



Common Council

Regular Meeting

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

Agenda

Tuesday, October 2, 2018

7:30 PM

De Pere City Hall Council Chambers

Pursuant to Wisconsin Statutes 19.84, Notice is hereby given to the public that a meeting of the **Common Council** of the City of De Pere will be held on **October 2, 2018** at **7:30 PM** in the **De Pere City Hall Council Chambers**, 335 S. Broadway Street, De Pere, WI 54115.

This meeting can be viewed LIVE on TW Cable Channel 4; AT&T U-verse Channel 99; www.depere.tv. This meeting is also rebroadcast on TV throughout the week and available on demand at www.depere.tv.

I. Call to Order

1. Roll Call
2. Approval of the Minutes of the September 18, 2018 Common Council Meeting.
3. Pledge of Allegiance to the Flag.
4. Public comment upon matters not on the agenda and other announcements.
5. Finance and Personnel Committee recommendation to obtain a feasibility study in order to explore hotel development.
6. Review De Pere Strategic Visioning and Branding Initiative Deliverables.
7. Recommendation from the BID Board regarding the 2019 BID Operating Plan.
8. Approval of Emergency Repairs to Chiller System at the Ice Recreation Center
9. Recommendation from the Board of Park Commissioners to Approve \$2,500 Donation from Wal*Mart for Tables & Furniture
10. Recommendation from the Board of Park Commissioners to Approve \$500 Donation from De Pere Optimist Club for Past Easter Egg Hunt.
11. Recommendation from the Board of Park Commissioners to Approve Tree Donation from the GB Packers, WDNR, GB Packaging, WPS & SCA.
12. Recommendation from the License Committee on an Application for Change of Agent submitted by Green Room Theatre LLC.
13. Recommendation from the License Committee on an Application for a Temporary Premise Description Change for St. Norbert College.
14. Operator License Applications.
15. Voucher Approval.
16. Future Agenda Items.
17. Adjournment.

Lawrence M. Delo
City Administrator

Any person wishing to attend this meeting who, because of disability, requires special

accommodations should contact the Clerk-Treasurer's office at 339-4050 by Noon, the previous day so that arrangements can be made.

Agenda Sent To:

Alderspersons
City Administrator
Mayor
Department Heads
TV, Newspapers & Radio Stations
Kress Family Library
De Pere Chamber of Commerce
Anna Jakubek, Cobblestone Hotels
Richard Cassis, sparc design, inc.
Chad Nehring
Terrie DuBois, St. Norbert College



City of De Pere, Wisconsin

Request For Common Council Action

MEETING DATE: **October 2, 2018**

DEPARTMENT: **City Clerk-Treasurer**

FROM: **Shana Ledvina**

SUBJECT: **Approval of the Minutes of the September 18, 2018 Common Council Meeting.**

ATTACHMENTS:

- 9-18-2018 Common Council Minutes (DOC)



Common Council

Regular Meeting

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

Draft Minutes

Tuesday, September 18, 2018

7:30 PM

De Pere City Hall Council Chambers

1. Call to Order: The meeting was called to order at 7:30 PM by Mayor Walsh.

Attendee Name	Title	Status
Michael J. Walsh	Mayor	Present
James Boyd	Aldersperson	Present
Dan Carpenter	Aldersperson	Present
Scott Crevier	Aldersperson	Present
Jonathon Hansen	Aldersperson	Present
Ryan Jennings	Aldersperson	Present
Larry Lueck	Aldersperson	Present
Casey Nelson	Aldersperson	Present
Dean Raasch	Aldersperson	Present

2. Pledge of Allegiance to the Flag.
3. Approval of the Minutes of the September 4, 2018 Common Council Meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Larry Lueck, Aldersperson
SECONDER:	Dean Raasch, Aldersperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

4. Public Hearing on the Rezoning of Parcels ED-R27-1 and ED-R27-2

- a. Notice of Public Hearing.

Clerk-Treasurer Shana Ledvina announced that the public hearing was published in the Green Bay Press Gazette on September 4 and 11, 2018.

- b. Recommendation from the Plan Commission.

Development Services Director Kim Flom explained that the rezoning request is for the new Pine Trail Subdivision, a property that was recently annexed into the City. She explained that most of the site will remain zoned at R1 but some lots will be rezoned to R2 and another to R3. The Plan Commission approved the rezoning unanimously. Mayor Walsh declared the public hearing open. Craig Oestreich, 2730 Ryan Road, came forward and asked about the assessment notices he has received for water, sewer and sidewalk. He also asked about the existing mound that they have an easement for. Mayor Walsh declared the public hearing closed and entertained a motion.

- c. Ordinance #18-19 Rezoning Certain Property (Parcels ED-R27-1 & ED-R27-2).

Aldersperson Raasch moved, seconded by Aldersperson Crevier to approve the ordinance to rezone. Public Works Director Scott Thoresen addressed the property owner's questions about the assessment estimates he received. He explained that those assessments are for the water and sewer hookup and installation of sidewalks and that those services are being put in because the property was annexed into the City of De Pere. The assessment can be deferred

if the City determines that the mound system and well are in good condition. Scott Thoresen explained that the public hearings for the special assessments will occur at a later date and the property owner can address questions and concerns at that time. Discussion followed. Alderperson Carpenter asked if there were any complaints about the duplex on lot 22. Alderperson Carpenter moved, seconded by Alderperson Hansen to open the meeting. Upon vote, motion carried unanimously. Steve Beida with Mau and Associates came forward and explained that Lot 22 was selected for a duplex because it is a larger parcel. Discussion followed regarding other lot options for the duplex. Craig Oestreich spoke again and asked about his well, the \$17,500 sewer and water hook up assessment, and his mound easement. Scott Thoresen explained that the City will review his well and could potentially delay the assessment for hook up. City Administrator Larry Delo explained that the Council can determine not to charge interest until the property is hooked up to water and sewer. Steve Beida explained that the developer is aware of the mound easement. Discussion followed. Alderperson Raasch moved, seconded by Alderperson Jennings to close the meeting. Upon vote, motion carried unanimously. Alderperson Hansen moved, seconded by Alderperson Jennings to change the zoning of Lot 22 from R2 to R1. Alderperson Carpenter moved, seconded by Alderperson Nelson to open the meeting. Upon vote, motion carried unanimously. Steve Beida identified lots 53, 47 and 35 as other options for a duplex. Alderperson Crevier moved, seconded by Alderperson Raasch to close the meeting. Upon vote, motion carried unanimously. Alderperson Hansen moved, seconded by Alderperson Jennings, to amend his earlier motion to include rezoning Lot 53 from R1 to R2. Discussion followed. The amendment failed with Alderpersons Crevier, Lueck, Nelson, Raasch and Mayor Walsh voting nay. Alderperson Hansen moved to change the zoning of Lot 22 from R2 to R1; the motion failed for lack of a second. Upon vote on the original motion to approve the rezoning, motion carried 8-0.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Dean Raasch, Alderperson
SECONDER:	Scott Crevier, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

5. Public Hearing on the Rezoning of Parcel ED-1128-E-1-3

a. Notice of Public Hearing.

Clerk-Treasurer Shana Ledvina announced that the public hearing was published in the Green Bay Press Gazette on September 4 and 11, 2018.

b. Recommendation from the Plan Commission.

Development Services Director Kim Flom explained that the rezone request is to accommodate redevelopment of the west end of the Dairy Queen property; Plan Commission recommended the rezoning 5-0. Mayor Walsh declared the public hearing open; no one wished to speak and he declared the public hearing closed and entertained a motion.

c. Ordinance #18-20 Rezoning Certain Property (Parcel ED-1128-E-1-3)

Development Services Director Kim Flom explained B3 zoning. She explained that the site plan has not been submitted yet for review; this ordinance only changes the zoning of the parcel to allow for the developer to submit a site plan.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Dean Raasch, Alderperson
SECONDER:	Larry Lueck, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

6. Public Hearing on a Conditional Use Permit for Parcel ED-1128-E-1-3 to allow a second floor residential dwelling and drive through window in the B-2 General Business District.

- a. Notice of Public Hearing.

Clerk-Treasurer Shana Ledvina announced that the public hearing was published in the Green Bay Press Gazette on September 4 and 11, 2018.

- b. Recommendation from the Plan Commission.

Development Services Director Kim Flom stated the Plan Commission approved the Conditional Use Permit on a vote of 5-0. She explained that the zoning change will require a Conditional Use Permit for the drive-through at Dairy Queen and for the residential proposed for the upper floor. Mayor Walsh declared the public hearing open; no one wished to speak and he declared the public hearing closed and entertained a motion.

- c. Resolution #18-86 Authorizing and Approving a Conditional Use Permit (Part of Parcel ED-1128-E-1-3; 1081 North Broadway Street).

Alderperson Hansen asked if it is common to have residential units on the second floor of this zoning. Development Services Director Kim Flom explained that it is more common in downtown areas, but that there is an interest in it due to the high demand for residential in De Pere.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Casey Nelson, Alderperson
SECONDER:	Dean Raasch, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

7. Public comment upon matters not on the agenda and other announcements.

Alderperson Jennings announced that Definitely De Pere Soup Walk tickets are on sale; the Soup Walk is scheduled for October 6 and the Definitely De Pere website has more details. He also congratulated Alderperson Nelson on their first mental health outreach session; 42 people attended. Alderperson Nelson announced that the next mental health outreach session will focus on depression and is on Wednesday, September 26 at 6:30 p.m. at the Community Center in the Oak Room. Alderperson Hansen reminded residents of the tree planting program. The City Forestry Department will plan trees in terrace areas for residents for around \$130 a tree and that the deadline to request a tree for fall is September 28.

8. Recommendation from Finance/Personnel Committee to approve the 2019 Benefit Renewal and Plan Design Changes

Aldersperson Carpenter asked for an explanation of the appeal process. City Human Resources Director Shannon Metzler introduced Cindy Van Asten, the City's benefit broker, who explained that the 10 people affected will be notified 90 days in advance of the change, that the appeal process happens with the member and their medical provider and that the appeal will be made through CVS Caremark. Shannon explained that the appeal process typically happens automatically. Aldersperson Hansen asked about the alternative medications; how different are they from the current medications being administered? Cindy Van Asten explained that the active ingredient in the prescription will be a match and no one will be declined a medication. Aldersperson Hansen requested clarification of the change in coverage for a colonoscopy. Shannon Metzler explained that the change will encourage employees to get their colonoscopy; anything that is discovered in the preventative colonoscopy will be covered. Discussion followed regarding the change to medications and the appeal process.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Scott Crevier, Aldersperson
SECONDER:	Larry Lueck, Aldersperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

9. Recommendation from the Finance and Personnel Committee to approve a contract amendment with AECOM for environmental remediation work on the O'Keefe property

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Dan Carpenter, Aldersperson
SECONDER:	Scott Crevier, Aldersperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

10. Recommendation of the Board of Public Works to Award the Contract for Project 18-14 Pine Trail Crossing Street & Utility Construction to Kruczek Construction Inc. in the Amount of \$1,755,000.00.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Dan Carpenter, Aldersperson
SECONDER:	Casey Nelson, Aldersperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

11. Recommendation from the License Committee on an Application for a Class "B" Fermented Malt Beverage and "Class C" Wine License for Aunt Ethel's LLC (DBA Aunt Ethel's), 377 Main Av. Submitted by Aunt Ethel's LLC, Agent: Timothy Jelinski, De Pere, WI.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	James Boyd, Aldersperson
SECONDER:	Casey Nelson, Aldersperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

12. Recommendation from the License Committee on an Application for a Class "A" Fermented Malt Beverage/"Class A" Intoxicating Liquor License for Aldi Inc. Wisconsin (DBA Aldi #53), 1100 Main Av. Submitted by Aldi Inc. Wisconsin, Agent: Bradley Schmidt, De Pere, WI.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Jonathon Hansen, Alderperson
SECONDER:	Dan Carpenter, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

13. Resolution #18-87 Making Updated Facade Improvement Grant Eligibility Requirements and Guidelines Retroactive for Previously Approved 2018 Grants.

Development Services Director Kim Flom reviewed the timeline of the changes made to the Facade Improvement guidelines. She explained that these applicants went forward with projects during the time that the guidelines were being reviewed and that the Redevelopment Authority. Discussion followed.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Jonathon Hansen, Alderperson
SECONDER:	Casey Nelson, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

1. Resolution #18-88 Authorizing Disbursement of Revised Grant (353 Main Avenue - Parcel WD-917).

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Casey Nelson, Alderperson
SECONDER:	Dan Carpenter, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

2. Resolution #18-89 Authorizing Disbursement of Revised Grant (363 Main Avenue - Parcel WD-919).

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Jonathon Hansen, Alderperson
SECONDER:	Casey Nelson, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

3. Resolution #18-90 Authorizing Disbursement of Revised Grant (330 Main Avenue - Parcel WD-371).

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Larry Lueck, Alderperson
SECONDER:	James Boyd, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

14. Resolution #18-91 Approving Facade Improvement Project and Authorizing Disbursement of Grant (100-102 South Broadway Street - Parcel ED-783).

RESULT:	ADOPTED [7 TO 0]
MOVER:	Jonathon Hansen, Alderperson
SECONDER:	Larry Lueck, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Lueck, Nelson, Raasch
ABSTAIN:	Ryan Jennings

15. Resolution #18-92, Establishing the Boundaries of and Approving the Project Plan for Tax Incremental Financing District Number 14, City of De Pere, Wisconsin.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Dan Carpenter, Alderperson
SECONDER:	Scott Crevier, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

16. Resolution #18-93 Authorizing Submission of Wisconsin Department of Natural Resources Cost-Share Grant for Urban and Community Forestry Projects or Urban Forestry Catastrophic Storm Projects.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Jonathon Hansen, Alderperson
SECONDER:	Ryan Jennings, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

17. Resolution #18-94 Approving Revised Classification and Compensation Plan Grade Order List.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Larry Lueck, Alderperson
SECONDER:	Scott Crevier, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

18. Resolution #18-95 Adopting Update to the City of De Pere Investment Policy.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Scott Crevier, Alderperson
SECONDER:	Casey Nelson, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

19. Resolution #18-97 Authorizing Agreement for Consulting Services Between the City of De Pere and Elmstar Electric Corporation (Street Lighting Inventory and Condition Assessment).

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Dean Raasch, Alderperson
SECONDER:	Jonathon Hansen, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

20. Resolution #18-96 Authorizing Land Use Agreement Between the City of De Pere and Wisconsin Department of Natural Resources.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Dan Carpenter, Alderperson
SECONDER:	Ryan Jennings, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

21. Resolution #18-98 Urging the State Legislature to Agree Upon a Sustainable Resolution for Transportation Aids.

RESULT:	ADOPTED [5 TO 3]
MOVER:	Jonathon Hansen, Alderperson
SECONDER:	Casey Nelson, Alderperson
AYES:	Boyd, Carpenter, Hansen, Jennings, Nelson
NAYS:	Scott Crevier, Larry Lueck, Dean Raasch

22. Operator License Applications.

Alderperson Boyd moved, seconded by Alderperson Carpenter to approve Operator License Applications #1-13 and 15. Upon vote, motion carried unanimously. Alderperson Boyd moved, seconded by Alderperson Hansen to table Operator License Application #14. Upon vote, motion carried unanimously.

23. Voucher Approval.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Larry Lueck, Alderperson
SECONDER:	Dean Raasch, Alderperson
AYES:	Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch

24. Future Agenda Items.

Alderperson Jennings asked for an update on the effect of the new traffic officer on staff in relation to traffic complaints in the Friday Memo. He also asked for a status report on the RFP for the 123 N Broadway property, the parking lot next to Proof, which will go to the Finance/Personnel Committee.

25. Consider Fire Department Staffing Considerations.

Mayor Walsh read the closed session language. Alderperson Crevier moved, seconded by Alderperson Jennings to close the meeting at 8:44 p.m. Upon roll call vote, motion carried unanimously. Alderperson Carpenter moved, seconded by Alderperson Jennings to open the meeting at 9:42 p.m. Upon roll call vote, motion carried unanimously.

26. Adjournment. Alderperson Jennings moved, seconded by Alderperson Nelson to adjourn the meeting at 9:42 p.m. Upon vote, motion carried unanimously.

Respectfully submitted,

Shana Ledvina, Clerk-Treasurer

City of De Pere, Wisconsin



Request For Common Council Action

MEETING DATE:	October 2, 2018
DEPARTMENT:	Planning
FROM:	Kimberly Flom
SUBJECT:	Finance and Personnel Committee recommendation to obtain a feasibility study in order to explore hotel development.

At their meeting on September 11, 2018, the Finance and Personnel Committee recommended approval of the request to obtain a hotel feasibility study by a vote of 3-2.

The Finance and Personnel Committee asked the following questions about the feasibility study:

1) Why can't Cobblestone secure their own feasibility study?

The feasibility study will determine if there is a demand for an additional hotel in the Downtown De Pere market. It will provide backup data behind recommendations for hotel size, project occupancy, average daily rate and hotel revenue projections. This is an essential component to attracting investors and financing for the project. Because Cobblestone is a franchise, with a vested interest in a particular product, they are not permitted to obtain their own study.

If Cobblestone pursues a hotel project in De Pere, BriMark, the construction arm of the company, can reimburse whoever funded the study. The study does not have to be funded by a community, but this is how many of their recent projects have started.

2) Is the study generic to hotels or specific to Cobbelstone?

The study is not brand specific. If Cobblestone does not pursue a downtown hotel, the community could use the study to attract other brands, banks and/or investors to the community.

3) Was a hotel included as part of the market study completed for the Cultural District Master Plan?

Hotel uses were not specifically reviewed as part of the Cultural District Master Plan market study which focused on the major sectors of retail, residential and office. Hotels are beneficial for communities, however, in that hotel customers often dine and shop within close proximity of where they stay.

4) Is there information that the Convention and Visitors Bureau (CVB) may already have that may be helpful for a feasibility study?

The CVB does have good information as related to tourist numbers and hotel rooms. However, they will not have a specific feasibility study for Downtown De Pere that a potential hotel could use to begin development and financing efforts.

5) Would a Cobblestone representative be available to attend the Council meeting?

Yes, a Cobblestone representative has been invited to the October 2, 2018 meeting.

ATTACHMENTS:

- Feasibility Study - Hotel (DOCX)

City of De Pere MEMORANDUM



To: Finance & Personnel Committee
From: Kimberly Flom, Development Services Director
Date: September 11, 2018

RE: **Consideration of feasibility study in order to explore hotel development ***

PROJECT SUMMARY

The City recently met with representatives from Cobblestone Hotels regarding the possibility of developing a hotel in De Pere. Headquartered in Neenah, Cobblestone owns numerous hotels across 24 states. They have a number of models and also have ownership in their preferred construction and management companies. You can learn more about their company here: <https://www.cobblestonefranchising.com/development-cobblestone.php> or see their other locations here: <https://www.staycobblestone.com/find-a-cobblestone/>.

Cobblestone began 'Main Street' model hotel (45 or 60 rooms) in Chippewa Falls in 2016. This prototype is designed for downtown environments and also includes a chophouse style restaurant. Cobblestone representatives expressed interest in developing this model in Downtown De Pere.

In order to take the next steps to explore the possibility of Cobblestone Hotel in Downtown De Pere, a feasibility study is required. Due to the way Cobblestone is structured, that study needs to be funded and obtained by a separate entity. For Cobblestone, the community typically funds the study. If the project moves forward, the cost of the study becomes part of the overall project budget and can be refunded back to the community.

