



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
201 E. Main St. - Waupun City Hall Council
Chambers
Wednesday, May 13, 2020 at 7:00 AM

VIDEO CONFERENCE AND TELECONFERENCE

The Waupun Business Improvement District Board will meet virtually at 7:00am on May 13, 2020, via Zoom.

The public may access the conference meeting online or by phone. Instructions to join the meeting are provided below:

Join Zoom Meeting:

<https://us02web.zoom.us/j/84931007579?pwd=bHJaRC9XZ2k2WFNScU9QR2ZvY0tTQT09>

Meeting ID: 849 3100 7579

Password: 625777

Phone:

1-312- 626-6799

Meeting ID: 84931007579#

Password: 625777#

CALL TO ORDER

ROLL CALL OF BOARD MEMBERS

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

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Approval of Agenda/Motion to Deviate
2. Recognition of Mayoral Appointment of Members to the Business Improvement District Board
3. Nominations and Appointment of Chair of the Business Improvement District Board
4. Nominations and Appointment of Vice-Chair of the Business Improvement District Board
5. Selection of the Day of Month and Time of Business Improvement District Board Meetings
- [6.](#) Approval of March 11, 2020 Minutes
- [7.](#) Approval of March 2020 Financial Statement
- [8.](#) Approval of April 2020 Financial Statement
- [9.](#) Revisions to 2020 Operating Budget

DISCUSSION ITEMS:

10. Waupun Chamber Update
11. Administrator Update

ADVANCED PLANNING:

12. Possible Future Agenda Items
13. Date of Next Scheduled Meeting (June 10, 2020)

ADJOURNMENT

Sarah Van Buren, Community & Economic Dev. Coordinator

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



MINUTES
CITY OF WAUPUN AMENDED - BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, March 11, 2020 at 7:00 AM

Committee Members Present:

Krista Bishop
Gary DeJaeger
Jan Harmsen
Rich Matravers
Teresa Ruch
Tyler Schulz
Al Verhage

Committee Members Absent:

Jack Dunham
John Karsten
John Theune

Waupun Chamber of Commerce:

Casey Despres Executive Director

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

Other:

Melanie Williams Blue Heron

Call to order

Chair Bishop called the meeting to order at 7:05 a.m.

Roll Call of Board Members

Roll call and quorum determined

Public Comment

None.

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Approval of Agenda/Motion to Deviate

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

2. Approval of January 8, 2020 Minutes

A motion to approve the January 8, 2019 minutes was made by Mr. DeJager and seconded by Mr. Schulz, passing unanimously.

3. Approval of January 2020 Financial Statement

A motion to approve the January 2020 financial statement was made by Ms. Harmsen and seconded by Mr. Schulz, passing unanimously.

4. Approval of February 2020 Financial Statement

A motion to approve the February 2020 financial statement was made by Mr. DeJager and seconded by Mr. Matravers, passing unanimously.

5. 2019 Business Improvement District Audit

As required by Wisconsin Statutes regulating Business Improvement Districts, Baker Tilly completed the 2019 Waupun Business Improvement District audit, as part of the City's annual audit process. Ms. Van Buren stated no material modifications to the financial statements were needed in order to comply with accounting principles. City staff recommends accepting the 2019 Business Improvement District Audit. A motion accepting the 2019 audit was made by Ms. Harmsen and seconded by Mr. Schulz, passing unanimously.

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

6. Rohn Bishop – Bishops Detailing – 307 E. Main St.

Ms. Van Buren stated Rohn Bishop, Bishops Detailing, completed the procurement and installation of windows. Reimbursement was made in February.

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

7. Melanie Williams, Blue Heron – 309 E. Main St.

Ms. Williams, Blue Heron Antiques, submitted a Façade Improvement Program application for the property located at 309 E. Main St. for the replacement of four large panel windows and the installation of four smaller windows above. The total project cost is \$12,180.00.

A motion to deny the request due to a lack of a concrete scope of work and project timeline was made by Ms. Harmsen and seconded by Mr. Schultz. Motion passed unanimously.

8. Melanie Williams, Blue Heron – 311 E. Main St.

Ms. Williams, Blue Heron Antiques, submitted a Façade Improvement Program application for the property located at 311 E. Main St. for the replacement of three large panel windows and the installation of four smaller windows above. The total project cost is \$11,070.00. Staff recommends approval.

A motion to deny the request due to a lack of a concrete scope of work and project timeline was made by Ms. Harmsen and seconded by Mr. Schultz. Motion passed unanimously.

