\$ (2,000.00)
State Farm	\$ (2,000.00)
B&B Plumbing	\$ (2,000.00)
Judson's	\$ (2,000.00)
Wind & Unwind	\$ (2,000.00)
Maedox Tax & Accounting	\$ (974.00)
Gappa Properties - 16 S Madison St	\$ (2,000.00)
Karsten Real Estate - 4 Fond du Lac St	\$ (2,000.00)
	<u>\$ (20,076.48)</u>

2023 Actual Operating Expenses

1/31/2023		\$ -
2/28/2023		\$ -
3/31/2023	Audit Fees	\$ (1,000.00)
5/4/2023	Martens Ace Hardware/potting soil	\$ (64.26)
6/5/2023	Waupun Area School District/flowers	\$ (1,105.24)
6/27/2023	Martens Ace Hardware/potting soil	\$ (141.39)
6/27/2023	Chic Tique Girls, LLC	\$ (607.50)
		<u>\$ (2,918.39)</u>

Total of Grants Approved Not Dispersed and Actual Expenses **\$ (22,994.87)**

2023 Upcoming Operating Expenses

5/10/2023	Downtown Promotions/Marketing	\$ (3,000.00)
		<u>\$ (3,000.00)</u>

Projected Unrestricted Funds	<u><u>\$ (145.01)</u></u>
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AGENDA SUMMARY SHEET

MEETING DATE: October 17, 2023

TITLE: Review Outstanding Applications

AGENDA SECTION: Consideration/Action

PRESENTER: Kathy Schlieve, Administrator

DEPARMTENT GOAL(S) SUPPORTED <i>(if applicable)</i>	FISCAL IMPACT
Economic Vitality	N/A

ISSUE SUMMARY

The following grant applications are outstanding for review.

2023 Grants Approved - Not Dispersed			
Broken Threads			\$ (2,000.00)
K's Boutique			\$ (1,102.48)
Gysber's Jewelry			\$ (2,000.00)
Edward Jones			\$ (2,000.00)
State Farm			\$ (2,000.00)
B&B Plumbing			\$ (2,000.00)
Gappa Properties - 16 S Madison St			\$ (2,000.00)
Karsten Real Estate - 4 Fond du Lac St			\$ (2,000.00)

STAFF RECCOMENDATION:

ATTACHMENTS:

RECCOMENDED MOTION:

CITY OF WAUPUN



2024 Business Improvement District Operational Plan

Draft

Approved by BID
10/XX/23;
Approved by
Common Council
11/XX/23

THE WAUPUN BUSINESS IMPROVEMENT DISTRICT 2024 OPERATING PLAN

INTRODUCTION

In 1984, the Wisconsin legislature created Sec. 66.1109 of the Statutes enabling cities to establish Business Improvement Districts (BID) upon the petition of at least one property owner within the proposed district. The purpose of the law is “to allow businesses within those proposed district to develop, manage, and promote the districts and to establish an assessment method to fund these activities”. Upon petition from property owners within the Waupun Business Improvement District (hereafter “BID”), the City’s Common Council created the BID and adopted its initial operating plan in 1988.

Section 66.1109(3)(b), Wis. Stats., requires that a BID Board “shall annually consider and make changes to the operating plan. The board shall then submit the operating plan to the local legislative body for approval”. The Board of the Waupun BID submits this BID operating plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial 1988 BID operating plan. Therefore, it incorporates by reference the earlier plans as adopted by the City’s Common Council. In the interest of brevity, this plan emphasizes the elements, which are required by Sec. 66.1109, Wis. Stats. and the proposed changes for 2024. This plan does not repeat the background information that is contained in the initial operating plan.

DISTRICT BOUNDARIES

A calculation of the BID assessment and the original 1988 map of the district is provided in Appendix A and Appendix B.

2023 OPERATING PLAN

The goals, objectives, and strategies of the 2024 Operating Plan as provided in Appendix C. Estimated revenues and expenditures can be seen in Appendix D.

PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

Under §66.1109(1)(f)(4), the Operating Plan must specify how the BID promotes the orderly development of the municipality, including its relationship to any municipal master plan.

