



Business Improvement District Board

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

Regular Meeting

Agenda

Monday, August 5, 2019

9:00 AM

De Pere City Hall Council Chambers

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 5, 2019** at **9:00 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 September 21, 2018 BID Board meeting.
3. Annual Election of Officers.
4. Definitely De Pere 2018 Annual Report and Financial Statement.
5. Draft 2015-2019 BID Review and BID Member Survey.
6. Review Draft 2020 DBI Operating Plan & Assessment Discussion.
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 5, 2019

DEPARTMENT: Planning

FROM: Kelly Barker

SUBJECT: Approval of the minutes of the September 21, 2018 BID Board meeting.

ATTACHMENTS:

- BID_Sep2018_Minutes_Draft (PDF)



Business Improvement District Board

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

Regular Meeting

Draft Minutes

Friday, September 21, 2018

8:30 AM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 8:30 AM by Vice Chair Rich Starry

Attendee Name	Title	Status	Arrived
Mary Boyd	Board Member	Present	
Lawrence M. Delo	City Administrator	Present	
Brent Felchlin	Board Member	Present	
Tom Gavic	Chair	Excused	
Angela Patel	Board Member	Excused	
Rich Starry	Vice Chair	Present	

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

- Approval of the minutes of the August 6, 2018 BID Board meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lawrence M. Delo, City Administrator
SECONDER:	Brent Felchlin, Board Member
AYES:	Mary Boyd, Lawrence M. Delo, Brent Felchlin, Rich Starry
EXCUSED:	Tom Gavic, Angela Patel

- 2017 BID Statement of Taxes

Development Services Director Kim Flom provided the 2017 BID Statement of Taxes as an informational item, confirming the BID assessment from the previous year. Larry Delo moved, seconded by Brent Felchlin, to receive and place the item on file. Upon vote, motion carried unanimously.

RESULT:	DISCUSSED
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- Definitely De Pere 2017 Annual Report and Audit

Definitely De Pere Executive Director Tina Quigley provided a review of the Definitely De Pere 2017 annual report. She reported on several similar-sized communities in the state, as "benchmark" cities and how De Pere compares to them. These cities included Beloit, Marshfield, Watertown, and Wausau. The average number of new housing units among these cities was 6; De Pere had 29, which is due to the opening of the 102 on Broadway development. Tina reported that the average number of new businesses is 1.2; De Pere had -1, since 12 new businesses opened and 13 closed in 2017. She added that so far in 2018, there were 17 new businesses opened, with 3 closed in De Pere, for a net total of 14. The average number of events in the benchmark cities is 34; De Pere had 20. She clarified that all of the benchmark cities were in the same range, with 11-23 events, except for Wausau, which had 103 events. Tina also provided a pie chart showing the breakdown of the business mix for both the state and specifically for De Pere. This data shows that the state and De Pere are similar in the categories of dining and retail, but nightlife of De Pere (6%) was quite below the state average of 13%. De Pere made up for that with a greater percentage in personal services (43%) compared to the state average of

30%. Tina concluded her presentation with a review of 2018 progress and 2019 priorities. There were no questions from the board.

RESULT:	DISCUSSED
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5. Informational - 2018 BID Directory

Development Services Director Kim Flom provided the BID directory, which is created and maintained by the University of Wisconsin Extension, as an informational item. She reported that the statewide average for BID assessments is \$3.27 per \$1000 of assessed value and De Pere is \$1.75. Larry Delo asked how the City compares to neighboring communities. Kim replied that a good comparable is Neenah, because it is of comparable size, has a waterfront, metro, and historic downtown. Neenah's BID assessment is \$2.95. However, Neenah has more larger employers in their downtown compared to De Pere, which only has Tweet Garot and St Norbert College. Larry Delo moved, seconded by Brent Felchlin, to receive and place the item on file. Upon vote, motion carried unanimously.

RESULT:	DISCUSSED
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6. Review 2019 BID Operating Plan *

Development Services Director Kim Flom reviewed the 2019 BID Operating Plan. She stated that the assessment funds will be allocated to Definitely De Pere as the contractor of the BID, with \$1000 going toward the City of De Pere for administrative costs associated with the BID. She noted that the operating plan will be forwarded to the Common Council for final review if approved by the BID Board. Kim outlined the proposed changes and amendments to the Operating Plan as follows:

- Updating the financial review annually at the BID Board's strategic planning meeting
- Updating Appendix D to reflect State Statute language
- An annual financial audit of the BID is no longer required; instead an annual review of the financial statement is permitted.
- The Plan Objectives and Activities section has been updated to reflect current work and recent planning projects, such as the Visioning & Branding initiative and the Cultural District Master Plan. A new section has also been added that identifies priority projects for 2019.

Development Services Director Kim Flom noted that the plan itself proposes no changes in the assessment process, but since there was some discussion on this topic at the last BID meeting, she did include a few different funding alternatives as examples. Larry Delo asked if business owners have been surveyed or has the City been given any feedback regarding how business owners feel about what is being done with the BID money or by Definitely De Pere. Kim replied that the City has not conducted any surveys asking that specifically, but it is something that can be looked into doing in the future. Brent Felchlin asked why a change in the assessment process hasn't been proposed. Kim replied that staff has not heard that there is a dire need for additional funding in the BID, from either business owners or the BID Board. She added that if the BID Board proposed a change to the assessment method, the Operating Plan would require an amendment. Additionally, BID member notification, a public hearing and Common Council approval would be required. Brent Felchlin moved, seconded by Mary Boyd, to approve the 2019 BID Operating Plan. Upon vote, motion carried unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Brent Felchlin, Board Member
SECONDER:	Mary Boyd, Board Member
AYES:	Mary Boyd, Lawrence M. Delo, Brent Felchlin, Rich Starry
EXCUSED:	Tom Gavic, Angela Patel

7. Future Agenda Items.

Development Services Director noted that she would work on developing a survey to business owners regarding how the BID is doing. Larry Delo complimented Definitely De Pere on an excellent job.

RESULT:	DISCUSSED
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Adjournment

Rich Starry moved, seconded by Larry Delo, to adjourn the meeting at 9:04 AM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker



City of De Pere, Wisconsin

Request For Business Improvement District Board Action

MEETING DATE: August 5, 2019
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 (currently held by Rich Starry)
Secretary (currently held by Larry Delo)



City of De Pere, Wisconsin

Request For Business Improvement District Board Action

MEETING DATE: August 5, 2019

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Definitely De Pere 2018 Annual Report and Financial Statement.

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.

Due to the differing fiscal years between Definitely De Pere and Wisconsin Main Street, reporting information for the second half of 2018 will not be available until August 1. Definitely De Pere will finalize a draft of the Annual Report, and financial statement, and present a copy to the BID at the meeting. The following attachments have been provided for background and reference:

Slide Deck from Definitely De Pere Annual Meeting (May 2019)
Results from a Business Survey conducted by Definitely De Pere

ATTACHMENTS:

- DDP Annual Meeting Presentation 2018 (PDF)
- DD Business Survey Results (PDF)



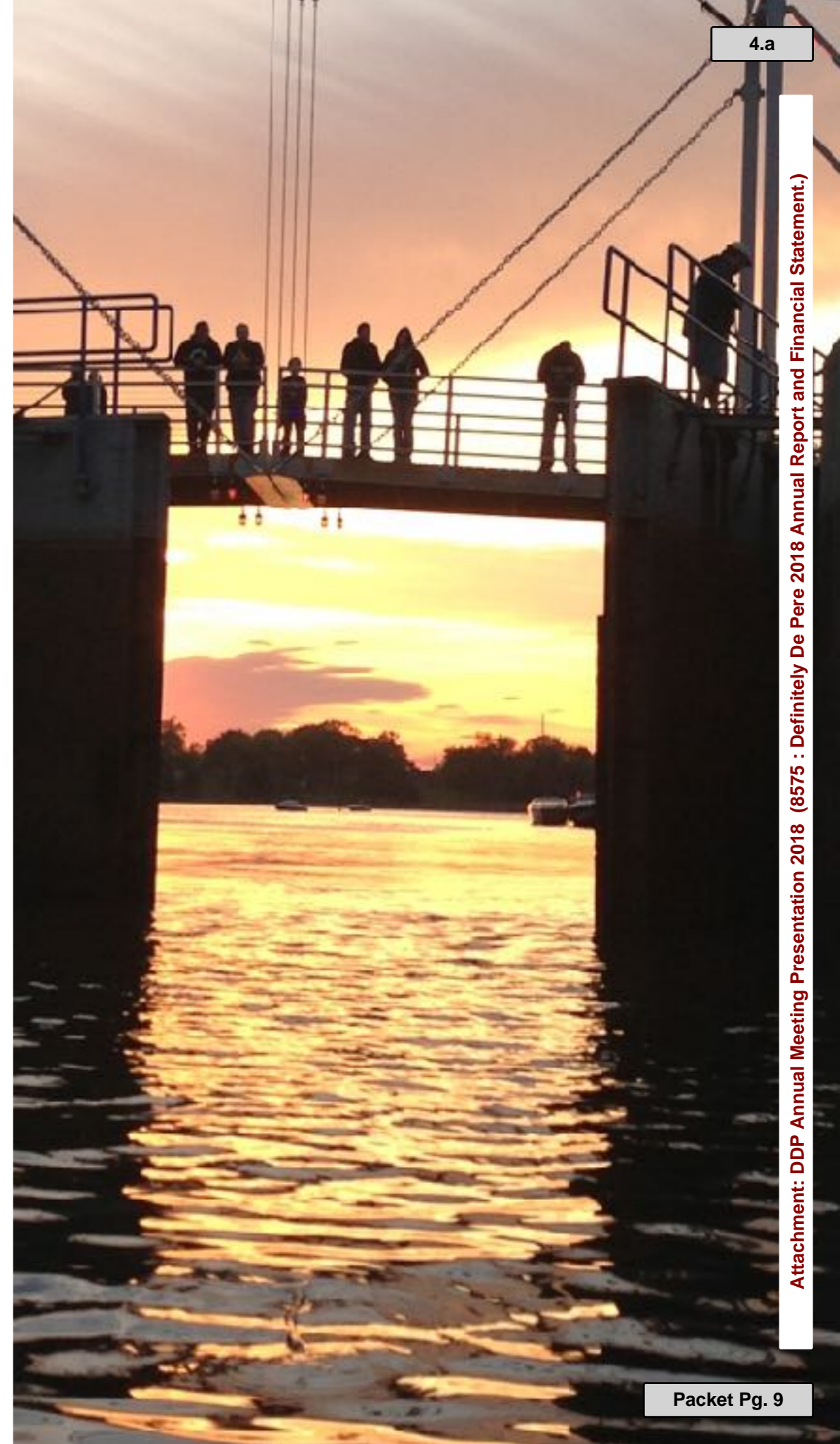
2018/19 Annual Meeting



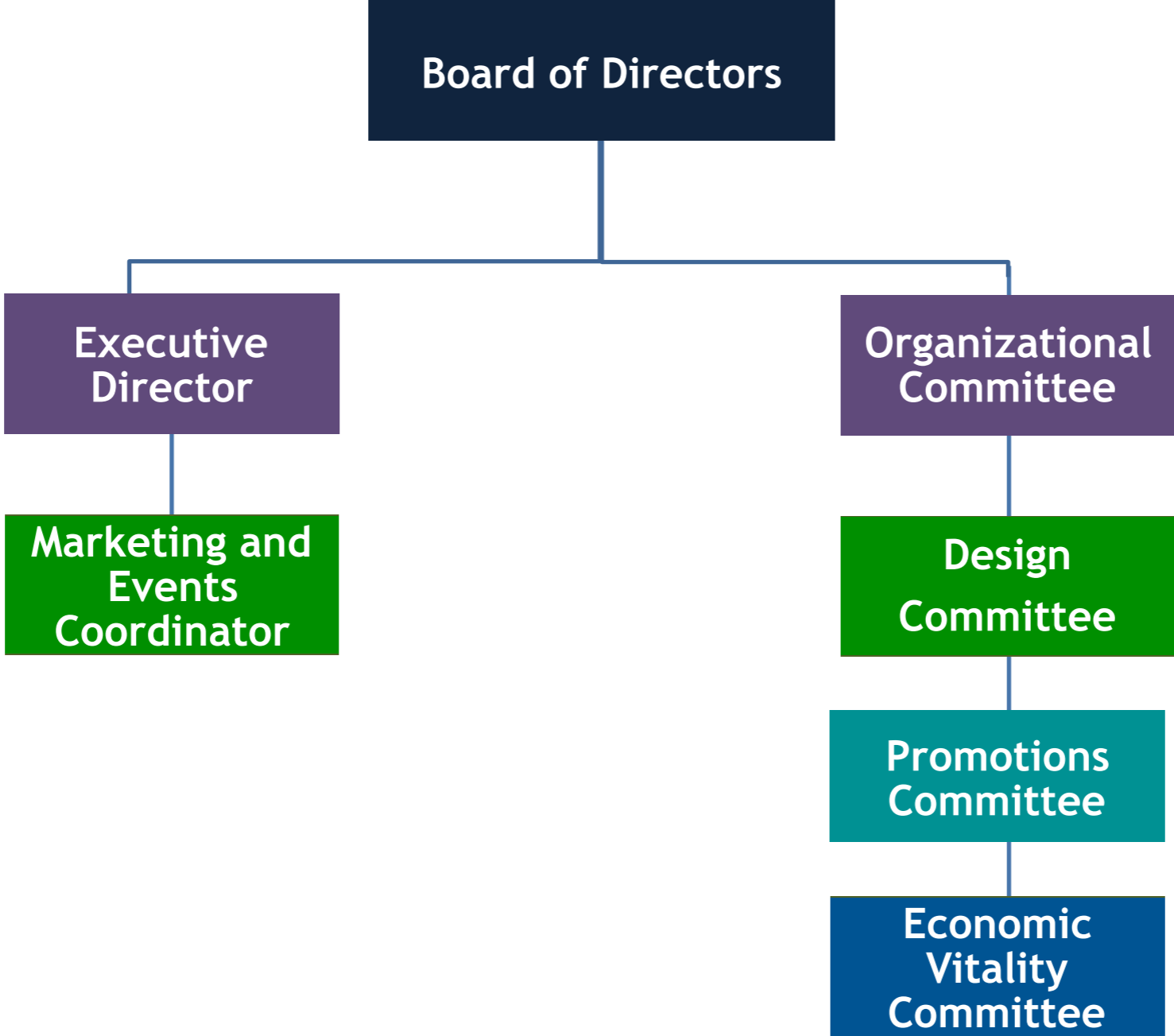
Our Work

The Main Street Four-Point Approach ®

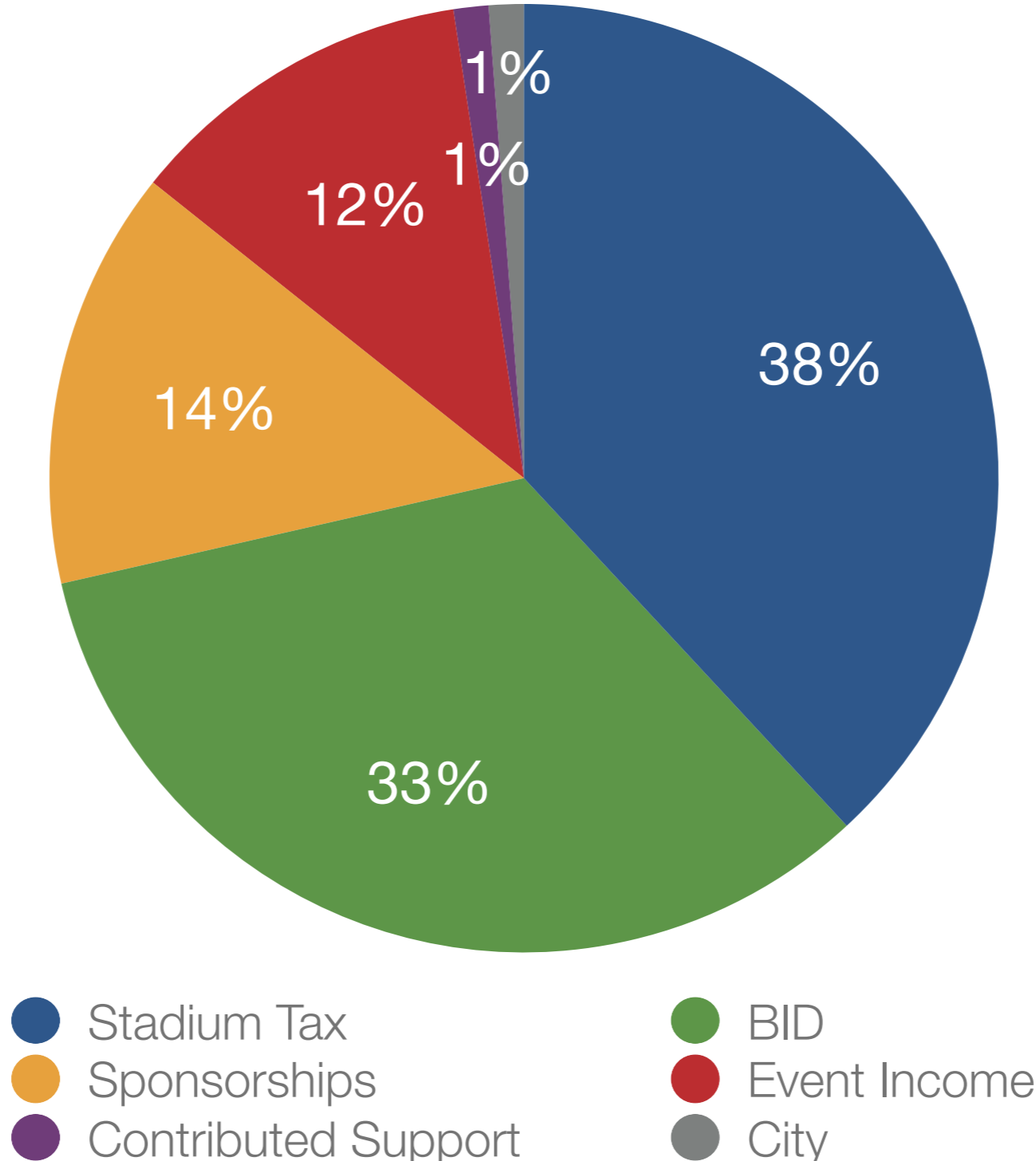
- Organization
- Design
- Promotion
- Economic Enhancement



