



**A G E N D A**  
**CITY OF WAUPUN BUSINESS IMPROVEMENT**  
**DISTRICT MEETING**  
**In-Person & Teleconference**  
**Wednesday, September 08, 2021 at 7:00 AM**

Join Zoom Meeting

<https://us02web.zoom.us/j/84937905633?pwd=THJEQW9neThtOFpMSGRnME5WdIFBZz09>

Meeting ID: 849 3790 5633

Passcode: 892679

-or-

Dial by your location

(312) 626-6799 US (Chicago)

Meeting ID: 849 3790 5633

**CALL TO ORDER**

**ROLL CALL OF BOARD MEMBERS**

**PUBLIC COMMENT** – *State name, address, and subject of comments (2 minutes).*

**CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:**

1. Approval of Agenda/Motion to Deviate
- [2.](#) Approval of July 14, 2021 Business Improvement District Meeting Minutes
- [3.](#) Approval of July 2021 Financial Statement
- [4.](#) Approval of August 2021 Financial Statement
- [5.](#) Funding Request from the Waupun Downtown Promotions Group
6. 2021 Operational Plan Update

**PRIOR OUTSTANDING APPLICATIONS:** (if expired, possible extension or cancellation)

7. The Parlor Hair Boutique (8 W. Main St.)
8. c.verhage.photo (426 E. Main St.)
9. Thrivent Financial (407 E. Main St.)

**DISCUSSION ITEMS:**

10. BID Assessment Strategic Planning Update
- [11.](#) Draft 2022 Operational Plan
12. Downtown Market Analysis Update
13. Waupun Chamber of Commerce Update
14. Administrator Update

**ADVANCED PLANNING:**

15. Potential Agenda Items
16. Date of Next Scheduled Meeting - October 13, 2021 at 7:00 a.m.

**ADJOURNMENT**

Sarah Van Buren, Community & Economic Dev. Coordinator

*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**  
**In-Person & Teleconference**  
**Wednesday, July 14, 2021 at 7:00 AM**

Committee Members Present:

Krista Bishop  
Kate Bresser  
Terri Crisp  
Gary DeJager  
Jodi Mallas  
Rich Matravers  
Teresa Ruch  
Tyler Schulz

Committee Members Absent:

Austin Armga  
Jonathan Leonard

Staff Present:

Kathy Schlieve ..... Administrator  
Sarah Van Buren .....Community & Economic Development Coordinator

**CALL TO ORDER:**

Ms. Bishop called the meeting to order at 7:02 a.m.

**ROLL CALL OF BOARD MEMBERS:**

Roll call and quorum determined.

**PUBLIC COMMENT:**

None.

**CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:**

**1. Approval of Agenda/Motion to Deviate**

A motion to approve the agenda was made by Mr. Matravers and seconded by Mr. DeJager, passing unanimously.

**2. Approval of June 9, 2021 Minutes**

A motion to approve the June 9, 2021 minutes was made by Mr. Schulz and seconded by Ms. Ruch passing unanimously.

**3. Approval of the June 2021 Financial Statement**

A motion to approve the June 2021 financial statement was made by Mr. Matravers and seconded by Ms. Bresser, passing unanimously.

**PRIOR OUTSTANDING APPLICATIONS:**

**4. The Clothing Pallet (18 N. Madison St.)**

Ms. Van Buren provided the members a status of work being done at The Clothing Pallet. The work was completed the week of July 5, 2021 and once receipts are received, reimbursement will occur.

**5. The Parlor Hair Boutique (8 W. Main St.)**

Ms. Van Buren provided the members a status of work being done at The Parlor Hair Boutique. There has been a delay in getting the needed brackets for the sign. The project is expected to be completed in August.

**6. c.verhage.photo (426 E. Main St.)**

Ms. Van Buren provided the members a status of work being done at c.verhage.photo. The sign will not be ready until August. Once the sign is installed, the old balcony can be removed, painting can occur, and the

new balcony would be installed. The new lighting should be installed within the next few weeks.

