



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, September 19, 2023 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: <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 OF BOARD MEMBERS:

CONSIDERATION/ACTION:

1. Approve Minutes from August 15, 2023 BID Meeting
2. Approve August 2023 BID Financials

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

3. Review Outstanding Applications

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

4. Consider Application for 4 Fond du Lac Street (John Karsten Real Estate)
5. Consider Application for 42 Fond du Lac St (Maedox Accounting & Tax Service)
6. TABLE Application for 321 E Main St (Firefly Gifts)
7. Consider Application for 16 S Madison Street (Gappa Properties)

DISCUSSION ITEMS:

8. Discuss Increase to BID Assessment Rate
9. Discuss 2024 BID Operating Plan
10. Waupun Business Alliance Update
11. City 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.



MINUTES
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, August 15, 2023 at 7:00 AM

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

Roll call taken. Member present: Gary DeJager, Rich Matravers, Craig Much, Jodi Mallas, Tyler Schulz, and Krista Bishop. Mitch Greenfield. Absent and excused are Teresa Ruch and Kate Bresser. Also present Administrator Schlieve, Assistant Administrator Langenfeld, as well as Janelle Kartechner, Steven Chmielewski, and CDA members Mayor Bishop, Derek Drews, Jill Vanderkin and Cassandra VerHage.

Motion Schulz, second Matravers to approve minutes of June 20, 2023 BID meeting. Carried unanimously.

Administrator Schlieve discussed current budget in relation to the work plan, noting that applications have been strong and that the BID will deplete their funds and be unable to allocate money to a pop up program this year. Schlieve notes that there is opportunity to run this program this year. Motion DeJager, second Greenfield to approve financials for June and July 2023. Carried unanimously.

Administrator Schlieve notes that all projects are in process and no extensions are needed at this time.

Administrator Schlieve notes that the application for 42 Fond du Lac St is incomplete because the property owner has been unable to get a formal quote from his vendor. Peters & Associates was recently acquired by Maedox Tax & Accounting and the owner is remodeling the building to accommodate more staff. The current monument sign and window decals will be replaced. Krista Bishop recommends tabling the agenda item until a completed application is submitted and the group reaches consensus on the recommendation. No action is taken.

BJ Yohn is present to explain the projects for 14, 16 and 20 W Main Street. The front awning will be removed and each of the three businesses (Edward Jones, State Farm, and B&B Plumbing) will add a canvas awning with their branding to improve the professional appearance of the building. Motion Schulz, second Much to approve each business application as a matching grant capped at \$2,000 each for a total of \$6,000. Carried unanimously.

No one is present from the Waupun Business Alliance to provide an update. Administrator Schlieve notes that there are several training and networking events and informs the group that information on each is shared with the Downtown Business Owner's Facebook group.

Administrator Schlieve explains the purpose of the Waupun Fire & Emergency Response Staffing study and encourages the group to complete the community survey that can be found on the City's Facebook page and website. Schlieve also announces that the ground breaking for the Senior Center will be September 26, 2023, at 2 p.m. Costs for construction exceeded the initial budget and the city has entered a fundraising campaign to fully fund the project. An overview of the facility and facility sponsorship opportunities is provided.

Jodi Mallas provides an overview of IceFest Winter Festival planned for February 2024. The festival is design to include businesses across Waupun and drive traffic during the slow months of the year. Mallas notes that businesses will be approached to sponsor ice carvings for the event.

Steve Chmielewski with UW Extension provided an update on the Design WI Project planned in Waupun on September 18 and 19. A meeting with the initial planning team will be held on August 23 at 10 a.m. via Zoom. Teams of people will be conducting business interviews from now until the event and there is a community survey launching in the near future to gather community feedback that will be used in the design process. The city is

currently working with the school district to secure a group of teens to work with our group and provide input. Schlieve will publish a full schedule in the near future once a final meeting location is determined.

Krista Bishop asked that we plan to discuss increasing the assessment at a future meeting, noting that costs for projects continue to rise.

Motion Greenfield, second Matravers to adjourn the meeting. Carried unanimously. Meeting adjourned at 7:36 a.m.

CASH ON HAND

Prior Month Ending Balance	\$	22,931.47
Plus Current Month Deposits	\$	-
Less Current Month Expenses (including expenses in accounts payable)	\$	-
Total Cash on Hand	\$	<u>22,931.47</u>
Less Outstanding Grants/Checks (not in accounts payable)	\$	<u>(15,102.48)</u>
BID Funds Available	\$	<u>7,828.99</u>

BUDGET

2022 Budget Revenue Carryover	\$	6,317.61
2023 Revenue	\$	19,532.25
Less Approved Grants & Expenses	\$	<u>(18,020.87)</u>
Remaining Budget Funds Available	\$	<u>7,828.99</u>

2023 Grants Approved - Not Dispersed

Wind & Unwined	\$	(2,000.00)
Broken Threads	\$	(2,000.00)
K's Boutique	\$	(1,102.48)
Judson's	\$	(2,000.00)
Gysber's Jewelry	\$	(2,000.00)
Edward Jones	\$	(2,000.00)
State Farm	\$	(2,000.00)
B&B Plumbing	\$	(2,000.00)
	\$	<u>(15,102.48)</u>

2023 Actual Operating Expenses

1/31/2023	\$	-
2/28/2023	\$	-
3/31/2023	Audit Fees	\$ (1,000.00)
5/4/2023	Martens Ace Hardware/potting soil	\$ (64.26)
6/5/2023	Waupun Area School District/flowers	\$ (1,105.24)
6/27/2023	Martens Ace Hardware/potting soil	\$ (141.39)
6/27/2023	Chic Tique Girls, LLC	\$ (607.50)
		<u>\$ (2,918.39)</u>

Total of Grants Approved Not Dispersed and Actual Expenses **\$ (18,020.87)**

2023 Upcoming Operating Expenses

5/10/2023	Downtown Promotions/Marketing	\$ (5,000.00)
		<u>\$ (5,000.00)</u>

Projected Unrestricted Funds **\$ 2,828.99**



AGENDA SUMMARY SHEET

MEETING DATE: September 19, 2023

TITLE: Review Outstanding Applications

AGENDA SECTION: Consideration/Action

PRESENTER: Kathy Schlieve, Administrator

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

ISSUE SUMMARY

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

2023 Grants Approved - Not Dispersed

Wind & Unwined	\$	(2,000.00)
Broken Threads	\$	(2,000.00)
K's Boutique	\$	(1,102.48)
Judson's	\$	(2,000.00)
Gysber's Jewelry	\$	(2,000.00)
Edward Jones	\$	(2,000.00)
State Farm	\$	(2,000.00)
B&B Plumbing	\$	(2,000.00)
	\$	(15,102.48)

The following extensions are being requested:

1. Wind & Unwined until October 31, 2023
2. Broken Threads until November 15, 2023
3. K's Boutique until October 31, 2023
4. Judson's until November 30, 2023

STAFF RECCOMENDATION:

ATTACHMENTS:

RECCOMENDED MOTION:

Motion to extend grant application for as presented.

