



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall (201 E. Main Street, Waupun WI)
or Zoom
Wednesday, October 13, 2021 at 7:00 AM

Join Zoom Meeting

<https://us02web.zoom.us/j/84937905633?pwd=THJEQW9neThtOFpMSGRnME5WdlFBZz09>

Meeting ID: 849 3790 5633

Passcode: 892679

-or-

Dial by your location

(312) 626-6799 US

Meeting ID: 849 3790 5633

Passcode: 892679

CALL TO ORDER

ROLL CALL OF BOARD MEMBERS

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

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Approval of Agenda/Motion to Deviate
- [2.](#) Approval of September 8, 2021 Business Improvement District Meeting Minutes
- [3.](#) Approval of September 14, 2021 Business Improvement District Meeting Minutes
- [4.](#) Approval of September 2021 Financial Statement
- [5.](#) Adoption of 2022 Business Improvement District Operating Plan & Budget

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

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

DISCUSSION ITEMS:

9. Downtown Market Analysis Update
10. Marketing Materials Update
11. Waupun Chamber of Commerce Update
12. Administrator Update

ADVANCED PLANNING:

13. Potential Agenda Items
14. Date of Next Scheduled Meeting - November 10, 2021 at 7:00 a.m.

ADJOURNMENT

Sarah Van Buren, Community & Economic Dev. Coordinator

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



MINUTES
CITY OF WAUPUN – BUSINESS IMPROVEMENT
DISTRICT MEETING
In-Person & Teleconference
Wednesday, September 8, 2021 at 7:00 AM

Committee Members Present:

Krista Bishop
Terri Crisp
Gary DeJager
Jonathan Leonard (arrived at 7:02 a.m.)
Rich Matravers
Teresa Ruch
Tyler Schulz

Committee Members Absent

Austin Armga
Kate Bresser
Jodi Mallas

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

Guests:

Ashley VandeKolk The Parlor Hair Boutique
Cassandra VerHage c.verhage.photo

CALL TO ORDER:

Ms. Bishop called the meeting to order at 7:01 a.m.

ROLL CALL OF BOARD MEMBERS:

Roll call and quorum determined.

PUBLIC COMMENT:

None.

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Approval of Agenda/Motion to Deviate

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

2. Approval of July 14, 2021 Minutes

A motion to approve the July 14, 2021 minutes was made by Ms. Ruch and seconded by Mr. Leonard passing unanimously.

3. Approval of the July 2021 Financial Statement

A motion to approve the July 2021 financial statement was made by Mr. Matravers and seconded by Mr. DeJager passing unanimously.

4. Approval of the August 2021 Financial Statement

A motion to approve the August 2021 financial statement was made by Mr. Leonard and seconded by Mr. DeJager passing unanimously.

5. Funding Request from the Waupun Downtown Promotions Group

Included in the meeting packet was a staff summary regarding the request from the Waupun Downtown Promotions group to use the \$500 allocated in the budget for promotional activities related to Halloween on

Main and Winter Wonderland.

Board members requested future budgets reflect what entity will receive these funds.

A motion to approve the request from the Waupun Downtown Promotions committee for \$500 in advertising funds was made by Mr. Matravers and seconded by Ms. Crisp, passing unanimously.

6. 2021 Operational Plan Update

Ms. Van Buren provided the following updates:

- Design
 - A small amount of funding remains for the Façade Improvement Grant program and the Beautification line items. Staff recommend holding the funds and allocating unexpended funds toward the same categories in the 2022 budget once end of year closeout is complete. A motion to hold the Façade Improvement Program funds for the remainder of 2021 and allocate unexpended funds toward the same category in 2022 was made by Mr. DeJager and seconded by Mr. Leonard, passing unanimously.
- Economic Vitality
 - No applications were received for the 2021 Pop-Up program. Staff, in consultation with the Operational Plan subcommittee, recommend holding those dollars and allocating unexpended funds toward the 2022 Façade Improvement Program once end of year closeout is complete. A motion to hold the funds for the remainder of 2021 and allocate unexpended funds toward the Façade Improvement Program in 2022 was made by Mr. DeJager and seconded by Ms. Bishop, passing unanimously.
 - There is funding allocated in our budget to go towards training opportunities for our businesses. A motion to reallocate a minimum of \$1,000 to the Promotions category to support the creation of cross-promotional materials was made by Ms. Ruch and seconded by Ms. Crisp, passing unanimously.
- Promotions – Update provided by Ms. Ruch on behalf of the Waupun Downtown Promotions group.
 - Working on details for Halloween on Main. WisDOT has approved the closer of Main Street.
 - Continue working on Winter Wonderland events kick-off on November 11th. Coordinating events with My Property Shoppe activities throughout December 16th.

