



A G E N D A
CITY OF WAUPUN BID MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, December 17, 2024 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 LINK: <https://us02web.zoom.us/j/86945781751?pwd=WjJwcW9yV2hKT0FNdzRER0N1NGRvdz09>

MEETING ID: 869 4578 1751

PASSCODE: 497340

CALL TO ORDER:

APPROVE AGENDA:

ROLL CALL:

CONSENT AGENDA:

- [1.](#) Approve October 15, 2024 BID Minutes
- [2.](#) October 2024 BID Financials
- [3.](#) November 2024 BID Financials

ACTION:

- [4.](#) 2025 Business Attraction Program
- [5.](#) 2025 Facade Improvement Grant Program
6. 2025 Business Recognition Award Nominees

DISCUSSION ITEMS:

7. Waupun Business Alliance Update
8. City Administrator Update

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 BID MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, October 15, 2024 at 7:00 AM

Meeting called to order at 7 am by chairperson Gary DeJager.

Roll call taken. Members present include: Roll call taken. Members present include: Tyler Schulz; Gary DeJager; Bryan Yohn; Mitch Greenfield; Craig Much; Rich Matravers; Teresa Ruch, and Steve Daute (online). Absent and excused is Jodi Mallas. Also present are Mayor Bishop; Administrator Kathy Schlieve; Assistant Administrator Casey Langenfeld; Jeni Maly, Waupun City of Sculpture; Joe Venhuizen, Waupun Business Alliance; and Heidi Braker, Rens Floral.

Motion Greenfield, second Schulz to adopt the agenda as presented. Carried unanimously.

Motion Matravers, second Yohn to approve consent agenda, including minutes from July 16, 2024 BID Meeting and July, August and September 2024 BID Financials as presented. Carried unanimously.

No discussion on outstanding applications as all are in compliance.

Heidi Braker from Rens Floral explains her project to replace signage on the building she recently purchased at 317 E Main St. Existing hardware will be used. Motion DeJager, second Ruch to approve matching grant of \$555.34. Approved unanimously.

Jeni Maly is present and explains plans for promotion of Ice Fest in 2025. The event will be held February 15 and 16, 2025. Maly requests a similar donation from the group to support promotion as was given in 2024. Motion Schultz, second Greenfield to approve a donation of \$500 toward the event. Motion carried unanimously.

Administrator Schlieve provides an overview of the 2025 Bid Operating Plan. The board increased the assessment rate from \$1.50 per \$1,000 to \$1.85 in 2024 and the plan maintains that level. Additional plan features include increased funding for façade improvement grants, ongoing support for pop-up or business attraction efforts, and ongoing support for a youth apprentice to help with promotion efforts. Motion Schultz, second Much to adopt the plan as presented and recommend to the common council for final approval. Carried unanimously.

Joe Venhuizen provides an overview of WBA activities, including the economic forecast breakfast, member supports for Ice Fest, and 90x90 sessions upcoming for business.

Administrator Schlieve provides an update on economic development activity. The city is continuing to solicit interested buyers for the former Senior Center, progress on Hoya Hop House Brewing, and ongoing efforts to attract housing developers to the area.

Motion Schultz, second Greenfield to adjourn the meeting at 7:40 am. Carried unanimously.



Business Improvement District Financial Statement
For the Month Ending: 10/31/24

CASH ON HAND

Prior Month Ending Balance	\$ 9,178.16
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ (4,755.34)
Total Cash on Hand	\$ 4,422.82
Less Outstanding Grants/Checks (not in accounts payable)	\$ (4,200.00)
BID Funds Available	\$ 222.82

BUDGET

2023 Budget Revenue Carryover	\$ 6,572.58
2024 Revenue	\$ 24,633.28
Less Approved Grants & Expenses	\$ (30,983.04)
Remaining Budget Funds Available	\$ 222.82

2024 Grants Approved - Not Dispersed

Green Collar Grooming	2024 Façade	\$ (2,100.00)
Lavendar Valley Design	2024 Façade	\$ (2,100.00)
		\$ (4,200.00)