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

Applications missing any materials will be returned for completion.

Date: 9/15/2023
Applicant Name: John Karsten
Applicant Address: 4 1/2 Fond du Lac St, Waupun
Phone: 324-2800 Fax: — Email: john@karstenrealestate.com
920-219-0148
Name of Business/Property: KARSTEN REAL ESTATE
Property Address: USE Business office (downstairs) / Residential (upstairs)
Property Use: Address 4 1/2 Fond du Lac St, Waupun
Property owner, if different than applicant: _____
Owner address: 4 Fond du Lac St Owner Phone: 920-219-0148

Project Summary:

Brief Project Summary: WEST SIDE OF BUILDING - REMOVE
LOOSE & DETERIORATING MASONRY, SANDBLAST,
APPLY NEW MASONRY, PAINT SAME COLOR

Total Estimated Cost: \$ 9,600⁰⁰ Total Grant Request: \$ 2,000
Projected Start Date: ASAP Projected Completion Date: MID-OCTOBER +
Name of Contractor: HANDYMAN MEWS Issue Payment if approved: Applicant or Business (circle)
RENOVATIONS - MONTELLA

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

Required attachments:

- | | |
|---|--|
| <input type="checkbox"/> Project plan(s) to 1/4" scale, if applicable | <input type="checkbox"/> Current photo(s) of property |
| <input type="checkbox"/> Release of Information Letter (attached) | <input type="checkbox"/> Paint color(s) or material sample(s), if applicable |
| <input 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: 9/15/2023

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): John F. Karsten

Signature: 

Date: 9/15/2023

HANDYMAN MEWS AND RENOVATIONS
 266 Doty St.
 Montello Wi. 53949

608-692-8297

Proposal

PROPOSAL NO. 007210	DATE Aug 15 2023
BID NO. 920-219-0148	ARCHITECT
TO John Karsten	PHONE NO. _____ DATE OF PLANS _____
ADDRESS 4 Fond Du Lac Street	WORK TO BE PERFORMED AT: same
Waupun Wi.53963	

We hereby propose to furnish the materials and perform the labor necessary for the completion of Repair side of building, remove all lose aggregate, sandblast prep add adhesion promoter finish coat in epoxy motar trowel finish and paint surface
Add gutter and down spout

Area below for additional description and/or drawings:

1) Setup scaffolding & removal all lose aggregate		2050.00
2) Sand blast and apply adhesion promoter	1450.00	700.00
3) Apply epoxy motar trowel finish	2050.00	2000.00
4) Paint complete wall white	840.00	380.00
5) Install Gitter and down spout	60.00	70.00
SUB TOTALS	Materials \$4,400.00	Labor \$5,200.00

All material is guaranteed to be as specified, and the above work to be performed in accordance with the drawings and specifications submitted for above work and completed in a substantial workmanlike manner for the sum of Nine thousand six hundred and 00/100

_____ Dollars (\$ 9,600.00) with payments to be made as follows. **Half down on acceptance**
\$4800.00 down
Balance upon completion

ACCEPTANCE OF PROPOSAL The above prices, specifications, and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payments will be made as outlined above.

X Signature _____



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 Bernoldt

Applicant Address: 7999 Pleasant Valley Rd, Carson, WI 54947

Phone: 920 594 2397 Fax: _____ Email: Mike @ Macdev tax. Com

Name of Business/Property: Macdev Tax + Accounting (Formerly 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~~ 974⁰⁰

Total Grant Request: \$ ~~2000~~ 487⁰⁰

Projected Start Date: design in progress

Projected Completion Date: TBD

Name of Contractor: Various

Issue Payment if approved: Applicant of Business (circle)

Approval of City Building Inspector: [Signature] (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:
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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: 7-12-23

To: Waupun Business Improvement District – Clerk's Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

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Signed,

Name (print): Mike ~~Berndt~~ Berndt

Signature: 

Date: 7-12-23

42 Fond du Lac Street - Signage Replacement



Katharine Schlieve

From: Mike Berndt <mike@maedextax.com>
Sent: Wednesday, August 23, 2023 4:42 PM
To: Katharine Schlieve
Subject: Fwd: Quote/Bill

Looks like around 1k, see below.

Thank you,

Mike Berndt, AFSP, Owner
Maedex Tax & Accounting

Serving the Fond du Lac area:
885 Western Ave, Ste 200
Fond du Lac, WI 54935

Serving the Waupun area at:
42 Fond du Lac St
Waupun, WI 53963

Normal business hours, after 4/15
Monday - Thursday 9 a.m. to 4 p.m.
or by appointment otherwise

FDL PH: 920-933-2882
Waupun PH: 920-324-4340
Waupun PH: 920-324-5540
www.maedextax.com

Facebook page
[Maedex Tax & Farm Accounting - Facebook](#)

To send secure documents or files please go to:
[SecureSend](#)

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----- Forwarded message -----
From: John Papenheim <psigncrafters@gmail.com>
Date: Wed, Aug 23, 2023 at 4:31 PM

Subject: Re: Quote/Bill

To: Mike Berndt <mike@maedextax.com>

Mike-

I sent a guy down there earlier this week to get a good idea of what we're dealing with and more accurate measurements.

I have printed the logos for the door and the interior wall already. I'm not sure what else you want on the door? looks like some was done already?

What I have printed will go on outside of door for better visibility, as in your FdL location.

For the pilon sign, re-lettered as shown & installed- \$624

For the window & door graphics and interior logo, installed \$314

The 30- 4" decals have also been printed, they are \$36

+ tax.

Let me know. I expect we will be working on this next week.

As you know, you caught us at a time where we are severely backed up.

Thanks!

-John Papenheim

Papenheim SignCrafters, Since 1990

920-923-4437

15 5th Street

Fond du Lac, WI 54935

psigncrafters.com

psigncrafters@gmail.com





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

Applications missing any materials will be returned for completion.