PRIOR OUTSTANDING APPLICATIONS:

7. The Parlor Hair Boutique (8 W. Main St.)

Ms. VanderKolk provided a project status. Work has been slow with Warrior Fabrication due to the summer and still needing to finalize colors for the signage.

A motion to extend the grant for 60 days to allow for the installation of the sign and reimbursement of funds as made by Mr. Leonard and seconded by Ms. Ruch, passing unanimously.

8. c.verhage.photo (426 E. Main St.)

Ms. VerHage provided a status on the project. Painting and removal of the porch has been complete. Ms. VerHage is currently working with a local vendor for the design and installation of a costume-made porch. Installation will not occur until the heat and humidity lower in order to ensure the sign sticking to the building. Hoping the work will be completed by the end of September.

A motion to extend the grant for 60 days to allow for project completion and reimbursement of funds was made by Mr. DeJager and seconded by Mr. Leonard, passing unanimously.

9. Thrivent Financial (407 E. Main St.)

Mr. Leonard provided a status on the project. The front windows have been installed however; there was a delay in the top and back windows. Anticipated installation of the remaining windows is scheduled for early next week.

Due to a conflict of interest, Mr. Leonard will be abstaining from the vote. A motion to extend the grant for 36 days to allow for the installation of the windows and reimbursement of funds was made by Ms. Bishop and seconded by Mr. DeJager. Motion passed 6-0 with one abstention.

DISCUSSION ITEMS:

10. BID Assessment Strategic Planning Update

Ms. Van Buren stated the group met on August 4, 2022 to discuss the strategic plan for potentially increasing the BID assessment. After much discussion, the group feels it would be better to take the time and create a more thoughtful engagement plan. An example of what is being done in West Bend was discussed.

11. Draft 2022 Operational Plan

Ms. Van Buren stated Mr. DeJager, Mr. Leonard, and Ms. Ruch met on August 4, 2021 to discuss the development of the 2022 Operating Plan and budget. The group decided to keep the goal and objectives the same. A draft work plan and budget were included in the meeting packet.

12. Downtown Market Analysis Update

The small group continues to meet every other week. During the past few meetings, survey questions for business owners and visitors were created and a peer committee was identified for a future visit.

13. Waupun Chamber of Commerce Update

No update provided.

14. Administrator Update

Administrator Schlieve provided the following updates:

- The City has been working with a consultant on a study regarding a transportation utility. An overview will be presented at the Council of a Whole meeting at the end of the month. An overview will be done for the BID at the October meeting.
- There has been a lot of interest in the Main Street Bounce Back program and staff has written numerous letters of support.
- Lots of interest in available space from businesses wanting to locate in Waupun.
- Staff continues to work on several industrial attraction projects.
- City Council has been discussing possibility of a referendum. More will be shared at a future meeting.
- 2022 budget is being developed for action in November.

ADVANCED PLANNING:

15. Potential Agenda Items

- Approval of 2022 Operational Plan
- Downtown Market Analysis Updates
- Grant Updates
- Transportation Utility update

16. Date of Next Scheduled Meeting

The next meeting is scheduled for October 13, 2022 at 7:00 a.m.

ADJOURNMENT

The motion to adjourn was made by Mr. DeJager and seconded by Mr. Leonard passing unanimously. The meeting adjourned at 7:45 a.m.



MINUTES
CITY OF WAUPUN – BUSINESS IMPROVEMENT
DISTRICT MEETING
In-Person & Teleconference
Tuesday, September 14, 2021 at 7:00 AM

Committee Members Present:

Krista Bishop
Kate Bresser
Terri Crisp
Gary DeJager
Jonathan Leonard
Teresa Ruch
Tyler Schulz

Committee Members Absent:

Austin Armga
Jodi Mallas
Rich Matravers

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

CALL TO ORDER:

Ms. Bishop called the meeting to order at 7:00 a.m.

