



**A G E N D A**  
**CITY OF WAUPUN BID MEETING**  
Waupun City Hall – 201 E. Main Street, Waupun WI  
Tuesday, October 15, 2024 at 7:00 AM

The Waupun Business Improvement District will meet In-person, virtual, and teleconference. Instructions to join the meeting are provided below:

**VIRTUAL LINK:** <https://us02web.zoom.us/j/86945781751?pwd=WjJwcW9yV2hKT0FNdzRER0N1NGRvdz09>

**MEETING ID:** 869 4578 1751

**PASSCODE:** 497340

**CALL TO ORDER**

**ROLL CALL OF BOARD MEMBERS**

**CONSENT AGENDA**

- [1.](#) Minutes from July 16, 2024 BID Meeting
- [2.](#) July 2024 BID Financials
- [3.](#) August 2024 BID Financials
- [4.](#) September 2024 BID Financials

**ACTION ITEMS**

- [5.](#) Review and Approve Amendments to Outstanding Applications
- [6.](#) Consider New Facade Improvement Application for 317 E Main Street (Rens Floral)
- [7.](#) Consider Waupun City of Sculpture Request
- [8.](#) Consider Approval of 2025 BID Operating Plan

**DISCUSSION ITEMS**

- [9.](#) Waupun Business Alliance Update
- [10.](#) City Administrator Update

**ADJOURNMENT**

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



**MINUTES**  
**CITY OF WAUPUN BID MEETING**  
Waupun City Hall – 201 E. Main Street, Waupun WI  
Tuesday, July 16, 2024 at 7:00 AM

Meeting called to order by board chair, Gary DeJager at 7 am.

Roll call taken. Members present include: Tyler Schulz; Gary DeJager; Bryan Yohn; Mitch Greenfield; Craig Much; Jodi Mallas; Rich Matravers; and Steve Daute (online). Absent and excused is Teresa Ruch and Raina Lyman. Also present are Mayor Bishop; Administrator Kathy Schlieve; Ava Bille, youth apprentice; and, Assistant Administrator Casey Langenfeld.

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

Motion Matravers, second Yohn to approve consent agenda, including minutes from June 18, 2024 BID Meeting and June 2024 BID Financials as presented. Carried unanimously.

No discussion on outstanding applications as all are in compliance.

Angelica Grebel is present and explains her new business, the Graceful Nest by Lavendar Valley Design. Grebel recently purchased the building at 11 N Madison Street and is locating her business in the location after planned renovation. Motion Greenfield, second Bohn to approve a new business attraction grant in the amount of \$2,100 to Lavendar Valley Design as presented. Carried unanimously.

Amber Lackey is present to explain her renovation project at 23 S Madison Street. Lackey is planning to restore the façade to look like it's original design of an old gas station. Motion Schultz, second Greenfield to approve a matching grant of \$2,100 to Green Collar Grooming, located at 23 S Madison Street. Carried unanimously.

Angelica Grebel is present to explain her renovation project for 11 N Madison Street. The plan includes painting the exterior, hanging new signage and replacing the front door. Request is for a matching grant of \$2,100. Motion Greenfield, second Yohn to approve a matching grant of \$2,100 to Lavendar Valley Design, located at 11 N Madison Street. Carried unanimously.

No one was present from Waupun Business Alliance to provide an update.

Administrator Schlieve provides an update as follows:

1. Back alleyway project along 300 block of E Main is planned for 2025 engineering with construction in 2026.
2. Food Truck alley grant opening is scheduled for October 5 along with Waupun Sculpture Tour Ribbon Cutting. Staff is currently fundraising for the digital kiosk and looking at the addition of self-watering planters in the space.
3. The current senior center at 301 E Main is for sale. The city is soliciting bids through an RFP process with initial responses due July 24, 2024.
4. Ava Bille a Youth Apprentice from the High School is coordinating the beer/cider walk on Sept 27, has developed a new sculpture tour brochure, and is working to promote the ribbon cutting event for the Food Truck Alley on October 5, 2024. Bille is working on enhancements to the Discover Downtown Waupun website and fall promotion efforts.

Motion Greenfield, second Schulz to adjourn the meeting at 7:29 am. Carried unanimously.

