



Business Improvement District Board

Regular Meeting

335 South Broadway
De Pere, WI 54115
<http://www.de-pere.org>

Agenda

Monday, August 6, 2018	8:30 AM	De Pere City Hall Council Chambers
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Pursuant to Wisconsin Statutes 19.84, Notice is hereby given to the public that a meeting of the **Business Improvement District Board** of the City of De Pere will be held on **August 6, 2018** at **8:30 AM** in the **De Pere City Hall Council Chambers, 335 S. Broadway Street, De Pere, WI 54115.**

Call to Order

1. Roll Call
2. Approval of the minutes of the October 12, 2017 BID Board meeting.
3. Annual Election of Officers.
4. Definitely De Pere 2017 Annual Report and Audit.
5. Draft 2015-2018 BID Analysis.
6. Review of Draft 2019 DBI Operating Plan.
7. Next Meeting Date.

Adjournment

Any person wishing to attend this meeting, who, because of disability, requires special accommodations should contact the City Planner's office at 339-4043 by noon the previous day so that arrangements can be made.

Agenda Sent To:

BID Board Members
Alderspersons
City Administrator
Mayor
Department Heads
TV, Newspapers & Radio Stations
Kress Family Library
De Pere Chamber of Commerce
Tina Quigley, Definitely De Pere

City of De Pere, Wisconsin



Request For Business Improvement District Board Action

MEETING DATE: August 6, 2018

DEPARTMENT: Planning

FROM: Kelly Barker

SUBJECT: Approval of the minutes of the October 12, 2017 BID Board meeting.

ATTACHMENTS:

- BID_Oct2017_Minutes_Draft (PDF)



Business Improvement District Board

Regular Meeting

335 South Broadway
De Pere, WI 54115
<http://www.de-pere.org>

Draft Minutes

Thursday, October 12, 2017

8:00 AM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 8:05 AM by Board Member Tom Gavic

Attendee Name	Title	Status	Arrived
Lance Abts	Board Member	Excused	
Lawrence M. Delo	City Administrator	Present	
Brent Felchlin	Board Member	Present	
Tom Gavic	Board Member	Present	
Kathy Rupiper	Board Member	Excused	
Rich Starry	Board Member	Present	
Dan Van Straten	Board Member	Excused	

Also present: Economic Development & Planning Director Kim Flom, Definitely De Pere Executive Director Tina Quigley, and members of the public.

- Approval of the minutes of the August 10, 2017 BID Board meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Rich Starry, Board Member
SECONDER:	Lawrence M. Delo, City Administrator
AYES:	Lawrence M. Delo, Brent Felchlin, Tom Gavic, Rich Starry
EXCUSED:	Lance Abts, Kathy Rupiper, Dan Van Straten

- Annual Meeting of the De Pere BID Board - Discussion and Comments from the Membership.

Tom Gavic opened the floor for public comment. No one in attendance wished to speak. Economic Development & Planning Director Kim Flom distributed two emails she received from BID members with comments regarding the topic of additional staff being added to Definitely De Pere.

RESULT:	DISCUSSED
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- Definitely De Pere Update: Activity in the District, 2016 Annual Report, 2017 Highlights, 2018 Budget.

Economic Development & Planning Director Kim Flom introduced Tina Quigley, Executive Director for Definitely De Pere. Tina presented the 2016 Annual Report, stating that not much has changed from the draft report, which was discussed at the August BID Board meeting. As discussed previously, Definitely De Pere will continue to focus on the key metrics of success and provide comparisons with other downtowns throughout the state, as well as nationwide. Tina then moved on to provide some highlights from 2017, including an update of inventory of businesses and properties within the downtown, drafted business development tools, and completed a marketing video. She noted that the launch of the video has been put on hold for now, pending the City of De Pere's visioning and branding initiative. Other highlights of 2017 include the \$100,000 grant which was received for a public art project, \$150,000 for streetscape improvements, and the development of design guidelines. She also reported that several events were promoted this year, including the farmer's market, soup walk, downtown

trick or treating, spring and fall fashion shows, and a refresh of the Definitely De Pere website. Moving on to plans for 2018, Tina reported that Definitely De Pere is launching a recruitment program, looking to provide more educational programs to local businesses, helping to facilitate more grant programs, such as facade grants, and beautification plans to expand the existing projects (flowerbeds, hanging baskets) and to extend it so it's year-round. Other plans for 2018 include continuing to grow existing events and add new events, promote weekly series events, develop a marquee event, and investing more resources into marketing. Definitely De Pere is also excited to work on the James Street streetscape project with the City. Larry Delo added that he is anticipating more streetscape projects to occur throughout the City, not just in the downtown. Larry then asked if there are any plans regarding housing analysis within the downtown. Economic Development & Planning Director Kim Flom replied that she, along with Rich Starry, are both on the committee which is focusing on increasing housing in the downtown, with an initiative to compile a database of the existing housing in the downtown and surrounding neighborhoods. The goal of this database is to provide people with a resource of available housing in the City. She added that this would be both a cataloguing tool as well as a tool to promote available housing. Tina Quigley added that Definitely De Pere conducted a housing survey, looking at demand. Larry Delo added that we need to make sure that the City is providing housing options for all income levels, not just high-end housing options. Tom Gavic agreed with this comment and added that Definitely De Pere and the BID should promote an awareness of redevelopment in the downtown. Tina Quigley moved on to the 2018 budget for Definitely De Pere. She stated that the budget had a 187% increase over the past year and explained that the public art grant of \$100,000 was a major contributor of this increase. She added that Definitely De Pere is starting to develop some private income sources and there was a 40% increase in event income. Definitely De Pere plans to add a full-time staff position in 2018 to support these programs. Tom Gavic asked Tina if she sees the public grant money as a one time thing or if Definitely De Pere plans on pursuing other grants. Tina replied that Definitely De Pere does plan on pursuing other grants in the future. Larry Delo asked if the Definitely De Pere board passed a policy to keep \$100,000 in reserve funds. Tina replied no, but the board is discussing this option as a possibility. Larry then asked if there is a subcommittee that solicits funds. Tina replied that there is not a subcommittee and that all funds have been event driven and through sponsorships. Larry mentioned that private fundraising activities have worked well for other communities, such as Green Bay. Larry Delo moved, seconded by Rich Starry, to receive and place the item on file. Upon vote, motion carried unanimously.

RESULT:	DISCUSSED
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5. Review of Definitely De Pere Audit.

Economic Development & Planning Director Kim Flom noted that the audit is not final, but she doesn't anticipate that there will be any changes. There were no questions on the audit. Brent Felchlin moved, seconded by Rich Starry, to receive and place the item on file. Upon vote, motion carried unanimously.

RESULT:	DISCUSSED
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6. Review and Action on the 2018 De Pere Business Improvement District Operating Plan.

Economic Development & Planning Director Kim Flom reviewed the 2018 BID Operating Plan, stating that it is the guiding document that hires Definitely De Pere. She stated that there was a decline of \$5 million in the assessed value in the BID, which did

not significantly change the amount that will be paid to Definitely De Pere. Similar to last year, \$1000 will go to the City for administrative costs related to the BID. Kim outlined the four key performance metrics, which are:

1. Align with the Downtown Master Plan.
2. Commercial Facilitation.
3. Growth and value of the private property in the district.
4. Occupancy rates and business inventory.

She explained that the BID will continue to report on these performance measures in 2017 and will also do a complete analysis of these in 2018. Larry Delo asked if there have been any complaints from businesses about the activities that the BID has been funding. Neither Kim nor Tina have received any complaints. Tom Gavic asked about the business walk which took place on September 26th. Kim reported that thirty-two people volunteered their time and visited over 100 businesses, many in the downtown. She reported that she did not hear any negative comments regarding the BID or assessment values. Larry Delo moved, seconded by Brent Felchlin, to approve the operating plan. Upon vote, motion carried unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lawrence M. Delo, City Administrator
SECONDER:	Brent Felchlin, Board Member
AYES:	Lawrence M. Delo, Brent Felchlin, Tom Gavic, Rich Starry
EXCUSED:	Lance Abts, Kathy Rupiper, Dan Van Straten

7. Update on the City of De Pere Strategic Visioning and Branding Initiative.

Economic Development and Planning Director Kim Flom provided an update on the City's visioning and branding initiative. She reported that the consultant has been hired and a kick-off meeting was held on October 3rd. The fourteen member steering committee includes elected officials, school teachers, residents, and members of Definitely De Pere. The project should wrap up in May or June of 2018. She noted that there will be several opportunities to provide both internal and external feedback. Tom Gavic stated how important it is for this project to be integrated with the Definitely De Pere programs. Kim noted that Tina Quigley is a member of the steering committee. Tom Gavic asked if any representatives within the BID are on the steering committee. Kim replied no, but the consultant is planning on conducting 21 interviews and members of the BID are included in this group of people who will be interviewed. She added that there will be ample opportunities to participate in the project and the steering committee is only one of those ways.

RESULT:	DISCUSSED
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8. Future Agenda Items.

Tom Gavic asked when the next BID Board meeting will be held. Economic Development & Planning Director Kim Flom stated that the next meeting will be held in 2018, typically in July once the annual report, audit, and assessment numbers are in place. Due to the resignation of board member Lance Abts, a replacement will need to be appointed by the Mayor. Kim reported that the Mayor does not have a replacement in mind, but if anyone in the BID could recommend someone, preferably a business owner in the City.

RESULT: DISCUSSED

Adjournment

Tom Gavic moved, seconded by Brent Filchlin, to adjourn the meeting at 8:48 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker

Attachment: BID_Oct2017_Minutes_Draft (7220 : Approval of the minutes of the October 12, 2017 BID Board meeting.)

City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

MEETING DATE: August 6, 2018
DEPARTMENT: Planning
FROM: Kelly Barker
SUBJECT: Annual Election of Officers.

The BID Board should nominate and elect the following officers:

Chair (currently held by Tom Gavic)
Vice Chair/Treasurer (previously held by Dan Van Straten)
Secretary (currently held by Larry Delo)

City of De Pere, Wisconsin



Request For Business Improvement District Board Action

MEETING DATE: August 6, 2018

DEPARTMENT: Planning

FROM: Kelly Barker

SUBJECT: Definitely De Pere 2017 Annual Report and Audit.

ATTACHMENTS:

- DD Annual Report and Audit Memo 8-2018 (DOCX)
- Annual Report 2017 (PDF)
- 2017 Audit Report (PDF)

City of De Pere
MEMORANDUM



To: Business Improvement District Board
From: Kimberly Flom, Development Services Director
Date: August 6, 2018

RE: Definitely De Pere 2017 Audit and Annual Report

The BID Board meets twice a year. The first meeting provides an opportunity to review, among other things, projected assessments for the upcoming year, the annual report from the BID Contractor, Definitely De Pere, and goals for the Business Improvement Operations Plan.

A copy of the 2017 Definitely De Pere Audit and draft 2017 Annual Report are attached for your review.

Attachment: DD Annual Report and Audit Memo 8-2018 (7222 : Definitely De Pere 2017 Annual Report and Audit.)

2017 Annual Report



Attachment: Annual Report 2017 (7222 : Definitely De Pere 2017 Annual Report and Audit.)

Our Work

Definitely De Pere is a 501(c)(3) non-profit Main Street Program. The organization was established in 2012 to help drive small business success, improve quality of life, assist in the revitalization of the downtown, and bring new residents, businesses and revenue into the city.

In 2015 Definitely De Pere become a Business Improvement District (BID). The organization is contracted by the BID Board to accomplish the goals and ideas presented in the downtown De Pere Master Plan, Comprehensive Plan and the Historic Preservation Plan.

Definitely De Pere is one of 38 Wisconsin Main Street communities. There are over 1600 Main Street communities nationwide that operate under the umbrella of the National Trust for Historic Preservation. The Main Street movement began in the 1970's to:

- Save historic architecture and restore buildings
- Assist independently owned businesses
- Drive traffic into downtown businesses
- Market downtown to visitors, residents, and businesses
- Engage community members through volunteerism

Definitely De Pere utilizes the Main Street Four-Point Approach dividing program work into four major areas:

Organization provides the structure in which the organization operates.

The goal of **Economic Enhancement** is to identify new market opportunities for the traditional commercial district, find new uses for historic commercial buildings, assist independently owned businesses, and stimulate investment in property.

Design plays a key role in shaping the physical image of downtown through streetscape, the facilitation of facade rehab projects, storefront improvements, and public art.

Promotions identifies downtown as a center for commerce, culture and community life for residents and visitors alike through marketing and events.

The data in this report illustrates the economic development progress tracked on a state issued reporting platform. The Wisconsin Economic Development Corporation uses a version of Salesforce for this purpose. As an accredited Main Street Program, Definitely De Pere is required to submit monthly reports. The following information is obtained from different sources and tracked: event attendance, public improvements, building improvements, property changes, newly opened and closed housing units, properties sold, business changes, and volunteer hours.

2017 Highlights

- Expanded marketing activities via traditional and social media.
- Produced new and improved events that drove more traffic downtown.
- Launched a refreshed website.
- Secured \$100,000 for public art through excess stadium tax funds.
- Secured \$150,000 for streetscape improvements through excess stadium tax funds.
- Collaborated with the De Pere Chamber of Commerce and the City of De Pere on the De Pere Business Walk.
- Produced a summer business and events guide.



2017 Private Investment

Property Improvements

Private Investment \$17,400,000

Building Sales

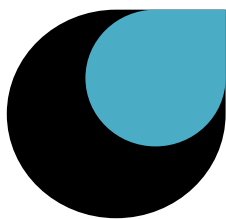
Property Sales \$2,500,000

New Development

New Building \$6,500,000



PRIVATE INVESTMENT



**IN 2017
MORE THAN
\$26 MILLION
HAS BEEN INVESTED IN
DOWNTOWN DE PERE**

Attachment: Annual Report 2017 (7222 : Definitely De Pere 2017 Annual Report and Audit.)

Public Improvements

Hanging Baskets

Flower Beds and Pots

Holiday Decorations

Nicolet Square Dumpster Enclosure

Visioning & Branding Initiative

Downtown Improvements

Public Investment \$187,000



New Businesses

Opened 2017

Bona Fide Juicery
C & C
Dwell & Grace
Poppy Avenue Boutique
Serenity Within Healing
Simply Kerry
The Smoking Pig
Stellas
T Alterations
The 102 on Broadway
Tweet Garot
Virgola

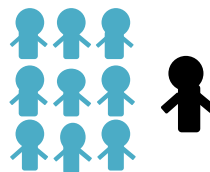
Opened 2018

Affogatos
artlessBastard
Blue Door Artworks
The Exchange
Fox River Boat Tours
Fuel Good
Headway
How To Concerts
Infinity Hair Salon
Inspire Art Gallery
Jonny Olives
Moxie Boutique and Salon



DOWNTOWN DE PERE EVENTS

70,000 VISITORS
ATTENDED EVENTS
IN DOWNTOWN De Pere



January

Winter Clearance Sale

February

Seroogy's Run (Seroogy's event)
 De Pere Restaurant Week
 (De Pere Chamber event)

April

De Pere Style Fashion Show

May

Foodie Walk
 Celebrate De Pere
 (Celebrate De Pere event)

June

Farmers Market
International Day of Yoga
Art Walk

July

Farmers Market
Yoga in the Park
Art Walk
Summer Sidewalk Sales

Art in the Park
 (De Pere Chamber event)
 Knights on the Fox
 (St Norbert event)

August

Farmers Market
Yoga in the Park
Art Walk

Knights on the Fox
 (St Norbert event)

September

Farmer's Market
 SNC Day (St Norbert event)

October

Soup Walk
De Pere Style Fashion Show
Trick or Treat Downtown

November

Small Business Saturday

December

De Pere Holly Day

Volunteers

VOLUNTEERS

1600 VOLUNTEER HOURS
DEDICATED
TO DOWNTOWN
VALUED AT **\$35,600**

Economic Enhancement

Tom Gavic, Chair
Dana Bald
Kim Flom
Kimberlee Gast
Al Jamir
Tom Matzke
Mike Paroubek
Mary Alexis Pfitzenreuter
Amy Sorenson
Rich Starry
Dave Stellpflug
Jason Tadych
David Wegge

Promotions

Brenda Busch, Chair
Jessica Diederich
Jerilyn Fletcher
Jennifer Kalies
Kiar Olson
Brehanna Skaletski

Design

Ryan Jennings, Chair
Laura Fabry
Gene Hackbarth
Cathy Huppert
Angela Patel
Sue Schinkten
Peter Schleinz
Rose Smits

Beautification

Rose Smits, Chair
Jill Baker
Carol Dequaine
Eben Erhard
Cathy Huppert
Carolyn Jahns
Paula Kiley
Jill Konopasek
Don Melichar
Scott Thoresen
Kathy Wochinske
Sue Van Gheem

