



# Business Improvement District Board

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

## Regular Meeting

### Agenda

Thursday, October 20, 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 **October 20, 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.com/>.*

#### Call to Order

1. Roll Call
2. Approval of the minutes of the December 14, 2021 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. Annual Election of Officers.
5. Review of Downtown De Pere Business Improvement District Summary Report and Benchmark Community Comparisons.
6. Discussion of 2023 Proposed Activities/Priority Projects.
7. 2023 Business Improvement District Assessment Discussion.

#### 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**

---

---

**MEETING DATE:** October 20, 2022

**DEPARTMENT:** Planning

**FROM:** Kelly Barker

**SUBJECT:** Approval of the minutes of the December 14, 2021 Business Improvement District Board Meeting.

---

**ATTACHMENTS:**

- BID\_Dec2021\_Minutes\_Draft (PDF)



# Business Improvement District Board

Regular Meeting

**Draft Minutes**

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

Tuesday, December 14, 2021

9:00 AM

Council Chambers and Virtual

## Call to Order

The meeting was called to order at 9:10 AM by Chair Tom Gavic

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

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

- Approval of the minutes of the November 30, 2021 Business Improvement District Board Meeting.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Brent Felchlin, Board Member
<b>SECONDER:</b>	Lawrence M. Delo, City Administrator
<b>AYES:</b>	Boyd, Delo, Felchlin, Gavic, Olejniczak, Starry
<b>EXCUSED:</b>	Angela Patel

- Public comments upon matters not on the agenda.

Tom Gavic thanked City staff for getting the mailing out to all the BID property owners.

<b>RESULT:</b>	<b>DISCUSSED</b>
----------------	------------------

- Consideration and possible action regarding the 2022 BID Operating Plan. \*  
Development Services Director Daniel Lindstrom reviewed the 2022 BID Operating Plan for the members of the public in attendance. He highlighted the Plan Objectives, which include the following eight items:
  1. Make the downtown a destination by efforts to attract more residents 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 to 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.

Daniel then highlighted some of the 2022 priority projects. These 20 items were re-prioritized by the BID Board at their November 30, 2021 meeting. The top two priorities are:

1. Extend assistance to businesses as they continue to face hardships due to COVID-19 through additional marketing and funding opportunities.

2. Research and study De Pere BID annual assessments compared to other similar communities in Wisconsin. The comparison should include communities of similar size, similar characteristics, and be located and/or in this region.

Daniel also mentioned items 5 & 6 which were:

5. Establish biannual building/landowner meeting /listening sessions to occur in March & September.

6. Establish biannual business owner meeting/listening sessions to occur in February & August.

Daniel noted that the pandemic has affected the meeting schedule for the BID. He added that the BID is contracting with Definitely De Pere again for 2022. Tom Gavic asked if there were any questions from the board or the public. There were none. Rich Starry moved, seconded by Larry Delo, to approve the 2022 BID Operating Plan and forward it to the Common Council. Upon vote, motion carried unanimously. Daniel noted that the Council will take action next Tuesday, December 21, 2021.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Rich Starry, Vice Chair/Treasurer
<b>SECONDER:</b>	Lawrence M. Delo, City Administrator
<b>AYES:</b>	Boyd, Delo, Felchlin, Gavic, Olejniczak, Starry
<b>EXCUSED:</b>	Angela Patel

5. Review Definitely De Pere 2020 Annual Report and Financial Statement.

Definitely De Pere Executive Director Tina Quigley presented a review of Definitely De Pere's 2020 Annual Report and Financial Statement. She noted that 36% of the income raised in 2020 was for COVID relief for businesses. Also due to the pandemic, the majority of events were put on hold, with only 2% of income raised in 2020 from events. Larry Delo asked for clarification of the stadium tax excess. Tina noted that there are still funds left from the initial stadium tax fees but Definitely De Pere has not received any additional stadium tax contributions. Tina then discussed the COVID relief efforts that Definitely De Pere worked on, which included \$57,500 in grants awarded to 49 businesses and a gift card rewards program that resulted in \$32,000 raised. She reported that 11 new businesses opened and 4 businesses closed during 2020. Tina noted that Definitely De Pere was selected by the Main Street Program for the award for the Best Covid response. Tom Gavic commented on the great work done by both Definitely De Pere and the City of De Pere for their response to the pandemic. Larry Delo asked if Definitely De Pere plans on conducting another survey since the pandemic is still

