



**A G E N D A**  
**CITY OF WAUPUN BUSINESS IMPROVEMENT**  
**DISTRICT MEETING**  
Waupun City Hall – 201 E. Main Street, Waupun WI  
Tuesday, January 17, 2023 at 7:00 AM

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

**Virtual:** <https://us02web.zoom.us/j/87542528535?pwd=enpZN1FDblVVTmtxSnhDUVZnR1F6QT09>

**Meeting ID:** 875 4252 8535

**Passcode:** 659592

**Phone:** 312 626 6799 US (Chicago)

**CALL TO ORDER**

**ROLL CALL OF BOARD MEMBERS**

**CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:**

- [1.](#) Approve November 2022 Financials for Business Improvement District
- [2.](#) Approve December 2022 Financials for Business Improvement District
- [3.](#) Approve Minutes from November 9, 2022 Business Improvement District Meeting

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

- [4.](#) Review Outstanding Applications

**NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:**

- [5.](#) Consider Facade Improvement Grant Application for Wind & Unwined 310 E Main Street

**DISCUSSION ITEMS:**

- [6.](#) Administrator Update

**ADVANCED PLANNING:**

**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.*

**Business Improvement District Financial Statement**  
**For the Month Ending: 11/30/22**

**CASH ON HAND**

Prior Month Ending Balance	\$ 16,680.61
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ -
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 &amp; Shae Cupery (1W Main)</i>	\$ 2,000.00
<i>Todd &amp; Shae Cupery (3AW Main)</i>	\$ 2,000.00
<i>Todd &amp; 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&amp;B Plumbing (20 W Main)</i>	\$ 2,000.00
	<u><u>\$ 10,985.30</u></u>

**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.	1,000.00		20,010.31
9/23/2022	ck#548_Imagine That!	3,329.70		16,680.61

**CASH ON HAND**

Prior Month Ending Balance	\$ 16,680.61
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ (12,363.00)
Total Cash on Hand	<u>\$ 4,317.61</u>
Less Outstanding Grants/Checks (not in accounts payable)	
BID Funds Available	<u><u>\$ 4,317.61</u></u>

**BUDGET**

2022 Budget & Prior Year Carryover	\$ 24,104.06
Less Approved Grants & Expenses	\$ (19,786.45)
Remaining Budget Funds Available	<u>\$ 4,317.61</u>

**2022 Grants & Checks that have not cleared (in Accounts Payable)**

<i>ck #550 Stone House Digital (Marketing)</i>	\$ 1,200.00
<i>ck#552 Modern Mercantile (Winter Planters)</i>	\$ 633.00
<i>ck#553 Walking on Water Investments</i>	\$ 6,000.00
<i>Krista Bishop Weaving It Up to You! ('22 grant, no check issued)</i>	\$ 2,000.00
	<u>\$ 9,833.00</u>

**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
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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
12/20/2022	ck#549 B&B Plumbing	2,000.00		14,680.61
12/20/2022	ck#552 C Verhage	530.00		14,150.61



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

Meeting called to order by Committee Chairperson, Krista Bishop at 7:01 a.m.

Roll Call: Member present include Krista Bishop, Gary DeJager, Rich Matravers, Mitch Greenfield, Teresa Ruch, Craig Much, Tyler Schulz, Jodi Mallas. Also present is Administrator Kathy Schlieve, Assistant City Administrator Casey Langenfeld, and Joe Venhuizen from Envision Greater Fond du Lac. Absent are Kate Bresser and Jonathan Leonard.

Public Comment: None Present

Motion DeJager, second Matravers to approve the Consent Agenda, including September 14, 2022 Minutes from BID meeting, and September and October 2022 financials. Carried unanimously.

Administrator Schlieve thanks Gary DeJager, Teresa Ruch, and Jodi Mallas for their help in formulating the 2023 BID operating plan. Schlieve walks the committee through the operating plan as presented. Motion DeJager, second Greenfield to adopt the 2023 BID Operating Plan as presented. Carried unanimously.