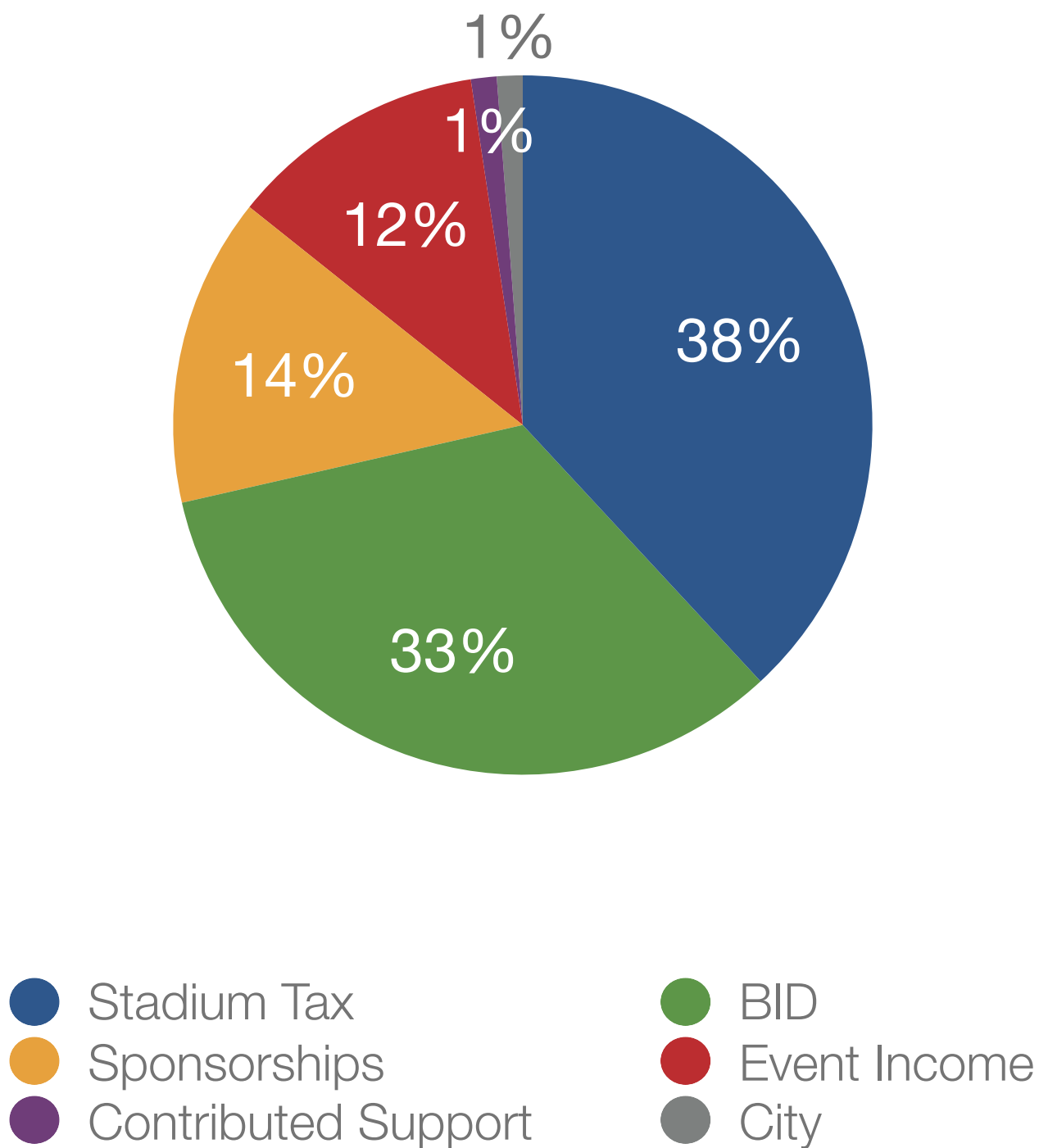


2018 Progress

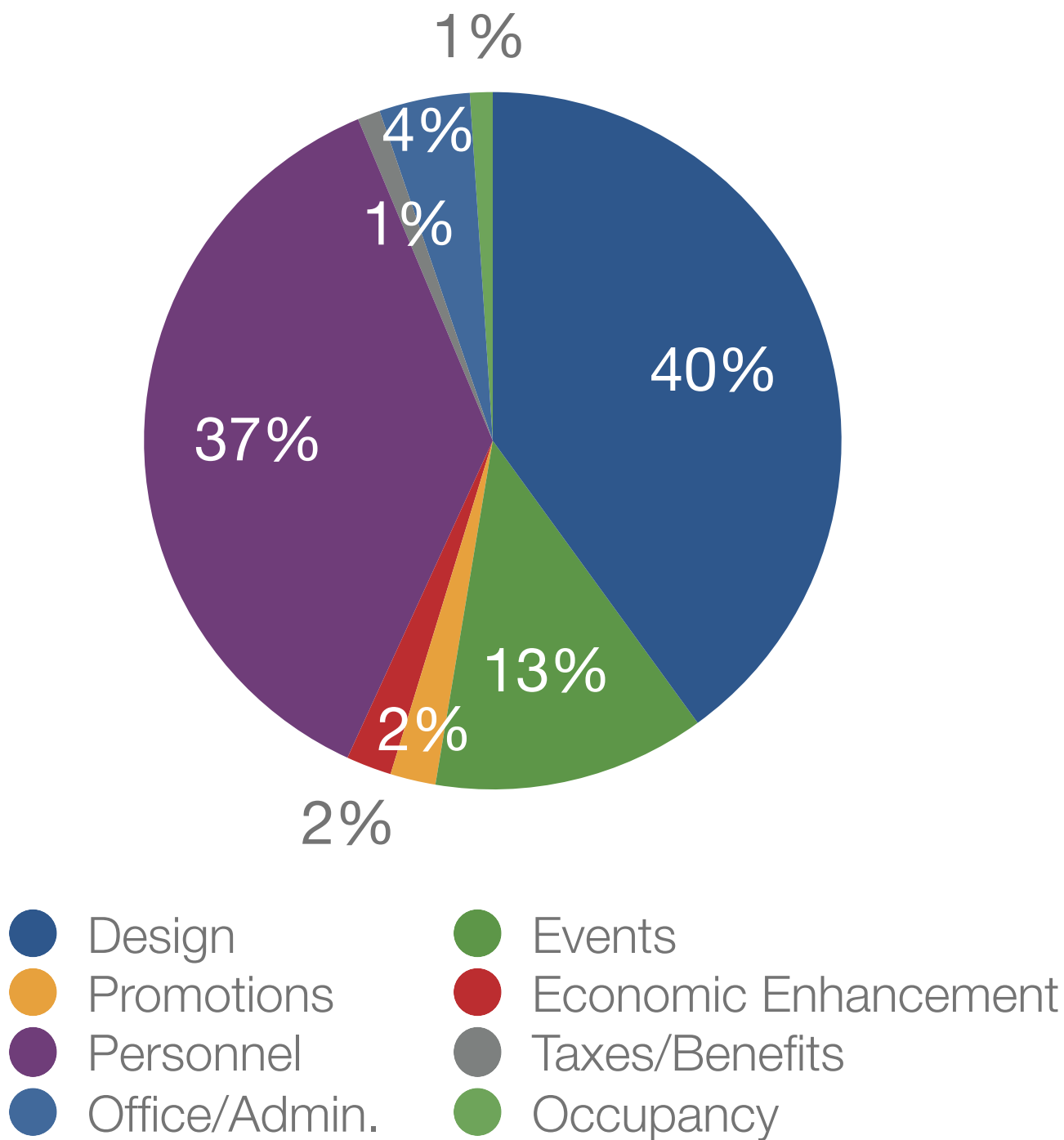
- Currently 5 wall murals are being painted downtown, and 2-3 additional murals will be starting in August.
- A call for artists for downtown's first major sculpture project was issued.
- A business and property management system has been acquired to track businesses, property values, vacancies, volunteer hours and more.
- Wisconsin Main Street commissioned a two-day tech visit facilitated by a team of downtown professionals and provided a comprehensive streetscape design plan for downtown.
- We are developing tool kits to assist with business recruitment and retention efforts.
- Our social media presence has increased to include Facebook, Twitter and Instagram.



2018 Budget | Income



2018 Budget | Expenses



Leadership

Board of Directors

Ryan Jennings, **President**
 Brenda Busch, **President Elect**
 Scott Hemauer, **Past President**
 Todd Danen, **Secretary**
 Julie Fink Fronsee, **Treasurer**
 Jessica Diederich
 Brent Felchlin
 Casey Hawkinson
 Bridgett Lowery
 Kiar Olson
 Brehanna Skaletski
 Rob Zerjav

BID Board

Tom Gavic, **Chair**
 Dan Van Straten, **Vice Chair/Treasurer**
 Larry Delo, **Secretary**
 Mary Boyd
 Brent Felchlin
 Angela Patel
 Kathy Rupiper
 Rich Starry

Staff

Tina Quigley, **Executive Director**
 Kendall Tilkens, **Marketing/Events**



*"A successful downtown
is key to a
successful community."*

DOWNTOWN DE PERE, INC.

***FINANCIAL STATEMENTS AND
SUPPLEMENTARY INFORMATION***

December 31, 2017

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Brunette Tax & Accounting, LLC

Certified Public Accountants and Consultants

INDEPENDENT AUDITOR'S REPORT

Board of Directors
Downtown De Pere Inc.

We have audited the accompanying financial statements of Downtown De Pere, Inc. (a nonprofit organization), which comprise the statement of financial position as of December 31, 2017, and the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Downtown De Pere, Inc. as of December 31, 2017, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Report on Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The schedule of operating expenses on page eight is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Brunette Tax & Accounting, LLC
Green Bay, WI
July 13, 2018

808 Bayland Court Green Bay, WI 54304
Office: (920) 592-0400 Fax: (920) 592-9314
Website: brunettetax.com

DOWNTOWN DE PERE, INC.
STATEMENT OF FINANCIAL POSITION
December 31, 2017

4.c

ASSETS	2017
Current Assets	
Cash, including interest-bearing deposits	\$ 118,251
Accounts Receivable	8,775
Security Deposit	<u>500</u>
Total Current Assets	\$ 127,526
Property and Equipment	
Office Equipment and Fixtures	7,220
Website	<u>15,655</u>
Total Property and Equipment	\$ 22,875
Accumulated Depreciation	<u>(14,015)</u>
Net Property and Equipment	\$ 8,860
 TOTAL ASSETS	 <u>\$ 136,386</u>
 LIABILITIES AND NET ASSETS	
 Credit Cards	 \$ 2,276
TOTAL LIABILITIES	\$ 2,276
 Net Assets	
Unrestricted	\$ 134,110
Total Net Assets	\$ 134,110
 TOTAL LIABILITIES AND NET ASSETS	 <u>\$ 136,386</u>

See accompanying notes to financial statements

DOWNTOWN DE PERE, INC.
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS
Year Ended December 31, 2017

	2017 Unrestricted
REVENUES, GAINS AND OTHER SUPPORT	
City of De Pere - BID	\$ 86,139
City of De Pere (Plan)	20,000
Corporate Contributions	19,750
Program Services	37,425
Total Revenues, Gains and Other Support	\$ 163,314
EXPENSES	
Program Services	\$ 110,132
Supporting Services	
Management and General	42,043
Total Expenses	152,175
Change in Net Assets	\$ 11,139
NET ASSETS BEGINNING OF YEAR	\$ 122,971
ENDING NET ASSETS	\$ 134,110

See accompanying notes to financial statements

DOWNTOWN DE PERE, INC.
STATEMENT OF CASH FLOWS
December 31, 2017

	<u>2017</u>
CASH FLOWS FROM OPERATING ACTIVITIES	
Change in Net Assets	11,139
Adjustments to reconcile excess (deficiency) of revenues over expenses to net cash provided (used) by operating activities:	
Depreciation	2,699
(Increase) decrease in:	
Assessments receivable	(8,777)
Increase (decrease) in:	
Accounts payable	
Accrued liabilities	<u>2,071</u>
Total Cash Provided from Operations	\$ 7,132
CASH FLOWS USED IN INVESTING ACTIVITIES	
Office Furniture	(1,315)
Purchase of Computer	(1,260)
Website Updates	<u>(3,500)</u>
	(6,075)
NET INCREASE (DECREASE) IN CASH	1,057
CASH AT BEGINNING OF YEAR	<u>117,194</u>
CASH AT END OF YEAR	<u><u>\$ 118,251</u></u>

See accompanying notes to financial statements

DOWNTOWN DE PERE, INC.
NOTES TO FINANCIAL STATEMENTS

NOTE A - NATURE OF ORGANIZATION

Downtown De Pere, Inc. is located in De Pere, Wisconsin and is nonprofit organized in the State of Wisconsin. The organization is responsible for the economic development and programming in the downtown. The organization is governed by a board of directors elected by its members.

NOTE B – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Accounting

The financial statements have been prepared on an accrual basis of accounting and accordingly reflect all significant receivables, payables, and other liabilities.

Basis of Presentation

The Organization reports information regarding its financial position and activities according to three classes of net assets that are based upon the existence or absence of restrictions on use that are placed by its donors: unrestricted net assets, temporarily restricted net assets and permanently restricted net assets.

Income Taxes

Downtown De Pere, Inc. is a 501(c)(3) Tax Exempt Organization.

Accounts Receivable

The accounts receivable are being presented without any allowance for doubtful accounts. These receivables are all small dollar amounts and are expected to be collected.

Property and Equipment

All acquisitions of property and equipment in excess of \$1,000 and all expenditures for repairs, maintenance, renewals, and betterments that materially prolong the useful lives of assets are capitalized. The items are discussed with their accountants and then a determination is made if it should be depreciated or not. Property and equipment are carried at cost or, if donated, at the approximate fair value at the date of donation. When property and equipment is sold or scrapped, any resulting gain or loss is reflected in current operations. Property is depreciated using the straight line basis.

Depreciation

Capitalized common property is depreciated over its estimated useful life using the straight line method of depreciation, ranging from 5 – 39 years. Depreciation expense for 2017 was \$2699.

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Cash

As of December 31, 2017, Downtown De Pere, Inc. had \$118,251 held in two accounts at Associated Bank. One account is used as the checking account; the other account is used for the Beautification Committee funds. Items that are treated as cash and cash equivalents can be readily converted to cash as needed by the organization.

DOWNTOWN DE PERE, INC.
NOTES TO FINANCIAL STATEMENTS

Litigation

Downtown De Pere, Inc. has no pending litigation.

Unrestricted Net Assets

The organization reports assets whose use is not restricted by donors as unrestricted net assets. Contributions are available for unrestricted use unless specifically restricted by the donor. Board designated funds are established by the organization and represent unrestricted funds which have been set aside by the organization

Temporarily Restricted Net Assets

Downtown De Pere, Inc. has no temporarily restricted assets.

Permanently Restricted Net Assets

Downtown De Pere, Inc. has no net assets that are permanently restricted.

Subsequent Events

The organization has evaluated subsequent events through July 13, 2018, the date which the financial statements were available to be issued.

Expense Allocation

The expenses of Downtown De Pere, Inc. are allocated between program and management/general based on their classifications on the tax return filed.

Lease Commitments

The current lease is month to month for \$390.

NOTE C – CONCENTRATIONS OF CREDIT RISK

Financial instruments that potentially subject Downtown De Pere, Inc. to concentrations of credit risk consist of cash and cash equivalents. The risks are mitigated by banking with creditworthy institutions. The Organization has not experienced any losses in such accounts and believes it is not exposed to any significant credit risks.

DOWNTOWN DE PERE, INC.
OTHER REVENUE DETAIL
Year Ended December 31, 2017

	<u>2017</u>
PROGRAM SERVICE REVENUE	
Art Walk Income	\$ 1,373
Beautification Income	8,281
Foodie Walk	4,626
Farmers Market Income	17,758
Fashion Event	1,965
Holiday Event Income	300
Soup Walk Income	3,122
TOTAL OTHER REVENUE	<u>\$ 37,425</u>

See accompanying notes to financial statements

DOWNTOWN DE PERE, INC.
OPERATING EXPENSE DETAIL
Year Ended December 31, 2017

	2017		
	Program Services	Management/ General	Total
LABOR			
Wages	\$ 48,477	\$ 24,238	\$ 72,715
Payroll Taxes	4,360	2,181	6,541
Total LABOR	52,837	26,419	79,256
OPERATING EXPENSE			
Accounting		8,477	8,477
Advertising	4,226		4,226
Art Walk	4,735		4,735
Beautification	1,602		1,602
Business Retention	150		150
Depreciation	2,699		2,699
Dues & Subscriptions		2,085	2,085
East West Music Fest	2,500		2,500
Employee Benefits	2,815	1,408	4,223
Education	10		10
Farmers Market	18,869		18,869
Fashion Event	4,736		4,736
Foodie Walk	683		683
Holiday Event	4,459		4,459
Insurance	576	153	729
Internet Fees		1,000	1,000
Main Street Awards	118		118
Meetings	328		328
Office Supplies		1,458	1,458
Organization	200		200
Rent	5,368		5,368
Repairs	250		250
SNC Day	112		112
Soup Walk	465		465
Telephone	652		652
Travel		1,043	1,043
Website	639		639
Yoga Expense	1,103		1,103
Total OPERATING EXPENSE	57,295	15,624	72,919
TOTAL OPERATING EXPENSES	<u>\$ 110,132</u>	<u>\$ 42,043</u>	<u>\$ 152,175</u>

Attachment: 2017 Audit Report (7222 : Definitely De Pere 2017 Annual Report and Audit.)