The cost of this study generally ranges between \$7,000 and \$10,000 and can take anywhere from 30 days to 6 months, depending on contractor availability.

We are still currently working on developing a scope for the feasibility study and a list of potential contractors. However, in the interest of time, and to keep the momentum of the project moving forward, we wanted to bring this to the September Finance and Personnel Committee meeting rather than waiting until October.

If approved, staff will finalize the study scope, and also solicit price quotes. That information, and a recommendation for consultant selection, would be presented to the Council for review at a future meeting. Funds for this work were not included in the 2018 budget and are anticipated to be split between TID #7 and TID #9.

Please contact me (920-339-4043 or kflom@mail.de-pere.org) with any questions regarding this item.



City of De Pere, Wisconsin

Request For Common Council Action

MEETING DATE: October 2, 2018

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Review De Pere Strategic Visioning and Branding Initiative Deliverables.

ATTACHMENTS:

- CC Memo Vision Brand 10-2018 (PDF)
- Community Profile and Strategic Vision 2018 (PDF)
- De Pere Branding Material 2018 (PDF)

City of De Pere MEMORANDUM



To: Common Council
From: Kimberly Flom, Development Services Director
Date: October 2, 2018

RE: **Strategic Visioning and Branding Initiative - Deliverables**

The attached documents have been prepared for review as part of the Strategic Visioning and Branding Initiative.

Between October of 2017 and August of 2018, the City has worked closely with the consultant team and a dedicated steering committee in order to complete this project, which included the following phases:

PHASE 1 Assessment and Analysis

- Review and research of City demographics, documents – development of project website.
- Strengths, Opportunities, Weaknesses, Threats (SWOT) Analysis.
- Production of Community Profile Report.
- Process Highlights
 - Steering Committee Kick Off Meeting –June 2017
 - Steering Committee Workshop and Consultant Intro – October 2017
 - Stakeholder Interviews – November 2017
 - Steering Committee Meeting – November 2017
 - Community Open House – November 2017
 - Online Survey – December 2017-January 2018
 - Steering Committee Meeting – January 2018
 - Steering Committee Meeting – February 2018
 - Steering Committee Meeting – March 2018
 - Community Presentation and Feedback Session – March 2018
 - Common Council Presentation March 2018.

PHASE 2 Vision/Mission and Goals & Phase 3 Brand Development and Strategy

- The Development of a Vision and Mission based on the assessment and analysis.
- Identify and develop city specific short term and long term goals and priorities.
- Development of an authentic, compelling and sustainable brand platform, including key words, messages and phrases.
- Visual identity components like logo, fonts, color palette, brand identity guidelines and standards (slogan/tag line if appropriate).
- Implementation strategy (both internal and external launch).

- Process Highlights (Phase 2 and 3 ran concurrently)
 - Steering Committee Work Session – April 2018
 - Steering Committee Meeting – May 2018
 - Steering Committee Branding Work Session – June 2018
 - Finance/Personnel Committee Presentation – August 2018.
 - Common Council Presentation – August 2018.

COMMUNITY PROFILE AND STRATEGIC VISION

De Pere Community Profile

This document summarizes the robust public input portion of the project that occurred from October of 2017 to March of 2018. More details (including full survey results) can be found at www.yourdepere.com.

Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

The sparc design team prepared the SWOT Analysis based on the research from Phase 1 and with input from the Steering Committee.

De Pere Strategic Vision

The information garnered from Phase 1 public input and participation drove the development of the Vision document. The vision, mission and goals were prepared with input and insight from the Steering Committee.

DE PERE BRANDING MATERIAL

De Pere Brand Statement

The Steering Committee worked with the consultant team in the selection, review and refinement of the De Pere Brand Statement.

De Pere Visual Brand Identity

The Common Council reviewed the brand identity, including the brand statement and logo, at their August 21, 2018 meeting. Based on conversation at that meeting and follow up public comment and review, the design team proposed a few minor revisions. These changes do not substantially change the overall appearance of the logo and result in a less 'busy' graphic with a more dynamic skyline.

De Pere Brand Launch Plan & Implementation Matrix

The sparc design team, in collaboration with the City of De Pere, prepared this material. The brand launch plan and implementation matrix are intended to be living documents that are updated and edited as needed throughout the brand implementation process.

Conclusion

The consultant is completing the final parts of the Brand Architecture guide that will include more brand standards as related to font and logo use. We expect to receive this information within the next two weeks.

In order to provide the attached information prior to the Budget work session, this item has been submitted to Council without Finance/Personnel Committee review. However, much of the content in the attached documents has already been presented and/or reviewed at previous meetings.

If you have any questions about this item, please contact me at kflom@mail.de-pere.org or 920-339-4043.



WE *are* DE PERE

CITY OF DE PERE, WI
COMMUNITY PROFILE REPORT
October 2018

prepared by sparco design, inc.

DE PERE





De Pere's Claude Allouez Bridge and St. Norbert Steeple
courtesy of Green Bay resident and photographer Ben Baeb

The City of De Pere

*has launched an initiative to develop a shared community vision that will guide the future of the City. The planning and design process will then create a **Vision Statement**, along with a **Mission Statement** and set goals for achieving the desired future.*

*Additionally, the process will develop a new, coordinated and consistent **brand** that resonates both inside the City and with visitors, potential new residents and businesses.*

The City

*has hired a team of strategists, graphic designers, technical and creative writers, researchers and planners to help to achieve the following seven stated **objectives of the project**:*

1.

Create a public outreach that is broad-reaching (both inside and outside De Pere), diverse (multiple methods), engaging and fun.

2.

Establish a De Pere vision and mission statement that aligns diverse City processes and services.

3.

Develop City specific goals and priorities to guide decisions made during the budget process, the Zoning Code rewrite and other planning initiatives.

4.

Create a brand platform inspired by community input and enthusiastically promoted by external and internal customers.

5.

Establish an authentic De Pere brand to transcend the municipal sector for use by local businesses and partner organizations.

6.

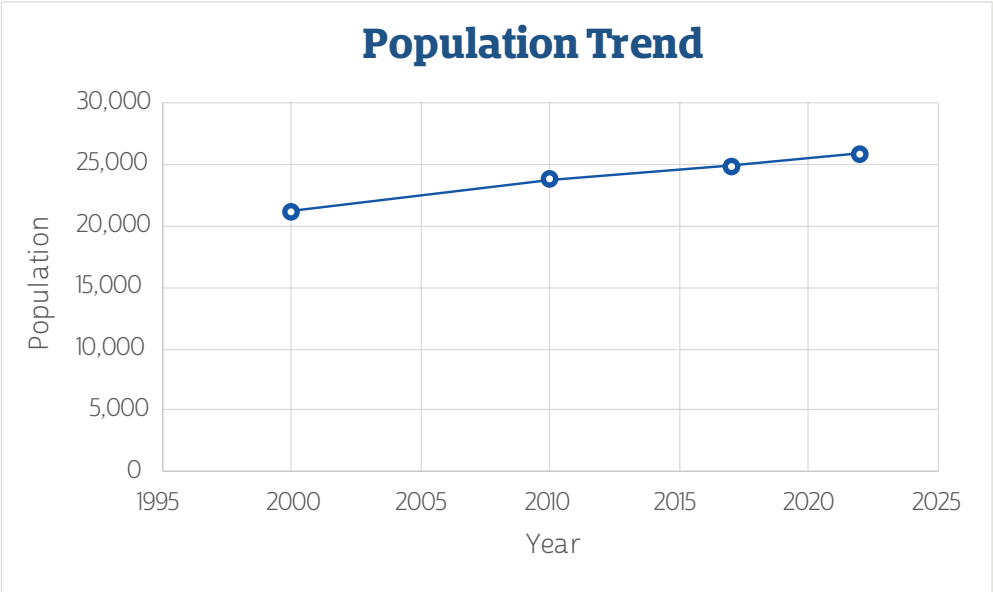
Detail an implementation strategy that brings the brand to life and integrates it into all aspects of the community.

7.

Formulate realistic performance measures and task lists to evaluate brand effectiveness and maintain sustainability.

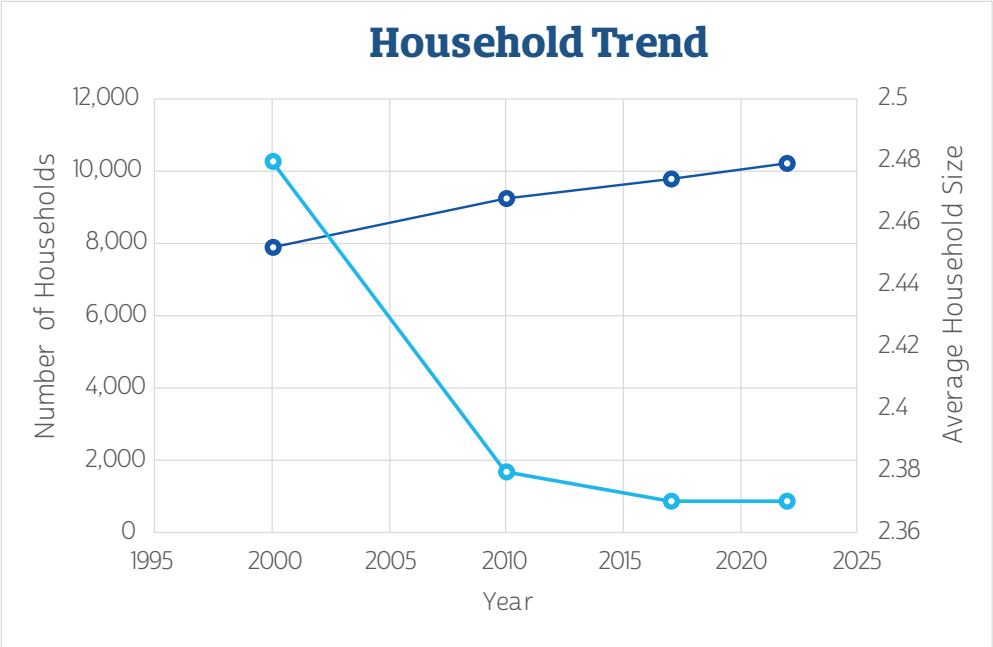
Community Demographics

The team reviewed community demographics to supplement the qualitative and quantitative input collected throughout the process. The following pages highlight key demographics and socioeconomic information and trends that help provide additional support for the community characteristics the team observed and the values and goals identified in interviews, at workshops and in the community survey.



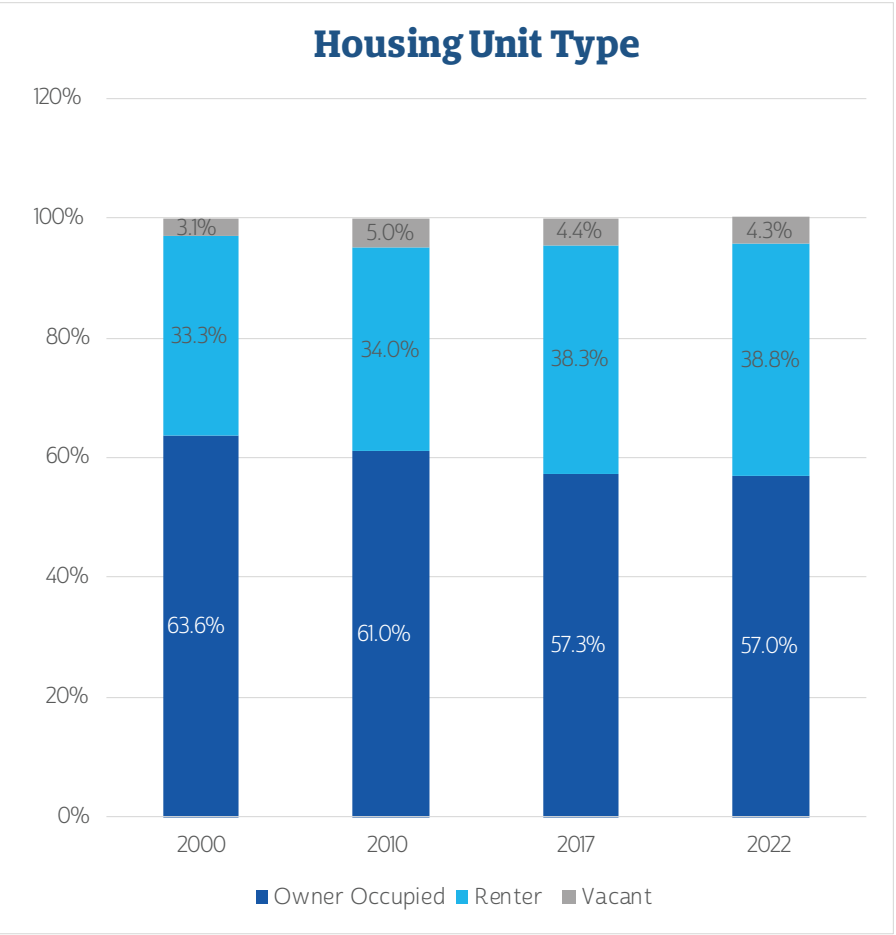
Source: U.S. Census Bureau & Esri

Population in De Pere has steadily risen over the last eight years and is projected to continue to grow.



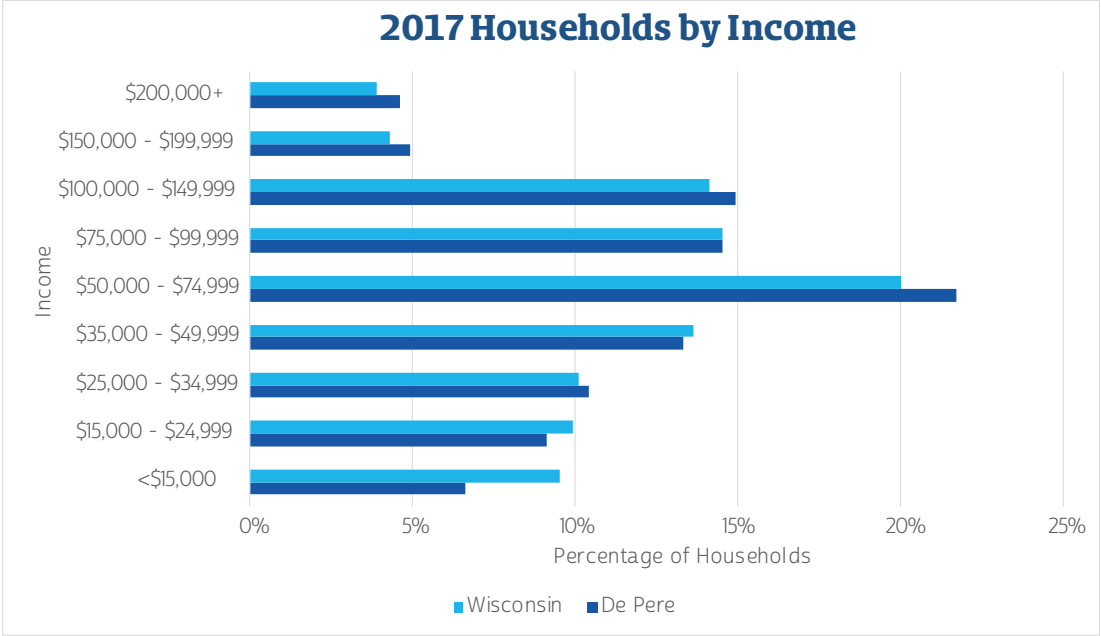
Source: U.S. Census Bureau & Esri

Households have grown along with population, however the average household size has decreased.



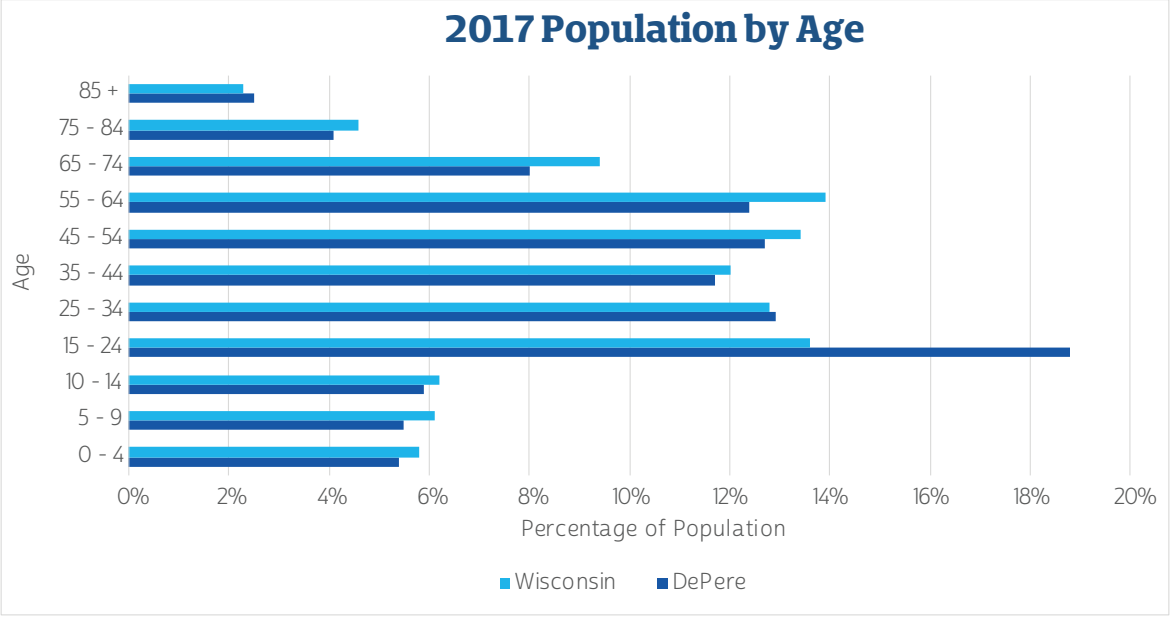
Source: U.S. Census Bureau & Esri

There has been a steady increase in the percentage of rental units within De Pere.