**CASH ON HAND**

Prior Month Ending Balance	\$ 13,445.96
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ (4,087.80)
Total Cash on Hand	<u>\$ 9,358.16</u>
Less Outstanding Grants/Checks (not in accounts payable)	\$ (8,400.00)
<b>BID Funds Available</b>	<b><u>\$ 958.16</u></b>

**BUDGET**

2023 Budget Revenue Carryover	\$ 6,572.58
2024 Revenue	\$ 24,633.28
Less Approved Grants & Expenses	\$ (30,247.70)
<b>Remaining Budget Funds Available</b>	<b><u>\$ 958.16</u></b>

**2024 Grants Approved - Not Dispersed**

Stone & Suede	2024 Façade	\$ (2,100.00)
Lavendar Valley Design	2024 New Business Attraction	\$ (2,100.00)
Green Collar Grooming	2024 Façade	\$ (2,100.00)
Lavendar Valley Design	2024 Façade	\$ (2,100.00)
		<u>\$ (8,400.00)</u>

**2024 Actual Operating Expenses**

1/9/2024	Downtown Planters	\$ (500.00)
1/24/2024	Broken Threads	\$ (2,000.00)
1/29/2024	Madeline Clothing Co.	\$ (2,100.00)
3/18/2024	Madeline Clothing Co.	\$ (1,178.73)
5/22/2024	Gysbers Jewelry	\$ (2,000.00)
6/17/2024	Waupun Gymnastics	\$ (2,100.00)
6/17/2024	Kartechner & Girls Flowers	\$ (598.37)
6/17/2024	Step A Head Styling	\$ (387.00)
6/17/2024	Lost Lake Acres	\$ (1,508.30)
6/17/2024	City of Waupun - Youth Apprentice	\$ (5,000.00)
6/17/2024	Charming Reads	\$ (387.50)
7/2/2024	Audit Expenses	\$ (1,958.10)
7/24/2024	Gappa Properties	\$ (2,100.00)
7/30/2024	Check Order - Deluxe	\$ (29.70)
		<u>\$ (21,847.70)</u>

**Total of Grants Approved Not Dispersed and Actual Expenses** **\$ (30,247.70)**

**2024 Upcoming Operating Expenses**

Holiday Planters	<u>\$ -</u>
------------------	-------------

**Projected Unrestricted Funds** **\$ 958.16**

**CASH ON HAND**

Prior Month Ending Balance	\$ 9,358.16
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ -
Total Cash on Hand	<u>\$ 9,358.16</u>
Less Outstanding Grants/Checks (not in accounts payable)	<u>\$ (8,400.00)</u>
<b>BID Funds Available</b>	<b><u><u>\$ 958.16</u></u></b>

**BUDGET**

2023 Budget Revenue Carryover	\$ 6,572.58
2024 Revenue	\$ 24,633.28
Less Approved Grants & Expenses	\$ (30,427.70)
<b>Remaining Budget Funds Available</b>	<b><u><u>\$ 778.16</u></u></b>

**2024 Grants Approved - Not Dispersed**

Stone & Suede	2024 Façade	\$ (2,100.00)
Lavendar Valley Design	2024 New Business Attraction	\$ (2,100.00)
Green Collar Grooming	2024 Façade	\$ (2,100.00)
Lavendar Valley Design	2024 Façade	\$ (2,100.00)
		<u>\$ (8,400.00)</u>

**2024 Actual Operating Expenses**

1/9/2024	Downtown Planters	\$ (500.00)
1/24/2024	Broken Threads	\$ (2,000.00)
1/29/2024	Madeline Clothing Co.	\$ (2,100.00)
3/18/2024	Madeline Clothing Co.	\$ (1,178.73)
5/22/2024	Gysbers Jewelry	\$ (2,000.00)
6/17/2024	Waupun Gymnastics	\$ (2,100.00)
6/17/2024	Kartechner & Girls Flowers	\$ (598.37)
6/17/2024	Step A Head Styling	\$ (387.00)
6/17/2024	Lost Lake Acres	\$ (1,508.30)
6/17/2024	Martens Ace Hardware	\$ (180.00)
6/17/2024	City of Waupun - Youth Apprentice	\$ (5,000.00)
6/17/2024	Charming Reads	\$ (387.50)
7/2/2024	Audit Expenses	\$ (1,958.10)
7/24/2024	Gappa Properties	\$ (2,100.00)
7/30/2024	Check Order - Deluxe	\$ (29.70)
		<u>\$ (22,027.70)</u>