DISCUSSION ITEMS:

9. Status Update – WEDC Main Street & Connect Communities Award Program

Ms. Van Buren updated the group on the nomination for the Main Street & Connect Communities awards that was submitted for the redevelopment activities that have occurred in the 300 Block of E. Main Street during 2019. Staff received word early last week that we were a finalist of the Connect Community over 5,000-population category.

The award ceremony will be held on Friday, April 24, 2020 at the Hotel Retlaw in Fond du Lac from 5-9pm. The City will be buying a table and will be offering space at the table to the four properties highlighted in the application. Tickets are \$40 and include dinner. If Board members were interested in attending, it was recommended they reach out to Ms. Van Buren for additional information.

10. Administrator Update

Aministrator Schlieve provided the following updates:

- a. Staff has been in communication with UW-Extension regarding the Market Analysis. Discussions include scope of work, timelines, and costs. As more information is gather, updates will be provided to this group.
- b. Staff has started reaching out to property owners and reviewing potential locations for the Pop-Up Program that will occur in the fall.

11. Waupun Area Chamber of Commerce Update

In the essence of time, Ms. Despres stated an email would be sent to the group with a Chamber update.

Mr. Matravers left the meeting at 7:54a.m. Ms. Bishop left the meeting at 7:54a.m and Ms. Ruch presided over the rest of the meeting.

ADVANCED PLANNING:

12. Possible Future Agenda Items

13. Date of Next Scheduled Meeting

The next meeting is scheduled for April 8, 2020.

ADJOURNMENT

The motion to adjourn was made by Mr. Schulz and seconded by Ms. Ruch, passing unanimously. The meeting adjourned at 7:55.a.m.

CASH ON HAND

Prior Month Ending Balance	\$	25,722.19
Plus Current Month Deposits	\$	-
Less Current Month Expenses	\$	-
Total Cash on Hand	\$	25,722.19

FACADE IMPROVEMENT GRANT PROGRAM

2020 Budget	\$	8,000.00
Less Approved Grants	\$	(1,125.00)
Funds Available for Distribution	\$	6,875.00

Expense Details:

<u>Date Approved</u>	<u>Expiration Date</u>	<u>Applicant Name</u>	<u>Grant Amount</u>	<u>Date Paid</u>	<u>Check #</u>
1/8/2020	4/8/2020	Rohn Bishop	\$ 1,125.00	02/25/20	505
			\$ -		
Total Approved Grants			\$ 1,125.00		

BEAUTIFICATION EXPENSES

2020 Budget	\$	3,500.00
Less Year-to-Date Expense	\$	-
Funds Available for Distribution	\$	3,500.00

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
			\$ -	
Total Beautification Expense			\$ -	

MARKETING & PROMOTION EXPENSES

2020 Budget	\$	500.00
Less Year-to-Date Expense	\$	-
Funds Available for Distribution	\$	500.00

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
			\$ -	
Total Marketing & Promo Expense			\$ -	

OTHER EXPENSES (Seminars, Market Analysis, Ignite!, Pop-Up Grant Program)

2020 Budget	\$	14,847.19
Less Year-to-Date Expense	\$	-
Funds Available for Distribution	\$	14,847.19

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
			\$ -	
Total Other Expense			\$ -	

CASH ON HAND

Prior Month Ending Balance	\$ 25,722.19
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ -
Total Cash on Hand	<u>\$ 25,722.19</u>

FACADE IMPROVEMENT GRANT PROGRAM

2020 Budget	\$ 8,000.00
Less Approved Grants	\$ (1,125.00)
Funds Available for Distribution	<u>\$ 6,875.00</u>

Expense Details:

<u>Date Approved</u>	<u>Expiration Date</u>	<u>Applicant Name</u>	<u>Grant Amount</u>	<u>Date Paid</u>	<u>Check #</u>
1/8/2020	4/8/2020	Rohn Bishop	\$ 1,125.00	02/25/20	505
			\$ -		
		Total Approved Grants	\$ 1,125.00		

BEAUTIFICATION EXPENSES

2020 Budget	\$ 3,500.00
Less Year-to-Date Expense	\$ -
Funds Available for Distribution	<u>\$ 3,500.00</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
			\$ -	
		Total Beautification Expense	\$ -	

MARKETING & PROMOTION EXPENSES

2020 Budget	\$ 500.00
Less Year-to-Date Expense	\$ -
Funds Available for Distribution	<u>\$ 500.00</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
			\$ -	
		Total Marketing & Promo Expense	\$ -	