Date: 9-15-23

Applicant Name: Gappa Properties - Forsell + Tracy Gappa

Applicant Address: 1203 Storbeck Drive Waupun

Phone: 920-345-2751 Fax: N/A Email: gappaproperties@gmail.com

Name of Business/Property: Old Lodge

Property Address: 116 S. Madison Street

Property Use: Commercial storefront, rental

Property owner, if different than applicant: _____

Owner address: _____ Owner Phone: _____

Project Summary:

Brief Project Summary: Fix the old truck-paint work and truck-paint the failing areas on the south facing exterior wall. Two line items on quote with the city of 28 and 8

Total Estimated Cost: \$ ~~6,986.00~~ 13,338.45 Total Grant Request: \$ 2,000.00

Projected Start Date: 10-1-23 Projected Completion Date: 10-9-23

Name of Contractor: Daily Sweeps Inc. 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 type="checkbox"/> Paint color(s) or material sample(s), if applicable |
| <input checked="" type="checkbox"/> Quotes/Estimates | |

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Applicant notified of scheduled BID meeting by _____ (initials). Date: _____

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

Date: 9-15-23

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201 E. Main Street, Waupun WI 53963

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Signed,

Name (print): Forsell Gappa

Signature: Forsell Gappa

Date: 9-15-23

Daizy Sweeps Inc

W11007 State Road 16 and 60

Columbus, WI 53925 US

920-386-9563

daizysweeps@daizysweeps.com

<http://www.daizysweeps.com>**ADDRESS**

Calvin Gappa

16 South Madison Street

Waupun, WI 53963

SHIP TO

Calvin Gappa

16 South Madison Street

Waupun, WI 53963

ESTIMATE # 1844**DATE 09/14/2023**

DESCRIPTION	QTY	RATE	AMOUNT
All phases will include two people on site.. If additional time are needed there will be additional charges on all lines. Grinding out and tuck pointing is proposed to take 8 bags of mortar and color die for side of building. If additional material or time are needed they will be on final bill. With being a old building we don't know ho long each phases will take. So this is just a estimate and additional charges will apply if time goes over.			
Lift Rental weekly. If work goes over a 2 weeks there will additional charges	2	1,850.00	3,700.00
Tear down Chimney to just above flashing. Due to chimney being doubled brick the tear down may take additional time. Time is by total hours.	30	135.00	4,050.00
Stainless Steel Chase Cover (Custom made)	1	985.00	985.00
Power wash chimney from flashing to lower part of roof. This is to remove all stains and grime off of chimney	1	485.00	485.00
Cut out bad brick and replace with new. Closest match to existing. IF additional brick are needed there will be additional charges. Since chimney is doubled bricked we don't know condition of chimney on inner portion.	50	48.00	2,400.00
Chimney Grind Out and Tuck Point Chimney. Being a	24	225.00	5,400.00

DUE TO INDUSTRY AND PRODUCT AVAILABILITY. PRICES ARE SUBJECT TO CHANGE AT ANYTIME. IF THERE IS AN INCREASE IN PRICE, IT WILL BE ON PRODUCT ONLY.

DESCRIPTION	QTY	RATE	AMOUNT
old chimney and double bricked, mortar joints will take a lot of material. Time is by total hours.			
* Lower Portion of Building Grind Out and Tuck Point. All red die will be removed from mortar joints and match the best we can and tuck pointed with closest match of color. Time is by total hours.	28	225.00	6,300.00
* Mortar and Color. If more than 8 bags are used there will be additional charges	8	85.00	680.00
Seal around Flashing	1	65.00	65.00

Thank you for the inquiry with Daizy Sweeps.

SUBTOTAL	24,065.00
TAX	0.00
TOTAL	\$24,065.00

Accepted By

Accepted Date

DUE TO INDUSTRY AND PRODUCT AVAILABILITY. PRICES ARE SUBJECT TO CHANGE AT ANYTIME. IF THERE IS AN INCREASE IN PRICE, IT WILL BE ON PRODUCT ONLY.

The way to grow your business.
 www.signarama.com

Payment Terms: 50% Down, Bal on Completion

Created Date: 9/14/2023

DESCRIPTION: Window Graphics, Rear Building Sign, Front Building Sign

Bill To: Gappa Properties
 X
 X, WI 53963
 US

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

Requested By: Forsell Gappa
 Email: fgappa@gappasecuritysolutions.com
 Cell Phone: (920) 210-2694

Salesperson: Andy Wapneski
 Email: Andy@Signarama-FDL.com
 Cell Phone: 920-305-7757

NO.	Product Summary	QTY	UNIT PRICE	TAXABLE	AMOUNT
1	Rear Building Sign • Qty: 1 • Size: 60" x 120" • Material: 3MM ACM Install Included	1	\$1,273.50	\$1,273.50	\$1,273.50
2	Window Graphics • Qty: 1 • Size: 24" x 120" • Material: Window Graphics Install Included	1	\$438.47	\$438.47	\$438.47
3	Exterior Projecting Front Sign • This is solely a rough estimate. Until we know the exact sign and sizing, I can't give a firm price quote. I am waiting on the layout for this piece. But this is a rough ball park. Install Included	1	\$4,315.00	\$4,315.00	\$4,315.00

This estimate is an approximation and is not guaranteed. The estimate is based on information provided from the client regarding project requirements. Actual cost may change once all project elements are finalized or negotiated. Prior to any changes of cost, the client will be notified. Estimate valid for 30 days except fabricated or electronic message centers. Due to the volatility of the supply chain in regards to raw steel, aluminum or electronics we can only guarantee quotes of fabricated and electronic signs for 5 business days.