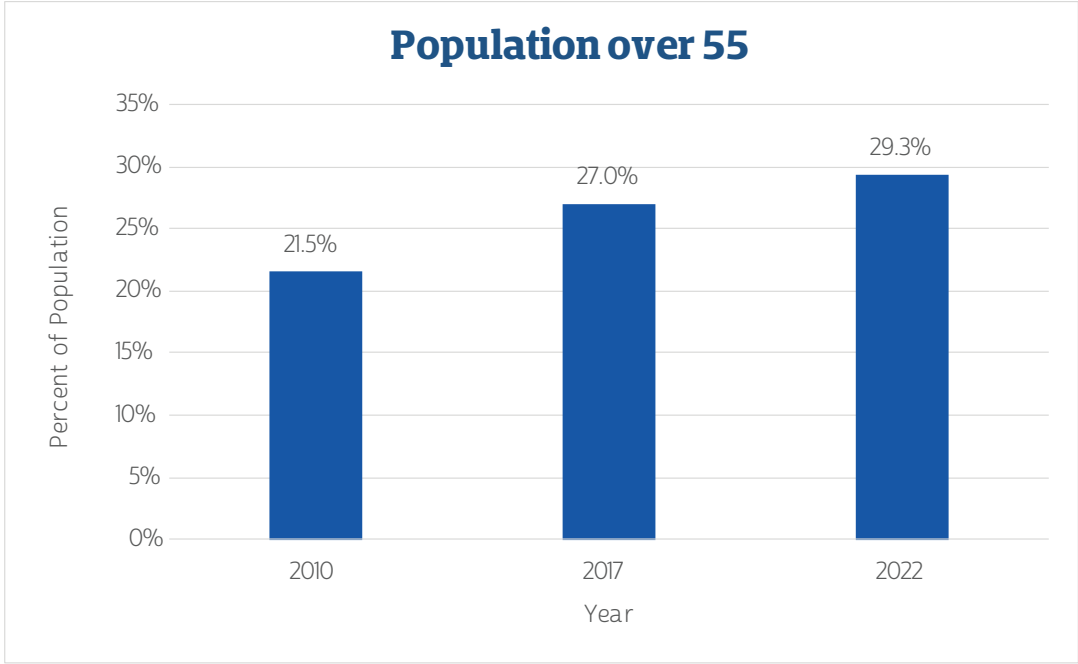
Source: U.S. Census Bureau & Esri

De Pere's household income is higher than the State



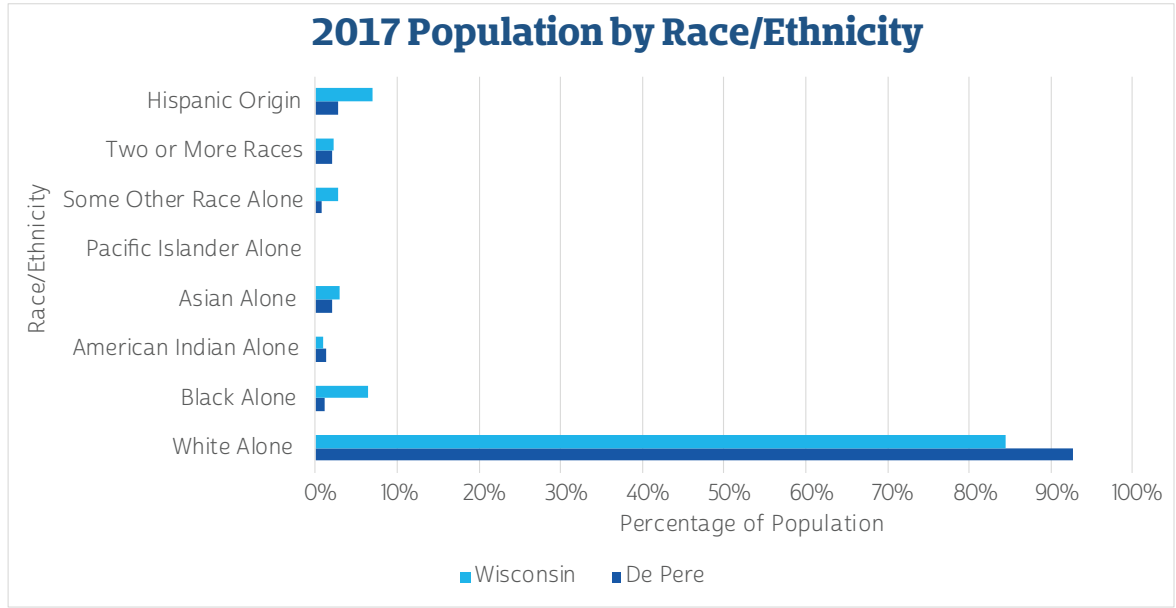
Source: U.S. Census Bureau & Esri

De Pere's population trends similarly to the State of Wisconsin with two exceptions. There is a higher percentage over the age of 85 and there are significantly more 15 to 24 year-olds, likely driven by the presence of St. Norberts.



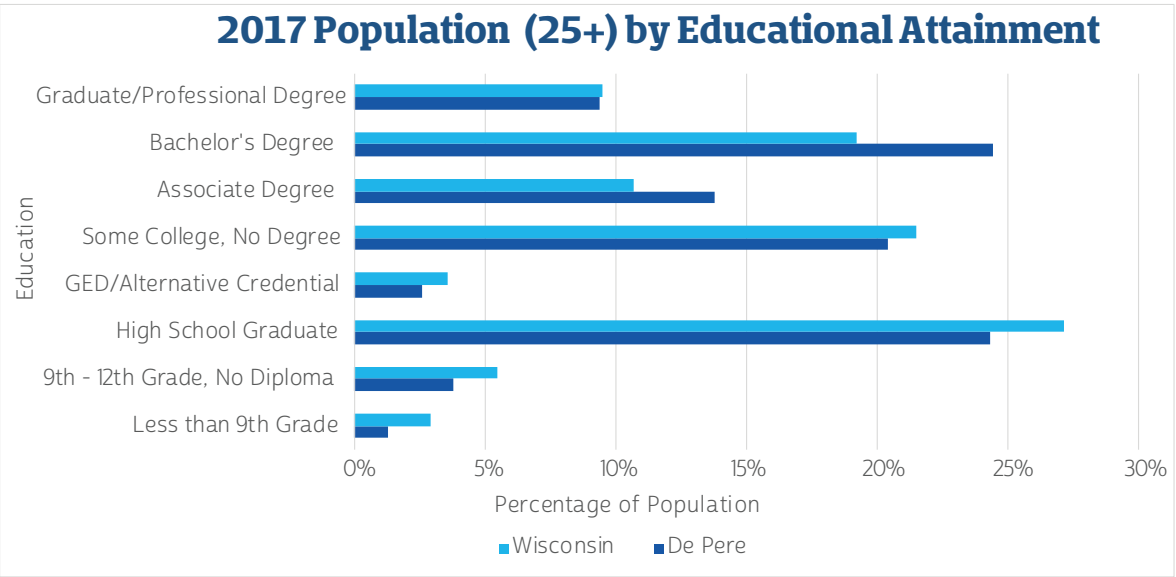
Source: U.S. Census Bureau & Esri

Like most of the country, De Pere's population is aging in place and is expected to continue on that trend, with an increasing population over 55.



Source: U.S. Census Bureau & Esri

De Pere's population is less diverse than the State of Wisconsin as a whole.



Source: U.S. Census Bureau & Esri

De Pere's population has a higher level of education than the State of Wisconsin as a whole.

Tapestry Segmentation

Tapestry Segmentation is a classification tool that uses demographics and socioeconomic characteristics to describe U.S. neighborhoods. There are a total of 67 potential unique segments. In order to understand the City of De Pere a few highlights have been provided for the top three represented segments in the City. While not all inclusive of the range of people within the community, these three segments provide a picture of some of the different groups, their current preferences for housing, recreation and use of disposable income.

Segment	Bright Young Professionals	Middleburg	In Style
Percent of Population	24.0%	20.9%	14.4%
Average Household Size	2.41	2.75	2.35
Median Age	33	36.1	42
Median Household Income	\$54,000.00	\$59,800.00	\$73,000.00
Characteristics	• Young, educated, working professionals. • 57% rent. • Up on latest technology. • Get most of their information from the internet. • Find leisure in going to bars/clubs and attending concerts. • Like a variety of sports, including backpacking, running and yoga.	• Younger, emerging families in semi-rural areas. • 73% own homes. • Traditional values. • Prefer to buy American. • Spending priorities on family and DIY projects. • Family-oriented entertainment and dining important. • Participate in hunting, fishing, bowling and baseball.	• Professional couples or single households without children. • 68% own homes. • Gravitate for more urban environments. • Connected and knowledgeable. • Attentive to price - use coupons, especially mobile coupons. • Preference for organic foods. • Actively support arts, theater, concerts and museums.

Source: Esri

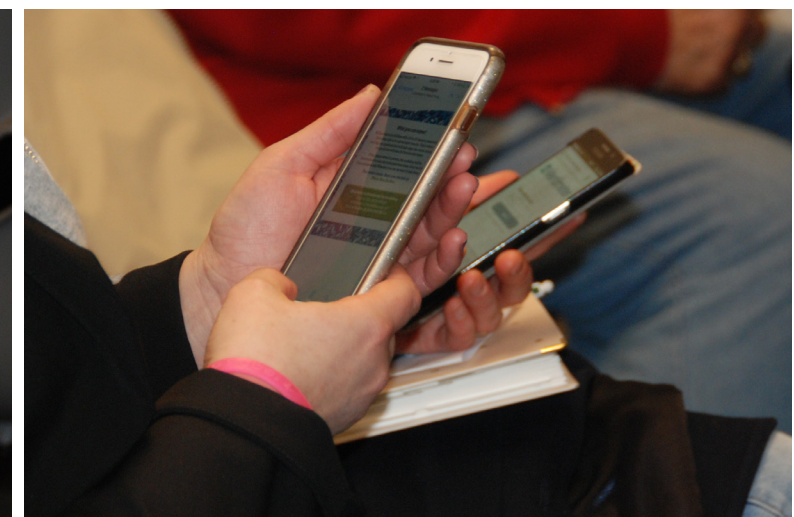
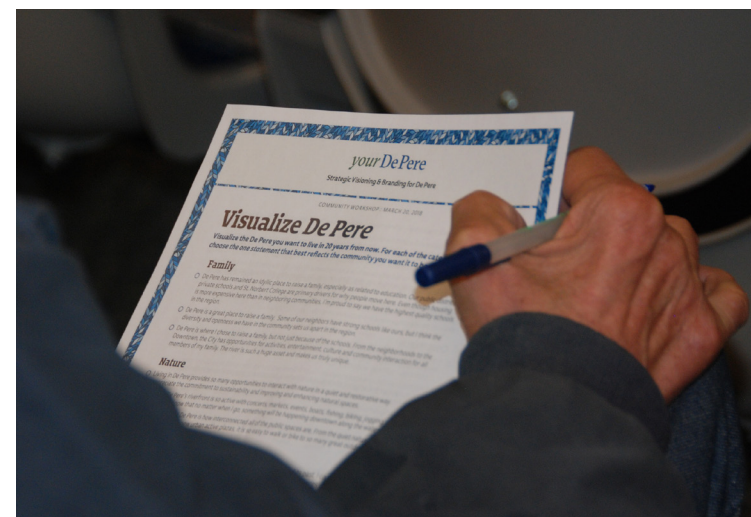
As a First Step

toward meeting the project objectives, it was critical to understand the character of the community, its history, the values of the people who live and work here, and the goals for the future. To accomplish this, the process required collection of both qualitative and quantitative information from the community along with information and input regarding the City's strengths and challenges. This information assists in developing both an appropriate vision and brand that embody the values and goals of the community.

The consulting team completed the first phase of the process by conducting outreach and research to build an understanding of the community. This was done through a series of activities:

- ▶ Stakeholder Interviews
- ▶ Public Input Open House
- ▶ Community Survey
- ▶ Public Vision Work Shop
- ▶ Strengths, Weaknesses, Opportunities and Threats (S.W.O.T.) Analysis

This document provides an overview of these activities, including the key takeaways from each. Additionally, a synthesis of the common themes is provided to help inform next steps and support the team in the preparation of a final Vision, Mission and Goals for the City as well as a Brand Architecture, Brand Standards and Implementation Plan.



Stakeholder Interviews

Using a discussion guide for consistency, 20 one-on-one and one-on-a-few interviews gave us insights — and a few surprises — into the personality of De Pere, its citizens and visitors; what it’s like to live, work and shop in De Pere; as well as interviewees hopes and suggestions for the De Pere of the future. These interviews were primarily conducted on November 1st and 3rd, 2017, with one additional interview completed on March 20th, 2018.

Stakeholders interviewed represented the following sectors of the community.

- ▶ City employees, including public safety
- ▶ Educators
- ▶ Parents/homeowners
- ▶ Healthcare/public health professionals
- ▶ Business owners and leaders
- ▶ Young professionals
- ▶ Faith leaders
- ▶ Community activists
- ▶ Working/retired residents



Take-aways

- ▶ **De Pere Character**
 - General contentment with city and lifestyle: “I wouldn’t want to live anywhere else.”
 - Family-focused
 - Some dichotomy on how newcomers fit in — some say yes, while others say not so much
 - “We like newcomers who share our homogenous concept.” vs.
 - “We don’t need a Newcomers organization — we just welcome everyone naturally.”
 - Strong sense of community support, e.g. *Pink Flamingo Classic*
- ▶ **Issues**
 - Housing
 - Not enough available
 - Need more affordable housing for millennials
 - *102 On Broadway* a good idea, but perception it’s all seniors
 - Closing East De Pere pool means disadvantaged kids on east side of the river lose access
 - Southern bypass bridge critical for the growth of De Pere
 - De Pere would benefit from greater diversity — helps keep millennials here
 - The development of Nicolet Square is bogged down — it’s critical to the future of the City
 - Need more retail & entertainment that create a more urban environment for downtown
 - Fewer bars or more responsible tavern owners in West De Pere
- ▶ **Assets**
 - Excellent schools and school programs
 - Charm of an old city
 - People take pride in — and care of — their property
 - St. Norbert — not just the students, what they offer the city
 - Safety — “I know I should probably lock my doors ... but I don’t”
 - Business-friendly environment — “The city makes it pretty easy”
 - No political controversy — “We’re not Green Bay” — referring to internecine wars between Green Bay mayor and city council
 - Great service organizations

Take-aways *cont'd*

► Hurdles

- Reputation: “De Pere?... never heard of it”.
 - “We need to be better known... to help our businesses”, vs.
 - “Let’s keep De Pere a well-kept secret”
- Empty store fronts
- Police are understaffed
- Old mindset — “Let’s not let 70s/80s ideas take hold — that’s what emptied out downtown”
- Need a more “urban” environment to attract and keep engineers and tech people
- Traffic — primarily beginning and end of work days
- Parking

► Wish List

- More restaurants
 - More variety, e.g. other cultures
 - More affordable choices
 - More destination quality/great chefs
- More bike/pedestrian safety, e.g. bike lanes
- Maintain green space, river views and historic/quaint atmosphere
- Take more advantage of the river (e.g. water taxi, paddle boats) and Voyager Park
- More family/kid friendly after school and weekend activities — particularly in winter
- YMCA or Boys’ & Girls’ Club
- More energy from the city to “push for change”, “Think Bigger!”
- The Mulva Center
- More grocery shopping options
- Athletic store



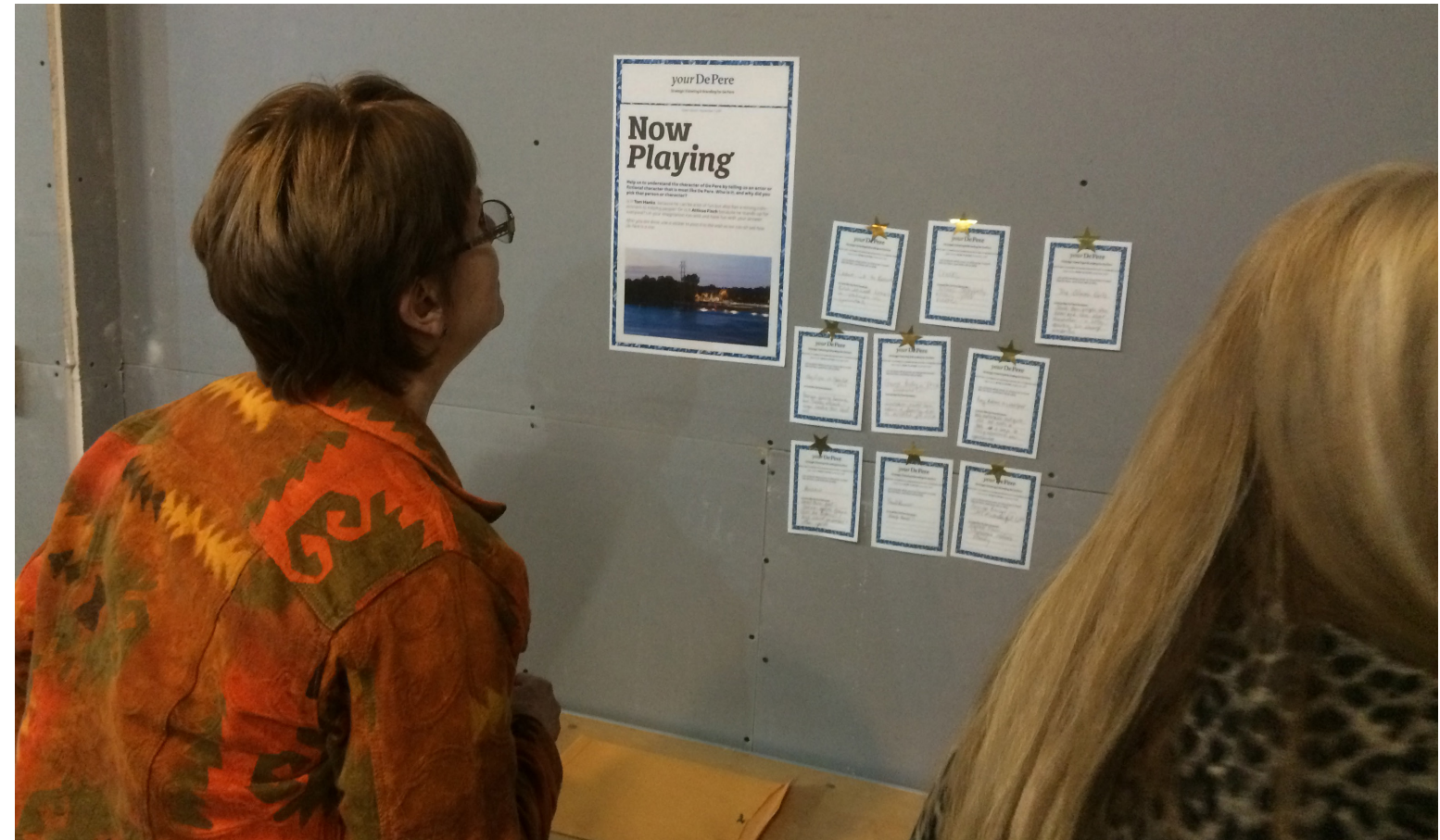
Public Open House

The consultant team conducted a public open house on November 7th, 2017

to collect general input about the community and its values. The event was held in the vacant retail first floor space in the 102 On Broadway building. The open room was set up with a series of activities and stations where participants could review and provide input at their own pace.

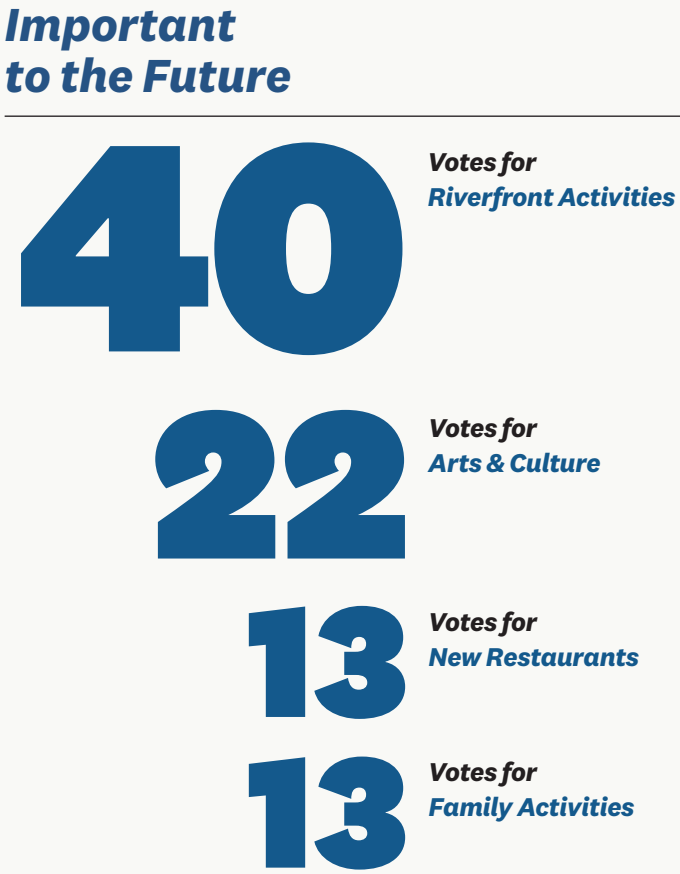
These stations included the following:

- ▶ *Best in Show* - Give De Pere an award for what it is the best at.
- ▶ *Now Playing* - What actor or fictional character best represents De Pere and why?
- ▶ *Not Fuzzy Thinking* - Vote on one thing most important to the City's future.
- ▶ *Fast Forward* - Suggestions for what De Pere should do to achieve goals in the future.
- ▶ *The Dust Bin* - Identify what the City should not do to achieve success.



