



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, November 09, 2022 at 7:00 AM

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.](#) Approve Consent Agenda

- [2.](#) Business Improvement District Recommendation: 2023 Business Improvement District Operating Plan & Budget

- [3.](#) Request for Advertising Funds for Shop Local Campaign

DISCUSSION ITEMS:

4. Waupun Business Alliance Update
5. City Administrator Update

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

- [6.](#) Review Outstanding Applications

ADVANCED PLANNING:

ADJOURNMENT

Sarah Van Buren, Economic Dev. Coordinator

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.



AGENDA SUMMARY SHEET

MEETING DATE: 11-9-22

TITLE: Approve Consent Agenda

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 items are part of the Consent Agenda included in this packet:

1. Minutes from September 14, 2022 BID Meeting
2. September 2022 BID Financials
3. October 2022 BID Financials

STAFF RECCOMENDATION:

Approve Consent Agenda as Presented

ATTACHMENTS:

Minutes from September 14, 2022 BID Meeting
September 2022 BID Financials
October 2022 BID Financials

RECCOMENDED MOTION:

Motion to approve the Consent Agenda as presented.



DRAFT MINUTES
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, September 14, 2022 at 7:00 AM

CALL TO ORDER:

Called to order at 7:01 a.m. by Chairperson Bishop.

ROLL CALL:

Committee Members Present:

Krista Bishop
Gary DeJager
Rich Matravets
Mitch Greenfield
Teresa Ruch
Craig Much
Tyler Schulz
Jodi Mallas

Committee Members Absent:

Kate Bresser (excused)
Jonathan Leonard

Others Present:

Kathy Schlieve, Administrator

Motion Schulz, second Matravets to approve agenda as presented with adjusted financials handed out by the City Administrator for July and August. Carried 8-0.

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Approve July 13, 2022 BID Meeting Minutes
Motion Schulz, second Matravets to approve minutes as presented. Carried unanimously.
2. Approve July 2022 BID Financials
Motion Greenfield, second Ruch to approve July 2022 financials as presented. Carried unanimously.
Motion Schulz, second Matravets to approve August 2022 financials as presented. Carried unanimously.

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

3. Review Outstanding Applications: Administrator Schlieve provides a list of outstanding applications in various stages of development, noting that there are no action items at this time. At least one project is examining an alternative improvement and is experiencing delays due to availability/response of contractors.

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

4. Grant Application 426 E Main Street - C.Verhage Photography
Administrator Schlieve provides an overview of the project for C. Verhage Photography to add graphics to beautify the back of her building. Schulz motion, second Mallas to approve a matching grant application in the amount not to exceed \$530 as presented. Carried unanimously.

DISCUSSION ITEMS:

5. UW Extension USDA Grant to Support Strategic Plan for Community Development
Administrator Schlieve provides an overview of a grant obtained through the UW Extension to support strategic planning for community development. Schlieve notes that we are requesting support to help with green space design through this project. Volunteers to help with grant planning include: Krista Bishop, Craig Much, Jodi Mallas, and outreach will be done to try to recruit Brooke Straks. Targeting kick off meeting late September/early October.

6. Administrator Update
Administrator Schlieve notes that the city is struggling with staffing changes. On the economic development front, TID 9 creation is nearing completion later this month, which will support industrial and residential development. Schlieve also notes that we are seeking space in the downtown for restaurant and retail prospects.

ADVANCED PLANNING:

ADJOURNMENT

Motion Schulz, second Much to adjourn. Carried unanimously. Meeting adjourned at 7:40 a.m.