**Total of Grants Approved Not Dispersed and Actual Expenses**      **\$ (30,427.70)**

**2024 Upcoming Operating Expenses**

Holiday Planters	<u>\$ -</u>
------------------	-------------

**Projected Unrestricted Funds**      **\$ 778.16**

**CASH ON HAND**

Prior Month Ending Balance	\$ 9,178.16
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ (2,100.00)
Total Cash on Hand	<u>\$ 7,078.16</u>
Less Outstanding Grants/Checks (not in accounts payable)	\$ (6,300.00)
<b>BID Funds Available</b>	<b><u><u>\$ 778.16</u></u></b>

**BUDGET**

2023 Budget Revenue Carryover	\$ 6,572.58
2024 Revenue	\$ 24,633.28
Less Approved Grants & Expenses	\$ (30,427.70)
<b>Remaining Budget Funds Available</b>	<b><u><u>\$ 778.16</u></u></b>

**2024 Grants Approved - Not Dispersed**

Lavendar Valley Design	2024 New Business Attraction	\$ (2,100.00)
Green Collar Grooming	2024 Façade	\$ (2,100.00)
Lavendar Valley Design	2024 Façade	\$ (2,100.00)
		<u>\$ (6,300.00)</u>

**2024 Actual Operating Expenses**

1/9/2024	Downtown Planters	\$ (500.00)
1/24/2024	Broken Threads	\$ (2,000.00)
1/29/2024	Madeline Clothing Co.	\$ (2,100.00)
3/18/2024	Madeline Clothing Co.	\$ (1,178.73)
5/22/2024	Gysbers Jewelry	\$ (2,000.00)
6/17/2024	Waupun Gymnastics	\$ (2,100.00)
6/17/2024	Kartechner & Girls Flowers	\$ (598.37)
6/17/2024	Step A Head Styling	\$ (387.00)
6/17/2024	Lost Lake Acres	\$ (1,508.30)
6/17/2024	Martens Ace Hardware	\$ (180.00)
6/17/2024	City of Waupun - Youth Apprentice	\$ (5,000.00)
6/17/2024	Charming Reads	\$ (387.50)
7/2/2024	Audit Expenses	\$ (1,958.10)
7/24/2024	Gappa Properties	\$ (2,100.00)
7/30/2024	Check Order - Deluxe	\$ (29.70)
9/26/2024	Stone & Suede	\$ (2,100.00)
		<u>\$ (24,127.70)</u>

**Total of Grants Approved Not Dispersed and Actual Expenses**      **\$ (30,427.70)**

**2024 Upcoming Operating Expenses**

Holiday Planters	<u>\$ -</u>
------------------	-------------

**Projected Unrestricted Funds**      **\$ 778.16**

**Waupun Business Improvement District (BID)**

**~ Façade Improvement Program – Grant Application ~**

*Applications missing any materials will be returned for completion.*

Date: 9/23/2024  
 Applicant Name: Heidi Braker  
 Applicant Address: N1472 Concord Rd. Randolph, WI 53456  
 Phone: 920-210-1316 Fax: \_\_\_\_\_ Email: rensfloralllc@hotmail.com  
 Name of Business/Property: Rens Floral, LLC  
 Property Address: 317 E. Main Waupun  
 Property Use: Flower Shop  
 Property owner, if different than applicant: \_\_\_\_\_  
 Owner address: \_\_\_\_\_ Owner Phone: \_\_\_\_\_

**Project Summary:**

Brief Project Summary: To change the current sign on the building from K'S Boutique to Rens Floral

Total Estimated Cost: \$ See Attached Total Grant Request: \$ 50% of total expense  
 Projected Start Date: Oct. 21st, 2024 Projected Completion Date: Nov. 15th, 2024  
 Name of Contractor: Signarama Issue Payment if approved: Applicant or Business (circle)