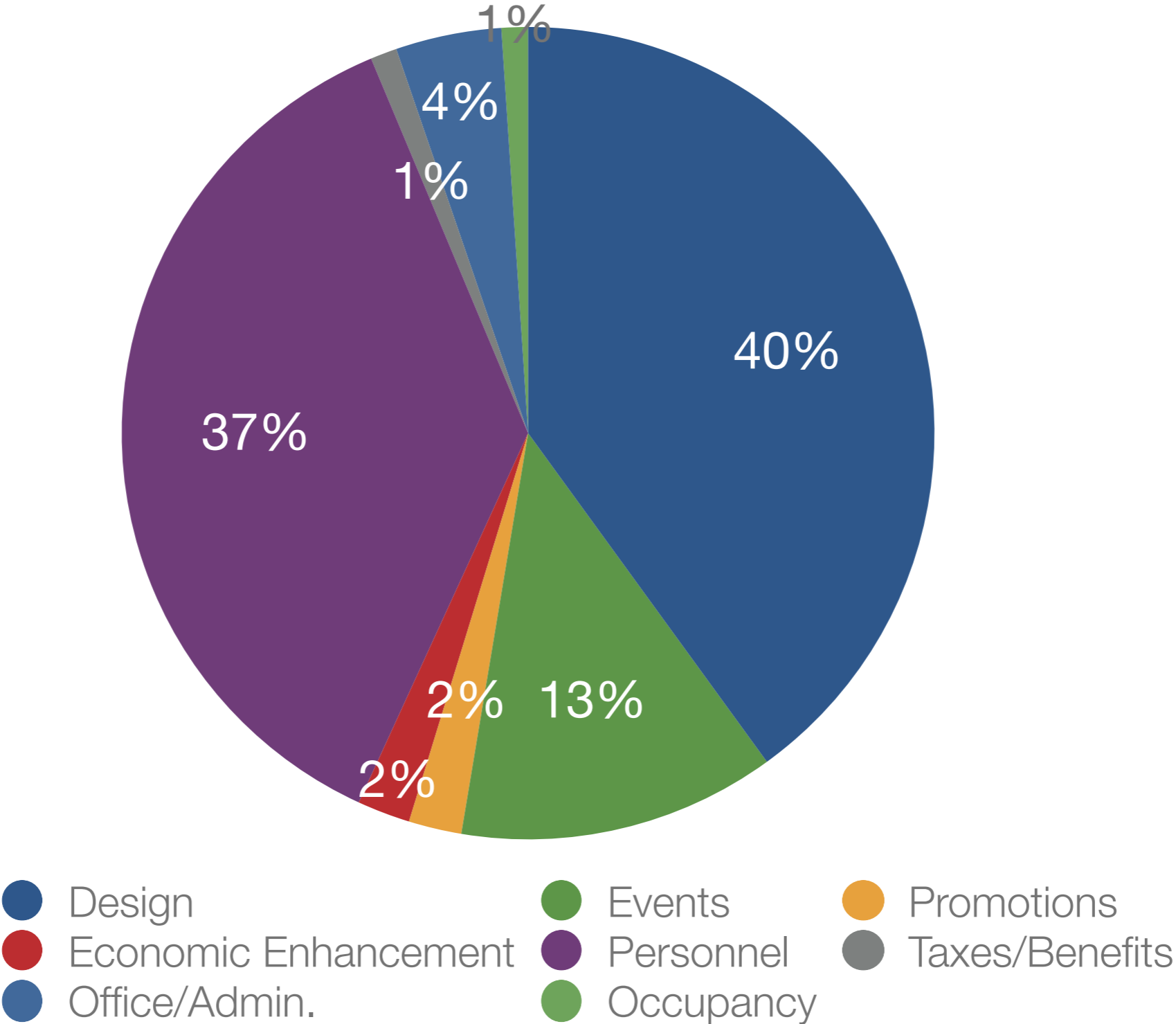
Organizational Structure



2018 | Income



2018 | Expenses



PRIVATE INVESTMENT

More than \$14 million has been **invested** in Downtown De Pere





Destination Downtown



New Businesses

Affogatos

artlessBastard

Aunt Ethel's

Baffi di Lucio

Blue Door Artworks

The Connective

Egg Roll Palace

The Exchange

The Exchange Parlor

Fox River Boat Tours

Fuel Good

Headway

How To Concerts

Infinity Hair Salon

Inspire Gallery

Kirsten Peterson Photography

Mc Lanes Bowl/Fox Y Moo

Moxie Boutique and Salon

Rock and Body Shop

Smart Relationships

Therapeutic Massage

WholeHearted Integrative Therapies

VISITORS

80,000 visitors attend events in the downtown annually



DOWNTOWN DE PERE EVENTS

January

Winter Clearance Sale

February

Seroogy's Run (Seroogy's event)

April

De Pere Style Fashion Show

May

Doggie Block Paw-ty
Foodie Walk

June

Food Truck Rally
Art Walk
Farmers Market
International Day of Yoga

July

Food Truck Rally
Art Walk
Farmers Market
Yoga in the Park
Summer Sidewalk Sales
Art in the Park
(De Pere Chamber event)
Knights on the Fox
(St Norbert event)

August

Food Truck Rally
Art Walk
Farmers Market
Yoga in the Park
Knights on the Fox
(St Norbert event)

September

Doggie Block Paw-ty
Farmers Market
SNC Day (St Norbert event)

October

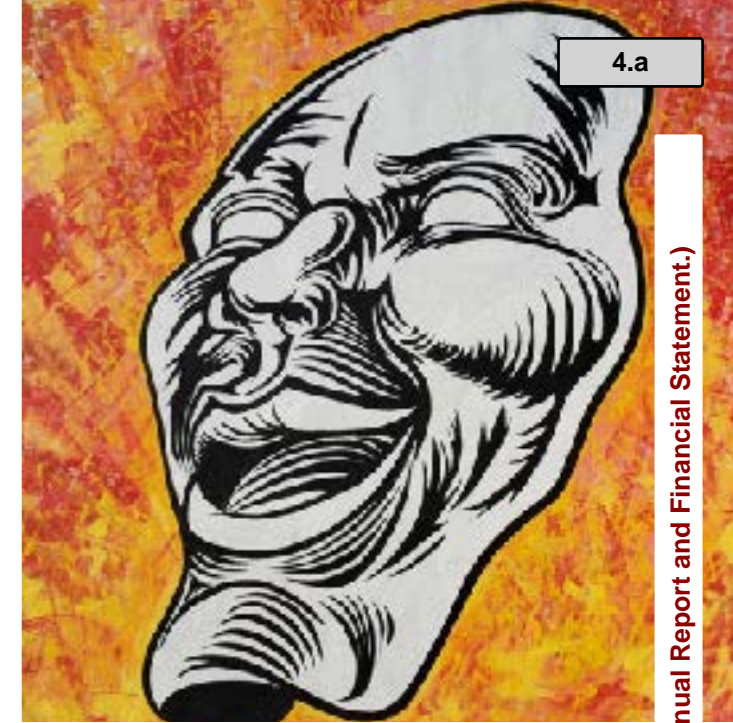
Soup Walk
De Pere Style Fashion Show
Trick or Treat Downtown

November

Small Business Saturday

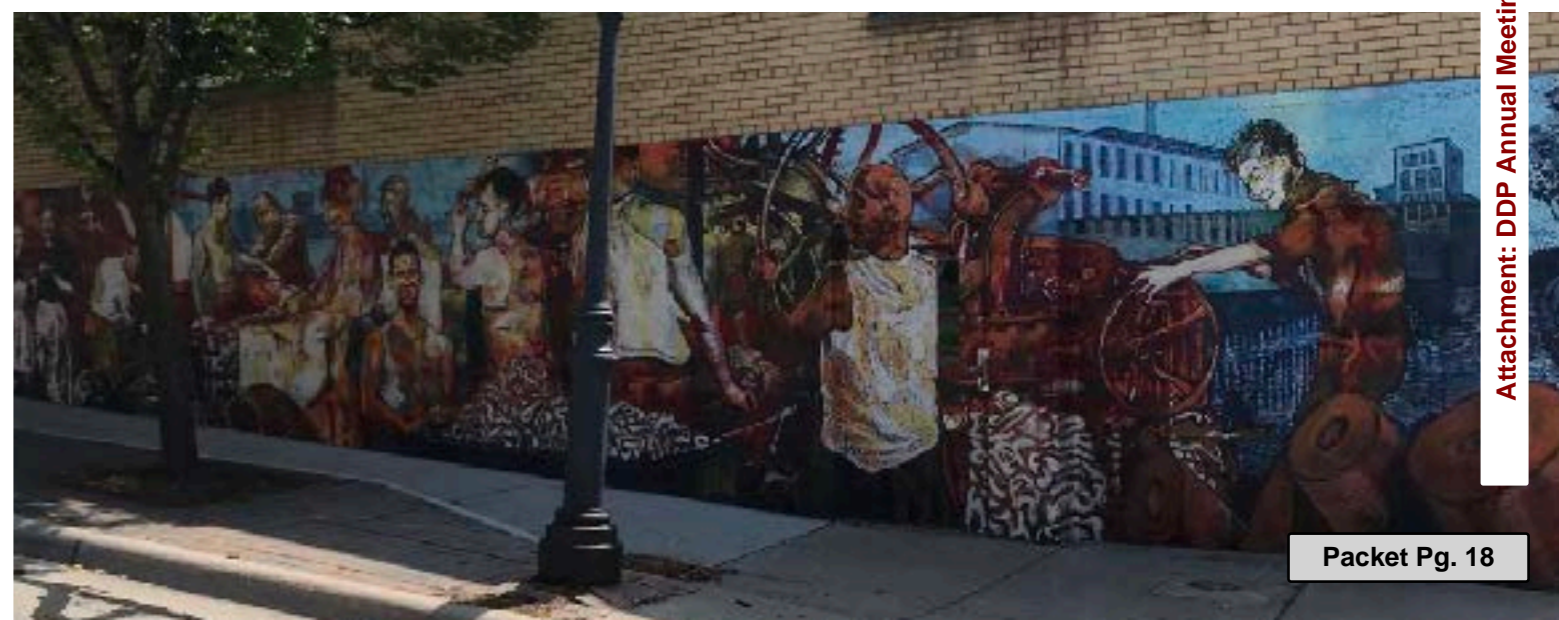
December

De Pere Holly Day
De Pere Holly Nights



4.a

Public Art Program

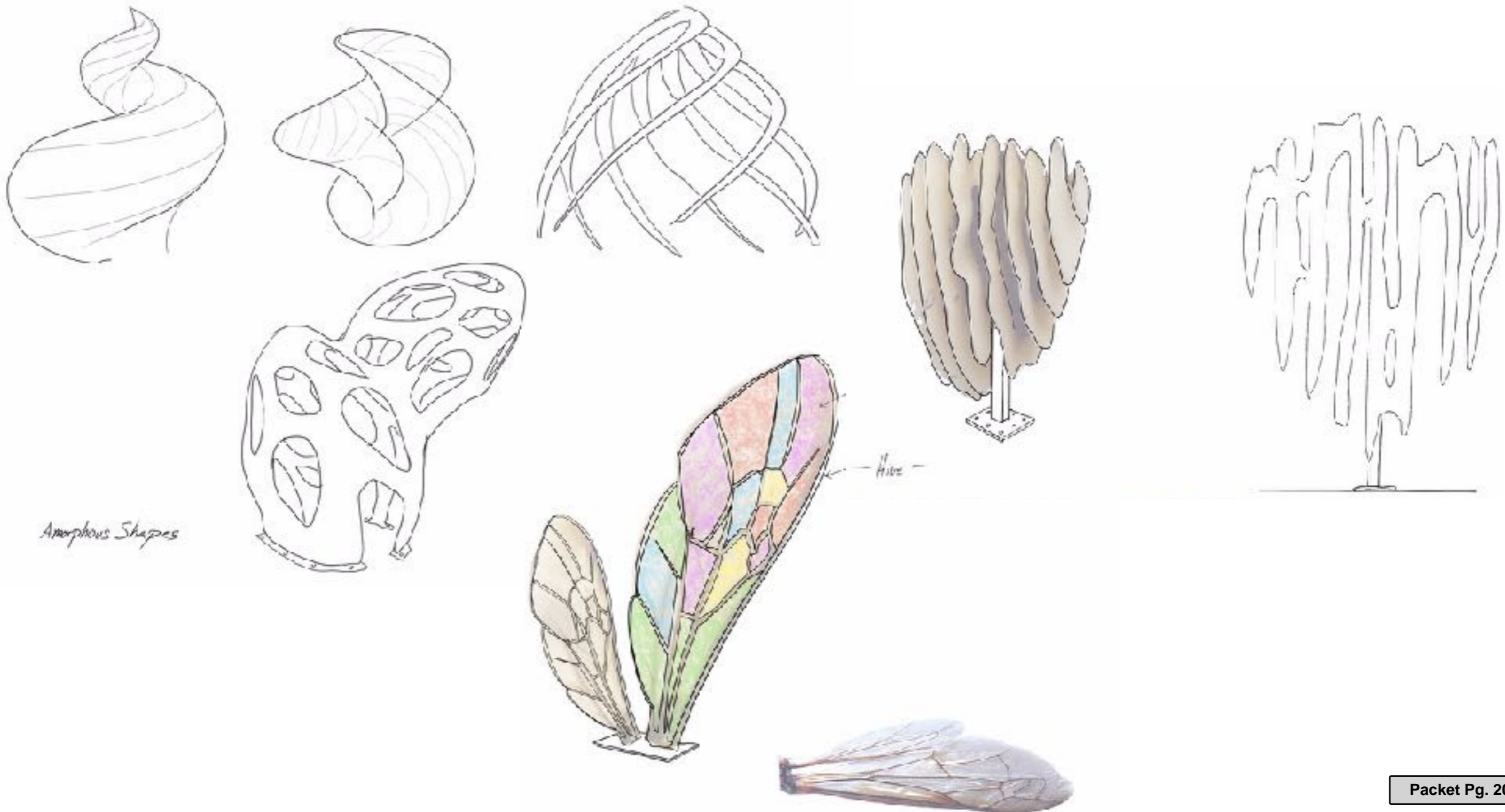


Attachment: DDP Annual Meeting Presentation 2018 (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)