**7. Weaving It Up To You (307 E. Main St.)**

Ms. Van Buren stated the project was completed earlier in July and reimbursement has occurred, which will be reflected in the July financial statement.

**8. Thrivent Financial (407 E. Main St.)**

Ms. Van Buren Provided the members a status of work being done at Thrivent Financial. The project has been moved to this week, the upstairs windows are delayed from the warehouse. Project completion is anticipated for late-July/early-August.

**DISCUSSION ITEMS:**

**9. BID Assessment Strategic Planning Update**

Ms. Van Buren provide the group a summary of a recent meeting held with the small group tasked with this effort. The small group will be doing educational posts in the Downtown Business Owners Facebook page on what the BID, what is the assessment, and what activities are funded by the assessment. This effort will be done in July. In August the group plans on sending out a flyer to all property owners with a reminder flyer to be distributed toward the end of August.

The goal is to have two informational sessions in mid-September; one in the morning and one at lunch. At this event a more formal presentation will be given on the history of the BID, highlight the accomplishments of the past few years, and then discuss the two options for the 2022 operational plan.

**10. Downtown Market Analysis Update**

Members of the group that are on this work group provided and update on the recent meeting with UW-Extension. At that meeting, goals, comparable communities, and the trade area were discussed. The group will be meeting bi-weekly with a final report being present in December.

**11. 2021 Operational Plan Updates**

Ms. Van Buren provided the following updates:

- Design
  - There is a small amount of funding available for the façade improvement program.
  - Discussed the possibility of doing a winter planting program in a future year.
- Economic Vitality
  - The application deadline for the Pop-Up program is August 13, 2021. To date no applications have been received.
  - There is funding allocated in our budget to go towards training opportunities for our businesses. The group was unsure as to what trainings should be scheduled for this year. It was agreed upon that the group will decide at the next meeting if this funding should remain in place or be reallocated to a different item.
- Organization
  - The 2022 Operational Plan Update will start in July/August with a first draft available in September and approval in October.
- Promotions
  - The Wine Walk will occur on August 20, 2021.
  - Working on details for Halloween on Main
  - Continue working on Winter Wonderland event for November

**12. Waupun Chamber of Commerce Update**

No update provided.

**13. Administrator Update**

Administrator Schlieve provided the following updates:

- Major construction project for the City is Rock and Newton. The goal of the improvements is to help remediate flooding issues. This will be a multi-year project.
- The Police Department is developing a recruitment and retention plan to help with the staffing issues they have been facing.
- A State budget has been approved and staff is working to understand all of the details. Our hope is that WEDC will more guidance as to changes made to their various funding opportunities.
- The City is working on strategic planning pieces, internally, to get a better financial model in place to understand financial impacts.
- Eagle Packaging will be opening in the Flexigraphic space
- Working on several industrial attraction projects and there will continue to be a workforce and

- housing issue.
- Daycare continues to be a need within the community. There is currently not enough space in the current daycare to meet the needs. WeeCare is looking into expansion options but a second daycare is also needed within the community.
  - Recently state representatives convened a meeting to discuss the status of WCI and their continued workforce issues.
  - The City will be receiving \$1.1 million in ARPA funds. A strategic planning meeting with the Department heads will be occurring to determine how best to expend the funds.

#### **ADVANCED PLANNING:**

##### **14. Potential Agenda Items**

- Potential reallocation of 2021 funds
- Assessment Update
- Grant Updates
- Status of 2021 Operational Plan

##### **15. Date of Next Scheduled Meeting**

The next meeting is scheduled for August 11, 2021 at 7:00 a.m.

#### **ADJOURNMENT**

The motion to adjourn was made by Mr. Matravers and seconded by Mr. DeJager passing unanimously. The meeting adjourned at 7:40 a.m.