OTHER EXPENSES (Seminars, Market Analysis, Ignite!, Pop-Up Grant Program)

2020 Budget	\$ 14,847.19
Less Year-to-Date Expense	\$ -
Funds Available for Distribution	<u>\$ 14,847.19</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
			\$ -	
		Total Other Expense	\$ -	

AGENDA SUMMARY SHEET

MEETING DATE: 5/13/20

TITLE: Revisions to 2020 Operating Budget

AGENDA SECTION: Consider Approval of the Following
Agenda Items

PRESENTER(S): Sarah Van Buren, Community and
Economic Development Coordinator

ISSUE SUMMARY:

Staff have been working on extensive outreach to the business community to understand the status of businesses and to determine what solutions are needed to promote business retention during this challenging time. Such things as the need to build a website, exploring ways to sell online, take digital orders, or connect with customers online were common themes heard during these conversations. A review of the 2020 Operating Plan was completed to help identify ways the current budget could assist in meeting the needs.

Volunteers from the Business Improvement District board reviewed proposals submitted by Moraine Park Technical College (MPTC) and the Venture Center at Fox Valley Technical College (Venture Center). Based on the information received in the proposed scopes of work, and conversations that occurred between the technical colleges and city staff, the group endorses the proposal from the Venture Center.

STAFF RECOMENDATION:

Reallocate funds within the approved 2020 Operating Plan to allow for additional educational programming for business, located in the BID, provided by the Venture Center at Fox Valley Technical College.

ATTACHMENTS:

- 2020 Operating Plan
- Proposed Scope of Work from the Venture Center at Fox Valley Technical College

CITY OF WAUPUN



2020 Business Improvement District Operational Plan

Final

Approved by BID
10/9/19; Approved
by Common
Council 10/15/19

THE WAUPUN BUSINESS IMPROVEMENT DISTRICT

2020 OPERATING PLAN

I. 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 2020. This plan does not repeat the background information that is contained in the initial operating plan.

II. DISTRICT BOUNDARIES

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

III. 2020 OPERATING PLAN

A. Plan Objectives, Strategies, and Expenditures (see Appendix C)

The objectives, as well as activities and expenditures, of the BID for 2020 is provided in Appendix C.

IV. 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.

V. METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of December 31, 2019, the properties in the district have estimated total BID assessable value of \$17,287.50. 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 2019 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

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

B. Excluded and Exempt Property

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

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

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

Program.

VI. 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 a 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.

VII. BOARD MEMBERS AND STAFF

A. Board Members

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

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

Board Members

Type of Member	Name	Current Term Expires
BID Representative	Krista Bishop (Chair)	April 30, 2020
BID Representative	Gary DeJager	April 30, 2020
At-Large Representative	Jack Dunham	April 30, 2021
BID Representative	Jan Harmsen	April 30, 2021
BID Representative	John Karsten	April 30, 2020
BID Representative	Rich Matravers	April 30, 2022
BID Representative	Tyler Schulz	April 30, 2022
At-Large Representative	Teresa Ruch (Vice-Chair)	April 30, 2021
At-Large Representative	John Theune	April 30, 2022
At-Large Representative	Al Verhage	April 30, 2020

Staff/Other

Julie Nickel, *Mayor – Ex-Officio Member*

Kathy Schlieve, *City Administrator/Director of Economic Development*

Sarah Van Buren, *Community & Economic Development Coordinator*

Casey Despres, *Waupun Area Chamber of Commerce Executive Director*

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.

VIII. 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 2020 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2019 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

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

IX. 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 this statute invalid or unconstitutional, its decision will not 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 so as to exclude or include as assessable properties of a certain class or classes of properties, then this BID operating plan may be amended by the City of Waupun Common Council 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 Sec. 66.1109(3)(b), Wis. Stats.

