



# Business Improvement District Board

335 South Broadway  
De Pere, WI 54115  
<https://www.deperewi.gov/>

## Regular Meeting

### Agenda

Wednesday, November 9, 2022

8:00 AM

Council Chambers and Virtual

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 **November 9, 2022** at **8:00 AM** in the **COUNCIL CHAMBERS, 2ND FLOOR CITY HALL, 335 S. BROADWAY STREET. DE PERE.**

**The public may attend the meeting either in person in the Council Chambers or electronically/telephonically. Electronic or telephonic access to the meeting is provided below:**

Computer/smart phone accessing <https://www.gotomeet.me/DePere>

OR

You can also dial in using your phone.  
United States (Toll Free): [1 866 899 4679](tel:18668994679)  
United States: [+1 \(312\) 757-3117](tel:+13127573117)  
Access Code: 154-883-285

*This meeting may also be rebroadcast on Spectrum Cable Channel 4 and AT&T U-verse Channel 99 throughout the week and available on demand at <http://deperewi.iqm2.com/>.*

#### Call to Order

1. Roll Call
2. Approval of the minutes of the October 20, 2022 Business Improvement District Board meeting.
3. Public comments upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Business Improvement District Board. §6-3(f) DPMC.
4. Review Definitely De Pere 2021 Annual Report and Financial Statement.
5. Consideration and possible action regarding the 2023 BID Operating Plan. \*

#### Adjournment

Any person wishing to attend this meeting who, because of disability, requires special accommodations should contact the Clerk's office at 339-4050 by Noon, the previous day so that arrangements can be made.

\*Items with an asterisk require City Council approval.

#### Agenda Sent To:

Alderspersons  
City Administrator  
Mayor  
Department Heads  
TV, Newspapers & Radio Stations  
Kress Family Library

De Pere Chamber of Commerce  
BID Board Members  
BID District Property Owners  
Tina Quigley, Definitely De Pere



City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

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**MEETING DATE:** November 9, 2022

**DEPARTMENT:** Planning

**FROM:** Kelly Barker

**SUBJECT:** Approval of the minutes of the October 20, 2022 Business Improvement District Board meeting.

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**ATTACHMENTS:**

- BID\_Oct2022\_Minutes\_Draft (PDF)



# Business Improvement District Board

Regular Meeting

**Draft Minutes**

335 South Broadway  
De Pere, WI 54115  
<https://www.deperewi.gov/>

Thursday, October 20, 2022

8:00 AM

Council Chambers and Virtual

### Call to Order

The meeting was called to order at 8:00 AM by Chair Tom Gavic

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

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

- Approval of the minutes of the December 14, 2021 Business Improvement District Board Meeting.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Rich Starry, Vice Chair/Treasurer
<b>SECONDER:</b>	Brent Felchlin, Board Member
<b>AYES:</b>	Mary Boyd, Brent Felchlin, Tom Gavic, Maya Romboy, Rich Starry
<b>EXCUSED:</b>	Lawrence M. Delo

- Public comments upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Business Improvement District Board. §6-3(f) DPMC.

Development Services Director Daniel Lindstrom welcomed Maya Romboy as the newest member of the BID Board. She introduced herself to the board. Tom Gavic asked each board member to introduce themselves and provide their background.

<b>RESULT:</b>	<b>DISCUSSED</b>
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- Annual Election of Officers.  
 Rich Starry moved, seconded by Brent Felchlin, to nominate Tom Gavic as Chair. Upon vote, motion carried unanimously.  
 Brent Felchlin moved, seconded by Mary Boyd, to nominate Rich Starry as Vice Chair. Upon vote, motion carried unanimously.  
 Tom Gavic moved, seconded by Rich Starry, to nominate Larry Delo as Secretary/Treasurer. Upon vote, motion carried unanimously.  
 Tom Gavic noted that there is still an open position on the board. He would like to take some time in the next few months to consider a new appointment. Tina Quigley suggested a business owner on the west side who is in the service or retail industry to balance the east and west side of downtown.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Rich Starry, Vice Chair/Treasurer
<b>SECONDER:</b>	Brent Felchlin, Board Member
<b>AYES:</b>	Mary Boyd, Brent Felchlin, Tom Gavic, Maya Romboy, Rich Starry
<b>EXCUSED:</b>	Lawrence M. Delo

5. Review of Downtown De Pere Business Improvement District Summary Report and Benchmark Community Comparisons.

Development Services Director Daniel Lindstrom noted that there is no formal action required for the next three items. Tina Quigley presented the BID Summary Report. Tina reported that there are approximately 90 active BIDS in the state of Wisconsin and the average BID assessment statewide in 2019 was \$3.23 for every \$1000 in total value. De Pere's assessment is currently \$1.75/\$1000. Definitely De Pere's annual operating budget is \$235,000. The following funding sources contribute to the BID activities and programs for De Pere: private donations, excess stadium tax, City, BID, and events, with events making up the largest percentage at 41%, followed by the BID at 34%. Tina reported on the activities that the BID focused on, which include streetscape improvements, historic preservation, promotion, special events, physical improvements, and business assistance. Tina presented BID comparisons from the benchmark cities of Beloit, Fond du Lac, Marshfield, Watertown, and Wausau. Tom Gavic asked where the data comes from. Tina explained that the Mainstreet Communities are required to report the information to the state. Tom Gavic asked if there are other benchmark cities that could be used. Tina replied that there may be others, but in terms of Mainstreet Programs, these cities are the closest to De Pere in size and location. Discussion followed and the following cities were identified as possible benchmark cities for future comparisons: Cedarburg, Port Washington, Wauwatosa, Waukesha, Shorewood, and Grafton.

<b>RESULT:</b>	<b>DISCUSSED</b>
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6. Discussion of 2023 Proposed Activities/Priority Projects.

Development Services Director Daniel Lindstrom discussed the 2023 proposed activities and project priorities. He noted that the BID was formed in 2014 to support the Main Street Program. Since then, 11 of the original 14 items in the Action Plan were still in the 2022 Plan, which either means we want to continue doing those things or the plan has slightly evolved over time. However, between 2014 and 2022, the operating plan expanded to include nearly double the priorities/proposed activities, but maintained the same assessment rate. Daniel noted that it is important to start to differentiate the actions Definitely De Pere undertakes as the agent for the BID Board (property owners) and the actions they conduct with other leveraged income (earned income, private contributions, city funding, etc.) The goal of the BID now is to have Definitely De Pere prepare a separate annual operating plan that identifies all proposed activities identified by the BID Board and other activities identified by their Board. Daniel added that in future years, the BID plan development will occur earlier in the year to better define scope and budget for each priority project. Tom Gavic provided a summary regarding a BID gathering which occurred in March 2022 to discuss the top priorities for the BID district. He noted that approximately 25 building owners attended the meeting. The top priorities discussed were streetscape projects to create a more pedestrian-friendly environment, brand and market downtown De Pere as a destination, public realm development, economic impact of the Mulva Cultural Center, and business recruitment and retention strategies for the downtown. Tom also met with 6 business owners earlier in the month of October to

discuss how they could better refine the future 2024 BID Plan. They discussed the same set of priorities, along with a plan to develop and execute an annual calendar of meetings and gatherings for the BID, including BID member updates, a BID planning retreat, and Board meetings. Tom noted that he will develop this calendar with insight from the Board and BID members. The target is to have cost in 2024 plan estimates to perform these goals and any other goals identified by the BID Board.

<b>RESULT:</b>	<b>DISCUSSED</b>
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7. 2023 Business Improvement District Assessment Discussion.

Development Services Director Daniel Lindstrom stated the BID should propose a nominal increase to the BID this year due to inflation and the cost to continue to perform the requested duties. He explained that the target efforts of the BID have expanded over the years, but the rate has remained unchanged while the costs of goods and services has increased. Therefore, to continue the goals discussed previously, staff is proposing a \$0.25 per thousand increase from \$1.75 to \$2.00. The City has also increased its annual funding \$10,000 over the past two years. Two other proposed changes are raising the cap from \$1950 to closer align with benchmark communities and eliminating the cap for multiple property owners. Daniel noted that the impact of raising the cap to \$3000 would affect 11 property owners while the impact of eliminating the cap for multiple property owners would affect 5 owners. Even with the increase, nearly all total taxes and assessments paid are lower now than in 2014 and continue to decrease with the anticipated decrease in the mill rates.

<b>RESULT:</b>	<b>DISCUSSED</b>
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### Adjournment

Rich Starry moved, seconded by Brent Felchlin, to adjourn the meeting at 9:02 AM. Upon vote, motion carried unanimously.

Respectfully submitted,  
Kelly Barker



City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

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**MEETING DATE:** November 9, 2022

**DEPARTMENT:** Planning

**FROM:** Kelly Barker

**SUBJECT:** Public comments upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Business Improvement District Board. §6-3(f) DPMC.

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City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

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**MEETING DATE:** November 9, 2022

**DEPARTMENT:** Economic Development

**FROM:** Daniel Lindstrom

**SUBJECT:** Review Definitely De Pere 2021 Annual Report and Financial Statement.

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**ATTACHMENTS:**

- Downtown De Pere, Inc 2021 Annual Report (PDF)
- Compilation Report 2021\_BID\_Nov2022 Meeting (PDF)



