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/83626747403?pwd=eTM3V2RtMjJyRDRxYTQ5TXpZdnFJZz09
Meeting ID: 836 2674 7403
Passcode: 857325
Phone: 312 626 6799 US (Chicago)

CALL TO ORDER

ROLL CALL

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Approve Minutes of June 20, 2023 BID Meeting
2. Approve June 2023 Financials for BID
3. Approve July 2023 Financials for BID

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

4. Review Outstanding Applications

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

5. Review Application for 42 Fond du Lac St Maedox Tax & Accounting
6. Review Application for 14 W Main St Edward Jones
7. Review Application for 16 W Main St State Farm
8. Review Application for 20 W Main St B&B Plumbing

DISCUSSION ITEMS:

9. Waupun Business Alliance Update
10. City Administrator Update
11. Overview of IceFest Winter Festival
12. Update on Design Wisconsin Project

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

Roll call taken. Member present: Gary DeJager, Rich Matravers, Teresa Ruch, Craig Much, Kate Bresser, Jodi Mallas, Tyler Schulz, and Krista Bishop. Absent and excused is Mitch Greenfield. Also present Administrator Schlieve, Assistant Administrator Langenfeld, Mayor Bishop, Raina Lyman, Envision Greater Fond du Lac, Glenn Marwitz and Jason Whitford (online).

Motion Much, second Matravers to approve May 10, 2023 Business Improvement District Meeting Minutes. Carried unanimously.

Motion DeJager, second Gysbers to approve financials for 2023 as presented. Carried unanimously.

Administrator Schlieve provides an overview of outstanding applications for Wind & Unwined, Broken Threads, K’s Boutique, Chic Tique. Wind & Unwined is in process but Schlieve recommends an extension through September 30, 2023. An application for Weaving It Up to You is cancelled as building is sold. Broken Threads and K’s are both reporting delays with contractors and/or supplies. Schlieve notes that there is time and we should monitor progress. Finally, Chic Tique work is complete and staff is waiting for final receipts for reimbursement. Motion Schulz, second Matravers to extend Wind & Unwined grant through September 30, 2023. Carried unanimously.

Glenn Marwitz presents application for Judson’s located at 416 E Main St. Business is painting exterior of front façade and adding updated signage. Motion Schulz, second DeJager to approve matching grant of $2,000 for the project. Carried 8-0.

Kate Gysbers presents application for 307 E Main St. Gysber’s Jewelry acquired the building and is expanding into the space. Motion Schulz, second Matravers to approve matching grant of $2,000 for the project. Carried 7-0 with Bresser abstaining.

Raina Lyman provides an update on the Waupun Business Alliance. A general overview of entrepreneurial program is provided. Golf outing planned for August 1 at the Rock.

Administrator Schlieve provides an update, announcing that the City has received a Vibrant Space grant to create a food truck alley in the downtown green space east of Stone & Suede and that we are pending on a large DNR grant for the west-side plaza. Staff continue to look for space for new businesses looking to locate in Waupun. Schlieve overviews the marketing plan authorized during previous BID meeting. Of the $5k allocated, planned expenditures will total $5,100 with $2,400 dedicated to social media and website enhancements; $1,500 updating the Downtown Promotions website functionality; and $1,200 supporting creation of print including a map of the downtown district. Any remaining funds will support a campaign with Inspire Magazine and the Discover Downtown Waupun billboard. Schlieve reports that bids for the Senior Center project have been accepted and that the team is moving into a fundraising stage and that the City intends to sell the existing building when construction is completed. Design WI with the UW Extension team will conduct the Design Charrette on September 18 & 19 and individuals are asked to reserve those dates on calendars.

No advanced planning.