The Waupun Business Improvement District was created through private sector initiative to further city goals. The creation of the BID is consistent with the City’s plans and promotes the orderly development of the City in general and the business district in particular. This proposal is consistent with the City’s Comprehensive Plan and all other City Ordinances and Plans.

METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of December 31, 2022, the properties in the district have estimated total BID assessable value of \$13,315,200. This plan proposes to assess the taxable property in the district at a rate of \$1.85 per \$1,000 of assessed value for the purposes of the BID. Appendix A shows the projected BID assessment for property included in the district.

The principle behind the assessment methodology is that each property owner should contribute to the BID in proportion to the benefit derived from the BID. After consideration of the assessment methods, it was determined that the assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a uniform rate applied on the assessed value of each property was selected as the basic assessment method for the Waupun BID

Information on specific assessed values, budget amounts, and assessment amounts are based on 2023 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City's Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operating plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the City of Waupun.

B. Excluded and Exempt Property

Wisconsin law specifies certain properties, which are exempt from the assessment, and allows the municipality to determine whether businesses operating specifically for manufacturing purposes are exempt.

- Wisconsin Statutes § 66.1109(1)(f) 1m: This section details what must be included in a Standard Operating Plan. "Whether real property used exclusively for manufacturing purposes will be specially assessed." Property used exclusively for manufacturing purposes will not be assessed.
- Wisconsin Statutes §66.1109(5)(a): "Property used exclusively for residential purposes will not be assessed."
- Wisconsin Statutes § 66.1109(5)(a): "Real property that is exempted from general property taxes under §70.11 will not be assessed." Owners of property that is exempt from the special assessment may not receive the direct financial benefits of the Business Improvement District, such as in the case of a façade improvement grant or any other grant.

Owners of property that is exempt from the special assessment may not receive the direct financial benefits of the BID, such as in the case of the Façade Improvement Program.

CITY ROLE IN DISTRICT OPERATION

The City of Waupun is committed to helping private property owners in the district promote its development. To this end, the City has played a significant role in the creation of the BID and in the implementation of its operating plan. In particular, the City will continue to:

- Provide funding to the BID for administration and promotion of the Façade Improvement Grant program, business and development recruitment, and other initiatives. This is updated on an annual basis and is reviewed each budget year.
- Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.
- Collect and disperse BID assessments to the district.
- Receive annual audits, as required per Sec. 66.1109(3)(c) of the BID law.
- Encourage partners to support the activities of the district.

BOARD MEMBERS AND STAFF

The Mayor shall appoint the members of the BID Board subject to confirmation by the Common Council. Upon confirmation, board members serve a 3-year term expiring April 30th.

The Board is comprised of six (6) representatives from the BID District and four (4) representatives at-large. The current BID Board and staff are comprised as follows:

REPRESENTATIVE FROM BID DISTRICT		4/30/2025	Tyler Schulz
REPRESENTATIVE FROM BID DISTRICT		4/30/2025	Rich Matravers
REPRESENTATIVE FROM BID DISTRICT			Vacant
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Gary DeJager
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Krista Bishop
REPRESENTATIVE FROM BID DISTRICT		4/30/2024	Mitch Greenfield
REPRESENTATIVE AT-LARGE		4/30/2025	Craig Much
REPRESENTATIVE AT-LARGE		4/30/2026	Jodi Mallas
REPRESENTATIVE AT-LARGE		4/30/2024	Kate Bresser
REPRESENTATIVE AT-LARGE	Vice Chairperson	4/30/2024	Teresa Ruch

MAYOR	Ex Officio
CITY ADMINISTRATOR/DIRECTOR OF ECONOMIC DEVELOPMENT	

Responsibilities of the Board include implementation of this operating plan and preparing annual reports of the District. The Board will also annually consider and make changes to the operating plan and submit the operating plan to the Common Council for approval. The Board will conduct its business consistent with the open meeting law and keep minutes as a matter of public record.

FUTURE YEARS’ OPERATING PLANS

It is anticipated that the BID will continue to revise and develop the operating plan annually in response to changing development needs and opportunities in the district, in accordance with the purpose and goals in this operating plan.

Section 66.1109(3)(a) of the BID law requires the BID Board and the City to annually review and make changes as appropriate in the operating plan. Therefore, while this document outlines in general terms the complete development project, it focuses upon 2023 activities. Information on

specific assessed values, budget amounts, and assessment amounts are based on 2021 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City Common council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operation plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the City of Waupun.