See accompanying notes to financial statements

City of De Pere, Wisconsin



Request For Business Improvement District Board Action

MEETING DATE: August 6, 2018
DEPARTMENT: Planning
FROM: Kelly Barker
SUBJECT: Draft 2015-2018 BID Analysis.

ATTACHMENTS:

- BID Analysis Memo 8-2018 (PDF)
- Ind Property Value Comparison (PDF)



City of De Pere

MEMORANDUM

To: Business Improvement District Board
 From: Kimberly Flom, Development Services Director
 Date: August 6, 2018

RE: Draft De Pere BID Three Year Review

The BID operating plan requires an annual review of the approved measures of success. Additionally, the plan requires a deeper review in year 3 (2018). The attached document provides review information for the BID since it began in 2015.

BID Board Meetings 2015-2018

July 17, 2015
 August 21, 2015 (Membership Meeting)
 October 7, 2016
 October 21, 2016 (Membership Meeting)
 August 10, 2017
 October 17, 2017 (Membership Meeting)
 August 6, 2018
 To Be Determined 2018 (Membership Meeting)

Agenda packets and minutes for these meetings are available on the City website.

Measures of Success Review

1. The Downtown Master Plan contains steps for both public and private sectors. Many of these actions are identified in this DBI Operating Plan. The accomplishment of these objectives will indicate one measure of success for the BID.

2015 Highlights

- Mulva Cultural Center proposed as a possible downtown project
- \$9.5 Million in private investment
- Custom bike racks installed
- Locktender's House operated by Kavarna during summer
- EastWest Music Fest among popular downtown events
- Pop Up Storefront campaign to advertise vacant spaces
- Over 56,000 attended events from 2014 to 2015
- Several WEDC Main Street Awards

2016 Highlights

- Downtown Parking Analysis – resulting in an ordinance change for more long term parking
- \$5.7 Million in private investment (includes property improvements & building sales)
- Event attendance – 49,800
- 1,500 volunteer hours dedicated to downtown, valued at \$33,360
- State Historical Society Grant to update City Intensive Survey
- Review of City's current design guidelines and codes as a precursor to the Zoning Code re-write
- Review and approvals needed for the 102 on Broadway project
- Stakeholder meetings and analysis of the Nicolet Square Master Plan

2017 Highlights

- Broadway pedestrian study completed
- \$26 Million in private investment (includes property improvements, new development & building sales)
- Event attendance – 69,670
- 1,600 volunteer hours dedicated to downtown, valued at \$35,600
- Participation, with the De Pere Chamber and City of De Pere in De Pere Business Walk
- Nicolet Square common dumpster construction
- Shared garbage collection for other Downtown parking lots – planning phase
- Mural Program begins – Stadium Tax Excess funds allocated to public art
- Stadium Tax Excess funds allocated to streetscape improvements
- Expanded and improved downtown events, including the Downtown Trick or Treat, Foodie Walk, Farmers Market, Yoga in the Park and Art Walk
- New events – De Pere Holly Day, De Pere Style Fashion Show, Summer Sidewalk Sales
- Refreshed Definitely De Pere website and expanded marketing activities
- City of De Pere Strategic Visioning & Branding Initiative begins

2018 Highlights

- Cultural District Master Plan completed and adopted by City Council
- Visioning and Branding Initiative wraps up
- James Street – streetscape design project begins
- Nicolet Square Alley – design project underway
- Downtown Parking – Ordinance to change short term parking from 2 hour to 3 hour
- Mural program underway
- Zoning Code rewrite underway
- Streetscape Tech Visit and follow up report
- WEDC Main Street Awards -102 on Broadway and De Pere Style Fall Fashion Show
- New events – Winter Sales Events, De Pere Style Spring Fashion Show
- Definitely De Pere purchased a Business Inventory Management System

Possible Future Projects

- Streetscape Improvements
- Visioning and Branding Initiative Implementation
- Bike rack and trash receptacle replacement
- Implementation of Cultural District Master Plan
- Parking education and/or analysis project

2. Commercial facilitation is a measure that can easily be quantified as the number of businesses, both existing and new, that receive help, either financial or advocacy services by the BID.

2015 Highlights

- Public/Private Partnership approved for 102 on Broadway Project.
- WEDC CDI Grant applied for and awarded to New Leaf Market Cooperative for a grocery store.
- Façade grants approved for 315-317 Main Ave., 115 S. Broadway and 353 Main Ave.
- Façade grant renderings provided by WEDC – 5
- Technical assistance to business provided by WEDC - 2

2016 Highlights

- Economic Enhancement Committee meetings that includes direct outreach and support to Downtown Businesses
- WEDC CDI Grant applied for and awarded to New Leaf Market Cooperative for a grocery store.
- 102 on Broadway Project began construction
- Façade grant renderings provided by WEDC – 7
- Technical assistance to business provided by WEDC - 3

2017 Highlights

- Tweet Garot purchases and renovates former Humana Dental Office building for corporate headquarters.
- Revolving Loan Fund and Property Sale approvals for New Leaf Cooperative Market.
- Façade Grant approval for the Kerkhoff building renovation and O'Connor Connective (retroactive).
- A growing cluster of boutique retail businesses on the East side of downtown.
- Events like the Fashion Week and the Sidewalk Sale to promote and attract visitors to local businesses
- Farmers Market relocated to George Street Landing Parking lot yields greater success
- Façade grant renderings provided by WEDC – 2
- Technical assistance to business provided by WEDC - 2

2018 Highlights

- Façade Grant program revisions increase grant amount
- Revolving Loan Fund awarded to Affogato
- Façade Grants approved for Luna Coffee, 353 Main and 363 Main
- Façade grant renderings provided by WEDC – 3
- Technical assistance to business provided by WEDC - 1

3. Another way to measure BID success is by the growth in value of private property in the District. Quantifiable valuation measures are calculated annually to measure success over time.

2014- \$68,209,900 (creation year)

2015 - \$68,995,400

2016 - \$68,339,300

2017 - \$64,068,300

2018 - \$68,060,600

The attached spreadsheet also shows changes in individual properties over time. Overall, property values in the BID have been very stable. Some property valuation differences are due to renovation projects, sales or property combinations.

4. A final way to track success is through occupancy rates and business inventory. The 2010 business inventory and occupancy rates can be used as a baseline to evaluate and make changes for following years.

2010 – 92.6% as noted in Downtown Master Plan (based off of 283 businesses and 305 available spaces).

We do not have conclusive statistics that accurately identify the occupancy rate from 2016 to 2016. We do have net businesses that can be used to provide an estimate, but some businesses have expanded into additional storefronts or shrunk into two storefronts, so the total number of available spaces has likely changed slightly since 2010.

2015 – 270 Businesses (90% occupancy)

2016 – 286 Businesses (94% occupancy)

2017 – 271 net businesses (90% occupancy)

As a comparison, here are 2017 vacancy rates for other Wisconsin downtowns:

Beloit – 9%	Wausau 3%	De Pere 10%	Kenosha 11.5%
Sheboygan 19%	Fond du Lac 7%	Janesville 21%	

BID Assessment and Distribution

\$1.75 for every \$1,000 in total value of the parcel, with no combined ownership to have an assessment of more than \$ 1,950 or less than \$275. The BID assessment calculation has not changed since creation in 2015.

100% of BID Assessment was provided to Definitely De Pere in 2015 and 2016. The 2017 and 2018 Operating Plans allocated \$1,000 to the City of De Pere and the balance of the assessment to Definitely De Pere. The \$1,000 covers some of the City costs of calculating the assessment, preparing the operating plan, notifying the membership and administering the meetings.

BID Assessment Totals

2015 - \$86,157	16 minimum payments – 13 maximum payments (9 properties + 4 owners)
2016 - \$88,085	16 minimum payments – 13 maximum payments (9 properties + 4 owners)
2017 - \$87,139	16 minimum payments – 13 maximum payments (8 properties + 5 owners)
2018 - \$86,367	11 minimum payments – 13 maximum payments (9 properties + 4 owners)
2019 (proposed)	\$86,532.48 12 minimum payments – 13 maximum payments (9 properties + 4 owners)

Notable BID items and BID Operating Plan Changes

2015-

First year of Business Improvement District

Allyson Watson departs as Definitely De Pere Executive Director (Matt Hohner hired as replacement)

Ken Pabich departs as De Pere Economic Development/Planning Director (Kim Flom hired as replacement)

2016-

Operating Plan – approved changes to bylaws and procedures.

Matt Hohner departs as Definitely De Pere Executive Director (Tina Quigley hired as replacement)

2017 –

Operating Plan - addition of language to emphasize the importance of design guidelines and guidance.

Operating Plan - change in assessment distribution to provide \$1,000 to City of De Pere for operating costs.

Significant drop in BID Value (from \$68,339,300 to \$35,925,900) based on sale price of Humana Dental Office building (current Tweet Garot Corporate Office).

Lance Abts, Dan Van Straten and Kathy Rupiper resign from Business Improvement District Board.

2018 –

Operating Plan - no substantive changes.

Increase in BID Value based primarily on addition of 102 on Broadway project. No substantial increase in BID revenue based on assessment calculation maximum cap.

Mary Boyd and Angela Patel appointed to the Business Improvement District Board.

2019 -

Proposed change for the multi-year review.

Minor update to State Statute language and audit/reviewed financial statement.

Business Improvement District Property Values Over Time

PARCEL ID	ADDRESS	PROPERTY OWNER	2014 TOTAL	2015 TOTAL	2016 TOTAL	2017 TOTAL	2018 TOTAL	2018 minus	
								2014	%
ED-789	126 S BROADWAY ST	126 SOUTH BROADWAY LLC	\$199,000	\$199,000	\$199,000	\$199,000	\$199,000	\$0	0%
ED-758	301 N BROADWAY ST	301 NORTH BROADWAY LLC	\$1,469,900	\$1,144,400	\$1,144,400	\$1,144,400	\$1,144,400	-\$325,500	-22%
ED-758-1	300 BLOCK N BROADWAY ST	301 NORTH BROADWAY LLC	\$1,442,200	\$1,141,100	\$1,141,100	\$1,141,100	\$1,141,100	-\$301,100	-21%
WD-908	313 MAIN AV	313 MAIN IN DE PERE LLC	\$205,500	\$284,500	\$284,500	\$284,500	\$284,500	\$79,000	38%
WD-372	334 MAIN AV	A&K LONGBRANCH LLC	\$247,000	\$247,000	\$247,000	\$247,000	\$247,000	\$0	0%
WD-921	371 MAIN AV	ABTS INVESTMENTS LLC	\$141,200	\$141,200	\$141,200	\$141,200	\$141,200	\$0	0%
WD-931	116 THIRD ST	AJANGO PROPERTIES LLC	\$219,000	\$219,000	\$219,000	\$219,000	\$219,000	\$0	0%
ED-880	320 N WISCONSIN ST	ALGREIM	\$488,400	\$488,400	\$488,400	\$488,400	\$488,400	\$0	0%
ED-1067	805 GEORGE ST	ALI BRI PROPERTIES LLC	\$247,800	\$247,800	\$247,800	\$247,800	\$247,800	\$0	0%
ED-886	206 N WISCONSIN ST	ASSOCIATED DEPERE BANK	\$1,222,200	\$1,222,200	\$1,222,200	\$1,222,200	\$1,222,200	\$0	0%
ED-1089	905 GEORGE ST	BEACHWALKER EXPRESS LLC	\$220,600	\$220,600	\$220,600	\$220,600	\$220,600	\$0	0%
ED-824	125 S BROADWAY ST	BEILKE LLC	\$354,400	\$354,400	\$354,400	\$354,400	\$354,400	\$0	0%
ED-907	518-522 GEORGE ST	BELLA NOVA LLC	\$299,500	\$299,500	\$299,500	\$299,500	\$299,500	\$0	0%
ED-771	117 N BROADWAY ST	BELLE HOLDINGS LLC	\$239,900	\$239,900	\$239,900	\$186,400	\$186,400	-\$53,500	-22%
ED-768	127 N BROADWAY ST	BELMONT DOWNTOWN ENTERPRISES LLC	\$273,200	\$273,200	\$273,200	\$255,400	\$255,400	-\$17,800	-7%
ED-767-1	131 N BROADWAY ST	BOYD	\$102,000	\$102,000	\$102,000	\$102,000	\$102,000	\$0	0%
ED-844	102 N BROADWAY ST	BROADWAY INVESTMENT PARTNERS LLC	\$0	\$0	\$0	\$130,000	\$4,555,800	\$4,555,800	4555799900%
ED-767	129 N BROADWAY ST	BROOKS TL HOLDINGS LLC	\$82,200	\$82,200	\$82,200	\$120,200	\$120,200	\$38,000	46%
ED-756	333 N BROADWAY ST	BROWN COUNTY LIBRARY	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-775	107 N BROADWAY ST	BRUMMEL	\$226,300	\$226,300	\$226,300	\$226,300	\$226,300	\$0	0%
WD-279	509 MAIN AV	CAPITAL CREDIT UNION	\$127,500	\$127,500	\$127,500	\$127,500	\$127,500	\$0	0%
WD-281	108 S FIFTH ST	CAPITAL CREDIT UNION	\$804,200	\$804,200	\$804,200	\$804,200	\$804,200	\$0	0%
ED-949-1	614 GEORGE ST	CHARLES	\$346,200	\$346,200	\$346,200	\$181,500	\$181,500	-\$164,700	-48%
ED-952-1	S SUPERIOR ST	CHARLES	\$8,600	\$8,600	\$8,600	\$8,600	\$8,600	\$0	0%
ED-18-65	201 JAMES ST	CHATEAU DEPERE LLC	\$1,700,000	\$1,700,000	\$1,700,000	\$1,700,000	\$1,700,000	\$0	0%
WD-389-3	550 MAIN AV	CHRIST THE ROCK CHURCH INC	\$0	\$0	\$0	\$59,600	\$59,600	\$59,600	595999900%
WD-389-4	556 MAIN AV	CHRIST THE ROCK CHURCH INC	\$0	\$0	\$0	\$0	\$0	\$0	0%
WD-389-5	FORT HOWARD AV	CHRIST THE ROCK CHURCH INC	\$42,200	\$42,200	\$42,200	\$42,200	\$42,200	\$0	0%
ED-842	415 GEORGE ST	CONARD	\$244,700	\$244,700	\$244,700	\$244,700	\$244,700	\$0	0%
WD-918	355 MAIN AV	CONNECTIVE PROPERTIES LLC	\$171,700	\$171,700	\$171,700	\$171,700	\$171,700	\$0	0%
ED-961	600-604 GEORGE ST	CORNELL	\$361,200	\$361,200	\$361,200	\$361,200	\$361,200	\$0	0%
ED-967	615-617 GEORGE ST	DANEN PROPERTIES LLC	\$160,100	\$160,100	\$160,100	\$160,100	\$160,100	\$0	0%
ED-968-1	611 GEORGE ST	DANEN PROPERTIES LLC	\$105,800	\$105,800	\$105,800	\$105,800	\$105,800	\$0	0%
ED-968-3	609 GEORGE ST	DANEN PROPERTIES LLC	\$246,500	\$246,500	\$246,500	\$246,500	\$246,500	\$0	0%
ED-1048	820 GEORGE ST	DE PERE CHIROPRACTIC HOLDINGS LLC	\$306,200	\$306,200	\$306,200	\$306,200	\$306,200	\$0	0%
ED-812	221 S BROADWAY ST	DE PERE REDEVELOPMENT AUTHORITY	\$219,500	\$219,500	\$219,500	\$0	\$0	-\$219,500	-100%
ED-966	623 GEORGE ST	DECLENE ZELLNER INC	\$378,000	\$378,000	\$378,000	\$378,000	\$378,000	\$0	0%
WD-404	101 FORT HOWARD AV	DECLENE ZELLNER LLC	\$299,700	\$299,700	\$299,700	\$299,700	\$299,700	\$0	0%
ED-719	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-769	123 N BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-776	N BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-788-1	S BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-793	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-794	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-796	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-799	CHARLES ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-833-1	GEORGE ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-834	JAMES ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-835	127 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-851	134 N BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-862	421 CASS ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-864	321 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-865-1	309 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-867	303 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-869-1	WILLIAM ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-881	N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
WD-917-1	MAIN AV	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
WD-917-2	MAIN AV	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
WD-933	110 THIRD ST	DEPERE CITY OF	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-818	114 S WISCONSIN ST	DEPERE CITY OF MISSION SQUARE PARKING L	\$0	\$0	\$0	\$0	\$0	\$0	0%
WD-926	340 BLOCK REID ST	DEPERE CITY OF NICOLET SQUARE PARKING L	\$0	\$0	\$0	\$0	\$0	\$0	0%
WD-928	340 REID ST	DEPERE CITY OF NICOLET SQUARE PARKING L	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-287	230 S BROADWAY ST	DEPERE CITY OF WELLS PARK	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-801	S BROADWAY ST	DEPERE CITY OF WELLS PARK	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-870	314 N BROADWAY ST	DEPERE FEDERAL S & L	\$61,000	\$61,000	\$61,000	\$61,000	\$61,000	\$0	0%
ED-871	330 N BROADWAY ST	DEPERE FEDERAL S & L	\$905,800	\$905,800	\$905,800	\$905,000	\$905,800	\$0	0%
ED-751	409 N BROADWAY ST	DEPERE HISTORICAL SOCIETY	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-752	403 N BROADWAY ST	DEPERE HISTORICAL SOCIETY INC	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-900	515 GEORGE ST	DEPERE LAW BUILDING LLC	\$542,000	\$542,000	\$542,000	\$542,000	\$542,000	\$0	0%
ED-785	114-116 S BROADWAY ST	DEPERE RETRO LLC	\$648,200	\$648,200	\$648,200	\$592,000	\$565,000	-\$83,200	-13%
WD-885	407 MAIN AV	DETRY	\$141,300	\$141,300	\$141,300	\$141,300	\$141,300	\$0	0%
WD-886	409 MAIN AV	DETRY	\$138,500	\$138,500	\$138,500	\$138,500	\$138,500	\$0	0%
WD-389-2	500 MAIN AV	DUTCH BOYZ DE PERE LLC	\$1,562,800	\$1,835,900	\$1,835,900	\$1,835,900	\$1,780,000	\$217,200	14%
WD-387	444 MAIN AV	F & J PROPERTIES LLC	\$325,700	\$325,700	\$325,700	\$325,700	\$325,700	\$0	0%
ED-836	117 N WISCONSIN ST	FIT FAMILY LLC	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-837	115 N WISCONSIN ST	FIT FAMILY LLC	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-1058	802 GEORGE ST	FLOUR CHILD LLC	\$397,700	\$397,700	\$397,700	\$328,000	\$328,000	-\$69,700	-18%
WD-369	320 MAIN AV	GAROT	\$657,700	\$657,700	\$657,700	\$657,700	\$657,700	\$0	0%
WD-376	352 MAIN AV	GAROT	\$9,000	\$9,000	\$9,000	\$35,900	\$35,900	\$26,900	299%
WD-283	499 MAIN AV	GENCAP DE PERE 1 LLC	\$60,400	\$60,400	\$60,400	\$60,400	\$60,400	\$0	0%
WD-284	109 S FIFTH ST	GENCAP DE PERE 1 LLC	\$47,700	\$47,700	\$47,700	\$47,600	\$47,700	\$0	0%
WD-286	473 MAIN AV	GENCAP DE PERE 1 LLC	\$47,600	\$47,600	\$47,600	\$47,600	\$47,600	\$0	0%
WD-287	400 BLOCK MAIN AV	GENCAP DE PERE 1 LLC	\$47,600	\$47,600	\$47,600	\$47,600	\$47,600	\$0	0%
WD-893	400 REID ST	GENCAP DE PERE 1 LLC	\$3,747,400	\$2,733,900	\$2,733,900	\$2,733,900	\$2,733,900	-\$1,013,500	-27%
ED-841	417 GEORGE ST	GET REEL ENTERTAINMENT LLC	\$227,100	\$227,100	\$227,100	\$227,100	\$227,100	\$0	0%
ED-816	416 GEORGE ST	GILLESPIE PROPERTIES LLC	\$400,600	\$400,600	\$400,600	\$398,000	\$398,000	-\$2,600	-1%
WD-623	500 GRANT ST	GRANT STREET HOLDINGS LLC	\$600,300	\$600,300	\$600,300	\$600,300	\$600,300	\$0	0%
ED-823	150 S WISCONSIN ST	H&M LOMITA LLC	\$181,000	\$2,399,400	\$2,399,400	\$2,491,300	\$2,491,300	\$2,310,300	1276%
WD-367	300-308 MAIN AV	HAWK HOLDINGS LLC	\$323,400	\$323,400	\$323,400	\$323,400	\$323,400	\$0	0%
WD-373	338 MAIN AV	HERYMAN	\$142,300	\$142,300	\$142,300	\$142,300	\$142,300	\$0	0%
ED-788	118 S BROADWAY ST	HILLCREST PARTNERSHIP #1 LLP THE	\$154,300	\$154,300	\$154,300	\$154,300	\$154,300	\$0	0%
ED-1065	109 N ERIE ST	HIMAL LLC	\$47,400	\$47,400	\$47,400	\$47,400	\$47,400	\$0	0%
ED-1066	821 GEORGE ST	HIMAL LLC	\$393,400	\$393,400	\$393,400	\$393,400	\$393,700	\$300	0%
ED-828	111-113 S BROADWAY ST	HZ PROPERTIES LLC	\$169,900	\$169,900	\$169,900	\$169,900	\$169,900	\$0	0%