Motion Much, second DeJager to adjourn meeting. Carried unanimously. Meeting adjourns at 7:25 a.m.
# Business Improvement District Financial Statement

For the Month Ending: 06/30/23

## CASH ON HAND

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior Month Ending Balance</td>
<td>$24,785.60</td>
</tr>
<tr>
<td>Plus Current Month Deposits</td>
<td>$</td>
</tr>
<tr>
<td>Less Current Month Expenses (including expenses in accounts payable)</td>
<td>$(1,854.13)</td>
</tr>
<tr>
<td>Total Cash on Hand</td>
<td>$22,931.47</td>
</tr>
<tr>
<td>Less Outstanding Grants/Checks (not in accounts payable)</td>
<td>$(9,102.48)</td>
</tr>
</tbody>
</table>

### BID Funds Available

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13,828.99</td>
</tr>
</tbody>
</table>

## BUDGET

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022 Budget Revenue Carryover</td>
<td>$6,317.61</td>
</tr>
<tr>
<td>2023 Revenue</td>
<td>$19,532.25</td>
</tr>
<tr>
<td>Less Approved Grants &amp; Expenses</td>
<td>$(12,020.87)</td>
</tr>
</tbody>
</table>

### Remaining Budget Funds Available

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13,828.99</td>
</tr>
</tbody>
</table>

## 2023 Grants Approved - Not Dispersed

<table>
<thead>
<tr>
<th>Store</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wind &amp; Unwined</td>
<td>$(2,000.00)</td>
</tr>
<tr>
<td>Broken Threads</td>
<td>$(2,000.00)</td>
</tr>
<tr>
<td>K's Boutique</td>
<td>$(1,102.48)</td>
</tr>
<tr>
<td>Judson's</td>
<td>$(2,000.00)</td>
</tr>
<tr>
<td>Gysber's Jewelry</td>
<td>$(2,000.00)</td>
</tr>
</tbody>
</table>

### Total of Grants Approved Not Dispersed and Actual Expenses

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$(9,102.48)</td>
</tr>
</tbody>
</table>

## 2023 Actual Operating Expenses

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/31/2023</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>2/28/2023</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>3/31/2023</td>
<td>Audit Fees</td>
<td>$(1,000.00)</td>
</tr>
<tr>
<td>5/4/2023</td>
<td>Martens Ace Hardware/potting soil</td>
<td>$(64.26)</td>
</tr>
<tr>
<td>6/5/2023</td>
<td>Waupun Area School District/flowers</td>
<td>$(1,105.24)</td>
</tr>
<tr>
<td>6/27/2023</td>
<td>Martens Ace Hardware/potting soil</td>
<td>$(141.39)</td>
</tr>
<tr>
<td>6/27/2023</td>
<td>Chic Tique Girls, LLC</td>
<td>$(607.50)</td>
</tr>
</tbody>
</table>

### Total of Grants Approved Not Dispersed and Actual Expenses

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<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$(12,020.87)</td>
</tr>
</tbody>
</table>

## 2023 Upcoming Operating Expenses

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/10/2023</td>
<td>Downtown Promotions/Marketing</td>
<td>$(5,000.00)</td>
</tr>
</tbody>
</table>

### Projected Unrestricted Funds

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8,828.99</td>
</tr>
</tbody>
</table>

7/13/2023 8:27 AM
**Business Improvement District Financial Statement**

For the Month Ending: 07/31/23

### CASH ON HAND

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior Month Ending Balance</td>
<td>$23,538.97</td>
</tr>
<tr>
<td>Plus Current Month Deposits</td>
<td>$</td>
</tr>
<tr>
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</table>

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<th>Amount</th>
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</thead>
<tbody>
<tr>
<td><strong>Projected Unrestricted Funds</strong></td>
<td><strong>$8,828.99</strong></td>
</tr>
</tbody>
</table>
MEETING DATE: June 20, 2023

TITLE: Review Outstanding Applications

AGENDA SECTION: Consideration/Action

PRESENTER: Kathy Schlieve, Administrator

DEPARTMENT GOAL(S) SUPPORTED (if applicable) | FISCAL IMPACT
--- | ---
Economic Vitality | N/A

ISSUE SUMMARY

The following grant applications are outstanding for review. Where outlined extensions are being requested to complete the work.