Downtown De Pere, Inc  
(dba Definitely De Pere)  
2021-22 Annual Report

# Board and Staff

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Rob Zerjav, **President**

Scott Hemauer, **President Elect**

Brent Felchlin, **Treasurer**

Sue Schinkten, **Secretary**

Alexis Arnold

Stacy Deprey Purper

Sarah Hickey

Brennan Hutjens

Tom Matzke

Maya Romboy

Peter Schleinz

Brehanna Skaletski

Tina Quigley, **Executive Director**

Kendall Dworak, **Marketing and Events Coordinator**



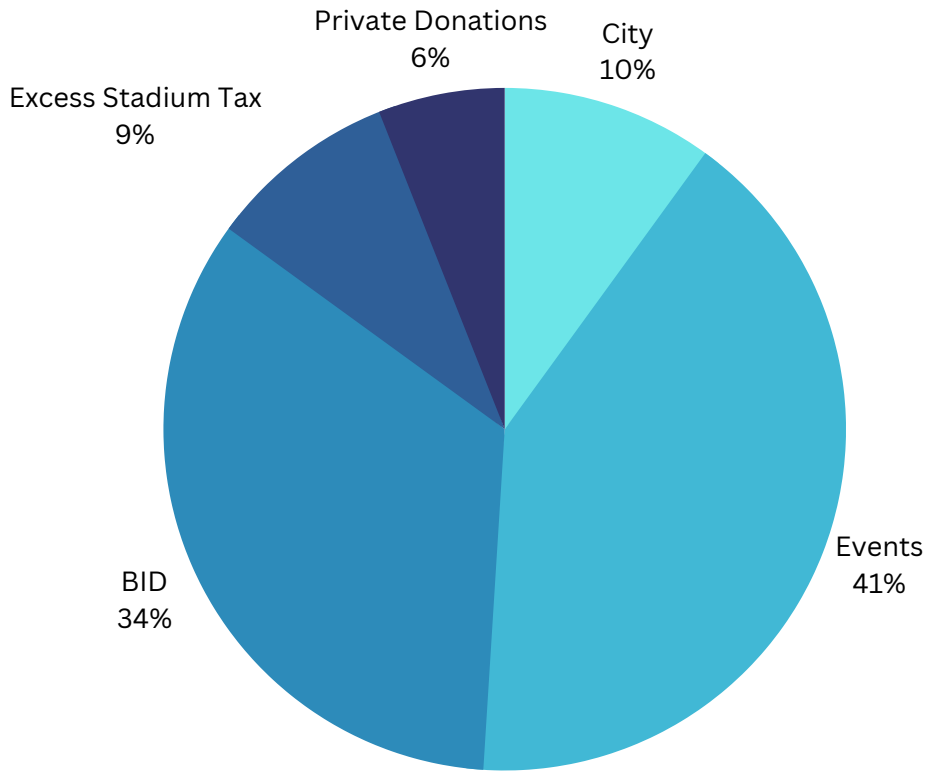
## Mission

To improve the quality of life through assisting in the revitalization of the downtown business community and thereby the community as a whole through concentration efforts in organization, promotion, design and economic enhancement.

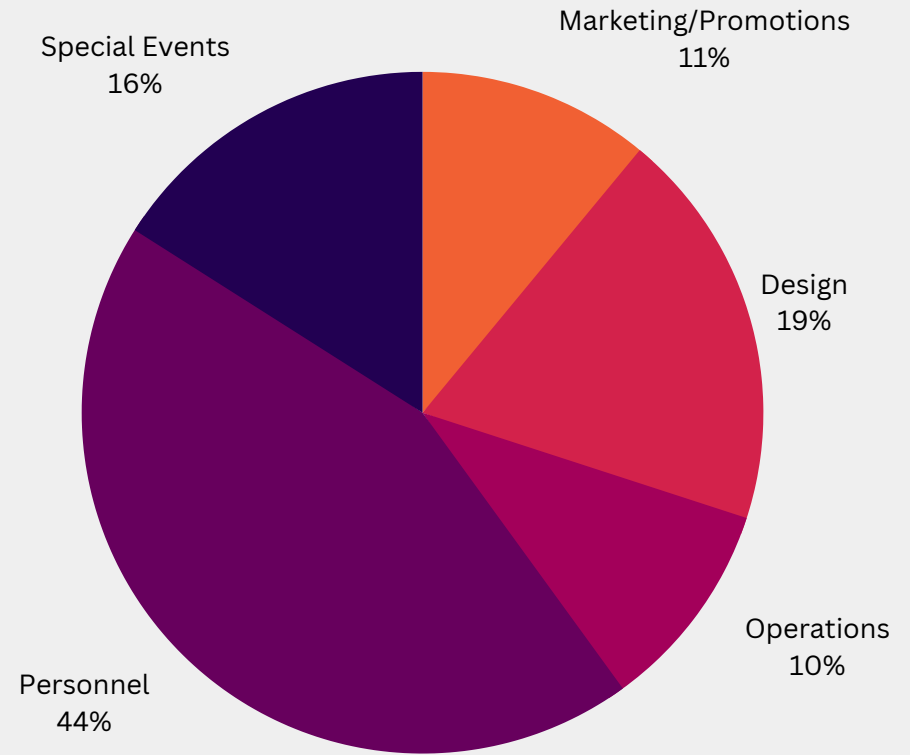
# Operating Budget

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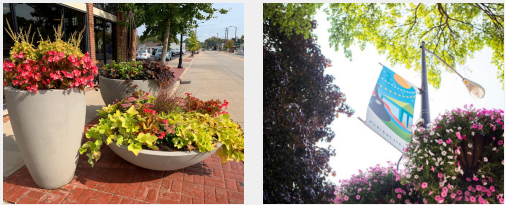
## Income



## Expenses



# Major Accomplishments



## Streetscape

Seasonal Flowers  
Murals | Sculptures  
Street Pole Banners

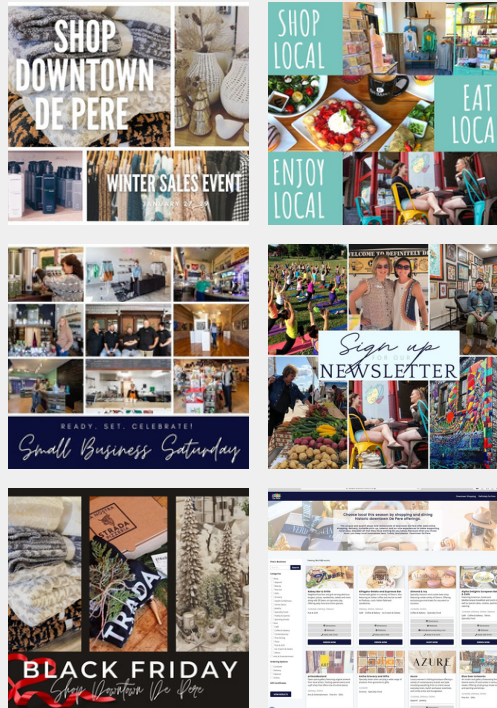


## Physical Improvements

Facade Grants  
Michael J Walsh Plaza

## Marketing

Social Media | Newsletter  
Media Relations | Retail Events  
Image Development Campaigns  
Promotional Materials  
Interactive Website  
Image Building Events



## Business Assistance

Technical Assistance  
Business Retention & Recruitment  
Grant Support



## Special Events

**SPRING** | Sip and Shop, Foodie Walk

**SUMMER** | Farmers Market, Art Walk,  
EastWest Music Series, Yoga in the  
Park, Food Truck Rally, Summer  
Sidewalk Sales

**FALL** | Soup Walk, Trick or Treat

**WINTER** | Sip and Sop, Small  
Business Saturday, Holly Day, Winter  
Sales Event

# Transforming Downtown

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15

New Businesses



21

Properties  
Improved



\$8 Million

Private Investment



52

Jobs Added



80,000

People Attended  
24 Events

# Benchmark Comparisons

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City	Population	Net New Businesses	Net New Jobs	Private Investment	# of Events	Event Attendance
Beloit	36,856	8	53	\$32,220,000	12	58,303
<i>De Pere</i>	<i>24,465</i>	<i>12</i>	<i>46</i>	<i>\$8,037,000</i>	<i>24</i>	<i>80,240</i>
Fond du Lac	43,398	35	110	\$2,688,000	35	96,600
Marshfield	19,140	6	13	\$0	10	16,244
Watertown	29,932	5	11	\$3,055,000	15	20,488
Wausau	39,299	1	4	\$1,121,000	19	128,292
Benchmark Average	32,181	11	39	\$7,853,500	19	66,694
Benchmark Median	33,394	7	29	\$2,871,000	17	69,271

# Testimonials

## Downtown Resident

*"As a downtown De Pere resident, I'm thankful for an organization like Definitely De Pere. I want to live in an urban environment where there is buzz and energy and development and a cool factor. Definitely De Pere's work supports all of that! The events and programming they manage contribute immensely to creating a sense of community, as well as providing unique opportunities to connect with businesses and my downtown neighbors."*

–Brenda Busch

## Property Owner and Business Owner

*"Downtown De Pere has become a lively fun place to live and work. We have amazing restaurants, live music, boutique shops and a growing arts community. As a business owner, I enjoy taking part in all of the different events throughout the year. As a building owner, I am proud to be part of this community."*

–Shanna Koltz

## Community Member

*"Absolutely love these emails!! I've done so many fun things in the neighborhood that I wouldn't have known about if it wasn't for this e-newsletter – I'm so grateful!"*

–Beth Groshek

## Downtown Employee

*"Working in downtown De Pere is delightful! With events like the Farmers Market, Business Trick or Treating, Soup Walk, Holly Days, Music Fests....there is always something to look forward to. It is easy to walk to all the events and feels safe and secure. Also, the people of De Pere are friendly which makes life just a bit better."*

–Mary Jo Danen

## Property Owners and Business Owners

*"We love to see the Definitely De Pere events attract and invite people to explore De Pere and discover new favorite businesses. Definitely De Pere has introduced new business tenants to our building, resulting in being fully leased. The ROI of Definitely De Pere continues to be extraordinarily high."*

–Ryan & Karin Jennings

## Community Member

*"Last night I attended the wine & shop event with a girlfriend. We had so much fun!!!! I live in west De Pere (for over 20 years now – transplant from Manitowoc). I'm 53, not a shopper (love wine though– which was the incentive for last night for me to attend). But, last night turned into more than just sipping wine with a girlfriend. I learned about all the very unique fun boutiques we have (five minutes from my house) and spent some money buying local – so much fun! And the store owners were all amazing– they took the time to meet you and/or talk about their products...passionately – so much fun! My night exceeded my expectations and I look forward to shopping local!! Thank you for helping learn about my community in such a fun way!!"*

–Stacy Ryan

## Looking Forward

- Develop a comprehensive annual marketing plan.
- Promote downtown as a destination.
- Maximize communication opportunities to drive traffic.
- Expand business retention and recruitment.
- Create a more pedestrian inviting environment.
- Continue to promote historic building rehabilitations.
- Enhance current events and activate new events.
- Provide businesses with technical assistance.

***DOWNTOWN DE PERE INC.***

***FINANCIAL STATEMENTS AND  
SUPPLEMENTARY INFORMATION***

***FOR THE YEARS ENDED  
DECEMBER 31, 2021 AND 2020***

***DOWNTOWN DE PERE INC.*****TABLE OF CONTENTS****December 31, 2021 and 2020**

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# Brunette Tax & Accounting, LLC

Certified Public Accountants and Consultants

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## INDEPENDENT COMPILATION REPORT

Board of Directors  
Downtown De Pere Inc.  
De Pere, WI

To the Board of Directors of the Downtown De Pere Inc.