ROLL CALL OF BOARD MEMBERS:

Roll call and quorum determined.

PUBLIC COMMENT:

None.

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Approval of Agenda/Motion to Deviate

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

2. Funding for Business Attraction Effort

At the September 8, 2021 BID meeting, due to the lack of applications, the board decided to freeze funds allocated for the 2021 Pop-Up program and upon year-end close out allocate unexpended funds toward the Façade Improvement Program in 2022. Staff is requesting to unfreeze the 2021 Pop-Up program funds, totaling \$3,34845 to create a new business attraction program. The idea for this program came from discussions with parties interested in 431 E. Main. To date, staff has shown the space five times, and all interested parties have expressed concern over flooring, needed electrical work, and the current condition of the air conditioning. Some estimates have shown new flooring alone could be over \$6,000.

To make this space viable, investment needs to be made and assistance from the City would be beneficial. Staff will also present this at the CDA meeting on September 21, 2021. It is envisioned that, like other grant opportunities offered by the BID, it would be a reimbursement-based program. If approved, program guidelines will be created for review by the BID.

A motion to unfreeze the 2021 Pop-Up program funds to create a new business attraction grant was made by Mr. DeJager and seconded by Mr. Schulz, passing unanimously.

ADJOURNMENT

The meeting was adjourned at 7:18 a.m.

Business Improvement District Financial Statement
For the Month Ending: 09/30/21

CASH ON HAND

Prior Month Ending Balance	\$	14,713.80	<i>Note ck #537 for \$500 to Downtown Promotions did not clear in September</i>
Plus Current Month Deposits	\$	-	
Less Current Month Expenses	\$	-	
Total Cash on Hand	\$	<u>14,713.80</u>	

DESIGN:

FACADE IMPROVEMENT GRANT PROGRAM

2021 Budget	\$	8,000.00
2020 Carryover	\$	273.32
6/9/21 BID approval to reallocate board training to Façade Improvement	\$	1,000.00
Less Approved Grants <i>(expense details below)</i>	\$	<u>(8,654.24)</u>
Funds Available for Distribution (Will carryover available balance to 2022)	\$	<u>619.08</u>

Expense Details:

<u>Date Approved</u>	<u>Expiration Date</u>	<u>Applicant Name</u>	<u>Grant Amount</u>	<u>Date Paid</u>	<u>Check #</u>
3/10/2021	11/10/2021	Tom Kulczewski/Real Sportscards	\$ 2,000.00	07/07/21	534
5/12/2021	8/12/2021	The Clothing Pallet	\$ 2,000.00	08/09/21	536
6/9/2021	12/9/2021	The Parlor Hair Boutique	\$ 450.00		
6/9/2021	9/9/2021	Weaving It Up to You	\$ 204.24	07/12/21	535
6/9/2021	12/9/2021	c.verhage.photo	\$ 2,000.00		
6/9/2021	12/9/2021	Thrivent Financial	\$ 2,000.00		
Total Approved Grants			\$ <u>8,654.24</u>		

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

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

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
5/11/2021	Marten's Ace Hardwa	Replacement planter for Adopt-A -Planter Pr	\$ 14.99	531
6/16/2021	Waupun Florist	Adopt a Planter Program	\$ 630.00	532
6/29/2021	Marten's Ace Hardwa	Plantings for Main St. Planters	\$ 858.29	533
Total Beautification Expense			\$ <u>1,503.28</u>	

Promotions:

MARKETING & PROMOTION EXPENSES (BID DISTRICT ADVERTISING)

2021 Budget	\$	500.00
9/8/21 Board approved to reallocate funds from Seminars to Promotions for marketing materials by a consultant	\$	1,000.00
Less Year-to-Date Expense	\$	(500.00)
Funds Available for Distribution	\$	1,000.00

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
9/24/2021	Waupun Downtown Promotions		\$ 500.00	538
		Total Marketing & Promo Expense	\$ 500.00	

ECONOMIC VITALITY: Seminars, Market Analysis, New Business Attraction Efforts (formerly Pop-up Waupun Funds)