2023 Grants Approved – Not Dispersed (Total: $9,102.48)

<table>
<thead>
<tr>
<th>Grant Name</th>
<th>Fiscal Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wind &amp; Unwined</td>
<td>$2000.00</td>
</tr>
<tr>
<td>Broken Threads</td>
<td>$2000.00</td>
</tr>
<tr>
<td>K’s Boutique</td>
<td>$1,102.48</td>
</tr>
<tr>
<td>Jud-Son’s</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Gysber’s Jewelry</td>
<td>$2,000.00</td>
</tr>
</tbody>
</table>

No further action required at this time.

STAFF RECOMMENDATION:

ATTACHMENTS:

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

Applications missing any materials will be returned for completion.

Date: 7-12-23

Applicant Name: Mike Bennet

Applicant Address: 7099 Pleasant Valley Rd, Larsen, WI 54947

Phone: 920 594 2397 Fax: _______________ Email: Mike @ Mardexinc.com

Name of Business/Property: Mardex Tax & Accounting (Arnowy, Peters & Assoc)

Property Address: 42 Fond du lac St.

Property Use: Bookkeeping, Payroll, Taxes

Property owner, if different than applicant: 

Owner address: _____________________________ Owner Phone: __________________________

Project Summary:

Brief Project Summary: Updating Street sign and Window Signage

Total Estimated Cost: $ 2500 Total Grant Request: $ 2000

Projected Start Date: Design in progress Projected Completion Date: TBD

Name of Contractor: Various Issue Payment if approved: Applicant or Business (circle)

Approval of City Building Inspector: ________ (Inspector’s initials)

Required attachments:
- Project plan(s) to ¼” scale, if applicable
- Release of Information Letter (attached)
- Quotes/Estimates
- Current photo(s) of property
- Paint color(s) or material sample(s), if applicable

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: _______________

Revised 06-20-17
Waupun Business Improvement District (BID)
~ Façade Improvement Program - Release of Information Letter ~

Date: 7-12-23

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): Mike Berndt

Signature: [Signature]

Date: 7-12-23

Revised 06-20-17
42 Fond du Lac Street - Signage Replacement
Waupun Business Improvement District (BID)
~ Façade Improvement Program – Grant Application ~

Applications missing any materials will be returned for completion.

Date: 8/11/23

Applicant Name: Edward Jones - Edward Jones Inc.
Applicant Address: 14 W Main St, Waupun, WI
Phone: 920-564-7324 Fax: 
Email: 

Name of Business/Property: Edward Jones
Property Address: 14 W Main St, Waupun
Property Use: Financial Advisor
Property owner, if different than applicant: Bryan Johns, Anything & Everything
Owner address: Industrial Dr
Owner Phone: 

Project Summary:
Brief Project Summary: Signage & Awning Replacement

Total Estimated Cost: $10,720.00 Total Grant Request: $2,000.00
Projected Start Date: Sept 1, 2023 Projected Completion Date: Nov 1, 2023

Name of Contractor: Anything & Everything 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
☑ Release of Information Letter (attached)
☑ Quotes/Estimates
☑ Current photo(s) of property
☑ Paint color(s) or material sample(s), if applicable

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: ____________

Revised 06-20-17
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: ____________________

Revised 06-20-17
## Estimate

**Anything & Everything Home Maintenance LLC**  
**General Contractor**

**Solid Surface Countertops-New Construction Remodel-Snow Removal**

Company Licensed Contractor #: 1169797

<table>
<thead>
<tr>
<th>Name / Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward Jones</td>
</tr>
<tr>
<td>14 W Main St</td>
</tr>
<tr>
<td>Waupun, WI 53963</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name / Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Phone</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Options</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>To tear down black awning and patch steel where needed over entrance door</td>
<td></td>
<td>500.00</td>
</tr>
<tr>
<td>To put new aluminum framed, fabric canopy over door and 2 windows-materials and labor</td>
<td></td>
<td>5,620.00</td>
</tr>
<tr>
<td>Electrical allowance for under canopy lighting by door</td>
<td></td>
<td>600.00</td>
</tr>
</tbody>
</table>

Signature: ____________________________  Date: ________________  Total: $6,720.00

Address: N9263 CTY Road A  
Beaver Dam WI 53916  
Phone #: 920-324-9055
Waupun Business Improvement District (BID)  
~ Façade Improvement Program – Grant Application ~

Applications missing any materials will be returned for completion.