**CASH ON HAND**

|                             |                     |
|-----------------------------|---------------------|
| Prior Month Ending Balance  | \$ 26,148.04        |
| Plus Current Month Deposits | \$ -                |
| Less Current Month Expenses | \$ (2,204.24)       |
| <b>Total Cash on Hand</b>   | <b>\$ 23,943.80</b> |

**DESIGN:**

**FACADE IMPROVEMENT GRANT PROGRAM**

|  |                  |
|--|------------------|
| 2021 Budget  | \$ 8,000.00      |
| 2020 Carryover   | \$ 273.32        |
| 6/9/21 BID approval to reallocate board training to Façade Improvement | \$ 1,000.00      |
| Less Approved Grants   | \$ (8,654.24)    |
| <b>Funds Available for Distribution</b>                                | <b>\$ 619.08</b> |

Expense Details:

| <u>Date Approved</u> | <u>Expiration Date</u> | <u>Applicant Name</u>           | <u>Grant Amount</u> | <u>Date Paid</u> | <u>Check #</u> |
|----------------------|------------------------|---------------------------------|---------------------|------------------|----------------|
| 3/10/2021            | 11/10/2021             | Tom Kulczewski/Real Sportscards | \$ 2,000.00         | 07/07/21         | 534            |
| 5/12/2021            | 8/12/2021              | The Clothing Pallet             | \$ 2,000.00         |                  |                |
| 6/9/2021             | 9/9/2021               | The Parlor Hair Boutique        | \$ 450.00           |                  |                |
| 6/9/2021             | 9/9/2021               | Weaving It Up to You            | \$ 204.24           | 07/12/21         | 535            |
| 6/9/2021             | 9/9/2021               | c.verhage.photo                 | \$ 2,000.00         |                  |                |
| 6/9/2021             | 9/9/2021               | Thrivent Financial              | \$ 2,000.00         |                  |                |

Total Approved Grants \$ 8,654.24

**BEAUTIFICATION EXPENSES (MAIN STREET AND SIDE STREET PLANTING PROGRAM AND IMPLEMENTATION)**

|   |                    |
|---|--------------------|
| 2021 Budget                             | \$ 3,500.00        |
| 2020 Carryover                          | \$ 298.11          |
| Less Year-to-Date Expense               | \$ (1,503.28)      |
| <b>Funds Available for Distribution</b> | <b>\$ 2,294.83</b> |

Expense Details:

| <u>Date Issued</u> | <u>Vendor</u>       | <u>Description</u>              | <u>Amount Paid</u> | <u>Check #</u> |
|--------------------|---------------------|---------------------------------|--------------------|----------------|
| 5/11/2021          | Marten's Ace Hardwa | Replacement planter for Adopt-A | \$ 14.99           | 531            |
| 6/16/2021          | Waupun Florist      | Adopt a Planter Program         | \$ 630.00          | 532            |
| 6/29/2021          | Marten's Ace Hardwa | Plantings for Main St. Planters | \$ 858.29          | 533            |

Total Beautification Expense \$ 1,503.28

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**Promotions:****MARKETING & PROMOTION EXPENSES (BID DISTRICT ADVERTISING)**

|                                  |    |               |
|----------------------------------|----|---------------|
| 2021 Budget                      | \$ | 500.00        |
| Less Year-to-Date Expense        | \$ | -             |
| Funds Available for Distribution | \$ | <u>500.00</u> |

## Expense Details:

| <u>Date Issued</u>              | <u>Vendor</u> | <u>Description</u> | <u>Amount Paid</u> | <u>Check #</u> |
|---------------------------------|---------------|--------------------|--------------------|----------------|
| Total Marketing & Promo Expense |               |                    | \$                 | -              |

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**ECONOMIC VITALITY: SEMINARS, MARKET ANALYSIS, POP-UP WAUPUN**

|   |    |                  |
|---|----|------------------|
| 2021 Budget   | \$ | 12,362.19        |
| 2020 Carryover  | \$ | 3,015.62         |
| Less Year-to-Date Expense & Budgeted Rent Expense for 2021    | \$ | (1,297.92)       |
| Funds Available for Distribution ( <i>see details below</i> ) | \$ | <u>14,079.89</u> |