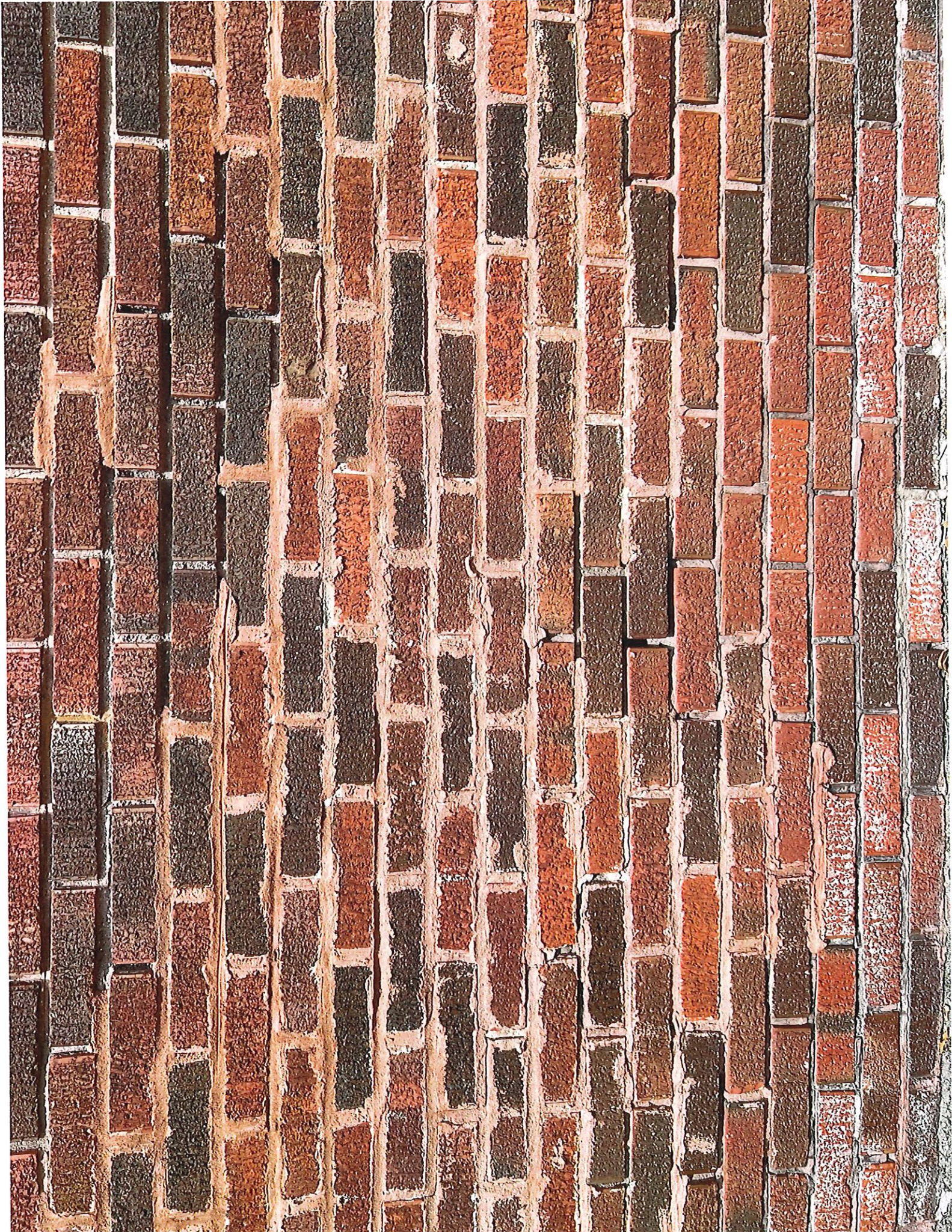
Subtotal:	\$6,026.97
Taxable Amount:	\$6,026.97
Taxes:	\$331.48
Grand Total:	\$6,358.45
Deposit Required:	\$6,358.45

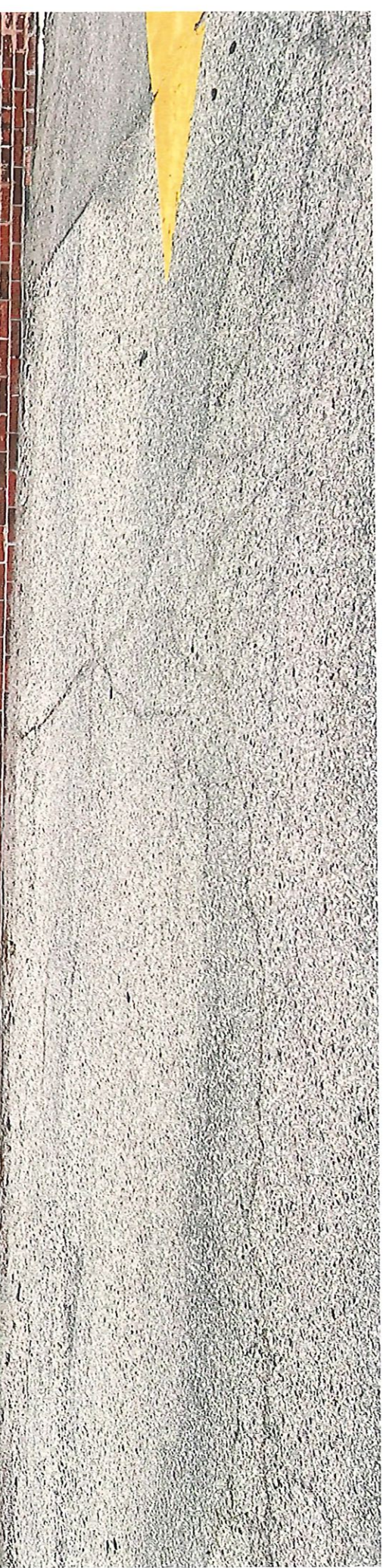
Get this for as little as \$241.62 per month. Ask us for details.

Regarding Installation and onsite services, this quote is for estimation purposes and is not a guarantee of cost for sign services for installation. The Estimate is based on current information from client about the project for time required to complete the installation. Actual cost may change once project elements are finalized. Client agrees that sign service & repair will add on the cost of ballast, LED lights, lamps, sockets, wiring and other components to restore sign illumination as needed only. Client must request and approve complete replacement of lamps. Client may choose to pay for a site survey wherein we will inspect the sign illumination and will provide an itemized list of replacement components the sign needs.

Signature: _____ **Date:** _____

Thank you for choosing Signarama!