Date: 8/1/23

Applicant Name: John C. Gey

Applicant Address: 16 W Main St

Phone: 920.240.5618 Fax: Email:

Name of Business/Property: State Farm Insurance

Property Address: 16 W Main St, Waupun

Property Use: Insurance Office

Property owner, if different than applicant: Bryan John

Owner address: 201 W Industrial Dr  Owner Phone:

Project Summary:

Brief Project Summary: Signage & awning replacement

Total Estimated Cost: $23,452  Total Grant Request: $2,000

Projected Start Date: Sept 1, 2023  Projected Completion Date: Nov 1, 2023

Name of Contractor: Anytime & Everything

Issue Payment if approved: Applicant or Business (circle)

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

Required attachments:

☑ Project plan(s) to ¼” 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: 

Revised 06-20-17
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: __________________________

Revised 06-20-17
Solid Surface Countertops-New Construction
Remodel-Snow Removal

<table>
<thead>
<tr>
<th>Description</th>
<th>Options</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>To tear off front and side black awning, patch steel where needed-materials and labor</td>
<td></td>
<td>3,652.00</td>
</tr>
<tr>
<td>To put new aluminum framed, fabric awnings up-materials and labor</td>
<td></td>
<td>7,224.00</td>
</tr>
<tr>
<td>New 2x8 ft box sign, LED for above canopy and vinyl for front road sign and vinyl for window signage-materials and labor</td>
<td></td>
<td>8,776.00</td>
</tr>
<tr>
<td>New electrical allowance to signage and under canopy lighting</td>
<td></td>
<td>3,000.00</td>
</tr>
</tbody>
</table>

Total  $22,652.00
SCOPE: INSTALL (1) NON-LIT AWNING OVER FRONT WINDOWS

John Grey, Agent

885-3158

PROPOSED AWNING

Scale: 1/2" = 1'

TF: 800-246-6448 • P: 920-219-9556 • INFO@ABLESIGN.NET • WWW.ABLESIGN.NET

ABLE SIGN

8554 N Crystal Lake Rd.
Burnsville, MN 55337

7/14/23

John Grey
State Farm

W. Main Street
Waupun, WI

TF

PROJECT

SITE ADDRESS

REVISIONS

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

Applications missing any materials will be returned for completion.

Date: 8/11/23

Applicant Name: B+B Plumbing - Bryan Yohn

Applicant Address: 20 W Main St, Waupun

Phone: 920.324.9055 Fax: __________________________ Email: bryanyohn2@hotmail.com

Name of Business/Property: B+B Plumbing

Property Address: 20 W Main St, Waupun WI 53963

Property Use: Plumbing / Trades

Property owner, if different than applicant:

Owner address: __________________________ Owner Phone: __________________________

Project Summary:

Brief Project Summary: replacing exterior awning & signage

Total Estimated Cost: $ 19,732 Total Grant Request: $ 2,000

Projected Start Date: Sept 1, 2023 Projected Completion Date: Nov 1, 2023

Name of Contractor: Anything & Everything Home Improvements

Issue Payment if approved: Applicant or Business (circle)

Approval of City Building Inspector: __________________________ (Inspector's initials)

Required attachments:

☑ Project plan(s) to ¼" scale, if applicable
☐ Release of Information Letter (attached)
☑ Quotes/Estimates

☑ Current photo(s) of property
☑ Paint color(s) or material sample(s), if applicable

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: 8/11/23

Revised 06-20-17
# Anything & Everything Home Maintenance LLC
## General Contractor