2024 Actual Operating Expenses

1/9/2024	Downtown Planters	\$ (500.00)
1/24/2024	Broken Threads	\$ (2,000.00)
1/29/2024	Madeline Clothing Co.	\$ (2,100.00)
3/18/2024	Madeline Clothing Co.	\$ (1,178.73)
5/22/2024	Gysbers Jewelry	\$ (2,000.00)
6/17/2024	Waupun Gymnastics	\$ (2,100.00)
6/17/2024	Kartechner & Girls Flowers	\$ (598.37)
6/17/2024	Step A Head Styling	\$ (387.00)
6/17/2024	Lost Lake Acres	\$ (1,508.30)
6/17/2024	Martens Ace Hardware	\$ (180.00)
6/17/2024	City of Waupun - Youth Apprentice	\$ (5,000.00)
6/17/2024	Charming Reads	\$ (387.50)
7/2/2024	Audit Expenses	\$ (1,958.10)
7/24/2024	Gappa Properties	\$ (2,100.00)
7/30/2024	Check Order - Deluxe	\$ (29.70)
9/26/2024	Stone & Suede	\$ (2,100.00)
10/17/2024	Lavendar Valley	\$ (2,100.00)
10/17/2024	Rens Floral, LLC	\$ (555.34)
		\$ (26,783.04)

Total of Grants Approved Not Dispersed and Actual Expenses **\$ (30,983.04)**

2024 Upcoming Operating Expenses

Holiday Planters	\$ -
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Projected Unrestricted Funds **\$ 222.82**

CASH ON HAND

Prior Month Ending Balance	\$ 4,978.16
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ (2,655.34)
Total Cash on Hand	\$ 2,322.82
Less Outstanding Grants/Checks (not in accounts payable)	\$ (2,100.00)
BID Funds Available	\$ 222.82

BUDGET

2023 Budget Revenue Carryover	\$ 6,572.58
2024 Revenue	\$ 24,633.28
Less Approved Grants & Expenses	\$ (30,983.04)
Remaining Budget Funds Available	\$ 222.82

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6/17/2024	Kartechner & Girls Flowers	\$ (598.37)
6/17/2024	Step A Head Styling	\$ (387.00)
6/17/2024	Lost Lake Acres	\$ (1,508.30)
6/17/2024	Martens Ace Hardware	\$ (180.00)
6/17/2024	City of Waupun - Youth Apprentice	\$ (5,000.00)
6/17/2024	Charming Reads	\$ (387.50)
7/2/2024	Audit Expenses	\$ (1,958.10)
7/24/2024	Gappa Properties	\$ (2,100.00)
7/30/2024	Check Order - Deluxe	\$ (29.70)
9/26/2024	Stone & Suede	\$ (2,100.00)
10/17/2024	Lavendar Valley	\$ (2,100.00)
10/17/2024	Rens Floral, LLC	\$ (555.34)
11/19/2024	The Graceful Nest	\$ (2,100.00)
		\$ (28,883.04)

Total of Grants Approved Not Dispersed and Actual Expenses **\$ (30,983.04)**

2024 Upcoming Operating Expenses

Holiday Planters	\$ -
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Projected Unrestricted Funds **\$ 222.82**



Business Attraction Program Overview:

In accordance with the City of Waupun's Market Analysis plan, Waupun's Business Improvement District (BID) that operates in the City's central business district is providing a business recruitment grant for 2024. The purpose of the program is to diversify the business mix and support new business starts in the Waupun BID. First review of applications will be January 16, 2024 and then ongoing until funds are depleted. Selected businesses will receive a \$2,100 grant to support startup operations in the Waupun BID. Business applying to the program must meet the following criteria:

- Businesses must be ready to open their business within 90 days of award and be open for a minimum of a 4-month period thereafter.
- Location of operation must be in the Waupun Business Improvement District.
- Ideal applicants are individuals with a current business run out of their home, businesses looking to open a second location, or business concepts with minimal startup inventory.

Eligible Expenditures:

- Lease or mortgage payments
- Operating expenses
- Building repairs
- Tenant improvements or other qualified expenses authorized by BID Board

Ineligible Expenditures:

- Storage spaces or for residential uses

Eligibility Requirements:

- Retailers must maintain regular store hours.
- Retailers will pay all necessary sales tax on proceeds, obtain any necessary state permits and carry insurance for liability.
- Retailers must proactively market via social media, relationship marketing, etc. and identify the shop as a part of Waupun's Business Improvement District.
- Retailers are responsible for maintaining building's interior and exterior.
- Selected retailer agrees to one (1) consultation with a small business expert.