Administrator Schlieve and Tyler Schulz discuss promotion needs of the downtown related to the holiday shopping season. Historically the Chamber has run the Shop Small campaign but they will not be doing that this year. Schulz discusses a proposed contract that Downtown Promotions has with an outside marketing firm. A request of \$750 is presented for consideration of BID marketing efforts. Schlieve notes that the budget could reallocate funds from another area to support a larger request. Motion Ruch, second Schulz to approve \$1,200 to fund marketing efforts by Downtown Promotions. Carried unanimously.

**DISCUSSION ITEMS:**

Joe Venhuizen from Envision Greater Fond du Lac provides an update on the Waupun Business Alliance, which resulted from a partnership between the Waupun Chamber and Envision Greater Fond du Lac. Venhuizen provides an overview of Envision programming that will be available to Business Alliance members and indicates the Business Alliance will be governed by a local advisory board that is being formed. BID Board members are encouraged to attend one of two listening sessions that have been announced to gather additional information.

Administrator Schlieve introduces Casey Langenfeld, the City's new Assistant City Administrator and Director of Finance. Schlieve also provides an update on the Senior Center Grant project, the United Cooperative project and extensions of Bayberry Lane. Schlieve also discussed the WEDC Vibrant Spaces pilot grant. The City will be working through the CDA to determine priorities for this grant in the green spaces downtown.

Administrator Schlieve reviews outstanding applications. Two in particular are experiencing cost overruns related to supply chain and contractor availability issues. Schlieve recommends payout of projects for ABB&J Investments and Walking on Water Investments with evidence of substantial completion. While the full projects are not complete, significant progress has been made on aspects of the project to support payout and improve cash flow on the projects due to cost overruns. Motion DeJager, second Mallas to support early payout. Motion carries unanimously. Committee discusses the project for Weaving It Up to You. The business identified that work quoted in their original proposal was only guaranteed for one year. The business owner is seeking a longer term solution and is also working through challenges with the neighboring property owner to access a roof area needed to make the identified repairs. Schlieve notes that this application will likely need to seek an extension at the next BID meeting. All other projects are expected to complete on time.

Motion DeJager, second Greenfield to adjourn the meeting. Passed unanimously. Meeting adjourned at 7:54 a.m.



# AGENDA SUMMARY SHEET

**MEETING DATE:** January 17 2023

**TITLE:** Review Outstanding Applications

**AGENDA SECTION:** CONSIDERATION/ACTION

**PRESENTER:** Kathy Schlieve, Administrator

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

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## ISSUE SUMMARY

Application for Weaving It Up To You is delayed due to contractor issues and the need to work with the neighboring property owner to gain access to a roof area where repairs are needed. CDA extended application through June 30, 2023 and it is recommended that BID extend on the same timeline.

## STAFF RECCOMENDATION:

## ATTACHMENTS:

### RECCOMENDED MOTION:

Motion modify/extend outstanding grant applications per discussion.

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

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

Date: 12/13/2022

Applicant Name: Brooke Straks

Applicant Address: 310 E Main Street, Waupun, WI, 53963

Phone: 9203451169 Fax: \_\_\_\_\_ Email: wind.unwined@gmail.com

Name of Business/Property: Wind & Unwined

Property Address: 310 E Main Street, Waupun, WI, 53963

Property Use: Cafe

Property owner, if different than applicant: Lisa & Jeff Collien (also owners of Wind & Unwined)

Owner address: 19 Caddie Ct Waupun WI 53963 Owner Phone: 9203248619

**Project Summary:**

Brief Project Summary: Install new awnings and signage to distinguish cafe from fitness center. Currently Wind & Unwined has the same awning as Club Fitness, making it very hard to find us. We also do not have a sign. We will be installing planters and other facade decor as well.

Total Estimated Cost: \$ 16,000

Total Grant Request: \$ 2,000

Projected Start Date: Early Spring 2023

Projected Completion Date: By end of Spring 2023

Name of Contractor: JC Improvements and Creative Sign or The OTA Co

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

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

**Required attachments:**

- |  |   |
|--|---|
| <input type="checkbox"/> Project plan(s) to 1/4" scale, if applicable        | <input checked="" type="checkbox"/> Current photo(s) of property                        |
| <input checked="" type="checkbox"/> Release of Information Letter (attached) | <input checked="" type="checkbox"/> Paint color(s) or material sample(s), if applicable |
| <input checked="" type="checkbox"/> Quotes/Estimates                         |   |