Appendix A – Calculation of 2020 Assessed Values

Appendix B – 1988 Original BID District Map

Appendix C – Plan Objectives, Strategies, and Expenditures (see Appendix C)

Appendix A – Calculation of 2020 Assessed Values

	Dodge	Fond du Lac	Total
2019 Assessed Value (Commercial Properties)	\$ 4,546,000	\$ 6,979,000	
divided by 1,000	4,546	6,979	
Assessment Rate	\$ 1.50	\$ 1.50	
2019 BID Assessment for 2020 BID Budget	\$ 6,819.00	\$ 10,468.50	\$ 17,287.50
2018 BID Assessment for 2019 BID Budget	\$ 6,672.00	\$ 10,543.50	\$ 17,215.50
Increase/(Decrease)	\$ 147.00	\$ (75.00)	\$ 72.00

Assessments by BID District

District / Category / Class or Use	Parcel Counts*		Acres	Market Values			Assessed Values		
	Land	Impts		Land	Improvements	Total	Land	Improvements	Total
BID	37	33	6.137	\$627,000	\$3,919,000	\$4,546,000	\$627,000	\$3,919,000	\$4,546,000
Commercial	34	33	5.814	\$627,000	\$3,919,000	\$4,546,000	\$627,000	\$3,919,000	\$4,546,000
Exempt	3	0	0.323	\$0	\$0	\$0	\$0	\$0	\$0
Exempt local	3	0	0.323	\$0	\$0	\$0	\$0	\$0	\$0
Total for all bid districts*	37	33	6.137	\$627,000	\$3,919,000	\$4,546,000	\$627,000	\$3,919,000	\$4,546,000

Assessments by BID District

District / Category / Class or Use	Parcel Counts*		Acres	Market Values			Assessed Values		
	Land	Impts		Land	Improvements	Total	Land	Improvements	Total
BID	47	46	10.049	\$1,009,000	\$6,020,000	\$7,029,000	\$1,009,000	\$6,020,000	\$7,029,000
Residential	1	1	0.043	\$4,500	\$45,500	\$50,000	\$4,500	\$45,500	\$50,000
Commercial	46	45	10.006	\$1,004,500	\$5,974,500	\$6,979,000	\$1,004,500	\$5,974,500	\$6,979,000
Total for all bid districts*	47	46	10.049	\$1,009,000	\$6,020,000	\$7,029,000	\$1,009,000	\$6,020,000	\$7,029,000

Appendix B – 1988 Original BID District Map

City of Waupun Bid District



Legend
 BID District

Appendix C – Plan Objectives, Strategies, and Expenditures

Initiative	Timeframe	Cost	Assigned to	Other Involvement	Measurables
Objective 1: Be a voice for the Downtown Waupun community (Organization)					
Strategy 1: Communicate and solicit feedback from our members					
1 Review and update of Operational Plan	Summer	\$0.00	City	BID Board	Updated Plan
2 Serve as main contact for downtown concerns and solutions	ongoing	\$0.00	City	Bid Board	Complete as needed
Strategy 2: Staff and Board Development					
3 Recruit, develop, and engage board members	ongoing	\$0.00	City	BID Board	
4 Recruit, orient, and train new board members, when applicable	ongoing	\$0.00	City	BID Board	Complete training, as needed
5 Attend training workshops and seminars as appropriate and required	ongoing	\$500.00	City	BID Board	Completed courses; report to board new ideas learned.
Strategy 3: Raise the profile of the Business Improvement District					
6 Host an annual meeting and publish an annual report, as defined by state statute	February	\$0.00	City	BID Board	Number of attendees and feedback on report
Objective 2: Positively market Downtown Waupun (Promotion)					
Strategy 1: Utilize various marketing methods to attract customers with disposable income					
7 Implement the latest social media trends	ongoing	\$0.00	City	BID Board, Waupun Area Chamber of Commerce	Implementation
Strategy 2: Market special events that will be a regional tourist draw and will create local economic impact					
8 Saturday Farmer's Market, Halloween on Main, Wine Walk, Avenue of Angels.	ongoing	\$0.00	City	Various event committees	Increase in attendance, participation, and economic impact
9 Promote local events such as parades, concerts and classes which take place in the downtown district.	ongoing	\$500.00	City	BID Board	Improved open rate; Increase in Facebook reach
Objective 3: Improve the aesthetic/visual appeal of Downtown Waupun (Design)					
Strategy 1: Work to assist property owners in renovation projects					
10 Continue to educate property owners on various financial assistance programs to encourage property redevelopment.	ongoing	\$0.00	City	IGNITE	Usage of programs
Strategy 2: Assist with maintaining a downtown environment that is clean, safe, comfortable and welcoming					
11 Continue partnership with the Fond du Lac Police, the Building Inspector, and the Department of Public Works to manage safety, parking, and aesthetic issues	ongoing	\$0.00	City	Police, Building Inspector, DPW	Complete as issues arise
Strategy 3: Support the implementation of elements from the Streetscaping Plan, including amenities that are visually consistent and cohesive in design with the rest of the downtown district.					
12 Continue to support the Downtown Design Guidelines and the Community Development Authority to bring design consistency to the district	ongoing	\$0.00	City	BID Board and CDA	Current city ordinances to support
13 Continue the Main Street and Side Street Planter Program	May	\$1,500.00	City	City, Farm and Home, Rens, WAHS Horticulture Students	Beautiful planters
14 Installation of new banners, benches, and trash receptacles	Major push in spring, then ongoing	\$2,000.00	City	BID Board and CDA	New initiatives being implemented
Objective 4: Attract, retain, and facilitate development of a unique mix of sustainable businesses in coordination with the City and CDA (Economic Vitality)					
Strategy 1: Create, promote and implement financial assistance programs					
15 Work with property owners to apply, evaluate, and award Façade Improvement Grants	ongoing	\$8,000.00	City	BID Board	Number of inquiries and applications
16 Inform potential business and property owners on available incentive programs	ongoing	\$0.00	City	BID Board and Envision Greater Fond du Lac	Number of inquiries
17 Educate and keep relationships with realtors, lenders, property owners and other economic development agencies on financial programs	ongoing	\$0.00	City	Envision Greater Fond du Lac	Number of contacts
Strategy 2: Work to retain downtown businesses					
18 Maintain a business retention program meet with property/business owners. Identify businesses with expansion plans or succession planning needs.	ongoing	\$0.00	City	Waupun Area Chamber of Commerce and Envision Greater Fond du Lac	Meetings and follow thru reporting
Strategy 3: Work to attract new downtown businesses					
19 Develop a market analysis to actively pursue businesses in demand and recruit to fill current vacant properties.	ongoing	\$9,847.19	City	BID Board and CDA	Number of inquiries, vacancy rate
20 Follow up on leads of businesses looking to open, expand or relocate	ongoing	\$0.00	City	Envision Greater Fond du Lac	Number of contacts
21 Continue to be an organizational partner in IGNITE! Business Success	ongoing	\$1,500.00	City	IGNITE Partner organizations	
22 Develop and implement a pop-up grant program	ongoing	\$3,000.00	City	IGNITE Partner organizations	
		Total Expenses	\$26,847.19		