Selection:

- The Selection committee reserves the right to request clarification or additional information from candidates as well as to request that some make presentations.
- Evaluation criteria for selection shall be based on product mix, store concept, marketing approach, operations strategy, availability to install, events, experience, references, willingness to work with the City of Waupun and other retailers, store design, and other issues the selection committee deems appropriate.

Application:

Applications will be accepted via email, hand delivery, or US mail. First review of applications will occur on January 16, 2024, and then on a rolling basis until funds are depleted.

Waupun City Hall
Attn: Kathy Schlieve
201 E. Main St.
Waupun, WI 53963
kathy@cityofwaupun.org

For questions contact: 920-324-7912

Attach a separate sheet with narrative that includes the following items:

- Applicant Name:
- Address:
- Email:
- Phone:
- Describe your business concept (i.e., inventory, sales channels, target market, etc.):
- Is the business currently operational? If yes, describe current location, length of time in business, how product is sold.
- Explain how this business will be successful.
- Outline the marketing strategies you will use to get the word out about your store.
- Describe your staffing strategy and hours of operation.
- Describe any events that you may have during your tenancy that would be open to the public.

Please include the following additional items with this application:

- A resume or brief biographical summary of your professional career and community work. Provide two references and their contact information.
- You may provide any additional information that you think will assist the selection committee in making their decision.
- Copy of a signed one-year lease agreement.
- Budget outlining items for how you intend to utilize the funds.



CITY OF WAUPUN
2025 BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN

BID Adoption: 10/15/2024

Common Council Adoption: 10/29/2024

THE WAUPUN BUSINESS IMPROVEMENT DISTRICT 2025 OPERATING PLAN (DRAFT)

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. 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.

2025 OPERATING PLAN

The goals, objectives, and strategies of the 2025 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, 2024, the properties in the district have estimated total BID assessable value of \$13,033,600. 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 2024 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		4/30/2026	Steve Daute
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Gary DeJager
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Bryan Yohn
REPRESENTATIVE FROM BID DISTRICT		4/30/2027	Mitch Greenfield
REPRESENTATIVE AT-LARGE		4/30/2025	Craig Much
REPRESENTATIVE AT-LARGE		4/30/2026	Jodi Mallas
REPRESENTATIVE AT-LARGE		4/30/2027	Katie Bohn
REPRESENTATIVE AT-LARGE		4/30/2027	Teresa Ruch
MAYOR	Ex Officio		

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 2025 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2024 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 Statues of the State of Wisconsin. Should any court find any portion of the statue 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 statue 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 – 2025 Operating Plan Goals, Objectives, and Strategies