Business Improvement District Financial Statement
For the Month Ending: 09/30/22

CASH ON HAND

Prior Month Ending Balance	\$ 21,010.31
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ (3,329.70)
Total Cash on Hand	\$ 17,680.61
Less Outstanding Grants/Checks	\$ (9,985.30)
BID Funds Available	\$ 7,695.31

BUDGET

2022 Budget & Prior Year Carryover	\$ 24,104.06
Less Approved Grants & Expenses	\$ (16,408.75)
Remaining Budget Funds Available	\$ 7,695.31

OUTSTANDING GRANTS

<i>Todd & Shae Cupery (1W Main)</i>	\$ 2,000.00
<i>Todd & Shae Cupery (3AW Main)</i>	\$ 2,000.00
<i>Todd & Shae Cupery (7 W Main)</i>	\$ 2,000.00
<i>Jeni Maly / Imagine That! Art Studio LLC</i>	\$ 455.30
<i>Krista Bishop Weaving It Up to You!</i>	\$ 2,000.00
<i>Cverhage Photo</i>	\$ 530.00
	\$ 8,985.30

CHECK REGISTER

<i>Date</i>	<i>Description</i>	<i>Withdrawals</i>	<i>Deposits</i>	<i>Balance</i>
12/31/2021	Ending Balance			6,631.61
1/11/2022	Deposit - City of Waupun 2021 BID Assessments		17,472.45	24,104.06
2/9/2022	ck #545 Dustin Bruntjen_New Businesss Attraction	2,262.31		21,841.75
6/3/2022	ck#546 Waupun Farm & Home_Flowers Main St.	831.44		21,010.31
9/21/2022	ck#547 City of Waupun_reimburs. for BID Audit exp. \$1000 , waiting to clear			21,010.31
9/23/2022	ck#548_Imagine That!	3,329.70		17,680.61

Business Improvement District Financial Statement
For the Month Ending: 10/31/22

CASH ON HAND

Prior Month Ending Balance	\$ 17,680.61
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ (1,000.00)
Total Cash on Hand	<u>\$ 16,680.61</u>
Less Outstanding Grants/Checks	<u>\$ (10,985.30)</u>
BID Funds Available	<u><u>\$ 5,695.31</u></u>

BUDGET

2022 Budget & Prior Year Carryover	\$ 24,104.06
Less Approved Grants & Expenses	\$ (18,408.75)
Remaining Budget Funds Available	<u><u>\$ 5,695.31</u></u>

OUTSTANDING GRANTS

<i>Todd & Shae Cupery (1W Main)</i>	\$ 2,000.00
<i>Todd & Shae Cupery (3AW Main)</i>	\$ 2,000.00
<i>Todd & Shae Cupery (7 W Main)</i>	\$ 2,000.00
<i>Jeni Maly / Imagine That! Art Studio LLC</i>	\$ 455.30
<i>Krista Bishop Weaving It Up to You!</i>	\$ 2,000.00
<i>Cverhage Photo</i>	\$ 530.00
<i>BJ Yohn B&B Plumbing (20 W Main)</i>	\$ 2,000.00
	<u><u>\$ 10,985.30</u></u>

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<i>Date</i>	<i>Description</i>	<i>Withdrawals</i>	<i>Deposits</i>	<i>Balance</i>
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9/21/2022	ck#547 City of Waupun_reimburs. for BID Audit exp.	1,000.00		20,010.31
9/23/2022	ck#548_Imagine That!	3,329.70		16,680.61

2023 CITY OF WAUPUN BUSINESS IMPROVEMENT WORK PLAN

DRAFT (Approved 11/XX/22)