**Submit application form and attachments to:**  
Waupun Business Improvement District – City Clerk, Waupun City Hall  
201 E. Main Street, Waupun WI 53963  
920-324-7915 ext. 5

**To be completed by City staff only:**

Date application received: \_\_\_\_\_  
Application reviewed for completeness by \_\_\_\_\_ (initials). Date: \_\_\_\_\_  
Applicant notified of scheduled BID meeting by \_\_\_\_\_ (initials). Date: \_\_\_\_\_

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

Date: 12/13/2022


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): Brooke Straks

Signature: 

Date: 12/13/2022



**Creative Sign Company Inc.**

505 Lawrence Dr.  
 DePere, WI 54115  
 Phone: 920.336.8900  
 www.greenbaysigns.com

**Proposal**

**CLIENT:** Wind &Unwined

**LOCATION:** 310 East Main St  
 Waupun, WI 53963-1136  
 United States

**Proposal #:** 16739

**Proposal Date:** 06/16/20

Page 1 of 2

<u>Item</u>	<u>Description</u>	<u>Revision</u>	<u>Quantity</u>	<u>Price</u>
1	OPT. 1 SUNBRELLA AWNINGS PRODUCE AND INSTALL SUNBRELLA AWNINGS WITH PAINTED GRAPHICS ONTO EXISTING FRAME. #D16776 PAGE 1. 2 YEAR LABOR WARRANTY. (AWNINGS \$5,400; INSTALL \$1,000)		1	\$6,400.00 /EA
2	OPT. 2 METAL AND WOOD AWNING PRODUCE AND INSTALL METAL AND WOOD AWNING WITH ALUMINUM LETTERS AND THREE SUNBRELLA AWNINGS. #D16776 PAGE 2. 2 YEAR LABOR WARRANTY. (AWNINGS \$7,900; INSTALL \$1,000)		1	\$8,900.00 /EA
3	WINDOW VINYL PRODUCE AND INSTALL CUT VINYL WINDOW GRAPHICS. #D16776 PAGE 3. 2 YEAR LABOR WARRANTY. (\$550.00 vinyl; \$180.00 install)		1	\$730.00 /EA
4	TAX & PERMITTING FEES TAX & PERMITTING FEES NOT INCLUDED.		1	\$0.00 /EA
			<b>Total:</b>	<b>\$16,030.00</b>





**Creative Sign Company Inc.**

505 Lawrence Dr.

DePere, WI 54115

Phone: 920.336.8900

www.greenbaysigns.com

Part Number

<u>Item</u>	<u>Description</u>	<u>Revision</u>	<u>Quantity</u>	<u>Price</u>
ACCEPTED BY: _____		TITLE: _____		
SIGNATURE: _____		DATE: _____		

SALESPERSON SIGNATURE: \_\_\_\_\_

SALESPERSON: Hayes, M Kelsy-Ann

DATE: 6/16/2020

**Permit(s) obtained by:**

The proposal amount does not include sales tax, permits, obtainment fees, parking, warning lights, engineering, primary wiring, or final electrical connection unless specifically stated. Engineering cost if required to be paid by customer. Unforeseen/difficult digging conditions will be billed to customer. If pre wiring is required additional charges may apply. All signs are wired at 120 volts unless otherwise specified in writing.

Payment Terms: 75% down payment is required, balance due upon completion. 1.5% interest on all balances over 30 days. 18% annual fee applicable taxes added to invoice. Client agrees to reimburse Creative Sign Co. for the reasonable attorney's fees, costs, and necessary disbursements incurred by Creative Sign Co. to collect any amount client fails to pay to Creative Sign Co. Credit Cards are accepted and on charges over \$500 there will be a 3% fee added to your invoice.

Sign project will be placed into production after receipt of all of the following; 1) Signed proposal acceptance, 2) signed drawing approval, 3) down payment, and 4) permit approval, if required. Approximately one week after receipt of these requirements, an estimated completion date will be communicated to the Client. No project will be started until down payment has been received, unless prior arrangements have been made.