Interlaced



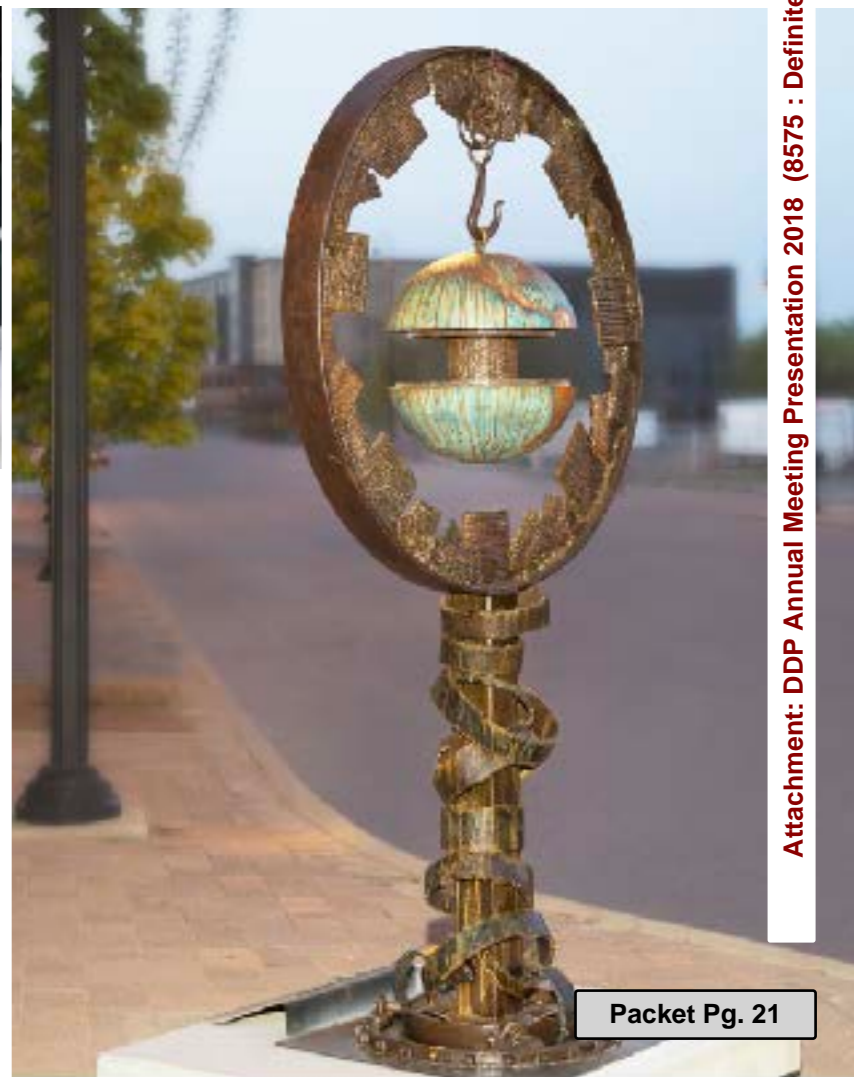
Fab Collab Project



Amorphous Shapes



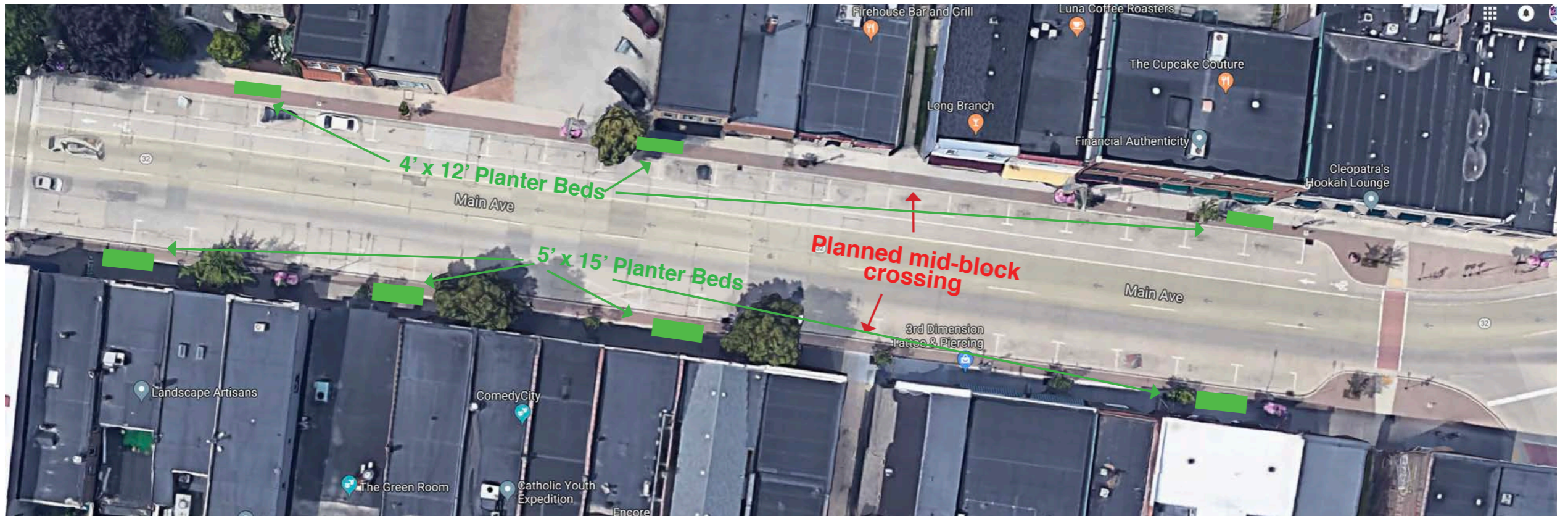
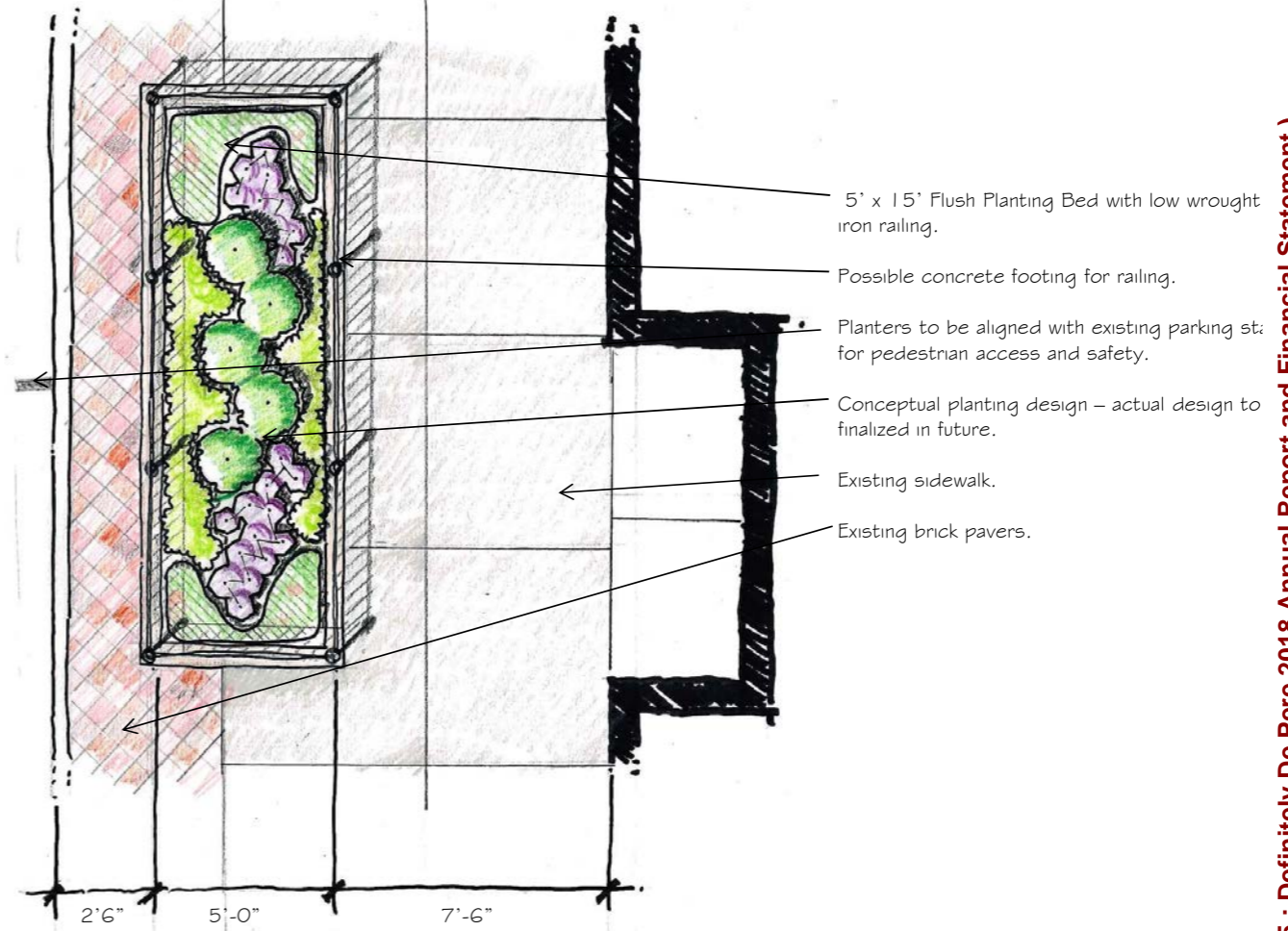
Streetscape Improvements



Sculpture Walk Project on Broadway

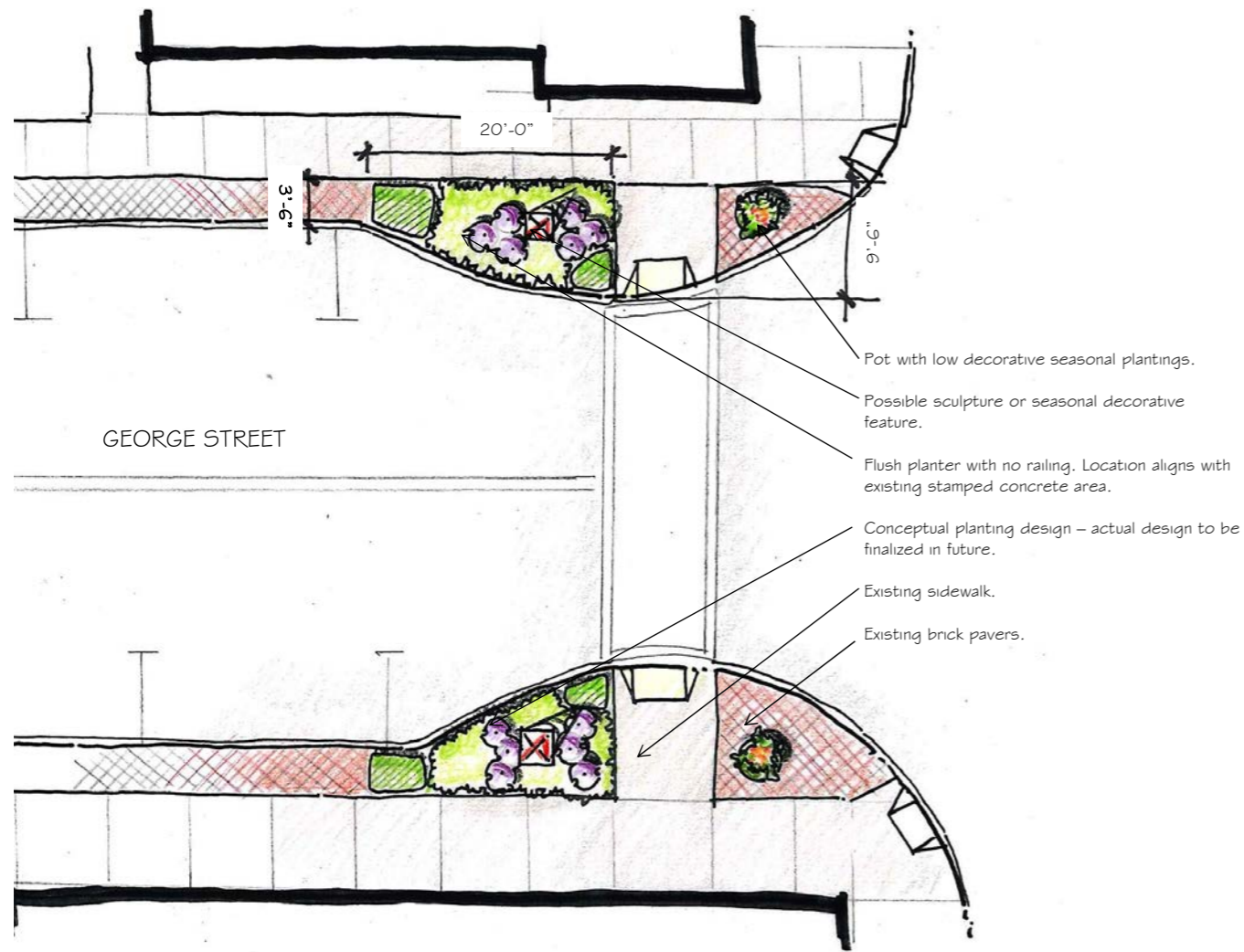


Main Ave Project

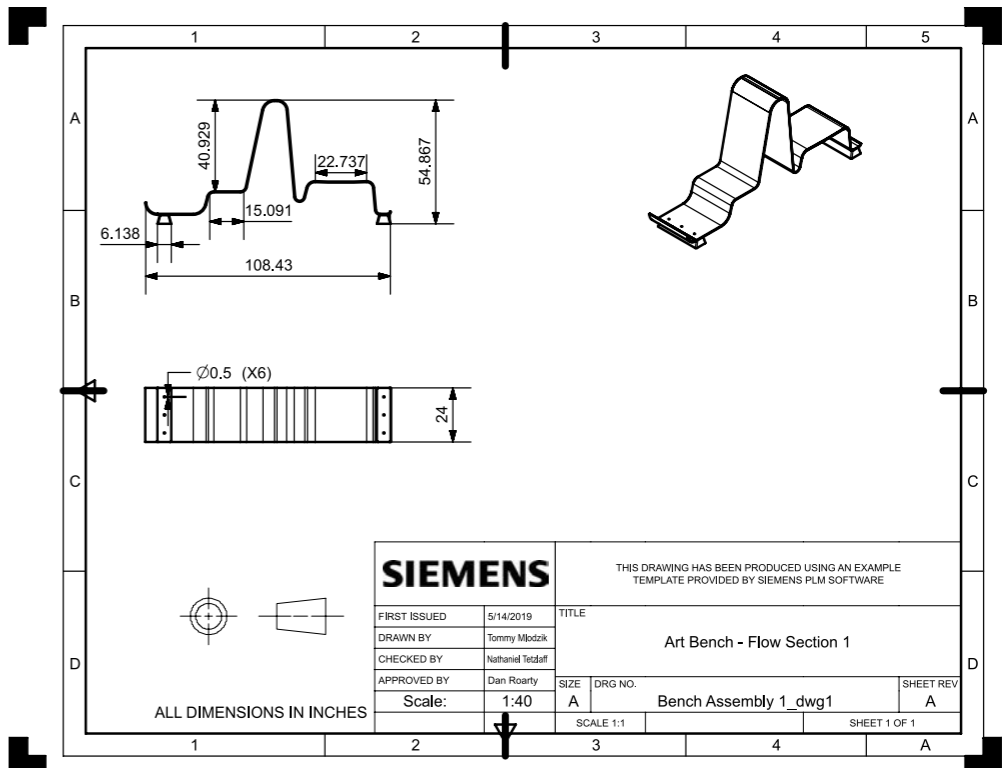
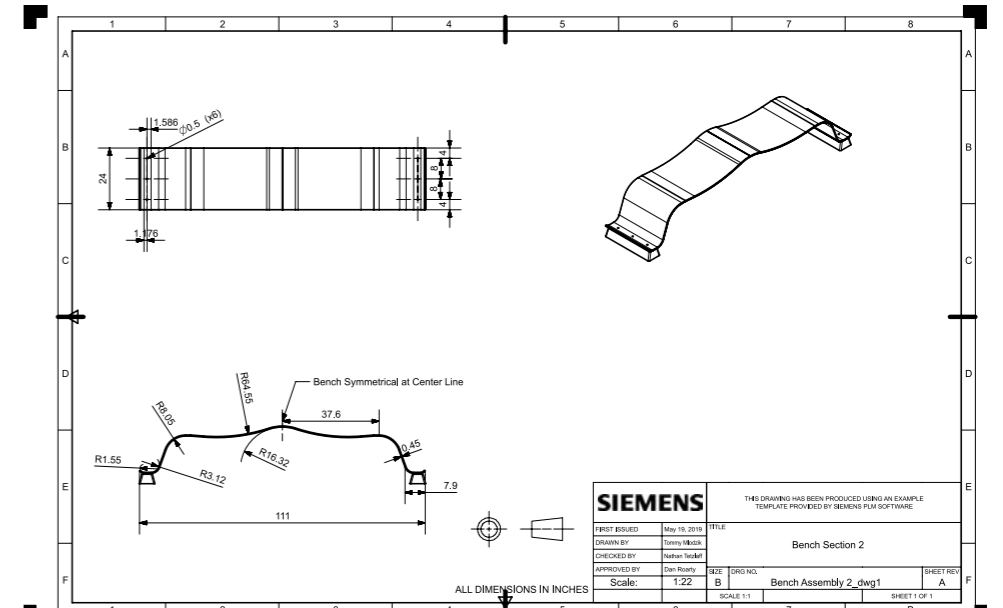
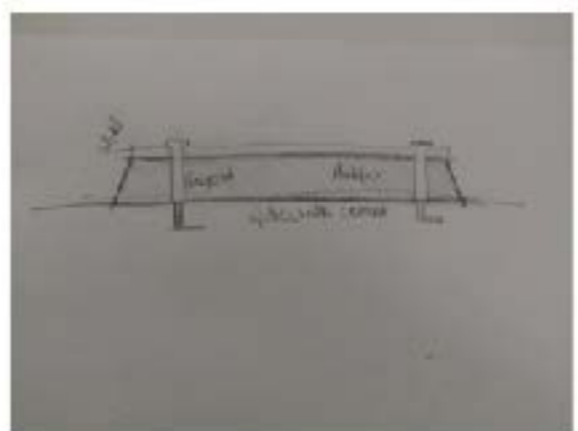
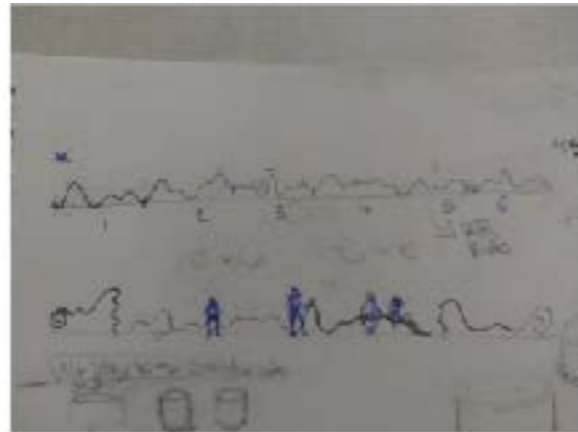


Attachment: DDP Annual Meeting Presentation 2018 (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)

George Street Project



Artistic Bench Project - Flow



Attachment: DDP Annual Meeting Presentation 2018 (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)

VOLUNTEERS

800 volunteer hours
valued at \$17,800



Partnerships

- Seasonal Flowers and Holiday Decorations
- Light Pole Banners
- Cultural District Master Plan
- Visioning & Branding Initiative
- New Façade Grant Guidelines
- De Pere Business Walk
- State of The City Luncheon



Looking Ahead

- Develop Business Recruitment and Retention Program
- Brand downtown as the center of community activity and culture
- Use visitor data for downtown development
- Conduct physical audit of downtown
- Implement projects identified in the Cultural District Master Plan



Wisconsin Main Street Awards

2018



Aunt Ethel's Adult Emporium

Best New Business



The Exchange

Best Interior Renovation



Luna Coffee Roasters

Best Facade

Attachment: DDP Annual Meeting Presentation 2018 (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)



123 N Broadway



Leadership

Board of Directors

Brenda Busch, **President**
Ryan Jennings, **Past President**
Todd Danen, **Secretary**
Dana Bald, **Treasurer**
Jessica Diederich
Brent Felchlin
Casey Hawkinson
Kiar Olson
Sue Schinkten
Peter Schleinz
Brehanna Skaletski
Rob Zerjav

BID Board

Tom Gavic, **Chair**
Rich Starry, **Vice Chair**
Larry Delo, **Secretary**
Mary Boyd
Brent Felchlin
Paul Olejniczak
Angela Patel

Staff

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



Hemauer Financial Group



Q12 With your business in mind, how important are the following downtown improvements? (mark one answer for each item)