## Expense Details:

| <u>Date Issued</u>              | <u>Vendor</u>    | <u>Description</u>                | <u>Amount Paid</u> | <u>Check #</u>  |
|---------------------------------|------------------|-----------------------------------|--------------------|-----------------|
| 1/4/2021                        | Dustin Bruntjen  | Pop-up Shop Rent Jan'21           | \$ 400.00          | 521             |
| 2/4/2021                        | Dustin Bruntjen  | Pop-up Shop Rent Feb '21          | \$ 400.00          | 525             |
| 2/16/2021                       | Waupun Utilities | Pop-up Shop utilities Jan '21     | \$ 123.48          | 526             |
| 2/23/2021                       | Alliant Energy   | Pop up shop utilities for Jan '21 | \$ 115.68          | 527             |
| 3/9/2021                        | Alliant Energy   | Pop-up Shop utilities Feb '21     | \$ 130.89          | 528             |
| 3/12/2021                       | Waupun Utilities | Pop-up shop utilities Feb '21     | \$ 127.87          | 529             |
| Total Economic Vitality Expense |                  |                                   | \$                 | <u>1,297.92</u> |

**Economic Vitality Funds Available Breakdown:****Pop-up Program Detail Breakdown:**

|                                |    |                 |
|--------------------------------|----|-----------------|
| 2021 Budget Allocation         | \$ | 3,000.00        |
| 2020 Carryover                 | \$ | 1,646.37        |
| Total funds available for 2021 | \$ | <u>4,646.37</u> |
| 2021 expenses                  | \$ | <u>1,297.92</u> |
| Pop-up Program's 2021 balance  | \$ | <u>3,348.45</u> |

**Market Analysis**

|                                |    |                 |
|--------------------------------|----|-----------------|
| 2021 Budget                    | \$ | 8,362.19        |
| 2020 Carryover                 | \$ | -               |
| Total funds available for 2021 | \$ | <u>8,362.19</u> |
| 2021 expenses                  | \$ | -               |
| Market Analysis 2021 balance   | \$ | <u>8,362.19</u> |

**Seminars/other allocations under Economic Vitality:**

|                                |    |                 |
|--------------------------------|----|-----------------|
| Training from 2021 budget      | \$ | 1,000.00        |
| 2020 Carryover                 | \$ | 1,369.25        |
| Total funds available for 2021 | \$ | <u>2,369.25</u> |
| 2021 expenses                  | \$ | -               |
| Balance remaining              | \$ | <u>2,369.25</u> |

**ORGANIZATION: AUDIT AND BOARD MEMBER WORKSHOP**

|   |    |                 |
|---|----|-----------------|
| 2021 Budget   | \$ | 1,500.00        |
| 2020 Carryover  | \$ | 500.00          |
| Less 6/9/21 board approval to realocate training to Façade grants | \$ | (1,000.00)      |
| Less Year-to-Date Expenses  | \$ | (1,000.00)      |
| Funds Available for Distribution                                  | \$ | <u><u>-</u></u> |

Expense Details:

| <u>Date Issued</u> | <u>Vendor</u>  | <u>Description</u>                            | <u>Amount Paid</u>        | <u>Check #</u> |
|--------------------|----------------|---|---------------------------|----------------|
| 5/5/2021           | City of Waupun | Audit Fee                                     | \$ 1,000.00               | 530            |
|                    |                | Total Audit and Board Member Workshop Expense | <u><u>\$ 1,000.00</u></u> |                |

**CASH ON HAND**

|                             |                     |
|-----------------------------|---------------------|
| Prior Month Ending Balance  | \$ 23,943.80        |
| Plus Current Month Deposits | \$ -                |
| Less Current Month Expenses | \$ (9,230.00)       |
| <b>Total Cash on Hand</b>   | <b>\$ 14,713.80</b> |