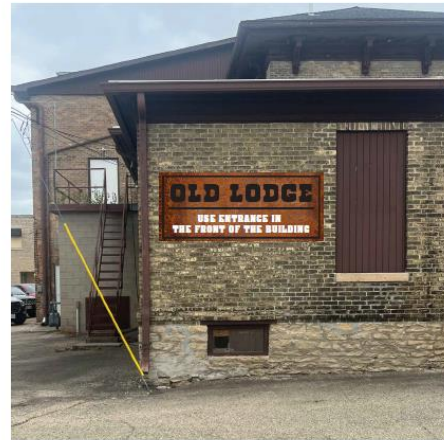


16 S Madison St Signage

Back of Building Signage



Option 1



Option 2



Front Doors

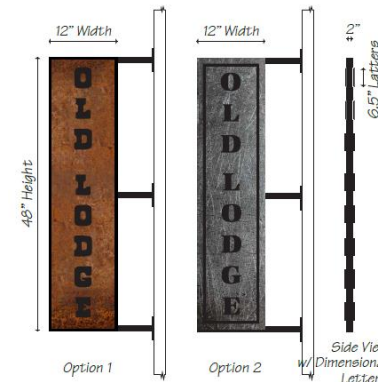


Option 1



Option 2

Front Projecting Signage



Option 1



Option 2

City of Waupun
Business Improvement District

August 5, 1988

INTRODUCTION

On April 6, 1984, the State of Wisconsin passed a law (Act 184) which allows for the creation of Business Improvement Districts. The law which governs the creation, operation, and termination of business improvement districts is established under Section 66.608 of the Wisconsin Statutes. The purpose of the law is to authorize cities, villages, and towns to create one or more business improvement districts; to allow businesses within those districts to develop, manage, maintain, and promote their districts; and to establish an assessment method to fund these activities. A BID must be a geographic area within a municipality consisting of contiguous parcels which are subject to general real estate taxes.

The formation of a business improvement district allows downtowners (business people, property owners, merchants, city officials and others) to determine what needs to be done to upgrade and strengthen downtown and pay the cost of doing it, in whole or in part. It is a way for downtowners to determine what they want and to finance it. An improved business district will create a positive image for those within the district, as well as, the community as a whole.

A BID is the best available method for business people to organize, coordinate marketing and promotional efforts, provide management, and maintenance programs, and encourage business development. It affords property owners and business people a very real role in directing those activities within the district which influence their investment and environment. It also insures that all beneficiaries of District programs participate in the funding of the programs.

The creation of a business improvement district in the City of Waupun will continue the efforts of government officials, Project R.E.S.C.U.E., Inc., business and industry leaders, and community members to revitalize the central business area, thereby, ensuring economic vitality for the community.

1989 BID OPERATING PLAN

BID OBJECTIVES

The proposed Business Improvement District and the Initial Operating Plan are a continuation of community efforts in upgrading and advancing the downtown business area. The BID objectives set forth are those determined as necessary to achieve the goals of revitalization, thereby, ensuring the development, improvement and promotion of the downtown area for the economic benefit of all businesses within the District, as well as, the general social and economic benefit of the City of Waupun and its visitors.

* To market the Waupun business district through coordinated promotional and advertising programs.

* Upgrade the physical appearance of downtown shopping and public areas creating an attractive setting for shoppers and citizens.

* Develop informational and educational programs to show the public of the advantages of shopping in the downtown area.

* Coordinate programs for educational, technical and training assistance for downtown merchants to improve their retail strategies and to promote a positive image of themselves in the community.

* To develop and implement a business recruitment plan for downtown Waupun.

ORGANIZATION

Upon creation of the Waupun Business Improvement District by the city, the Mayor shall appoint the members of the District Board subject to confirmation by the Common Council.

This plan proposes that the BID Board be composed of ten (10) members being represented by the Board of Directors of Project R.E.S.C.U.E., Inc.

- 6 - Representatives from the BID District
- 4 - Representatives-At-Large

The Board of Directors shall be responsible for the management of the Business Improvement District in conjunction with the policies, programs, and activities of Project R.E.S.C.U.E., Inc. Responsibilities of the Board include implementing the operating plans and preparing annual reports on 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.

OPERATIONS

During its first year, the Downtown Waupun Business Improvement District will carry out the proposed program of activities as listed. Included are the expenditures associated with each activity. These projected costs include all services related to program development, materials and management. All proposed expenditures regarding physical improvements shall be spent within the Business Improvement District.

PROPOSED 1989 B.I.D. PROGRAM/BUDGET - DOWNTOWN WAUPUN

Total BID Budget \$13,175

1. Downtown Beautification \$ 8,785

Plan/Objective Upgrade the physical appearance of downtown shopping and public areas creating an attractive setting for shoppers and citizens. Possible purchase of vacant lot for the development of a green area serving both to beautify the downtown area and to be used as a walkway between parking and downtown store fronts. The operating plan is part of the overall commitment of enhancing the appearance of downtown, in conjunction with future proposed projects, such as ornamental street lighting, banners, greenery, signage to create a uniquely defined business area that is appealing to shoppers.

2. Marketing/Promotion \$ 1,756

Plan/Objective In conjunction with the creation of the Downtown Business Association, a marketing strategy to promote and enhance the downtown business image and to highlight the positive effects of shopping downtown. To market the Waupun business district through coordinated promotional and advertising programs. Develop informational and educational programs to show the public of the advantages of shopping in the downtown area.

3. Business Training \$ 878

Plan/Objective--Coordinate programs for educational, technical and training assistance for downtown merchants to improve their retail strategies and to promote a positive image of themselves in the community.

4. Business Recruitment \$ 1,756

Plan/Objective Develop a business recruitment packet for downtown. Target prospects (consists of, but not limited to, in-

person and telephone business recruitments, mailings, advertisements, targeted promotions.) To develop and implement a business recruitment plan for downtown Waupun.

RELATIONSHIP TO DOWNTOWN PLANNING

In 1987 the Common Council adopted the City of Waupun Comprehensive Plan, as prepared by Mid-America Planning Services, Inc., Madison. The "Plan" addresses the priorities the public set forth at a public hearing listing the deterioration of the downtown as major concern. The recommendation by M.A.P.S. is to revitalize downtown under: 1.) the administration and direction of Project R.E.S.C.U.E., Inc. and 2.) the formation of a Business Improvement District (BID).