### Solid Surface Countertops-New Construction
#### Remodel-Snow Removal

Company Licensed Contractor # 1169797

<table>
<thead>
<tr>
<th>Name / Address</th>
<th>Customer Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;B Plumbing</td>
<td>20 West Main Street Waupun, WI 53963</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Options</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>To put backer behind awning to cover old holes in brick-materials and labor</td>
<td></td>
<td>3,180.00</td>
</tr>
<tr>
<td>To put new aluminum framed, fabric canopy over doors and windows-materials and labor</td>
<td></td>
<td>9,645.00</td>
</tr>
<tr>
<td>Electrical allowance for under canopy lighting</td>
<td></td>
<td>3,000.00</td>
</tr>
<tr>
<td>New fabricated and installed 10 high by 36 inch wide, single faced, back lit, LED, open sign</td>
<td></td>
<td>1,627.00</td>
</tr>
<tr>
<td>New black 6 inch gutter-materials and labor</td>
<td></td>
<td>2,280.00</td>
</tr>
</tbody>
</table>

**Total** $19,732.00
SCOPE: INSTALL AWNING TO FRONT OF BUILDING / ADD HANGING SIGN BY ENTRANCE

NON-LIT AWNING / BLACK AWNING WITH WHITE COPY

B&B Plumbing Services  920-239-1001

PROPOSED AWNING

Scale: 1/2" = 1'
Waupun Senior/Community Center
Naming Sponsorship and Donation Program Overview

Naming of key areas within the Waupun Senior/Community Center is a cost-effective way to reach customers and receive repeat exposure to large audiences. Benefits of a naming sponsorship include:

1. Increase your brand name visibility and awareness.
2. Leverage recreation, health, fitness and wellness as a platform to associate with your brand.
3. Opportunity to showcase community partnerships and support the mission and vision of the new senior/community center.
4. Promotional tie-in opportunities.
5. Increase goodwill and enhance quality of life for Waupun area residents.
6. Evidence of your brand’s commitment to the community as a local and regional leader.

Naming Sponsorship Opportunities:

There are several naming opportunities within the new facility. Sponsors of the various community rooms will be provided with a plaque that displays their logo and room name. Sponsorship terms are negotiable and start with a 10-year naming right unless otherwise noted.

Senior/Community Center Naming Sponsorship:

- 22,000 square foot facility with naming option for the entire facility: $500,000

Fitness Center Naming Sponsorship:

- Core Equipment and Room Design, including flooring and media: $85,000

Gymnasium Naming Sponsorship:

- Naming Option: $125,000
- Gym Equipment: (including basketball hoops, volleyball/pickleball nets, scoreboards, bleachers, gym equipment, etc.): $50,000

Multi-Purpose Room Sponsorship:

- Including seating for 200, media, etc.: $75,000

Conference Room Sponsorship:

- Including seating for 12, media, etc.: $7,500

Donor Recognition Wall:

Donors have the ability to support the new senior/community center by purchasing a tile on the donor wall, which will be located in a main viewing area of the new facility. Gifts from $500 up to $10,000 will be acknowledged on different sized tiles. The sizes will reflect the recognition levels- of $500, $1,000, $2,500, $5,000, and $10,000.
A Sense of Community

Waupun is a place full of beautiful people and things. Our hope is to honor the past gifts of sculptures. While celebrating the present and future growth of Waupun.

The quality of life in Waupun is multiplying. And it is due to the hard working businesses, companies families that enter our city and call Waupun home.

Like the growing and creative city of Waupun, Ice Fest needs YOU to make it happen. We hope we can continue to count on your unwavering support of Waupun. Which ever way you decide to be involved, we thank you.