**DESIGN:**

**FACADE IMPROVEMENT GRANT PROGRAM**

|  |                  |
|--|------------------|
| 2021 Budget  | \$ 8,000.00      |
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| <b>Funds Available for Distribution</b>                                | <b>\$ 619.08</b> |

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| <u>Date Approved</u> | <u>Expiration Date</u> | <u>Applicant Name</u>           | <u>Grant Amount</u> | <u>Date Paid</u> | <u>Check #</u> |
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| 6/9/2021             | 9/9/2021               | Weaving It Up to You            | \$ 204.24           | 07/12/21         | 535            |
| 6/9/2021             | 9/9/2021               | c.verhage.photo                 | \$ 2,000.00         |                  |                |
| 6/9/2021             | 9/9/2021               | Thrivent Financial              | \$ 2,000.00         |                  |                |

Total Approved Grants \$ 8,654.24

**BEAUTIFICATION EXPENSES (MAIN STREET AND SIDE STREET PLANTING PROGRAM AND IMPLEMENTATION)**

|   |                    |
|---|--------------------|
| 2021 Budget                             | \$ 3,500.00        |
| 2020 Carryover                          | \$ 298.11          |
| Less Year-to-Date Expense               | \$ (1,503.28)      |
| <b>Funds Available for Distribution</b> | <b>\$ 2,294.83</b> |

Expense Details:

| <u>Date Issued</u> | <u>Vendor</u>       | <u>Description</u>              | <u>Amount Paid</u> | <u>Check #</u> |
|--------------------|---------------------|---------------------------------|--------------------|----------------|
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| 6/16/2021          | Waupun Florist      | Adopt a Planter Program         | \$ 630.00          | 532            |
| 6/29/2021          | Marten's Ace Hardwa | Plantings for Main St. Planters | \$ 858.29          | 533            |

Total Beautification Expense \$ 1,503.28



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**Promotions:****MARKETING & PROMOTION EXPENSES (BID DISTRICT ADVERTISING)**

|                                  |    |               |
|----------------------------------|----|---------------|
| 2021 Budget                      | \$ | 500.00        |
| Less Year-to-Date Expense        | \$ | -             |
| Funds Available for Distribution | \$ | <u>500.00</u> |

## Expense Details:

| <u>Date Issued</u> | <u>Vendor</u> | <u>Description</u>              | <u>Amount Paid</u> | <u>Check #</u> |
|--------------------|---------------|---------------------------------|--------------------|----------------|
|                    |               | Total Marketing & Promo Expense | \$                 | -              |

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**ECONOMIC VITALITY: SEMINARS, MARKET ANALYSIS, POP-UP WAUPUN**

|   |    |                 |
|---|----|-----------------|
| 2021 Budget   | \$ | 12,362.19       |
| 2020 Carryover  | \$ | 3,015.62        |
| Less Year-to-Date Expense & Budgeted Rent Expense for 2021    | \$ | (8,527.92)      |
| Funds Available for Distribution ( <i>see details below</i> ) | \$ | <u>6,849.89</u> |

## Expense Details:

| <u>Date Issued</u> | <u>Vendor</u>    | <u>Description</u>                | <u>Amount Paid</u> | <u>Check #</u>  |
|--------------------|------------------|-----------------------------------|--------------------|-----------------|
| 1/4/2021           | Dustin Bruntjen  | Pop-up Shop Rent Jan'21           | \$ 400.00          | 521             |
| 2/4/2021           | Dustin Bruntjen  | Pop-up Shop Rent Feb '21          | \$ 400.00          | 525             |
| 2/16/2021          | Waupun Utilities | Pop-up Shop utilities Jan '21     | \$ 123.48          | 526             |
| 2/23/2021          | Alliant Energy   | Pop up shop utilities for Jan '21 | \$ 115.68          | 527             |
| 3/9/2021           | Alliant Energy   | Pop-up Shop utilities Feb '21     | \$ 130.89          | 528             |
| 3/12/2021          | Waupun Utilities | Pop-up shop utilities Feb '21     | \$ 127.87          | 529             |
| 8/19/2021          | UW Madison       | Downtown Market Analysis          | \$ 7,230.00        | 537             |
|                    |                  | Total Economic Vitality Expense   | \$                 | <u>8,527.92</u> |