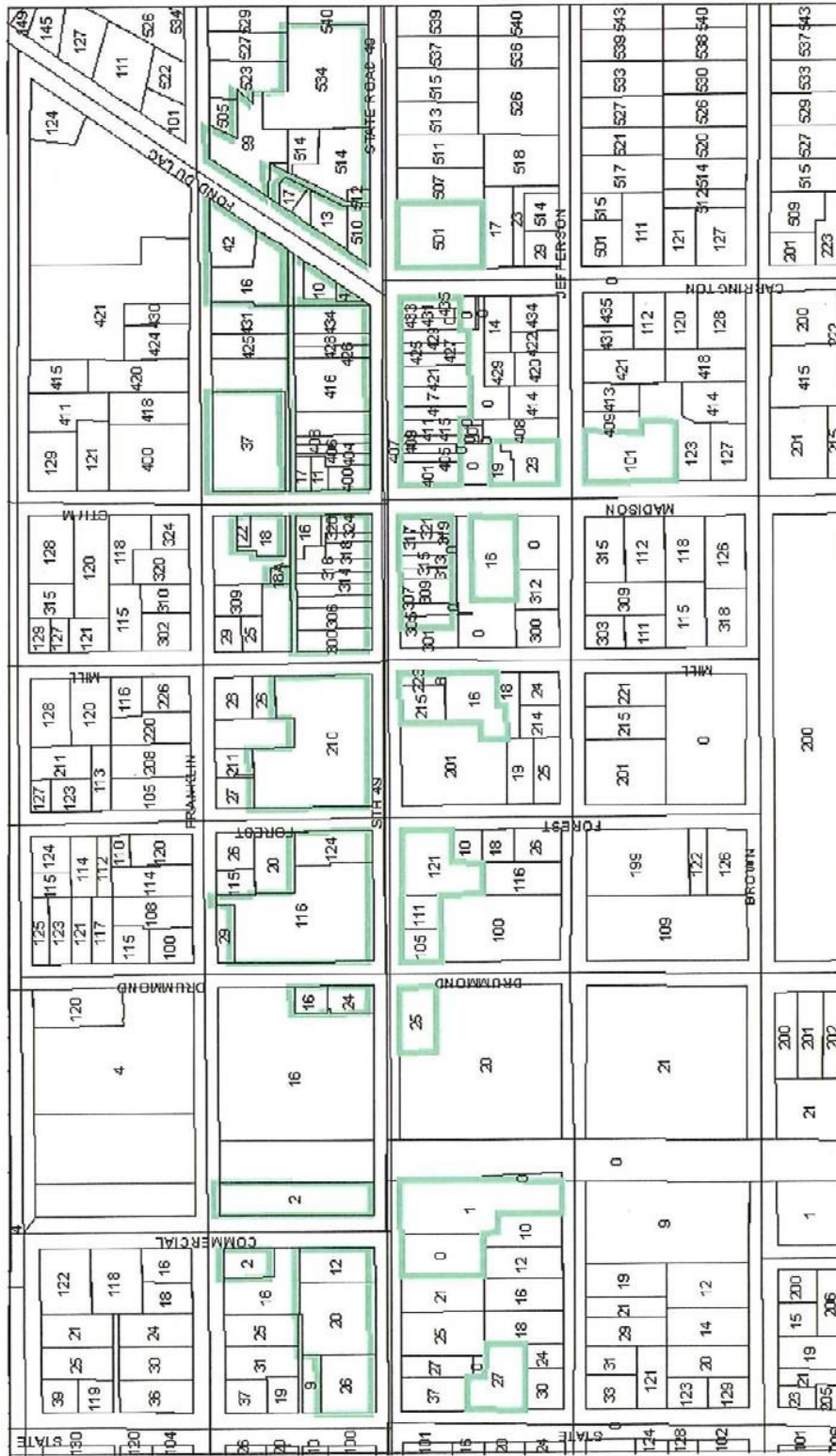
Appendix D – 2025 Budget

Appendix A – Calculation of 2024 Assessed Values

2024 Assessment Total			\$	13,033,600.00
Divided by \$1,000			\$	13,033.60
Assessment Rate: \$1.85/\$1,000				
2024 BID Assessment			\$	24,112.16
	TOTAL INCOME:		\$	24,112.16

Appendix B – 1988 Original BID District Map

City of Waupun Bid District



Appendix C – 2025 Operating Plan Goals, Objectives, and Strategies

1. Be a voice for the Downtown Business Community.

- a. Communicate and solicit feedback from members.
 - i. Review, update and execute the operating plan.
 - ii. Build networks that strengthen working relationships/partnerships to promote the district.
 - iii. Pursue interest to expand the BID boundaries based on business inquiry.
 - iv. Complete annual audits as required by WI Statute.
 - v. Publish and distribute annual reports to members.
- b. Board development and administration
 - i. Recruit, develop and engage board members.
 - ii. Partner with city for administrative support and execution of operating plan.
- c. Strengthen collaboration among community partners to benefit the district.
 - i. Strengthen collaboration among community partner organizations.
 - ii. Maintain Connect Community status through WEDC.

2. Promote Downtown Waupun as a Destination.

- a. Underwrite a shared resource with Downtown Promotions to market the district.
- b. Contribute to annual marketing / events calendar to encourage traffic in the district.