Waupun Ice Fest Committee

Jeni Maly
Phone: 920.948.6921
Email: jenimaly@imaginethatartstudiowaupun.com

Jodi Mallas
Phone: 920.539.0448
Email: jodimallas@gmail.com

February 17-18, 2024
Weather Delay Date February 24-25
Consider being involved

- **Ice Host** (60 spots available)
- **Warm Up Stations** (10 spots available)
- **Financial Sponsor** (unlimited)
- **Fundraising for your group that compliments Ice Fest, be part of the fun!**
- **Volunteer hours for set up, light changing, clean up etc.**
- **Open your business during event times on Saturday and Sunday.**

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**What is being an Ice Host**

Max from Art Below Zero, will carve a beautiful ice sculpture of your choice, from approx. 200 selections. One block of ice can make a master piece and several blocks can be a breath taking site. Each block costs $500. A portion covers the cost of the ice and talent. The other portion will be collected to purchase other permanent works of art for the City of Sculpture in the future. The Ice Host will be the main source of funding for future art installations in Waupun. Your Ice Sculpture can be displayed in front of your business, downtown sidewalks or in our green spaces, parks and other festivity-sites through-out Waupun. Each ice sculpture will have the option for a name plate and illumination, for a small fee. You will also be included on our event flyers for the weekend.

---

**Who can be an Ice Host**

Any Business Small or Large

Groups: Churches to Sports organizations, Historical to Fine Arts and anything in between

Community members and Families

Organizations looking for fundraising opportunities

And more, no one is excluded from making this a wonderful event full of excitement in the cold winter.

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**What are the benefits for you:**

Other cities that host similar events see up to 100K visitors over a few days time.

Restaurants are packed with hungry event goers.

Shops are busting at the seams with shoppers.

Bring Brand recognition to your business.

Increase awareness of the role you play in our city.

Involvement in the growth of Waupun, that is happening all around us.

The wonderful feeling of being part of the Waupun Family.

And so much more.

---

*Interactive Ice is possible, fun and beautiful.*
Aug 1, 2023

Dear Devoted Waupun Business Owner,

On February 17-18th, our newly formed Waupun City of Sculpture organization will be hosting our first art & cultural event of the year, Waupun IceFest! We will be holding this annual festival in the beautiful brisk winter in the city of sculpture! Our indoor and outdoor activities will warm up Waupun and embellish our sidewalks with ICE sculptures! We are more than thrilled to bring sculptures to our city and liven up the mundane winter!

The Waupun City of Sculpture committee is passionate about adding a sculptural event to our growing community. We are eager to plan such an artful event with the help of our community members of Waupun. This event will bring our community together to honor our history of sculpture and celebrate the new! In fact, we created this event to sculpt the future of our City of Sculpture. We hope to use all proceeds from this annual art event to add modern sculptures to Waupun!

In order for this creative event to be carved out, we will need the support of our local businesses, organizations, and individuals that make up our City of Sculpture community. We are seeking out sponsorships, donations, and fundraising opportunities. We need our community creatives to take a stance, increase tourism, and assist in our efforts to bring sculptures to Waupun! We want Waupun to be an attractive destination for all visitors!

Please consider being a part of this winter wonderland! If you have any questions about Waupun IceFest, please feel free to contact Jeni Maly or Jodi Mallas. Thank you for your consideration and support for the arts and our community!

Sincerely,

Waupun IceFest Committee
Top Hat Ice Sponsor:
$2,500 (4)
Print ads, mention in rotating Local Radio ads, Brochure/Map, Poster, Sponsor Signage, and Newspaper recognition. Choice of one ice sculpture block with your logo or a reserved table at The Rock for the Art Gala.

Bullet Ice Sponsor:
$1,000 (4)
Mention in rotating Local Radio ads, Brochure/Map, Poster, Sponsor Signage, and Newspaper Recognition

Octagon Ice Sponsor:
$500 (5)
Brochure/Map, Poster, Sponsor Signage, and Newspaper recognition

Crescent Ice Sponsor:
$250 (10)
Brochure/Map, Sponsor Signage, and Newspaper recognition

Full Cube Sponsor:
$100 (20)
Sponsor Signage and Newspaper recognition

Half Cube Donation:
$50 Community Member
Newspaper Recognition

Crystal Ice Donation:
$25 Community Member
Newspaper Recognition

If interested in fundraising with a portion of proceeds to be donated to IceFest, please contact Jeni Maly or Jodi Malas.