Answered: 37 Skipped: 0

	NOT IMPORTANT	IMPORTANT	VERY IMPORTANT	NOT SURE	TOTAL
Landscaping/flowers	10.81% 4	40.54% 15	45.95% 17	2.70% 1	37
Public art murals/sculptures	27.03% 10	35.14% 13	32.43% 12	5.41% 2	37
Water features	40.54% 15	16.22% 6	29.73% 11	13.51% 5	37
Performing arts stage	24.32% 9	29.73% 11	24.32% 9	21.62% 8	37
Pedestrian wayfinding/signage	5.41% 2	32.43% 12	62.16% 23	0.00% 0	37
Unique seating/benches	13.51% 5	48.65% 18	29.73% 11	8.11% 3	37
Public plaza/urban park	8.33% 3	38.89% 14	38.89% 14	13.89% 5	36
Accent street lighting	10.81% 4	35.14% 13	51.35% 19	2.70% 1	37

Attachment: DD Business Survey Results (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)

Q13 Rate the impact the following Definitely De Pere activities/events have on your business in regards to foot traffic, sales volume during or after the event, business exposure, and public relations. (Mark one answer for each item)

Answered: 37 Skipped: 0

	HIGH NEGATIVE IMPACT	LOW NEGATIVE IMPACT	NO IMPACT	LOW POSITIVE IMPACT	HIGH POSITIVE IMPACT	TOTAL
Farmer's Market	0.00% 0	2.70% 1	70.27% 26	24.32% 9	2.70% 1	37
Art Walk	0.00% 0	0.00% 0	40.54% 15	45.95% 17	13.51% 5	37
Yoga in the Park	0.00% 0	0.00% 0	88.89% 32	8.33% 3	2.78% 1	36
International Day of Yoga	0.00% 0	0.00% 0	89.19% 33	10.81% 4	0.00% 0	37
Foodie Walk	0.00% 0	0.00% 0	48.65% 18	43.24% 16	8.11% 3	37
De Pere Style Fashion Show (Spring and Fall)	0.00% 0	0.00% 0	70.27% 26	16.22% 6	13.51% 5	37
Summer Sidewalk Sales	0.00% 0	2.70% 1	59.46% 22	27.03% 10	10.81% 4	37
Soup Walk	0.00% 0	0.00% 0	48.65% 18	32.43% 12	18.92% 7	37
Trick or Treat Downtown	0.00% 0	0.00% 0	38.89% 14	33.33% 12	27.78% 10	36
Small Business Saturday	0.00% 0	0.00% 0	40.54% 15	40.54% 15	18.92% 7	37
De Pere Holly Day	0.00% 0	2.70% 1	48.65% 18	37.84% 14	10.81% 4	37
Winter Sales Event	0.00% 0	0.00% 0	72.97% 27	18.92% 7	8.11% 3	37

Attachment: DD Business Survey Results (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)

Q14 What impact do you feel the following Definitely De Pere activities/events have on the community as a whole? (Mark one answer for each item)

Answered: 37 Skipped: 0

	HIGH NEGATIVE IMPACT	LOW NEGATIVE IMPACT	NO IMPACT	LOW POSITIVE IMPACT	HIGH POSITIVE IMPACT	TOTAL
Farmer's Market	0.00% 0	0.00% 0	2.70% 1	24.32% 9	72.97% 27	37
Art Walk	0.00% 0	0.00% 0	2.70% 1	40.54% 15	56.76% 21	37
Yoga in the Park	0.00% 0	0.00% 0	18.92% 7	43.24% 16	37.84% 14	37
International Day of Yoga	0.00% 0	0.00% 0	43.24% 16	35.14% 13	21.62% 8	37
Foodie Walk	0.00% 0	0.00% 0	2.70% 1	27.03% 10	70.27% 26	37
De Pere Style Fashion Show (Spring and Fall)	0.00% 0	0.00% 0	8.11% 3	59.46% 22	32.43% 12	37
Summer Sidewalk Sales	0.00% 0	0.00% 0	2.70% 1	45.95% 17	51.35% 19	37
Soup Walk	0.00% 0	0.00% 0	5.41% 2	29.73% 11	64.86% 24	37
Trick or Treat Downtown	0.00% 0	0.00% 0	2.70% 1	32.43% 12	64.86% 24	37
Small Business Saturday	0.00% 0	0.00% 0	2.70% 1	27.03% 10	70.27% 26	37
De Pere Holly Day	0.00% 0	0.00% 0	5.41% 2	45.95% 17	48.65% 18	37
Winter Sales Event	0.00% 0	0.00% 0	8.33% 3	52.78% 19	38.89% 14	36

Attachment: DD Business Survey Results (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)

Q15 Please indicate how desirable you feel the following events/activities would be in regards to having a positive impact on your business and/or downtown as a whole. (Select all that apply)

Answered: 37 Skipped: 0

	NOT AT ALL DESIRABLE	NOT SO DESIRABLE	SOMEWHAT DESIRABLE	VERY DESIRABLE	EXTREMELY DESIRABLE	TOTAL
Concert Series	2.70% 1	2.70% 1	40.54% 15	24.32% 9	29.73% 11	37
Music Festival	2.70% 1	0.00% 0	40.54% 15	32.43% 12	24.32% 9	37
Performing Arts Festival	2.78% 1	2.78% 1	44.44% 16	25.00% 9	25.00% 9	36
Culinary Tasting Event	2.78% 1	5.56% 2	41.67% 15	22.22% 8	27.78% 10	36
Luncheon Series	2.78% 1	13.89% 5	47.22% 17	22.22% 8	13.89% 5	36
Wine Walk	5.41% 2	2.70% 1	43.24% 16	24.32% 9	24.32% 9	37
Pub Crawl	11.11% 4	11.11% 4	36.11% 13	22.22% 8	19.44% 7	36
Food Truck Rally	8.11% 3	8.11% 3	35.14% 13	21.62% 8	27.03% 10	37
Outdoor Beer Garden	11.11% 4	16.67% 6	16.67% 6	27.78% 10	27.78% 10	36
Night Market	2.86% 1	11.43% 4	34.29% 12	31.43% 11	20.00% 7	35
Block Party	5.41% 2	13.51% 5	29.73% 11	29.73% 11	21.62% 8	37
Gallery Night	2.78% 1	13.89% 5	44.44% 16	22.22% 8	16.67% 6	36
Pop Up Events	2.70% 1	10.81% 4	37.84% 14	35.14% 13	13.51% 5	37
Wellness/Fitness Event	0.00% 0	17.14% 6	45.71% 16	17.14% 6	20.00% 7	35
Family Night Event	2.70% 1	5.41% 2	32.43% 12	32.43% 12	27.03% 10	37
Outdoor Sporting Event/Race	5.56% 2	13.89% 5	50.00% 18	25.00% 9	5.56% 2	36
Fall Festival	2.78% 1	0.00% 0	25.00% 9	41.67% 15	30.56% 11	36
Winter Festival	2.78% 1	5.56% 2	44.44% 16	25.00% 9	22.22% 8	36

Attachment: DD Business Survey Results (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)

Q16 How useful are each of the following Definitely De Pere marketing activities for you and your business? (Mark one answer for each item)

Answered: 36 Skipped: 1

	NOT USEFUL	USEFUL	VERY USEFUL	DON'T KNOW	TOTAL
Facebook/Instagram	24.24% 8	27.27% 9	33.33% 11	15.15% 5	33
Weekly Downtown De Pere Happenings Newsletter	8.33% 3	44.44% 16	44.44% 16	2.78% 1	36
Website Business Directory	19.44% 7	47.22% 17	13.89% 5	19.44% 7	36
Monthly Business Update Email	11.11% 4	55.56% 20	25.00% 9	8.33% 3	36

Attachment: DD Business Survey Results (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)

Q17 How useful would these resources be for you and your business? (Mark one answer for each item)

Answered: 37 Skipped: 0

	NOT USEFUL	USEFUL	VERY USEFUL	DON'T KNOW	TOTAL
Cooperative Advertising	16.22% 6	43.24% 16	21.62% 8	18.92% 7	37
Downtown Guide and Map	13.51% 5	45.95% 17	37.84% 14	2.70% 1	37
Networking Events	16.22% 6	51.35% 19	24.32% 9	8.11% 3	37
Informational/Educational Sessions	24.32% 9	48.65% 18	10.81% 4	16.22% 6	37

Attachment: DD Business Survey Results (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)

Q18 How important are each of the following consumer segments to your business? (Mark one answer for each item)

Answered: 37 Skipped: 0

	NOT IMPORTANT	IMPORTANT	VERY IMPORTANT	NOT SURE	TOTAL
De Pere residents	9.09% 3	9.09% 3	81.82% 27	0.00% 0	33
Residents of neighboring communities (Ledgewood, Allouez, Lawrence, etc)	8.33% 3	22.22% 8	69.44% 25	0.00% 0	36
St Norbert College students	27.03% 10	27.03% 10	45.95% 17	0.00% 0	37
Tourists	35.14% 13	24.32% 9	29.73% 11	10.81% 4	37

Attachment: DD Business Survey Results (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)

Q19 Do you have any other ideas or suggestions?

Answered: 12 Skipped: 25

#	RESPONSES	DATE
1	We are off of Main St in west De Pere, so unfortunately with most events people don't venture this far. we however do think what Definitely De Pere does for our community as a whole is awesome!!	3/20/2019 9:10 AM
2	I don't think any activities are negative for the community, even if they don't specifically bring business to our store "that day"...it just gives the impression to community members and people from neighboring communities that it is a vibrant downtown worth visiting over and over again.	3/19/2019 8:02 PM
3	Don't create events that take away business from already established events and programs with existing businesses.	3/19/2019 12:24 PM
4	Please don't forget the small businesses at the end of George Street-:)	3/1/2019 4:32 PM
5	Bring Celebrate De Pere, back to the park, next to downtown! People can actually see De Pere then.	3/1/2019 1:31 PM
6	A modest yearly printed visitors' guide just for De Pere would be helpful. I think our studio/gallery would be interested in buying a listing.	2/19/2019 11:53 AM
7	It would be nice if there was an event or something that focused on game stores. We have three on different game stores on the West side of the river, but no events/festivals, etc that bring attention to us. We do not get the foot traffic that the East side gets from the different events and Art/Soup/Foodie walks.	2/18/2019 1:33 PM
8	I think we need to give people a reason to come to downtown De Pere and also provide a place for them to park that is easily accessible.	2/12/2019 5:26 PM
9	Not at this time	2/12/2019 3:17 PM
10	definitely depere team is awesome. if they focus on as many spring/summer events as possible (once the weather improves) all businesses will thrive as a result.	2/12/2019 12:44 PM
11	Outdoor lunch options in summer on west side volunteer opportunities published for depere	2/12/2019 10:55 AM
12	A viable attractive tenant for the soon to be liquidated Shopko store is important. Opinions expressed are strictly my own personal opinions not necessarily the banks.	2/11/2019 5:28 PM

Attachment: DD Business Survey Results (8575 : Definitely De Pere 2018 Annual Report and Financial Statement.)



City of De Pere, Wisconsin

Request For Business Improvement District Board Action

MEETING DATE: August 5, 2019

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Draft 2015-2019 BID Review and BID Member Survey.

ATTACHMENTS:

- Draft 2015-2019 BID Review Report (PDF)
- DRAFT BID Values over Time 2019 (PDF)
- De Pere SOT 2018 (PDF)
- BID Membership Survey 2019(PDF)

CITY OF DE PERE MEMO



To: Business Improvement District (BID) Board
 From: Kim Flom, Development Services Director
 Date: August 5, 2019

RE: **Draft 2018 BID Review Report and Member Survey**

This draft memo provides review information for the BID since it began in 2015. The following items are also attached for review and discussion:

1. BID Property Value Comparison 2014-2019
2. City Statement of Taxes 2018
3. Draft BID Membership Survey 2019

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 & September 21, 2018 (Membership Meeting)
 August 5, 2019

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 Fall 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 with a brand launch that includes winter light pole banners.
- 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, De Pere Holly Night
- Definitely De Pere purchased a Business Inventory Management System
- Council issues Redevelopment Request for Proposals for 123 N. Broadway Parking Lot
- Council approves several Downtown streetscape/art initiatives as part of Stadium Tax Excess Funds.
- Partnership with the De Pere Chamber in coordinating the De Pere Business Walk (September) and the State of the De Pere (November).

2019 Highlights (to date)

- Council authorizes staff to negotiate with Tadych Investment Partners (TIP), LLC for the redevelopment of the 123 N Broadway parking lot.
- Council approves streetscape and art initiatives as part of Stadium Tax Excess Funds
- Mulva Cultural Center proposed for Parcel ED-812 (the block directly north of City Hall)
- New Notre Dame elementary and middle school proposed at the current elementary school location on George Street.
- Zoning Code rewrite underway.
- Nicolet Square Alley prepped for art installation anticipated to begin in August of 2019
- Parklet Policy drafted and will be under review in 2019
- 10 sculptures were installed along Broadway, George, Wisconsin and James as part of a new program, the De Pere Sculpture Walk, an ongoing seasonal public art exhibit. One of the sculptures will be permanently installed, determined by a People's Choice Award.
- The planters on George Street have been upgraded with a design that is large in scale and contemporary in design.
- Two artists from De Pere's sister city Amal Sweden painted a mural titled Interlaced on the side of 115 N Wisconsin.
- An artistic bench design has been selected and is being fabricated for placement along downtown's main corridors.
- WEDC Main Street Awards – Aunt Ethel's Adult Emporium, Best New Business; The Exchange Coffee, Mercantile & Eatery, Best Interior Renovation; and Luna Café and Roastery, Best Façade.
- New events – Food Truck Rally, Doggie Block Paw-ty

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 matching funds and maximum 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 – 4
- Technical assistance to business provided by WEDC – 2
- \$14 Million in private investment (includes property improvements, new development & building sales)

2019 Highlights

- Façade Grants approved for The Connective, Baba Louie's and 416 George
- City preparing application for WEDC Community Development Investment Grant
- Façade grant renderings provided by WEDC – 2
- Technical assistance to business provided by WEDC - 3

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
 2019 –\$68,116,300

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%-92% occupancy)
- 2018 – 290 Businesses (92-94% occupancy)
- 2019 – 8 new businesses, 1 moved out, 14 displaced

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	<i>16 minimum payments – 13 maximum payments (9 properties + 4 owners)</i>
2016 - \$88,085	<i>16 minimum payments – 13 maximum payments (9 properties + 4 owners)</i>
2017 - \$87,139	<i>16 minimum payments – 13 maximum payments (8 properties + 5 owners)</i>
2018 - \$86,367	<i>11 minimum payments – 13 maximum payments (9 properties + 4 owners)</i>
2019 - \$86,532.48	<i>12 minimum payments – 13 maximum payments (9 properties + 4 owners)</i>
2020 - \$86,768.38	<i>12 minimum payments – 15 maximum payments (10 properties + 5 owners)</i>

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)

Attachment: Draft 2015-2019 BID Review Report (8576 : Draft 2015-2019 BID Review and BID Member Survey.)

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 -

- Multiyear BID review replaced with annual analysis updates.
- Minor update to State Statute language and audit/reviewed financial statement.
- Paul Olejniczak appointed to the BID Board.
- Downtown Shopko closes.
- Two downtown fires – Nicky’s North Bar (no building loss) and ‘Turba Buildings’ located at 100-106 S Broadway (complete loss).