**Approval of City Building Inspector:** BILL (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: \_\_\_\_\_



Payment Terms: 50% Down, Bal on Completion

Created Date: 8/19/2024

**DESCRIPTION: Update Exterior Sign**

**Bill To:** Ren's Floral  
317 E Main Street  
Waupun, WI 53963  
US

**Pickup At:** Signarama  
N5528 Miranda Way  
Fond du Lac, WI 54937  
US

**Requested By:** Heidi Braker  
**Email:** rensflorallc@hotmail.com

**Salesperson:** Andy Wapneski  
**Email:** Andy@Signarama-FDL.com  
**Work Phone:** 920.921.7181

PRODUCTS	QTY	UNIT PRICE	TAXABLE	TOTALS
1 Update Exterior Sign - 3MM Panels Update Current Exterior Sign (keeping current cabinet and structure) • Qty 2 • Size: 36" Panels • Material: 3MM ACM Includes Survey and Install of new panels	1	\$1,052.78	\$1,052.78	\$1,052.78

\*Survey will determine what we will be able to do with the current sign. If it needs to be taken apart or 3MM ACM, will not be able to go over the top, then pricing may change.\*

This estimate assumes installation will involve regular access, soil, and wall conditions. In the event of sub-surface obstacles or obstructions in or behind walls, the parties agree to adjust the installation costs based on Signarama's additional costs. This quote does not include relocation of underground utilities if encountered or restoration of the surrounding landscaped area if disturbed by trucks. Buyer shall bring feed wires of suitable capacity and approved type to the sign's location before installation. Buyer shall provide all necessary reinforcements to the building on which the sign is installed.

2 Permit (To be billed at cost)	1	\$0.00	\$0.00	\$0.00
---------------------------------	---	--------	--------	--------

Please Note: The prices provided in this estimate are subject to change based on the scope of work required. We strive to offer accurate estimates, but additional factors or requirements may impact the final cost. We will communicate any adjustments transparently and discuss them with you before proceeding. Thank you for your understanding and trust in our services. The estimate is valid for 30 days.

Base Subtotal:	\$1,052.78
Subtotal:	\$1,052.78
Taxable Amount:	\$1,052.78
WI State Tax Rate (5.0000%):	\$52.64
WI County Tax (0.5000%):	\$5.26
Total Taxes:	\$57.90
Grand Total:	\$1,110.68
Deposit Required:	\$1,110.68

(Thank you for choosing Signarama)

111068 ES-F-50726 (08/26/2024) 7:08 AM

Current  
Sign

R & Boutique





**Non-Illuminated Projecting Sign - Option A**  
Updated Sign Faces

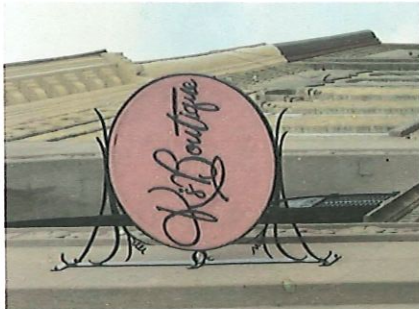
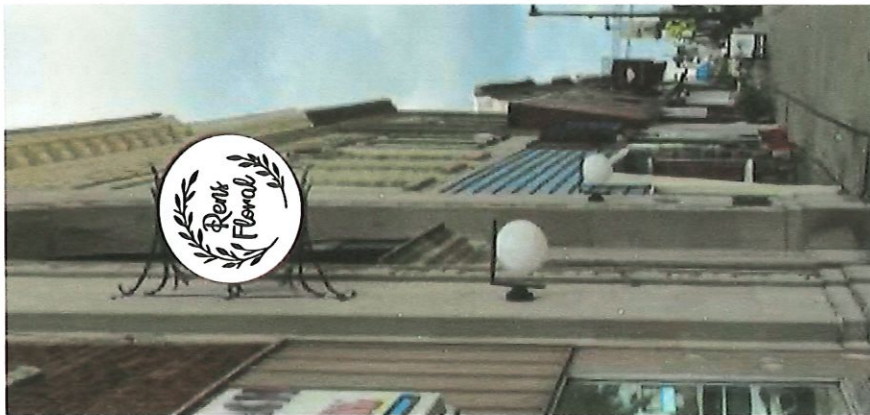
*New Sign*

25" Width (Verify)



24" Height (Verify)

Close Up View



Existing Sign

Applications - Fonds du Lac  
**Signarama**  
Fond du Lac, WI 53120  
920-921-7181  
920-739-7446

Client: Rens Floral  
Address:  
City:  
Date: 8/22/2024  
Sales Rep: Andy W.  
Designer: Val W.  
File Name: 50725 New Exterior Sign Panels  
Version: 1