ongoing. He asked about identifying programs to help businesses in 2022 or if there are any training funds for small businesses. Tina replied that there were a few questions in the business retention survey related to how businesses are doing. She noted that responses were related to marketing and branding support for their businesses. Tom Gavic suggested that the committee should bring forward a proposal to the Council to provide resources to businesses. Next, Tina reviewed data from the benchmark cities of Beloit, Fond du Lac, Marshfield, Watertown, and Wausau. She stated that it was encouraging to see that every community had a positive number of new businesses during the pandemic. Tom Gavic suggested that a median be used rather than an average on the bottom line of the comparison table. Tina added that public improvements in the downtown included concrete planters, facade grants, seasonal flowers, the Main Avenue mid block crossing, and a portion of Walsh Plaza. Public investment was approximately \$862,464. As a final comment, Tom Gavic requested that a link about the highlights be added to the BID web portal.

**RESULT: DISCUSSED**

#### Adjournment

Larry Delo moved, seconded by Brent Felchlin, to adjourn the meeting at 9:47 PM. Upon vote, motion carried unanimously.

Respectfully submitted,  
Kelly Barker



City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

---

---

**MEETING DATE:** October 20, 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.

---



City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

---

**MEETING DATE:** October 20, 2022  
**DEPARTMENT:** Economic Development  
**FROM:** Daniel Lindstrom  
**SUBJECT:** Annual Election of Officers.

---



City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

---

---

**MEETING DATE:** October 20, 2022

**DEPARTMENT:** Economic Development

**FROM:** Daniel Lindstrom

**SUBJECT:** Review of Downtown De Pere Business Improvement District  
Summary Report and Benchmark Community Comparisons.

---

**ATTACHMENTS:**

- BID Report 1022 (PDF)



# Business Improvement District October 2022 Report DOWNTOWN DE PERE

# Business Improvement District

---



## Introduction

The Business Improvement District authorizes (in coordination with the City of De Pere) an ongoing special assessment that is used to implement programs aimed at promoting, developing, redeveloping, managing, and maintaining the district.

## Purpose of the BID

The BID was created to help accomplish the ideas presented in the De Pere Downtown Master Plan, Cultural District Master Plan, Comprehensive Plan, Historic Preservation Plan, and the West Side Vision Plan (pending). The BID allows for private property owners to work together in conjunction with the City to develop the district; enhance existing public funding sources and empower private investments; provide funding initiatives that will benefit business and property owners; and ensure the district will be preserved and will improve the social and economic environment of the district.

## Objective of the BID

Goals for the District as identified by local businesses, building owners, and residents in the long range plans:

- Make the downtown a destination
- Support business and private investment
- Capitalize on key business niches
- Add life to the district
- Increase public realm investment
- Promote walkability and likability
- Create new neighborhoods in the downtown
- Support growth and redevelopment

# BID Board

---

Tom Gavic, Chair

Rich Starry, Vice Chair/Treasurer

Larry Delo, Secretary

Mary Boyd

Brent Felchlin

Maya Romboy (pending appointment)

(One open seat awaiting appointment)



# BID Overview

## BID Facts in Wisconsin

Data collected in 2019 (48 BID's reporting)

There are approximately 90 active BID's in the State of Wisconsin. BID's vary in size.

*The average number of tax parcels contributing to a district is 158. In 2022 there were 145 parcels in De Pere that were assessed.*

*Average BID assessment statewide is \$3.23 for every \$1,000 in total value of the parcel. De Pere's assessment is currently \$1.75/\$1,000.*

*The average annual operating budget of organizations managing a BID is \$301,410 statewide. Definitely De Pere's annual operating budget is \$235,350.*



## Types of BID Activities

The table corresponds with the percentage of BID's that focus on the types of activities and programs.

Activity	% BID's	De Pere
Promotions (Marketing and Events)	94%	✓
Physical Improvements	85%	✓
Streetscape Development	77%	✓
Public Safety	36%	✓
Business Recruitment & Retention	32%	✓
Parking Improvements	15%	✓
Snow Removal Services	7%	
Job Training Programs	6%	