Business Improvement District Property Values Over Time

PARCEL ID	ADDRESS	2014 TOTAL	2015 TOTAL	2016 TOTAL	2017 TOTAL	2018 TOTAL	2019 TOTAL
ED-1006	109 N HURON ST	\$76,500	\$76,500	\$76,500	\$75,000	\$84,200	\$88,700
ED-1007	715 GEORGE ST	\$54,200	\$54,200	\$54,200	\$54,200	\$54,200	\$54,200
ED-1008	705 GEORGE ST	\$279,700	\$279,700	\$279,700	\$279,700	\$279,700	\$279,700
ED-1010	114 N SUPERIOR ST	\$20,200	\$20,200	\$20,200	\$20,100	\$20,100	\$20,100
ED-1048	820 GEORGE ST	\$306,200	\$306,200	\$306,200	\$306,200	\$306,200	\$306,200
ED-1058	802 GEORGE ST	\$397,700	\$397,700	\$397,700	\$328,000	\$328,000	\$328,000
ED-1065	109 N ERIE ST	\$47,400	\$47,400	\$47,400	\$47,400	\$47,400	\$47,400
ED-1066	821 GEORGE ST	\$393,400	\$393,400	\$393,400	\$393,400	\$393,700	\$393,700
ED-1067	805 GEORGE ST	\$247,800	\$247,800	\$247,800	\$247,800	\$247,800	\$247,800
ED-1088	921 GEORGE ST	\$274,000	\$274,000	\$274,000	\$274,000	\$274,000	\$274,000
ED-1089	905 GEORGE ST	\$220,600	\$220,600	\$220,600	\$220,600	\$220,600	\$220,600
ED-1095	914 GEORGE ST	\$313,600	\$313,600	\$313,600	\$313,600	\$313,600	\$313,600
ED-1103	115 S ERIE ST	\$240,400	\$240,400	\$240,400	\$240,400	\$240,400	\$240,400
ED-1104	908 GEORGE ST	\$181,200	\$181,200	\$181,200	\$181,200	\$181,200	\$181,200
ED-1105	900 GEORGE ST	\$188,100	\$188,100	\$188,100	\$188,100	\$188,100	\$188,100
ED-18-65	201 JAMES ST	\$1,700,000	\$1,700,000	\$1,700,000	\$1,700,000	\$1,700,000	\$1,700,000
ED-287	230 S BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-376	N BROADWAY ST	\$300,900	\$300,900	\$300,900	\$300,900	\$300,900	\$300,900
ED-377	435 N BROADWAY ST	\$20,300	\$20,300	\$20,300	\$20,300	\$20,300	\$20,300
ED-432	432 N WISCONSIN ST	\$257,000	\$257,000	\$257,000	\$257,000	\$0	\$0
ED-432-1	340 N WISCONSIN ST	\$500,100	\$500,100	\$500,100	\$500,100	\$500,100	\$500,100
ED-660	1002 GEORGE ST	\$158,200	\$158,200	\$158,200	\$158,200	\$158,200	\$158,200
ED-719	FRONT ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-737	FRONT ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-751	409 N BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-752	403 N BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-756	333 N BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-758	301 N BROADWAY ST	\$1,469,900	\$1,144,400	\$1,144,400	\$1,144,400	\$1,144,400	\$1,144,400
ED-758-1	300 BLOCK N BROADWAY ST	\$1,442,200	\$1,141,100	\$1,141,100	\$1,141,100	\$1,141,100	\$1,141,100
ED-767	129 N BROADWAY ST	\$82,200	\$82,200	\$82,200	\$120,200	\$120,200	\$120,200
ED-767-1	131 N BROADWAY ST	\$102,000	\$102,000	\$102,000	\$102,000	\$102,000	\$102,000
ED-768	127 N BROADWAY ST	\$273,200	\$273,200	\$273,200	\$255,400	\$255,400	\$255,400
ED-769	123 N BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-771	117 N BROADWAY ST	\$239,900	\$239,900	\$239,900	\$186,400	\$186,400	\$186,400
ED-772	115 N BROADWAY ST	\$205,500	\$205,500	\$205,500	\$166,700	\$166,700	\$166,700
ED-773	113 N BROADWAY ST	\$240,900	\$240,900	\$240,900	\$240,900	\$203,500	\$0
ED-774	109 N BROADWAY ST	\$155,200	\$155,200	\$155,200	\$155,200	\$136,500	\$285,200
ED-775	107 N BROADWAY ST	\$226,300	\$226,300	\$226,300	\$226,300	\$226,300	\$226,300
ED-776	N BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-783	100-102 S BROADWAY ST	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000
ED-784	106 S BROADWAY ST	\$210,100	\$210,100	\$210,100	\$210,100	\$210,100	\$210,100
ED-785	114-116 S BROADWAY ST	\$648,200	\$648,200	\$648,200	\$592,000	\$565,000	\$565,000
ED-788	118 S BROADWAY ST	\$154,300	\$154,300	\$154,300	\$154,300	\$154,300	\$154,300
ED-788-1	S BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-789	126 S BROADWAY ST	\$199,000	\$199,000	\$199,000	\$199,000	\$199,000	\$199,000
ED-790	132 S BROADWAY ST	\$527,400	\$527,400	\$527,400	\$527,400	\$527,400	\$517,400
ED-793	FRONT ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-794	FRONT ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-796	FRONT ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-799	CHARLES ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-801	S BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-80-3	S BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-812	221 S BROADWAY ST	\$219,500	\$219,500	\$219,500	\$0	\$0	\$0
ED-816	416 GEORGE ST	\$400,600	\$400,600	\$400,600	\$398,000	\$398,000	\$398,000
ED-818	114 S WISCONSIN ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-823	150 S WISCONSIN ST	\$181,000	\$2,399,400	\$2,399,400	\$2,491,300	\$2,491,300	\$2,491,300
ED-824	125 S BROADWAY ST	\$354,400	\$354,400	\$354,400	\$354,400	\$354,400	\$354,400
ED-826	123 S BROADWAY ST	\$192,100	\$192,100	\$121,600	\$121,600	\$121,600	\$196,900
ED-828	111-113 S BROADWAY ST	\$169,900	\$169,900	\$169,900	\$169,900	\$169,900	\$169,900
ED-829	115 S BROADWAY ST	\$292,700	\$292,700	\$292,700	\$292,700	\$292,700	\$292,700
ED-831	107 S BROADWAY ST	\$354,200	\$280,000	\$280,000	\$280,000	\$280,000	\$280,000
ED-833	101 S BROADWAY ST	\$218,900	\$218,900	\$218,900	\$218,900	\$218,900	\$218,900
ED-833-1	GEORGE ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-834	JAMES ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-835	127 N WISCONSIN ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-836	117 N WISCONSIN ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-837	115 N WISCONSIN ST	\$0	\$0	\$0	\$0	\$0	\$420,000
ED-840	421 GEORGE ST	\$471,200	\$471,200	\$471,200	\$471,200	\$471,200	\$471,200

Attachment: DRAFT BID Values over Time 2019 (8576 : Draft 2015-2019 BID Review and BID Member Survey.)

Business Improvement District Property Values Over Time

PARCEL ID	ADDRESS	2014 TOTAL	2015 TOTAL	2016 TOTAL	2017 TOTAL	2018 TOTAL	2019 TOTAL
ED-841	417 GEORGE ST	\$227,100	\$227,100	\$227,100	\$227,100	\$227,100	\$227,100
ED-842	415 GEORGE ST	\$244,700	\$244,700	\$244,700	\$244,700	\$244,700	\$244,700
ED-844	102 N BROADWAY ST	\$0	\$0	\$0	\$130,000	\$4,555,800	\$4,555,800
ED-847	112-114 N BROADWAY ST	\$286,400	\$320,100	\$320,100	\$320,100	\$320,100	\$320,100
ED-848	116 N BROADWAY ST	\$354,200	\$354,200	\$354,200	\$325,600	\$325,600	\$325,600
ED-850	124 N BROADWAY ST	\$1,419,800	\$1,562,700	\$1,562,700	\$1,562,700	\$1,562,700	\$1,562,700
ED-851	134 N BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-857	200 N BROADWAY ST	\$379,400	\$379,400	\$379,400	\$379,400	\$379,400	\$379,400
ED-861	230 N BROADWAY ST	\$446,500	\$446,500	\$446,500	\$446,500	\$446,500	\$446,500
ED-862	421 CASS ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-864	321 N WISCONSIN ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-865-1	309 N WISCONSIN ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-867	303 N WISCONSIN ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-869	302 N BROADWAY ST	\$476,400	\$476,400	\$476,400	\$366,100	\$366,100	\$366,100
ED-869-1	WILLIAM ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-870	314 N BROADWAY ST	\$61,000	\$61,000	\$61,000	\$61,000	\$61,000	\$61,000
ED-871	330 N BROADWAY ST	\$905,800	\$905,800	\$905,800	\$905,000	\$905,800	\$905,800
ED-875	230 N WISCONSIN ST	\$2,853,500	\$2,853,500	\$2,853,500	\$2,853,500	\$2,853,500	\$2,853,500
ED-878	310 N WISCONSIN ST	\$1,159,700	\$1,159,700	\$1,159,700	\$1,159,700	\$1,159,700	\$1,159,700
ED-880	320 N WISCONSIN ST	\$488,400	\$488,400	\$488,400	\$488,400	\$488,400	\$488,400
ED-881	N WISCONSIN ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-886	206 N WISCONSIN ST	\$1,222,200	\$1,222,200	\$1,222,200	\$1,222,200	\$1,222,200	\$1,222,200
ED-893	144 N WISCONSIN ST	\$1,065,300	\$1,065,300	\$1,065,300	\$1,065,300	\$1,065,300	\$1,065,300
ED-897	519 GEORGE ST	\$398,000	\$398,000	\$398,000	\$398,000	\$295,400	\$295,400
ED-900	515 GEORGE ST	\$542,000	\$542,000	\$542,000	\$542,000	\$542,000	\$542,000
ED-901	106 N WISCONSIN ST	\$112,700	\$112,700	\$112,700	\$156,700	\$156,700	\$156,700
ED-907	518-522 GEORGE ST	\$299,500	\$299,500	\$299,500	\$299,500	\$299,500	\$299,500
ED-914	135 S WISCONSIN ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-916	119 S WISCONSIN ST	\$126,700	\$126,700	\$126,700	\$126,700	\$126,700	\$126,700
ED-917	115 S WISCONSIN ST	\$251,700	\$251,700	\$251,700	\$251,700	\$251,700	\$251,700
ED-918	502 GEORGE ST	\$363,700	\$363,700	\$363,700	\$363,700	\$363,700	\$363,700
ED-949	620-622 GEORGE ST	\$392,100	\$392,100	\$392,100	\$392,100	\$441,000	\$441,000
ED-949-1	614 GEORGE ST	\$346,200	\$346,200	\$346,200	\$181,500	\$181,500	\$181,500
ED-952-1	S SUPERIOR ST	\$8,600	\$8,600	\$8,600	\$8,600	\$8,600	\$8,600
ED-957	121 S MICHIGAN ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-960	610 GEORGE ST	\$135,900	\$135,900	\$135,900	\$142,400	\$142,400	\$142,400
ED-961	600-604 GEORGE ST	\$361,200	\$361,200	\$361,200	\$361,200	\$361,200	\$361,200
ED-966	623 GEORGE ST	\$378,000	\$378,000	\$378,000	\$378,000	\$378,000	\$378,000
ED-967	615-617 GEORGE ST	\$160,100	\$160,100	\$160,100	\$160,100	\$160,100	\$160,100
ED-968-1	611 GEORGE ST	\$105,800	\$105,800	\$105,800	\$105,800	\$105,800	\$105,800
ED-968-2	609 REAR GEORGE ST	\$400	\$400	\$400	\$400	\$400	\$400
ED-968-3	609 GEORGE ST	\$246,500	\$246,500	\$246,500	\$246,500	\$246,500	\$246,500
WD-216	300 GRANT ST	\$3,819,600	\$3,819,600	\$3,819,600	\$3,819,600	\$3,819,600	\$3,819,600
WD-279	509 MAIN AV	\$127,500	\$127,500	\$127,500	\$127,500	\$127,500	\$127,500
WD-281	108 S FIFTH ST	\$804,200	\$804,200	\$804,200	\$804,200	\$804,200	\$804,200
WD-283	499 MAIN AV	\$60,400	\$60,400	\$60,400	\$60,400	\$60,400	\$60,400
WD-284	109 S FIFTH ST	\$47,700	\$47,700	\$47,700	\$47,600	\$47,700	\$47,700
WD-286	473 MAIN AV	\$47,600	\$47,600	\$47,600	\$47,600	\$47,600	\$47,600
WD-287	400 BLOCK MAIN AV	\$47,600	\$47,600	\$47,600	\$47,600	\$47,600	\$47,600
WD-288	441 MAIN AV	\$1,020,500	\$1,020,500	\$1,020,500	\$1,020,500	\$1,020,500	\$1,020,500
WD-295	444 REID ST	\$2,280,700	\$2,280,700	\$2,280,700	\$2,089,100	\$2,089,100	\$1,900,000
WD-306	525 REID ST	\$432,000	\$432,000	\$432,000	\$432,000	\$432,000	\$432,000
WD-367	300-308 MAIN AV	\$323,400	\$323,400	\$323,400	\$323,400	\$323,400	\$323,400
WD-369	320 MAIN AV	\$657,700	\$657,700	\$657,700	\$657,700	\$657,700	\$657,700
WD-371	330 MAIN AV	\$181,400	\$181,400	\$181,400	\$181,400	\$181,400	\$181,400
WD-372	334 MAIN AV	\$247,000	\$247,000	\$247,000	\$247,000	\$247,000	\$247,000
WD-373	338 MAIN AV	\$142,300	\$142,300	\$142,300	\$142,300	\$142,300	\$142,300
WD-374	342-344 MAIN AV	\$97,800	\$97,800	\$97,800	\$97,800	\$97,800	\$97,800
WD-375	348 MAIN AV	\$131,300	\$131,300	\$131,300	\$131,300	\$131,300	\$131,300
WD-376	352 MAIN AV	\$9,000	\$9,000	\$9,000	\$35,900	\$35,900	\$35,900
WD-377	360-362 MAIN AV	\$43,100	\$43,100	\$43,100	\$18,000	\$18,000	\$18,000
WD-378	366 MAIN AV	\$196,300	\$196,300	\$196,300	\$196,300	\$196,300	\$196,300
WD-379	368 MAIN AV	\$232,200	\$232,200	\$232,200	\$232,200	\$237,900	\$237,900
WD-380	380 MAIN AV	\$404,800	\$404,800	\$404,800	\$404,800	\$404,800	\$404,800
WD-381	400 MAIN AV	\$283,800	\$283,800	\$283,800	\$283,800	\$283,800	\$283,800
WD-386	436 MAIN AV	\$337,100	\$337,100	\$337,100	\$337,100	\$337,100	\$337,100
WD-387	444 MAIN AV	\$325,700	\$325,700	\$325,700	\$325,700	\$325,700	\$325,700
WD-387-1	MAIN AV	\$70,600	\$70,600	\$70,600	\$70,600	\$70,600	\$70,600

Attachment: DRAFT BID Values over Time 2019 (8576 : Draft 2015-2019 BID Review and BID Member Survey.)

Business Improvement District Property Values Over Time

PARCEL ID	ADDRESS	2014 TOTAL	2015 TOTAL	2016 TOTAL	2017 TOTAL	2018 TOTAL	2019 TOTAL
WD-388	486 MAIN AV	\$364,800	\$390,200	\$390,200	\$390,200	\$390,200	\$390,200
WD-389-2	500 MAIN AV	\$1,562,800	\$1,835,900	\$1,835,900	\$1,835,900	\$1,780,000	\$1,780,000
WD-389-3	550 MAIN AV	\$0	\$0	\$0	\$59,600	\$59,600	\$59,600
WD-389-4	556 MAIN AV	\$0	\$0	\$0	\$0	\$0	\$0
WD-389-5	FORT HOWARD AV	\$42,200	\$42,200	\$42,200	\$42,200	\$42,200	\$42,200
WD-403	103-109 N SIXTH ST	\$346,700	\$346,700	\$346,700	\$346,700	\$346,700	\$346,700
WD-404	101 FORT HOWARD AV	\$299,700	\$299,700	\$299,700	\$299,700	\$299,700	\$299,700
WD-404-2	MAIN AV	\$0	\$0	\$0	\$0	\$0	\$0
WD-623	500 GRANT ST	\$600,300	\$600,300	\$600,300	\$600,300	\$600,300	\$600,300
WD-634	GRANT ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-634-2	400 GRANT ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-884	401 MAIN AV	\$472,000	\$472,000	\$472,000	\$472,000	\$472,000	\$472,000
WD-885	407 MAIN AV	\$141,300	\$141,300	\$141,300	\$141,300	\$141,300	\$141,300
WD-886	409 MAIN AV	\$138,500	\$138,500	\$138,500	\$138,500	\$138,500	\$138,500
WD-887	413 MAIN AV	\$249,800	\$217,800	\$217,800	\$217,800	\$217,800	\$217,800
WD-888	417 MAIN AV	\$138,500	\$138,500	\$138,500	\$138,500	\$138,500	\$138,500
WD-889	421 MAIN AV	\$387,600	\$387,600	\$387,600	\$387,600	\$387,600	\$387,600
WD-890-1	441 MAIN AV	\$200	\$200	\$200	\$200	\$200	\$200
WD-893	400 REID ST	\$3,747,400	\$2,733,900	\$2,733,900	\$2,733,900	\$2,733,900	\$2,733,900
WD-906	301 MAIN AV	\$415,100	\$415,100	\$415,100	\$415,100	\$415,100	\$415,100
WD-907	305 MAIN AV	\$175,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000
WD-908	313 MAIN AV	\$205,500	\$284,500	\$284,500	\$284,500	\$284,500	\$284,500
WD-909	317 MAIN AV	\$305,000	\$305,000	\$305,000	\$264,600	\$254,400	\$254,400
WD-910	321 MAIN AV	\$158,500	\$158,500	\$158,500	\$158,500	\$158,500	\$158,500
WD-911	327 MAIN AV	\$394,300	\$394,300	\$394,300	\$394,300	\$394,300	\$394,300
WD-912	331 MAIN AV	\$311,600	\$311,600	\$311,600	\$311,600	\$311,600	\$311,600
WD-913	337-341 MAIN AV	\$259,200	\$259,200	\$259,200	\$259,200	\$259,200	\$259,200
WD-915	345 MAIN AV	\$142,500	\$169,800	\$169,800	\$169,800	\$169,800	\$169,800
WD-917	353 MAIN AV	\$321,500	\$321,500	\$321,500	\$275,000	\$275,000	\$275,000
WD-917-1	MAIN AV	\$0	\$0	\$0	\$0	\$0	\$0
WD-917-2	MAIN AV	\$0	\$0	\$0	\$0	\$0	\$0
WD-918	355 MAIN AV	\$171,700	\$171,700	\$171,700	\$171,700	\$171,700	\$171,700
WD-920	365 MAIN AV	\$407,300	\$407,300	\$407,300	\$407,300	\$649,000	\$649,000
WD-921	371 MAIN AV	\$141,200	\$141,200	\$141,200	\$141,200	\$141,200	\$141,200
WD-922	375 MAIN AV	\$216,600	\$216,600	\$216,600	\$216,600	\$216,600	\$216,600
WD-923	377 MAIN AV	\$287,400	\$287,400	\$287,400	\$287,400	\$287,400	\$287,400
WD-925	115 FOURTH ST	\$425,200	\$425,200	\$425,200	\$425,200	\$425,200	\$425,200
WD-926	340 BLOCK REID ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-928	340 REID ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-930	330 REID ST	\$822,900	\$822,900	\$822,900	\$822,900	\$822,900	\$822,900
WD-931	116 THIRD ST	\$219,000	\$219,000	\$219,000	\$219,000	\$219,000	\$219,000
WD-933	110 THIRD ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-955	303 REID ST	\$1,279,800	\$1,284,400	\$1,284,400	\$1,284,400	\$1,284,400	\$1,180,000
WD-961	325 REID ST	\$7,486,300	\$7,486,300	\$7,486,300	\$3,510,000	\$3,510,000	\$3,510,000
WD-965	401 REID ST	\$746,000	\$746,000	\$746,000	\$746,000	\$714,000	\$581,600
WD-1647	555 MAIN AVE 102	\$0	\$0	\$0	\$0	\$0	\$0
WD-1655	555 MAIN AVE 110	\$0	\$0	\$0	\$0	\$0	\$0
WD-1662	555 MAIN AVE 201	\$0	\$0	\$0	\$0	\$0	\$0
ED-969	108 N MICHIGAN ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-1654	555 MAIN AVE 109	\$0	\$0	\$0	\$0	\$0	\$0
WD-1659	555 MAIN AVE 114	\$0	\$0	\$0	\$0	\$0	\$0
WD-1661	555 MAIN AVE 116	\$0	\$0	\$0	\$0	\$0	\$0
WD-1672	555 MAIN AVE 212	\$0	\$0	\$0	\$0	\$0	\$0
WD-1660	555 MAIN AVE 115	\$0	\$0	\$0	\$0	\$0	\$0
WD-1666	555 MAIN AVE 205	\$0	\$0	\$0	\$0	\$0	\$0
ED-798	302 GEORGE ST	\$0	\$0	\$0	\$0	\$0	\$0
ED-766	233 N BROADWAY ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-1649	555 MAIN AVE 104	\$0	\$0	\$0	\$0	\$0	\$0
WD-1671	555 MAIN AVE 211	\$0	\$0	\$0	\$0	\$0	\$0
WD-1668	555 MAIN AVE 208	\$0	\$0	\$0	\$0	\$0	\$0
WD-1651	555 MAIN AVE 106	\$0	\$0	\$0	\$0	\$0	\$0
WD-1667	555 MAIN AVE 206	\$0	\$0	\$0	\$0	\$0	\$0
WD-1669	555 MAIN AVE 209	\$0	\$0	\$0	\$0	\$0	\$0
WD-1673	555 MAIN AVE 213	\$0	\$0	\$0	\$0	\$0	\$0
ED-778	100 FRONT ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-1674	555 MAIN AVE 214	\$0	\$0	\$0	\$0	\$0	\$0
WD-1652	555 MAIN AVE 107	\$0	\$0	\$0	\$0	\$0	\$0
WD-1656	555 MAIN AVE 111	\$0	\$0	\$0	\$0	\$0	\$0

Attachment: DRAFT BID Values over Time 2019 (8576 : Draft 2015-2019 BID Review and BID Member Survey.)