All materials guaranteed to be as specified. Two year warranty on all parts and labor on new signs excluding lamps on electric signs. All work to be completed in a professional manner according to standard practices. Any alteration or deviation from the above specifications will be executed only upon written change order(s), and will become an extra charge, to be paid by the Client, over and above the proposal amount. All agreements contingent upon strikes, accidents or delays beyond our control. Final price of sign may increase due to site conditions, sizing requirements, and attachment method based on the field survey size taken prior to production upon sale of signage. Failure to tender final payment on due date may void guarantee. Our workers are fully covered by Worker's Compensation Insurance. All attorney and court fees to be paid by buyer if this is disputed in a court of law.

This proposal does not become effective until signed and dated by Creative Sign Co. and may be withdrawn if not accepted within thirty (30) days.

The prices, specifications, terms, and conditions contained herein are satisfactory and are hereby accepted. Creative Sign Co. is authorized to do the work as specified. Payment will be made in accordance with the terms above.



505 LAWRENCE DR. DE PERE, WI 53963  
920.336.8900 GREENBAYSIGNS.COM

**CLIENT:** WIND & UNWIND  
**LOCATION:** 310 E MAIN ST, WAUPUN, WI 53963  
**DRAWN BY:** BRIDGET N  
**SALESPERSON:** KELSY H  
**DATE:** 06/12/2020  
**DESIGN #:** D16776  
**PAGE:** 1

REVISION LOG:	INTL	DATE	DESCRIPTION
1	000000000		

**RECOVER AWNINGS**

**QUANTITY:** 4 (SEE DRAWING)  
**LIGHTING:** NON-ILLUMINATED  
**MATERIAL:** SUNBRELLA (FABRIC)  
**STYLE:** SHED  
**ENDS:** CLOSED  
**PROJECTION:** 48"D  
**GRAPHICS:** PAINTED  
**FONT:** ABOVE  
**EGG CRATING:** NO  
**FRAME:** EXISTING  
**MOUNTING:** FLUSH TO BUILDING  
**INSTRUCTION:** RECOVER 4 AWNINGS.

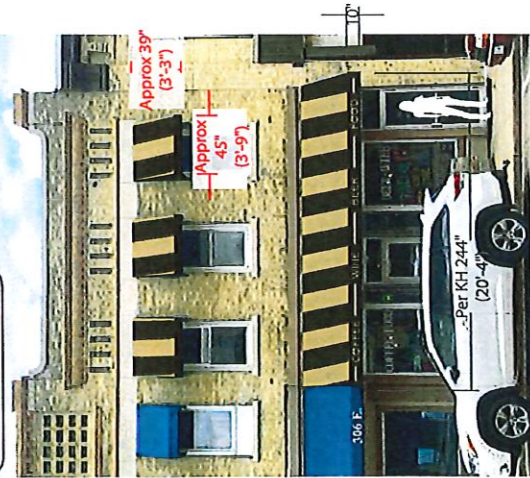
**COLORS:**

- S-1 SUNBRELLA 4789-0000 MANHATTAN CLASSIC
- S-2 SUNBRELLA 00008-0000 BLACK
- P-3 PAINT TO MATCH TAN IN SUNBRELLA MANHATTAN CLASSIC

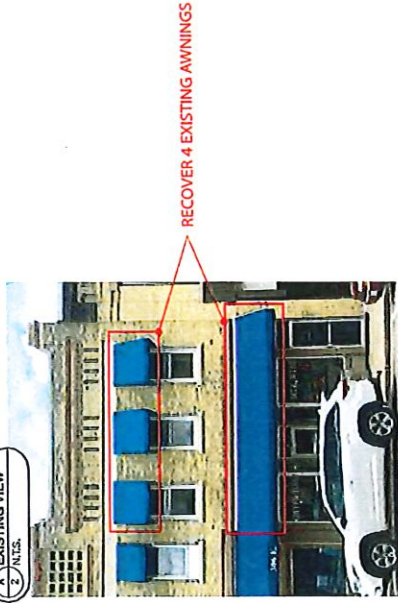
**CUSTOMER SIGNATURE FOR DESIGN APPROVAL:**