AMENDMENT, SEVERABILITY, AND EXPANSION

The BID has been created under the authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of the statute invalid or unconstitutional, its decision will not be invalidate or terminate the BID and this BID operating plan shall be amended to conform to the law without need of re-establishment.

Should the legislature amend the statute to narrow or broaden the process of a BID to exclude or include as assessable properties of a certain class or classes of properties, as and when it conducts its annual review and approval of the operating plan and without necessity to undertake any other act. This is specifically authorized under Se. 66.1109(3)(b)

Appendix A – Calculation of 2024 Assessed Values

Appendix B – 1988 Original BID Map

Appendix C – 2024 Operating Plan Goals, Objectives, and Strategies

Appendix D – 2024 Budget

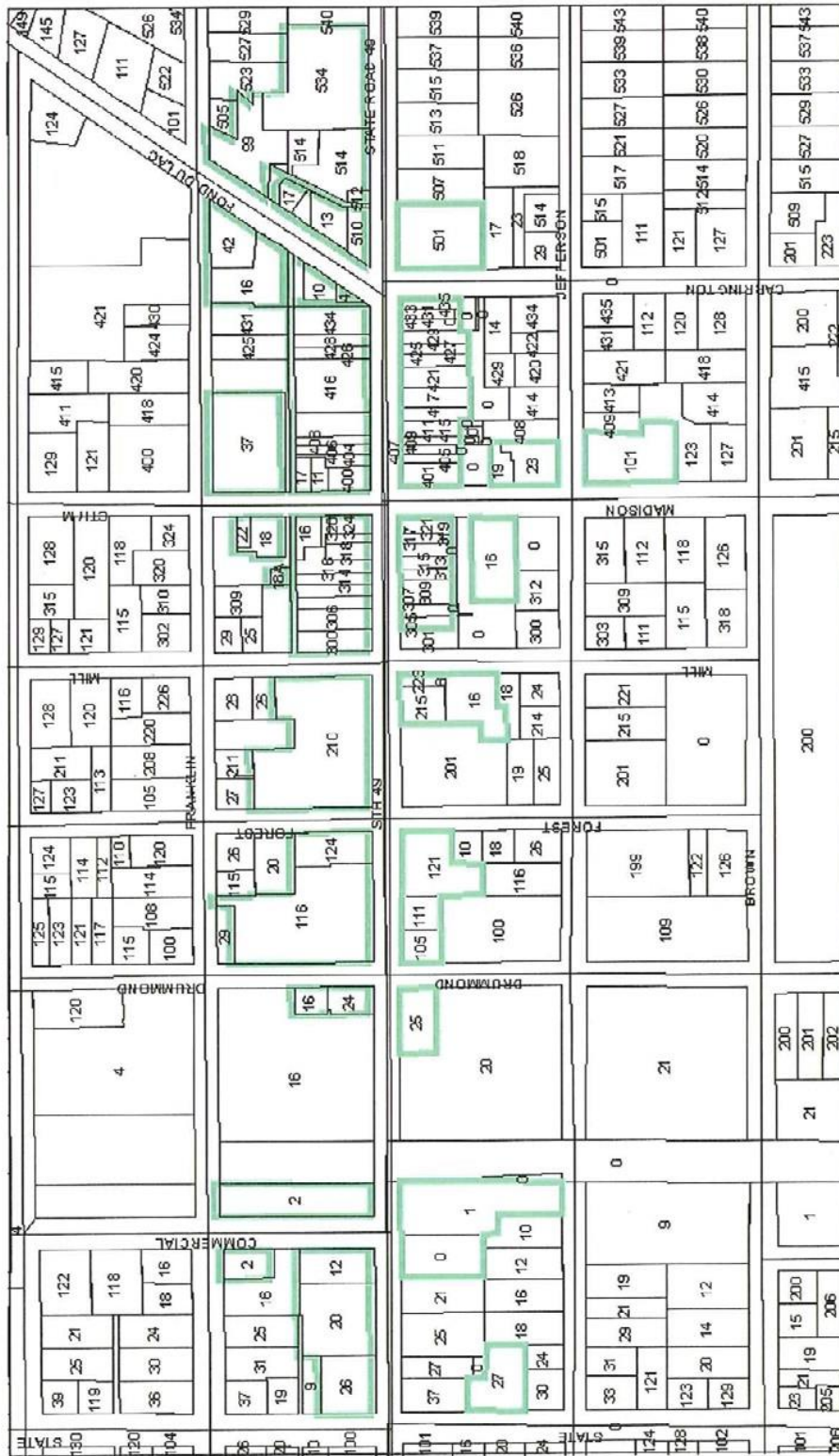
Appendix A – Calculation of 2024 Assessed Values