Take-aways

- ▶ **De Pere was recognized by participants for the following:**
 - Beauty of the Fox River Trail & viewing pier
 - Best chocolate in the world
 - Small business loyalty
 - Great place to raise a family
 - Potential — De Pere is on the edge of something great, it just needs a little momentum
- ▶ **The following words or phrases were used to describe the character of the community:**
 - Family
 - Classy
 - Charming
 - Determined
 - Love of the environment
 - Trustworthy
 - Fun
 - Sophisticated
 - Small town
 - Friendly
- ▶ **Important to the future**
 - Riverfront Activities: 40 votes
 - Arts & Culture: 22 votes
 - New Restaurants: 13 votes
 - Family Activities: 13 votes



- ▶ **Suggestions for what the City should focus efforts on included:**
 - Respect history and historic buildings
 - Cultural center
 - River development
 - “Green” the City
 - More restaurants
 - Downtown streetscape
 - Affordable downtown living
 - Support small businesses
 - Traffic calming downtown
 - Bikeability
 - More events
 - Better public places
 - Diversity
 - Grocery/co-op
 - Southern bridge
 - Engage young professionals
- ▶ **The City should avoid doing the following in the future:**
 - Allow chain stores
 - Build parking garages
 - Approve teardowns of historic buildings
 - Allow buildings on the old bridge site

Community Survey

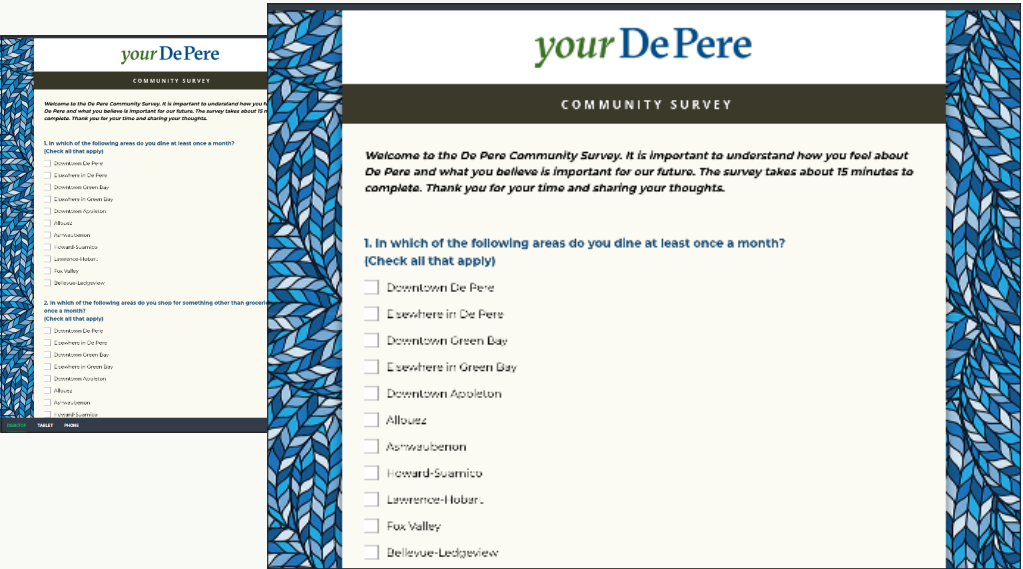
The *sparc team* conducted an online community survey to obtain statistically valid, quantitative data to complement the qualitative information gathered in other previous stages of research and engagement.

Most specifically, this survey was structured to determine:

- ▶ Current image of De Pere.
- ▶ Current shopping/dining habits in De Pere and other communities.
- ▶ Barriers to greater use of De Pere shops/restaurants.
- ▶ Reaction to positioning statements and determination of which are strongest and have greatest resonance.

The results were gathered from December 20, 2017 to January 22, 2018, with the survey taking an average of 12 minutes for participants to complete.

In total, 1,611 completed surveys were returned. The make-up of respondents was 61% De Pere residents and 39% in nearby communities. The survey respondents from De Pere were demographically similar to De Pere residents (as reported in US census data), except that they skewed slightly higher in the 36-55 age group and slightly lower in the 66+ age group.



Survey respondents were contacted through a survey link that was emailed and distributed to:

- ▶ All City Employees
- ▶ Redevelopment Authority
- ▶ Plan Commission
- ▶ Definitely De Pere — Economic Enhancement Committee
- ▶ Historic Preservation Commission
- ▶ City Council
- ▶ Newsletter Email List (separate from Newsletter)
- ▶ Steering Committee
- ▶ De Pere Chamber
- ▶ De Pere Kiwanis
- ▶ White Pillars (via Allyson Watson)
- ▶ Greater Green Bay Chamber
- ▶ Local Schools (United, East and Notre Dame — United shared via direct message to parents)
- ▶ Mulva Center Team
- ▶ Church leaders at First United, St. Anne’s, Journey, Christ the Rock, Life Church, St. John’s Lutheran, Destiny, St. Mary’s, SNC
- ▶ St. Norbert College
- ▶ Key manufacturers (Belmark, Infinity, Wild Blue)
- ▶ Those invited for individual interviews who could not attend (including Board of Health members)

Links to the survey were also distributed through various websites and social media, including:

- ▶ City Website
- ▶ City Facebook Page
- ▶ Police Facebook Page
- ▶ Public Works Facebook Page
- ▶ Fire Facebook Page
- ▶ Parks Facebook Page
- ▶ Key staff’s personal social media (LinkedIn, Twitter, Facebook, Nextdoor)
- ▶ “You knew you grew up in De Pere” Closed Facebook Page
- ▶ Multiple Mom’s Green Bay/De Pere Closed Facebook Pages

Additionally, information about the survey was published in the City Newsletter (online and print version) and advertised on the local news.

De Pere Brand Advocates The respondents who gave De Pere a top box rating ("5" on a 1-5 scale) in marketing, are considered to be Brand Advocates, defined as those who are very highly satisfied and likely to speak favorably about De Pere. Their opinions are therefore of great importance.



66%

of De Pere residents and Advocates give their city a "5" rating on a 5 point scale (well above average for a community)!



94%

of Advocates believe De Pere is an idyllic place to raise a family!



86%

of Advocates believe De Pere is a city in a beautiful natural setting!

Key Take-aways

► Image of De Pere is overwhelmingly positive

- 97% give De Pere a positive rating as a pleasant place to be (live, work, visit)
- 66% rate it a "5" on a 5-point scale, where 5 is the most positive rating
- Both residents and non-residents have strong positive image
- Most positive image among those who both live and work in De Pere
- Least positive was image among Millennials who are not De Pere residents

► Satisfaction with most areas of De Pere very high

- School quality and accessibility have the highest scores
- Outdoor amenities and the beauty and number of the City's parks and nature areas also have exceptional satisfaction
- Other areas of high satisfaction include;
 - City services
 - Walkability of the downtown area
 - Accessibility of outdoor areas such as parks and pools
 - Number of pet-friendly amenities
 - Attractiveness of the downtown area
 - Number of sports/fitness facilities

► Some areas with lower satisfaction are:

- Number of entertainment options (received the lowest score)
- Number of interesting events
- Number of things to do downtown
- Amount of arts and culture available
- Number of dining options
- Amount of activities for families/children

► Residents strongly supportive of activation of the river front:

- Active programming and events have the greatest support
- An active park and an active boardwalk also have strong support
- Passive trails and kayak/paddleboard launch/rentals have reasonable support
- Private projects have some support, though much lower

► There is not currently high use of downtown

- Less than a quarter shop downtown once a month or more
- Less than half dine in downtown De Pere a once month or more
- Most popular shopping area is Ashwaubenon
- Most popular dining area is De Pere, though outside of the downtown area.

► Biggest barrier to shopping and dining more often in De Pere is

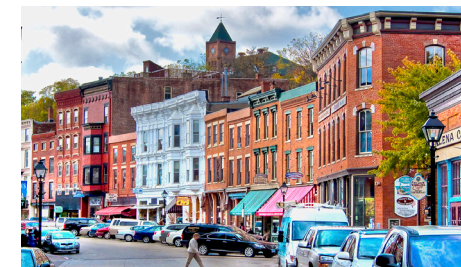
lack of unique restaurants, affordable shops or just more interesting things to do elsewhere in the region.

- Lack of outdoor amenities (plazas, seating) and parking also slight barriers
- Safety concerns or problems with noise or rowdy nightlife were not identified as barriers

► Respondents would like to see growth in downtown De Pere

be 2–4 story mixed-use buildings

- Preferred style is a mix of brick and stone.
- Images with articulation and architectural features rated higher
- High ranking image examples are:



► Two preliminary brand messages were appealing, believable and considered unique in the area. These were:

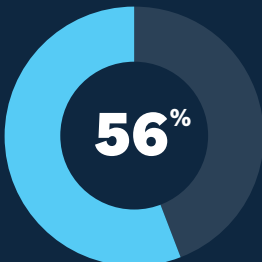
- De Pere's appeal as a place to raise a family.
- De Pere's charming historic setting.
- Another potential message that addressed De Pere's beautiful natural setting was compelling and believable, but not considered unique
- There was interest in talking about De Pere as an exciting community with many things to do, but this is not yet believable for De Pere

By the Numbers

A snapshot of our online survey highlights.

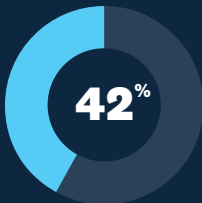
983 De Pere residents
+ 628 Non-residents
1,611 completed surveys

De Pere & Dining



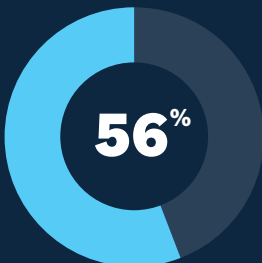
56% of people dine most often **outside of Downtown De Pere** once a month or more

compared with



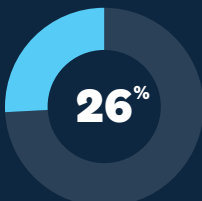
42% of people dine most often **in Downtown De Pere** once a month or more

De Pere & Shopping



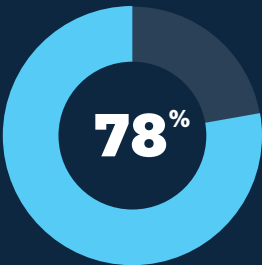
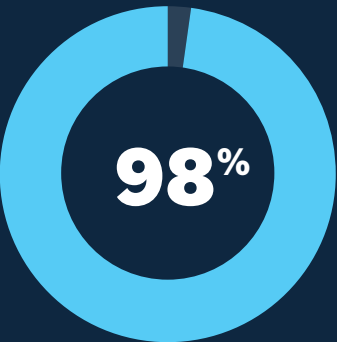
56% of people shop most often **in Ashwaubenon** for something other than groceries once a month or more

compared with

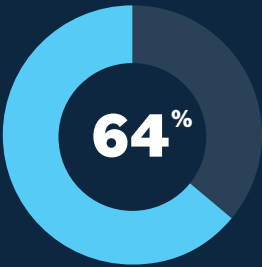
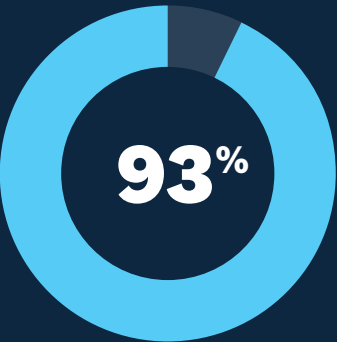


26% of people shop most often **in Downtown De Pere** once a month or more

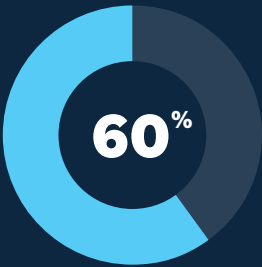
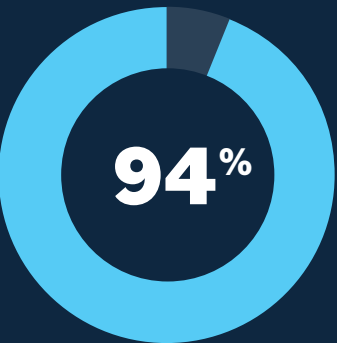
De Pere's Satisfaction Ratings



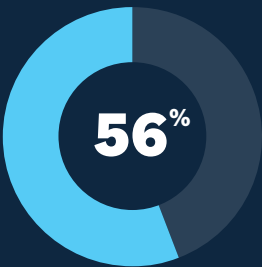
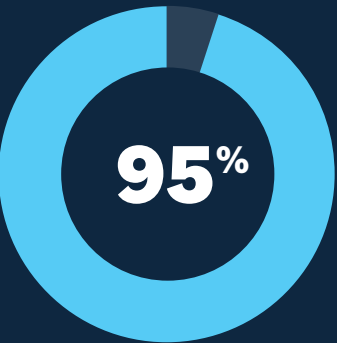
Quality of Schools
98% total satisfaction
78% very satisfied



Accessibility of Schools
93% total satisfaction
64% very satisfied



Availability of Outdoor Amenities
94% total satisfaction
60% very satisfied



Beauty of City Parks & Nature
95% total satisfaction
56% very satisfied

Community Visioning Workshop

The goal of the Community Visioning Workshop was to collect additional qualitative information and detail on the future vision for the community and identify what tradeoffs the community was willing to accept to attain certain goals.

The event was held from 5:00 to 7:00 pm in the City Council Chambers of City Hall on March 20th, 2018.

The workshop began with a presentation that provided an overview of the information collected through the stakeholder interviews, open house and community survey. Additionally, the presentation discussed demographics of the City and national and regional trends that have the potential to impact future goals.

Following the presentation, there was a series of questions that audience members were able to answer, either through live polling via their smart phone or on a paper ballot. Additionally, the event was streamed live on the internet, allowing for people to watch and participate from outside of City Hall. There were approximately 62 people in attendance in the room, though some opted for paper ballots or voted as a couple. In total there were 53 participating voters made up of people both inside and outside the room, though not everyone voted on every question.



Take-aways

- ▶ **Family and community are critically important values to the residents, both now and in the future**
- ▶ **While schools are important factor in deciding to live and raise a family in De Pere, residents want the City to provide a range of cultural opportunities and natural resources**
 - Having a more vibrant downtown with increased entertainment and restaurant opportunities is important
 - Accessibility and interconnectedness of open spaces is very important
- ▶ **Diverse but high-quality and well-designed buildings are more important than recreating a specific time period of architecture or having all the buildings look similar**
- ▶ **Residents generally understand that growing De Pere is important to achieving community goals**
 - Growth needs to be managed so that it does not take away from the unique character of the community
 - The preferred way to grow is through attracting new businesses, though increased tourism and more residents are also generally supported
- ▶ **Providing a wide range of housing opportunities to support the community was seen as very important, and something that the City could improve upon**
- ▶ **The growth of the Downtown will be critical to the future success of the community.**
 - There is general agreement that the east and west sides of the Downtown should develop independently and build on their unique assets and strengths
 - Context is critical as it relates to larger buildings — maintain character and views of the river should be considered
 - Enhancements in streetscape and public plazas, high quality architecture and integration of public art and cultural amenities are all seen as things that will help maintain the desired character of the downtown as it grows

S.W.O.T. Analysis

The consultant team synthesized the input received and completed an analysis identifying the Strengths, Weaknesses, Opportunities and Threats (S.W.O.T.) to De Pere.

The draft S.W.O.T. analysis was presented to the Steering Committee on March 21st, 2018 for review and input.

The revised analysis is presented here.

Strengths

- Good schools (both private & public)
- Existing downtown
- Historic buildings
- Educated community
- Highly regarded community
- Location along Fox River
- St. Norbert College
- Business friendly government
- Family-oriented character
- Parks and natural areas
- More progressive than other communities
- Loyalty
- Business-friendly community

Weaknesses

- Not enough housing
- Lacking affordable housing
- Lack of diversity
- Need for more entertainment
- Desire for more restaurants
- Not associated with a strong, distinctive character
- Not enough shopping in downtown

Opportunities

- Development of a Cultural Plan
- Continue to strengthen bicycle and pedestrian facilities
- More family-friendly activities and venues
- Further embrace the river
- Make downtown a destination
- Southern bridge to support further growth
- Young professionals wanting to live in urban areas
- Aging population
- Partnering with higher education
- Retain young professionals

Threats

- Online retail
- Not fully perceived as a welcoming community
- Mindset potentially not keeping current
- Increased parking demands with development
- Less positive view of De Pere from younger regional population
- Aging population

Summary of Key Points

The information collected from the community through the first phase of this process has been consistent, providing clear guidance for the next phases of the process.

De Pere of Today

- Very strong image as a pleasant place to live in or visit
- Strong sense of community
- School quality and accessibility highly valued
- Access to natural resources, especially the Fox River, is important
- The authentic and historic downtown is an asset and sets the community apart from other similar sized cities in the region
- High satisfaction with the City and services provided
- Business friendly attitude from the government and community as a whole

De Pere of Tomorrow

- There is a general desire to increase the vibrancy of the community and the downtown
- New cultural and entertainment options are very important so that De Pere can grow into a well-rounded City that continues to provide a high quality of life
- There is a desire to increase connectivity and improve access between the natural resources and open spaces in the community
- Increased activation of the riverfront is supported, to take advantage of this unique resource
- As De Pere grows, there is a desire to provide a range of housing types to provide opportunities for different age and income groups within the community
- The community wants to continue to be supportive of growing businesses in De Pere



For more information

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De Pere, WI 54115

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920-339-2370

de-pere.org

De Pere S.W.O.T. Analysis



CITY OF DE PERE, WI
October 2018

prepared by
sparc design, inc.

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OUR VISION *of* DE PERE

CITY OF DE PERE, WI
STRATEGIC VISION REPORT
October 2018

prepared by sparco design, inc.



Beginning in the Fall of 2017, the City of De Pere undertook a planning process to develop a Strategic Vision Plan for the City to guide future decision making by defining a vision and mission for the City. This vision and mission reflect the character of the community, the values of the residents and workers of De Pere, and the goals for the future.