\_\_\_\_\_  
SIGNATURE DATE

1 LOCATION VIEW (AFTER)  
SCALE: 1/8" = 1'

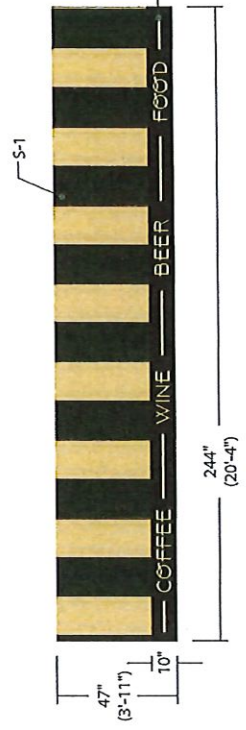


2 EXISTING VIEW  
N.T.S.



RECOVER 4 EXISTING AWNINGS

3 DETAIL VIEWS  
SCALE: 1/4" = 1"



**THIS DRAWING IS THE PROPERTY OF CREATIVE SIGN CO. INC.**  
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**CONCEPTUAL DRAWING ONLY**

All sizes and dimensions are illustrated for client conception of the project and are not to be understood as being exact sizes or dimensions. All sizes and dimensions are approximate and subject to change without notice. Colors, effects, capabilities, and coloration, are an approximation.

**CUSTOMER RESPONSIBILITIES**

Please review all drawing details closely, as Creative Sign will produce signs as approved drawing indicates. Some changes may occur based on production needs. While Creative Sign will make every effort to match the colors in this drawing, we cannot guarantee exact matches due to varying compatibility of surface materials and paints used.



**AWN-1-4: LOC-1 OPTION A**

SUNBRELLA 4789-0000  
MANHATTAN CLASSIC





503 LAWRENCE DR. DE PERE, WI 54115  
920.336.8900 GREENBAYSIGNS.COM

**CLIENT: WIND & UNWIND**  
LOCATION: 310 E MAIN ST, WAUPUN, WI 53986  
DRAWN BY: BRIDGET N  
SALESPERSON: KELSY H  
DATE: 06/12/2020  
DESIGN #: D16776  
PAGE: 3

REVISION LOG:	INTL	DATE	DESCRIPTION
1		06/07/2020	DESCRIPTION

**VINYL GRAPHICS**  
QUANTITY: 4 TOTAL (SEE DRAWING)  
GRAPHICS: CUT VINYL, 1ST SURFACE  
INSTRUCTION: PRODUCE AND INSTALL

**COLORS:**

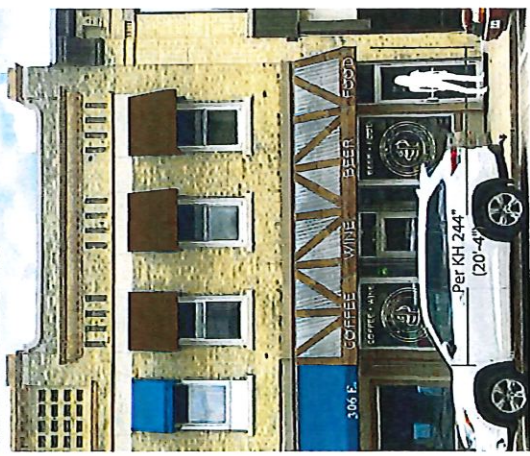
V-4 ORACAL 751-010 WHITE

**CUSTOMER SIGNATURE FOR DESIGN APPROVAL:**

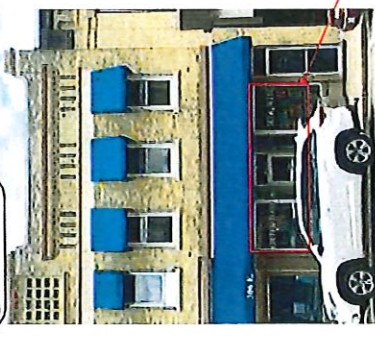
\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