	Dodge	Fond du Lac	Total
2023 Assessed Value (Commercial Properties)	\$ 5,431,700	\$ 7,883,500	\$ 13,315,200
divided by 1,000	5,432	7,884	
Assessment Rate	\$ 1.85	\$ 1.85	
2023 BID Assessment for 2024 BID Budget	\$ 10,048.65	\$ 14,584.48	\$ 24,633.12
2022 BID Assessment for 2023 BID Budget	\$ 7,811.25	\$ 11,721.00	\$ 19,532.25
Increase/(Decrease) in BID Budget	\$ 2,237.40	\$ 2,863.48	\$ 5,100.87
Increase in assessed value	224,200.00	69,500.00	293,700.00

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Appendix B – 1988 Original BID District Map

City of Waupun Bid District



Legend
 Bid District

Appendix C – 2024 Operating Plan Goals, Objectives, and Strategies

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INITIATIVE		TIMEFRAME	LEAD	TEAM	BUDGET	MATCHING FUNDS*	MEASURABLES
Objective 1: Be a voice for the Downtown Waupun community (Organization)					\$ 133	\$ 12,250	
Strategy 1: Communicate and solicit feedback from BID members							
1.1.1	Review and update of Operational Plan and Budget	Fall 2024	City	BID Board			Updated Plan
1.1.2	Participate in networking events that strengthen working relationships/partnerships to promote district	Ongoing	Envision/WBA	BID / CDA			# Events / Attendance
1.1.3	Pursue interest to expand BID boundaries based on business inquiry	Ongoing	City	BID			
1.1.4	Publish and Distribute Annual Report to Members	Dec-24	City	BID Board	\$ 133		Annual Report
Strategy 2: Board Development & Administration							
1.2.1	Recruit, develop, and engage board members	ongoing	City/BID Board	BID Board			Fill expired terms April 2024
1.2.2	Recruit, orient, and train new board members, when applicable	ongoing	City	BID Board			Complete training, as needed
1.2.3	Partner with City for administrative support for monthly meetings and execution of operating plan	Ongoing	City	BID Board		\$ 12,000	
Strategy 3: Strengthen collaboration among various community partner organizations as outlined in Market Analysis Plan							
1.3.1	Form a partnership subcommittee comprised of internal and external partner organizations.	Q1 2024	WBA	BID / CDA / WBA / City / DLWR/ Ignite/ Promotions			
1.3.2	Develop common goals that strengthen collaboration of partner organizations.	Q1 2024	Partnership subcommittee	BID Board			# organization participating
1.3.3	Maintain Connect Community status in WEDC's Main Street Program	Summer 2024	City			\$ 250	Signed WEDC Contract for 2024/2025
Objective 2: Establish a consistent marketing presence for Downtown Waupun (Promotion)					\$ 5,500	\$ 15,000	
Strategy 1: Contribute to an annual marketing and communication plan to promote Waupun Business							
2.1.1	Create an annual marketing plan / calendar of events in collaboration	Ongoing	Partnership Subcommittee				
2.1.2	Create a variety of media/social marketing content featuring Waupun businesses	Ongoing	DLWR / Media Expert	DLWR / Media			Implementation