WD-386	436 MAIN AV	ISC PROPERTY LLC	\$337,100	\$337,100	\$337,100	\$337,100	\$337,100	\$0	0%
ED-783	100-102 S BROADWAY ST	J & J ENTERPRISES OF DE PERE LLP	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000	\$0	0%
ED-784	106 S BROADWAY ST	J & J ENTERPRISES OF DE PERE LLP	\$210,100	\$210,100	\$210,100	\$210,100	\$210,100	\$0	0%
WD-965	401 REID ST	JAYAMBEY LLC	\$746,000	\$746,000	\$746,000	\$746,000	\$714,000	-\$32,000	-4%
ED-376	N BROADWAY ST	JCA INVESTMENTS LLC	\$300,900	\$300,900	\$300,900	\$300,900	\$300,900	\$0	0%
ED-377	435 N BROADWAY ST	JCA INVESTMENTS LLC	\$20,300	\$20,300	\$20,300	\$20,300	\$20,300	\$0	0%
ED-918	502 GEORGE ST	JDA ENTERPRISES OF WISCONSIN LLC	\$363,700	\$363,700	\$363,700	\$363,700	\$363,700	\$0	0%
ED-790	132 S BROADWAY ST	KARL	\$527,400	\$527,400	\$527,400	\$527,400	\$527,400	\$0	0%
WD-379	368 MAIN AV	KEWEENAW ENTERPRISES LLC	\$232,200	\$232,200	\$232,200	\$232,200	\$237,900	\$5,700	2%
WD-910	321 MAIN AV	KEY PROPERTY MANAGEMENT LLC	\$158,500	\$158,500	\$158,500	\$158,500	\$158,500	\$0	0%
ED-833	101 S BROADWAY ST	KORDES LLC	\$218,900	\$218,900	\$218,900	\$218,900	\$218,900	\$0	0%
WD-387-1	MAIN AV	KROPP	\$70,600	\$70,600	\$70,600	\$70,600	\$70,600	\$0	0%
WD-889	421 MAIN AV	KROPP	\$387,600	\$387,600	\$387,600	\$387,600	\$387,600	\$0	0%
ED-831	107 S BROADWAY ST	KRYSHAK	\$354,200	\$280,000	\$280,000	\$280,000	\$280,000	-\$74,200	-21%
WD-922	375 MAIN AV	LARSON	\$216,600	\$216,600	\$216,600	\$216,600	\$216,600	\$0	0%
ED-1103	115 S ERIE ST	LEDGE HEAVEN LLC	\$240,400	\$240,400	\$240,400	\$240,400	\$240,400	\$0	0%
ED-840	421 GEORGE ST	LEE BUILDING CORP THE	\$471,200	\$471,200	\$471,200	\$471,200	\$471,200	\$0	0%
ED-850	124 N BROADWAY ST	LEE BUILDING CORP THE	\$1,419,800	\$1,562,700	\$1,562,700	\$1,562,700	\$1,562,700	\$142,900	10%
ED-897	519 GEORGE ST	LFT INVESTMENTS LLC	\$398,000	\$398,000	\$398,000	\$398,000	\$295,400	-\$102,600	-26%
WD-909	317 MAIN AV	LIFE CHURCH GREEN BAY INC	\$305,000	\$305,000	\$305,000	\$264,600	\$254,400	-\$50,600	-17%
ED-1095	914 GEORGE ST	LIGHTHOUSE LUBE REAL ESTATE LLC	\$313,600	\$313,600	\$313,600	\$313,600	\$313,600	\$0	0%
ED-901	106 N WISCONSIN ST	LKW HOLDINGS LLC	\$112,700	\$112,700	\$112,700	\$156,700	\$156,700	\$44,000	39%
ED-1006	109 N HURON ST	LTF INVESTMENTS LLC	\$76,500	\$76,500	\$76,500	\$75,000	\$84,200	\$7,700	10%
ED-1007	715 GEORGE ST	LTF INVESTMENTS LLC	\$54,200	\$54,200	\$54,200	\$54,200	\$54,200	\$0	0%
ED-1008	705 GEORGE ST	LTF INVESTMENTS LLC	\$279,700	\$279,700	\$279,700	\$279,700	\$279,700	\$0	0%
ED-1010	114 N SUPERIOR ST	LTF INVESTMENTS LLC	\$20,200	\$20,200	\$20,200	\$20,100	\$20,100	-\$100	0%
WD-930	330 REID ST	LUTSEY ENTERPRISES LLP	\$822,900	\$822,900	\$822,900	\$822,900	\$822,900	\$0	0%
WD-915	345 MAIN AV	MANNING RONALD G & MARY A PFUTZENRELL	\$142,500	\$169,800	\$169,800	\$169,800	\$169,800	\$27,300	19%
WD-888	417 MAIN AV	MARTIN	\$138,500	\$138,500	\$138,500	\$138,500	\$138,500	\$0	0%
WD-378	366 MAIN AV	MATYAS	\$196,300	\$196,300	\$196,300	\$196,300	\$196,300	\$0	0%
ED-861	230 N BROADWAY ST	MEDICI ROSSMORE LLC	\$446,500	\$446,500	\$446,500	\$446,500	\$446,500	\$0	0%
ED-875	230 N WISCONSIN ST	MEDICI ROSSMORE LLC	\$2,853,500	\$2,853,500	\$2,853,500	\$2,853,500	\$2,853,500	\$0	0%
WD-913	337-341 MAIN AV	MIRHASHEMI INC	\$259,200	\$259,200	\$259,200	\$259,200	\$259,200	\$0	0%
WD-925	115 FOURTH ST	MISHLER LONNIE L & CAROL J REVOCABLE TRU	\$425,200	\$425,200	\$425,200	\$425,200	\$425,200	\$0	0%
WD-306	525 REID ST	N E W DEVELOPERS LLC	\$432,000	\$432,000	\$432,000	\$432,000	\$432,000	\$0	0%
ED-1104	908 GEORGE ST	NELSON	\$181,200	\$181,200	\$181,200	\$181,200	\$181,200	\$0	0%
WD-912	331 MAIN AV	NICK BROTHERS PARTNERSHIP	\$311,600	\$311,600	\$311,600	\$311,600	\$311,600	\$0	0%
ED-960	610 GEORGE ST	NIP IT LLC	\$135,900	\$135,900	\$135,900	\$142,400	\$142,400	\$6,500	5%
ED-869	302 N BROADWAY ST	NORTHERN GAS LLC	\$476,400	\$476,400	\$476,400	\$366,100	\$366,100	-\$110,300	-23%
WD-380	380 MAIN AV	OLD NELL PROPERTIES LLC	\$404,800	\$404,800	\$404,800	\$404,800	\$404,800	\$0	0%
ED-916	119 S WISCONSIN ST	PALS RENTALS LLC	\$126,700	\$126,700	\$126,700	\$126,700	\$126,700	\$0	0%
WD-295	444 REID ST	PARK PLACE HOLDINGS REID STREET LLC	\$2,280,700	\$2,280,700	\$2,280,700	\$2,089,100	\$2,089,100	-\$191,600	-8%
WD-377	360-362 MAIN AV	PEDS LLC	\$43,100	\$43,100	\$43,100	\$18,000	\$18,000	-\$25,100	-58%
WD-288	441 MAIN AV	PEOPLES MARINE BANK OF GREEN BAY	\$1,020,500	\$1,020,500	\$1,020,500	\$1,020,500	\$1,020,500	\$0	0%
WD-890-1	441 MAIN AV	PEOPLES MARINE BANK OF GREEN BAY	\$200	\$200	\$200	\$200	\$200	\$0	0%
WD-906	301 MAIN AV	PHE WI LLC	\$415,100	\$415,100	\$415,100	\$415,100	\$415,100	\$0	0%
ED-432	432 N WISCONSIN ST	PICHLER	\$257,000	\$257,000	\$257,000	\$257,000	\$249,000	-\$8,000	-3%
WD-923	377 MAIN AV	RAW LEGACY LLC	\$287,400	\$287,400	\$287,400	\$287,400	\$287,400	\$0	0%
WD-955	303 REID ST	REID STREET RETAIL LLC	\$1,279,800	\$1,284,400	\$1,284,400	\$1,284,400	\$1,284,400	\$4,600	0%
WD-375	348 MAIN AV	RENIER	\$131,300	\$131,300	\$131,300	\$131,300	\$131,300	\$0	0%
WD-887	413 MAIN AV	RHODES	\$249,800	\$217,800	\$217,800	\$217,800	\$217,800	-\$32,000	-13%
ED-949	620-622 GEORGE ST	ROYLE PROPERTIES LLC	\$392,100	\$392,100	\$392,100	\$392,100	\$441,000	\$48,900	12%
ED-914	135 S WISCONSIN ST	SAINT FRANCIS XAVIER CONGREGATION	\$0	\$0	\$0	\$0	\$0	\$0	0%
WD-216	300 GRANT ST	SAINT NORBERT COLLEGE INC	\$3,819,600	\$3,819,600	\$3,819,600	\$3,819,600	\$3,819,600	\$0	0%
WD-634	GRANT ST	SAINT NORBERT COLLEGE INC	\$0	\$0	\$0	\$0	\$0	\$0	0%
WD-634-2	400 GRANT ST	SAINT NORBERT COLLEGE INC	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-772	115 N BROADWAY ST	SAKS HOLDINGS LLC	\$205,500	\$205,500	\$205,500	\$166,700	\$166,700	-\$38,800	-19%
ED-773	113 N BROADWAY ST	SAKS HOLDINGS LLC	\$240,900	\$240,900	\$240,900	\$240,900	\$203,500	-\$37,400	-16%
ED-774	109 N BROADWAY ST	SAKS HOLDINGS LLC	\$155,200	\$155,200	\$155,200	\$155,200	\$136,500	-\$18,700	-12%
ED-826	123 S BROADWAY ST	SAKS HOLDINGS LLC	\$192,100	\$192,100	\$121,600	\$121,600	\$121,600	-\$70,500	-37%
WD-917	353 MAIN AV	SAKS HOLDINGS LLC	\$321,500	\$321,500	\$321,500	\$275,000	\$275,000	-\$46,500	-14%
WD-920	365 MAIN AV	SAKS HOLDINGS LLC	\$407,300	\$407,300	\$407,300	\$407,300	\$649,000	\$241,700	59%
WD-403	103-109 N SIXTH ST	SANDERS	\$346,700	\$346,700	\$346,700	\$346,700	\$346,700	\$0	0%
WD-884	401 MAIN AV	SCHLEIS PROPERTIES LLC	\$472,000	\$472,000	\$472,000	\$472,000	\$472,000	\$0	0%
WD-381	400 MAIN AV	SECOR JEROME J REVOCABLE TRUST	\$283,800	\$283,800	\$283,800	\$283,800	\$283,800	\$0	0%
ED-848	116 N BROADWAY ST	SERA K PROPERTIES LLC	\$354,200	\$354,200	\$354,200	\$325,600	\$325,600	-\$28,600	-8%
ED-893	144 N WISCONSIN ST	SEROOGY BROTHERS LLP	\$1,065,300	\$1,065,300	\$1,065,300	\$1,065,300	\$1,065,300	\$0	0%
ED-917	115 S WISCONSIN ST	SEROOGY BROTHERS LLP	\$251,700	\$251,700	\$251,700	\$251,700	\$251,700	\$0	0%
WD-388	486 MAIN AV	SMOOTH MONEY OF DE PERE LLC	\$364,800	\$390,200	\$390,200	\$390,200	\$390,200	\$25,400	7%
ED-878	310 N WISCONSIN ST	SRK REALTY GROUP LLC	\$1,159,700	\$1,159,700	\$1,159,700	\$1,159,700	\$1,159,700	\$0	0%
WD-371	330 MAIN AV	STAGECOACH ENTERPRISES LLC	\$181,400	\$181,400	\$181,400	\$181,400	\$181,400	\$0	0%
ED-847	112-114 N BROADWAY ST	STARRY DEVELOPMENT LLC	\$286,400	\$320,100	\$320,100	\$320,100	\$320,100	\$33,700	12%
ED-1088	921 GEORGE ST	SUMMERLEIGH ASSOCIATES INC	\$274,000	\$274,000	\$274,000	\$274,000	\$274,000	\$0	0%
ED-1105	900 GEORGE ST	TETZLAFF	\$188,100	\$188,100	\$188,100	\$188,100	\$188,100	\$0	0%
WD-911	327 MAIN AV	TILKENS HOLDINGS LLC	\$394,300	\$394,300	\$394,300	\$394,300	\$394,300	\$0	0%
WD-961	325 REID ST	TWEET BROTHERS RENTAL PARTNERSHIP	\$7,486,300	\$7,486,300	\$7,486,300	\$3,510,000	\$3,510,000	-\$3,976,300	-53%
ED-857	200 N BROADWAY ST	UNION HOTEL CORP	\$379,400	\$379,400	\$379,400	\$379,400	\$379,400	\$0	0%
ED-660	1002 GEORGE ST	VANDEURZEN	\$158,200	\$158,200	\$158,200	\$158,200	\$158,200	\$0	0%
ED-968-2	609 REAR GEORGE ST	VANGEREN MARSHA REVOCABLE LIVING TRU	\$400	\$400	\$400	\$400	\$400	\$0	0%
ED-432-1	340 N WISCONSIN ST	VOYAGEUR OFFICE & SUITES LLC	\$500,100	\$500,100	\$500,100	\$500,100	\$500,100	\$0	0%
WD-374	342-344 MAIN AV	WILLEMS	\$97,800	\$97,800	\$97,800	\$97,800	\$97,800	\$0	0%
WD-907	305 MAIN AV	WILLIAM LEMKE LLC	\$175,000	\$195,000	\$195,000	\$195,000	\$195,000	\$20,000	11%
ED-737	FRONT ST	WISCONSIN DEPT OF NATURAL RESOURCES	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-80-3	S BROADWAY ST	WISCONSIN DEPT OF NATURAL RESOURCES	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-957	121 S MICHIGAN ST	WISCONSIN DEPT OF TELEPHONE CO	\$0	\$0	\$0	\$0	\$0	\$0	0%
WD-404-2	MAIN AV	WISCONSIN DEPT OF TRANSPORTATION	\$0	\$0	\$0	\$0	\$0	\$0	0%
ED-829	115 S BROADWAY ST	ZOELLER THOMAS G REVOCABLE TRUST	\$292,700	\$292,700	\$292,700	\$292,700	\$292,700	\$0	0%

City of De Pere, Wisconsin



Request For Business Improvement District Board Action

MEETING DATE: August 6, 2018
DEPARTMENT: Planning
FROM: Kelly Barker
SUBJECT: Review of Draft 2019 DBI Operating Plan.