FVTC Venture Center

Marketing Tactics – Squarespace® 1.0: Let's get that website made. (\$495)

A website is a critical and powerful tool to share your startup and small business. Yet, too many businesses operate without an effective website. This hurts a business when you consider the fact that “70 to 80% of consumers research a business online before visiting in person or making a purchase,” (<https://fitsmallbusiness.com/website-statistics/>). This three-hour Marketing Tactics workshop is intended to help with the part of your business that involves taking action and doing things. It covers building a Squarespace website and setting it up for basic use. Squarespace is a powerful, easy-to-use, and affordable online tool you can use to meet your needs for a basic website.

Learn About:

- Why you need an online presence.
- How to create a simple and effective website for your business.
- What to do to drive awareness about your website.
- Elevating awareness about your business with your NEW website.

Take Action:

- Get online.
- See how it works.
- Create an account.
- Build your website.
- Account Information.

Marketing Tactics – Email Newsletters with Mailchimp (\$495)

Discover how to create engaging emails and newsletters using Mailchimp. In this workshop, learn the basics of how to use Mailchimp to design and send emails and why it is an important part of your overall marketing plan. You will learn how to define your marketing list, create an email and send it out. You will also learn some of the challenges and roadblocks you may encounter and how to avoid them. By the end of the seminar, you will have created a newsletter of your own and have a plan for next steps.

Learn About:

- Email newsletters and what they are
- Ways to grow and engage your audience
- Different services you can use for sending email newsletters
- Creating an email newsletter using Mailchimp

Benefits:

- Use Mailchimp to send your email newsletter to multiple recipients all at once.
- Optimize your time and budget with email marketing and drive increased traffic to your website

- Build credibility, brand recognition, stronger customer relationships and boost sales with email marketing.

Marketing Tactics – Create Your Online Store (\$495)

If you have something to sell you need to be selling it online. Creating and engaging your customers via a strong Direct-to-Consumer (D2C) channel is critical to your business' sustainability. Today, more than ever, people are choosing to shop online. Join the FVTC Venture Center and we'll help you create your online store.

Learn About:

- Why you need an online store
- Best practices in online store design
- How to create you online store.

Benefits:

- Create another channel to engage with your customers
- Online sales will increase your revenue
- Build your brand and gain more customers