General Sign Specifications  
Vinyl: 3M U1180CV3  
Lamination: 3M 8520 Matte  
Substrate: 3mm Aluminum Composite  
Sides: Single Sided  
Quantity: 2  
Sq Ft: 4.25

Color Specifications  
Black   
White

Additional Information  
Vector Artwork Needed From Client   
Site Survey Needed

Sign Information  
Shipping  Delivery   
Customer Pickup  Stud Mount   
Adhesive Mount  Standoffs   
Grommets  Mounting Pattern

Additional Sign Specifications

Color Disclaimer: The Ink Colors Shown in This Rendering May Not Match The Actual Paint. Final Print Or Vinyl Colors That Will Be Used.

Conceptual Drawing  
Quote Attached To Initial Proposal  
May Not Reflect Final Pricing For Project

Page 1

**\*\* Logo needs to be clean up before production \*\***

**Printed Substrates: Produce (2) 3mm Aluminum Composite Sign w/Matte Lamination**

Legal Proprietary Disclaimer: This Document & The Information Contained In It Is Proprietary To Signarama / Flyway, Inc. The Holder Needs Prior Written Consent of Signarama / Flyway, Inc. To Use The Information. Disclose It To Any Third Party Or Reproduce This Document.





CITY OF WAUPUN  
2025 BUSINESS IMPROVEMENT DISTRICT  
DRAFT - OPERATING PLAN

BID Adoption: XX/XX/2024

Common Council Adoption: XX/XX/2024

# **THE WAUPUN BUSINESS IMPROVEMENT DISTRICT 2025 OPERATING PLAN (DRAFT)**

## **INTRODUCTION**

In 1984, the Wisconsin legislature created Sec. 66.1109 of the Statutes enabling cities to establish Business Improvement Districts (BID) upon the petition of at least one property owner within the proposed district. The purpose of the law is “to allow businesses within those proposed district to develop, manage, and promote the districts and to establish an assessment method to fund these activities”. Upon petition from property owners within the Waupun Business Improvement District (hereafter “BID”), the City’s Common Council created the BID and adopted its initial operating plan in 1988.

Section 66.1109(3)(b), Wis. Stats., requires that a BID Board “shall annually consider and make changes to the operating plan. The board shall then submit the operating plan to the local legislative body for approval”. The Board of the Waupun BID submits this BID operating plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial 1988 BID operating plan. Therefore, it incorporates by reference the earlier plans as adopted by the City’s Common Council. In the interest of brevity, this plan emphasizes the elements, which are required by Sec. 66.1109, Wis. Stats. This plan does not repeat the background information that is contained in the initial operating plan.

## **DISTRICT BOUNDARIES**

A calculation of the BID assessment and the original 1988 map of the district is provided in Appendix A and Appendix B.

## **2025 OPERATING PLAN**

The goals, objectives, and strategies of the 2025 Operating Plan as provided in Appendix C. Estimated revenues and expenditures can be seen in Appendix D.

## **PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY**

Under §66.1109(1)(f)(4), the Operating Plan must specify how the BID promotes the orderly development of the municipality, including its relationship to any municipal master plan.

The Waupun Business Improvement District was created through private sector initiative to further city goals. The creation of the BID is consistent with the City’s plans and promotes the orderly development of the City in general and the business district in particular. This proposal is consistent with the City’s Comprehensive Plan and all other City Ordinances and Plans.

## **METHOD OF ASSESSMENT**

### **A. Assessment Rate and Method**

As of December 31, 2024, the properties in the district have estimated total BID assessable value of \$13,033,600. This plan proposes to assess the taxable property in the district at a rate of \$1.85 per \$1,000 of assessed value for the purposes of the BID. Appendix A shows the projected BID assessment for property included in the district.

The principle behind the assessment methodology is that each property owner should contribute to the BID in proportion to the benefit derived from the BID. After consideration of the assessment methods, it was determined that the assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a uniform rate applied on the assessed value of each property was selected as the basic assessment method for the Waupun BID

Information on specific assessed values, budget amounts, and assessment amounts are based on 2024 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City's Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operating plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the City of Waupun.

### **B. Excluded and Exempt Property**

Wisconsin law specifies certain properties, which are exempt from the assessment, and allows the municipality to determine whether businesses operating specifically for manufacturing purposes are exempt.