3. Improve the aesthetic / visual appeal of Downtown Waupun.

- a. Support façade improvements in the District.
 - i. Façade improvement grants (50% match to \$2,100)
 - ii. Educate property owners on various financial assistance programs to encourage property redevelopment.
- b. Support implementation of Streetscaping Plan.
 - i. Maintain downtown spaces that are clean, safe, comfortable and welcoming.
 - ii. Partner with city departments to manage safety, parking, snow removal, and planter program.
 - iii. Partner with the CDA on implementation of Streetscaping/Design WI Plan.

4. Attract, retain, and facilitate development of a unique mix of businesses in coordination with district partners.

- a. Work to retain businesses in the district.
 - i. Maintain a business retention program to identify business retention and expansion opportunities.

- ii. Provide educational opportunities to support the growth of downtown businesses.
- b. Work to attract new businesses to the district.
 - i. Leverage market analysis report to improve business mix.
 - ii. Follow up on leads of business looking to open, expand or relocate.
 - iii. Provide entrepreneurial startup business coaching through Ignite network.
 - iv. Offer a business attraction / pop-up grant program.

Appendix D – 2025 Budget

INCOME:			
2024 Assessment Total			\$ 13,033,600
Divided by \$1,000			\$ 13,034
Assessment Rate: \$1.85/\$1,000			
2024 BID Assessment			\$ 24,112
TOTAL INCOME:			\$ 24,112
EXPENSES:			
Design			\$ 15,600
Economic Vitality			\$ 4,000
Organization			\$ 2,012
Promotions			\$ 2,500
TOTAL EXPENSE:			\$ 24,112

2024 Waupun Business Improvement District ~ Façade Improvement Program ~

INTRODUCTION

The Façade Improvement Program has been established by the Waupun Business Improvement District (BID) and may be utilized in conjunction with the Community Development Authority's Design Assistant Grant and Building Improvement Program.

PURPOSE/MISSION

- To improve the business climate in downtown Waupun.
- To improve the aesthetics (façade) of existing businesses
- This mission will also enhance the quality of life in the Waupun Area.

FAÇADE IMPROVEMENT PROGRAM

Property owners and businesses within the B I D of the City of Waupun are eligible for up to \$2,100.00 in matching grant funds for improvements to the exterior of their buildings or improvements visible from the exterior of the building. As a matching grant program, the BID will reimburse the property owner for up to 50% of the expense, up to a maximum of \$2,100.00. The BID reserves the right under this program to exceed the maximum grant amount of \$2,100.00 on a case-by-case basis. All grants will be awarded to eligible applicants while funds are available. Applicants are eligible for only **one grant award every two years**, unless otherwise approved by the BID Board.

ELIGIBLE APPLICANTS

The Façade Improvement Program is available to any Waupun commercial property located in the Business Improvement District.

No application will be reviewed or presented to the committee for their consideration on behalf of an individual or entity that is delinquent in their City of Waupun Property Taxes or Waupun Utility Bills. Neither the grant recipient nor the landlord (if not the same entity) can be delinquent on any utility bills or property taxes in the City of Waupun on any property located in the City.

Eligible projects must meet the requirements of the Zoning Code and Design Standards identified in the Waupun Municipal Code.

ELIGIBLE ACTIVITIES

- Façade renovations – including but not limited to Window Installation, Signage, Awnings and Exterior lighting
- Other expenses deemed eligible by the BID Board

INELIGIBLE ACTIVITIES

- Interior items – including but not limited to appliances, lighting, wall coverings, carpet and paint. These items may be funded through grants offered by the Community Development Authority.
- Other expenses deemed ineligible by the BID Board

PROCESS

- a. Applications are distributed and collected by the BID Board:

Waupun Business Improvement District – Clerk's Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

- b. As there are code restrictions, it is the applicant's responsibility to receive approval by the City Building Inspector for all projects prior to submission of application.