Business Improvement District Property Values Over Time

PARCEL ID	ADDRESS	2014 TOTAL	2015 TOTAL	2016 TOTAL	2017 TOTAL	2018 TOTAL	2019 TOTAL
WD-1675	555 MAIN AVE 215	\$0	\$0	\$0	\$0	\$0	\$0
WD-1663	555 MAIN AVE 202	\$0	\$0	\$0	\$0	\$0	\$0
WD-1670	555 MAIN AVE 210	\$0	\$0	\$0	\$0	\$0	\$0
WD-310	430 GRANT ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-1665	555 MAIN AVE 204	\$0	\$0	\$0	\$0	\$0	\$0
WD-1648	555 MAIN AVE 103	\$0	\$0	\$0	\$0	\$0	\$0
WD-1650	555 MAIN AVE 105	\$0	\$0	\$0	\$0	\$0	\$0
ED-1094	920 GEORGE ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-1653	555 MAIN AVE 108	\$0	\$0	\$0	\$0	\$0	\$0
ED-915	127 S WISCONSIN ST	\$0	\$0	\$0	\$0	\$0	\$0
WD-1646	555 MAIN AVE 101	\$0	\$0	\$0	\$0	\$0	\$0
WD-1657	555 MAIN AVE 112	\$0	\$0	\$0	\$0	\$0	\$0
WD-1658	555 MAIN AVE 113	\$0	\$0	\$0	\$0	\$0	\$0
WD-1664	555 MAIN AVE 203	\$0	\$0	\$0	\$0	\$0	\$0
WD-1676	555 MAIN AVE 216	\$0	\$0	\$0	\$0	\$0	\$0
ED-970	114 N MICHIGAN ST	\$135,300	\$135,300	\$140,700	\$140,700	\$158,100	\$172,600

Attachment: DRAFT BID Values over Time 2019 (8576 : Draft 2015-2019 BID Review and BID Member Survey.)

FINAL STATEMENT OF TAXES FOR 2018

05 216 0127
 CO MUN ACCT NO

FOR CITY OF DE PERE BROWN
 Town- Village -City Municipality County

Check if Amended

SEC.	Col 1 Description of Tax by Taxing Jurisdiction						Col 2. AMOUNTS APPORTIONED BY TAXING JURISDICTIONS
A	1. AGGREGATE AMOUNT OF STATE TAXES						\$0.00
B. COUNTY TAXES	1. Portion of State Special Charges Upon County						\$76.33
	2. Portion of County Tax Levied Over Entire Municipality						\$8,279,446.27
	3. Special Purpose County Taxes						\$638,094.32
	4. TOTAL COUNTY TAXES (sum of B-1 through B-3)						\$8,917,616.92
C. SPECIAL DISTRICT TAXES		Special District Code	Acct No	Special District Name	Col 1a Property Taxes	Col 1b State Special Charge	Property Taxes with State Special Charges
	1	055040	0026	GREEN BAY METRO SEWER DISTRICT	\$0.00	\$0.00	\$0.00
	2						
	3						
	4						
	5						
	6						
	7						
	8						
	9						
	10						
	11						
	12. TOTAL SPECIAL DISTRICT TAXES (sum of C1 through C11)				\$0.00	\$0.00	\$0.00
D. TOWN, VILLAGE, OR CITY TAXES	1. Other Special Purpose District Taxes (Show Detail on page 4, enter total here)						\$0.00
	2. Total Tax Increment (except county environmental remediation tax increment)						\$3,256,582.07
	3. County Environmental Tax Increment						\$0.00
	4. Other State Special Charges						\$0.00
	5. County Special Charges						\$0.00
	6. All Other Town, Village, or City Taxes						\$13,675,073.00
	7. Surplus Funds Applied CAUTION: Do not make an entry on this line unless Line D6 (above) is Zero.						\$0.00
	8. TOTAL TOWN, VILLAGE OR CITY TAXES (sum of D1 through D7; NOT TOTAL for page one)						\$16,931,655.07
Clerk			Date		REMARKS		
Work Phone ()		Home Phone ()					
E-mail Address		Fax Number ()					

Attachment: De Pere SOT 2018 (8576 : Draft 2015-2019 BID Review and BID Member Survey.)

2018 05 216 0127 FOR CITY OF DE PERE BROWN
 YEAR CO MUN ACCT NO Town - Village - City Municipality County

SEC.	School District Codes	Acct No	Col 1			Col 2	
			SCHOOL DISTRICT NAMES			AMOUNTS APPORTIONED BY TAXING JURISDICTIONS	
E ELEMENTARY AND SECONDARY SCHOOLS	1	051414	0035	SCH D OF DE PERE		\$9,500,833.00	
	2	056328	0039	SCH D OF WEST DE PERE		\$9,382,347.14	
	3						
	4						
	5						
	6						
	7						
	8						
	9						
	10						
	11						
	12	TOTAL ELEMENTARY AND SECONDARY SCHOOL TAXES (sum of E1 through E11)					\$18,883,180.14
F TECH. COLLEGES	1.	1300	0012	NORTHEAST WISCONSIN TECH COLLEGE GNBV		\$1,623,370.64	
	2.						
	3.						
	4.	TOTAL TECHNICAL COLLEGE TAXES (sum of F1 through F3)					\$1,623,370.64
G G1 G2 G3 G4 G5 G6	TOTAL GENERAL PROPERTY TAXES APPORTIONED (Total of State, County, Special District, Local, School and Technical College Taxes)					\$46,355,822.77	
	Summary of General Property Taxes, State Tax Credits Applied, and Net General Property Taxes to be Collected					(G7) DEPARTMENT OF REVENUE USE ONLY	
	PLEASE COMPLETE ALL COLUMNS			Col 1 Real Estate Roll	Col 2 Personal Property Roll	Col 3 Total (Col 1 Plus Col 2)	
	G1	General Property Taxes From Computerized Summary			45,167,461.70	1,188,365.90	46,355,827.60
	G2	School Levy Tax Credit Applied (subtract)			3,661,904.70	96,252.10	3,758,156.80
	G3	Lottery and Gaming Credit Applied (subtract)			893,550.80	0.00	893,550.80
	G4	First Dollar Credit Applied (subtract)			510,149.70	0.00	510,149.70
G5	Net General Property Taxes To Be Collected			40,101,856.50	1,092,113.80	41,193,970.30	
G6	UNDERRUN / OVERRUN (include Line G-6 in Line T Total)					\$4.83	
H.	REPORT DETAIL ON PAGE - 3			Col 1	Municipality Acting as Agent For		
	SPECIAL ASSESSMENTS AND CHARGES			For Municipality	Col 2 Enterprise/ Utility	Col 3 Other	
				2,200,430.41	0.00	0.00	
						\$2,200,430.41	
J.	OMITTED PROPERTY TAXES (Net taxes levied on property omitted from taxation in previous years)					\$0.00	
K.	S. 70.43 CORRECTIONS (Net taxes due or refunded - use brackets <> to denote minus amount)					\$0.00	
M.	P.F. CROP TAXES 0.00 Reg. Acs. @ 10¢ = \$ 0.00 + 0.00 Reg. Acs. @ 2.52 = \$ 0.00 + 0.00 Reg.Acs.@20¢=\$ 0.00 =					\$0.00	
N.	(a) (Acres) (b) (c) (Acres) (d) (e) (Acres) (f) (g) (Acres)					\$0.00	
	MFL TAX 0.00 Open @\$.74 = \$ 0.00 + 0.00 Closed @\$ 1.75=\$ 0.00 + 0.00 Open@\$ 2.04= 0.00 + 0.00 Closed @\$ 10.20=\$ 0.00 + (i) (Acres) (j) .00 Closed @ \$7.87=\$.00 =						
O OCCUPATION TAXES	1. COAL (Sec.70.42) Number of Tons=(a) 0.00 @5¢ per Ton + Number of Tons=(b) 0.00 @7¢ per Ton					\$0.00	
	2. PETROLEUM REFINERIES (Sec.70.421) Number of Tons =(a) 0.00 @5¢ per Ton					\$0.00	
	3. IRON ORE CONCENTRATES (Sec. 70.40) Number of Tons =(a) 0.00 @5¢ per Ton					\$0.00	
T.	AGGREGATE AMOUNT OF TAXES (Total of Sections G, G-6, H, J, K, M, N, and Section 0)					\$48,556,258.01	


Attachment: De Pere SOT 2018 (8576 : Draft 2015-2019 BID Review and BID Member Survey.)

2019 BID Membership Survey


The De Pere Business Improvement District (BID) began in 2015 in order to support programs to develop, redevelop, manage and maintain the district. Please take this short survey to provide your input regarding the Business Improvement District in Downtown De Pere.

Are we doing the right things? Since inception, the BID funds have been allocated to Definitely De Pere in order to fulfill the following objectives as defined by the BID Operating Plan:

1. **Make the downtown a destination** by efforts to attract more residents and visitors and increase vitality, while preserving the existing charm and character.
2. **Support business and private investment** by providing business support and mentorship, organized events, and a current business directory.
3. **Capitalize on key business niches** and promote growth trending clusters in appropriate locations in order to increase foot traffic and highlight different experiences and sub-districts within the Downtown.
4. **Add life to the District** through creative placemaking efforts, public art, special events, and cultural offerings.
5. **Increase public realm investment and improvement** to create unique and high quality spaces that provide linkages and outdoor rooms within the Downtown, providing space for enjoyment and organized events.
6. **Promote walkability and bikeability** as integral transportation modes through education efforts, outreach programs with partner organizations, infrastructure investment, and special events and programming.
7. **Create new neighborhoods in the downtown** to help brand distinct neighborhoods in the district based on existing assets and future vision. Support development and redevelopment of a range of different housing products.
8. **Support growth and redevelopment** in alignment with the Downtown Master Plan and Cultural District Master Plan without losing the authentic existing character. Balance growth with change, including parking and traffic needs.

1. How appropriate do you feel these objectives are for downtown De Pere? 

	Not Appropriate	Appropriate	Very Appropriate	Not Sure
Make the downtown a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support business and private investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capitalize on key business niches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add life to the District	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase public realm investment and improvement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote walkability and bike ability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create new neighborhoods in the downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support growth and redevelopment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Do you feel any of these objectives should be revised or eliminated? If yes, please explain. 

3. Are there any objectives that you would like to see added to the BID Operating Plan? 

Property owners within the District pay the following as part of their property tax bill:

\$1.75/\$1,000 assessed value

Minimum payment = \$275

Maximum payment = \$1,950

(No combined ownership can have an assessment of more than \$1,950 or less than \$275)


The statewide average assessment is \$3.27/\$1,000 assessed value. The City of Neenah, which has many similarities to De Pere, utilizes this formula:

\$2.95/\$1,000 assessed value


Minimum payment = \$750

Maximum payment = \$7,000

(no multiple property ownership provision) 

4. If the assessment for the De Pere BID increased, where would you like that funding to be focused? Please rank the following. 

	Not important	Somewhat important	Important	Extremely important
Streetscape improvements (landscaping, accent lighting, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian amenities (benches, way finding, parklets, water bottle filling station, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public plaza/urban park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New events (music series, fall festival, culinary event, luncheon series, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snow removal and sidewalk maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business networking and educational programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategic business recruitment and retention efforts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking management and education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
District and neighborhood branding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Would you support an increase to the BID assessment rate in order to support additional initiatives that enhance downtown economic development? 

Yes

No

Not sure

6. Are there other specific projects or programs that you would like to see the BID support? Please explain. 

7. Would you be interested in serving on the BID Board? 

8. Do you have any other comments, questions, or concerns? 



City of De Pere, Wisconsin

Request For Business Improvement District Board Action

MEETING DATE: August 5, 2019
DEPARTMENT: Planning
FROM: Kimberly Flom
SUBJECT: Review Draft 2020 DBI Operating Plan & Assessment Discussion.

ATTACHMENTS:

- Draft BID Operating Plan Memo 8-2019 (PDF)
- DBI_OperatingPlan_2020DRAFT (PDF)

CITY OF DE PERE MEMO



To: Business Improvement District (BID) Board
 From: Kim Flom, Development Services Director
 Date: August 5, 2019

RE: **Draft 2020 BID Operating Plan and Assessment Discussion**

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 draft copy of the 2020 Business District Operating Plan is attached for review. *At this meeting, we request your guidance in providing suggestions to update the operating plan.*

2019 BID Assessment

The BID assessed property value remained relatively stable between 2018 and 2019 resulting in an estimated 2019 assessment collection (that will fund the 2020 BID activities) of \$87,768.38. The assessment funds are proposed to be allocated to the City of De Pere (\$1,000) and to Definitely De Pere (\$86,768.38).

Proposed Changes & Amendments to Operating Plan

Priority Projects

2019 projects have been removed and replaced with proposed 2020 projects.

2019 Priority Projects (and updated)

1. Downtown West Vision Plan
 - a. In budget – may begin at the end of 2019.
2. Installation of public art/placemaking improvements in the Nicolet Square Alley
 - a. Scheduled for Fall 2019.
3. Construction of newly designed James Street Streetscape
 - a. Project designed and bid. Bids rejected due to cost.
4. Wayfinding master plan and preliminary signage design
 - a. May begin at end of 2019.
5. Shared dumpster enclosure in Lee Square parking lot
 - a. Currently in design phase.

2020 Proposed Priority Projects

- 1. Pursue 123 N Broadway redevelopment.
- 2. Support plans to occupy or redevelop the Shopko Property
- 3. Finish Zoning Code Update
- 4. Public Realm Development
- 5. Strategic Business Recruitment

Updated Appendix – State Statute Language

Appendix D has been revised with updated State Statute language. No substantial changes have occurred.

BID Special Assessment Method

Some conversation regarding the current assessment formula occurred at the August 6, 2018 BID Board meeting, but no changes were proposed as part of the 2019 BID Operating Plan. Additional discussion has occurred internally over the past year regarding changing the assessment method for the 2020 Operating Plan.

To provide a comparison, here is the current De Pere formula and the formula for Neenah, a city of similar population, close to a large urban center, and with a historic downtown and water frontage.

City of De Pere

\$1.75/\$1,000

Minimum: \$275

Maximum: \$1,950

No legal entity assessed more than \$1,950 and no less than \$275. If single entity owns more than one parcel, the property values are combined to calculate the assessment.

City of Neenah

\$2.95/\$1,000

Minimum: \$750

Maximum: \$7,000

No 'multiple property' provision

All of the below scenarios used the 2017 base data, which had a \$86, 091.95 assessment total under the current parameters.

Remove 'Multiple Property' provision

In this scenario, every property is assessed individually rather than combined. The current formula combines parcels owned under the same legal entity.

Assessment Total if 'Multiple Property' provision removed = \$93,431.99 (8.5% increase)

This scenario only impacts owners of multiple properties. In 2017, 5 owners who hit the maximum amount would be impacted and 14 owners who pay the minimum amount would be impacted.

Increase Maximum Cap Amount

If the maximum cap were increased from \$1,950 to \$3,000, the resulting BID total would be: \$97,487.63 (13.2% increase)

In 2017, Eight property owners (3 of whom own multiple properties) would pay the maximum cap amount.

Increase Minimum and Maximum

If the maximum were increased from \$1,950 to \$3,000 and the minimum were increased from \$275 to \$500, the resulting BID assessment total would be: \$104,841.95 (21.8% increase).

This change primarily impacts owners who are already paying the minimum and maximum amounts.

Increase rate

If the assessment rate were increased from \$1.75 to \$2.00 with no other changes, the resulting BID assessment total would be: \$93,998.80 (9.2% increase).

If the assessment rate were increased from \$1.75 to \$2.50 with no other changes, the resulting BID assessment total would be: \$110,118.00 (27.9% increase).

City of Neenah

If the assessment method were changed to mirror the City of Neenah, the resulting BID assessment total would be: \$178,033.78 (106.8% increase).

Process to change the Assessment Method

1. BID provides direction to staff regarding proposed assessment method.
2. Staff schedules a membership meeting and prepares a Class 2 notice.
3. Staff mails copy of Class 2 notice to each property owner in the district.
4. Meeting held to discuss changes.
5. Operating Plan updated to reflect change in assessment method.
6. BID Board/Annual Membership meeting to review and provide recommendation on Operating Plan (note that all owners can vote on any item per bylaws).
7. Operating Plan recommendation presented to Council.
8. Common Council review and approval (or denial or change) in Operating Plan.