- Wisconsin Statutes § 66.1109(1)(f) 1m: This section details what must be included in a Standard Operating Plan. "Whether real property used exclusively for manufacturing purposes will be specially assessed." Property used exclusively for manufacturing purposes will not be assessed.
- Wisconsin Statutes §66.1109(5)(a): "Property used exclusively for residential purposes will not be assessed."
- Wisconsin Statutes § 66.1109(5)(a): "Real property that is exempted from general property taxes under §70.11 will not be assessed." Owners of property that is exempt from the special assessment may not receive the direct financial benefits of the Business Improvement District, such as in the case of a façade improvement grant or any other grant.

Owners of property that is exempt from the special assessment may not receive the direct financial benefits of the BID, such as in the case of the Façade Improvement Program.

**CITY ROLE IN DISTRICT OPERATION**

The City of Waupun is committed to helping private property owners in the district promote its development. To this end, the City has played a significant role in the creation of the BID and in the implementation of its operating plan. In particular, the City will continue to:

- Provide funding to the BID for administration and promotion of the Façade Improvement Grant program, business and development recruitment, and other initiatives. This is updated on an annual basis and is reviewed each budget year.
- Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.
- Collect and disperse BID assessments to the district.
- Receive annual audits, as required per Sec. 66.1109(3)(c) of the BID law.
- Encourage partners to support the activities of the district.

**BOARD MEMBERS AND STAFF**

The Mayor shall appoint the members of the BID Board subject to confirmation by the Common Council. Upon confirmation, board members serve a 3-year term expiring April 30<sup>th</sup>.

The Board is comprised of six (6) representatives from the BID District and four (4) representatives at-large. The current BID Board and staff are comprised as follows:

REPRESENTATIVE FROM BID DISTRICT		4/30/2025	Tyler Schulz
REPRESENTATIVE FROM BID DISTRICT		4/30/2025	Rich Matravers
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Steve Daute
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Gary DeJager
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Bryan Yohn
REPRESENTATIVE FROM BID DISTRICT		4/30/2027	Mitch Greenfield
REPRESENTATIVE AT-LARGE		4/30/2025	Craig Much
REPRESENTATIVE AT-LARGE		4/30/2026	Jodi Mallas
REPRESENTATIVE AT-LARGE		4/30/2027	Katie Bohn
REPRESENTATIVE AT-LARGE		4/30/2027	Teresa Ruch
MAYOR	Ex Officio		

Responsibilities of the Board include implementation of this operating plan and preparing annual reports of the District. The Board will also annually consider and make changes to the operating plan and submit the operating plan to the Common Council for approval. The Board will conduct its business consistent with the open meeting law and keep minutes as a matter of public record.

## **FUTURE YEARS' OPERATING PLANS**

It is anticipated that the BID will continue to revise and develop the operating plan annually in response to changing development needs and opportunities in the district, in accordance with the purpose and goals in this operating plan.

Section 66.1109(3)(a) of the BID law requires the BID Board and the City to annually review and make changes as appropriate in the operating plan. Therefore, while this document outlines in general terms the complete development project, it focuses upon 2025 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2024 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City Common council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operation plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the City of Waupun.

## **AMENDMENT, SEVERABILITY, AND EXPANSION**

The BID has been created under the authority of Section 66.1109 of the Statutes of the Statues of the State of Wisconsin. Should any court find any portion of the statue invalid or unconstitutional, its decision will not be invalidate or terminate the BID and this BID operating plan shall be amended to conform to the law without need of re-establishment.

Should the legislature amend the statue to narrow or broaden the process of a BID to exclude or include as assessable properties of a certain class or classes of properties, as and when it conducts its annual review and approval of the operating plan and without necessity to undertake any other act. This is specifically authorized under Se. 66.1109(3)(b)

**Appendix A – Calculation of 2024 Assessed Values**

**Appendix B – 1988 Original BID Map**

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

**Appendix D – 2025 Budget**

## Appendix A – Calculation of 2024 Assessed Values

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

# Appendix B – 1988 Original BID District Map

## City of Waupun Bid District





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

### **1. Be a voice for the Downtown Business Community.**

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

### **2. Promote Downtown Waupun as a Destination.**

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

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

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

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

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

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

**Appendix D – 2025 Budget**

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