INITIATIVE		TIMEFRAME	COST	ASSIGNED	INVOLVEMENT	METRICS
OBJECTIVE 1: BE A VOICE FOR DOWNTOWN WAUPUN BUSINESS COMMUNITY.						
<i>Strategy 1: Communicate and solicit feedback from our members.</i>						
1.1.1	Annually review and update Operational Plan.	Q3 2023	\$ -	City	BID Board	Updated Plan
1.1.2	Host annual meeting and publish annual report, as define by state statute.	Q1 2023	\$ 500.00	City	BID Board	Number of attendees
1.1.3	Collaborate with partners serving downtown business interests to strenghten programming that supports small business.	Ongoing		City	BID Board, BID Members	Joint program offerings, Attendance, Satisfaction
1.1.4	Utilize social media, business alliance newsletters, email, etc., to disseminate relevant business information to members.	Ongoing		City	Waupun Business Alliance, Downtown Promotions	Number of communications Response to programs
<i>Strategy 2: Staff and Board Development</i>						
1.2.1	Recruit, develop and engage board members as needed.	Q1 2023	\$ -	City	BID Members, Business Community	Board Seats Filled
1.2.2	Train new board members on purpose and goals of BID Board.	Q2 2023	\$ -	City	BID Board	Members Trained
OBJECTIVE 2: SUPPORT EFFORTS TO PROMOTE THE DOWNTOWN AS A DESTINATION.						
<i>Strategy 1: Support marketing efforts of various partners that increase foot traffic in the downtown.</i>						
2.1.1	Support the work of partner organizations that coordinate and market events that increase foot traffic in downtown.	Ongoing	\$ 750	City	Waupun Downtown Promotions, DLWR	Attendance, Participation, Economic Impact
2.1.2	Develop a collateral marketing piece to cross-market businesses in the District.	Ongoing	\$ 2,500	City	BID Members, Warrior Fabrication	Printed Collateral
2.1.3	Work with UW Extension on implementation of market analysis plan.	Ongoing	\$ -	City	BID Board	
2.1.4	Utilize social media to communicate awards and private investment occuring in the District to foster awareness for improvements/new business.	Ongoing	\$ -	City	BID Board	# of Posts, Engagements
OBJECTIVE 3: BEAUTIFICATION OF DOWNTOWN WAUPUN.						
<i>Strategy 1: Assist property owners with renovation projects.</i>						
3.1.1	Communicate and assist property owners to fund rennovations by assisting with applications, evaluation and award of Façade Improvement Grants.	Ongoing	\$ 8,782.25	City	BID Board	Number of applications, Number of awards
3.1.2	Educate property owners on various financial assistance programs to encourage property redevelopment.	Ongoing	\$ -	City	State and Regional EDO Partners, Private Foundations	Usage of Programs
<i>Strategy 2: Foster a safe, walkable, and welcoming environment in the downtown to improve the central business district as a destination for residents and visitors to shop and dine.</i>						
3.2.1	Advance the downtown streetscaping plan, with an emphasis on improving community gathering spaces and wayfaring elements.	End of Q3 2023	\$ 4,000	City	BID Board, DPW/Utilities, CDA	Projects Completed
3.2.2	Seasonal planting program.	Q2 2023	\$ -	City	City, Farm & Home, WAHS Horitculture Students	Seasonal Planters
3.2.3	Partner with police, building inspector and public works to manage safety, parking and aesthetic issues.	Ongoing	\$ -	City	BID Board	Number open issues

3.2.4	Support the downtown design guidelines to bring design consistency to the district.	Ongoing	\$ -	City	Building Inspector, CDA	Applications Approved to Standard
OBJECTIVE 4: ATTRACT, RETAIN, AND EXPAND A BUSINESS MIX CONSISTENT WITH THE CITY'S MARKET ANALYSIS.						
Strategy 1: Contribute to a strong entrepreneurial ecosystem that supports small business success.						
4.1.1	Leverage partnerships to strengthen the entrepreneurial ecosystem and support the business needs of the District.	Ongoing	\$ -	City	BID Board, Ignite Partners	# offerings, attendance
4.1.2	Promote and facilitate various partner financial assistance programs.	Ongoing	\$ -	City	Regional and State Partner Agencies	Number of contacts
4.1.3	Educate and maintain relations with realtors, lenders, property owners and other economic development agencies to support work within the District.	Ongoing	\$ -	City	BID Board	Number of contacts
Strategy 2: Support business retention in the district.						
4.2.1	Collaborate with regional and state partners and provide educational opportunities to support the growth of business owners in the District.	Ongoing	\$ -	City	BID Board	Number of contacts
4.2.2	Research and recommend a structure for a business mentorship program for business owners to help address challenges they face to grow and expand their business.	Ongoing	\$ -	City	BID Board	Mentorship Plan Presented
Strategy 3: Support business attraction in the district.						
4.3.1	Develop and implementation plan for the Downtown Market Analysis project.	By Q3 2023	\$ -	City	BID Board, CDA, UW Extension, Waupun Business Alliance	Completed Plan
4.3.2	Follow up on leads of businesses looking to open, expand and relocate.	Ongoing	\$ -	City	IGNITE / Envision	Number of business starts
4.3.3	Implement a pop-up grant program.	Q3 2023	\$ 3,000	City	IGNITE / Envision	Successful Business Start
GRAND TOTAL:			\$ 19,532.25			