The BID Operating Plan, which includes the assessment method, must be approved by early October in order to provide the assessment information to the County for inclusion on the 2019 property tax bill.

Staff seeks BID Board input and direction about the current assessment method and if changes should be explored.

DRAFT

De Pere Business Improvement District 2020 Operating Plan (Year Six)



DRAFT - August 2019

Anticipated Approval by Common Council: **Month X, 2019**



Attachment: DBI_OperatingPlan_2020DRAFT (8577 : Review Draft 2020 DBI Operating Plan & Assessment Discussion.)

The 2020 Business Improvement District (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
Mary Boyd
Brent Felchlin
Paul Olejniczak
Angela Patel
Rich Starry

Definitely De Pere

Tina Quigley – Executive Director
Brenda Busch – Board President
Kendall Tilkens, Marketing & Events Coordinator

City of De Pere

Kim Flom - Development Services Director
Bill Boyle – GIS Manager/Project Manager

**DE PERE
BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN**

Table of Contents

	Page
I. Introduction	
A. Purpose and History of the BID	4
II. Development Plans	5
A. Plan Objectives	5
B. Proposed Activities	5
C. Benefits of the BID	6
III. Measures of Success	7
A. Proposed Expenditures of the BID	8
B. Budget	8
C. Annual Review	9
D. Relationship to Plans for Orderly Development of the City	9
E. Powers	9
F. Public Review Process	9
IV. District Boundaries	9
V. BID Organization and Operating Board	9
VI. Financing Method	10
VII. Method of Assessment	10
A. Assessed Parcels	10
B. Levy of Assessment	10
C. Schedule of Assessments	10
D. Assessment Collection and Disbursal	10
E. Annual Report	11
VIII. City Role in District Operations	12
IX. Required Statements	12
X. Severability and Expansion	12
XI. Appendices	
A. Draft 2019 Definitely De Pere Budget & City Administrative Costs	14
B. BID District Boundary	16
C. Properties in the District including Assessed and Exempt Properties	17
D. Wisconsin Statutes Section 66.1109	20
E. Adopted Bylaws	24

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, Cultural District 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. **Make the downtown a destination** by efforts to attract more residents and visitors and increase vitality, while preserving the existing charm and character.
2. **Support business and private investment** by providing business support and mentorship, organized events and a current business directory.
3. **Capitalize on key business niches** and promote growth trending clusters in appropriate locations in order to increase foot traffic and highlight different experiences and sub-districts within the Downtown.
4. **Add life to the District** through expanded creative placemaking efforts, public art, special events and cultural offerings.
5. **Increase public realm investment and improvement** to create unique and high quality spaces that provide linkages and outdoor rooms within the Downtown, providing space for enjoyment and organized events.
6. **Promote walkability and bikeability as integral transportation modes** through education efforts, outreach programs with partner organizations, infrastructure investment and events/programming.
7. **Create New Neighborhoods in the Downtown** Help to brand distinct neighborhoods in the District based on existing assets and future vision. Support development and redevelopment of a range of different housing products.

8. **Support Growth and Redevelopment** in alignment with the Downtown Master Plan and Cultural District Master Plan without losing the authentic existing character. Balance growth with change, including parking and traffic needs.

B. Proposed Activities

General activities consistent with the above objectives include:

1. Continue to promote historic buildings in the District, by facilitating façade rehabilitation projects and educating property owners on available federal and state historic tax credits for building preservation.
2. Provide insight on and recommendations on design guidelines and zoning codes that will facilitate appropriate new development while maintaining the desired aesthetic and sense of place for Downtown De Pere.
3. Build and maintain a Downtown business database to be used as resource to facilitate conversations between building owners and prospective tenants and buyers and sellers. Work with the City to market appropriate redevelopment properties.
4. Promote community engagement and networking opportunities by increasing volunteer participation from BID and community members.
5. Participate in the creation of Downtown West Vision plan that will provide complimentary recommendations to pair with the Cultural District Master Plan.
6. Support the City in developing more pedestrian and bicycle friendly roadways, cross walks, and parking options in order to emphasize walking and biking as an integral transportation mode.
7. Promote business assistance programs, such as the locally administered Façade Grant Program, through continuous education efforts with both new and existing businesses via the development of a Downtown Resource Guide.
8. Support future infrastructure projects and continue to promote pedestrian and bicycle facilities and storm water management, consistent with ideas presented in the Downtown Master Plan, Cultural District Master Plan and Comprehensive Plan.
9. Explore different ways to effectively market and promote the Downtown. Support the growth of different districts, each with its own unique assets and character in order to enhance vibrancy and vitality.
10. Work to promote beautification and art related projects to add to the District. Extend the success of the mural program into other areas with other forms of art.
11. Work with the city to pursue redevelopment projects within the District in order to promote growth. Consider encouraging cluster areas of certain business types in order to enhance walkability.
12. Maximize communication opportunities (press, newsletter, social media, etc) to drive traffic into Downtown businesses and raise visibility of events. Support the creation/development of a community-wide calendar that would serve as the primary resource for De Pere news and activities.
13. Work 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, landscape maintenance, and garbage/recycling removal.
14. Develop and implement 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.
15. Implement enhancements and programming as determined appropriate from the Downtown Master Plan and Comprehensive Plan.
16. Take all further action needed to carry out the general purposes of this DBI Operating Plan as are allowed by BID law.

2020 Priority Projects

1. Pursue 123 N Broadway redevelopment.
2. Support plans to occupy or redevelop the Shopko Property
3. Finish Zoning Code Update
4. Public Realm Development
5. Strategic Business Recruitment

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. 2020 BID Expenditures include the following:

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

B. Budget

The 2020 De Pere BID includes 219 parcels with a total BID value of over \$84,500,000 (\$68,116,300 value for assessable properties). The value has remained relatively flat between 2017 and 2018. Out of the 219 parcels, 72 are tax exempt or are used for residential purposes. Out of the remaining 147, 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 2020 Assessment Income (from 2019 taxes):	\$86,768.38
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2017 Expenses

Contract with Definitely De Pere:	\$85,768.38	
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 2019 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 2019 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: 2020 Definitely De Pere Budget & City Administrative Costs

City of De Pere Administrative Costs

In 2020, **\$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): \$150

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)

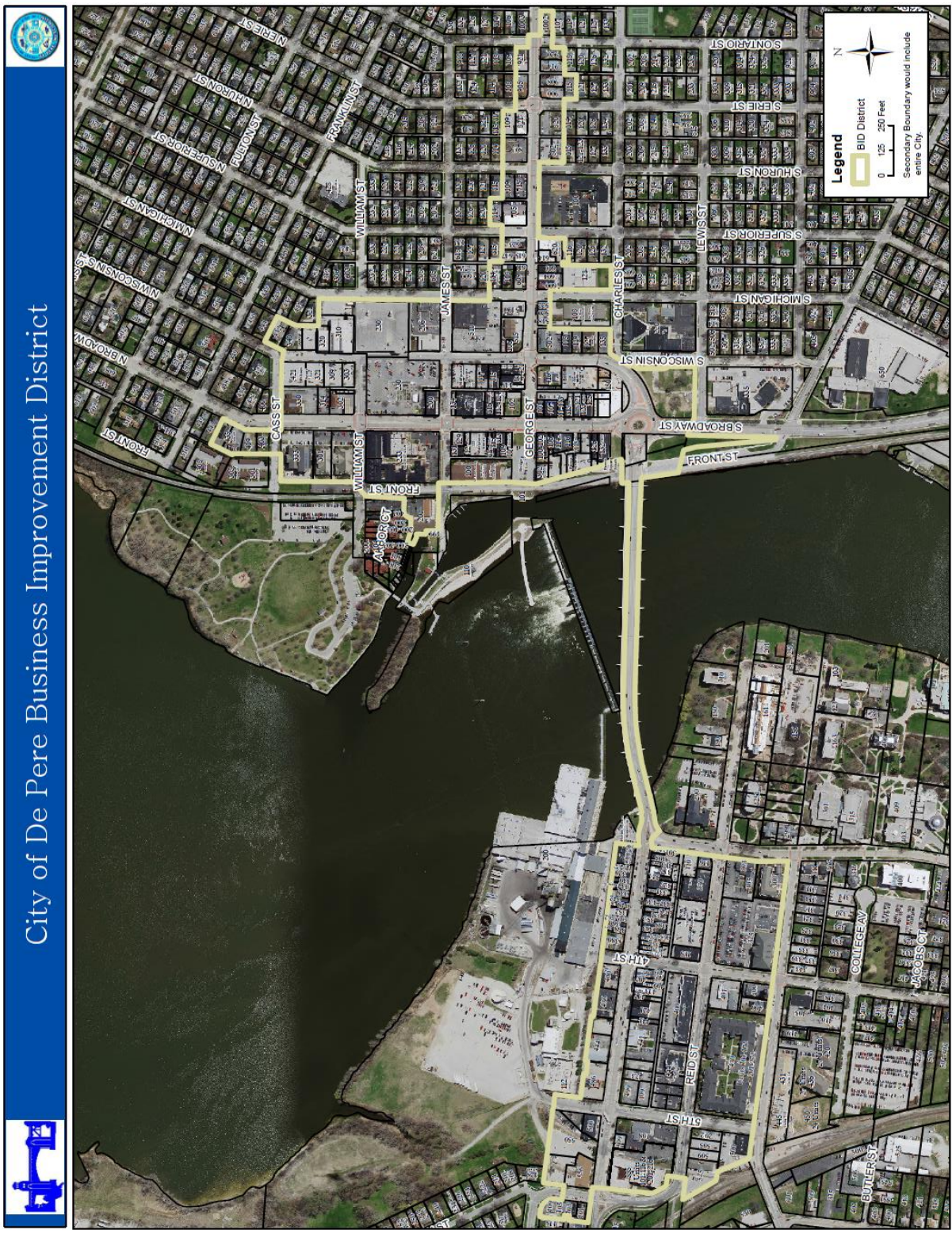
City Clerk (submittal of assessment data to the County)

City Attorney (statute review)

Definitely De Pere Budget

In 2020, the BID Board will contract with Definitely De Pere in the amount of **\$85,768.38** 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



City of De Pere Business Improvement District

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

Attachment: DBI_OperatingPlan_2020DRAFT (8577 : Review Draft 2020 DBI Operating Plan & Assessment Discussion.)

#	PARCEL ID	ADDRESS	PROPERTY OWNER	2019 ASSESSED VALUE	2019 BID VALUE	BID FINAL ASSESSMENT
1	ED-789	126 S BROADWAY ST	126 SOUTH BROADWAY LLC	199000	199000	\$348.25
2	ED-758-1	300 N BROADWAY ST BLK	301 NORTH BROADWAY LLC	1141100	1141100	\$973.59
3	ED-758	301 N BROADWAY ST	301 NORTH BROADWAY LLC	1144400	1144400	\$976.41
4	WD-908	313 MAIN AVE	313 MAIN IN DE PERE LLC	284500	284500	\$497.88
5	WD-372	334 MAIN AVE	A&K LONGBRANCH LLC	247000	247000	\$432.25
6	WD-1647	555 MAIN AVE 102	AARON P KEMPEN	119600	0	\$0.00
7	WD-921	371 MAIN AVE	ABTS INVESTMENTS LLC	141200	141200	\$275.00
8	WD-931	116 THIRD ST	AJANGO PROPERTIES LLC	219000	219000	\$383.25
9	ED-1067	805 GEORGE ST	ALI BRI PROPERTIES LLC	247800	247800	\$433.65
10	WD-1655	555 MAIN AVE 110	ANTERPREET SINGH	159000	0	\$0.00
11	ED-886	206 N WISCONSIN ST	ASSOCIATED DEPERE BANK	1222200	1222200	\$1,950.00
12	ED-1089	905 GEORGE ST	BEACHWALKER EXPRESS LLC	220600	220600	\$386.05
13	ED-824	125 S BROADWAY ST	BEILKE LLC	354400	354400	\$620.20
14	ED-907	518 GEORGE ST	BELLA NOVA LLC	299500	299500	\$524.13
15	ED-771	117 N BROADWAY ST	BELLE HOLDINGS LLC	186400	186400	\$326.20
16	ED-768	127 N BROADWAY ST	BELMONT DOWNTOWN ENTERPRISES LLC	255400	255400	\$446.95
17	ED-816	416 GEORGE ST	BMG DEVELOPMENT LLC	398000	398000	\$696.50
18	ED-844	102 N BROADWAY ST	BROADWAY INVESTMENT PARTNERS LLC	4555800	4555800	\$1,950.00
19	ED-767	129 N BROADWAY ST	BROOKS TL HOLDINGS LLC	120200	120200	\$275.00
20	ED-756	333 N BROADWAY ST	BROWN COUNTY LIBRARY	0	0	\$0.00
21	WD-281	108 S FIFTH ST	CAPITAL CREDIT UNION	804200	804200	\$1,407.35
22	WD-279	509 MAIN AVE	CAPITAL CREDIT UNION	1275000	1275000	\$223.13
23	ED-18-65	201 JAMES ST	CHATEAU DEPERE LLC	1700000	1700000	\$1,950.00
24	WD-375	348 MAIN AVE	CHRIS C RENIER	131300	131300	\$275.00
25	WD-389-4	556 MAIN AVE	CHRIST THE ROCK CHURCH INC	0	0	\$0.00
26	WD-389-3	550 MAIN AVE	CHRIST THE ROCK CHURCH INC	59600	59600	\$104.30
27	WD-389-5	0 FORT HOWARD AVE	CHRIST THE ROCK CHURCH INC	42200	42200	\$73.85
28	WD-1662	555 MAIN AVE 201	CHRISTOPHER D SAMP	216900	0	\$0.00
29	ED-969	108 N MICHIGAN ST	CLIFFORD U HANNON	195300	0	\$0.00
30	ED-1105	900 GEORGE ST	CLYDE B TETZLAFF	188100	188100	\$329.18
31	WD-918	355 MAIN AVE	CONNECTIVE PROPERTIES LLC	171700	171700	\$300.48
32	ED-1104	908 GEORGE ST	CRAIG R NELSON	181200	181200	\$317.10
33	ED-968-1	611 GEORGE ST	DANEN PROPERTIES LLC	105800	105800	\$185.15
34	ED-968-3	609 GEORGE ST	DANEN PROPERTIES LLC	246500	246500	\$431.38
35	ED-967	615 GEORGE ST	DANEN PROPERTIES LLC	160100	160100	\$280.18
36	WD-1654	555 MAIN AVE 109	DANIEL J PAGEL ETAL	140500	0	\$0.00
37	WD-1659	555 MAIN AVE 114	DARVIN L ENDERSON	148900	0	\$0.00
38	WD-378	366 MAIN AVE	DAVID J MATYAS	196300	196300	\$343.53
39	ED-1048	820 GEORGE ST	DE PERE CHIROPRACTIC HOLDINGS LLC	306200	306200	\$535.85
40	ED-812	221 S BROADWAY ST	DE PERE REDEVELOPMENT AUTHORITY	0	0	\$0.00
41	WD-887	413 MAIN AVE	DEAN G RHODES	217800	217800	\$381.15
42	ED-966	623 GEORGE ST	DECLLENE ZELLNER INC	378000	378000	\$661.50
43	WD-404	101 FORT HOWARD AVE	DECLLENE ZELLNER LLC	299700	299700	\$524.48
44	WD-922	375 MAIN AVE	DENNIS M LARSON	216600	216600	\$379.05
45	WD-917-2	0 MAIN AVE	DEPERE CITY OF	0	0	\$0.00
46	WD-917-1	0 MAIN AVE	DEPERE CITY OF	0	0	\$0.00
47	WD-933	110 THIRD ST	DEPERE CITY OF	0	0	\$0.00
48	ED-862	421 CASS ST	DEPERE CITY OF	0	0	\$0.00
49	ED-864	321 N WISCONSIN ST	DEPERE CITY OF	0	0	\$0.00
50	ED-865-1	309 N WISCONSIN ST	DEPERE CITY OF	0	0	\$0.00
51	ED-867	303 N WISCONSIN ST	DEPERE CITY OF	0	0	\$0.00
52	ED-869-1	0 WILLIAM ST	DEPERE CITY OF	0	0	\$0.00
53	ED-851	134 N BROADWAY ST	DEPERE CITY OF	0	0	\$0.00
54	ED-835	127 N WISCONSIN ST	DEPERE CITY OF	0	0	\$0.00
55	ED-834	0 JAMES ST	DEPERE CITY OF	0	0	\$0.00
56	ED-769	123 N BROADWAY ST	DEPERE CITY OF	0	0	\$0.00
57	ED-833-1	0 GEORGE ST	DEPERE CITY OF	0	0	\$0.00
58	ED-799	0 CHARLES ST	DEPERE CITY OF	0	0	\$0.00
59	ED-719	0 FRONT ST	DEPERE CITY OF	0	0	\$0.00
60	ED-776	0 N BROADWAY ST	DEPERE CITY OF	0	0	\$0.00
61	ED-793	0 FRONT ST	DEPERE CITY OF	0	0	\$0.00
62	ED-796	0 FRONT ST	DEPERE CITY OF	0	0	\$0.00
63	ED-794	0 FRONT ST	DEPERE CITY OF	0	0	\$0.00
64	ED-788-1	0 S BROADWAY ST	DEPERE CITY OF	0	0	\$0.00
65	ED-881	0 N WISCONSIN ST	DEPERE CITY OF	0	0	\$0.00
66	ED-818	114 S WISCONSIN ST	DEPERE CITY OF MISSION SQUARE PARKING LOT	0	0	\$0.00
67	WD-928	340 REID ST	DEPERE CITY OF NICOLET SQUARE PARKING LOT	0	0	\$0.00
68	WD-926	340 REID ST BLK	DEPERE CITY OF NICOLET SQUARE PARKING LOT	0	0	\$0.00
69	ED-801	0 S BROADWAY ST	DEPERE CITY OF WELLS PARK	0	0	\$0.00
70	ED-287	230 S BROADWAY ST	DEPERE CITY OF WELLS PARK	0	0	\$0.00
71	ED-751	409 N BROADWAY ST	DEPERE HISTORICAL SOCIETY	0	0	\$0.00
72	ED-752	403 N BROADWAY ST	DEPERE HISTORICAL SOCIETY INC	0	0	\$0.00
73	ED-900	515 GEORGE ST	DEPERE LAW BUILDING LLC	542000	542000	\$948.50
74	ED-785	114 S BROADWAY ST	DEPERE RETRO LLC	565000	565000	\$988.75
75	WD-1661	555 MAIN AVE 116	DIANE K DICK	144800	0	\$0.00
76	WD-1672	555 MAIN AVE 212	DONNA J WAGNER	205100	0	\$0.00