1 LOCATION VIEW (AFTER)  
SCALE: 1/8" = 1'



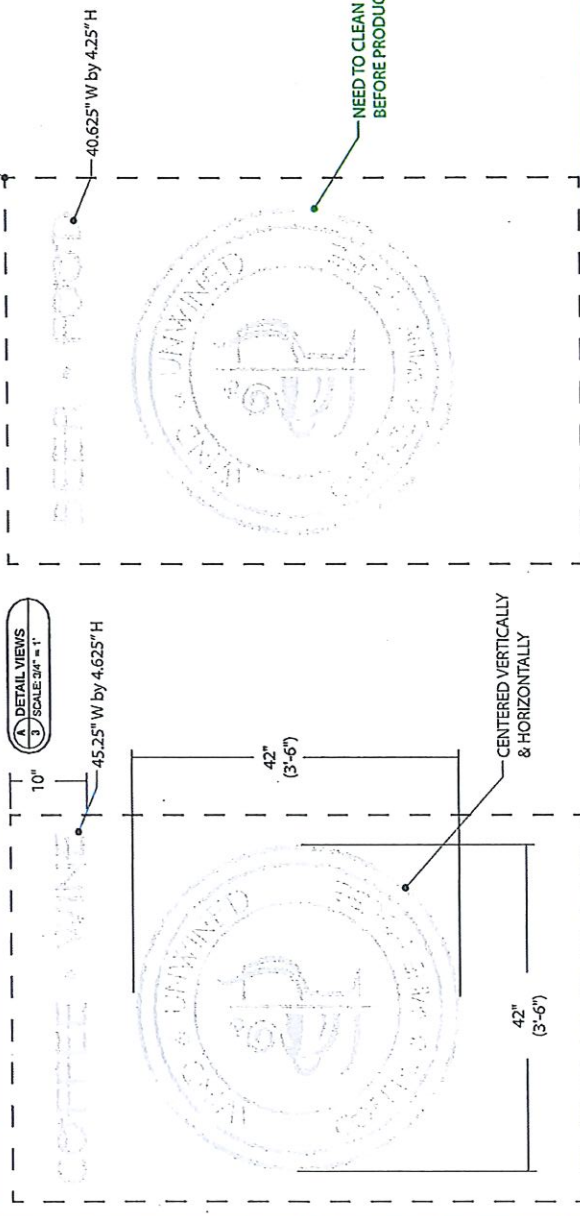
2 EXISTING VIEW  
SCALE: 1/8" = 1'



CUSTOMER WILL REMOVE WINDOW PAINT

WINDOW IS 49.5" W BY 74.375" H PER KH

3 DETAIL VIEWS  
SCALE: 3/8" = 1"



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**CONCEPTUAL DRAWING ONLY**

All sizes and dimensions are illustrated for client conception of the project and are not to be understood as being exact size or exact color. Renderings, including lighting effects, and coloration, are an approximation.

**CUSTOMER RESPONSIBILITIES**

Customer review all drawing details closely, as Creative Sign will produce signs as approved drawing indicates. Some changes may occur based on production needs. While Creative Sign will make all efforts to correct any obvious spelling or grammatical errors, it cannot guarantee Creative Sign will make every effort to closely match colors, including PMS, when specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paint used.



NEED VECTOR & TO REMOVE TEXTURE



# The OTA Company

2840 Bradley St.  
 Oshkosh, WI 54902  
 Ph: 920-235-3170  
 Fx: 920-235-7100  
[www.otainc.com](http://www.otainc.com)

# QUOTE

Quote Valid for 60 Days

**Sold To:**

Wind & Unwined  
 Lisa Colleen  
 310 E. Main Street  
 Waupun, WI 53963  
 Phone:  
 Email:

**Install At:**

Same as Sold To:

County: Green Lake

Quote Date: 6/17/2021

Lead Time: 5 Weeks

Qty	Description	Unit	Price
<b><u>Recvoer existing awnigs over the Coffe &amp; Wine House</u></b>			
1	<b>Approx: Measurements</b> 245" length x 47" height x 48" projection Lace-on Awning		\$1,530.00
3	<b>Rough Measurements for 2nd Story Awnings</b> 48" width x 48" height x 48" projection		\$2,445.00

**Fabric: Sunbrella**  
**Color: TBD**  
**Style: Traditional**  
**Valance: Rigid**  
**Closed Ends**

**PVC Trim: Best Match**  
**Graphics: None**  
**Lights: None**  
**Egg Crating: None**  
 Permits to be supplied by customer if necessary

**Conditions:** All material is guaranteed to be as specified. All work to be completed in a professional manner according to standard practices. Any alteration or deviation from the above specifications involving extra costs will be executed only upon written orders and such charges will become part of this agreement. All agreements contingent upon strikes, accidents, or delays beyond our control. Owner to carry fire, tornado, and other necessary insurance. Our employees are covered by Worker's Compensation Insurance. All work listed above is considered custom made and non-refundable. A finance charge of 1.5% (18% per annum) will be added to all past due invoices. Collection and attorneys fees will be assessed to all accounts placed for collection.