# BID Revenues

## BID Revenues

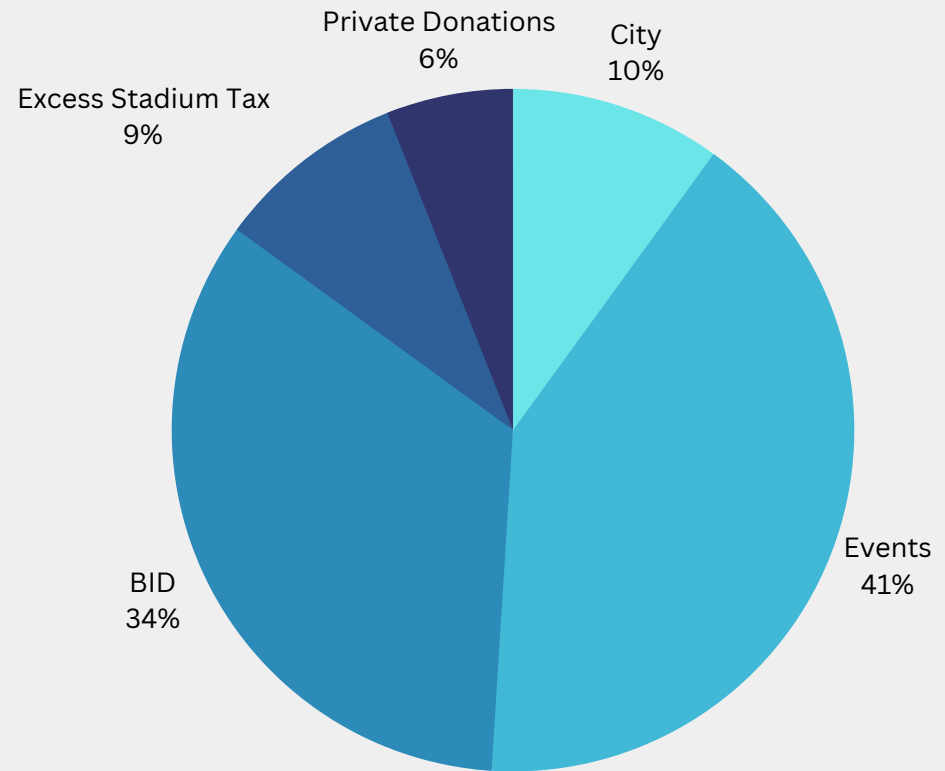
The following type of revenue sources contribute to BID activities and programs. The percentages correspond to how BID's responded to a request from the UW-Extention Community Development Department on where their funding comes from.

*Many BID's rely solely on their BID assessments; those that do not, also receive revenue from the following sources.*

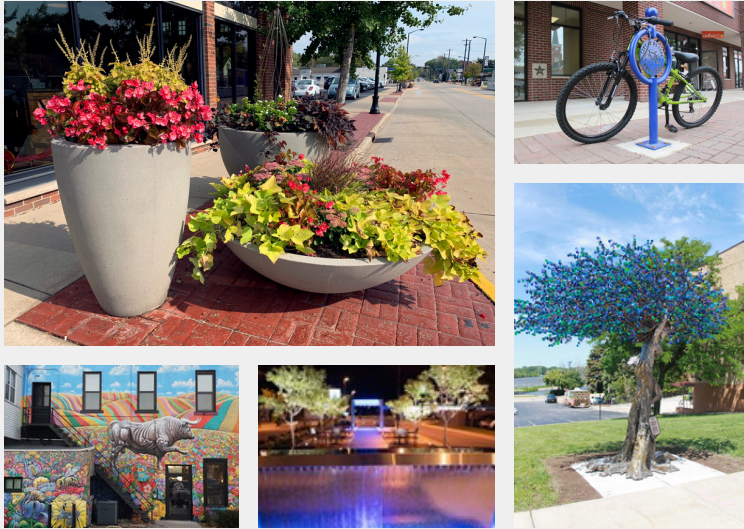
Revenue Source	BID's	De Pere
Grants	1%	
Member Fees	1%	
Private Donations	10%	✓
Events/Programs	21%	✓
Municipal Contributions	29%	✓
Other	37%	✓

## Funding Sources

Definitley De Pere's 2022 Operating Budget



# BID Activities



## Streetscape Improvements

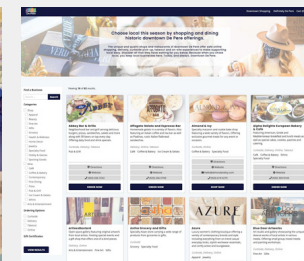
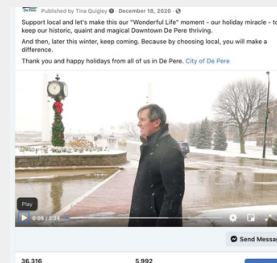
Concrete planters | Seasonal flowers  
Murals | Sculptures  
Street pole banners | Holiday decorations  
Furnishings | Bike racks