Management is responsible for the accompanying financial statements of Downtown De Pere Inc. (a nonprofit organization), which comprise the statement of financial position as of December 31, 2021 and 2020, and the related statements of activities, functional expenses, and cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. We do not express an opinion, a conclusion, nor provide any assurance on these financial statements.

Our responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

The supplementary information contained in the attached schedules is presented for purposes of additional analysis and is not a required part of the basic financial statements. The supplementary information has been compiled from information that is the representation of management. We have not audited or reviewed the supplementary information and, accordingly, do not express an opinion or provide any assurance on such supplementary information.

Management has elected to omit substantially all of the disclosures required by accounting principles generally accepted in the United States of America. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the financial position, changes in net assets, and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

Brunette Tax & Accounting  
Green Bay, WI  
November 8, 2022

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

**DOWNTOWN DE PERE, INC.**  
**STATEMENT OF FINANCIAL POSITION**  
**December 31, 2021 and 2020**

ASSETS	<u>2021</u>	<u>2020</u>
<b>Assets</b>		
Cash, including interest-bearing deposits	\$ 81,564	\$ 26,205
Accounts Receivable	11,950	37,221
Security Deposit	500	500
Net Property and Equipment	4,348	6,429
TOTAL ASSETS	<u>\$ 98,362</u>	<u>\$ 70,355</u>
<b>LIABILITIES AND NET ASSETS</b>		
Credit Cards	\$ 581	\$ 640
Payroll Taxes	131	3,688
TOTAL LIABILITIES	<u>\$ 712</u>	<u>\$ 4,328</u>
<b>Net Assets</b>		
Without Donor Restrictions	\$ 97,650	\$ 66,027
Total Net Assets	\$ 97,650	\$ 66,027
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 98,362</u>	<u>\$ 70,355</u>

**DOWNTOWN DE PERE, INC.**  
**STATEMENT OF ACTIVITIES**  
**Years Ended December 31, 2021 and 2020**

	<u>2021</u>			<u>2020</u>		
	Without Restrictions	With Donor Restrictions	Total	Without Restrictions	With Donor Restrictions	Total
<b>REVENUES, GAINS AND OTHER SUPPORT</b>						
City of De Pere - BID	\$ 104,438		\$ 104,438	\$ 105,769		\$ 105,769
Public Art		24,450	24,450		11,004	11,004
Beautification Income	18,675		18,675	14,610		14,610
Interest Income	4		4	27		27
Corporate Contributions			-	600		600
Individual Contributions	12,525		12,525	1,725		1,725
Other Income	37,421		37,421	32,007	46,200	80,582
Program Services	64,064		64,064	49,570		47,195
<b>Total Revenues, Gains and Other Support</b>	<b>\$ 237,127</b>	<b>\$ 24,450</b>	<b>\$ 261,577</b>	<b>\$ 204,308</b>	<b>\$ 57,204</b>	<b>\$ 261,512</b>
<b>NET ASSETS RELEASED FROM RESTRICTIONS</b>	<b>\$ 24,450</b>	<b>\$ (24,450)</b>	<b>\$ -</b>	<b>\$ 57,204</b>	<b>\$ (57,204)</b>	<b>\$ -</b>
<b>EXPENSES</b>						
Program Services	\$ 167,149		\$ 167,149	\$ 227,233		\$ 227,233
Management and General	62,805		62,805	64,821		64,821
<b>Total Expenses</b>	<b>229,954</b>	<b>-</b>	<b>229,954</b>	<b>292,054</b>	<b>-</b>	<b>292,054</b>
<b>Change in Net Assets</b>	<b>\$ 31,623</b>	<b>\$ -</b>	<b>\$ 31,623</b>	<b>\$ (30,542)</b>	<b>\$ -</b>	<b>\$ (30,542)</b>
<b>NET ASSETS BEGINNING OF YEAR</b>	<b>\$ 66,027</b>		<b>\$ 66,027</b>	<b>\$ 96,569</b>		<b>\$ 96,569</b>
<b>ENDING NET ASSETS</b>	<b>\$ 97,650</b>	<b>\$ -</b>	<b>\$ 97,650</b>	<b>\$ 66,027</b>	<b>\$ -</b>	<b>\$ 66,027</b>

**DOWNTOWN DE PERE, INC.**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
 Years Ended December 31, 2021 and 2020

	2021			2020		
	Program Services	Management/General	Total	Program Services	Management/General	Total
<b>LABOR</b>						
Wages	\$ 71,783	\$ 48,474	\$ 120,257	\$ 77,005	\$ 52,754	\$ 129,759
Payroll Taxes	5,554	3,702	9,256	6,610	4,371	10,981
Total LABOR	77,337	52,176	129,513	83,615	57,125	140,740
<b>OPERATING EXPENSE</b>						
Accounting		3,768	3,768		1,858	1,858
Admin Expenses	2,124	1,296	3,420	3,622		3,622
Advertising	1,981		1,981	2,662		2,662
Art Walk	2,989		2,989			-
Bank Charge		311	311			-
Beautification	18,958		18,958	10,510	841	10,510
Business Relief Efforts			-	64,374		64,374
Choose Local Campaign	1,000		1,000	33,882		33,882
Decorations	1,500		1,500	973		973
Depreciation	2,081		2,081	2,620		2,620
Dues & Subscriptions		3,446	3,446		3,396	3,396
East/West Event	6,423		6,423			-
Farmers Market	17,907		17,907	5,182		5,182
Holiday Event	1,240		1,240	600		600
Insurance	2,345		2,345	3,437		3,437
Meals		269	269		175	175
Office Supplies		1,222	1,222		1,190	1,190
Organization			-			-
Other Expenses		272	272		236	236
Postage and Shipping	340		340	171		171
Printing and Promotion	797		797	514		514
Promotional Events	485		485	233		233
Public Art			-	11,004		11,004
Registrations		45	45			-
Rent	2,255		2,255	3,120		3,120
Soup Walk	465		465			-
Streetscape	24,450		24,450	85		85
Telephone			-	484		484
Travel			-	145		145
Wine Walk	1,492		1,492			-
Yoga Expense	980		980			-
Total OPERATING EXPENSE	89,812	10,629	100,441	143,618	7,696	151,314
<b>TOTAL OPERATING EXPENSES</b>	<b>\$ 167,149</b>	<b>\$ 62,805</b>	<b>\$ 229,954</b>	<b>\$ 227,233</b>	<b>\$ 64,821</b>	<b>\$ 292,054</b>

**SUPPLEMENTARY INFORMATION**

**DOWNTOWN DE PERE, INC.**  
**STATEMENT OF CASH FLOWS**  
**December 31, 2021 and 2020**

	<u>2021</u>	<u>2020</u>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in Net Assets	31,623	(30,542)
Adjustments to reconcile excess (deficiency) of revenues over expenses to net cash provided (used) by operating activities:		
Depreciation	2,081	2,620
(Increase) decrease in:		
Assessments receivable	25,271	(2,394)
Increase (decrease) in:		
Accrued liabilities	<u>(3,616)</u>	<u>1,778</u>
 Total Cash Provided from Operations	 \$ 55,359	 \$ (28,538)
 <b>CASH FLOWS USED IN INVESTING ACTIVITIES</b>		
Event Trailer		
 Total Cash Used in Investing Activities	 -	 -
 NET INCREASE (DECREASE) IN CASH	 55,359	 (28,538)
 CASH AT BEGINNING OF YEAR	 <u>26,205</u>	 <u>54,744</u>
 CASH AT END OF YEAR	 <u>\$ 81,564</u>	 <u>\$ 26,206</u>

**DOWNTOWN DE PERE, INC.**  
**OTHER REVENUE DETAIL**  
**Years Ended December 31, 2021 and 2020**

	<u>2021</u>	<u>2020</u>
PROGRAM SERVICE REVENUE		
Art Walk Income	\$ 3,000	
Farmers Market Income	30,096	5,425
Holiday Event Income	1,500	2,000
Promotional Events	1,500	250
Soup Walk Income	6,040	
Yoga in the Park	3,000	
Wine Walk	3,260	
East/West	14,388	
Choose Local Campaign Income	1,090	33,565
#DEPERESTRONG Tshirt Sales	190	8,330
TOTAL OTHER REVENUE	<u>\$ 64,064</u>	<u>\$ 49,570</u>



City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

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**MEETING DATE:** November 9, 2022

**DEPARTMENT:** Economic Development

**FROM:** Daniel Lindstrom

**SUBJECT:** Consideration and possible action regarding the 2023 BID Operating Plan. \*

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**ATTACHMENTS:**

- BID\_OperatingPlan\_2023 DRAFT for Approval (PDF)
- Benchmark Community Analysis (PDF)

# DRAFT

## De Pere Business Improvement District 2023 Operating Plan (Year Nine)



Approved by De Pere Business Improvement District: **11/09/2022 (scheduled)**  
Approved by De Pere Common Council: **11/15/2022 (scheduled)**

**The 2023 Business Improvement District (BID) Plan was prepared by the City of De Pere in collaboration with the BID Board and Downtown De Pere, Inc. (dba Definitely De Pere)**

BID Board Members

Tom Gavic - Chairperson (term expires 2024)  
Rich Starry - Vice Chairperson (term expires 2025)  
Larry Delo - Secretary (term expires 2025)  
Mary Boyd (term expires 2024)  
Brent Felchlin (term expires 2024)  
Maya Romboy (term expires 2025)  
Final Position Vacant

Downtown De Pere, Inc.

Tina Quigley - Executive Director  
Scott Hemauer - Board President (2023)  
Kendall Tilkens - Marketing & Events Coordinator

City of De Pere

Daniel Lindstrom - Development Services Director  
Bill Boyle - GIS Manager/Project Manager



**DE PERE  
BUSINESS IMPROVEMENT DISTRICT OPERATING PLAN  
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## I. Introduction

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities the authority to create Business Improvement Districts (BIDs) within their communities. To do so, at least one property owner within the proposed district must petition the City to create a BID. The State Legislature created Wis. Stats. §66.1109 (the "BID Law") to provide a way for business properties within an established district to authorize voluntary assessments. The assessment funds are to be used for programs aimed at promoting developing, redeveloping, managing, and maintaining that district. There are currently approximately 90 active BID's in the State of Wisconsin across approximately 50 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 the goals and ideas presented in the De Pere Downtown Master Plan, Cultural District Master Plan, Comprehensive Plan, Historic Preservation Plan, West Side Vision Plan (pending) and the updated Comprehensive Plan, herein referred to as "Long Range Plans". 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., along with input and discussion from the membership.