ATTACHMENTS:

- BID Operating Plan Memo 8-2018 (DOCX)
- DRAFT 2019 DBI Operating Plan (PDF)

City of De Pere
MEMORANDUM



To: Business Improvement District Board
 From: Kimberly Flom, Development Services Director
 Date: August 6, 2018
 RE: 2019 DRAFT Business Improvement District Operations Plan

The BID Board meets twice a year. The first meeting provides an opportunity to review, among other things, projected assessments for the upcoming year, the annual report from the BID Contractor, Definitely De Pere, and goals for the Business Improvement Operations Plan.

A copy of the proposed 2019 Business District Operating Plan is attached for review. *At this meeting, we request your guidance in providing suggestions to update the operating plan.*

Staff proposes the below changes in order to keep the plan up to date.

Review date – Year 7 to year 10

The 2015 to 2017 DBI Operating Plans included the following language:

A thorough review of qualitative and quantitative data concerning the BID shall occur in year 3 (2018), year 5 (2020), and year 7 (2022) of the BID's operation.

Now that the Year 3 base analysis is complete, staff recommends updating that report annually rather than only at 2 or 3 year increments. The language is proposed to be revised to:

A thorough review of qualitative and quantitative data concerning the BID occurred in year 3 (2018). That review should be updated annually and provided to the BID Board for review at their annual strategic planning meeting.

Updated Appendix – State Statute Language

Appendix D has been revised with updated State Statute language.

Audit/Reviewed Financial Statement

State statute and the DBI Operating Plan previously required an annual financial audit of the BID. The statute language has changed to permit reviewed financial statement in lieu of an audit in certain situations. The Draft DBI Operating Plan has been updated to accommodate that change.

Attachment: BID Operating Plan Memo 8-2018 (7223 : Review of Draft 2019 DBI Operating Plan.)

De Pere Business Improvement District 2019 Operating Plan (Year Five)

DRAFT FOR DISCUSSION



Month XX, 2018

Anticipated Approval by Common Council: **Month XX, 2018**

Attachment: DRAFT 2019 DBI Operating Plan (7223 : Review of Draft 2019 DBI Operating Plan.)

**The 2019 BID Plan was prepared by the City of De Pere in collaboration with the
BID Board and Definitely De Pere**

BID Board Members:

Tom Gavic - Chair
Larry Delo – Secretary
Brent Felchlin
Mary Boyd
Angela Patel
Rich Starry

Definitely De Pere:

Tina Quigley – Executive Director
Brenda Busch – Board President

Attachment: DRAFT 2019 DBI Operating Plan (7223 : Review of Draft 2019 DBI Operating Plan.)

**DE PERE
BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN**

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I. Introduction

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities the authority to create Business Improvement Districts (BIDs) within their communities. To do so, at least one property owner within the proposed district must petition the City to create a BID. The State Legislature created Section 66.1109 of the Wisconsin Statutes (the "BID Law") to provide a way for business properties within an established district to authorize voluntarily assessments. The assessment funds are to be used for programs aimed at promoting developing, redeveloping, managing and maintaining that district. There are currently approximately 85 active BID's in the State of Wisconsin across 45 different communities.

Business Improvement Districts are quite similar to traditional special assessments where property owners are assessed for improvements or services that benefit them. Unlike traditional assessments, Business Improvement District assessments can be used to finance a wide range of activities, services and improvements. Primarily BIDs have been used to attract merchants and business owners that in turn attract more customer traffic downtown. Some BIDs in Wisconsin have funded physical improvements like lighting or parking; others have funded promotional and marketing materials and events. The Operating Plan for each BID directs the use of funds and identifies projects, priority areas, etc.

A. Purpose and History of the BID

The property owners who were involved in the creation of the BID hoped to accomplish goals and ideas presented in the De Pere Downtown Master Plan, Comprehensive Plan and Historic Preservation Plan. The original De Pere Business Improvement District Operating Plan had been developed by De Pere BID proponents and the City of De Pere. This BID Operating Plan and future plans will be developed by the BID Board, the City of De Pere, and Downtown De Pere, Inc. (also known as Definitely De Pere and listed throughout this document as Definitely De Pere), along with input and discussion from the membership.

The BID Board, through the development of this Operating Plan has coordinated with Definitely De Pere and the membership for the work described in this plan. Definitely De Pere and the BID provide for a system that has shared long-term goals, and results, that will benefit both the BID District, and the City of De Pere.

As used herein, "DBI Operating Plan" shall refer to the De Pere Business Improvement District Operating Plan, and "District" shall refer to the properties located within the physical boundaries of the Business Improvement District, as provided herein in Appendix B.

The De Pere BID was created in order to:

1. Allow for private property owners to work together in conjunction with the City to develop the District.
2. Enhance existing public funding sources to continue to maintain and promote the District. The BID also empowers future investments generated through private resources in addition to existing public dollars.
3. Provide for an equitable and fair mechanism for funding initiatives that will benefit all business and property owners in the District.
4. Ensure the District will be preserved and will improve the social and economic environment of the District. This is a mechanism to bring together funding initiatives that will fulfill District improvement projects identified in the Downtown Master Plan, Comprehensive Plan and the Historic Preservation Plan.

Use of a BID to develop the District was anticipated to work as follows:

1. The BID was created by the Common Council of the City of De Pere.
2. An operating Board (BID Board), comprised mostly of property owners within the District, has all powers necessary to implement the DBI Operating Plan.
3. The City collects BID assessments from District property owners following the approved assessment formula.
4. Assessment collections are turned over to the BID Board for distribution in accordance with the DBI Operating Plan by the 15th day of the month following such collection.

The Original De Pere BID (established in 2014) included 221 parcels with a total BID value over \$68,209,900. The boundaries include parcels in West and East De Pere's Downtown Business District. Out of the 221 parcels, 76 were tax exempt or were used for residential purposes. The BID value of the remaining 145 were assessed at \$1.75 for every \$1,000.00 in total value of the parcel.

II. Development Plans

The objective of the BID is to preserve and improve the social, economic and physical environment in the District, bring together appropriate partnerships of people, organizations and funds, and to evaluate and implement District development projects identified by businesses and building owners in the De Pere Downtown Master Plan, Comprehensive Plan and Historic Preservation Plan. This section of the Plan shall be the De Pere BID Operating Plan for 2019.

The BID plan works towards creating Plan Objectives, Activities, and Benefits that are measurable. As each year of the BID evolves, so must the Objectives, Activities and Benefits of the plan to find ways to measure success.

A. Plan Objectives

Goals for the District Development as identified by local businesses, building owners and residents in the Downtown Master Plan (Adopted by the City of De Pere in June 2010):

1. **Unite the District** through efforts such as continued community-wide events and expanded community-wide marketing and education efforts.
2. **Link District's destinations** through utilizing marketing resources and working more extensively with Greater Green Bay Area Convention and Visitors Bureau.
3. **Use the potential of transportation to create a high-quality economic and physical environment** by promoting and increasing walkability and bike-friendly investments.
4. **Increase business and private investment** through an organized business recruitment effort and continually updated market research.
5. **Capitalize on key business niches** by identifying consumer needs/desires and business investment potential through market research.
6. **Add life to the District** through expanded creative placemaking efforts and continued growth of traffic-generating events.
7. **Create New Neighborhoods in the Downtown** Help to brand distinct neighborhoods in the District in order to further remove the East/West divide and unite the downtown.
8. **Support Growth and Redevelopment** – In alignment with the Downtown Master Plan, plan for future utilization of the Fox Riverfront for economic development, events and businesses.

B. Proposed Activities

The proposed activities for the BID will promote continued development of the District by:

1. Continuing to promote the historic quality of the District, by facilitating façade rehabilitation projects and educating property owners on available federal and state historic tax credits for building preservation.
2. Supporting redevelopment by providing insight on and recommendations on design guidelines and zoning codes that will facilitate new development while maintaining the desired aesthetic and sense of place for Downtown De Pere.
3. Supporting the City in developing more pedestrian and bicycle friendly roadways, cross walks, and parking options, as well as investing in bicycle parking for the downtown.
4. Working with the City to make business owners aware of City programs, such as the Façade Grant Program and the Revolving Loan Fund Program through continuous education efforts with both new and existing businesses.
5. Supporting the City in the future reconstruction of the Main Ave. Corridor, and continuing to promote pedestrian and bicycle facilities and storm water runoff in these constructions, consistent with ideas presented in the Downtown Master Plan and Comprehensive Plan.
6. Exploring different ways to effectively market District businesses through existing and new events and an enhanced marketing campaign for the district.
7. Working to promote beautification and art related projects to add to the District. Exploring feasibility of and interest in options presented in the Downtown Master Plan for public art and placemaking.
8. Working with the city to pursue major redevelopment projects within the District such as the former George Street bridge approach and Nicolet Square.
9. Helping generate investment interest in the District area and future redevelopment projects as identified in the Downtown Master Plan by creating an enhanced marketing campaign for the downtown district.
10. Working with the City to develop maintenance practices for the District, in which both parties have an understanding of expectations and responsibilities relating to the maintenance of the District, such as sidewalk snow removal, weeding and tending of district plants, as well as garbage removal.
11. Developing and implementing a plan and budget for the coming year and beyond for the District based on the financial expectations from assessments and its priority of needs, and the City's planned improvements during the same period.
12. Implementing enhancements as determined appropriate from the Downtown Master Plan and Comprehensive Plan.
13. Taking all further action needed to carry out the general purposes of this DBI Operating Plan as are allowed by BID law.

C. Benefits of the BID

Money collected by the BID under this DBI Operating Plan will be spent within the District or for the benefit of the District, and used to:

1. Help the District property owners secure and retain tenants by:
 - a. Promotion of coordinated and collaborative partnerships between the District stakeholders, which includes business and property owners.
 - b. Assisting property owners and tenants in the District in dealing and/or partnering with City Government through consultation and formal and informal interaction with City staff and officials.
 - c. Assisting property owners in retaining existing tenants by providing programs and services that help businesses to thrive. Implement in conjunction with the City, projects identified in the Downtown Master Plan and Comprehensive Plan that will improve tenant retention.

- d. Assisting property owners in recruiting new businesses to the District and reducing new vacancies.
- e. Assisting property owners in rehabilitating second floor rental units to generate additional cash flow for properties.
- f. Implementing in conjunction with the City, projects identified in the Downtown Master Plan and Comprehensive Plan that will improve tenant retention.
- 2. Help increase the value of property in the District by:
 - a. Continuing to improve the perceived and actual image of the District.
 - b. Investigating and facilitating enhancements to buildings in the District by business and property owners.
 - c. Increasing the demand for space by new businesses that wish to locate in the District.
- 3. Help tenants and existing businesses in the District become stronger by:
 - a. Conducting successful traffic building community events.
 - b. Conducting successful retail and hospitality events.
 - c. Enhancing the relationship between St. Norbert College and the downtown.

III. Measures of Success

The success of the BID is determined by the level of satisfaction of those who create it and who control the BID, as well as the level of customer satisfaction. This information can be attained through various surveys and questionnaires. A thorough review of qualitative and quantitative data concerning the BID occurred in year 3 (2018). That review should be updated annually and provided to the BID Board for review at their annual strategic planning meeting.

In addition to the evidence suggested above, the following measures will be established and evaluated as quantifiable measures of success:

- 1. The Downtown Master Plan contains steps for both public and private sectors. Many of these actions are identified in this DBI Operating Plan. The accomplishment of these objectives will indicate one measure of success for the BID.
- 2. Commercial facilitation is a measure that can easily be quantified as the number of businesses, both existing and new, that receive help, either financial or advocacy services by the BID.
- 3. Another way to measure BID success is by the growth in value of private property in the District. Quantifiable valuation measures are calculated annually to measure success over time.
- 4. A final way to track success is through occupancy rates and business inventory. The 2010 business inventory and occupancy rates can be used as a baseline to evaluate and make changes for following years.

A. Proposed Expenditures of the BID

Expenditure details are listed in Appendix A. Expenditures for the BID in 2019 include the following:

- 1. Contract with Definitely De Pere
- 2. City of De Pere Administrative Costs

B. Budget

The 2019 De Pere BID includes 220 parcels with a total BID value of over \$84,265,000 (\$68,060,000 value for assessable properties). This represents an approximate \$4 million increase in BID assessable properties from 2017. Out of the 220 parcels, 78 are tax exempt or are used for residential purposes. Out of the remaining 142 the BID value is assessed at \$1.75 for every \$1,000 in total value of the parcel, with no combined ownership to have an assessment of more than \$ 1,950 or less than \$275.

A map of the district boundaries is attached as Appendix B, and information for each parcel classification is listed in Appendix C.

Funds collected through BID assessments shall be used to pay for this DBI Operating Plan in order to implement a sustainable Business Improvement District for the City of De Pere.

Estimated 2019 Assessment Income (from 2018 taxes):	\$86,532.48
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2017 Expenses

Contract with Definitely De Pere:	\$85,532.48
City of De Pere Administrative Costs:	\$1,000.00
Total:	\$86,532.48

The BID does not have independently paid staff, and will use City of De Pere staff and contract with Definitely De Pere for such services. The City of De Pere provides staff support to update the assessment numbers and operating plan, and administer the BID meetings.

Estimated expenditures for Definitely De Pere and the City of De Pere are shown in Appendix A. Any unused funds remaining at the end of the year shall be deposited into contingency funds or designated for specific uses in the following DBI Operating Plan year. All physical improvements made with these funds shall be made in the District. The location of other expenditures shall be as determined by the BID Board, but shall be for the benefit of the District.

A Capital Reserve Account may be created to set aside a specific amount of the District's assessment or reserve. This account would be for long term capital needs and projects that may require extraordinary funding during a given budget year.

C. Annual Review

The BID law requires that the DBI Operating Plan be presented annually to De Pere's City Council for approval. To comply with the Wis. Stats., Section 66.1109 (3) (b), the following process for the approval of the annual DBI Operating Plan will be as follows:

1. A joint strategy session of representatives from the BID Board and the City will meet annually and will be responsible for developing the objectives of the DBI Operating Plan for the next plan year.
2. The BID Board will review the proposed DBI Operating Plan and make recommendations to the City Council.
3. The City Council will act on the proposed DBI Operating Plan for the following plan year.
4. Appointment of new BID Board members will be made 30 days prior to the expiration of outgoing BID Board members' terms. This appointment is made by the Mayor and approved by the City Council.

It is anticipated that the BID Board will continue to revise and develop the DBI Operating Plan annually in response to changing development needs and opportunities in the District. As a part of this review, the BID Board will analyze the benefits of the BID to the property owners and the community and based on this analysis, determine if it is appropriate to continue the BID.

The method of assessment shall not be altered unless a meeting of all District property owners assessed under the BID has been held to discuss such changes, except with the approval of the City of De Pere Common Council. This special meeting will be published as a Class 2 Notice, a copy of which will be mailed to each property owner in the District.

D. Relationship to Plans for Orderly Development of the City

According to Wisconsin Statutes Section 66.1109 (1)(f)(4), the DBI Operating Plan is required to specify how the creation of a BID promotes the orderly development of the City. The BID will encourage commerce and increase the business activity in the District. Orderly development is consistent with De Pere's Downtown Master Plan, Comprehensive Plan and Historic Preservation Plan and will promote orderly development of the City in general and the District in particular.