- c. Completed applications must be submitted no later than the 1st Wednesday of the month in order to be considered at the BID board meeting for that month. **Applicant(s) must attend the scheduled BID board meeting.** Regular BID board meetings are held at 7:00 AM the third Tuesday of every month, Waupun City Hall Council Chambers.
- d. Notification of approval/denial will be provided to the applicant by the BID within five (5) days of application. **Note that the project must be approved prior to any of the work taking place; failure to have prior approval from the BID Board may result in a denial of the funding request for the qualifying project.**
- e. Appropriate documentation, such as invoices and pictures of the completed work, must be submitted to the City Economic Development Department for fund reimbursement upon completion of the project. All projects must commence within ninety (90) days of grant approval and reimbursable expenses must be submitted within one-hundred-eighty (180) days of grant approval.
- f. If the projects are not done in accordance with the requirements and time schedule identified, then the applicant MUST re-appear for re-approval. Limited consideration for grant extension will be given based on demand for program dollars.

APPLICATIONS

- a. Completed Façade Improvement Program application form (attached) and supporting documentation
- b. Completed Release of Information Letter (attached)

DESIGN GUIDELINES

All applicants shall utilize the design standards set forth in Chapter 25 of the Municipal Code as a guideline for designing improvements to buildings. These design criteria were recommended by the Community Development Authority to the Common Council.

1. PURPOSE & INTENT

It is the general intent of the Community Development Authority to renovate, preserve and maintain properties within the redevelopment area of the City of Waupun through a process of design review in order to:

- Encourage urban design excellence
- Integrate urban design and preservation of Waupun's heritage into the process of redevelopment
- Enhance the character of the Waupun business community

2. APPLICABILITY

- *Context:* The facility is designed in a manner that is mindful of and complementary to the existing building and natural environment.
- *Harmony:* The facility uses materials, forms and colors that serve as unifying elements with the surrounding buildings and natural environment.
- *Compatibility:* The facility should be compatible with nearby buildings' architectural scale, color, rhythm and proportions.
- *Building Design:* All buildings shall be designed with attention and sensitivity to the historical, architectural and physical context in which they are located.
- *Facades:* Facades should exhibit rhythms similar to those found in adjacent structures.
- *Colors:* Color selection of exterior surfaces, materials and equipment should not detract from the surrounding area. Neon and fluorescent tones are prohibited.
- *Awnings:* Awnings and canopies are encouraged. If provided, they should be designed as an integral component of the building façade.
- *Signage:* Placement of signs shall not be unduly obscure or interfere with sight lines to other properties. Signs should be architecturally compatible and contribute to the character of the area through the incorporation of tasteful presentations.
- *Historic preservation:* Preservation of unique historic or architectural landmarks is encouraged.

Waupun Business Improvement District (BID)
~ Façade Improvement Program – Grant Application ~

Applications missing any materials will be returned for completion.

Date: _____

Applicant Name: _____

Applicant Address: _____

Phone: _____ Fax: _____ Email: _____

Name of Business/Property: _____

Property Address: _____

Property Use: _____

Property owner, if different than applicant: _____

Owner address: _____ Owner Phone: _____

Project Summary:

Brief Project Summary: _____

Total Estimated Cost: \$_____

Total Grant Request: \$_____

Projected Start Date: _____

Projected Completion Date: _____

Name of Contractor: _____

Issue Payment if approved: Applicant or Business (*circle*)

Approval of City Building Inspector: _____ (*Inspector's initials*)

Required attachments:

Project plan(s) to 1/4" scale, if applicable

Current photo(s) of property

Release of Information Letter (attached)

Paint color(s) or material sample(s), if applicable

Quotes/Estimates

Submit application form and attachments to:

Waupun Business Improvement District – City Clerk, Waupun City Hall
201 E. Main Street, Waupun WI 53963
920-324-7915 ext. 5

To be completed by City staff only:

Date application received: _____

Application reviewed for completeness by _____ (initials). Date: _____

Applicant notified of scheduled BID meeting by _____ (initials). Date: _____

Waupun Business Improvement District (BID)
~ Façade Improvement Program - Release of Information Letter ~

Date: _____

To: Waupun Business Improvement District – Clerk’s Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

To Whom It May Concern:

I hereby authorize the Waupun Business Improvement District (BID) permission to share all application materials with BID board members who will be reviewing my application. I acknowledge that information provided to the BID may be released upon request in compliance with the open record requirements and in accordance with the freedom of information act. I acknowledge that I am to attend the BID board meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Signed,

Name (print): _____

Signature: _____

Date: _____