Mayor Michael Walsh

Introduction

Beginning in the Fall of 2017, the City of De Pere undertook a planning process to develop a Strategic Vision Plan for the City to guide future decision making by defining a vision and mission for the City. This vision and mission reflect the character of the community, the values of the residents and workers of De Pere, and the goals for the future. The Vision Statement sets an aspirational goal for where the community wants to move towards, and the Mission Statement defines how the City will achieve the Vision. Additionally, a series of goals and strategies support the Vision and Mission Statements, providing more detail and guidance on how to realize the vision.

The process to develop the vision and mission for the City included significant interactions with the community and a project Steering Committee. This included the following components:

- Stakeholder InterviewsPublic Open House
- Online Community Survey
- Visioning Workshop
- Presentations to City Council
- Monthly Steering Committee Meetings
- Strengths, Weaknesses, Opportunities, Threats (S.W.O.T.) Analysis

For more detail on these individual components and the input collected from them, please refer to the Community Profile Report.

This document, the Strategic Vision Plan, collects the final outcomes of the process. As mentioned above, this includes the Vision and Mission Statements, as well as a series of goals and strategies for reaching the established vision. There are four defined goals, with each goal supported by several strategies. For each strategy, this document identifies action items for moving the strategy forward, it also identifies potential metrics the City can track to evaluate the success of the strategy, a timeline for accomplishing the strategy and an estimate of the costs involved with that strategy. Additional imagery is provided to help illustrate some of these strategies.

This document should be used by City staff and leadership to work towards the established vision. The document should not be static, but instead should be revisited in the future and adjusted based on unforeseeable changes in the community. At some point, the City will wholly or partially achieve the vision and should go through a process to update it, so that it always serves the purpose of being aspirational and setting a target on the horizon to strive for.

PRIMARY RESOURCES

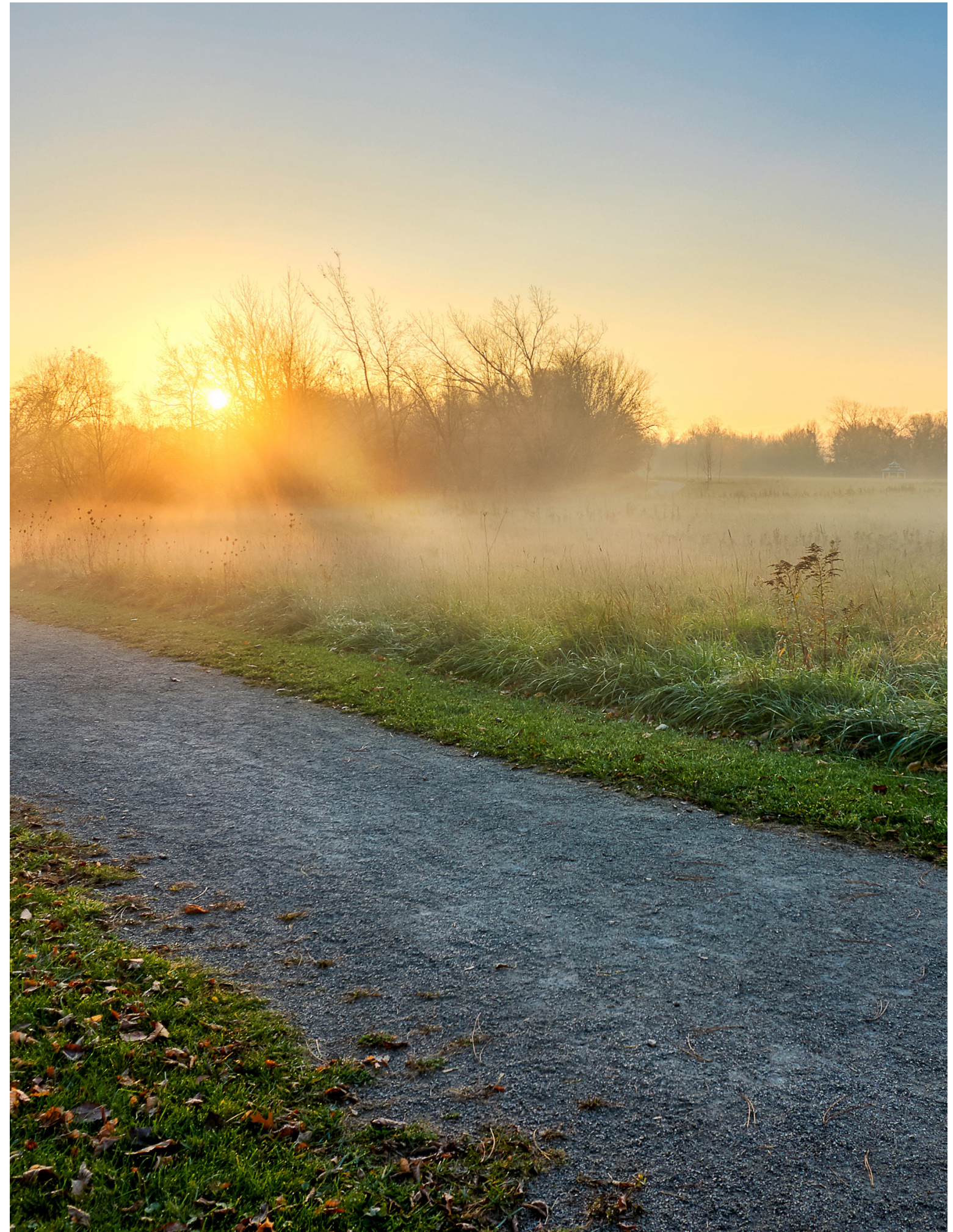
- 2010 Downtown Master Plan
- 2014 Main Street De Pere Design Guidelines
- 2010 Neighborhood Preservation Plan
- 2018 Definitely De Pere Streetscape Tech Visit Report
- 2018 Cultural District Master Plan
- City of De Pere Zoning Code
- City of De Pere Comprehensive Plan

KEY PARTNERS

- Definitely De Pere
- Wisconsin Economic Development Corporation (WEDC) – Main Street Program
- Wisconsin Historical Society
- De Pere Area Chamber of Commerce
- Greater Green Bay Chamber
- Green Bay Visitors and Convention Bureau

Our Vision

*De Pere's unwavering focus on quality of life
sets a national standard for a vibrant community.*



Our Mission

De Pere will foster an engaged community spirit and encourage forward thinking to seize on opportunities for education, business, recreation, and culture — with steadfast support for the city's history and character.



Our Goals

- 1. Grow the downtown to provide new commercial, entertainment, cultural, and housing opportunities for De Pere without losing the authentic character the community has built*
- 2. Encourage the growth of business*
- 3. Embrace, enhance, connect and activate the open space networks throughout the City*
- 4. Increase and coordinate unique activities that enliven the City and increase the sense of community*



to Grow

GOAL #1

Grow the downtown to provide new commercial, entertainment, cultural, and housing opportunities for De Pere without losing the authentic character the community has built.

Strategy 1.1

Develop expanded building design standards that value high-quality design, materials, and respect for the surrounding context.

Recommended Action Items

- Conduct Visioning/Strategy session for the west side of Downtown to refresh the 2010 Downtown Master Plan.
- Incorporate recommendations from the 2010 Downtown Master Plan and 2018 Cultural District Master Plan into the Zoning Code rewrite.
- Pursue grants and funding opportunities for redevelopment projects (like the WEDC Community Development Investment grant).
- Develop illustrative design guidelines and standards:
- Review Main Street De Pere Design Guidelines from 2014, Neighborhood Preservation Plan from 2010, and Zoning Ordinance.
- Identify issues or elements that need additional attention.
- Review design guidelines from relevant comparable communities.
- Draft guidelines internally or hire consultant to prepare.
- Review the development approval process for new projects in order to determine if changes need to be made in order to elevate the role of design review.



Metrics to Track

- Increase in property values
- Decrease in vacancies
- New development and redevelopment follows and urban form.

Timeframe

- 2 years

Cost Range

- \$40,000-\$75,000 (\$)



Strategy 1.2

Enhance the public realm in streetscape, plazas and parks, prioritizing the experience of pedestrians and bicyclists, while recognizing the inherent challenges of the State Highways.

Recommended Action Items

- Implement small scale but impactful public realm projects in 2018 and 2019, including but not limited to:
 - Nicolet Square Alley
 - Kayak Launch at Voyageur Park
 - James Street Streetscape
 - Wayfinding Signage and Fox River trail nodes
 - Stadium Tax Excess Streetscape Improvements
- Target applicable grants where feasible in order to construct key public spaces.
- Work with partner organizations to actively program public spaces.
- Consider fundraising and/or sponsorship opportunities for key investments.
- Create an implementation strategy for future public realm investments.
 - List future projects using relevant planning documents.
 - Develop preliminary concepts and budgets.
 - Phase and budget within the CIP or funding mechanism.

Metrics to Track

- Increase in visitors/foot traffic (potential for smart device tracking)
- Increased registration in programs and events
- Decrease in pedestrian/vehicular accidents

Timeframe

- 10-15 years

Cost Range

- \$5,000,000-\$10,000,000 (\$\$\$\$)*

*Costs may overlap with Strategies 1.6, 2.2, 2.4, 3.1, 3.2, 3.3



Strategy 1.3

Increase awareness and education of the benefits of enhanced walkability and bikeability on health, tourism, and economic development.

Recommended Action Items

- Develop outreach programs with local school district, non-for-profits, local hospitals, and faith-based organizations to share resources on benefits.
- Develop and install coordinated wayfinding that provides walking/biking focused information (i.e. utilizing length of time to walk to destination rather than distance).
- Work with key partners to incorporate and promote walking and biking into City events.
- Consider partnering with a bike share program like LimeBike.
- Encourage large employers and private entities in the City to develop transportation demand management programs for their organization.

Metrics to Track

- Increase in non-motorized transportation
- Increase business types that cater to and benefit from foot traffic
- Increase in programmatic improvement supporting walking and biking at local schools, hospitals and other organizations
- Increase in private transportation demand management programs

Timeframe

- 1-3 years

Cost Range

- \$5,000-\$25,000 (most work likely completed by City Staff) (\$-\$)\$)*

*Costs may overlap with Strategies 3.2, 3.3



Strategy 1.4

Incorporate increased public art throughout the downtown.

Recommended Action Items

- Consider developing a Public Art Plan, as recommended in the Cultural Arts District Master Plan — short term projects may include:
 - Art and/or lighting on the Claude Allouez Bridge
 - Murals and sculpture
- Incorporate an aspect of public art in every public realm improvement project.
- Consider “percent-for-art” type program to establish consistent funding for public art or other art based local funding resources.
- Partner with Definitely De Pere, support the mural project and identify other opportunities.
- Continue and grow successful art based programming and events like Art Walk and Art in the Park.
- Consider establishing one or more formal cultural districts.

Metrics to Track

- Increase in number of murals or art installations
- Increase in number of art based programs and events

Timeframe

- 1-2 years

Cost Range

- \$100,000-\$200,000 (\$-\$)\$)*

*Costs may overlap with Strategy 2.2



Strategy 1.5

Increase diversity in housing options that provide lifecycle housing for the community, addressing a wide range of ages and income levels.

Recommended Action Items

- Continue discussion during City re-zoning process to investigate opportunities to provide appropriate flexibility for housing.
- Create resource guide for homeowners with funding programs available for housing rehabilitation and housing investment.
- Conduct outreach to developers to increase awareness of community goals and opportunities.
- Consider a detailed housing study to understand market and roadblocks to increased diversity in housing stock.
- In certain areas, consider permitting accessory dwelling units in order to increase density while preserving neighborhood scale.
- Utilize the TID Last Year provision in order to develop a program encouraging residential rehabilitation and investment.
- Consider supporting increased, but appropriate, density in near downtown residential neighborhoods in order to provide new unit types like townhomes.

Metrics to Track

- More even distribution of housing units by value
- Current growth projections for 2022 show increase by percentage of units over \$250,000 and decrease by percentage of units under \$200,000
- Track through residential building permits by market rate and value, and by tracking real estate transfer tax stamps

Timeframe

- 2 years

Cost Range

- \$50,000-\$100,000 (\$\$)



Strategy 1.6

Support growth of different districts within the downtown, each building upon its own unique assets and character.

Recommended Action Items

- Identify attributes of each district and lead discussion of district goals.
- Consider developing subtle sub-brands for different districts in the downtown.
- Ensure that identity and unique characteristics are incorporated into any future public infrastructure project, such as streetscape enhancements.
- Align programming and event planning with unique assets and character.
- Consider encouraging cluster areas of certain business types in order to enhance walkability, synergy and vitality.

Metrics to Track

- Increase in recognition/awareness of different districts within the downtown by residents
- Increase in recognition/awareness of different districts within the downtown by visitors and residents of surrounding communities

Timeframe

- 5 years

Cost Range

- \$300,000-\$500,000 (\$\$\$)*

**Costs may overlap with Strategies 1.2. 2.2, 4.1. 4.2*

to Encourage

GOAL#2

Encourage the growth of business.

Strategy 2.1

Continue a proactive and business friendly approach to growth.

Recommended Action Items

- Continue participation with and support of relevant partner organizations like the NEW North, Greater Green Bay Chamber, De Pere Chamber and Definitely De Pere.
- Consider writing a formal policy that reflects current customer service and business forward focused approach to development.
- Continue interdepartmental and team based approach to economic development.
- Work with partner organizations to establish a database of local businesses in order to provide fast and effective communication about City issues.
- Utilize funding from the CDBG-ED-RLF Close program to design and implement a funding resource for business growth and development.

Metrics to Track

- Stable or increased positive feedback about City
- Stable or reduced complaints

Timeframe

- On-going

Cost Range

- Staff time (\$)



Strategy 2.2

Enhance an authentic sense of place that speaks to a high quality of life and attracts and retains a diverse range of residents.

Recommended Action Items

- Continue to evaluate and update relevant guiding documents like the Comprehensive Plan and Zoning Code.
- Support private and public efforts to develop unique projects.
- Develop creative public private partnership opportunities in order to spur growth.
- Complete Area Development Plan and goals for the southeast growth area.
- Support policies and programs that advance affordable housing initiatives.
- Support and implement policies that promote diversity and inclusiveness.
- Support and implement policies that encourage and support community engagement.

Metrics to Track

- Increase diversity in population
- Increase in sense of community well-being/cohesion

Timeframe

- 5 years

Cost Range

- \$3,000,000-\$5,000,000 (\$\$\$\$)*

*Costs may overlap with Strategies 1.2, 1.4, 1.6, 2.3, 3.2, 3.3, 4.1, 4.2, 4.3, 4.4

Strategy 2.3

Use the new City brand to reach new audiences and educate them on the assets of De Pere.

Recommended Action Items

- Begin implementing the new City brand in alignment with the Brand Implementation Plan.

Metrics to Track

- Increase awareness of City brand
- Increase in website visits
- Increase visibility of brand

Timeframe

- 2 years

Cost Range

- \$100,000-\$200,000 (\$\$)*

*Costs may overlap with Strategies 2.2, 3.2



Strategy 2.4

Improve and expand infrastructure and enhance transportation access and connectivity in the City, including the southern bridge.

Recommended Action Items

- Maintain an up-to-date Capital Improvement Program (CIP).
- Include road, trail, and sidewalk projects – both new connections and maintenance of existing — in the CIP.
- Strongly support and promote the design and construction of the Southern Bridge.

Metrics to Track

- Increase Walk Score
- Decreased Level of Traffic Stress
- More diverse spending by transit mode — variety in allocation of capital
- Maintain or increase the City’s Pavement Condition Index (PCI)
- Increase linear feet of sidewalks, path, and trails

Timeframe

- 2 years

Cost Range

- \$30,000-\$50,000 (\$)*

*Costs may overlap with Strategies 1.2, 3.1, 3.2, 3.3

Strategy 2.5

Leverage St. Norbert College and the new Medical College of Wisconsin to encourage new business creation and attract and retain talent and related companies.

Recommended Action Items

- Partner with St. Norbert College, University of Wisconsin-Green Bay and Northeast Wisconsin Technical College to maintain strong communication and support of common goals.

Metrics to Track

- Increase the number of students retained as residents
- Increase number of businesses established by graduates

Timeframe

- 2 years

Cost Range

- \$30,000-\$50,000 (\$)





Strategy 2.6

Expand existing and establish new programs and policies that encourage and support entrepreneurs, small businesses, innovation, and grow local talent.

Recommended Action Items

- Consider mentorship program.
- Consider establishing incubator space or maker-space in the City.

Metrics to Track

- Increase in number of businesses that successfully graduate from a local incubator program
- Increase in number of businesses started per year

Timeframe

- 2 years

Cost Range

- \$30,000-\$50,000 (\$)



Embrace

GOAL#3

Embrace, enhance, connect and activate the open space networks throughout the City.

Strategy 3.1

Investment in trails, greenways, and connections between the river, parks, schools, and the downtown.

Recommended Action Items

- Update the Bicycle and Pedestrian Plan from the City’s 2010 Comprehensive Plan, or develop new Non-Motorized Transportation Plan for the City.
- Maintain up-to-date Capital Improvement Program (CIP).
- Include trail and sidewalk projects — both new connections and maintenance of existing — in the CIP.

Metrics to Track

- Increase linear feet of sidewalks, path, and trails
- Increase Walk Score
- Increase in number of marked cross-walks

Timeframe

- 3-5 years

Cost Range

- Varies (\$\$\$\$)*

*Costs may overlap with Strategies 1.2, 2.4, 3.2, 3.3



Strategy 3.2

Develop clear wayfinding signage that helps visitors and active community members of all ages navigate the pedestrian and bicycle networks of the City.

Recommended Action Items

- Develop Wayfinding Master Plan for the City.
- Develop a phased approach for implementing the plan.

Metrics to Track

- Increase quantity of wayfinding signs
- Decrease in pedestrian/vehicular accidents
- Increase in visitors/foot traffic (potential for smart device tracking)

Timeframe

- 2-4 years

Cost Range

- \$200,000-\$500,000 (\$\$\$)*

*Costs may overlap with Strategies 1.2, 1.3, 2.2, 2.3, 2.4, 3.1





Strategy 3.3

Establish a complete streets approach that appropriately balances all modes of transportation.

Recommended Action Items

- Maintain an up to date Complete Streets policy.
- Update the Bicycle and Pedestrian Plan from the City's 2010 Comprehensive Plan, or develop new Non-Motorized Transportation Plan for the City.
- Maintain up-to-date Capital Improvement Program (CIP).

Metrics to Track

- Increase in Walk Score
- More diverse spending by transit mode
- Decreased Level of Traffic Stress

Timeframe

- 2 years

Cost Range

- \$30,000-\$50,000 (\$)*

*Costs may overlap with Strategies 1.2, 1.3, 2.2, 2.4, 3.1



Strategy 3.4

Continue maintenance of the open space network by both City departments, partner organizations and volunteer groups.

Recommended Action Items

- Coordinate with Friends of the Fox River Trail on potential partnerships and activities.
- Investigate interest in establishing a Friends of the Parks group to assist with on-going maintenance and enhancement activities in the City's parks.

Metrics to Track

- Maintain or increase the quality and condition of the parks
- Maintain or increase the parks level of service
- Increase in number of volunteer hours

Timeframe

- On-going

Cost Range

- Varies (\$\$\$)

to Enliven

GOAL#4

Increase and coordinate unique activities that enliven the City and increase the sense of community.

Strategy 4.1

Increase recreational programming along the riverfront provided by the City’s Recreation Department and other entities.