E. Powers

It is intended that the BID Board shall have all powers authorized by law and this DBI Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract on behalf of the BID when necessary to implement the DBI Operating Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To acquire, improve, lease and sell properties in the District and otherwise deal in real estate.
6. To annually consider and make changes to the DBI Operating Plan.
7. To undertake on its own account, public improvements and/or assist in development underwriting or guaranteeing public improvements in the District.
8. To apply for, accept and use grants and gifts for these purposes.
9. To elect officers and contract out work as necessary to achieve its goals.
10. To add to the security of the District.

F. Public Review Process

Section 66.1109 of Wis. Stats. establishes a specific process for reviewing and approving proposed Districts. All of the statutory requirements to create the BID shall be followed. Key components include: petition the City to establish the BID; publish class 2 notice of petition; develop the Operating Plan; mail Operating Plan to all affected property owners; and hold public hearing.

IV. District Boundaries

The District is defined by the current configuration of tax parcels listed in Appendix C-1, and shown in map form in Appendix B. The District is generally bounded by Franklin St. in East De Pere, to N. Ontario St., to Lewis St., across the Claude Allouez Bridge to West De Pere bordered by Main Ave., to Fort Howard Ave., to Grant Street and lastly to Third St. (St. Norbert College Campus). The District includes 145 taxable parcels subject to BID assessment, according to the Assessor's Records as of January 1, 2014. Parcels that are not taxable or are used for residential purposes have been excluded from this number, even as they fall within the boundaries.

V. BID Organization and Operating Board

The Mayor of the City of De Pere is responsible to appoint the BID Board with input from the community and approval of the Common Council. The owners of real estate within the District will, at the specified BID meeting, recommend members for the BID Board. Over half the BID Board members must be a property owner or operating business in the District. Appointments shall be made before the start of the plan year for which the DBI Operating Plan was adopted.

The Board's responsibility will be to implement the current year's DBI Operating Plan and to contract for the carrying out of the DBI Operating Plan. It also must prepare an annual report and either a reviewed financial statement or audit (per State Statute requirements) and submit it to the Common Council of the City of De Pere. This will require the BID Board to negotiate with providers of services and materials to carry out the DBI Operating Plan; to enter into various contracts; to monitor development activity; and to ensure the compliance with the provisions of applicable statutes and regulations.

The BID Board will operate under the provisions of the BID By-Laws adopted by the BID Board on July 17, 2015 and by the City Council on September 1, 2015. (See Appendix E for the adopted Bylaws).

VI. Financing Method

The proposed expenditures outlined in the budget will be financed with funds collected from the BID assessment. It is estimated that in 2019, BID will receive \$86,532.48 from the BID 2018 special assessment. Monies collected from the BID assessment will also be used and contracted through Definitely De Pere in accordance with the DBI Operating Plan.

VII. Method of Assessment

A. Assessed Parcels

All taxable property used for commercial purposes, as well as those taxed by the state as manufacturing, in the District boundary will be assessed. Properties used exclusively for residential purposes will not be taxed according to BID law. Mixed-use properties containing both commercial and residential will be fully assessed. Those that are used for commercial as well as manufacturing will be assessed. Property exempt from paying real estate taxes or owned by government agencies will not be assessed, as required by BID law.

B. Levy of Assessment

Special assessments under this DBI Operating Plan will be levied, through adoption of this DBI Operating Plan by the City of De Pere against each taxable property within the District, in the amount shown on the assessment schedule, which is attached in Appendix C.

The 2017 rates as shown in Appendix C were calculated at a rate of \$1.75 per \$1,000.00 of assessed value. Parcels are assessed by legal entity (i.e., multiple parcels owned by one legal entity are used as a total). No legal entity is assessed more than \$1,950.00, and no less than \$275.00. Property values used to calculate the BID assessment represent the assessed value of real property, as certified by the City of De Pere Assessor, as of January 1, 2018. Assessments are based per parcel and legal ownership.

The logic behind the assessment methodology is that each non-exempt parcel owner should pay for district developments in proportion to benefits derived. It is assumed that a minimum and maximum

benefit can be achieved for each parcel, thus the minimum and maximum BID assessments have been established.

C. Schedule of Assessments

Appendix C provides a schedule of assessments for 2018 for all non-exempt parcels in the District based on the formula described above. For convenience, a schedule of all nontaxable parcels exempt from BID assessments are also identified as part of Appendix C.

D. Assessment Collection and Disbursal

The City of De Pere will bill all non-exempt parcel owners the assessed amount in the same manner as other special assessments. The City shall then turn over all collected funds to the BID Board for distribution in accordance with the DBI Operating Plan.

The City of De Pere shall hold funds collected for BID assessments in a separate account.

The BID Board will prepare and make available to the public and City Council annual reports describing the current status of the BID, including expenditures and revenues, when it submits its annual DBI Operating Plan to the City for the following year. Disbursement of BID funds will be made in accordance with the approved DBI Operating Plan and budget. At the end of the fiscal year, an independent certified audit or reviewed financial statement shall be obtained by the BID Board.

This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or accounting method. Disbursements made under this DBI Operating Plan shall be shown in the City's budget as a line item. Other than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

E. Annual Report

An annual report prepared by the BID Board is required by section 66.1109 (3) (c) of the Wisconsin Statutes. Definitely De Pere will prepare the annual report for operations in the District as well as obtain the required audit or reviewed financial statement. Definitely De Pere will provide copies of these reports to the City of De Pere for inclusion in the BID Operating Plan. The BID shall be responsible for the payment of any funds specified for the BID audit and related to BID activities for said BID audit and/or reviewed financial statement. State statute includes detail as related to the amount allocated for these items. The BID Board will continue to review, revise and develop the DBI Operating Plan annually in response to changing development needs within the District.

VIII. City Role in District Operations

The City of De Pere is committed to helping owners and occupants in the District promote the objectives outlined in this DBI Operating Plan, while maintaining autonomy in the preparation of its annual budget. The City has made significant annual investments in the District for maintenance, upkeep and infrastructure. The City will continue providing services, capital improvements, and funds for maintenance, the Facade Grant Program, Revolving Loan Fund Program and promoting economic development. The City of De Pere will also commit to the following:

1. Encourage County, State and Federal Governments to support activities of the District.
2. Monitor, and when appropriate apply for, outside funds which could be used in support of the District.
3. Collect assessments and maintain a segregated account.

4. Provide disbursement of BID funds to service providers in accordance with the DBI Operating Plan and budget.
5. Obtain and review annual audits/reviewed financial statements as required per Section 66.1109 (3) (c).
6. Provide financial statement to the BID Board.
7. Review annual audits/reviewed financial statements as required by Section 66.1109 (3) (e) of the BID Law.
8. Provide to the BID Board no later than September 1st each plan year, the official City records on assessed value for each tax parcel within the District as of that date in each DBI Operating Plan year, for the purpose of calculating the BID assessment.
9. Adopt this DBI Operating Plan in the manner required by the BID Law.
10. Appoint and confirm new BID Board members as required by BID Law.
11. Provide Staff for the operation, facilitation and support of the BID Board.

IX. Required Statements

The BID Law requires that the DBI Operating Plan include specific statements:

1. *66.1109(1)(f)(1) The special assessment method applicable to the business improvement district.* The special assessment method is set forth in Section VI.
2. *66.1109(1)(f)(1m) Whether real property used exclusively for manufacturing purposes will be specially assessed.* The District will contain property used exclusively for manufacturing purposes; it will contain properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed they will benefit from development in the District.
3. *66.1109(1)(f)(2) The kind, number and location of all proposed expenditures within the business improvement district.* The number and location of proposed expenditures is set forth in Section II.G.
4. *66.1109(1)(f)(3) A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.* The method of financing the estimated expenditures is set forth in Section V.
5. *66.1109 (1) (f) (4) A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.* Please refer to Section II. B, C and E.
6. *66.1109 (1) (f) (5): A legal opinion that subds. 1. to 4. have been complied with.* A legal opinion from Attorney Julie Fronsee, indicating that the Operating Plan complies with all applicable provisions of Section 66.1109 (1) (f) (1-4) is attached as Appendix F.

X. Severability and Expansion

The Business Improvement District 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 BID Law or this DBI Operating Plan unconstitutional, it will not invalidate or terminate the BID. The DBI Operating Plan will be amended to conform to the law without need of re-establishment. Should any legislature amend the statute to narrow or broaden the purposes of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this DBI Operating Plan may be amended by the Common Council of the City of De Pere when it conducts its annual budget approval, without any necessity to undertake any other act. If it is determined by a court or administrative body that a parcel of property is not subject to general real estate taxes and may not be included in the District, then such parcels shall be excluded from the definition of the District.

All of the above is specifically authorized under Section 66.1109 (3) (b) of the BID Law.

APPENDIX A: Draft 2019 Definitely De Pere Budget & City Administrative Costs

City of De Pere Administrative Costs

In 2019, **\$1,000** of BID Assessment funds will be used to fund City of De Pere administrative costs as outlined below. The dollar amount proposed for BID funds represents only a portion of costs incurred by the City.

Annual Meeting Mailing (printing and postage): \$125

City Staff Time: \$875 (this amount covers only a portion of the time needed to calculating the assessment data, administering the BID meetings and updating the annual operating plan. Actual City staff costs are estimated at \$2,500)

Key Staff and Responsibilities

Administrative Staff (meeting agendas, meeting minutes, correspondence)

Development Services Director (BID operating plan, parcel & assessment data, correspondence, meeting memos)

GIS Coordinator/Project Manager (BID map, parcel & assessment data)

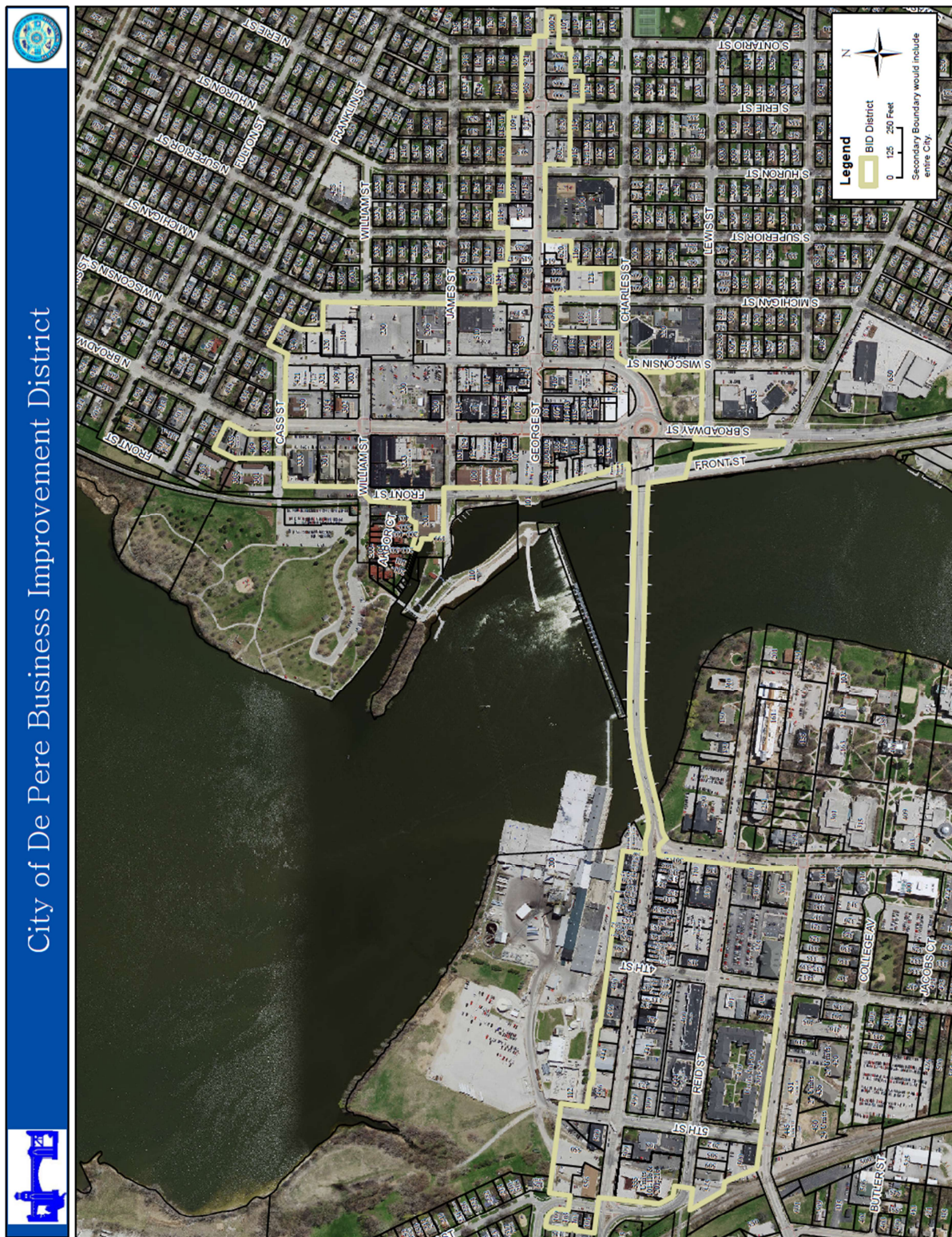
City Clerk (submittal of assessment data to the County)

City Attorney (statute review)

Definitely De Pere Budget

In 2019, the BID Board will contract with Definitely De Pere in the amount of **\$85,532.48** to implement the BDI Operating Plan. *The Definitely De Pere Budget will be provided for review for the annual membership meeting.*

APPENDIX B: BID District Boundary



Attachment: DRAFT 2019 DBI Operating Plan (7223 : Review of Draft 2019 DBI Operating Plan.)