AGENDA SUMMARY SHEET

MEETING DATE: 11-9-22
AGENDA SECTION: CONSIDERATION/ACTION
PRESENTER: Kathy Schlieve, Administrator

TITLE: Business Improvement District
Recommendation: 2023 Business Improvement District Operating Plan & Budget

DEPARMTENT GOAL(S) SUPPORTED <i>(if applicable)</i>	FISCAL IMPACT	
Economic Vitality	0	

ISSUE SUMMARY

The City of Waupun Business Improvement District (BID) Operating Plan and Budget for 2023 proposed expenditures of \$19,532.25. The plan proposes continuing the assessment of \$1.50 per \$1,000, which is projected to provide a net revenue of \$19,532.25.

A small subset of BID Board members assisted City Staff in the development of the objectives and strategies, as well as the BID Budget (Appendix D of the 2023 Operating Plan). The Plan will be reviewed by the BID Board on November 9, 2022 at a 7 a.m. meeting. If approved and recommended to the Council by that board, you will be asked to review and approve the plan as presented at your meeting later that same day.

STAFF RECCOMENDATION:

Approve the 2023 Operating Plan and Budget, as presented.

ATTACHMENTS:

2023 BID Operating Plan

RECCOMENDED MOTION:

Motion to approve the 2023 Operating Plan & Budget, as presented.

CITY OF WAUPUN



2023 Business Improvement District Operational Plan

Draft

Approved by BID
11/XX/22;
Approved by
Common Council
11/XX/22

THE WAUPUN BUSINESS IMPROVEMENT DISTRICT 2023 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 2021. 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 2023 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 \$19,535.25. This plan proposes to assess the taxable property in the district at a rate of \$1.50 per \$1,000 of assessed value for the purposes of the BID. Appendix A shows the projected BID assessment for each 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 2022 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 be 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:

Board Members

REPRESENTATIVE FROM BID DISTRICT		4/30/2025	Tyler Schulz
REPRESENTATIVE FROM BID DISTRICT		4/30/2025	Rich Matravers
REPRESENTATIVE FROM BID DISTRICT		4/30/2023	Jonathan Leonard
REPRESENTATIVE FROM BID DISTRICT		4/30/2023	Gary DeJager
REPRESENTATIVE FROM BID DISTRICT		4/30/2023	Krista Bishop
REPRESENTATIVE FROM BID DISTRICT		4/30/2024	Mitch Greenfield
REPRESENTATIVE AT-LARGE		4/30/2025	VACANT
REPRESENTATIVE AT-LARGE		4/30/2023	Jodi Mallas
REPRESENTATIVE AT-LARGE		4/30/2024	Kate Bresser
REPRESENTATIVE AT-LARGE	Vice Chairperson	4/30/2024	Teresa Ruch

MAYOR	Ex Officio
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Staff

Name	Position
Rohn Bishop	Mayor – Ex-Officio Member
Kathy Schlieve	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 2022 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 2023 Assessed Values

Appendix B – 1988 Original BID Map

Appendix C – 2023 Operating Plan Goals, Objectives, and Strategies

Appendix D – 2023 Budget

Appendix A – Calculation of 2023 Assessed Values

	Dodge	Fond du Lac	Total
2022 Assessed Value (Commercial Properties)	\$ 5,207,500	\$ 7,814,000	
divided by 1,000	5,208	7,814	
Assessment Rate	\$ 1.50	\$ 1.50	
2022 BID Assessment for 2023 BID Budget	\$ 7,811.25	\$ 11,721.00	\$ 19,532.25
2021 BID Assessment for 2022 BID Budget	\$ 6,930.90	\$ 10,541.55	\$ 17,472.45
Increase/(Decrease) in BID Budget	\$ 880.35	\$ 1,179.45	\$ 2,059.80
Increase in assessed value	586,900.00	786,300.00	1,373,200.00