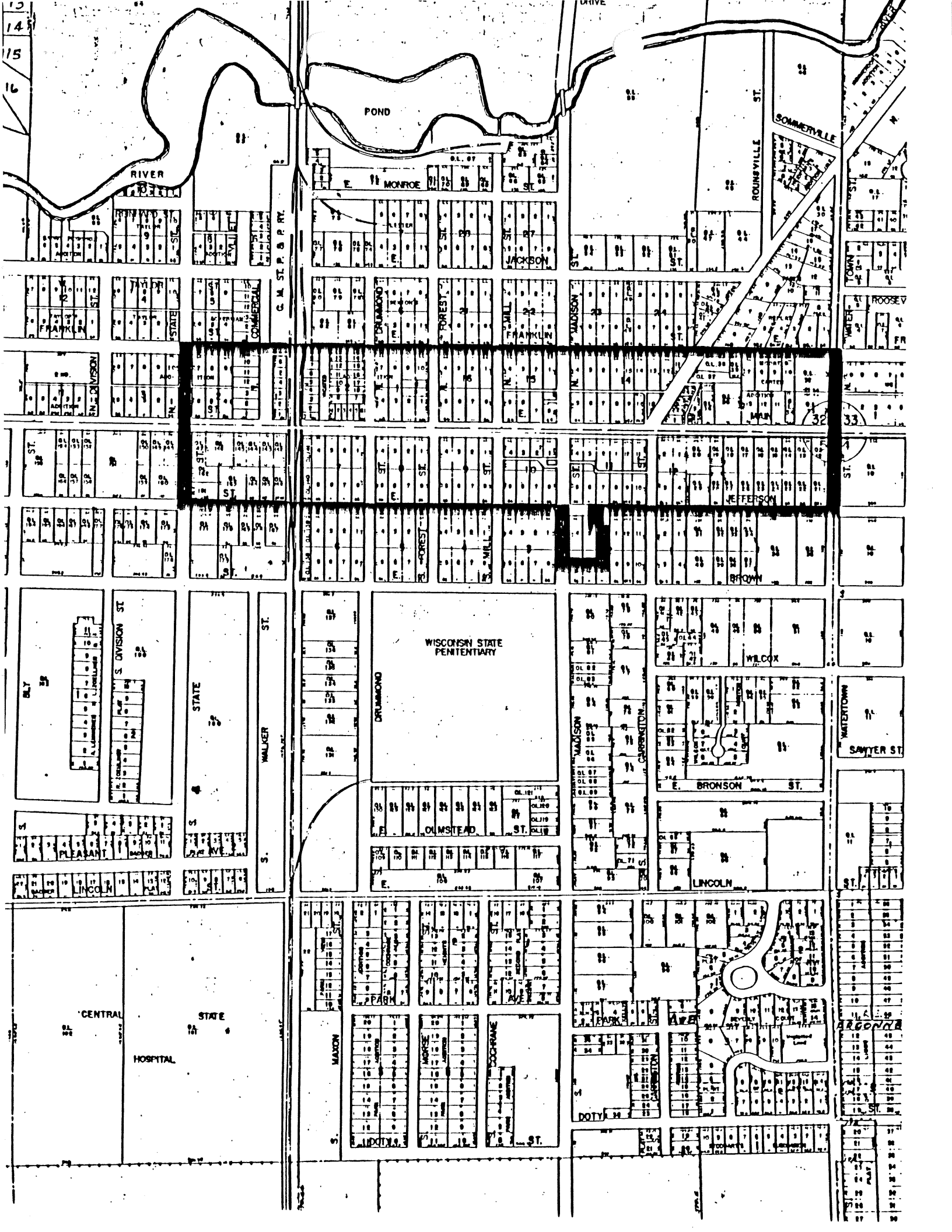
Therefore, the Business Improvement District is being created as a public-private sector initiative that is consistent with and critical to the successful implementation of the Comprehensive Plan for the City of Waupun.

BID DESCRIPTION/ASSESSMENT METHOD/FINANCING/EXEMPTIONS

The Waupun Business Improvement District was established through the consideration of properties that would benefit from the program. The proposed District map is attached as part of the operating plan.

Assessments to meet the BID budget will be levied against each property within the District based on its assessed valuation. Those properties which are used for commercial purposes will be eligible for assessment. Real property used exclusively for residential and manufacturing purposes will not be assessed as required by Wisconsin Statute 66.608.

The method of financing of all estimated expenditures will come exclusively from the assessment method based on the assessed valuation of each property. The payment of incurred costs will be made on a cash basis when assessments are collected.



14
15
16

RIVER

POND

E. MONROE

JACKSON

ROUNSVILLE ST.

SOMMERYLLE

C. M. ST. & P. RY.

COMMERCIAL

DRUMMOND

FOREST

MILL

FRANKLIN

MADISON

ROOSEV

FR

FRANKLIN

STATE

COMMERCIAL

DRUMMOND

FOREST

MILL

MADISON

JEFFERSON

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S. DIVISION ST.

STATE

ST.

WALKER

S.

DRUMMOND

WISCONSIN STATE
PENITENTIARY

OLMSTEAD

OLMSTEAD ST.

DRUMMOND

OLMSTEAD

OLMSTEAD ST.

MADISON

CARRINGTON

WILCOX

WILCOX

E. BRONSON ST.

WATER TOWN

SAWYER ST.

PLEASANT

PLEASANT

STATE

DRUMMOND

OLMSTEAD

OLMSTEAD ST.

MADISON

WILCOX

BRONSON

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CENTRAL
HOSPITAL

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S.

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MADISON

DOTY

WILCOX

BRONSON

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WATER TOWN

SAWYER ST.

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AGENDA SUMMARY SHEET

MEETING DATE: September 19, 2023

TITLE: Discuss Increase to BID Assessment Rate

AGENDA SECTION: Discussion

PRESENTER: Kathy Schlieve, Administrator

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

ISSUE SUMMARY

In follow up to advanced planning from August 15, 2023 BID meeting, this agenda item is focused on discussion to increase the assessment rate for BID, beginning in 2024. BIDs are governed under Wis. Stat. 66.1109. 66.1109 (3) (b) defines that the BID board shall annually consider and may make changes to the operating plan for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. **Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.**

STAFF RECCOMENDATION:

ATTACHMENTS:

RECCOMENDED MOTION:

Wisconsin Business Improvement Districts - BIDS Fact Sheet No. 9

Local Government Education Program

Charles S. Law, Ph.D., Community Planning and Design Specialist

September 2012

Introduction

Since 1992, the University of Wisconsin-Extension (UWEX) has requested information on assessment methods, revenues, expenditures, district programs and activities, and staffing for all of the Business Improvement Districts (BIDs) operating in Wisconsin municipalities. Fifty-seven BID (71.2%) representatives responded to the latest request. This Fact Sheet summarizes the data collected from that effort.

What is a Business Improvement District?

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities (i.e., cities, villages and towns) the power to establish one or more Business Improvement Districts within their community and an assessment methodology that allows properties within that geographic area to contribute to programs aimed at promotion, management, maintenance and development of that district. Assessments are restricted to commercial and industrial properties within a municipality that are subject to real estate tax. Tax-exempt properties (i.e., religious, public utility or government properties) or those used exclusively as residences cannot be included in the assessment district. **§ 66.1109 of the Wisconsin Statutes regulate Business Improvement Districts.**

How many BIDs operate in Wisconsin?