APPENDIX C: Properties in the District including Assessed and Exempt Properties

#	PARCEL ID	ADDRESS	PROPERTY OWNER	2018 PROPERTY VALUE	BID PROPERTY VALUE	2018 ASSESSMENT
1	ED-789	126 S BROADWAY ST	126 SOUTH BROADWAY LLC	\$199,000	\$199,000	\$348.25
2	ED-758-1	300 BLOCK N BROADWAY ST	301 NORTH BROADWAY LLC	\$1,141,100	\$1,141,100	\$973.59
3	ED-758	301 N BROADWAY ST	301 NORTH BROADWAY LLC	\$1,144,400	\$1,144,400	\$976.41
4	WD-908	313 MAIN AV	313 MAIN IN DE PERE LLC	\$284,500	\$284,500	\$497.88
5	WD-372	334 MAIN AV	A&K LONGBRANCH LLC	\$247,000	\$247,000	\$432.25
6	WD-921	371 MAIN AV	ABTS INVESTMENTS LLC	\$141,200	\$141,200	\$275.00
7	WD-931	116 THIRD ST	AJANGO PROPERTIES LLC	\$219,000	\$219,000	\$383.25
8	ED-880	320 N WISCONSIN ST	ALGREM	\$488,400	\$488,400	\$854.70
9	ED-1067	805 GEORGE ST	ALI BRI PROPERTIES LLC	\$247,800	\$247,800	\$433.65
10	WD-1668	555-208 MAIN AV	ANDERSON	\$171,500	\$0	\$0.00
11	ED-886	206 N WISCONSIN ST	ASSOCIATED DEPERE BANK	\$1,222,200	\$1,222,200	\$1,950.00
12	ED-1089	905 GEORGE ST	BEACHWALKER EXPRESS LLC	\$220,600	\$220,600	\$386.05
13	ED-824	125 S BROADWAY ST	BEILKE LLC	\$354,400	\$354,400	\$620.20
14	ED-907	518-522 GEORGE ST	BELLA NOVA LLC	\$299,500	\$299,500	\$524.13
15	ED-771	117 N BROADWAY ST	BELLE HOLDINGS LLC	\$186,400	\$186,400	\$326.20
16	ED-768	127 N BROADWAY ST	BELMONT DOWNTOWN ENTERPRISES LLC	\$255,400	\$255,400	\$446.95
17	WD-1667	555-206 MAIN AV	BOUBENIDER	\$225,000	\$0	\$0.00
18	ED-767-1	131 N BROADWAY ST	BOYD	\$102,000	\$102,000	\$275.00
19	WD-1674	555-214 MAIN AV	BOYWID TRUSTEE	\$240,200	\$0	\$0.00
20	ED-844	102 N BROADWAY ST	BROADWAY INVESTMENT PARTNERS LLC	\$4,555,800	\$4,555,800	\$1,950.00
21	ED-767	129 N BROADWAY ST	BROOKS TL HOLDINGS LLC	\$120,200	\$120,200	\$275.00
22	ED-756	333 N BROADWAY ST	BROWN COUNTY LIBRARY	\$0	\$0	\$0.00
23	ED-775	107 N BROADWAY ST	BRUMMEL	\$226,300	\$226,300	\$396.03
24	WD-281	108 S FIFTH ST	CAPITAL CREDIT UNION	\$804,200	\$804,200	\$1,407.35
25	WD-279	509 MAIN AV	CAPITAL CREDIT UNION	\$127,500	\$127,500	\$223.13
26	ED-949-1	614 GEORGE ST	CHARLES	\$181,500	\$181,500	\$317.63
27	ED-952-1	S SUPERIOR ST	CHARLES	\$8,600	\$8,600	\$15.05
28	ED-18-65	201 JAMES ST	CHATEAU DEPERE LLC	\$1,700,000	\$1,700,000	\$1,950.00
29	WD-389-4	556 MAIN AV	CHRIST THE ROCK CHURCH INC	\$0	\$0	\$0.00
30	WD-389-3	550 MAIN AV	CHRIST THE ROCK CHURCH INC	\$59,600	\$59,600	\$161.00
31	WD-389-5	FORT HOWARD AV	CHRIST THE ROCK CHURCH INC	\$42,200	\$42,200	\$114.00
32	ED-842	415 GEORGE ST	CONARD	\$244,700	\$244,700	\$428.23
33	WD-918	355 MAIN AV	CONNECTIVE PROPERTIES LLC	\$171,700	\$171,700	\$300.48
34	ED-961	600-604 GEORGE ST	CORNELL	\$361,200	\$361,200	\$632.10
35	WD-1675	555-215 MAIN AV	CRULL	\$166,000	\$0	\$0.00
36	ED-968-1	611 GEORGE ST	DANEN PROPERTIES LLC	\$105,800	\$105,800	\$185.15
37	ED-968-3	609 GEORGE ST	DANEN PROPERTIES LLC	\$246,500	\$246,500	\$431.38
38	ED-967	615-617 GEORGE ST	DANEN PROPERTIES LLC	\$160,100	\$160,100	\$280.18
39	ED-1048	820 GEORGE ST	DE PERE CHIROPRACTIC HOLDINGS LLC	\$306,200	\$306,200	\$535.85
40	WD-1673	555-213 MAIN AV	DE PERE NICOLET CONDO LLC	\$163,200	\$0	\$0.00
41	ED-812	221 S BROADWAY ST	DE PERE REDEVELOPMENT AUTHORITY	\$0	\$0	\$0.00
42	ED-966	623 GEORGE ST	DECLERNE ZELLNER INC	\$378,000	\$378,000	\$661.50
43	WD-404	101 FORT HOWARD AV	DECLERNE ZELLNER LLC	\$299,700	\$299,700	\$524.48
44	WD-917-1	MAIN AV	DEPERE CITY OF	\$0	\$0	\$0.00
45	WD-917-2	MAIN AV	DEPERE CITY OF	\$0	\$0	\$0.00
46	WD-933	110 THIRD ST	DEPERE CITY OF	\$0	\$0	\$0.00
47	ED-862	421 CASS ST	DEPERE CITY OF	\$0	\$0	\$0.00
48	ED-864	321 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0.00
49	ED-865-1	309 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0.00
50	ED-867	303 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0.00
51	ED-869-1	WILLIAM ST	DEPERE CITY OF	\$0	\$0	\$0.00
52	ED-851	134 N BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0.00
53	ED-835	127 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0.00
54	ED-834	JAMES ST	DEPERE CITY OF	\$0	\$0	\$0.00
55	ED-769	123 N BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0.00
56	ED-796	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0.00
57	ED-833-1	GEORGE ST	DEPERE CITY OF	\$0	\$0	\$0.00
58	ED-799	CHARLES ST	DEPERE CITY OF	\$0	\$0	\$0.00
59	ED-719	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0.00
60	ED-776	N BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0.00
61	ED-794	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0.00
62	ED-788-1	S BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0.00
63	ED-793	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0.00
64	ED-881	N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0.00
65	ED-818	114 S WISCONSIN ST	DEPERE CITY OF MISSION SQUARE PARKING LOT	\$0	\$0	\$0.00
66	WD-928	340 REID ST	DEPERE CITY OF NICOLET SQUARE PARKING LOT	\$0	\$0	\$0.00
67	WD-926	340 BLOCK REID ST	DEPERE CITY OF NICOLET SQUARE PARKING LOT	\$0	\$0	\$0.00
68	ED-801	S BROADWAY ST	DEPERE CITY OF WELLS PARK	\$0	\$0	\$0.00
69	ED-287	230 S BROADWAY ST	DEPERE CITY OF WELLS PARK	\$0	\$0	\$0.00
70	ED-870	314 N BROADWAY ST	DEPERE FEDERAL S & L	\$61,000	\$61,000	\$106.75
71	ED-871	330 N BROADWAY ST	DEPERE FEDERAL S & L	\$905,800	\$905,800	\$1,585.15
72	ED-751	409 N BROADWAY ST	DEPERE HISTORICAL SOCIETY	\$0	\$0	\$0.00
73	ED-752	403 N BROADWAY ST	DEPERE HISTORICAL SOCIETY INC	\$0	\$0	\$0.00
74	ED-900	515 GEORGE ST	DEPERE LAW BUILDING LLC	\$542,000	\$542,000	\$948.50
75	ED-785	114-116 S BROADWAY ST	DEPERE RETRO LLC	\$565,000	\$565,000	\$988.75

#	PARCEL ID	ADDRESS	PROPERTY OWNER	2018 PROPERTY VALUE	BID PROPERTY VALUE	2018 ASSESSMENT
76	WD-885	407 MAIN AV	DETRY	\$141,300	\$141,300	\$247.28
77	WD-886	409 MAIN AV	DETRY	\$138,500	\$138,500	\$242.38
78	WD-1661	555-116 MAIN AV	DICK	\$136,600	\$0	\$0.00
79	WD-1665	555-204 MAIN AV	DUCHATEAU	\$132,500	\$0	\$0.00
80	WD-389-2	500 MAIN AV	DUTCH BOYZ DE PERE LLC	\$1,780,000	\$1,780,000	\$1,950.00
81	WD-1659	555-114 MAIN AV	ENDERSON	\$140,500	\$0	\$0.00
82	WD-387	444 MAIN AV	F & J PROPERTIES LLC	\$325,700	\$325,700	\$569.98
83	WD-1646	555-101 MAIN AV	FINLAY	\$143,300	\$0	\$0.00
84	ED-837	115 N WISCONSIN ST	FIT FAMILY LLC	\$0	\$0	\$0.00
85	ED-836	117 N WISCONSIN ST	FIT FAMILY LLC	\$0	\$0	\$0.00
86	ED-1058	802 GEORGE ST	FLOUR CHILD LLC	\$328,000	\$328,000	\$574.00
87	WD-376	352 MAIN AV	GAROT	\$35,900	\$35,900	\$62.83
88	WD-369	320 MAIN AV	GAROT	\$657,700	\$657,700	\$1,150.98
89	WD-893	400 REID ST	GENCAP DE PERE 1 LLC	\$2,733,900	\$2,733,900	\$1,815.03
90	WD-287	400 BLOCK MAIN AV	GENCAP DE PERE 1 LLC	\$47,600	\$47,600	\$31.60
91	WD-286	473 MAIN AV	GENCAP DE PERE 1 LLC	\$47,600	\$47,600	\$31.60
92	WD-283	499 MAIN AV	GENCAP DE PERE 1 LLC	\$60,400	\$60,400	\$40.10
93	WD-284	109 S FIFTH ST	GENCAP DE PERE 1 LLC	\$47,700	\$47,700	\$31.67
94	ED-841	417 GEORGE ST	GET REEL ENTERTAINMENT LLC	\$227,100	\$227,100	\$397.43
95	ED-816	416 GEORGE ST	GILLESPIE PROPERTIES LLC	\$398,000	\$398,000	\$696.50
96	WD-1663	555-202 MAIN AV	GOTTOWSKI	\$199,300	\$0	\$0.00
97	WD-623	500 GRANT ST	GRANT STREET HOLDINGS LLC	\$600,300	\$600,300	\$1,050.53
98	ED-823	150 S WISCONSIN ST	H&M LOMITA LLC	\$2,491,300	\$2,491,300	\$1,950.00
99	WD-1664	555-203 MAIN AV	HAGANES	\$132,500	\$0	\$0.00
100	ED-969	108 N MICHIGAN ST	HANNON	\$185,300	\$185,300	\$324.28
101	WD-367	300-308 MAIN AV	HAWK HOLDINGS LLC	\$323,400	\$323,400	\$565.95
102	ED-766	233 N BROADWAY ST	HEARTLAND AFFORDABLE HOUSING DE PERE LLC	\$2,437,700	\$0	\$0.00
103	WD-373	338 MAIN AV	HERYMAN	\$142,300	\$142,300	\$275.00
104	ED-788	118 S BROADWAY ST	HILLCREST PARTNERSHIP #1 LLP THE	\$154,300	\$154,300	\$275.00
105	ED-1066	821 GEORGE ST	HIMAL LLC	\$393,700	\$393,700	\$688.98
106	ED-1065	109 N ERIE ST	HIMAL LLC	\$47,400	\$47,400	\$82.95
107	ED-828	111-113 S BROADWAY ST	HZ PROPERTIES LLC	\$169,900	\$169,900	\$297.33
108	WD-386	436 MAIN AV	ISC PROPERTY LLC	\$337,100	\$337,100	\$589.93
109	ED-783	100-102 S BROADWAY ST	J & J ENTERPRISES OF DE PERE LLP	\$600,000	\$600,000	\$1,050.00
110	ED-784	106 S BROADWAY ST	J & J ENTERPRISES OF DE PERE LLP	\$210,100	\$210,100	\$367.68
111	WD-965	401 REID ST	JAYAMBEY LLC	\$714,000	\$714,000	\$1,249.50
112	ED-377	435 N BROADWAY ST	JCA INVESTMENTS LLC	\$20,300	\$20,300	\$35.53
113	ED-376	N BROADWAY ST	JCA INVESTMENTS LLC	\$300,900	\$300,900	\$526.58
114	ED-918	502 GEORGE ST	JDA ENTERPRISES OF WISCONSIN LLC	\$363,700	\$363,700	\$636.48
115	ED-790	132 S BROADWAY ST	KARL	\$527,400	\$527,400	\$922.95
116	WD-1647	555-102 MAIN AV	KEMPEN	\$112,800	\$0	\$0.00
117	WD-379	368 MAIN AV	KEWEENAW ENTERPRISES LLC	\$237,900	\$237,900	\$416.33
118	WD-910	321 MAIN AV	KEY PROPERTY MANAGEMENT LLC	\$158,500	\$158,500	\$277.38
119	ED-833	101 S BROADWAY ST	KORDES LLC	\$218,900	\$218,900	\$383.08
120	WD-1669	555-209 MAIN AV	KRAUSE FAMILY REAL ESTATE HOLDINGS INC	\$219,300	\$0	\$0.00
121	WD-889	421 MAIN AV	KROPP	\$387,600	\$387,600	\$678.30
122	WD-387-1	MAIN AV	KROPP	\$70,600	\$70,600	\$123.55
123	ED-831	107 S BROADWAY ST	KRYSHAK	\$280,000	\$280,000	\$490.00
124	WD-1670	555-210 MAIN AV	LALLY	\$225,000	\$0	\$0.00
125	WD-922	375 MAIN AV	LARSON	\$216,600	\$216,600	\$379.05
126	ED-1103	115 S ERIE ST	LEDGE HEAVEN LLC	\$240,400	\$240,400	\$420.70
127	ED-850	124 N BROADWAY ST	LEE BUILDING CORP THE	\$1,562,700	\$1,562,700	\$1,498.24
128	ED-840	421 GEORGE ST	LEE BUILDING CORP THE	\$471,200	\$471,200	\$451.76
129	ED-778	100 FRONT ST	LEFEBVRE INVESTMENT CO LLC	\$1,506,600	\$0	\$0.00
130	ED-897	519 GEORGE ST	LFT INVESTMENTS LLC	\$295,400	\$295,400	\$516.95
131	WD-909	317 MAIN AV	LIFE CHURCH GREEN BAY INC	\$254,400	\$254,400	\$445.20
132	ED-1095	914 GEORGE ST	LIGHTHOUSE LUBE REAL ESTATE LLC	\$313,600	\$313,600	\$548.80
133	WD-1666	555-205 MAIN AV	LIN	\$495,000	\$0	\$0.00
134	WD-1658	555-113 MAIN AV	LINDERS	\$109,700	\$0	\$0.00
135	ED-901	106 N WISCONSIN ST	LKW HOLDINGS LLC	\$156,700	\$156,700	\$275.00
136	ED-1006	109 N HURON ST	LTF INVESTMENTS LLC	\$84,200	\$84,200	\$147.35
137	ED-1007	715 GEORGE ST	LTF INVESTMENTS LLC	\$54,200	\$54,200	\$94.85
138	ED-1008	705 GEORGE ST	LTF INVESTMENTS LLC	\$279,700	\$279,700	\$489.48
139	ED-1010	114 N SUPERIOR ST	LTF INVESTMENTS LLC	\$20,100	\$20,100	\$35.18
140	WD-930	330 REID ST	LUTSEY ENTERPRISES LLP	\$822,900	\$822,900	\$1,440.08
141	WD-915	345 MAIN AV	MANNING RONALD G & MARY A PFUTZENREUTER JT REV	\$169,800	\$169,800	\$297.15
142	WD-888	417 MAIN AV	MARTIN	\$138,500	\$138,500	\$275.00
143	WD-378	366 MAIN AV	MATYAS	\$196,300	\$196,300	\$343.53
144	ED-861	230 N BROADWAY ST	MEDICI ROSSMORE LLC	\$446,500	\$446,500	\$263.84
145	ED-875	230 N WISCONSIN ST	MEDICI ROSSMORE LLC	\$2,853,500	\$2,853,500	\$1,686.16
146	WD-1676	555-216 MAIN AV	MILLER	\$175,100	\$0	\$0.00
147	WD-1657	555-112 MAIN AV	MINTEN	\$112,800	\$0	\$0.00
148	WD-913	337-341 MAIN AV	MIRHASHEMI INC	\$259,200	\$259,200	\$453.60
149	WD-925	115 FOURTH ST	MISHLER LONNIE L & CAROL J REVOCABLE TRUST	\$425,200	\$425,200	\$744.10
150	WD-306	525 REID ST	N E W DEVELOPERS LLC	\$432,000	\$432,000	\$756.00