Appendix B – 1988 Original BID District Map

City of Waupun Bid District



Legend
 Bid District

Appendix C – 2023 Operating Plan Goals, Objectives, and Strategies

INITIATIVE		TIMEFRAME	COST	ASSIGNED	INVOLVEMENT	METRICS
OBJECTIVE 1: BE A VOICE FOR DOWNTOWN WAUPUN BUSINESS COMMUNITY.						
Strategy 1: Communicate and solicit feedback from our members.						
1.1.1	Annually review and update Operational Plan.	Q3 2023	\$ -	City	BID Board	Updated Plan
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1.1.3	Collaborate with partners serving downtown business interests to strenghten programming that supports small business.	Ongoing		City	BID Board, BID Members	Joint program offerings, Attendance, Satisfaction
1.1.4	Utilize social media, business alliance newsletters, email, etc., to disseminate relevant business information to members.	Ongoing		City	Alliance, Downtown Promotions	Number of communications Response to programs
Strategy 2: Staff and Board Development						
1.2.1	Recruit, develop and engage board members as needed.	Q1 2023	\$ -	City	BID Members, Business Community	Board Seats Filled
1.2.2	Train new board members on purpose and goals of BID Board.	Q2 2023	\$ -	City	BID Board	Members Trained
OBJECTIVE 2: SUPPORT EFFORTS TO PROMOTE THE DOWNTOWN AS A DESTINATION.						
Strategy 1: Support marketing efforts of various partners that increase foot traffic in the downtown.						
2.1.1	Support the work of partner organizations that coordinate and market events that increase foot traffic in downtown.	Ongoing	\$ 750	City	Waupun Downtown Promotions, DLWR	Attendance, Participation, Economic Impact
2.1.2	Develop a collateral marketing piece to cross-market businesses in the District.	Ongoing	\$ 2,500	City	BID Members, Warrior Fabrication	Printed Collateral
2.1.3	Work with UW Extension on implementation of market analysis plan.	Ongoing	\$ -	City	BID Board	
2.1.4	Utilize social media to communicate awards and private investment occuring in the District to foster awareness for improvements/new business.	Ongoing	\$ -	City	BID Board	# of Posts, Engagements