**Economic Vitality Funds Available Breakdown:****Pop-up Program Detail Breakdown:**

|                                |    |                 |
|--------------------------------|----|-----------------|
| 2021 Budget Allocation         | \$ | 3,000.00        |
| 2020 Carryover                 | \$ | 1,646.37        |
| Total funds available for 2021 | \$ | <u>4,646.37</u> |
| 2021 expenses                  | \$ | <u>1,297.92</u> |
| Pop-up Program's 2021 balance  | \$ | <u>3,348.45</u> |

**Market Analysis**

|                                |    |                 |
|--------------------------------|----|-----------------|
| 2021 Budget                    | \$ | 8,362.19        |
| 2020 Carryover                 | \$ | -               |
| Total funds available for 2021 | \$ | <u>8,362.19</u> |
| 2021 expenses                  | \$ | <u>7,230.00</u> |
| Market Analysis 2021 balance   | \$ | <u>1,132.19</u> |

**Seminars/other allocations under Economic Vitality:**

|                                |    |                 |
|--------------------------------|----|-----------------|
| Training from 2021 budget      | \$ | 1,000.00        |
| 2020 Carryover                 | \$ | 1,369.25        |
| Total funds available for 2021 | \$ | <u>2,369.25</u> |
| 2021 expenses                  | \$ | -               |

Balance remaining

\$ 2,369.25

**ORGANIZATION: AUDIT AND BOARD MEMBER WORKSHOP**

|  |               |
|--|---------------|
| 2021 Budget  | \$ 1,500.00   |
| 2020 Carryover   | \$ 500.00     |
| Less 6/9/21 board approval to reallocate training to Façade grants | \$ (1,000.00) |
| Less Year-to-Date Expenses   | \$ (1,000.00) |
| Funds Available for Distribution                                   | <u>\$ -</u>   |

Expense Details:

| <u>Date Issued</u> | <u>Vendor</u>  | <u>Description</u>                            | <u>Amount Paid</u> | <u>Check #</u> |
|--------------------|----------------|---|--------------------|----------------|
| 5/5/2021           | City of Waupun | Audit Fee                                     | \$ 1,000.00        | 530            |
|                    |                | Total Audit and Board Member Workshop Expense | <u>\$ 1,000.00</u> |                |



# AGENDA SUMMARY SHEET

**MEETING DATE:** 9/8/21

**TITLE:** Funding Request from the Waupun Downtown Promotions Group

**AGENDA SECTION:** Consider Approval of the Following Agenda Items

**PRESENTER:** Van Buren/Ruch

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| DEPARTMENT GOAL(S) SUPPORTED <i>(if applicable)</i> | FISCAL IMPACT           |  |
|---|-------------------------|--|
|   | None – Already Budgeted |  |

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**ISSUE SUMMARY:**

The 2021 BID Operating Plan budget includes \$500 to “promote local events such as parades, concerts and classes which take place in the downtown district”. The Waupun Downtown Promotions (WDP) committee is requesting to use the \$500 for the following promotional activities:

- \$250 for advertising Halloween on Main, especially now that the WisDOT has approved shutting down Main Street for 2 hours, on the radio.
- \$250 to promote Winter Wonderland events starting occurring November 11 – December 16, 2021.

The ability for the WDP to utilize these funds will allow for promotion of our downtown businesses and events to drive foot traffic, increase sales, and awareness of our Historic Commercial District.

Staff recommends approval.