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#	PARCEL ID	ADDRESS	PROPERTY OWNER	2019 ASSESSED VALUE	2019 BID VALUE	BID FINAL ASSESSMENT
77	WD-1660	555 MAIN AVE 115	DONNA T PASTERNAK	119300	0	\$0.00
78	WD-389-2	500 MAIN AVE	DUTCH BOYZ DE PERE LLC	1780000	1780000	\$1,950.00
79	WD-907	305 MAIN AVE	E SALES INC	195000	195000	\$341.25
80	WD-1666	555 MAIN AVE 205	EDWARD Y LIN	524700	0	\$0.00
81	WD-387	444 MAIN AVE	F & J PROPERTIES LLC	325700	325700	\$569.98
82	ED-837	115 N WISCONSIN ST	FIT FAMILY LLC	420000	420000	\$735.00
83	ED-836	117 N WISCONSIN ST	FIT FAMILY LLC	0	0	\$0.00
84	ED-1058	802 GEORGE ST	FLOUR CHILD LLC	328000	328000	\$574.00
85	WD-893	400 REID ST	GENCAP DE PERE 1 LLC	2733900	2733900	\$1,815.03
86	WD-287	400 MAIN AVE BLK	GENCAP DE PERE 1 LLC	47600	47600	\$31.60
87	WD-286	473 MAIN AVE	GENCAP DE PERE 1 LLC	47600	47600	\$31.60
88	WD-283	499 MAIN AVE	GENCAP DE PERE 1 LLC	60400	60400	\$40.10
89	WD-284	109 S FIFTH ST	GENCAP DE PERE 1 LLC	47700	47700	\$31.67
90	ED-798	302 GEORGE ST	GEORGE STREET STATION LLC	314300	0	\$0.00
91	ED-788	118 S BROADWAY ST	GEORGE STREET STATION LLC	154300	154300	\$270.03
92	ED-790	132 S BROADWAY ST	GEORGE STREET STATION LLC	517400	517400	\$905.45
93	ED-841	417 GEORGE ST	GET REEL ENTERTAINMENT LLC	227100	227100	\$397.43
94	WD-623	500 GRANT ST	GRANT STREET HOLDINGS LLC	600300	600300	\$1,050.53
95	ED-961	600 GEORGE ST	GREGORY J CORNELL	361200	361200	\$632.10
96	ED-823	150 S WISCONSIN ST	H&M LOMITA LLC	2491300	2491300	\$1,950.00
97	WD-367	300 MAIN AVE	HAWK HOLDINGS LLC	323400	323400	\$565.95
98	ED-766	233 N BROADWAY ST	HEARTLAND AFFORDABLE HOUSING DE PERE LLC	2437700	0	\$0.00
99	ED-1066	821 GEORGE ST	HIMAL LLC	393700	393700	\$688.98
100	ED-1065	109 N ERIE ST	HIMAL LLC	47400	47400	\$82.95
101	ED-828	111 S BROADWAY ST	HZ PROPERTIES LLC	169900	169900	\$297.33
102	WD-386	436 MAIN AVE	ISC PROPERTY LLC	337100	337100	\$589.93
103	ED-783	100 S BROADWAY ST	J & J ENTERPRISES OF DE PERE LLP	600000	600000	\$1,050.00
104	ED-784	106 S BROADWAY ST	J & J ENTERPRISES OF DE PERE LLP	210100	210100	\$367.68
105	WD-1649	555 MAIN AVE 104	JAMES F ROBINSON, ETAL	140500	0	\$0.00
106	WD-889	421 MAIN AVE	JAMES J KROPP	387600	387600	\$678.30
107	WD-387-1	0 MAIN AVE	JAMES J KROPP	70600	70600	\$123.55
108	WD-965	401 REID ST	JAYAMBAY LLC	581600	581600	\$1,017.80
109	ED-377	435 N BROADWAY ST	JCA INVESTMENTS LLC	20300	20300	\$35.53
110	ED-376	0 N BROADWAY ST	JCA INVESTMENTS LLC	300900	300900	\$526.58
111	ED-918	502 GEORGE ST	JDA ENTERPRISES OF WISCONSIN LLC	363700	363700	\$636.48
112	WD-1671	555 MAIN AVE 211	JOHN VANDEVEN	217700	0	\$0.00
113	WD-1668	555 MAIN AVE 208	JONATHAN P ANDERSON	181800	0	\$0.00
114	WD-1651	555 MAIN AVE 106	KARIE A VERBOOMEN	120000	0	\$0.00
115	WD-376	352 MAIN AVE	KEITH E GAROT	35900	35900	\$275.00
116	WD-888	417 MAIN AVE	KENNETH J MARTIN	138500	138500	\$275.00
117	ED-831	107 S BROADWAY ST	KEVIN J KRYSHAK	280000	280000	\$490.00
118	ED-949-1	614 GEORGE ST	KEVIN L CHARLES	181500	181500	\$317.63
119	ED-952-1	0 S SUPERIOR ST	KEVIN L CHARLES	8600	8600	\$15.05
120	WD-379	368 MAIN AVE	KEWEENAW ENTERPRISES LLC	237900	237900	\$416.33
121	WD-910	321 MAIN AVE	KEY PROPERTY MANAGEMENT LLC	158500	158500	\$277.38
122	WD-1667	555 MAIN AVE 206	KHALED BOUBENDER	238500	0	\$0.00
123	WD-885	407 MAIN AVE	KIP A DETRY	141300	141300	\$247.28
124	WD-886	409 MAIN AVE	KIP A DETRY	138500	138500	\$242.38
125	ED-833	101 S BROADWAY ST	KORDES LLC	218900	218900	\$383.08
126	WD-1669	555 MAIN AVE 209	KRAUSE FAMILY REAL ESTATE HOLDINGS INC	232500	0	\$0.00
127	WD-1673	555 MAIN AVE 213	KYLE H VANDENHEUVEL	173000	0	\$0.00
128	ED-1103	115 S ERIE ST	LEDGE HEAVEN LLC	240400	240400	\$420.70
129	ED-850	124 N BROADWAY ST	LEE BUILDING CORP THE	1562700	1562700	\$1,498.24
130	ED-840	421 GEORGE ST	LEE BUILDING CORP THE	471200	471200	\$451.76
131	ED-778	100 FRONT ST	LEFEBVRE INVESTMENT CO LLC	1506600	0	\$0.00
132	ED-897	519 GEORGE ST	LFT INVESTMENTS LLC	295400	295400	\$516.95
133	WD-909	317 MAIN AVE	LIFE CHURCH GREEN BAY INC	254400	254400	\$445.20
134	ED-1095	914 GEORGE ST	LIGHTHOUSE LUBE REAL ESTATE LLC	313600	313600	\$548.80
135	WD-1674	555 MAIN AVE 214	LINDA L BOYWID, TRUSTEE	254600	0	\$0.00
136	WD-1652	555 MAIN AVE 107	LINDA L STEENO	122000	0	\$0.00
137	ED-901	106 N WISCONSIN ST	LKW HOLDINGS LLC	156700	156700	\$275.00
138	ED-1006	109 N HURON ST	LTF INVESTMENTS LLC	88700	88700	\$155.23
139	ED-1007	715 GEORGE ST	LTF INVESTMENTS LLC	54200	54200	\$94.85
140	ED-1008	705 GEORGE ST	LTF INVESTMENTS LLC	279700	279700	\$489.48
141	ED-1010	114 N SUPERIOR ST	LTF INVESTMENTS LLC	20100	20100	\$35.18
142	WD-930	330 REID ST	LUTSEY ENTERPRISES LLP	822900	822900	\$1,440.08
143	WD-915	345 MAIN AVE	MANNING RONALD G & MARY A PFUTZENREUTER JT REV	169800	169800	\$297.15
144	ED-775	107 N BROADWAY ST	MARC P BRUMMEL	226300	226300	\$396.03
145	WD-1656	555 MAIN AVE 111	MARTIN L VANDEVEN	125900	0	\$0.00
146	WD-1675	555 MAIN AVE 215	MATTHEW R CRULL	176000	0	\$0.00
147	ED-767-1	131 N BROADWAY ST	MC KIM T BOYD	102000	102000	\$275.00
148	ED-851	230 N BROADWAY ST	MEDICI ROSSMORE LLC	446500	446500	\$263.84
149	ED-875	230 N WISCONSIN ST	MEDICI ROSSMORE LLC	2853500	2853500	\$1,686.16
150	WD-1663	555 MAIN AVE 202	MELODY R GOTTOWSKI	211300	0	\$0.00
151	WD-1670	555 MAIN AVE 210	MERVYN G LALLY	238500	0	\$0.00
152	WD-913	337 MAIN AVE	MIRHASHEMI INC	259200	259200	\$453.60

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#	PARCEL ID	ADDRESS	PROPERTY OWNER	2019 ASSESSED VALUE	2019 BID VALUE	BID FINAL ASSESSMENT
153	WD-925	115 FOURTH ST	MISHLER LONNIE L & CAROL J REVOCABLE TRUST	425200	425200	\$744.10
154	WD-306	525 REID ST	N E W DEVELOPERS LLC	432000	432000	\$756.00
155	WD-912	331 MAIN AVE	NICK BROTHERS PARTNERSHIP	311600	311600	\$545.30
156	WD-310	430 GRANT ST	NICOLET HIGHLANDS LLC	5899400	0	\$0.00
157	ED-960	610 GEORGE ST	NIP IT LLC	142400	142400	\$275.00
158	ED-869	302 N BROADWAY ST	NORTHERN GAS LLC	366100	366100	\$640.68
159	WD-380	380 MAIN AVE	OLD NELL PROPERTIES LLC	404800	404800	\$708.40
160	ED-916	119 S WISCONSIN ST	PALS RENTALS LLC	126700	126700	\$275.00
161	WD-295	444 REID ST	PARK PLACE HOLDINGS REID STREET LLC	1900000	1900000	\$1,950.00
162	WD-1665	555 MAIN AVE 204	PATRICK J DUCHATEAU	140500	0	\$0.00
163	WD-1648	555 MAIN AVE 103	PAUL A SULLIVAN	140500	0	\$0.00
164	ED-880	320 N WISCONSIN ST	PAUL D ALGREM	488400	488400	\$854.70
165	WD-374	342 MAIN AVE	PAUL H WILLEMS	97800	97800	\$275.00
166	WD-377	360 MAIN AVE	PEDS LLC	18000	18000	\$275.00
167	WD-890-1	441 MAIN AVE	PEOPLES MARINE BANK OF GREEN BAY	200	200	\$0.35
168	WD-288	441 MAIN AVE	PEOPLES MARINE BANK OF GREEN BAY	1020500	1020500	\$1,785.88
169	WD-906	301 MAIN AVE	PHE WI LLC	415100	415100	\$726.43
170	WD-1650	555 MAIN AVE 105	RACHEL MUHS	161400	0	\$0.00
171	WD-403	103 N SIXTH ST	RALPH E SANDERS	346700	346700	\$606.73
172	WD-955	303 REID ST	REID STREET RETAIL LLC	1180000	1180000	\$1,950.00
173	WD-373	338 MAIN AVE	RICK J HERYMAN	142300	142300	\$275.00
174	ED-660	1002 GEORGE ST	ROBERT L VANDEURZEN	158200	158200	\$276.85
175	ED-1094	920 GEORGE ST	ROBERT VANDEURZEN	100200	0	\$0.00
176	WD-1653	555 MAIN AVE 108	RONALD J WATERMOLEN	129600	0	\$0.00
177	ED-949	620 GEORGE ST	ROYLE PROPERTIES LLC	441000	441000	\$771.75
178	ED-432	432 N WISCONSIN ST	RYAN D PICHLER	249000	0	\$0.00
179	ED-914	135 S WISCONSIN ST	SAINT FRANCIS XAVIER CONGREGATION	0	0	\$0.00
180	WD-216	300 GRANT ST	SAINT NORBERT COLLEGE INC	3819600	3819600	\$1,950.00
181	WD-634-2	400 GRANT ST	SAINT NORBERT COLLEGE INC	0	0	\$0.00
182	WD-634	0 GRANT ST	SAINT NORBERT COLLEGE INC	0	0	\$0.00
183	WD-917	353 MAIN AVE	SAKS HOLDINGS LLC	275000	275000	\$288.28
184	WD-923	377 MAIN AVE	SAKS HOLDINGS LLC	287400	287400	\$301.27
185	ED-774	109 N BROADWAY ST	SAKS HOLDINGS LLC	285200	285200	\$298.97
186	ED-772	115 N BROADWAY ST	SAKS HOLDINGS LLC	166700	166700	\$174.75
187	ED-826	123 S BROADWAY ST	SAKS HOLDINGS LLC	196900	196900	\$206.41
188	WD-920	365 MAIN AVE	SAKS HOLDINGS LLC	649000	649000	\$680.33
189	WD-884	401 MAIN AVE	SCHLEIS PROPERTIES LLC	472000	472000	\$826.00
190	WD-381	400 MAIN AVE	SECOR JEROME J REVOCABLE TRUST	283800	283800	\$496.65
191	ED-848	116 N BROADWAY ST	SERA K PROPERTIES LLC	325600	325600	\$569.80
192	ED-917	115 S WISCONSIN ST	SEROOGY BROTHERS LLP	251700	251700	\$372.68
193	ED-893	144 N WISCONSIN ST	SEROOGY BROTHERS LLP	1065300	1065300	\$1,577.32
194	WD-388	486 MAIN AVE	SMOOTH MONEY OF DE PERE LLC	390200	390200	\$682.85
195	ED-878	310 N WISCONSIN ST	SRK REALTY GROUP LLC	1159700	1159700	\$1,950.00
196	WD-371	330 MAIN AVE	STAGECOACH ENTERPRISES LLC	181400	181400	\$317.45
197	ED-847	112 N BROADWAY ST	STARRY DEVELOPMENT LLC	320100	320100	\$560.18
198	ED-915	127 S WISCONSIN ST	STECK LLC	302600	0	\$0.00
199	WD-1646	555 MAIN AVE 101	STEVEN T FINLAY	133300	0	\$0.00
200	ED-1088	921 GEORGE ST	SUMMERLEIGH ASSOCIATES INC	274000	274000	\$479.50
201	WD-1657	555 MAIN AVE 112	SUSANA MINTEN	119600	0	\$0.00
202	WD-369	320 MAIN AVE	THE CONNECTIVE LLC	657700	657700	\$1,150.98
203	WD-911	327 MAIN AVE	TILKENS HOLDINGS LLC	394300	394300	\$690.03
204	WD-1658	555 MAIN AVE 113	TIMOTHY LINDERS	116300	0	\$0.00
205	WD-961	325 REID ST	TWEET BROTHERS RENTAL PARTNERSHIP	3510000	3510000	\$1,950.00
206	ED-857	200 N BROADWAY ST	UNION HOTEL CORP	379400	379400	\$663.95
207	ED-968-2	609 GEORGE ST RR	VANEGEREN MARSHA REVOCABLE LIVING TRUST	400	400	\$275.00
208	ED-432-1	340 N WISCONSIN ST	VOYAGEUR OFFICE & SUITES LLC	500100	500100	\$875.18
209	ED-842	415 GEORGE ST	WADE CONARD	244700	244700	\$428.23
210	WD-1664	555 MAIN AVE 203	WARREN J HAGANES	140500	0	\$0.00
211	WD-1676	555 MAIN AVE 216	WAYNE E MILLER	185600	0	\$0.00
212	ED-970	114 N MICHIGAN ST	WILDROOT LLC	172600	172600	\$302.05
213	ED-737	0 FRONT ST	WISCONSIN DEPT OF NATURAL RESOURCES	0	0	\$0.00
214	ED-80-3	0 S BROADWAY ST	WISCONSIN DEPT OF NATURAL RESOURCES	0	0	\$0.00
215	ED-957	121 S MICHIGAN ST	WISCONSIN DEPT OF TELEPHONE CO	0	0	\$0.00
216	WD-404-2	0 MAIN AVE	WISCONSIN DEPT OF TRANSPORTATION	0	0	\$0.00
217	ED-870	314 N BROADWAY ST	WITZYTOO HOLDINGS LLC	61000	61000	\$106.75
218	ED-871	330 N BROADWAY ST	WITZYTOO HOLDINGS LLC	905800	905800	\$1,585.15
219	ED-829	115 S BROADWAY ST	ZOELLER THOMAS G REVOCABLE TRUST	292700	292700	\$512.23

Total

\$84,599,800

\$68,116,300

\$86,768.38

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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 16, 2019)

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.



City of De Pere, Wisconsin

Request For Business Improvement District Board Action

MEETING DATE: August 5, 2019

DEPARTMENT: Planning

FROM: Kelly Barker

SUBJECT: Next Meeting Date.

The BID Board and staff will determine the next meeting date. The next meeting will also serve as the annual membership meeting of the Business Improvement District.

Recommended Days/Times:

September 6 - 8:30AM
September 9 - 8:30AM
September 10 - 3PM
September 16 - 8:30AM
September 17 - 3PM
September 20 - 9:00AM