2.1.3	Secure independent contractor to regularly contribute to Discover Downtown Waupun Website / Social Channels / etc.	Ongoing	City	Social Media Expert	\$ 5,500	\$ 15,000	# of regular impressions / traffic
Objective 3: Improve the aesthetic/visual appeal of Downtown Waupun (Design)					\$ 15,000	\$ 130,000	
Strategy 1: Support façade improvements in the District							
3.1.1	Façade Improvement Grant (50% matching grant, capped at \$2,000)	Ongoing	City	BID Board	\$ 12,000		# inquiries and applications
3.1.2	Continue to educate property owners on various financial assistance programs to encourage property redevelopment.	Ongoing	City / WBA	Envision Greater Fond du Lac			Usage of programs
Strategy 2: Assist with maintaining a downtown environment that is clean, safe, comfortable and welcoming							
3.2.1	Partner with city departments to manage safety, parking, snow removal, and planter program	Ongoing	City	Police, Building Inspector, DPW		\$ 15,000	Complete as issues arise
Strategy 3: Support the implementation of elements from the Streetscaping Plan, including amenities that are visually consistent and cohesive in design with the rest of the downtown district.							
3.3.1	Support the Downtown Design Guidelines and the CDA to bring design consistency to the district	Ongoing	City	BID Board and CDA			Current city ordinances to support
3.3.2	Seasonal Planting Program	May/November	City	City; Farm and Home, Modern Mercantile; WAHS Horticulture Students	\$ 3,000		Beautiful planters
3.3.3	Work cooperatively to implement Downtown Streetscaping & Redevelopment Plan	Ongoing	City	BID Board and CDA		\$ 115,000	Completion of Food Truck Alley
Objective 4: Attract, retain, and facilitate development of a unique mix of sustainable businesses in coordination with the City and CDA (Economic Vitality)					\$ 4,000	\$ 5,000	
Strategy 1: Work to retain downtown businesses							
4.1.1	Maintain a business retention program to identify business retention and expansion opportunities.	Ongoing	City	Envision / Waupun Business Alliance / City Staff			Meetings and follow thru reporting
4.1.2	Provide educational opportunities to support the growth of downtown businesses	Ongoing	City	Envision/Waupun Business Alliance/Ignite			Meetings and follow thru reporting
4.1.3	Host business training classes in Waupun to support business success.	Ongoing	City	Envision / Waupun Business Alliance			Participation Rates
Strategy 2: Work to attract new downtown businesses							
4.2.1	Leverage market analysis report to improve overall business mix in Waupun	Ongoing	City	City Staff / Envision/ IGNITE			
4.2.2	Follow up on leads of businesses looking to open, expand or relocate	Ongoing	City	City Staff / Envision			Number of contacts
4.2.3	Provide entrepreneurial startup business coaching through the Ignite network.	Ongoing	City/IGNITE	Envision/IGNITE			# new business touches / starts
4.2.4	Develop and implement a pop-up grant program	Ongoing	City	City Staff / Envision	\$ 4,000		
TOTAL PROPOSED EXPENDITURES					\$ 24,633	\$ 162,250	