**ATTACHMENTS:**

None

**MOTIONS FOR CONSIDERATION:**

Motion to approve the request from the Waupun Downtown Promotions committee for \$500 in advertising funds.

| Initiative   | Timeframe | Cost    | Assigned to | Other Involvement                                     | Measurables  |
|--|-----------|---------|-------------|---|--|
| <b>Objective 1: Be a voice for the Downtown Waupun community (Organization)</b>  |           |         |             |   |  |
| <b>Strategy 1: Communicate and solicit feedback from our members</b>   |           |         |             |   |  |
| 1 Review and update of Operational Plan  | Summer    | \$0     | City        | BID Board   | Updated Plan   |
| 2 Serve as main contact for downtown concerns and solutions  | ongoing   | \$0     | City        | BID Board   | Complete as needed   |
| 3 Serve as main contact for downtown concerns and solutions  | ongoing   | \$1,000 | City        | BID Board   | Complete as needed   |
| <b>Strategy 2: Staff and Board Development</b>   |           |         |             |   |  |
| 4 Recruit, develop, and engage board members   | ongoing   | \$0     | City        | BID Board   |  |
| 5 Recruit, orient, and train new board members, when applicable  | ongoing   | \$0     | City        | BID Board   | Complete training, as needed                               |
| <b>Strategy 3: Raise the profile of the Business Improvement District</b>  |           |         |             |   |  |
| 6 Host an annual meeting and publish an annual report, as defined by state statute   | February  | \$250   | City        | BID Board   | Number of attendees and feedback on report                 |
| <b>Objective 2: Positively market Downtown Waupun (Promotion)</b>  |           |         |             |   |  |
| <b>Strategy 1: Utilize various marketing methods to attract customers with disposable income</b>   |           |         |             |   |  |
| 7 Implement the latest social media trends   | ongoing   | \$0     | City        | BID Board, Waupun Area Chamber of Commerce            | Implementation   |
| <b>Strategy 2: Market special events that will be a regional tourist draw and will create local economic impact</b>  |           |         |             |   |  |
| 8 Saturday Farmer's Market, Halloween on Main, Wine Walk, Avenue of Angels.  | ongoing   | \$0     | City        | Various event committees                              | Increase in attendance, participation, and economic impact |
| 9 Promote local events such as parades, concerts and classes which take place in the downtown district.  | ongoing   | \$750   | City        | BID Board   | Improved open rate; Increase in Facebook reach             |
| <b>Objective 3: Improve the aesthetic/visual appeal of Downtown Waupun (Design)</b>  |           |         |             |   |  |
| <b>Strategy 1: Work to assist property owners in renovation projects</b>   |           |         |             |   |  |
| 10 Work with property owners to apply, evaluate, and award Façade Improvement Grants   | ongoing   | \$7,869 | City        | BID Board   | Number of inquiries and applications                       |
| 11 Continue to educate property owners on various financial assistance programs to encourage property redevelopment.   | ongoing   | \$0     | City        | IGNITE  | Usage of programs  |
| <b>Strategy 2: Assist with maintaining a downtown environment that is clean, safe, comfortable and welcoming</b>   |           |         |             |   |  |
| 12 Continue partnership with the Fond du Lac Police, the Building Inspector, and the Department of Public Works to manage safety, parking, and aesthetic issues  | ongoing   | \$0     | City        | Police, Building Inspector, DPW                       | Complete as issues arise                                   |
| <b>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.</b> |           |         |             |   |  |
| 13 Continue to support the Downtown Design Guidelines and the Community Development Authority to bring design consistency to the district  | ongoing   | \$0     | City        | BID Board and CDA                                     | Current city ordinances to support                         |
| 14 Seasonal Planting Program   | May       | \$1,500 | City        | City; Farm and Home, Rens, WAHS Horticulture Students | Beautiful planters   |

|    |   |                                    |         |      |                   |                                   |
|----|---|------------------------------------|---------|------|-------------------|-----------------------------------|
| 15 | Support implementation of the Downtown Streetscaping & Redevelopment Plan | Major push in spring, then ongoing | \$2,000 | City | BID Board and CDA | New initiatives being implemented |
|----|---|------------------------------------|---------|------|-------------------|-----------------------------------|