## Historic Preservation

Design Guidelines | City Intensive Survey  
Facade Grants | Historic Tax Credit Projects

## Promotion

Marketing Campaigns | Weekly Newsletter  
Social Media Engagement | Media Relations  
Retail Events | Sales Promotions  
Image Development Campaigns  
Promotional Materials | Interactive Website  
Image Building Events



# BID Activities



## Special Events

SPRING | Sip and Shop, Foodie Walk

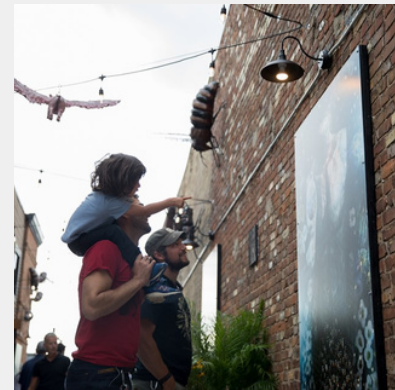
SUMMER | Farmers Market, Art Walk, EastWest Music Series, Yoga in the Park, Food Truck Rally, Summer Sidewalk Sales

FALL | Soup Walk, Trick or Treat

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

## Physical Improvements

Facade Grants | Art Alley | Walsh Plaza  
Dumpster Enclosures | Main Ave Mid Block Crossing



## Business Assistance

Technical Assistance | Business Recruitment  
Business Retention | Grant Support  
Revolving Loan Program | COVID Response  
Emergency Response (Turba building fire)

# WI Main Street Awards

---

## 2014

**Best Digital Marketing Campaign**  
Definitely De Pere

**Best New Business**  
Waseda Farms

**Best Interior Renovation**  
Starry Realty

**Best New Building Project**  
Gehl-Mulva Science Center

## 2016

**Best Interior Renovation**  
Broadway Theatre

## 2017

**Best New Building**  
102 On Broadway

**Best Retail Event**  
De Pere Style Fashion Show

## 2018

**Best New Business**  
Aunt Ethel's Adult Emporium

**Best Interior Renovation**  
The Exchange

**Best Facade Renovation**  
Luna Coffee

---

## 2019

**Best Upper Floor Development**  
Falk Flats

**Best Facade Rehab**  
368 Main

**Best Public-Private Partnership  
in Downtown Revitalization**  
Public Art Program

## 2020

**Best Exterior Renovation**  
101 S Broadway

**Best COVID Response**  
Definitely De Pere

## 2021

**Best Public Improvement  
Project**  
Michael J Walsh Plaza

**Best Retail Event**  
Art Walk

# BID Comparisons | 2021-22 Data

---

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

# BID Assessment Comparisons | 2022 Data

BID Community	Population	Year Established	Organization	Assessment Rate	Minimum	Maximum
Beloit	36,856	1989	Downtown Beloit	\$4.27/\$1,000	None	\$3,500
<i>De Pere</i>	<i>24,465</i>	<i>2014</i>	<i>Definitely De Pere</i>	<i>\$1.75/\$1,000</i>	<i>\$275</i>	<i>\$1,950</i>
Fond du Lac	43,398	1999	Downtown Fond du Lac	\$2.60/\$1,000	\$250	\$3,000
Marshfield	19,140	1990	Main Street Marshfield	\$1.35/\$1,000	None	None
Neenah	29,932	2002	Future Neenah	\$2.95/\$1,000	\$750	\$7,000
Wausau	39,299	2004	WausauRiver District	Proportional	\$309	\$3,090
West Bend	31,587	2000	Downtown West Bend	\$4.00/\$1,000	None	None

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

# 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 s fun way!!"*

-Stacy Ryan



City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

---

**MEETING DATE:** October 20, 2022  
**DEPARTMENT:** Economic Development  
**FROM:** Daniel Lindstrom  
**SUBJECT:** Discussion of 2023 Proposed Activities/Priority Projects.

---

Staff will facilitate a discussion regarding the 2023 Proposed Activities/Priority Projects.



City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

---

**MEETING DATE:** October 20, 2022  
**DEPARTMENT:** Economic Development  
**FROM:** Daniel Lindstrom  
**SUBJECT:** 2023 Business Improvement District Assessment Discussion.

---

Staff will facilitate a discussion regarding 2023 Business Improvement District Assessments.