2021 Budget	\$	12,362.19
2020 Carryover	\$	3,015.62
Less 9/8/21 board approval to reallocate from Seminars to Promotions	\$	(1,000.00)
Less Year-to-Date Expense & Budgeted Rent Expense for 2021	\$	(8,527.92)
Funds Available for Distribution (see details below)	\$	5,849.89

Expense Details:

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

Economic Vitality Funds Available Breakdown:

Pop-up Program Detail Breakdown (9/14/21: BID Board Reclassified Pop-up Program to New Business Attraction Efforts) :

2021 Budget Allocation	\$	3,000.00
2020 Carryover	\$	1,646.37
Total funds available for 2021	\$	4,646.37
2021 expenses	\$	1,297.92
9/14/21 Repurpose funds to New Business Attraction Efforts	\$	(3,348.45)
Pop-up Program's 2021 balance	\$	-

New Business Attraction Efforts

9/14/2021 Pop-up Funds Allocated to New Bus. Attraction	\$	3,348.45
2021 Expenses	\$	-
New Business Attraction Efforts Balance Remaining	\$	3,348.45

Market Analysis

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

Seminars/other allocations under Economic Vitality:

Training from 2021 budget	\$	1,000.00
Less 9/8/21 board approval to reallocate training budget to promotions	\$	(1,000.00)
2020 Carryover (includes Ignite training & difference in estimated budgeted carryover)	\$	1,369.25
Total funds available for 2021	\$	1,369.25
2021 expenses	\$	-
Balance remaining	\$	1,369.25

ORGANIZATION: AUDIT AND BOARD MEMBER WORKSHOP

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

Expense Details:

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

CITY OF WAUPUN



2022 Business Improvement District Operational Plan

Draft

Approved by BID

10/XX/21;

Approved by
Common Council

10/XX/21

THE WAUPUN BUSINESS IMPROVEMENT DISTRICT 2022 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.

2022 OPERATING PLAN

The goals, objectives, and strategies of the 2022 Operating Plan is 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, 2021, the properties in the district have estimated total BID assessable

value of \$17,369.25. 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 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 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

Type of Member	Name	Current Term Expires
At-Large Representative	Austin Armga	April 30, 2022
BID Representative	Krista Bishop (Chair)	April 30, 2023
At-Large Representative	Kate Bresser	April 30, 2023
BID Representative	Terri Crisp	April 30, 2024
BID Representative	Gary DeJager	April 30, 2023
BID Representative	Jonathan Leonard	April 30, 2023
At-Large Representative	Jodi Mallas	April 30, 2023
BID Representative	Rich Matravers	April 30, 2022
BID Representative	Tyler Schulz	April 30, 2022
At-Large Representative	Teresa Ruch (Vice-Chair)	April 30, 2021

Staff

Name	Position
Julie Nickel	Mayor – Ex-Officio Member
Kathy Schlieve	City Administrator/Director of Economic Development
Sarah Van Buren, AICP	Community & Economic Development Coordinator
Zac Dickut	Interim Executive Director – Waupun Area Chamber of Commerce

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 2021 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2020 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 2022 Assessed Values

Appendix B – 1988 Original BID Map

Appendix C – 2022 Operating Plan Goals, Objectives, and Strategies

Appendix D – 2022 Budget

Appendix A – Calculation of 2022 Assessed Values

				Dodge	Fond du Lac	Total
			2021 Assessed Value (Commercial Properties)	\$ 4,620,600	\$ 7,027,700	
			divided by 1,000	4,621	7,028	
			Assessment Rate	<u>\$ 1.50</u>	<u>\$ 1.50</u>	
			2021 BID Assessment for 2022 BID Budget	\$ 6,930.90	\$ 10,541.55	\$ 17,472.45
			2020 BID Assessment for 2021 BID Budget	<u>\$ 6,851.85</u>	<u>\$ 10,517.40</u>	<u>\$ 17,369.25</u>
			Increase/(Decrease) in BID Budget	\$ 79.05	\$ 24.15	\$ 103.20
			Increase in assessed value	52,700.00	16,100.00	68,800.00