The BID Board, through the development of this Operating Plan, has coordinated with Downtown De Pere, Inc. and the membership for the work described in this plan. Downtown De Pere, Inc. 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, "DBID 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 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 Long Range Plans.

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 DBID 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 DBID Operating Plan by the 15<sup>th</sup> 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 parcels was 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 Long Range Plans. This section of the Plan shall be the De Pere BID Operating Plan for 2023.

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 Long Range Plans.

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 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 Long Range Plans 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. Business Retention and Expansion/Development Projects**

#### **Direct Action**

- a. Downtown De Pere Inc, BID Board, and City to maintain a Downtown business building owner and business owner database to be used as a resource to facilitate conversations between building owners and prospective tenants and buyers and sellers.
- b. Downtown De Pere Inc, BID Board, and City work to establish a strategic business retention and expansion program that considers market demand and complements existing businesses.
- c. Provide technical assistance to independently owned businesses (marketing and promotions, storefront/window displays, business plan development, retail space improvements, etc).
- d. Conduct business retention surveys to identify activities that add value and help drive small business success.
- e. Provide business owners with funding assistance by identifying opportunities including grants, low-interest loans, etc. Assist with the application process to secure funding.
- f. Provide business owners with information on changing markets.
- g. Inform business owners of seminars, workshops, webinars, etc. to help improve their business.
- h. 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.

#### **Support Action**

- i. Downtown De Pere Inc, BID Board, and City work to establish a strategic business recruitment program that considers market demand and complements existing businesses.
- j. Establish existing business touch-point/tracking metrics.
- k. Support plans for the redevelopment of vacant and underutilized properties (360 Main Ave, Former Shopko, etc).

### **2. Marketing and Branding**

#### **Direct Action**

- a. Explore different ways to effectively market and promote the Downtown as a destination through image development campaigns, promotional materials, website itinerary blogs, etc.

- b. Maximize communication opportunities (press, newsletter, social media, etc.) to drive traffic into Downtown businesses and raise the 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.
- c. Enhance current events and develop a plan to add new ones to bring more people downtown throughout the year (historic and public art walking tours, special events, retail events, food and beverage walks, music series, etc.)

**Support Action**

- d. Research, study, and present to the BID Board and Common Council the findings of the updated economic impact of the Mulva Cultural Center.

**Additional Downtown De Pere, Inc. Activities Related to Subject (informational)**

- e. Work directly with business owners to manage and develop promotional activities that bring value to their business and revolve around increasing foot traffic and economic activity.

**3. Streetscaping Improvements**

**Direct Action**

- a. Continue to focus on creating a more pedestrian-inviting environment through enhanced streetscape projects (planters, banners, etc).

**Support Action**

- b. None

**Additional Downtown De Pere, Inc. Activities Related to Subject (informational)**

- c. Activate the Michael J Walsh Plaza by programming special events and activities to encourage community gatherings.
- d. Continue implementing new and innovative public art projects.
- e. Work to promote beautification and art-related projects to add to the District. Extend the success of the Public Art program into other areas with other forms of art.
- f. Support the City in developing more pedestrian and bicycle-friendly roadways, crosswalks, and parking options to emphasize walking and biking as an integral transportation mode.
- g. Support future infrastructure projects and continue to promote pedestrian and bicycle facilities and stormwater management, consistent with ideas presented in the long range Plans.
- h. Identify future project timelines and strategies to move forward with other concepts identified in the downtown master plans.

**4. Property Improvements**

**Direct Action**

- a. Work with building owners to encourage and secure façade grants and mural opportunities along the south face of the 400 Block of Main Ave to coincide with the development of the Cobblestone Hotel at 499 Main Ave.

**Support Action**

- b. 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.

**Additional Downtown De Pere, Inc. Activities (informational)**

**5. General/Operational**

**Direct Action**

- a. Coordinate with the City of De Pere to conduct an annual meeting (required).
- b. Prepare BID annual plan in coordination with Downtown De Pere, Inc. annual plan (required).
- c. Conduct building/property owners outreach to establish a database for communications (Bi-annual property owner meetings, bi-annual building owner meetings).
- d. Work with the City to develop a memorandum of understanding and maintenance practices plan 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 etc.
- e. 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.
- f. Prepare and implement an action plan for budget tracking to separate out BID expenses vs other expenses.
- g. Ongoing research and annually study De Pere BID annual assessments compared to other similar communities in Wisconsin. The comparison should be in communities of similar size, similar characteristics, and/or in this region.
- h. Take all further action needed to carry out the general purposes of the BID Operating Plan as are allowed by BID law.

**Support Action**

- i. None

**Additional Downtown De Pere, Inc. Activities Related to Subject (informational)**

- j. Provide a structure to carry out projects and programs, and build consensus and cooperation among groups that have an important stake in the district by managing staff and committee volunteers.
- k. Raise funds for projects and administration from donations, grants, sponsorships, etc.
- l. Conduct surveys to community members and visitors to continue to provide programming and amenities that ensure downtown is a place that patrons want to return to time after time.
- m. Promote community engagement and networking opportunities by increasing volunteer participation from BID and community members.

### C. Benefits of the BID

Money collected by the BID under this DBID 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 Long Range Plans 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 Long Range Plans 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 downtown.

### III. Measures of Success

The success of the BID is determined by the level of satisfaction of those who create it and who controls 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) and the business and building owners have been surveyed throughout 2022. That review should be updated periodically and provided to the BID Board for review at their 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 Long Range Plans contain steps for both the public and private sectors. Many of these actions are identified in this DBID 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 BID and Downtown De Pere, Inc. are required to report occupancy rates throughout the year and an summary will be included in each annual report.

**A. Budget**

The 2023 De Pere BID includes 214 parcels with a total BID value of \$82,223,100 of which \$67,893,100 are for assessable properties). The value increased by \$1,898,800 due to the construction and partial assessment of the Cobblestone Hotel. Out of the 214 parcels, 77 are tax-exempt or are used for residential purposes. Out of the remaining 137, the BID assessment is \$2.00 for every \$1,000 in total assessed value of the parcel, with parcel to have an assessment of more than \$ 3,000 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 BID Operating Plan in order to implement a sustainable Business Improvement District for the City of De Pere.

Estimated 2023 Assessment Income (from 2022 assessments): \$117,148.60.

2023 Budgeted Expenses

1. Contract with Downtown De Pere, Inc.:	\$116,148.60
2. City of De Pere Administrative Costs:	<u>\$1,000.00</u>
Total:	\$117,148.60

The BID does not have independently paid staff, and will use City of De Pere staff and contract with Downtown De Pere, Inc. 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 Downtown De Pere, Inc. 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 DBID 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.

**Annual Review**

The BID law requires that the De Pere BID Operating Plan be presented annually to De Pere's Common Council for approval. To comply with the Wis. Stats., § 66.1109 (3) (b), the following process for the approval of the annual BID 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 BID Operating Plan for the next plan year.
2. The BID Board will review the proposed BID Operating Plan and make recommendations to the Common Council.
3. The Common Council will act on the proposed BID Operating Plan for the following plan year.
4. Appointment of new BID Board members will be made 30 days before the expiration of outgoing BID Board members' terms. This appointment is made by the Mayor and approved by the Common Council.

It is anticipated that the BID Board will continue to revise and develop the DBID 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.

**B. Relationship to Plans for Orderly Development of the City**

According to Wisconsin Statutes §66.1109 (1)(f)(4), the DBID 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 business activity in the District. Orderly development is consistent with the Long Range Plans and will promote the orderly development of the City in general and the District in particular.

**C. Powers**

It is intended that the BID Board shall have all powers authorized by law and this DBID 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 the value of existing investments in the District.
3. To contract on behalf of the BID when necessary to implement the DBID 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 DBID 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.

#### **D. Public Review Process**

Wis. Stats. §1109(3) provides ample opportunities for public oversight of the BID, including:

1. The BID Board is subject to the Open Meetings Law (Wis. Stats. §19.84), requiring all meetings of the Board to be preceded by a public meeting notice and to be open to the public;
2. The BID Board must annually submit proposed changes to the Operating Plan to the Common Council for approval;
3. Any change to the special assessment method procedure requires the approval of the Common Council; and
4. The BID Board must provide an annual report of expenses and revenues.

#### **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 137 taxable parcels subject to BID assessment, according to the Assessor's Records as of January 1, 2022. 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**

Under the adopted By-Laws of the BID, the owners of real estate within the District will recommend members to serve on the BID Board to the Mayor and the Mayor shall appoint Board members from the names provided, whose appointment shall be subject to the approval of the Common Council. The By-Laws also require that over one-half of the BID Board members must be a property owner or operating business in the District and that appointments to the Board be made before the start of the plan year for which the DBID Operating Plan was adopted.

The Board's responsibility is to implement the current year's DBID Operating Plan and to contract for the carrying out of the DBID Operating Plan. The Board 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. This will require the BID Board to negotiate with providers of services and materials to carry out the DBID Operating Plan; to enter into various contracts; to monitor development activity, and to ensure 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 Common Council on September 1, 2015 - amended by the BID Board December 10, 2020 and the Common Council December 15, 2020. (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 2023, the BID will receive \$117,148.60 from the BID 2022 special assessment. Monies collected from the BID assessment will also be used to contract with Downtown De Pere, Inc. following the DBID 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 cannot be assessed under Wis. Stats. §66.1109(5). 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. Finally, property exempt from paying real estate taxes or owned by government agencies may not be assessed under Wis. Stats. §66.1109(5).

### **B. Levy of Assessment**

Special assessments under this DBID Operating Plan will be levied, through the adoption of this DBID 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 2023 rates as shown in Appendix C were calculated at a rate of \$2.00 per \$1,000.00 of assessed value. Parcels are assessed on an individual basis. No parcel is assessed more than \$3,000.00, 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, 2022. 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 2022 (to fund the 2023 Operating Plan) 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 following the DBID 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 Common Council annual reports describing the current status of the BID, including expenditures and revenues, when it submits its annual DBID Operating Plan to the City for the following year. Disbursement of BID funds will be made following

the approved DBID 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 the necessity of an additional disbursement agreement, disbursement method, or accounting method. Disbursements made under this DBID Operating Plan shall be shown in the City's budget as a line item. Other than as specified herein, the disbursement procedures shall follow the 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. Downtown De Pere, Inc. will prepare the annual report for operations in the District as well as obtain the required audit or reviewed financial statement. Downtown De Pere, Inc. 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 DBID 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 DBID Operating Plan while maintaining autonomy in the preparation of its annual budget. The City makes 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, 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 following the DBID Operating Plan and budget.
5. Obtain and review annual audits/reviewed financial statements as required per Section 66.1109 (3) (c).
6. Provide a 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 1<sup>st</sup> each plan year, the official City records on assessed value for each tax parcel within the District as of that date in each DBID Operating Plan year, to calculate the BID assessment.
9. Adopt this DBID 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 DBID 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 the BID Attorney, 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 DBID Operating Plan unconstitutional, it will not invalidate or terminate the BID. The DBID Operating Plan will be amended to conform to the law without the need of re-establishment. Should any legislature amend the statute to narrow or broaden the purposes of a BID to exclude or include as assessable properties a certain class or classes of properties, then this DBID 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 Wis. Stats. §66.1109(3)(b).