Recommended Action Items

- Conduct evaluation of current programs and their lifecycles.
- Identify opportunities to add, refresh, or modify programs to focus on the river.

Metrics to Track

- Increased number of new recreation programs
- Increased participation in recreation programs
- Increased usage of riverfront parks and public spaces

Timeframe

- 6 months

Cost Range

- \$30,000-\$50,000 (\$)*

*Costs may overlap with Strategies 1.6, 2.2



Strategy 4.2

Create and promote smaller yet visible special events, and larger “signature” events throughout the year, which complement existing established events and draw visitors from the surrounding region.

Strategy 4.3

Coordinate with Definitely De Pere, De Pere Area Chamber of Commerce, St. Norbert College, Greater Green Bay Chamber, Green Bay Visitors and Convention Bureau and other partner organizations for support.

Strategy 4.4

Create or partner with an organization to create a coordinated community events calendar and an increased campaign to raise awareness of existing events.

Recommended Action Items

- Develop a community events task force with representative members of the various agencies.
- Create a community events calendar website and mailing list program that collects and communicates events from the individual agencies.
- Review the calendar as a task force to identify gaps that could be filled with new events.
- Conduct a brainstorming session with the task force to develop and move forward new events.

Metrics to Track

- Increased diversity of participation from groups
- Increased number of events
- Increased number of visitors
- Increased direct revenue from events
- Increased sales at local businesses around events
- Increase in quantity of visitors to online site
- Increased attendance of events

Timeframe

- 1 year

Cost Range

- \$20,000-\$30,000 (\$)*

*Costs may overlap with Strategies 1.6, 2.2



Photos on pages 7, 9 and 21 kindly provided by local photographer and resident Ben Baeb.



For more information

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De Pere, WI 54115

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920-339-2370
de-pere.org

De Pere Brand Architecture



CITY OF DE PERE, WI
October 2018

prepared by
sparc design, inc.

DE PERE’S VISION

De Pere’s unwavering focus on quality of life will set a national standard for a vibrant community.

DE PERE’S MISSION

De Pere will foster an engaged community spirit and encourage forward thinking to seize on opportunities for education, business, recreation, and culture — with steadfast support for the city’s history and character.

THE BRAND PROMISE to external audiences

De Pere is the destination for anyone looking for exceptional opportunities offered by a business-friendly environment, great schools, respect for history, vibrant culture, and recreation — and new ideas.

THE BRAND PROMISE to internal audiences

De Pere will honor the community spirit, values, and appetite for new ideas that have made us a leader in education, recreation, culture, and a welcoming business climate.

POSITIONING in the marketplace / POINTS OF DIFFERENTIATION

By every important measure — education, culture, recreation, business climate, respect for history — De Pere is a true leader.

BRAND PERSONALITY

Genuine. Down to earth. Forward thinking. Rooted in strong values.

De Pere Runs Deeper

KEY MESSAGE #1

“City Hall makes it easy to do business here.”

Proof Point(s)

Stakeholder interviews and quantitative research from 2017

KEY MESSAGE #2

Uncommon level of focus on culture

Proof Point(s)

Cultural District Master Plan

KEY MESSAGE #3

High performing elementary, middle, and high schools

Proof Point(s)

WI Dept. of Public Instruction 2017 De Pere District Report Card
“Significantly Exceeds Expectations”
“A” grade from Niche
“Best School Districts in Wisconsin”

KEY MESSAGE #4

Great outdoor recreation and fishing

Proof Point(s)

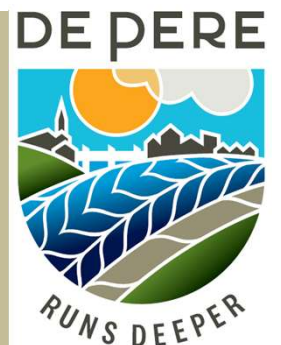
“...the hottest walleye action I’ve seen in my 50-plus years of fishing.”
Wisconsin State Journal
“Preserve environmentally sensitive and historically significant areas.”
Comprehensive Outdoor Recreation Plan 2018-2023

De Pere Logo and Tagline

DE PERE



Logo presented to Council in August:



This page includes imagery that represents the visual identify of the brand, but has not been updated to include the most current version of the logo.

OUR KNIGHTS RUN DEEPER

KNIGHTS ON THE FOX



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A DEEPER UNDERSTANDING

BEAUTIFUL & ENGAGING
ST. NORBERT COLLEGE



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DIGGING DEEPER

THE DE PERE
FARMERS MARKET





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WALLEYE ACTION RUNS DEEPER

ON THE FOX IN AWARD-WINNING DE PERE



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LAZY RIVER

SUMMERTIME IN DE PERE

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SKY'S THE LIMIT- OPPORTUNITY

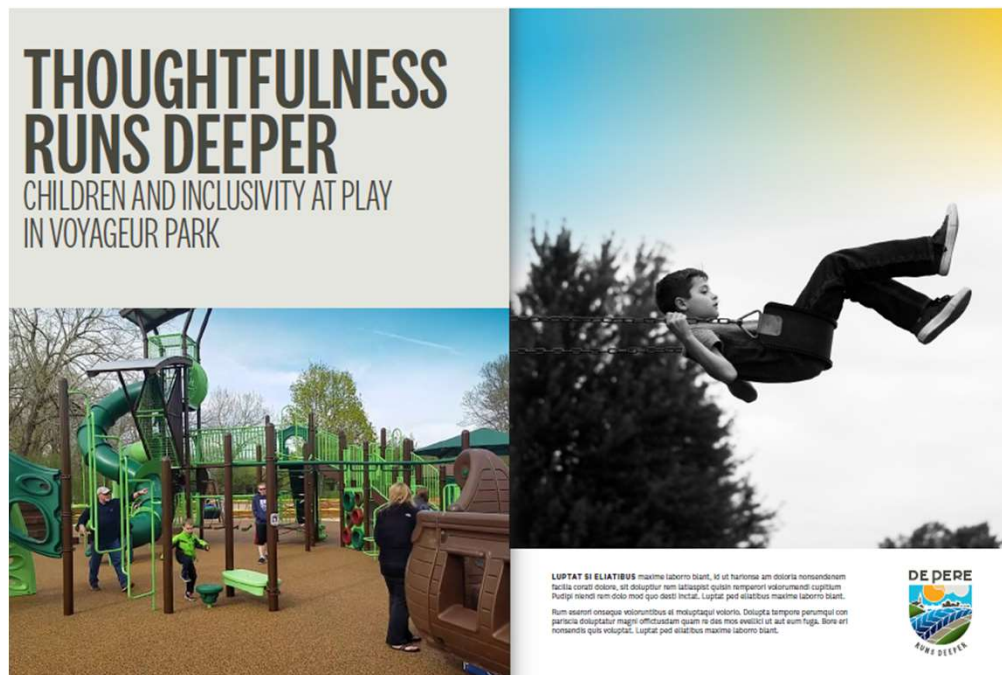
RUNS DEEPER IN WELCOMING DE PERE

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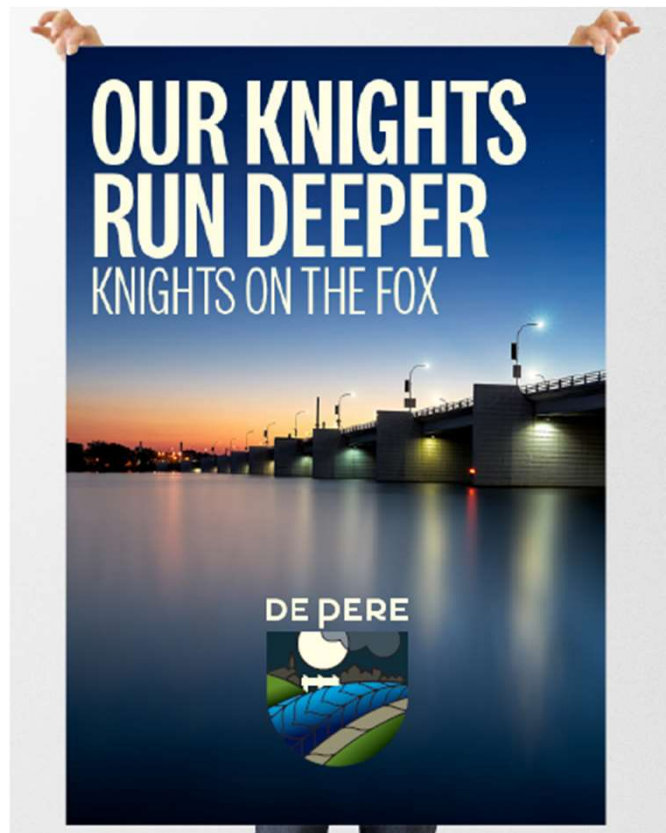
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De Pere Brand Launch & Implementation Plan

CITY OF DE PERE, WI
September 26, 2018

*prepared by
sparc design, inc.
& City of De Pere*

Launching and implementing the new De Pere brand – both visuals and words – is key to building awareness, support and usage. During the research and development phase of the Strategic Visioning & Branding Initiative, the City's strengths were identified, along with opportunities. This plan and the concepts included leverage those strengths and opportunities.

The launch of the new brand is important; it sets the tone for the implementation campaign. Each of these concepts is designed to create an upbeat, enthusiastic brand personality and spirit.

Brand Spirit

There is a lot of excitement in our city and we have a great way of communicating that energy: our brand. In both words and visuals it helps us talk about what we all know — there is no better place to grow up, work, go to school and raise a family than De Pere.

During the Strategic Brand and Visioning process that captured our brand, we touched virtually every corner of the community and we heard the same message over and over again: "I wouldn't live anywhere else."

We can all be proud of our city. Join me in celebrating the De Pere brand and spreading the word.

– Mayor Michael Walsh

Multifaceted De Pere Brand Launch

De Pere Strengths and Opportunities Leveraged:

- Business friendly government
- Outstanding schools
- Family-oriented character

Brand Launch Event: Your De Pere Open House *(November 7 or 8, 2018)*

Open house format with brand imagery, products, cocktails/appetizer and live music.

Location: Downtown West

Entertainment: Live music

Food: Heavy Appetizers

Beverages: Cash Bar

Time: 5:00 to 7:00PM

Agenda: Brief presentation by Mayor followed by networking/entertainment. Slideshow with brand imagery and advertisements.

Invitees:

- Common Council
- Steering Committee
- Survey and public process participants
- Local media
- City staff
- Partner Organizations (Definitely De Pere, De Pere Chamber, etc)
- General Public

Products Needed:

- Retractable Presentation Banners
- Boards/Posters with De Pere Advertisements
- Luna Coffee
- Seroogy's Chocolate Bars
- Reid Street Banner - Up
- City Flag – Flying at City Hall
- Advertisement postcards
- Canvas tote bags (ask Definitely De Pere and Chamber to secure promotional stuffers)
- Lapel Pins
- Buttons (shorter lead time and less expensive)
- Window Clings
- Stickers for public space & retail use
- Event Photographer
- Giant Backdrop Banner (behind stage/podium)

Launch Follow Up

De Pere Brand to be promoted and integrated into multiple community events from late 2018 through 2019.

State of De Pere – November 13, 2018

Brand initiative highlighted during Mayor's presentation at the State of the City (partnership event with Definitely De Pere and De Pere Chamber). Geared towards businesses.

Proposed Products:

- Custom Blend Luna Coffee
- Presentation Banners
- Reid Street Banner - Up
- Promotional Materials
- Window Clings
- Stickers for public space & retail use.

Other possible events to consider

(participation levels may vary)

- High Schools
 - Target 2019 graduation gift
 - Consider welcome gift for Fall 2019
- St Norbert College SNC Days
 - Target 2019 graduation gift
 - Consider welcome gift to new students in 2019
- Definitely De Pere Downtown Trick or Treat
 - October 27
 - Plan for a Halloween themed giveaway
 - Candy bags with handles and branded label available before 27th
- Downtown Holly Day – December 1
 - Winter Banners
 - De Pere Holiday Gift Cards
 - City branded ornaments - Maybe stained-glass style logo
- Fall Fashion Show – October 21
 - Insert into bag giveaway
 - Consider raffle prize
- INDevelopment Conference – March 2019
 - ½ Page Ad in Conference Publication
 - Possible De Pere table with economic development information.
 - Branded gift to treat
- City Events (Big Rig, Fire Department Open House, etc) opment Conference – March 2019
- De Pere Kiwanis Memorial Day Parade
 - Candy/Giveaway from Mayor's car
- Races/Events that route through De Pere (Cellcom, Seroogys, Noodleini, BWHM, etc)
 - Branded Water/Refreshment Station
 - Consider race bag giveaway for De Pere centric events
- *List to be expanded/revised as needed with input from Brand Implementation Team*

After the Launch (topics for discussion)

In order to encourage visibility for the new brand and compliance with brand standards by the City's marketing partners, a micro site would be developed. Along with brand standards, examples of new applications by marketing partners could be posted. Links to the microsite can be available on sites including Definitely De Pere, Chamber of Commerce and other community organizations.

External Marketing Initiative Concepts

Each of the following initiative concepts is designed to do one of two things: magnify a De Pere asset or start addressing opportunities identified in the Strategic Vision and Branding process – or both. Each is crafted to support and expand “De Pere Runs Deeper”.

Initiative Concept #1

Audience: Runners, walkers and cyclists on the Fox River State Recreational Trail

Opportunities Leveraged:

- Continue to strengthen bicycle and pedestrian facilities
- Make downtown a destination
- Further embrace the river

Campaign-specific Logo Line: Dig Deeper into De Pere

Running and Cycling Club websites, along with tourism sites in the area, would feature advertising that invites users to get to know De Pere and its offerings better. These offerings would include restaurants such as Oak Street Café, Stella's Italian Kitchen and Luna Café, as well as shops that appeal to these audiences such as the Bike Hub or Rocky Outdoor Gear.

To support this marketing initiative, De Pere logo and tagline branded trash bins (perhaps solar compactors) and bike racks would be placed at various intervals along the trail – both in town and on approaches to De Pere. Racks for maps of De Pere and its offerings would be attached to the bike racks.

Initiative Concept #2

Audience: St. Norbert and De Pere High School alumni

Opportunities Leveraged:

- Partnering with higher education and outstanding high school
- Young professionals wanting to live in urban areas

Campaign-specific Logo Line: Opportunities Run Deeper in De Pere

Using a social media message strategy much like that used by the Wisconsin Workforce Development Campaign that launched late in 2017 to lure young professionals to the state, De Pere would partner with the alumni associations of St. Norbert College and De Pere High School. The messages would feature De Pere CEOs talking about the opportunities for a great career with their companies. Along with various CEOs in appearing in the videos would be Tina Quigley of Definitely De Pere talking about the opportunities for a great lifestyle in this forward-thinking community.

During homecoming for the schools, the De Pere Chamber of Commerce and Definitely De Pere would invite returning alumni to an open house featuring local CEOs who would talk about why it's a great idea to come back to De Pere and take advantage of professional and lifestyle opportunities. Young alumni who have returned or stayed in De Pere after graduation would also be speakers.

On-going Brand Rollout

After the brand has been approved and launched, the City will implement the brand across various platforms and media. The City will form a 'Brand Implementation Team' with representatives from multiple departments in order to continue brand rollout efforts. It is anticipated that due to budgets and available resources, this rollout will be phased. For the purposes of this implementation plan, the materials rollout is divided into three time frames:):

- Short-term – First six months
 - City Collateral
 - Letterhead
 - Business Cards
 - Envelopes
 - Email Signature Template
 - Promotional Items
 - Lapel Pins
 - T-Shirts
 - Website, Social Media, and Digital
 - Home Page Template plus 3 Typical Page Style Templates
 - Home Pages/Skins for Social Media and Email Campaign
 - PowerPoint Generic Presentation Template
 - Signage/Streetscape
 - Business Park Gateway Signage
 - City Hall Signage & Flag
 - Custom Elements
 - Window Decals
 - Holiday Gift Card (plastic credit card style)
 - Public Relations
 - Press Releases
 - Media Kit
 - Branded Pocket Folder
 - Backgrounder
 - Contact List
 - Brand Standards Guide
 - Retractable Presentation Banners (3)
 - City of De Pere Photo Contest
 - Associated Agency/Department Branding
 - City Departments
 - Definitely De Pere
 - De Pere Chamber
- Medium-term – Second six months
 - City Collateral
 - Checks
 - Print and online advertising
 - Promotional Items
 - Apparel
 - Mugs

- Bags/Totes
 - Signage/Streetscape
 - Develop Signage Master Plan
 - Light pole banners
- Long-term – Second year following launch
 - City Vehicles & Fleet
 - Signage/Streetscape
 - Implement Signage Plan (Phased)
 - Custom Street Furniture

The attached draft implementation matrix identifies each of these elements, along with a potential cost range, partner organizations, and other information.



De Pere Branding / Visioning Implementation Strategy

CITY OF DE PERE, WI
September 26, 2018

prepared by
sparc design, inc.