There are currently over 85 BIDs operating in the state. The City of Milwaukee is the latest Wisconsin municipality to create a BID and now has over 30 such districts in operation.

What is the value of BID property?

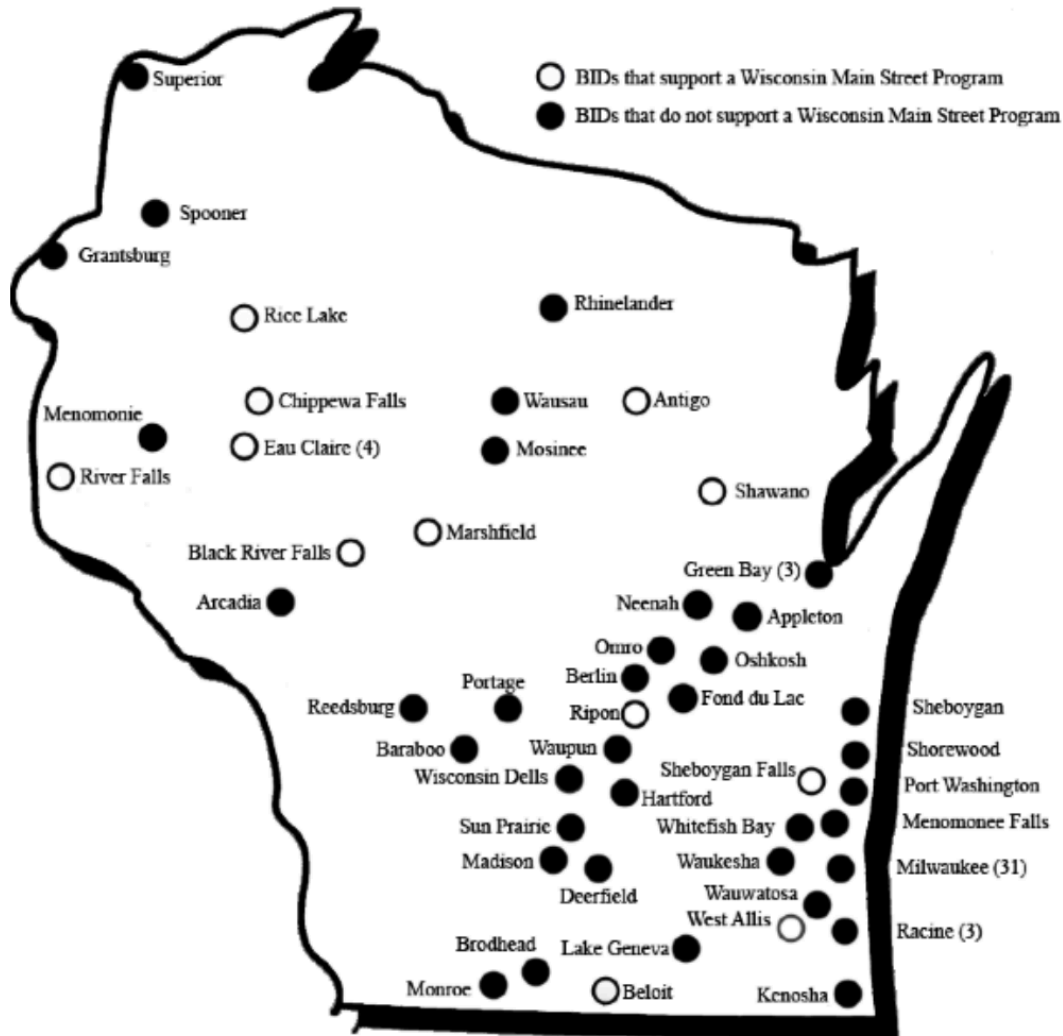
The average assessed value for all property within an individual BID (n=46) is \$ 137,856,341, with an average value per parcel (n=33) of \$1,155,485.

The total assessed value of all property has increased by 28.2% since 1998 while the average assessed value has increased by 9.6%. Multi-year comparisons should be made carefully, however, since data for all BIDs is not always available.

How large are BIDs?

BIDs vary greatly in size. The average number of tax parcels contributing to a district is 147. The smallest BIDs, all located in Milwaukee (Downer Avenue, Schlitz Park, and Kinnickinnic River) have 9, 10, and 11 parcels, respectively. The largest BID, also located in Milwaukee (Historic King Drive) has 417 parcels.

The Wisconsin map below illustrates the location of BIDs currently operating in the state.



How are BIDs managed?

- More than half of the reporting BIDs currently support a full-time Director/Manager, whose average salary is \$49,000 per year. Twelve BIDs (27%) have part-time managers and six BIDs (14%) do not employ either a full or part-time manager. These six BIDs are generally managed by a member of the BID Board.
- BID Administration is handled by a Board of Directors. While the State Statutes only require five

Board members, the average number of BID Board members is 9.

- Twelve BIDs currently support a Wisconsin Main Street Program.

How are BID Assessments Determined?*

It is important to note that the State Statutes do NOT dictate how property assessments are to be determined. BIDs use a variety of methods to determine the amount of district assessment. BID levies are generally based on a proportion of the individual property's assessed value but may also be based on parcel sizes or frontage footage.

- For those 38 BIDs responding that use a ratio methodology (based on each \$1,000 of assessed value), the average BID assessment is \$2.64/ \$1,000.
- The lowest district assessment at such a rate is Eau Claire BID #3 (Water St) at \$0.60 per \$1,000.
- The highest district assessment at such a rate is Milwaukee #32 (North Ave/ Fond du Lac Marketplace) at \$6.60 per \$1,000

How much money do BIDs generate?

Total BID levies generate over 8.8 million dollars each year. The average district revenue generated from assessments is \$153,000 (n=57). Many districts supplement this revenue from a wide range of sources. The following table summarizes these external funding sources and average amount of extramural funds generated.

Are there other funding sources used to supplement the BID revenues?

The following types of sources contribute to BID activities and programs. The numbers correspond to how many BIDs obtained funding from these other sources. Many BID budgets rely solely on their BID assessments.

Investment Interest:	10
Private Donations:	4
Municipal Contributions:	11
Grants(s):	3
Member Fees:	3
Event/Program Revenue:	8
Other:	14

What is the average operating budget for a BID?

The average annual operating budget is \$194,494. Operating budgets range from a low of \$11,500 (Eau Claire – W. Grand Avenue) to a high of \$3,133,967 (Milwaukee BID # 21- Downtown Management District). Not counting the Downtown Management District, the average annual operating budget is \$136,857.

How are BID monies spent?