## APPENDIX A: 2023 BID Budget & City Administrative Costs

### City of De Pere Administrative Costs

In 2023, **\$1,000** of BID Assessment funds will be used to fund the 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 calculate the assessment data, administering the BID meetings, and updating the annual operating plan. Actual City staff costs are estimated at \$3,000)

#### 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)

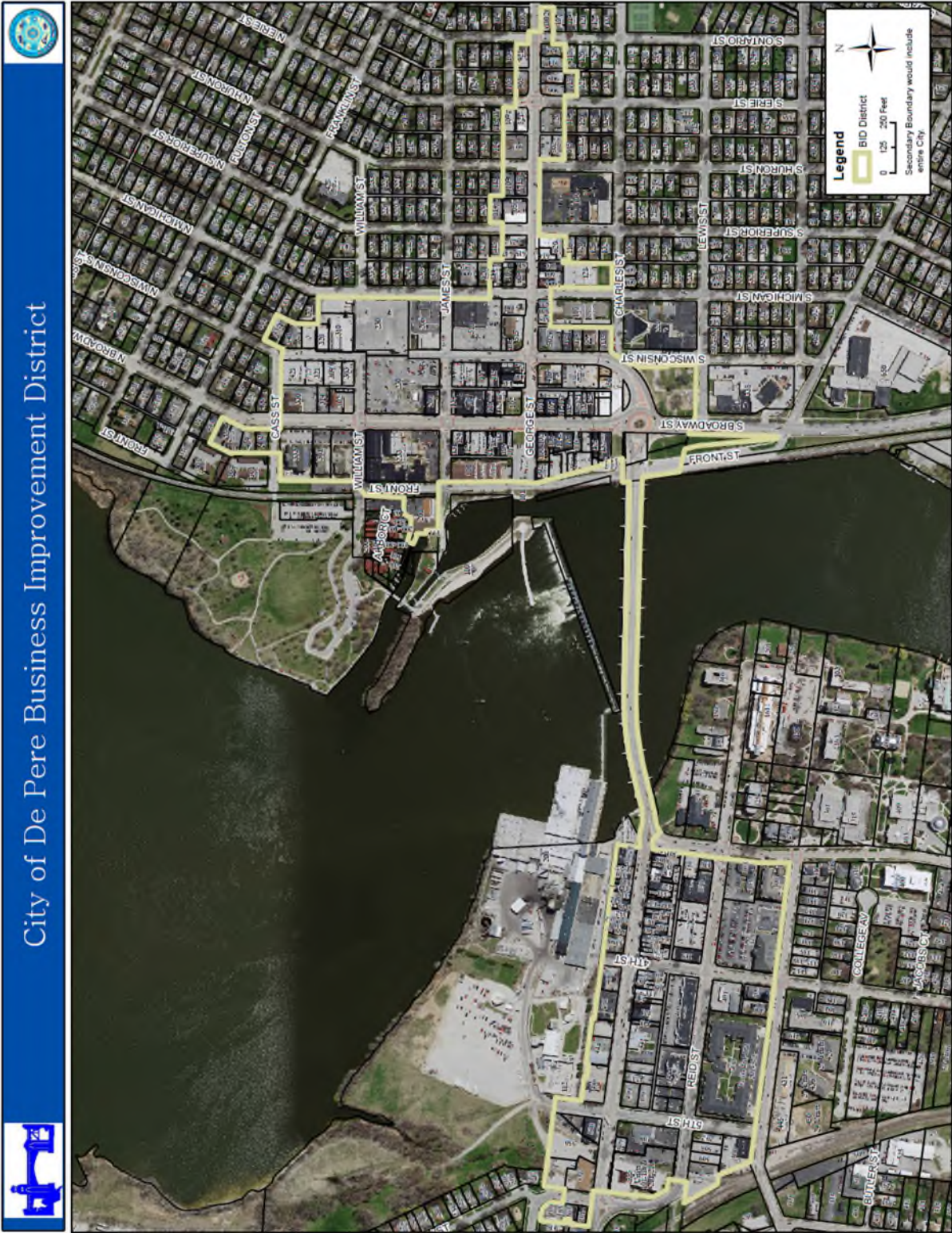
City Clerk (submittal of assessment data to the County)

City Attorney (statute review)

### Downtown De Pere, Inc. Budget

In 2023, the BID Board will contract with Downtown De Pere, Inc. in the amount of \$116,148.60 to implement the Operating Plan. The Downtown De Pere, Inc. draft budget will be provided for review at the annual membership meeting.

APPENDIX B: BID District Boundary



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

2023 De Pere Business Improvement District Assessments						
#	PARCEL ID	ADDRESS	PROPERTY OWNER	PROPERTY VALUE	BID PROPERTY VALUE	ASSESSMENT
1	ED-1006	109 N HURON ST	LTF INVESTMENTS LLC	\$ 104,300.00	\$ 104,300.00	\$ 275.00
2	ED-1007	715 GEORGE ST	LTF INVESTMENTS LLC	\$ 54,200.00	\$ 54,200.00	\$ 275.00
3	ED-1008	705 GEORGE ST	LTF INVESTMENTS LLC	\$ 279,700.00	\$ 279,700.00	\$ 559.40
4	ED-1010	114 N SUPERIOR ST	LTF INVESTMENTS LLC	\$ 20,100.00	\$ 20,100.00	\$ 275.00
5	ED-1048	820 GEORGE ST	DE PERE CHIROPRACTIC HOLDINGS LLC	\$ 306,200.00	\$ 306,200.00	\$ 612.40
6	ED-1058	802 GEORGE ST	FLOUR CHILD LLC	\$ 328,000.00	\$ 328,000.00	\$ 656.00
7	ED-1065	109 N ERIE ST	NEW HORIZON ENTERPRISES LLC	\$ 47,400.00	\$ 47,400.00	\$ 275.00
8	ED-1066	821 GEORGE ST	NEW HORIZON ENTERPRISES LLC	\$ 377,300.00	\$ 377,300.00	\$ 754.60
9	ED-1067	805 GEORGE ST	OFFICE HARMONY LLC	\$ 400,000.00	\$ 400,000.00	\$ 800.00
10	ED-1088	921 GEORGE ST	SUMMERLEIGH ASSOCIATES INC	\$ 274,000.00	\$ 274,000.00	\$ 548.00
11	ED-1089	905 GEORGE ST	BEACHWALKER EXPRESS LLC	\$ 220,600.00	\$ 220,600.00	\$ 441.20
12	ED-1094	920 GEORGE ST	ROBERT VANDEURZEN	\$ 118,300.00	\$ -	\$ -
13	ED-1095	914 GEORGE ST	CAPRICORN PROPERTIES INC	\$ 435,000.00	\$ 435,000.00	\$ 870.00
14	ED-1103	115 S ERIE ST	LEDGE HEAVEN LLC	\$ 240,400.00	\$ 240,400.00	\$ 480.80
15	ED-1104	908 GEORGE ST	CRAIG R NELSON	\$ 181,200.00	\$ 181,200.00	\$ 362.40
16	ED-1105	900 GEORGE ST	CLYDE B TETZLAFF	\$ 188,100.00	\$ 188,100.00	\$ 376.20
17	ED-18-65	201 JAMES ST	CHATEAU DEPERE LLC	\$ 1,700,000.00	\$ 1,700,000.00	\$ 3,000.00
18	ED-287	230 S BROADWAY ST	DEPERE CITY OF WELLS PARK	\$ -	\$ -	\$ -
19	ED-376	0 N BROADWAY ST	435 BROADWAY LLC	\$ 564,000.00	\$ 564,000.00	\$ 1,128.00
20	ED-377	435 N BROADWAY ST	435 BROADWAY LLC	\$ 20,300.00	\$ 20,300.00	\$ 275.00
21	ED-432	432 N WISCONSIN ST	RYAN D PICHLER	\$ 249,000.00	\$ 249,000.00	\$ 498.00
22	ED-432-1	340 N WISCONSIN ST	VOVAJONES LLC	\$ 500,100.00	\$ 500,100.00	\$ 1,000.20
23	ED-660	1002 GEORGE ST	1002 GEORGE STREET LLC	\$ 158,200.00	\$ 158,200.00	\$ 316.40
24	ED-719	0 FRONT ST	DEPERE CITY OF	\$ -	\$ -	\$ -
25	ED-737	0 FRONT ST	WISCONSIN DEPT OF NATURAL RESOURCES	\$ -	\$ -	\$ -
26	ED-751	409 N BROADWAY ST	DEPERE HISTORICAL SOCIETY	\$ -	\$ -	\$ -
27	ED-752	403 N BROADWAY ST	DEPERE HISTORICAL SOCIETY INC	\$ -	\$ -	\$ -
28	ED-756	333 N BROADWAY ST	BROWN COUNTY LIBRARY	\$ -	\$ -	\$ -
29	ED-758	301 N BROADWAY ST	BEEKOZ LLC	\$ 1,750,000.00	\$ 1,750,000.00	\$ 3,000.00
30	ED-758-1	300 N BROADWAY ST BLK	BEEKOZ LLC	\$ 1,750,000.00	\$ 1,750,000.00	\$ 3,000.00
31	ED-766	233 N BROADWAY ST	HEARTLAND AFFORDABLE HOUSING DE PERE LI	\$ 2,804,800.00	\$ 2,804,800.00	\$ 3,000.00
32	ED-767	129 N BROADWAY ST	BROOKS TL HOLDINGS LLC	\$ 120,200.00	\$ 120,200.00	\$ 275.00
33	ED-767-1	131 N BROADWAY ST	MC KIM T BOYD	\$ 102,000.00	\$ 102,000.00	\$ 275.00
34	ED-768	127 N BROADWAY ST	SCOTT TROWBRIDGE	\$ 295,000.00	\$ 295,000.00	\$ 590.00
35	ED-769	123 N BROADWAY ST	DEPERE CITY OF	\$ -	\$ -	\$ -
36	ED-771	117 N BROADWAY ST	BF11E HOLDINGS LLC	\$ 186,400.00	\$ 186,400.00	\$ 372.80
37	ED-772	115 N BROADWAY ST	SAKS HOLDINGS LLC	\$ 166,700.00	\$ 166,700.00	\$ 333.40
38	ED-774	109-113 N BROADWAY ST	SAKS HOLDINGS LLC	\$ 285,200.00	\$ 285,200.00	\$ 570.40
39	ED-775	107 N BROADWAY ST	MARC P BRUMMEL	\$ 450,200.00	\$ 450,200.00	\$ 900.40
40	ED-776	0 N BROADWAY ST	DEPERE CITY OF	\$ -	\$ -	\$ -
41	ED-778	100 FRONT ST	LEFEBVRE INVESTMENT CO LLC	\$ 1,250,000.00	\$ -	\$ -
42	ED-783	100 S BROADWAY ST	MP BROADWAY LLC	\$ 68,100.00	\$ 68,100.00	\$ 275.00
43	ED-784	106 S BROADWAY ST	MP BROADWAY LLC	\$ 22,900.00	\$ 22,900.00	\$ 275.00
44	ED-785	114 S BROADWAY ST	MP BROADWAY LLC	\$ 67,200.00	\$ 67,200.00	\$ 275.00
45	ED-788	118 S BROADWAY ST	MP BROADWAY LLC	\$ 19,300.00	\$ 19,300.00	\$ 275.00
46	ED-788-1	0 S BROADWAY ST	DEPERE CITY OF	\$ -	\$ -	\$ -
47	ED-789	126 S BROADWAY ST	126 SOUTH BROADWAY LLC	\$ 199,000.00	\$ 199,000.00	\$ 398.00
48	ED-790	132 S BROADWAY ST	MP BROADWAY LLC	\$ 268,100.00	\$ 268,100.00	\$ 536.20
49	ED-793	0 FRONT ST	DEPERE CITY OF	\$ -	\$ -	\$ -
50	ED-794	0 FRONT ST	DEPERE CITY OF	\$ -	\$ -	\$ -
51	ED-796	0 FRONT ST	DEPERE CITY OF	\$ -	\$ -	\$ -
52	ED-798	302 GEORGE ST	MP BROADWAY LLC	\$ 42,100.00	\$ 42,100.00	\$ 275.00
53	ED-799	0 CHARLES ST	DEPERE CITY OF	\$ -	\$ -	\$ -
54	ED-801	0 S BROADWAY ST	DEPERE CITY OF WELLS PARK	\$ -	\$ -	\$ -
55	ED-80-3	0 S BROADWAY ST	WISCONSIN DEPT OF NATURAL RESOURCES	\$ -	\$ -	\$ -
56	ED-816	416 GEORGE ST	416 GEORGE ST LLC	\$ 398,000.00	\$ 398,000.00	\$ 796.00
57	ED-818	114 S WISCONSIN ST	DEPERE CITY OF MISSION SQUARE PARKING LO	\$ -	\$ -	\$ -
58	ED-824	125 S BROADWAY ST	BEILKE LLC	\$ 354,400.00	\$ 354,400.00	\$ 708.80
59	ED-826	123 S BROADWAY ST	SAKS HOLDINGS LLC	\$ 196,900.00	\$ 196,900.00	\$ 393.80
60	ED-828	111 S BROADWAY ST	HZ PROPERTIES LLC	\$ 185,600.00	\$ 185,600.00	\$ 371.20
61	ED-829	115 S BROADWAY ST	ZOELLER THOMAS G REVOCABLE TRUST	\$ 424,500.00	\$ 424,500.00	\$ 849.00
62	ED-831	107 S BROADWAY ST	SAKS HOLDINGS LLC	\$ 280,000.00	\$ 280,000.00	\$ 560.00
63	ED-833	101 S BROADWAY ST UNIT A-D	SAKS HOLDINGS LLC	\$ 325,000.00	\$ 325,000.00	\$ 650.00
64	ED-833-1	0 GEORGE ST	DEPERE CITY OF	\$ -	\$ -	\$ -
65	ED-834	0 JAMES ST	DEPERE CITY OF	\$ -	\$ -	\$ -
66	ED-835	127 N WISCONSIN ST	DEPERE CITY OF	\$ -	\$ -	\$ -