Key

- 1 = Immediate - Brand Launch November
- 2 = Late 2018 - Early 2019
- 3 = 2019
- 4 = 2020-21
- 5 = Per natural turnover of product (design needed now, implementation later)

****This document to be continually updated and edited by City Administration and Branding Implementation Team****

Item	Design Cost	Product Cost	Priority (1-4)	Lead
BRAND ARCHITECTURE				
Primary Logo - Wisconsin (editable bottom text)			1	sparc design, inc. w/ City
Primary Logo - Runs Deeper	incl. in scope	incl. in scope	1	sparc design, inc. w/ City
Primary Logo - Wisconsin (editable bottom text)			1	sparc design, inc. w/ City
Department Logos (unless called out below)			1	sparc design, inc. w/ City
Black and White Logo			1	sparc design, inc. w/ City
Night Logo			1	sparc design, inc. w/ City
Holiday Logo			1	sparc design, inc. w/ City
Black Outlines - Black Background	incl. in scope	incl. in scope	1	sparc design, inc. w/ City
Black Outlines - White Background	incl. in scope	incl. in scope	1	sparc design, inc. w/ City
Text only (like canvas bag)	incl. in scope	incl. in scope	1	sparc design, inc. w/ City
Primary Logo with no river pattern			1	sparc design, inc. w/ City
CITY COLLATERAL - OPERATIONS				
Letterhead		\$1,500 to \$2,500	1	City - Administration
Envelopes		\$1,500 to \$2,500	1	City - Administration
Business Cards		\$1,500 to \$2,500	1	City - HR/Administration
Employee Badges			1	City - HR/Administration
Employee Name Tags			2	City - HR/Administration
Standard Powerpoint Presentation	\$1,500 to \$2,000		1	City - Administration
Email Signatures	\$500		1	City - Administration
Memo Template	\$500		1	City - Administration
De Pere Stock Image Photo Gallery				City - Administration
Mailing Labels				City - HR/Administration
City Website			2	City - IT
CITY COLLATERAL - BUILDINGS CAPITAL				
City Hall - Interior Graphics				City - Administration
MSC - Interior Graphics				City - Administration
Community Center Interior Graphics				City - Administration
Community Center Monument Sign		\$15,000 to \$40,000		City - Administration
MSC Monument Sign		\$15,000 to \$40,000		City - Administration
City Hall Monument Signage		\$20,000 to \$50,000	2	City - Administration
City Hall Exterior Wall Signage		\$15,000 to \$30,000		City - Administration
MSC Exterior Wall Signage				City - Administration
Community Center Exterior Wall Signage				City - Administration
Interior Podiums (located in what buildings?)				City - Administration
PUBLIC RELATIONS / COMMUNICATION				
Media Proof Points			1	sparc design, inc. w/ City
Social Media Emphasis Points			1	sparc design, inc. w/ City
Standard language for events (groundbreaking, ribbon cutting, etc)				sparc design, inc. w/ City
Advertisements - Postcards and Posters			1	sparc design, inc. w/ City
Newsletter - Layout Design				City - Administration
Retractable Presentation Banners			1	sparc design, inc. w/ City

Table Covering - Skirting				City -
Photography (style - color - etc)				City -
Micro website with brand standards				sparc design, inc. w/ City
Media Kit (folder, contact list, brand standards guide)			1	sparc design, inc. w/ City
Social Media Policy (FB Page Logos for different depts - etc)			1	City Administration
EVENTS/CONTEST/PARTNER GIVEAWAYS				
Photo Contest (for future De Pere Calendar?)				City Administration
Trick or Treat (Halloween Stickers)				City - Development Services
Christmas Ornaments or other (Holly Day)				City - Development Services
Holiday Coloring Book (Holly Day)				City - Development Services
Candy			1	City - Development Services
PLACEMAKING, SIGNAGE & STREETScape				
Downtown Banners - Spring/Summer		\$3,000 to \$5,000		sparc design, inc. w/ City
Downtown Banners - Winter		\$3,000 to \$5,000	1	sparc design, inc. w/ City
Reid Street Banner (3 versions)			1	sparc design, inc. w/ City
Parks Signage		\$150,000 to \$300,000		City - Parks
HWY 41 Lighted Sign			3	
City Gateway Signage		\$75,000 to \$150,000		
Trash Receptacles, Benches, Furniture				
City Flag			1	
Downtown Wayfinding Signage		\$70,000 to \$100,000	3	
Business Park Signage		\$120,000 to \$250,000	2	
Bridge Lighting				
Bridge Art				
CITY PROMOTIONAL ITEMS				
De Pere 'Deeper' Custom Roast Coffee		\$3,000 to \$6,000	1	City -Development Services
Seroogy's Dark Chocolate Meltaways			1	City - Development Services
Coffee Mugs (Black)		\$1,000 to \$1,500		City - Development Services
Water Bottles		\$1,500 to \$2,500		
Water Bottles - Glass (text only)		\$1,500 to \$2,500		
Cups		\$500 to \$1,000		
Pens				
Lapel Pins		\$1,500 to \$2,500	1	City -
Shirts - Apparel			1	
Window Decal/Clings		\$500 to \$1,500		
Canvas Bags		\$2,000 to \$4,000	1	
Event Bags		\$500 to \$1,000		
Silicone Bracelets (for schools?)				
Mousepad (with city mission/vision)			2	
Lanyard				
Coozie		\$500 to \$1,000		
Rain Guage (roots grow deeper)				
Flash Drive				
Magnetic Clips				
Sticky Notes - Scratch Pads		\$100 to \$200		
De Pere Calendar			3	
Mints		\$300 to \$600		
Sidewalk Chalk		\$300 to \$600		
Seeds - Garden Items (dig deeper)		\$200 to \$500		
Metal or Canvas Prints				
Pins Buttons				
Key Chain				
DEPARTMENTS				
Police Department				
Logo - sub branding				
Squad Cars				
Patches				
Front Desk Graphic				
Police Dept Interior Graphics				
Police Station Coloring Book				
Associated forms/tickets/etc/stationary				

Fire Department				
Logo - sub branding				
Fire Dept Interior Graphics				
Fire Station Coloring Book				
Associated forms/tickets/etc/stationary				
Mayors Office, Administration, Legal				
Associated forms/permits/etc				
Finance & City Clerk				
Associated forms/permits/etc				
Checks/Invoices				
Human Resources				
Recruitment Advertisement				
Associated forms/permits/etc				
Health				
Logo - sub branding				
Vehicle				
Health Coloring Book				
Associated forms/permits/etc				
Information Technology				
Associated forms/permits/etc				
Parks, Recreation & Forestry				
Vehicles				
Recreation Guide Cover				
Recreational Program Advertising				
Associated forms/permits/etc				
Public Works				
Vehicles				
Associated forms/permits/etc				
Development Services				
Building Inspector Shirts			2	City Development Services
Building Inspector Hats			2	City Development Services
Department Shirts			3	City Development Services
GIS Maps - Templates			2	City Development Services
DIME - Maps			2	City Development Services
Associated forms/permits/etc			2	City Development Services
Definitely De Pere				
Associated Agency Branding	\$500 to \$750			
Holiday Gift Card - Downtown				
De Pere Chamber				
Associated Agency Branding	\$500 to \$750			
Promotional Items				



City of De Pere, Wisconsin

Request For Common Council Action

MEETING DATE: October 2, 2018

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Recommendation from the BID Board regarding the 2019 BID Operating Plan.

At their meeting on September 21, 2018, the Business Improvement District (BID) Board recommended approval of the 2019 BID Operation Plan by a vote of 4-0.

ATTACHMENTS:

- BID Operating Plan Memo 9-2018 (DOCX)
- 2019 BID Operating Plan 9-2018 (PDF)



To: Business Improvement District Board
From: Kimberly Flom, Development Services Director
Date: September 21, 2018

RE: 2019 Business Improvement District Operations Plan

The 2018 De Pere Business Improvement Operating Plan is attached for your review. The plan has been updated to include the Property Assessments that will fund the 2019 plan and the Definitely De Pere 2018 budget.

2019 BID Assessment

The BID assessed property value increased from approximately \$64M in 2017 to \$68M in 2018 resulting in a proposed 2018 assessment (that will fund the 2019 BID activities) of \$86,532.48. The assessment funds are proposed to be allocated to the City of De Pere (\$1,000) and to Definitely De Pere (\$85,532.48).

Proposed Changes & Amendments to Operating Plan

Review date – Year 7 to year 10

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

A thorough review of qualitative and quantitative data concerning the BID shall occur in year 3 (2018), year 5 (2020), and year 10 (2030) of the BID's operation.

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

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

Updated Appendix – State Statute Language

Appendix D has been revised with updated State Statute language.

Audit/Reviewed Financial Statement

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

Plan Objectives and Activities

The Plan Objectives and Activities section has been updated to reflect current work and recent planning projects like the Visioning & Branding Initiative and the Cultural District Master Plan. A new section has also been added that identifies priority projects for 2019.

Provided For Reference and Comparison:

2018 Operating Plan Objectives and Activities (refer to 2019 Operating Plan for proposed changes)

A. Plan Objectives

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

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

B. Proposed Activities

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

1. Continuing to promote the historic quality of the District, by facilitating façade rehabilitation projects and educating property owners on available federal and state historic tax credits for building preservation.
2. Supporting redevelopment by providing insight on and recommendations on design guidelines and zoning codes that will facilitate new development while maintaining the desired aesthetic and sense of place for Downtown De Pere.
3. Supporting the City in developing more pedestrian and bicycle friendly roadways, cross walks, and parking options, as well as investing in bicycle parking for the downtown.
4. Working with the City to make business owners aware of City programs, such as the Façade Grant Program and the Revolving Loan Fund Program through continuous education efforts with both new and existing businesses.
5. Supporting the City in the future reconstruction of the Main Ave. Corridor, and continuing to promote pedestrian and bicycle facilities and storm water runoff in these constructions, consistent with ideas presented in the Downtown Master Plan and Comprehensive Plan.
6. Exploring different ways to effectively market District businesses through existing and new events and an enhanced marketing campaign for the district.
7. Working to promote beautification and art related projects to add to the District. Exploring feasibility of and interest in options presented in the Downtown Master Plan for public art and placemaking.
8. Working with the city to pursue major redevelopment projects within the District such as the former George Street bridge approach and Nicolet Square.

9. Helping generate investment interest in the District area and future redevelopment projects as identified in the Downtown Master Plan by creating an enhanced marketing campaign for the downtown district.
10. Working with the City to develop maintenance practices for the District, in which both parties have an understanding of expectations and responsibilities relating to the maintenance of the District, such as sidewalk snow removal, weeding and tending of district plants, as well as garbage removal.
11. Developing and implementing a plan and budget for the coming year and beyond for the District based on the financial expectations from assessments and its priority of needs, and the City's planned improvements during the same period.
12. Implementing enhancements as determined appropriate from the Downtown Master Plan and Comprehensive Plan.
13. Taking all further action needed to carry out the general purposes of this DBI Operating Plan as are allowed by BID law.

BID Special Assessment Method

Some conversation regarding the current assessment formula occurred at the August 6, 2018 meeting. We did not include any proposed changes to the assessment method in the Operating Plan. We did, however, analyze a few different funding scenarios as detailed below.

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

City of De Pere

\$1.75/\$1,000

Minimum: \$275

Maximum: \$1,950

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

City of Neenah

\$2.95/\$1,000

Minimum: \$750

Maximum: \$7,000

No 'multiple property' provision

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

Remove 'Multiple Property' provision

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

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

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

Increase Maximum Cap Amount

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

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

Increase Minimum and Maximum

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

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

Increase rate

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

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

No changes to the assessment method are proposed in the 2019 BID Operating Plan. If the BID Board proposed a change to the assessment method, the Operating Plan would require an amendment. Additionally, a special meeting held at the Common Council, with a Class 2 public notice, would be required. A copy of the notice would be mailed to each property owner in the District. In addition to a recommendation from the BID Board, Common Council approval is required.

Requested Action

Approval of the 2019 De Pere Business Improvement District Operating Plan.

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



September 21, 2018

Anticipated Approval by Common Council: **October 2, 2018**

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

BID Board Members:

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

Definitely De Pere:

Tina Quigley – Executive Director
Brenda Busch – Board President

**DE PERE
BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN**

Table of Contents

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

I. Introduction

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

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

A. Purpose and History of the BID

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

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

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

The De Pere BID was created in order to:

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

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

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

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

II. Development Plans

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

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

A. Plan Objectives

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

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

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

B. Proposed Activities

General activities consistent with the above objectives include:

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

2019 Priority Projects

1. Downtown West Vision Plan
2. Installation of public art/placemaking improvements in the Nicolet Square Alley
3. Construction of newly designed James Street Streetscape
4. Wayfinding master plan and preliminary signage design
5. Shared dumpster enclosure in Lee Square parking lot

C. Benefits of the BID

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

1. Help the District property owners secure and retain tenants by:
 - a. Promotion of coordinated and collaborative partnerships between the District stakeholders, which includes business and property owners.
 - b. Assisting property owners and tenants in the District in dealing and/or partnering with City Government through consultation and formal and informal interaction with City staff and officials.
 - c. Assisting property owners in retaining existing tenants by providing programs and services that help businesses to thrive. Implement in conjunction with the City, projects identified in the Downtown Master Plan and Comprehensive Plan that will improve tenant retention.
 - d. Assisting property owners in recruiting new businesses to the District and reducing new vacancies.
 - e. Assisting property owners in rehabilitating second floor rental units to generate additional cash flow for properties.
 - f. Implementing in conjunction with the City, projects identified in the Downtown Master Plan and Comprehensive Plan that will improve tenant retention.
2. Help increase the value of property in the District by:
 - a. Continuing to improve the perceived and actual image of the District.
 - b. Investigating and facilitating enhancements to buildings in the District by business and property owners.
 - c. Increasing the demand for space by new businesses that wish to locate in the District.
3. Help tenants and existing businesses in the District become stronger by:
 - a. Conducting successful traffic building community events.
 - b. Conducting successful retail and hospitality events.
 - c. Enhancing the relationship between St. Norbert College and the downtown.

III. Measures of Success

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

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

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

2. Commercial facilitation is a measure that can easily be quantified as the number of businesses, both existing and new, that receive help, either financial or advocacy services by the BID.
3. Another way to measure BID success is by the growth in value of private property in the District. Quantifiable valuation measures are calculated annually to measure success over time.
4. A final way to track success is through occupancy rates and business inventory. The 2010 business inventory and occupancy rates can be used as a baseline to evaluate and make changes for following years.

A. Proposed Expenditures of the BID

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

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

B. Budget

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

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

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

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

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

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

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

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

C. Annual Review

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

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

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

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

D. Relationship to Plans for Orderly Development of the City

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

E. Powers

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

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

10. To add to the security of the District.

F. Public Review Process

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

IV. District Boundaries

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

V. BID Organization and Operating Board

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

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

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

VI. Financing Method

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

VII. Method of Assessment

A. Assessed Parcels

All taxable property used for commercial purposes, as well as those taxed by the state as manufacturing, in the District boundary will be assessed. Properties used exclusively for residential purposes will not be

taxed according to BID law. Mixed-use properties containing both commercial and residential will be fully assessed. Those that are used for commercial as well as manufacturing will be assessed. Property exempt from paying real estate taxes or owned by government agencies will not be assessed, as required by BID law.

B. Levy of Assessment

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

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

The logic behind the assessment methodology is that each non-exempt parcel owner should pay for district developments in proportion to benefits derived. It is assumed that a minimum and maximum benefit can be achieved for each parcel, thus the minimum and maximum BID assessments have been established.

C. Schedule of Assessments

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

D. Assessment Collection and Disbursal

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

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

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

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

E. Annual Report

An annual report prepared by the BID Board is required by section 66.1109 (3) (c) of the Wisconsin Statutes. Definitely De Pere will prepare the annual report for operations in the District as well as obtain the required audit or reviewed financial statement. Definitely De Pere will provide copies of these reports to the City of De Pere for inclusion in the BID Operating Plan. The BID shall be responsible for the payment

of any funds specified for the BID audit and related to BID activities for said BID audit and/or reviewed financial statement. State statute includes detail as related to the amount allocated for these items. The BID Board will continue to review, revise and develop the DBI Operating Plan annually in response to changing development needs within the District.

VIII. City Role in District Operations

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

1. Encourage County, State and Federal Governments to support activities of the District.
2. Monitor, and when appropriate apply for, outside funds which could be used in support of the District.
3. Collect assessments and maintain a segregated account.
4. Provide disbursement of BID funds to service providers in accordance with the DBI Operating Plan and budget.
5. Obtain and review annual audits/reviewed financial statements as required per Section 66.1109 (3) (c).
6. Provide financial statement to the BID Board.
7. Review annual audits/reviewed financial statements as required by Section 66.1109 (3) (e) of the BID Law.
8. Provide to the BID Board no later than September 1st each plan year, the official City records on assessed value for each tax parcel within the District as of that date in each DBI Operating Plan year, for the purpose of calculating the BID assessment.
9. Adopt this DBI Operating Plan in the manner required by the BID Law.
10. Appoint and confirm new BID Board members as required by BID Law.
11. Provide Staff for the operation, facilitation and support of the BID Board.

IX. Required Statements

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

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

6. 66.1109 (1) (f) (5): *A legal opinion that subds. 1. to 4. have been complied with.* A legal opinion from Attorney Julie Fronsee, indicating that the Operating Plan complies with all applicable provisions of Section 66.1109 (1) (f) (1-4) is attached as Appendix F.

X. Severability and Expansion

The Business Improvement District has been created under the authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of the BID Law or this DBI Operating Plan unconstitutional, it will not invalidate or terminate the BID. The DBI Operating Plan will be amended to conform to the law without need of re-establishment. Should any legislature amend the statute to narrow or broaden the purposes of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this DBI Operating Plan may be amended by the Common Council of the City of De Pere when it conducts its annual budget approval, without any necessity to undertake any other act. If it is determined by a court or administrative body that a parcel of property is not subject to general real estate taxes and may not be included in the District, then such parcels shall be excluded from the definition of the District.

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

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

City of De Pere Administrative Costs

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

Annual Meeting Mailing (printing and postage): \$150

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

Key Staff and Responsibilities

Administrative Staff (meeting agendas, meeting minutes, correspondence)

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

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

City Clerk (submittal of assessment data to the County)

City Attorney (statute review)

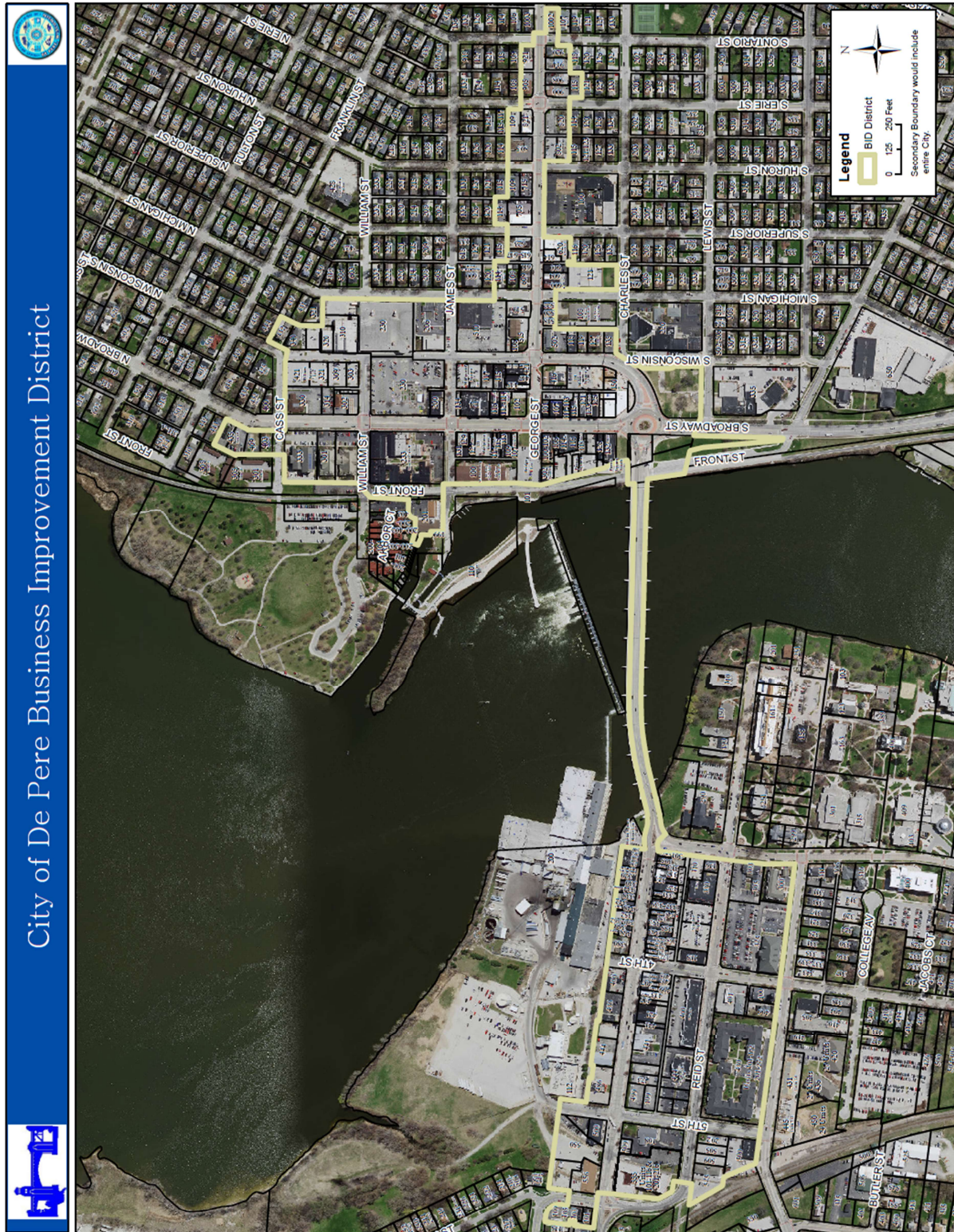
Definitely De Pere Budget

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

Definitely De Pere FY2019 Budget Proposal January through December 2019

Income	
Event Income	
Sponsorships	25,500.00
Food & Beverage Sales	14,000.00
Ticket Sales	17,000.00
Participation Fees	7,500.00
Total Event Income	64,000.00
Other Initiatives Income	10,000.00
Contributed Support	
Corporate Contributions	10,000.00
Individual Donations	5,000.00
Total Contributed Support	15,000.00
City of De Pere	
Plan	20,000.00
BID	85,000.00
Public Art Funding	50,000.00
Total City of De Pere	155,000.00
Reserve Funds	15,000.00
Total Income	259,000.00
Expense	
Personnel Expenses	
Payroll Taxes	10,780.00
Retirement	3,330.00
Health Stipend	4,800.00
Salaries	110,000.00
Total Personnel Expenses	128,910.00
Event Expenses	
Labor/Contracted Services	5,400.00
Supplies & Equipment	4,100.00
Special Events/Activities	2,600.00
Marketing	4,950.00
Electrical	2,200.00
Sanitation/Cleanup	1,800.00
Entertainment	8,000.00
Food & Beverage	7,500.00
Total Event Expenses	36,550.00
Meetings/Conferences	
Travel	1,000.00
Meals	600.00
Registration Fees	1,000.00
Total Meetings/Conferences	2,600.00
Office Expenses	
Printing	1,500.00
Postage	300.00
Office Supplies	1,200.00
Total Office Expenses	3,000.00
Equipment Repairs/Maintenance	500.00
Occupancy Expenses	
Internet	820.00
Telephone & Cellular	1,440.00
Rent	4,680.00
Total Occupancy Expenses	6,940.00
Insurance	1,600.00
Dues, Subscriptions, Licenses	2,500.00
Professional & Filing Fees	1,200.00
Promotions	
Marketing/Advertising	2,500.00
Website	1,200.00
Community Events	1,000.00
Total Promotions	4,700.00
Organization	
Networking Meetings & Events	500.00
Annual Meeting	1,000.00
Total Organization	1,500.00
Other Initiatives Expenses	14,000.00
Design	
Signage/Window Displays	1,000.00
Streetscape	0.00
Public Art Projects	50,000.00
Seasonal Decorations	1,500.00
Total Design	52,500.00
Economic Enhancement	
Education	1,000.00
Marketing	1,000.00
Recruitment/Retention	500.00
Total Economic Enhancement	2,500.00
Total Expense	259,000.00
Net Income	0.00