#	PARCEL ID	ADDRESS	PROPERTY OWNER	2018 PROPERTY VALUE	BID PROPERTY VALUE	2018 ASSESSMENT
151	ED-1104	908 GEORGE ST	NELSON	\$181,200	\$181,200	\$317.10
152	WD-1650	555-105 MAIN AV	NEW DEVELOPERS LLC	\$150,000	\$0	\$0.00
153	WD-912	331 MAIN AV	NICK BROTHERS PARTNERSHIP	\$311,600	\$311,600	\$545.30
154	WD-310	430 GRANT ST	NICOLET HIGHLANDS LLC	\$5,899,400	\$0	\$0.00
155	ED-960	610 GEORGE ST	NIP IT LLC	\$142,400	\$142,400	\$275.00
156	ED-869	302 N BROADWAY ST	NORTHERN GAS LLC	\$366,100	\$366,100	\$640.68
157	WD-380	380 MAIN AV	OLD NELL PROPERTIES LLC	\$404,800	\$404,800	\$708.40
158	ED-798	302 GEORGE ST	OUR HERITAGE FAMILY LTD PARTNERSHIP	\$314,300	\$314,300	\$550.03
159	WD-1654	555-109 MAIN AV	PAGEL ETAL	\$132,500	\$0	\$0.00
160	ED-916	119 S WISCONSIN ST	PALS RENTALS LLC	\$126,700	\$0	\$0.00
161	WD-295	444 REID ST	PARK PLACE HOLDINGS REID STREET LLC	\$2,089,100	\$2,089,100	\$1,950.00
162	WD-1660	555-115 MAIN AV	PASTERNAK	\$112,500	\$0	\$0.00
163	WD-377	360-362 MAIN AV	PEDS LLC	\$18,000	\$18,000	\$275.00
164	WD-890-1	441 MAIN AV	PEOPLES MARINE BANK OF GREEN BAY	\$200	\$200	\$0.35
165	WD-288	441 MAIN AV	PEOPLES MARINE BANK OF GREEN BAY	\$1,020,500	\$1,020,500	\$1,785.88
166	WD-906	301 MAIN AV	PHE WI LLC	\$415,100	\$415,100	\$726.43
167	ED-432	432 N WISCONSIN ST	PICHLER	\$249,000	\$0	\$0.00
168	WD-923	377 MAIN AV	RAW LEGACY LLC	\$287,400	\$287,400	\$502.95
169	WD-955	303 REID ST	REID STREET RETAIL LLC	\$1,284,400	\$1,284,400	\$1,950.00
170	WD-375	348 MAIN AV	RENIER	\$131,300	\$131,300	\$275.00
171	WD-887	413 MAIN AV	RHODES	\$217,800	\$217,800	\$381.15
172	WD-1649	555-104 MAIN AV	ROBINSON ETAL	\$132,500	\$0	\$0.00
173	ED-949	620-622 GEORGE ST	ROYLE PROPERTIES LLC	\$441,000	\$441,000	\$771.75
174	ED-914	135 S WISCONSIN ST	SAINT FRANCIS XAVIER CONGREGATION	\$0	\$0	\$0.00
175	WD-216	300 GRANT ST	SAINT NORBERT COLLEGE INC	\$3,819,600	\$3,819,600	\$1,950.00
176	WD-634-2	400 GRANT ST	SAINT NORBERT COLLEGE INC	\$0	\$0	\$0.00
177	WD-634	GRANT ST	SAINT NORBERT COLLEGE INC	\$0	\$0	\$0.00
178	WD-917	353 MAIN AV	SAKS HOLDINGS LLC	\$275,000	\$275,000	\$345.46
179	ED-774	109 N BROADWAY ST	SAKS HOLDINGS LLC	\$136,500	\$136,500	\$171.47
180	ED-773	113 N BROADWAY ST	SAKS HOLDINGS LLC	\$203,500	\$203,500	\$255.64
181	ED-772	115 N BROADWAY ST	SAKS HOLDINGS LLC	\$166,700	\$166,700	\$209.41
182	ED-826	123 S BROADWAY ST	SAKS HOLDINGS LLC	\$121,600	\$121,600	\$152.75
183	WD-920	365 MAIN AV	SAKS HOLDINGS LLC	\$649,000	\$649,000	\$815.27
184	WD-1662	555-201 MAIN AV	SAMP	\$204,600	\$0	\$0.00
185	WD-403	103-109 N SIXTH ST	SANDERS	\$346,700	\$346,700	\$606.73
186	WD-884	401 MAIN AV	SCHLEIS PROPERTIES LLC	\$472,000	\$472,000	\$826.00
187	WD-381	400 MAIN AV	SECOR JEROME J REVOCABLE TRUST	\$283,800	\$283,800	\$496.65
188	ED-848	116 N BROADWAY ST	SERA K PROPERTIES LLC	\$325,600	\$325,600	\$569.80
189	ED-917	115 S WISCONSIN ST	SEROOGY BROTHERS LLP	\$251,700	\$251,700	\$372.68
190	ED-893	144 N WISCONSIN ST	SEROOGY BROTHERS LLP	\$1,065,300	\$1,065,300	\$1,577.32
191	WD-1655	555-110 MAIN AV	SINGH	\$150,000	\$0	\$0.00
192	WD-388	486 MAIN AV	SMOOTH MONEY OF DE PERE LLC	\$390,200	\$390,200	\$682.85
193	ED-878	310 N WISCONSIN ST	SRK REALTY GROUP LLC	\$1,159,700	\$1,159,700	\$1,950.00
194	WD-371	330 MAIN AV	STAGECOACH ENTERPRISES LLC	\$181,400	\$181,400	\$317.45
195	ED-847	112-114 N BROADWAY ST	STARRY DEVELOPMENT LLC	\$320,100	\$320,100	\$560.18
196	ED-915	127 S WISCONSIN ST	STECK LLC	\$302,600	\$0	\$0.00
197	WD-1652	555-107 MAIN AV	STEENO	\$115,100	\$0	\$0.00
198	WD-1648	555-103 MAIN AV	SULLIVAN	\$132,500	\$0	\$0.00
199	ED-1088	921 GEORGE ST	SUMMERLEIGH ASSOCIATES INC	\$274,000	\$274,000	\$479.50
200	ED-1105	900 GEORGE ST	TETZLAFF	\$188,100	\$188,100	\$329.18
201	WD-911	327 MAIN AV	TILKENS HOLDINGS LLC	\$394,300	\$394,300	\$690.03
202	WD-961	325 REID ST	TWEET BROTHERS RENTAL PARTNERSHIP	\$3,510,000	\$3,510,000	\$1,950.00
203	ED-857	200 N BROADWAY ST	UNION HOTEL CORP	\$379,400	\$379,400	\$663.95
204	ED-660	1002 GEORGE ST	VANDEURZEN	\$158,200	\$158,200	\$276.85
205	ED-1094	920 GEORGE ST	VANDEURZEN	\$95,100	\$95,100	\$166.43
206	WD-1656	555-111 MAIN AV	VANDEVEN	\$118,800	\$0	\$0.00
207	WD-1671	555-211 MAIN AV	VANDEVEN	\$205,400	\$0	\$0.00
208	ED-968-2	609 REAR GEORGE ST	VANEGEREN MARSHA REVOCABLE LIVING TRUST	\$400	\$400	\$275.00
209	WD-1651	555-106 MAIN AV	VERBOOMEN	\$113,200	\$0	\$0.00
210	ED-432-1	340 N WISCONSIN ST	VOYAGEUR OFFICE & SUITES LLC	\$500,100	\$0	\$0.00
211	WD-1672	555-212 MAIN AV	WAGNER	\$193,500	\$0	\$0.00
212	WD-1653	555-108 MAIN AV	WATERMOLEN	\$122,300	\$0	\$0.00
213	ED-970	114 N MICHIGAN ST	WILDROOT LLC	\$158,100	\$158,100	\$276.68
214	WD-374	342-344 MAIN AV	WILLEMS	\$97,800	\$97,800	\$275.00
215	WD-907	305 MAIN AV	WILLIAM LEMKE LLC	\$195,000	\$195,000	\$341.25
216	ED-80-3	S BROADWAY ST	WISCONSIN DEPT OF NATURAL RESOURCES	\$0	\$0	\$0.00
217	ED-737	FRONT ST	WISCONSIN DEPT OF NATURAL RESOURCES	\$0	\$0	\$0.00
218	ED-957	121 S MICHIGAN ST	WISCONSIN DEPT OF TELEPHONE CO	\$0	\$0	\$0.00
219	WD-404-2	MAIN AV	WISCONSIN DEPT OF TRANSPORTATION	\$0	\$0	\$0.00
220	ED-829	115 S BROADWAY ST	ZOELLER THOMAS G REVOCABLE TRUST	\$292,700	\$292,700	\$512.23
ASSESSMENT TOTAL				\$84,265,900.00	\$68,060,600.00	\$86,532.48

APPENDIX D: Wisconsin Statutes Section 66.1109

Wisconsin BID Law: 66.1109 Business improvement districts.

(1) In this section:

- (a) "Board" means a business improvement district board appointed under sub. [\(3\) \(a\)](#).
- (b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.
- (c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.
- (d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.
- (e) "Municipality" means a city, village or town.
- (f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:
 1. The special assessment method applicable to the business improvement district.
 - 1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.
 2. The kind, number and location of all proposed expenditures within the business improvement district.
 3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
 4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.
 5. A legal opinion that subds. [1.](#) to [4.](#) have been complied with.
- (g) "Planning commission" means a plan commission under s. [62.23](#), or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

- (a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. [\(b\)](#) has petitioned the municipality for creation of a business improvement district.
- (b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.
- (c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. [985](#). Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the

boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(2m) A municipality may annex territory to an existing business improvement district if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.

(b) The planning commission has approved the annexation.

(c) At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of a detail map showing the boundaries of the territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.

(d) Within 30 days after the hearing under par. (c), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.

(3)

(a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the 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.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include one of the following:

1. If the cash balance in the segregated account described under sub. (4) equaled or exceeded \$300,000 at any time during the period covered by the report, the municipality shall obtain an independent certified audit of the implementation of the operating plan.

2. If the cash balance in the segregated account described under sub. (4) was less than \$300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.

(cg) For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. (c) 1. and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. (c) 2. shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the nearest multiple of \$10 if the revised amount is not a multiple of \$10 or, if the revised amount is a multiple of \$5, such an amount shall be increased to the next higher multiple of \$10.

(cr) The municipality shall obtain an additional independent certified audit of the implementation of the operating plan upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits and reviewed financial statements required under sub. (3) (c), or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4g) A municipality may convert a business improvement district under this section into a neighborhood improvement district under s. 66.1110 if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. 66.1110 (4) (b).

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985.

Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5)

(a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. 70.11 may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

(d) If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

Copied from: <https://docs.legis.wisconsin.gov/statutes/statutes/66/XI/1109/1/b> (accessed July 23, 2018)

Unofficial text from Wis Stats. database. See printed Statutes and Wis. Acts for official text under s. 35.18(2) stats. Report errors to the Revisor of Statutes at (608) 266-2011, FAX 264-6978.

APPENDIX E: Adopted Bylaws

BUSINESS IMPROVEMENT DISTRICT

ARTICLE I **MEMBERS**

All owners of property located within the District shall automatically be members of the De Pere Business Improvement District. All members shall have the right to vote on any issue that is placed before the members by the Board of Directors.

ARTICLE II **MEMBERSHIP MEETINGS**

Section 1. Annual Meeting. An annual meeting of the membership shall be held in each calendar year at such time and place as may be determined by the Board of Directors for the purpose of transacting such business as may be properly brought before the meeting.

Section 2. Special Meeting. Special meetings of the membership shall be held at any time and place as may be designated in the notice of said meeting, upon call of the chairman of the Board of Directors.

Section 3. Notice. Email (or mail) notice of every meeting of the membership (annual or special), stating the place, date, and hour of the meeting, shall be sent to each member not less than seven (7) or more than thirty (30) days before the date of the meeting. Other interested parties shall be given such notice of meetings as the Board of Directors deem appropriate.

Section 4. Proceedings. Roberts Rules of Order shall govern the parliamentary procedures at all meetings when not in conflict with these Bylaws except that there shall be no minimum number of members necessary to attend any meeting by a majority vote of the active members present.

ARTICLE III **BOARD OF DIRECTORS**

Section 1. Federal Requirement. BID district members can recommend future board members to the BID Board. The BID Board will provide the recommended nominations to the Mayor. The Mayor appoints members from these nominations to the BID Board. The BID Board includes a representative of the Mayor or Council. State law requires that the BID Board be composed of at least 4 members and the majority of the BID Board members be owners or occupants of property within the District. Appointments must be made by the Mayor and confirmed by the City Council.

Section 2. Responsibilities. The BID Board's primary responsibility will be contracting for implementation of the current year's DBI Operating Plan, contracting for preparation of an annual report and audit of the District, annually considering and making changes to this DBI Operating Plan and submitting the DBI Operating Plan for the following year to the Common Council of the City of De Pere for approval, and all other powers granted in this DBI Operating Plan and Bylaws. This will require the BID Board to negotiate with providers of services (primarily to Definitely De Pere) and materials to carry out the DBI Operating Plan; to enter into various contracts; to monitor development activity; and to ensure the District's compliance with the provisions of applicable statutes and regulations.

Section 3. BID Board Composition. The BID Board shall consist of seven (7) members. A majority (at least 4) of the members shall be owners or occupants of real property within the District. The Board shall have the following composition:

- a. 2 Owners of property in the District.
- b. 1 representative from Service/Retail, Hospitality and Office.
- c. 1 Community representative with no property ownership or business interests within the District. The appointee shall be a resident of the City of De Pere.
- d. 1 representative of the City of De Pere, appointed by the Common Council.

Any BID Board member who because of transfer of ownership of property is no longer eligible to act as a representative shall be replaced.

Section 4. BID Board Term. Appointments to the BID Board shall be for a period of 3 years, except that initially 3 members are appointed for a period of 3 years, 2 members shall be appointed for 2 years, and 2 members shall be appointed for 1 year, each term ending on December 31 of the applicable year. The BID Board may remove, by majority vote, a BID Board member who is absent from more than 3 meetings, without valid excuse. Any BID Board vacancy (except the Mayor's or City Council's Member) shall be filled by nomination of the Mayor.

Section 5. Compensation. The BID Board members shall receive no compensation for serving on the BID Board.

Section 6. Meetings. All meetings of the BID Board shall be governed by the Wisconsin Open Meetings Law. Meetings will be posted on the City of De Pere's website. Minutes will be recorded and submitted to the City and the BID Board. Roberts Rules of Order shall govern the parliamentary procedures at all meetings when not in conflict with these Bylaws.

Section 7. Record Keeping. Files and records of the BID Board's affairs shall be kept pursuant to public records requirements. Records of the BID Board will be kept at the De Pere City Hall.

Section 8. Staffing. The BID Board shall contract for staffing services pursuant to this DBI Operating Plan and subsequent modifications thereof. It is contemplated that such staff and services shall be contracted with Definitely De Pere, unless requested otherwise by the BID Board; the Board of Directors of Definitely De Pere may attend all meetings of the BID Board, but will not have voting authority.

Section 9. Officers. The BID Board shall appoint a Chairman, Treasurer and Secretary, any two of the three of which shall have the power to execute documents on behalf of the full BID Board, for purposes authorized by the full BID Board.

Section 10. Quorum. At all meetings of the BID Board, a majority of the voting members thereof shall constitute a quorum for the transaction of business. If a quorum shall not be present at any meeting of the BID Board, the Directors present may adjourn and reschedule the meeting until a quorum shall be present.

Section 11. Consent. Any action required or permitted to be taken at any meeting of the BID Board of Directors may be taken without a meeting, if all members of the BID Board consent hereto in writing, setting forth the action taken, and the writing or writings are filed with the minutes of the proceedings. Such consent shall have the same force and effect as unanimous vote of the BID Board.

Section 12. BID Board Powers. The BID Board shall have all the powers authorized by law, including but not limited to, the following powers:

1. To manage the affairs of the District.
2. To undertake on its own accord or to assist in development, underwriting or guaranteeing public improvements within the District.
3. To apply for, accept, and use grants and gifts for these purposes.
4. To contract on behalf of the BID with Definitely De Pere, to carry out the DBI Operating Plan under the direction of the BID Board.
5. To develop, advertise and promote the existing and potential benefits of the District.
6. To promote new investment and appreciation in value of existing investments.
7. To elect officers, and contract out work as necessary to carry out these goals.
8. To add to the beautification and/or maintenance of the District.
9. To annually consider and make changes to the DBI Operating Plan which may include termination of the BID.

It is anticipated that the BID Board will utilize the above powers in the capacity of directing and delegating to Definitely De Pere, many of its duties and responsibilities while retaining the overall authority and responsibility for such drafting and implementation of the DBI Operating Plan.

Section 13. BID Board Authority. The BID Board of Directors shall be required to conform to the DBI Operating Plan presented to and approved by the De Pere Common Council each year and shall be subject to the Wisconsin Statutes covering the Business Improvement Districts (BIDs).

ARTICLE IV **COMMITTEES**

Section 1. There shall be such standing committees as the BID Board may determine. The terms of the committees shall be for 1 year commencing at the time of the annual membership meeting.

ARTICLE V **OFFICERS**

Section 1. General. The Officers of the District BID shall consist of a Chairman, a Secretary, and a Treasurer and such other officers and assistant officers as may be deemed necessary.

Section 2. Election. Officers shall be BID Board members and staff shall be elected by the Board of Directors annually at the annual meeting. No BID Board member may hold more than one office. Officers may serve more than one term if reelected.

Section 3. Powers and Duties. Except as hereinafter provided, the officers of the BID Board shall each have such powers and duties as generally pertain to their respective office, as well as those that from time to time may be conferred by the membership of the BID Board of Directors.

- A. Chairman. The Chairman shall preside at all business meetings, but may at his or her discretion or at the suggestion of the Directors arrange for another officer to preside at other meetings. The Chairman shall perform such duties as are usually incumbent upon that officer, such duties as may be directed by resolution of the Board of Directors.

- B. Secretary. The Secretary shall record and maintain in good order all minutes of all meetings and all records and correspondence of the District BID, and shall email copies of the minutes of each membership meeting to all members within 60 days of the conclusion of each meeting. The Secretary shall also have such duties as may be assigned by the membership or the Board of Directors.
- C. Treasurer. The Treasurer shall maintain in good order all financial records of the District BID. The Treasurer shall also have such other duties as may be assigned by the membership Board of Directors.
- D. Temporary Officers. In case of absence or disability of any officer and of any person authorized to perform duties in his or her place during such periods of absence or disability, the Chairman may from time to time delegate the powers and duties of such officer to any other officer or any other member.

ARTICLE VI **FINANCES**

Section 1. Authority. Except as the Board of Directors may generally or in particular cases authorize the execution thereof in some other manner, all checks, drafts, and other instruments for the payment of money and all instruments of transfer of securities, shall be signed in the name and on behalf of the BID by any of the three officers.

Section 2. Financial Institution. All funds of the BID shall be deposited from time to time to the credit of the BID in such banks, trust companies, or other depositories as the Board of Directors may select.

Section 3. Funding Services. The Board of Directors may accept on behalf of the BID any contribution, gift, bequest or device for general purposes or for any special purpose of the BID.

ARTICLE VII **AMENDMENTS**

Section 1. Authority. The Common Council of the City of De Pere, upon the consent of the Board of Directors, shall have the power to alter, amend, or repeal the Bylaws or adopt new Bylaws.

Section 2. Process. The BID may also annually present amendments to the Bylaws. The following process for approval of the amended Bylaws will be as follows:

- A. The BID Board will review the proposed BID Bylaws and make a recommendation to the De Pere Common Council.
- B. The Common Council will act on the proposed amended BID Bylaws.

Section 3. Generally. It is anticipated that the BID Board will continue to revise and develop the Bylaws annually, in response to changing development needs and opportunities in the District, within the purpose and objectives defined herein and in the DBI Operating Plan.

Adopted by BID Board on: **Month XX, 2018**

Adopted by City of De Pere Common Council on: **Anticipated Month XX, 2018**

City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

MEETING DATE: August 6, 2018
DEPARTMENT: Planning
FROM: Kelly Barker
SUBJECT: Next Meeting Date.

The BID Board and staff will determine the next meeting date, which should occur in September. The next meeting will also serve as the annual membership meeting of the Business Improvement District.

Recommended days/times:

Friday September 7 - 8:30AM

Monday September 10 - 8:30AM or 3:00PM

Monday September 17 - 8:30AM or 3:00PM

Friday September 21 - 8:30AM