2023 De Pere Business Improvement District Assessments						
#	PARCEL ID	ADDRESS	PROPERTY OWNER	PROPERTY VALUE	BID PROPERTY VALUE	ASSESSMENT
67	ED-836	117 N WISCONSIN ST	FIT FAMILY LLC	\$ -	\$ -	\$ -
68	ED-837	115 N WISCONSIN ST	FIT FAMILY LLC	\$ 420,000.00	\$ 420,000.00	\$ 840.00
69	ED-840	421 GEORGE ST	LEE BUILDING CORP THE	\$ 798,500.00	\$ 798,500.00	\$ 1,597.00
70	ED-841	417 GEORGE ST	GET REEL ENTERTAINMENT LLC	\$ 227,100.00	\$ 227,100.00	\$ 454.20
71	ED-842	415 GEORGE ST	WADE CONARD	\$ 244,700.00	\$ 244,700.00	\$ 489.40
72	ED-844	102 N BROADWAY ST	BROADWAY INVESTMENT PARTNERS LLC	\$ 4,555,800.00	\$ 4,555,800.00	\$ 3,000.00
73	ED-847	112 N BROADWAY ST	STARRY DEVELOPMENT LLC	\$ 421,400.00	\$ 421,400.00	\$ 842.80
74	ED-848	116 N BROADWAY ST	SERA K PROPERTIES LLC	\$ 325,600.00	\$ 325,600.00	\$ 651.20
75	ED-850	124 N BROADWAY ST	LEE BUILDING CORP THE	\$ 1,750,000.00	\$ 1,750,000.00	\$ 3,000.00
76	ED-851	134 N BROADWAY ST	DEPERE CITY OF	\$ -	\$ -	\$ -
77	ED-857	200 N BROADWAY ST	UNION HOTEL CDRP	\$ 379,400.00	\$ 379,400.00	\$ 758.80
78	ED-861	230 N BROADWAY ST	DE PERE 230 DEVELOPMENT PARTNERS LLC	\$ 446,500.00	\$ 446,500.00	\$ 893.00
79	ED-862	421 CASS ST	DEPERE CITY OF	\$ -	\$ -	\$ -
80	ED-864	321 N WISCONSIN ST	DEPERE CITY OF	\$ -	\$ -	\$ -
81	ED-865-1	309 N WISCONSIN ST	DEPERE CITY OF	\$ -	\$ -	\$ -
82	ED-867	303 N WISCONSIN ST	DEPERE CITY OF	\$ -	\$ -	\$ -
83	ED-869	302 N BROADWAY ST	NORTHERN GAS LLC	\$ 366,100.00	\$ 366,100.00	\$ 732.20
84	ED-869-1	0 WILLIAM ST	DEPERE CITY OF	\$ -	\$ -	\$ -
85	ED-870	314 N BROADWAY ST	WITZYTOO HOLDINGS LLC	\$ 61,000.00	\$ 61,000.00	\$ 275.00
86	ED-871	330 N BROADWAY ST	WITZYTOO HOLDINGS LLC	\$ 289,000.00	\$ 289,000.00	\$ 578.00
87	ED-875	230 N WISCONSIN ST	DE PERE 230 DEVELOPMENT PARTNERS LLC	\$ 2,200,000.00	\$ 2,200,000.00	\$ 3,000.00
88	ED-878	310 N WISCONSIN ST	SRK REALTY GROUP LLC	\$ 1,159,700.00	\$ 1,159,700.00	\$ 2,319.40
89	ED-880	320 N WISCONSIN ST	LKW HOLDINGS LLC	\$ 400,000.00	\$ 400,000.00	\$ 800.00
90	ED-881	0 N WISCONSIN ST	DEPERE CITY OF	\$ -	\$ -	\$ -
91	ED-886	206 N WISCONSIN ST	ASSOCIATED DEPERE BANK	\$ 1,222,200.00	\$ 1,222,200.00	\$ 2,444.40
92	ED-893	144 N WISCONSIN ST	SEROOGY BROTHERS LLP	\$ 1,065,300.00	\$ 1,065,300.00	\$ 2,130.60
93	ED-897	519 GEORGE ST	LFT INVESTMENTS LLC	\$ 295,400.00	\$ 295,400.00	\$ 590.80
94	ED-900	515 GEORGE ST	DEPERE LAW BUILDING LLC	\$ 542,000.00	\$ 542,000.00	\$ 1,084.00
95	ED-901	106 N WISCONSIN ST	LKW HOLDINGS LLC	\$ 156,700.00	\$ 156,700.00	\$ 313.40
96	ED-907	518 GEORGE ST	BELLA NOVA LLC	\$ 299,500.00	\$ 299,500.00	\$ 599.00
97	ED-915	127 S WISCONSIN ST	STECK LLC	\$ 349,600.00	\$ -	\$ -
98	ED-916	119 S WISCONSIN ST	PUMPKIN HEADS LLC	\$ 126,700.00	\$ 126,700.00	\$ 275.00
99	ED-917	115 S WISCONSIN ST	SEROOGY BROTHERS LLP	\$ 251,700.00	\$ 251,700.00	\$ 503.40
100	ED-918	502 GEORGE ST	JDA ENTERPRISES OF WISCONSIN LLC	\$ 363,700.00	\$ 363,700.00	\$ 727.40
101	ED-949	620 GEORGE ST	DAME PROPERTIES LLC	\$ 441,000.00	\$ 441,000.00	\$ 882.00
102	ED-949-1	614 GEORGE ST	KEVIN L CHARLES	\$ 181,500.00	\$ 181,500.00	\$ 363.00
103	ED-952-1	0 S SUPERIOR ST	KEVIN L CHARLES	\$ 8,600.00	\$ 8,600.00	\$ 275.00
104	ED-957	121 S MICHIGAN ST	WISCONSIN DEPT OF TELEPHONE CO	\$ -	\$ -	\$ -
105	ED-960	610 GEORGE ST	NIP IT LLC	\$ 144,700.00	\$ 144,700.00	\$ 289.40
106	ED-961	600 GEORGE ST	GREGORY J CORNELL	\$ 361,200.00	\$ 361,200.00	\$ 722.40
107	ED-966	623 GEORGE ST	DECLLEENE ZELLNER INC	\$ 378,000.00	\$ 378,000.00	\$ 756.00
108	ED-967	615 GEORGE ST	DANEN PROPERTIES LLC	\$ 160,100.00	\$ 160,100.00	\$ 320.20
109	ED-968-1	611 GEORGE ST	DANEN PROPERTIES LLC	\$ 105,800.00	\$ 105,800.00	\$ 275.00
110	ED-968-2	609 GEORGE ST	VANEGEREN MARSHA REVOCABLE LIVING TRUS	\$ 400.00	\$ 400.00	\$ 275.00
111	ED-968-3	609 GEORGE ST	DANEN PROPERTIES LLC	\$ 199,700.00	\$ 199,700.00	\$ 399.40
112	ED-969	108 N MICHIGAN ST	DANEN PROPERTIES LLC	\$ 233,400.00	\$ -	\$ -
113	ED-970	114 N MICHIGAN ST	WILDROOT LLC	\$ 197,800.00	\$ 197,800.00	\$ 395.60
114	F	150 S WISCONSIN ST	H&M LOMITA LLC	\$ 2,491,300.00	\$ 2,491,300.00	\$ 3,000.00
115	WD-1646	555 MAIN AVE 101	DALE M DOMBROSKI	\$ 158,400.00	\$ -	\$ -
116	WD-1647	555 MAIN AVE 102	JOANNE T BORNICK	\$ 142,100.00	\$ -	\$ -
117	WD-1648	555 MAIN AVE 103	PAUL A SULLIVAN	\$ 166,800.00	\$ -	\$ -
118	WD-1649	555 MAIN AVE 104	JAMES F ROBINSON, ETAL	\$ 166,800.00	\$ -	\$ -
119	WD-1650	555 MAIN AVE 105	KENNETH M DINY	\$ 195,300.00	\$ -	\$ -
120	WD-1651	555 MAIN AVE 106	KARIE A VERBOOMEN	\$ 142,500.00	\$ -	\$ -
121	WD-1652	555 MAIN AVE 107	LINDA L STEENO	\$ 144,900.00	\$ -	\$ -
122	WD-1653	555 MAIN AVE 108	GARY G BONZELL	\$ 142,500.00	\$ -	\$ -
123	WD-1654	555 MAIN AVE 109	SUZETTE D FRANKLIN	\$ 166,800.00	\$ -	\$ -
124	WD-1655	555 MAIN AVE 110	ANTERPREET SINGH	\$ 188,800.00	\$ -	\$ -
125	WD-1656	555 MAIN AVE 111	SCOTT K DECKER	\$ 149,600.00	\$ -	\$ -
126	WD-1657	555 MAIN AVE 112	SUSAN A MINTEN	\$ 142,100.00	\$ -	\$ -
127	WD-1658	555 MAIN AVE 113	TIMOTHY LINDERS	\$ 138,100.00	\$ -	\$ -
128	WD-1659	555 MAIN AVE 114	GLENDIA R ENDERSON	\$ 176,800.00	\$ -	\$ -
129	WD-1660	555 MAIN AVE 115	DONNA T PASTERNAK	\$ 141,600.00	\$ -	\$ -
130	WD-1661	555 MAIN AVE 116	DIANE K DICK	\$ 172,000.00	\$ -	\$ -
131	WD-1662	555 MAIN AVE 201	CHRISTOPHER D SAMP	\$ 246,200.00	\$ -	\$ -
132	WD-1663	555 MAIN AVE 202	MELODY R GOTTOWSKI	\$ 251,000.00	\$ -	\$ -