Subtotal	\$3,975.00
5.5 % Sales Tax	\$218.63
<b>Total</b>	<b>\$4,193.63</b>

**Thank you for allowing us this opportunity to provide a quote. We look forward to working with you.**

Terms	Credit Card
Purchase order or contract with approved credit or 50% down payment required to schedule, balance due at time of installation. Payment Options: Cash, Check, MasterCard or Visa Credit Cards	Name (as it appears on card): _____ Number: _____ Expiration date: ____/____ Card Type: MC <input type="checkbox"/> Visa <input type="checkbox"/> Billing Zip Code _____ Security Code (from back of card): _____ Balance will be processed two working days after installation.

**Please sign here to indicate acceptance of conditions, terms, lead-time, and price quote.**

		<i>Toby Hegner</i>	<i>17-Jun-21</i>
Customer	Date	Quoted by Toby Hegner	Date



# AGENDA SUMMARY SHEET

**MEETING DATE:** January 17 2023

**TITLE:** Administrator Update

**AGENDA SECTION:** DISCUSSION

**PRESENTER:** Kathy Schlieve, Administrator

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

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## ISSUE SUMMARY

An update on the following items will be provided:

1. Vibrant Spaces Grant (support letter attached)
2. Main Street Bounceback Grant Awards
3. Main Street Awards Submissions
4. ARPA Funding Process
5. New Businesses
6. Vacant Spaces
7. General Updates

## STAFF RECCOMENDATION:

## ATTACHMENTS:

BID Letter of Support Vibrant Spaces Grant Application

<b>RECCOMENDED MOTION:</b>
----------------------------



January 12, 2023

Wisconsin Economic Development Corporation  
Vibrant Spaces Pilot Program Grant Committee  
201 W Washington Ave  
Madison, WI 53703

RE: WI Economic Development Corporation (WEDC) Vibrant Spaces Grant Program

To Whom it May Concern,

I am writing this letter in support of the City of Waupun's application to the Wisconsin Economic Development Corporation's Vibrant Spaces Pilot Grant Program. As chair of the City's Business Improvement District (BID) board, our committee has worked in cooperation with the City's Community Development Authority (CDA), Downtown Promotions Committee, and City staff on revitalization efforts of our Central Business District. In 2016, the City became a Connect Community and since that time we have strengthened cooperative working relationships among these groups to foster revitalization throughout our Historic Downtown.

As part of our work, the BID Board contributed to the development of a streetscape plan that is the basis for this application. Our predominant goal is to activate vacant City-owned land within our downtown to increase foot traffic and economic vitality of the district. This will result in the creation of a community gathering space that can be programmed to achieve this goal.

The City currently has a Downtown Promotions committee that hosts regular events, with marketing money contributed from our BID. The creation of the streetscaping plan identified a lack of viable gathering space to host community events planned by this group. Additionally, a recent tourism assessment completed by Destination Lake Winnebago Region through the Roger Brooks organization found that the City has a significant gap in restaurants, with several lost in our downtown district as a result of the pandemic.

The City's proposed plan includes creation of a destination location for food trucks with seating for outdoor dining. The longer-term plan includes the addition of public restrooms, art and activities to further complement the recommendations found in this application. In addition to programming currently happening through the City's downtown promotions committee, the addition of food trucks will serve to activate the space to accomplish the goal of greater economic vibrancy in the central business district.

The recommendations in this application are consistent with the goals of our BID organization and essential to long-term business success in Waupun's Central Business District. As a showing of ongoing support, the BID Board is committed to investing roughly \$20,000 annually in various revitalization efforts to support event promotion, education, business attraction and improvement of existing business. Award of this grant will extend available city funding to realize progress toward our stated goals. As such, our board has authorized this letter of support and I strongly recommend consideration of this application.



Thank you for your consideration.

Respectfully Submitted,

A handwritten signature in black ink that reads "Krista Bishop". The signature is fluid and cursive, with the first name and last name clearly legible.

Krista Bishop  
BID Board Chair | Owner of Weaving It Up To You