OBJECTIVE 3: BEAUTIFICATION OF DOWNTOWN WAUPUN.						
Strategy 1: Assist property owners with renovation projects.						
3.1.1	Communicate and assist property owners to fund renovations by assisting with applications, evaluation and award of Façade Improvement Grants.	Ongoing	\$ 8,782.25	City	BID Board	Number of applications, Number of awards
3.1.2	Educate property owners on various financial assistance programs to encourage property redevelopment.	Ongoing	\$ -	City	State and Regional EDO Partners, Private Foundations	Usage of Programs
Strategy 2: Foster a safe, walkable, and welcoming environment in the downtown to improve the central business district as a destination for residents and visitors to shop and dine.						
3.2.1	Advance the downtown streetscaping plan, with an emphasis on improving community gathering spaces and wayfaring elements.	End of Q3 2023	\$ 4,000	City	BID Board, DPW/Utilities, CDA	Projects Completed
3.2.2	Seasonal planting program.	Q2 2023	\$ -	City	City, Farm & Home, WAHS Horiculture Students	Seasonal Planters
3.2.3	Partner with police, building inspector and public works to manage safety, parking and aesthetic issues.	Ongoing	\$ -	City	BID Board	Number open issues
3.2.4	Support the downtown design guidelines to bring design consistency to the district.	Ongoing	\$ -	City	Building Inspector, CDA	Applications Approved to Standard
OBJECTIVE 4: ATTRACT, RETAIN, AND EXPAND A BUSINESS MIX CONSISTENT WITH THE CITY'S MARKET ANALYSIS.						
Strategy 1: Contribute to a strong entrepreneurial ecosystem that supports small business success.						
4.1.1	Leverage partnerships to strengthen the entrepreneurial ecosystem and support the business needs of the District.	Ongoing	\$ -	City	BID Board, Ignite Partners	# offerings, attendance
4.1.2	Promote and facilitate various partner financial assistance programs.	Ongoing	\$ -	City	Regional and State Partner Agencies	Number of contacts
4.1.3	Educate and maintain relations with realtors, lenders, property owners and other economic development agencies to support work within the District.	Ongoing	\$ -	City	BID Board	Number of contacts
Strategy 2: Support business retention in the district.						
4.2.1	Collaborate with regional and state partners and provide educational opportunities to support the growth of business owners in the District.	Ongoing	\$ -	City	BID Board	Number of contacts
4.2.2	Research and recommend a structure for a business mentorship program for business owners to help address challenges they face to grow and expand their business.	Ongoing	\$ -	City	BID Board	Mentorship Plan Presented
Strategy 3: Support business attraction in the district.						
4.3.1	Develop and implementation plan for the Downtown Market Analysis project.	By Q3 2023	\$ -	City	BID Board, CDA, UW Extension, Waupun Business Alliance	Completed Plan
4.3.2	Follow up on leads of businesses looking to open, expand and relocate.	Ongoing	\$ -	City	IGNITE / Envision	Number of business starts
4.3.3	Implement a pop-up grant program.	Q3 2023	\$ 3,000	City	IGNITE / Envision	Successful Business Start

Appendix D – 2023 Budget

INCOME:		BUDGET
(Estimated) Unrestricted Fund Balance as of December 31, 2022	\$	5,695.31
2023 Aseessment @\$1.50/\$1,000	\$	19,532.25
TOTAL INCOME:	\$	25,227.56
EXPENSES:		BUDGET
Annual Meeting	\$	500.00
Promotion	\$	3,250.00
Façade Improvement Grants	\$	8,782.25
Streetscaping	\$	4,000.00
Pop Up Program	\$	3,000.00
TOTAL EXPENSES:	\$	19,532.25
PROJECTED UNRESTRICTED FUND BALANCE (December 31, 2023)	\$	5,695.31



AGENDA SUMMARY SHEET

MEETING DATE: 11-9-22

TITLE: Request for Advertising Funds for Shop Local Campaign

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 Downtown Promotions group is requesting funds to support a shop local campaign. The BID budget allocated \$750 for advertising purposes and those dollars are currently still available for consideration of funding this request.

STAFF RECCOMENDATION:

ATTACHMENTS:

RECCOMENDED MOTION:

Motion to approve/deny request from Downtown Promotions for \$X advertising dollars to support a shop local campaign.



AGENDA SUMMARY SHEET

MEETING DATE: 11-9-22

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 BID Board will review the following outstanding grant applications. Any actions needed to extend or modify grant awards based on group discussion will be taken under this agenda item.

BID OUTSTANDING GRANTS	AMOUNT	DEADLINE
<i>Todd & Shae Cupery (1W Main)</i>	\$ 2,000.00	12/15/2022
<i>Todd & Shae Cupery (3AW Main)</i>	\$ 2,000.00	12/15/2022
<i>Todd & Shae Cupery (7 W Main)</i>	\$ 2,000.00	12/15/2022
<i>Jeni Maly / Imagine That! Art Studio LLC</i>	\$ 455.30	12/15/2022
<i>Krista Bishop Weaving It Up to You!</i>	\$ 2,000.00	12/15/2022
<i>Cverhage Photo</i>	\$ 530.00	12/31/2022
<i>BJ Yohn B&B Plumbing (20 W Main)</i>	\$ 2,000.00	12/15/2022

STAFF RECCOMENDATION:

ATTACHMENTS:

RECCOMENDED MOTION:

Motion modify/extend outstanding grant applications per discussion.