2023 De Pere Business Improvement District Assessments						
#	PARCEL ID	ADDRESS	PROPERTY OWNER	PROPERTY VALUE	BID PROPERTY VALUE	ASSESSMENT
133	WD-1664	555 MAIN AVE 203	WARREN J HAGANES	\$ 166,800.00	\$ -	\$ -
134	WD-1665	555 MAIN AVE 204	JEAN M PENDLETON	\$ 166,800.00	\$ -	\$ -
135	WD-1666	555 MAIN AVE 205	EDWARD Y LIN	\$ 595,000.00	\$ -	\$ -
136	WD-1667	555 MAIN AVE 206	MICHAEL TUBBS	\$ 283,300.00	\$ -	\$ -
137	WD-1668	555 MAIN AVE 208	ANNA M SZYMANSKI	\$ 215,900.00	\$ -	\$ -
138	WD-1669	555 MAIN AVE 209	S&K DWYER FAMILY REVOCABLE TRUST	\$ 276,200.00	\$ -	\$ -
139	WD-1670	555 MAIN AVE 210	SUNNY J LEE	\$ 283,300.00	\$ -	\$ -
140	WD-1671	555 MAIN AVE 211	JOHN VANDEVEN	\$ 258,600.00	\$ -	\$ -
141	WD-1672	555 MAIN AVE 212	DONNA J WAGNER	\$ 243,600.00	\$ -	\$ -
142	WD-1673	555 MAIN AVE 213	KYLE H VANDENHEUVEL	\$ 225,500.00	\$ -	\$ -
143	WD-1674	555 MAIN AVE 214	LINDA L BOYWID, TRUSTEE	\$ 302,500.00	\$ -	\$ -
144	WD-1675	555 MAIN AVE 215	MATTHEW R CRULL	\$ 209,100.00	\$ -	\$ -
145	WD-1676	555 MAIN AVE 216	IVETE C MILLER	\$ 220,400.00	\$ -	\$ -
146	WD-216	300 GRANT ST	SAINT NORBERT COLLEGE INC	\$ -	\$ -	\$ -
147	WD-279	509 MAIN AVE	CAPITAL CREDIT UNION	\$ 127,500.00	\$ 127,500.00	\$ 275.00
148	WD-281	108 S FIFTH ST	CAPITAL CREDIT UNION	\$ 804,200.00	\$ 804,200.00	\$ 1,608.40
149	WD-283	499 MAIN AVE	DE PERE HOTEL GROUP LLC	\$ 489,200.00	\$ 489,200.00	\$ 978.40
150	WD-288	441 MAIN AVE	CHEDDAR HOUSE LLC	\$ 641,500.00	\$ 641,500.00	\$ 1,283.00
151	WD-295	444 REID ST	PARK PLACE HOLDINGS REID STREET LLC	\$ 1,900,000.00	\$ 1,900,000.00	\$ 3,000.00
152	WD-306	525 REID ST	N E W DEVELOPERS LLC	\$ 432,000.00	\$ 432,000.00	\$ 864.00
153	WD-310	430 GRANT ST	NICOLET HIGHLANDS LLC	\$ 5,899,400.00	\$ -	\$ -
154	WD-367	300 MAIN AVE	HAWK HOLDINGS LLC	\$ 323,400.00	\$ 323,400.00	\$ 646.80
155	WD-369	320 MAIN AVE	THE CONNECTIVE LLC	\$ 446,100.00	\$ 446,100.00	\$ 892.20
156	WD-371	330 MAIN AVE	STAGECOACH ENTERPRISES LLC	\$ 181,400.00	\$ 181,400.00	\$ 362.80
157	WD-372	334 MAIN AVE	GTO INVESTMENTS LLC	\$ 247,000.00	\$ 247,000.00	\$ 494.00
158	WD-373	338 MAIN AVE	RICK J HERYMAN	\$ 142,300.00	\$ 142,300.00	\$ 284.60
159	WD-374	342 MAIN AVE	PAUL H WILLEMS	\$ 97,800.00	\$ 97,800.00	\$ 275.00
160	WD-375	348 MAIN AVE	CHRIS C RENIER	\$ 131,300.00	\$ 131,300.00	\$ 275.00
161	WD-376	360 MAIN AVE	DE PERE CITY OF	\$ -	\$ -	\$ -
162	WD-377	360 MAIN AVE	DE PERE CITY OF	\$ -	\$ -	\$ -
163	WD-378	366 MAIN AVE	DAVID J MATYAS	\$ 196,300.00	\$ 196,300.00	\$ 392.60
164	WD-379	368 MAIN AVE	SAKS HOLDINGS LLC	\$ 270,000.00	\$ 270,000.00	\$ 540.00
165	WD-380	380 MAIN AVE	OLD NELL PROPERTIES LLC	\$ 404,800.00	\$ 404,800.00	\$ 809.60
166	WD-381	400 MAIN AVE	SECOR JEROME J REVOCABLE TRUST	\$ 351,300.00	\$ 351,300.00	\$ 702.60
167	WD-386	436 MAIN AVE	ISC PROPERTY LLC	\$ 337,100.00	\$ 337,100.00	\$ 674.20
168	WD-387	444 MAIN AVE	F & J PROPERTIES LLC	\$ 325,700.00	\$ 325,700.00	\$ 651.40
169	WD-387-1	0 MAIN AVE	JAMES J KROPP	\$ 70,600.00	\$ 70,600.00	\$ 275.00
170	WD-388	486 MAIN AVE	SMOOTH MONEY OF DE PERE LLC	\$ 390,200.00	\$ 390,200.00	\$ 780.40
171	WD-389-2	500 MAIN AVE UNIT A-D	DUTCH BOYZ DE PERE LLC	\$ 1,780,000.00	\$ 1,780,000.00	\$ 3,000.00
172	WD-389-3	550 MAIN AVE	CHRIST THE ROCK CHURCH INC	\$ -	\$ -	\$ -
173	WD-389-4	556 MAIN AVE	CHRIST THE ROCK CHURCH INC	\$ -	\$ -	\$ -
174	WD-389-5	0 FORT HOWARD AVE	CHRIST THE ROCK CHURCH INC	\$ -	\$ -	\$ -
175	WD-403	103 N SIXTH ST	RALPH E SANDERS	\$ 346,700.00	\$ 346,700.00	\$ 693.40
176	WD-404	101 FORT HOWARD AVE	DECLLENE ZELLNER LLC	\$ 299,700.00	\$ 299,700.00	\$ 599.40
177	WD-404-2	0 MAIN AVE	WISCONSIN DEPT OF TRANSPORTATION	\$ -	\$ -	\$ -
178	WD-623	500 GRANT ST	GRANT STREET HOLDINGS LLC	\$ 600,300.00	\$ 600,300.00	\$ 1,200.60
179	WD-634	0 GRANT ST	SAINT NORBERT COLLEGE INC	\$ -	\$ -	\$ -
180	WD-634-2	400 GRANT ST	SAINT NORBERT COLLEGE INC	\$ -	\$ -	\$ -
181	WD-884	401 MAIN AVE	SCHLEIS PROPERTIES LLC	\$ 472,000.00	\$ 472,000.00	\$ 944.00
182	WD-885	407 MAIN AVE	LANCE A KOLTZ	\$ 141,300.00	\$ 141,300.00	\$ 282.60
183	WD-886	409 MAIN AVE	LANCE A KOLTZ	\$ 207,100.00	\$ 207,100.00	\$ 414.20
184	WD-887	413 MAIN AVE	FORMULATE INFINITY HOMES LLC	\$ 150,000.00	\$ 150,000.00	\$ 300.00
185	WD-888	417 MAIN AVE	KENNETH J MARTIN	\$ 138,500.00	\$ 138,500.00	\$ 277.00
186	WD-889	419 MAIN AVE	JAMES J KROPP	\$ 436,000.00	\$ 436,000.00	\$ 872.00
187	WD-890-1	441 MAIN AVE	CHEDDAR HOUSE LLC	\$ 200.00	\$ 200.00	\$ 275.00
188	WD-893	400 REID ST	GENCAP DE PERE 1 LLC	\$ 2,733,900.00	\$ 2,733,900.00	\$ 3,000.00
189	WD-906	301 MAIN AVE	PHE WI LLC	\$ 415,100.00	\$ 415,100.00	\$ 830.20
190	WD-907	305 MAIN AVE	E SALES INC	\$ 325,000.00	\$ 325,000.00	\$ 650.00
191	WD-908	313 MAIN AVE	313 MAIN IN DE PERE LLC	\$ 284,500.00	\$ 284,500.00	\$ 569.00
192	WD-909	317 MAIN AVE	LIFE CHURCH GREEN BAY INC	\$ 643,600.00	\$ 643,600.00	\$ 1,287.20
193	WD-910	321 MAIN AVE	LIFE CHURCH GREEN BAY	\$ 158,500.00	\$ 158,500.00	\$ 317.00
194	WD-911	327 MAIN AVE	TILKENS HOLDINGS LLC	\$ 394,300.00	\$ 394,300.00	\$ 788.60
195	WD-912	331 MAIN AVE	NICK BROTHERS PARTNERSHIP	\$ 311,600.00	\$ 311,600.00	\$ 623.20
196	WD-913	337 MAIN AVE	MIRHASHEMI INC	\$ 259,200.00	\$ 259,200.00	\$ 518.40
197	WD-915	345 MAIN AVE	MANNING RONALD G & MARY A PFUTZENREUT	\$ 169,800.00	\$ 169,800.00	\$ 339.60
198	WD-917	353 MAIN AVE	SAKS HOLDINGS LLC	\$ 275,000.00	\$ 275,000.00	\$ 550.00