**Objective 4: Attract, retain, and facilitate development of a unique mix of sustainable businesses in coordination with the City and CDA (Economic Vitality)**

|  |  |         |     |      |  |                     |
|--|--|---------|-----|------|--|---------------------|
| <b>Strategy 1: Create, promote and implement financial assistance programs</b> |  |         |     |      |  |                     |
| 16   | Inform potential business and property owners on available incentive programs  | ongoing | \$0 | City | BID Board and Envision Greater Fond du Lac | Number of inquiries |
| 17   | Educate and keep relationships with realtors, lenders, property owners and other economic development agencies on financial programs | ongoing | \$0 | City | Envision Greater Fond du Lac               | Number of contacts  |

|   |  |         |         |      |  |                                    |
|---|--|---------|---------|------|--|------------------------------------|
| <b>Strategy 2: Work to retain downtown businesses</b> |  |         |         |      |  |                                    |
| 18  | Maintain a business retention program meet with property/business owners. Identify businesses with expansion plans or succession planning needs. | ongoing | \$0     | City | Waupun Area Chamber of Commerce and Envision Greater Fond du Lac | Meetings and follow thru reporting |
| 19  | Provide educational opportunities to support the growth of downtown business owners  | ongoing | \$1,000 | City | Waupun Area Chamber of Commerce and Envision Greater Fond du Lac | Meetings and follow thru reporting |

|  |  |         |         |      |                              |                    |
|--|--|---------|---------|------|------------------------------|--------------------|
| <b>Strategy 3: Work to attract new downtown businesses</b> |  |         |         |      |                              |                    |
| 21   | Follow up on leads of businesses looking to open, expand or relocate | ongoing | \$0     | City | Envision Greater Fond du Lac | Number of contacts |
| 22   | Develop and implement a pop-up grant program                         | ongoing | \$3,000 | City | IGNITE Partner organizations |                    |

**Total Proposed Expenditures** **\$17,369.25**

### Appendix D – 2022 Budget

| Income  | Budget              |
|---|---------------------|
| (Anticipated )Balance as of December 31, 2021 |                     |
| 2022 Assessment @\$1,50 per \$1,000           | \$ 17,369.25        |
| <b>Total Income</b>                           | <b>\$ 17,369.25</b> |
|   |                     |
| Expenses                                      | Budget              |
| <b>Design</b>                                 |                     |
| Façade Improvement Grants                     | \$7,869.25          |
| Seasonal Planting                             | \$ 1,500.00         |
| Implementation of Streetscaping Plan          | \$ 2,000.00         |
| <b>Total Design</b>                           | <b>\$11,369.25</b>  |
|   |                     |
| <b>Economic Vitality</b>                      |                     |
| Educational Workshops for Downtown Businesses | \$1,000.00          |
| Pop-Up Waupun                                 | \$3,000.00          |
| <b>Total Economic Vitality</b>                | <b>\$4,000.00</b>   |
|   |                     |
| <b>Organization</b>                           |                     |
| BID Annual Audit                              | \$1,000.00          |
| Annual Report                                 | \$250.00            |
| <b>Total Organization</b>                     | <b>\$1,250.00</b>   |
|   |                     |
| <b>Promotions</b>                             |                     |
| BID Advertising                               | \$750.00            |
| <b>Total Promotions</b>                       | <b>\$750.00</b>     |
|   |                     |
| <b>Total Expenses</b>                         | <b>\$17,369.25</b>  |
|   |                     |
| <b>Net Ordinary Income</b>                    | <b>\$ -</b>         |
|   |                     |
| <b>Net Income (Loss)</b>                      | <b>\$ -</b>         |
|   |                     |