*Matching funds are derived from city of Waupun budgetary support and in-kind contributions from partner organizations supporting goals of BID.

Appendix D – 2024 Budget

INCOME:				
2024 Assessment @\$1.85/\$1,000			\$	24,533.12
		TOTAL INCOME:	\$	24,533.12
EXPENSES:				
Design			\$	12,000.00
Economic Vitality			\$	6,533.12
Organization			\$	1,000.00
Promotions			\$	5,000.00
		TOTAL EXPENSE:	\$	24,533.12

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Appendix C – 2024 Operating Plan Goals, Objectives, and Strategies

Proposed Budget (\$1.85 per \$1000 assessed value)						\$ 24,633.12	
INITIATIVE	TIMEFRAME	LEAD	TEAM	BUDGET	MATCHING FUNDS*	MEASURABLES	
Objective 1: Be a voice for the Downtown Waupun community (Organization)				\$ 133	\$ 12,250		
Strategy 1: Communicate and solicit feedback from BID members							
1.1.1	Review and update of Operational Plan and Budget	Fall 2024	City	BID Board		Updated Plan	
1.1.2	Participate in networking events that strengthen working relationships/partnerships to promote district	Ongoing	Envision/WBA	BID / CDA		# Events / Attendance	
1.1.3	Pursue interest to expand BID boundaries based on business inquiry	Ongoing	City	BID			
1.1.4	Publish and Distribute Annual Report to Members	Dec-24	City	BID Board	\$ 133	Annual Report	
Strategy 2: Board Development & Administration							
1.2.1	Recruit, develop, and engage board members	ongoing	City/BID Board	BID Board		Fill expired terms April 2024	
1.2.2	Recruit ,orient, and train new board members, when applicable	ongoing	City	BID Board		Complete training, as needed	
1.2.3	Partner with City for administrative support for monthly meetings and execution of operating plan	Ongoing	City	BID Board		\$ 12,000	
Strategy 3: Strengthen collaboration among various community partner organizations as outlined in Market Analysis Plan							
1.3.1	Form a partnership subcommittee comprised of internal and external partner organizations.	Q1 2024	WBA	BID / CDA / WBA / City / DLWR/ Ignite/ Promotions			
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Objective 2: Establish a consistent marketing presence for Downtown Waupun (Promotion)				\$ 5,500	\$ 15,000		
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2.1.1	Create an annual marketing plan / calendar of events in collaboration	Ongoing	Partnership Subcommittee				
2.1.2	Create a variety of media/social marketing content featuring Waupun businesses	Ongoing	DLWR / media Expert	DLWR / Media		Implementation	
2.1.3	Channels / etc.	Ongoing	City	Social Media Expert	\$ 5,500	\$ 15,000 # of regular impressions / traffic	
Objective 3: Improve the aesthetic/visual appeal of Downtown Waupun (Design)				\$ 15,000	\$ 130,000		
Strategy 1: Support façade improvements in the District							
3.1.1	Façade Improvement Grant (50% matching grant, capped at \$2,000)	Ongoing	City	BID Board	\$ 12,000	# inquiries and applications	
3.1.2	Continue to educate property owners on various financial assistance programs to encourage property redevelopment.	Ongoing	City / WBA	Envision Greater Fond du Lac		Usage of programs	
Strategy 2: Assist with maintaining a downtown environment that is clean, safe, comfortable and welcoming							
3.2.1	Partner with city departments to manage safety, parking, snow removal, and planter program	Ongoing	City	Police, Building Inspector, DPW	\$ 15,000	Complete as issues arise	
Strategy 3: Support the implementation of elements from the Streetscaping Plan, including amenities that are visually consistent and cohesive in design with the rest of the downtown district.							
3.3.1	Support the Downtown Design Guidelines and the CDA to bring design consistency to the district	Ongoing	City	BID Board and CDA		Current city ordinances to support	
3.3.2	Seasonal Planting Program	May/November	City	City; Farm and Home, Modern Mercantile; WAHS Horticulture Students	\$ 3,000	Beautiful planters	
3.3.3	Work cooperatively to implement Downtown Streetscaping & Redevelopment Plan	Ongoing	City	BID Board and CDA		\$ 115,000 Completion of Food Truck Alley	
Objective 4: Attract, retain, and facilitate development of a unique mix of sustainable businesses in coordination with the City and CDA (Economic Vitality)				\$ 4,000	\$ 5,000		
Strategy 1: Work to retain downtown businesses							
4.1.1	Maintain a business retention program to identify business retention and expansion opportunities.	Ongoing	City	Envision / Waupun Business Alliance / City Staff		Meetings and follow thru reporting	
4.1.2	Provide educational opportunities to support the growth of downtown businesses	Ongoing	City	Envision/Waupun Business Alliance/Ignite		Meetings and follow thru reporting	
4.1.3	Host business training classes in Waupun to support business success.	Ongoing	City	Envision / Waupun Business Alliance		Participation Rates	
Strategy 2: Work to attract new downtown businesses							
4.2.1	Leverage market analysis report to improve overall business mix in Waupun	Ongoing	City	City Staff / Envision/ IGNITE			
4.2.2	Follow up on leads of businesses looking to open, expand or relocate	Ongoing	City	City Staff / Envision		Number of contacts	
4.2.3	Provide entrepreneurial startup business coaching through the Ignite network.	Ongoing	City/IGNITE	Envision/IGNITE		# new business touches / starts	
4.2.4	Develop and implement a pop-up grant program	Ongoing	City	City Staff / Envision	\$ 4,000		
TOTAL PROPOSED EXPENDITURES					\$ 24,633	\$ 162,250	

*Matching funds are derived from city of Waupun budgetary support and in-kind contributions from partner organizations supporting goals of BID.