2023 De Pere Business Improvement District Assessments						
#	PARCEL ID	ADDRESS	PROPERTY OWNER	PROPERTY VALUE	BID PROPERTY VALUE	ASSESSMENT
199	WD-917-1	0 MAIN AVE	DEPERE CITY OF	\$ -	\$ -	\$ -
200	WD-917-2	0 MAIN AVE	DEPERE CITY OF	\$ -	\$ -	\$ -
201	WD-918	355 MAIN AVE	CONNECTIVE PROPERTIES LLC	\$ 171,700.00	\$ 171,700.00	\$ 343.40
202	WD-920	365 MAIN AVE	SAKS HOLDINGS LLC	\$ 649,000.00	\$ 649,000.00	\$ 1,298.00
203	WD-921	371 MAIN AVE	ABTS INVESTMENTS LLC	\$ 141,200.00	\$ 141,200.00	\$ 282.40
204	WD-922	375 MAIN AVE	DENNIS M LARSON	\$ 216,600.00	\$ 216,600.00	\$ 433.20
205	WD-923	377 MAIN AVE	SAKS HOLDINGS LLC	\$ 498,300.00	\$ 498,300.00	\$ 996.60
206	WD-925	115 FOURTH ST	BLACK PUCK REALTY LLC	\$ 603,000.00	\$ 603,000.00	\$ 1,206.00
207	WD-926	340 REID ST BLK	DEPERE CITY OF NICOLET SQUARE PARKING LOT	\$ -	\$ -	\$ -
208	WD-928	340 REID ST	DEPERE CITY OF NICOLET SQUARE PARKING LOT	\$ -	\$ -	\$ -
209	WD-930	330 REID ST	LUTSEY ENTERPRISES LLP	\$ 822,900.00	\$ 822,900.00	\$ 1,645.80
210	WD-931	116 THIRD ST	AJANGO PROPERTIES LLC	\$ 219,000.00	\$ 219,000.00	\$ 438.00
211	WD-933	110 THIRD ST	DEPERE CITY OF	\$ -	\$ -	\$ -
212	WD-955	303 REID ST	REID STREET RETAIL LLC	\$ 1,180,000.00	\$ 1,180,000.00	\$ 2,360.00
213	WD-961	325 REID ST	TWEET BROTHERS RENTAL PARTNERSHIP	\$ 3,510,000.00	\$ 3,510,000.00	\$ 3,000.00
214	WD-965	401 REID ST	JAYAMBAY LLC	\$ 581,600.00	\$ 581,600.00	\$ 1,163.20

	TOTAL PROPERTY VALUE	TOTAL BID PROPERTY VALUE	TOTAL ASSESSMENT
<b>ASSESSMENT TOTAL</b>	<b>\$82,223,100.00</b>	<b>\$67,893,100.00</b>	<b>\$117,148.60</b>

## 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.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85; 2017 a. 59, 70, 189.

Copied from: <https://docs.legis.wisconsin.gov/statutes/statutes/66/XI/1109/1/b> (accessed November 1, 2020)

**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 ("BID Members.") All BID Members shall have the right to vote on any issue that is placed before the members by the Board of Directors ("BID Board".)

#### 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 BID Board 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 Chair of the BID Board.

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. Public Notice of all meetings of the BID Board shall be given as required under Wis. Stats. §19.84 *et seq.*

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 BID Members necessary to attend any meeting by a majority vote of the BID Members present.

#### ARTICLE III

#### BOARD OF DIRECTORS

Section 1. Federal Requirement. BID Members can recommend future BID Board members appointments to the BID Board. The BID Board will provide the recommended nominations to the Mayor. The Mayor shall appoint members to the BID Board, subject to confirmation of the Common Council, members from these nominations to the BID Board. Pursuant to Wis. Stats. §66.1109(3), the BID Board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district. The BID Board shall also include a representative of the Mayor or Council. Common Council

Section 2. Responsibilities. The BID Board's shall be responsible contracting for services to implement the current year's DBID Operating Plan, contracting for preparation of an annual report and audit of the District, annually considering and making changes to the DBID Operating Plan and submitting the DBID Operating Plan for the following year to the Common Council of the City of De Pere for approval, together with all other powers granted under Wis. Stats. §66.1109 and under the DBID Operating Plan and Bylaws. These duties include the BID Board negotiating with providers of services (primarily to Downtown De Pere, Inc.) and

materials to carry out the DBID Operating Plan; entering into various contracts for services, including 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 Common 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 (Wis. Stats. §19.84 *et seq.*). Meeting agendas will be provided as required under Wis. Stats. 19.84 and will be posted on the City of De Pere's website. Minutes will be recorded and submitted to the City Clerk 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 the requirements of the Public Records Law (Wis. Stats. §19.35 *et seq.*) and shall be kept and maintained by the City Development Services Department.

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

Section 9. Officers. The BID Board shall appoint a Chair, Vice-Chair, 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 such purposes as are authorized by the full BID Board.

Section 10. Quorum. At all meetings of the BID Board, a majority of the Board shall constitute a quorum for the transaction of business. If a quorum shall not be present at any meeting of the BID Board, the meeting shall be rescheduled.

Section 11. 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 Downtown De Pere, Inc., to carry out the DBID 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 DBID 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 Downtown De Pere, Inc., many of its duties and responsibilities while retaining the overall authority and responsibility for such drafting and implementation of the DBID Operating Plan.

Section 12. BID Board Authority. The BID Board of Directors shall be required to conform to the DBID Operating Plan presented to and approved by the De Pere Common Council each year and shall be subject to the Wisconsin Statutes Section 66.1109 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 BID Board shall consist of a Chair, Vice-Chair, Secretary, Treasurer and such other Officers as may be deemed necessary.

Section 2. Election. Officers shall be BID Board members who 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.

- A. Chair. The Chair shall preside at all business meetings. In the absence of the Chair, the Vice-Chair shall preside. The Chair may appoint other Officers to preside at meetings of the BID Board other than business meetings. The Chair shall perform such duties as are usually incumbent upon that

office, together with such other duties as may be directed by resolution of the BID Board.

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

**ARTICLE VI**  
**FINANCES**

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

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

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

**ARTICLE VII**  
**AMENDMENTS**

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

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

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

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

<b>Adopted by BID Board on:</b>	<b>December 14, 2021</b>
<b>Adopted by City of De Pere Common Council on:</b>	<b>December 21, 2021</b>

Benchmark Communities - BID Assessment Analysis							
BID Community	Population	Year Established	Organization	Assessment Rate	Minimum	Maximum	Mill Rate
Beloit	36,856	1989	Downtown Beloit	\$4.27/\$1,000	None	\$3,500	\$0.03280261
De Pere	24,465	2014	Definitely De Pere	\$1.75/\$1,000	\$275	\$1,950	E: \$0.015442445 W: \$0.01880621
Fond du Lac	43,398	1999	Downtown Fond du Lac	\$2.60/\$1,000	\$250	\$3,000	\$0.02299897
Marshfield	19,140	1990	Main Street Marshfield	\$1.35/\$1,000	None	None	\$0.02543705
Neenah	29,932	2002	Future Neenah	\$2.95/\$1,000	\$750	\$7,000	\$0.02131540
Wausau	39,299	2004	Wausau River District	Proportional	\$309	\$3,090	\$0.02480206
West Bend	31,587	2000	Downtown West Bend	\$4.00/\$1,000	None	None	\$0.01909594
Sun Prairie	30,800	1989	City of Sun Prairie	\$2.00/\$1,000	None	\$8,000	\$0.02177439
Wauwatosa	47,000	1994	The Village Wausatosa	\$1.21/\$1,000	469	\$3,647	\$0.02085497
Port Washington	12,641	1994	Port Washington Main St.	\$2.11/\$1,000	None	\$3,000	\$0.01489999
Shorewood	13,648	1999	Village of Shorewood	\$1.10/\$1,000	None	\$5,000	\$0.02496449
West Allis	60,700	1989	West Allis Downtown	\$5.37/\$1,000	None	None	\$0.02766381

Benchmark Average: \$2.82 | Benchmark Median: \$2.78 | State Average: \$3.23