Appendix B – 1988 Original BID District Map

City of Waupun Bid District



Legend
 Bid District

Appendix C – 2022 Operating Plan Goals, Objectives, and Strategies

Initiative	Timeframe	Cost	Assigned to	Other Involvement	Measurable
Objective 1: Be a voice for the Downtown Waupun community (Organization)					
Strategy 1: Communicate and solicit feedback from our members					
1 Review and update of Operational Plan	Summer	\$0	City	BID Board	Updated Plan
2 Serve as main contact for downtown concerns and solutions	ongoing	\$1,000	City	BID Board	Complete as needed
Strategy 2: Staff and Board Development					
3 Recruit, develop, and engage board members	ongoing	\$0	City	BID Board	
4 Recruit, orient, and train new board members, when applicable	ongoing	\$0	City	BID Board	Complete training, as needed
Strategy 3: Raise the profile of the Business Improvement District					
5 Host an annual meeting and publish an annual report, as defined by state statute	February	\$250	City	BID Board	Number of attendees and feedback on report
Objective 2: Positively market Downtown Waupun (Promotion)					
Strategy 1: Utilize various marketing methods to attract customers with disposable income					
6 Implement the latest social media trends	ongoing	\$0	City	BID Board, Waupun Area Chamber of Commerce	Implementation
Strategy 2: Market special events that will be a regional tourist draw and will create local economic impact					
7 Saturday Farmer's Market, Halloween on Main, Wine Walk, Winter Wonderland.	ongoing	\$0	City	Waupun Downtown Promotions	Increase in attendance, participation, and economic impact
8 Promote local events such as parades, concerts and classes which take place in the downtown district.	ongoing	\$750	City	Waupun Downtown Promotions	Improved open rate; Increase in Facebook reach
Objective 3: Improve the aesthetic/visual appeal of Downtown Waupun (Design)					
Strategy 1: Work to assist property owners in renovation projects					
9 Work with property owners to apply, evaluate, and award Façade Improvement Grants	ongoing	\$7,869	City	BID Board	Number of inquiries and applications
10 Continue to educate property owners on various financial assistance programs to encourage property redevelopment.	ongoing	\$0	City	Envision Greater Fond du Lac	Usage of programs
Strategy 2: Assist with maintaining a downtown environment that is clean, safe, comfortable and welcoming					
11 Continue partnership with the Fond du Lac Police, the Building Inspector, and the Department of Public Works to manage safety, parking, and aesthetic issues	ongoing	\$0	City	Police, Building Inspector, DPW	Complete as issues arise
Strategy 3: Support the implementation of elements from the Streetscaping Plan, including amenities that are visually consistent and cohesive in design with the rest of the downtown district.					
12 Continue to support the Downtown Design Guidelines and the Community Development Authority to bring design consistency to the district	ongoing	\$0	City	BID Board and CDA	Current city ordinances to support
13 Seasonal Planting Program	May	\$1,500	City	City; Farm and Home, Rens, WAHS Horticulture Students	Beautiful planters
14 Support implementation of the Downtown Streetscaping & Redevelopment Plan	Major push in spring, then ongoing	\$2,000	City	BID Board and CDA	New initiatives being implemented
Objective 4: Attract, retain, and facilitate development of a unique mix of sustainable businesses in coordination with the City and CDA (Economic Vitality)					
Strategy 1: Create, promote and implement financial assistance programs					
15 Inform potential business and property owners on available incentive programs	ongoing	\$0	City	BID Board and Envision Greater Fond du Lac	Number of inquiries
16 Educate and keep relationships with realtors, lenders, property owners and other economic development agencies on financial programs	ongoing	\$0	City	Envision Greater Fond du Lac	Number of contacts
Strategy 2: Work to retain downtown businesses					
17 Maintain a business retention program meet with property/business owners. Identify businesses with expansion plans or succession planning needs.	ongoing	\$0	City	Waupun Area Chamber of Commerce and Envision Greater Fond du Lac	Meetings and follow thru reporting
18 Provide educational opportunities to support the growth of downtown business owners	ongoing	\$1,000	City	Waupun Area Chamber of Commerce and Envision Greater Fond du Lac	Meetings and follow thru reporting
Strategy 3: Work to attract new downtown businesses					
19 Follow up on leads of businesses looking to open, expand or relocate	ongoing	\$0	City	Envision Greater Fond du Lac	Number of contacts
20 Develop and implement a pop-up grant program	ongoing	\$3,000	City	IGNITE Partner organizations	
Total Proposed Expenditures		\$17,369.25			

Appendix D – 2022 Budget

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