Business Improvement Districts often contract for a number of professional services to help administer BID programs and their operation.

12 (21%) of the Reporting BIDs Contracted	Graphic Design Services
28 (48%) of the Reporting BIDs Contracted	Accounting Services
9 (16%) of the Reporting BIDs Contracted	Litter Control Services
6 (10%) of the Reporting BIDs Contracted	Legal Services
7 (12%) of the Reporting BIDs Contracted	Secretarial Services
4 (7%) of the Reporting BIDs Contracted	Snow Removal Services
33 (59%) of the Reporting BIDs Contracted	Events Production

Other Types of BID Expenditures Include:

	<u>No. Bids</u>	<u>% Total</u>
Promotional Efforts (General)	35	60%
Assistance for Business Start-Up(s)	24	41%
Job Training Programs	2	4%
Advertising	35	60%
Marketing	51	88%
Marketing (Audiovisual Materials)	3	5%
Physical Improvements	33	57%
Streetscape Development	414	76%
Public Safety	19	33%
Debt Service	11	19%

Additional Information:

For more information on Wisconsin BIDs, including a Directory of contact information for BID representatives, contact:

Charles S. Law, Ph.D.
 Community Planning and Design Specialist
 Local Government Center
 229 Lowell Hall
 610 Langdon Street Madison, WI 53703
 (608) 265-2501
chuck.law@uwex.edu

Or visit <http://lgc.uwex.edu/cpd/bidpage/bid.html>.

Acknowledgements

The author wishes to express his gratitude to Matthew Straub, Masters Candidate in Urban and Regional Planning at UW-Madison, who was instrumental in gathering and analyzing the available data described in this publication.

Endnotes

CITY OF WAUPUN



2023 Business Improvement District Operational Plan

Adopted

Approved by BID
11/09/22;
Approved by
Common Council
11/09/22

THE WAUPUN BUSINESS IMPROVEMENT DISTRICT 2023 OPERATING PLAN

INTRODUCTION

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

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

This plan proposes a continuation and expansion of the activities described in the initial 1988 BID operating plan. Therefore, it incorporates by reference the earlier plans as adopted by the City’s Common Council. In the interest of brevity, this plan emphasizes the elements, which are required by Sec. 66.1109, Wis. Stats. and the proposed changes for 2021. This plan does not repeat the background information that is contained in the initial operating plan.

DISTRICT BOUNDARIES

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

2023 OPERATING PLAN

The goals, objectives, and strategies of the 2023 Operating Plan as provided in Appendix C. Estimated revenues and expenditures can be seen in Appendix D.

PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

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

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

METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of December 31, 2022, the properties in the district have estimated total BID assessable

value of \$19,535.25. This plan proposes to assess the taxable property in the district at a rate of \$1.50 per \$1,000 of assessed value for the purposes of the BID. Appendix A shows the projected BID assessment for each property included in the district.

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

Information on specific assessed values, budget amounts, and assessment amounts are based on 2022 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City's Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

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

B. Excluded and Exempt Property

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

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

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

CITY ROLE IN DISTRICT OPERATION

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

- Provide funding to the BID for administration and promotion of the Façade Improvement Grant program, business and development recruitment, and other initiatives. This is updated on an annual basis and is reviewed each budget year.
- Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.

- Collect and disperse BID assessments to the district.
- Receive annual audits, as required per Sec. 66.1109(3)(c) of the BID law.
- Encourage partners to support the activities of the district.

BOARD MEMBERS AND STAFF

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

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

Board Members

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

MAYOR	Ex Officio
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Staff

Name	Position
Rohn Bishop	Mayor – Ex-Officio Member
Kathy Schlieve	City Administrator/Director of Economic Development

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

FUTURE YEARS’ OPERATING PLANS

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

Section 66.1109(3)(a) of the BID law requires the BID Board and the City to annually review and make changes as appropriate in the operating plan. Therefore, while this document outlines in general terms the complete development project, it focuses upon 2022 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2021 conditions. Greater detail about subsequent years’ activities will be provided in the required annual plan updates. Approval by the City Common council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

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

AMENDMENT, SEVERABILITY, AND EXPANSION

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

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

Appendix A – Calculation of 2023 Assessed Values

Appendix B – 1988 Original BID Map

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

Appendix D – 2023 Budget

Appendix A – Calculation of 2023 Assessed Values

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

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

INITIATIVE	TIMEFRAME	COST	ASSIGNED	INVOLVEMENT	METRICS	
OBJECTIVE 1: BE A VOICE FOR DOWNTOWN WAUPUN BUSINESS COMMUNITY.						
Strategy 1: Communicate and solicit feedback from our members.						
1.1.1	Annually review and update Operational Plan.	Q3 2023	\$ -	City	BID Board	Updated Plan
1.1.2	Host annual meeting and publish annual report, as define by state statute.	Q1 2023	\$ 500.00	City	BID Board	Number of attendees
1.1.3	Collaborate with partners serving downtown business interests to strenghten programming that supports small business.	Ongoing		City	BID Board, BID Members	Joint program offerings, Attendance, Satisfaction
1.1.4	Utilize social media, business alliance newsletters, email, etc., to disseminate relevant business information to members.	Ongoing		City	Alliance, Downtown Promotions	Number of communications Response to programs
Strategy 2: Staff and Board Development						
1.2.1	Recruit, develop and engage board members as needed.	Q1 2023	\$ -	City	BID Members, Business Community	Board Seats Filled
1.2.2	Train new board members on purpose and goals of BID Board.	Q2 2023	\$ -	City	BID Board	Members Trained
OBJECTIVE 2: SUPPORT EFFORTS TO PROMOTE THE DOWNTOWN AS A DESTINATION.						
Strategy 1: Support marketing efforts of various partners that increase foot traffic in the downtown.						
2.1.1	Support the work of partner organizations that coordinate and market events that increase foot traffic in downtown.	Ongoing	\$ 750	City	Waupun Downtown Promotions, DLWR	Attendance, Participation, Economic Impact
2.1.2	Develop a collateral marketing piece to cross-market businesses in the District.	Ongoing	\$ 2,500	City	BID Members, Warrior Fabrication	Printed Collateral
2.1.3	Work with UW Extension on implementation of market analysis plan.	Ongoing	\$ -	City	BID Board	
2.1.4	Utilize social media to communicate awards and private investment occuring in the District to foster awareness for improvements/new business.	Ongoing	\$ -	City	BID Board	# of Posts, Engagements

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

Appendix D – 2023 Budget

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