APPENDIX B: BID District Boundary



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

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

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

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

ASSESSMENT TOTAL

\$84,265,900.00

\$68,060,600.00

\$86,532.48

APPENDIX D: Wisconsin Statutes Section 66.1109

Wisconsin BID Law: 66.1109 Business improvement districts.

(1) In this section:

(a) "Board" means a business improvement district board appointed under sub. [\(3\) \(a\)](#).

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

(e) "Municipality" means a city, village or town.

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

2. The kind, number and location of all proposed expenditures within the business improvement district.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

5. A legal opinion that subds. [1.](#) to [4.](#) have been complied with.

(g) "Planning commission" means a plan commission under s. [62.23](#), or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

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

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. [\(b\)](#) has petitioned the municipality for creation of a business improvement district.

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

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

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

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

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

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

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

(b) The planning commission has approved the annexation.

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

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

(3)

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

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(5)

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

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

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

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

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

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

APPENDIX E: Adopted Bylaws

BUSINESS IMPROVEMENT DISTRICT

ARTICLE I **MEMBERS**

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

ARTICLE II **MEMBERSHIP MEETINGS**

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

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

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

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

ARTICLE III **BOARD OF DIRECTORS**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ARTICLE IV **COMMITTEES**

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

ARTICLE V **OFFICERS**

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

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

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

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

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

ARTICLE VI **FINANCES**

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

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

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

ARTICLE VII **AMENDMENTS**

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

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

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

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

Adopted by BID Board on: September 21, 2018

Adopted by City of De Pere Common Council on: Anticipated October 2, 2018

City of De Pere, Wisconsin



Request For Common Council Action

MEETING DATE: October 2, 2018

DEPARTMENT: City Attorney

FROM: Judith Schmidt-Lehman

SUBJECT: Approval of Emergency Repairs to Chiller System at the Ice Recreation Center

On September 25, 2018, Don Chilson of Brown County Ice Management Inc. notified Park Director Marty Kosobucki (on his way to a conference in Indianapolis IN) that the chiller system at the facility had a catastrophic failure as crews started up the system for the fall skating season. Repairs of the system are estimated between \$170,000 and \$190,000. Additionally, in order to get the ice in shape for Center users by mid-October, rental of a temporary chiller system is also needed at an additional cost of \$60,000. We have notified our insurance carrier who anticipates being on site to examine the equipment.

The Park Director recommends approval of the repairs and use of the temporary chilling system at an estimated cost of \$230,000 to \$250,000, to be funded by unassigned reserves if not covered by insurance.

ATTACHMENTS:

- DePere Ice Arena Chiller Barrel 9-27-18 (DOCX)
- IMG_1583 (2)(JPG)
- IMG_1584 (JPG)
- IMG_1585 (JPG)

System Back Ground

This is an indirect refrigeration system. It uses an environmentally safe Freon (R507) which is compressed, superheated and cooled, that process causes refrigeration lines within a chiller barrel to get cold. This is a closed loop that recirculates gas and liquid. Those cold lines run through the barrel much like a boiler in reverse. The liquid in the chiller barrel (calcium Chloride, salt water) has heat removed and cooled to the temp of about 13 degrees, which is then pumped into the tubing in the sand floor of the ice rink. This process is also its own closed loop system that moves fluid from the chiller barrel to the floor and back to the chiller barrel. The calcium chloride is a very corrosive coolant it was heavily used in the past because it can be used at lower temps without getting slushy. Typical indirect system use ethylene glycol (antifreeze, sugar water) which is also a decent coolant, but becomes slushy or sludgy when used at very low temps. The original system at De Pere Ice Arena used calcium chloride, then the new refrigeration rack was installed it was decided to keep it as a calcium chloride system and not make the change to ethylene glycol.

On September 18, 2018, we started up the system at the De Pere Ice Arena, ran the pumps and dehumidification system in order to ensure everything was operational for the Startup. As of that date, all pumps were operating with no leaks. On September 21, 2018 we arrived to startup the compressors which are what makes the Freon cold. When we arrived to get the system full operating and bring the floor temperature down, it was noticed that a relief valve was leaking rather heavily. At that time we call our refrigeration contractor Rink Tec., they are also our maintenance contractor which we use for all the racks at the Cornerstone along with the De Pere Ice Arena. Pressure readings on the main pipes were at 50lbs. typically they should read at 12-16lbs, which is why the relief valve was releasing calcium chloride from the system. We then closed the valves, and were able to close the relief valve.

Monday evening September 24, 2018 the Rink Tec service person was able to get into town. He then made his in person assessment and found that the pressure on our system was caused by a leaking or broken Freon pipe within the chiller barrel. The corrosive nature of the calcium chloride must have corroded the piping inside, which caused a pipe to break. This break opened the Freon loop to put pressure into the calcium chloride loop. Because of that break, calcium chloride was also able to then get into the compressors that would feed cold Freon to the pipe, essentially opening up both loops to each other, and trying to equalize the pressure in the 2 loops.

The damage, repairs and work that need to be done in order for De Pere Ice Arena to be operational;

Drain and dispose of the calcium chloride as well as flush the system in order to change the system to ethylene glycol, **budget \$35,000.00.**

Supply a new charge of ethylene glycol for the floor system, **budget \$28,000.00**

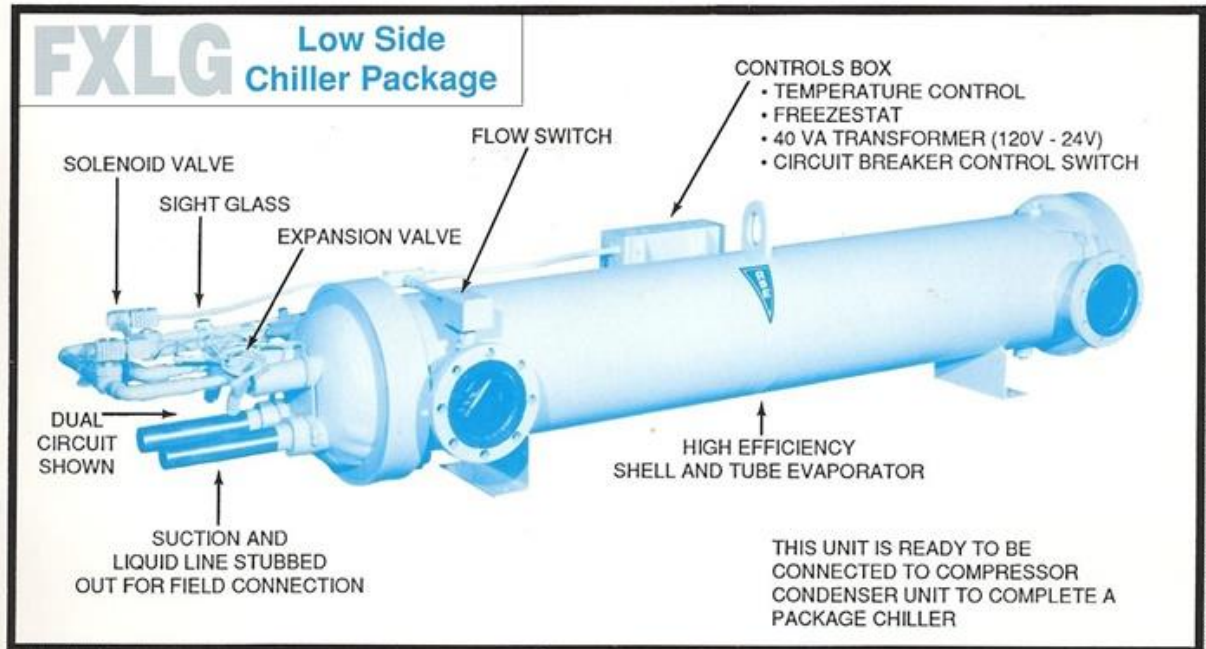
Set up the rental chiller and connect piping, electrical and freight - **\$12,000.00**

Three month rent for a rental chiller -**\$60,000.00.**

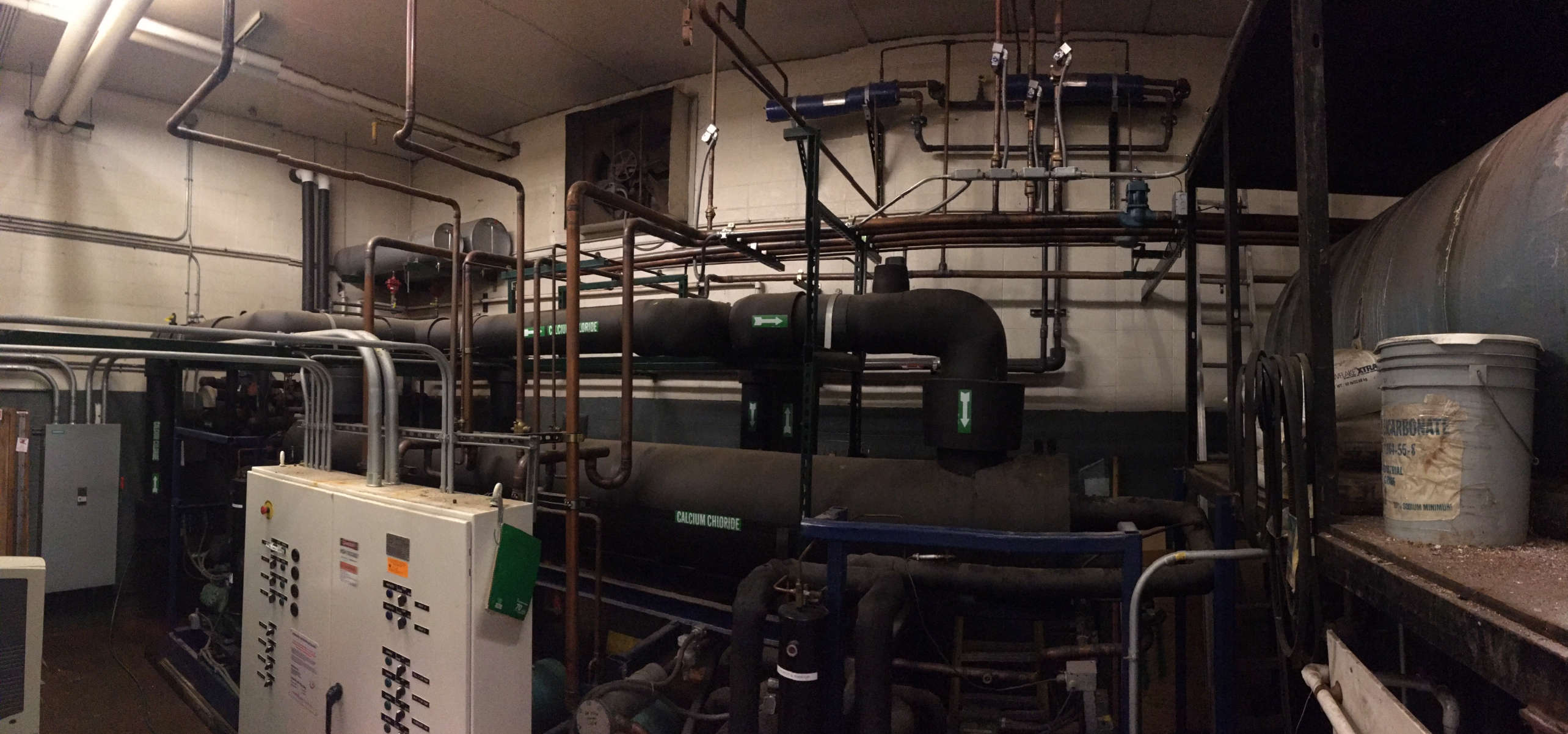
Install New chiller barrel replacement, including all piping and labor, **budget \$50,000.00.**

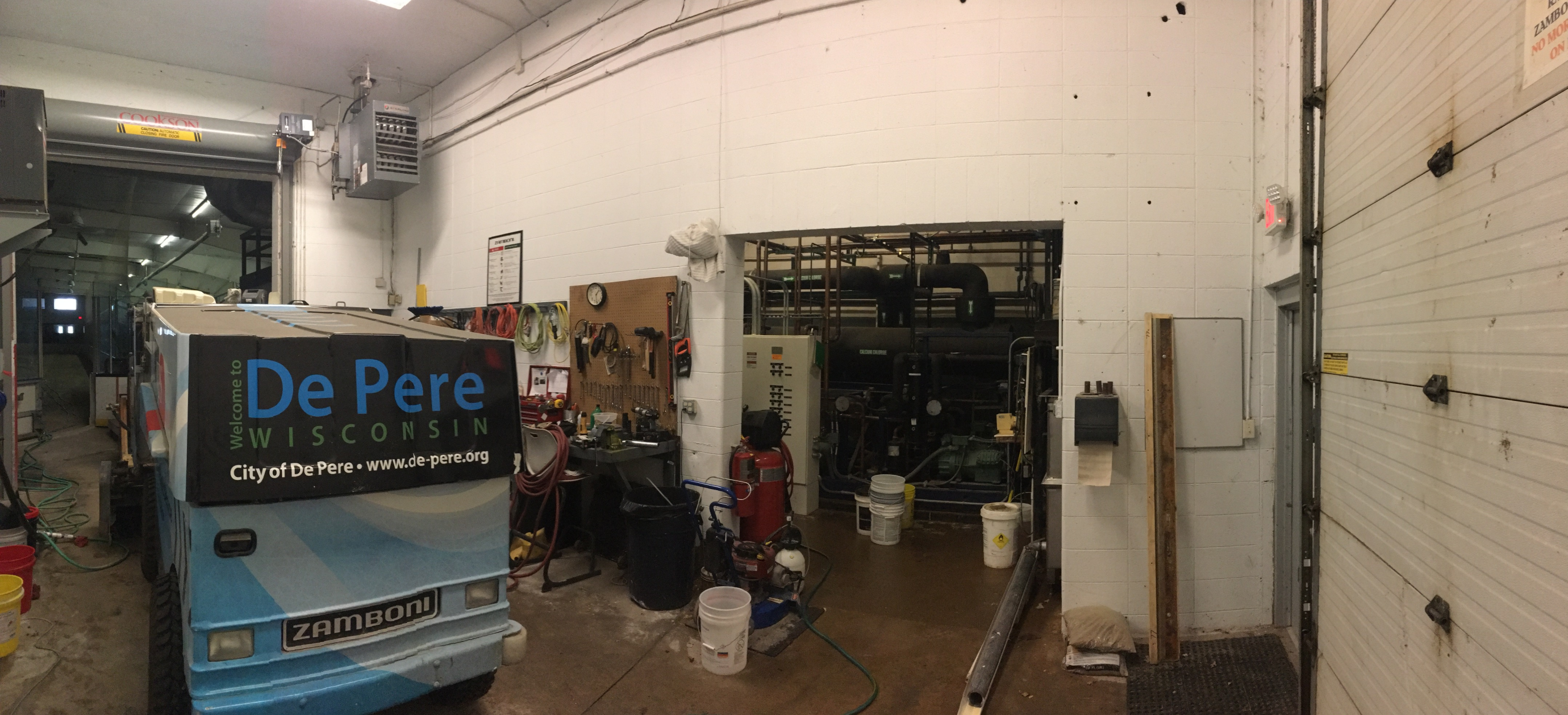
Clean and repair compressors, **budget \$25,000**

In order to remove the old chiller barrel and bring in the new one, we'll need to remove the wall facing the fairgrounds and then repair that. **Budget \$20,000 to 40,000.00.**



Don Chilson
De Pere Ice Arena
920-621-0654
donchilson@netnet.net





Welcome to **De Pere**
WISCONSIN
City of De Pere • www.de-pere.org

ZAMBONI

ZAMBONI
NO MORE
ON



City of De Pere, Wisconsin



Request For Common Council Action

MEETING DATE:	October 2, 2018
DEPARTMENT:	Parks, Recreation & Forestry
FROM:	Marty Kosobucki
SUBJECT:	Recommendation from the Board of Park Commissioners to Approve \$2,500 Donation from Wal*Mart for Tables & Furniture

The Board of Park Commissioners, at the September 20, 2018 meeting, approved accepting a \$2,500 donation from the Wal*Mart Grant Foundation for acquisition of tables and furniture at the Community Center and moved to send it to Common Council for approval. The motion passed unanimously with a 5-0 vote.

The De Pere Community Center received a \$2,500 donation from the Wal*Mart Grant Foundation to assist in the acquisition of tables and chairs for the lower level of the Community Center. Staff recommends accepting this wonderful donation as this donation will help out greatly towards the cost of this remodeling project.

Thank you.

City of De Pere, Wisconsin



Request For Common Council Action

MEETING DATE:	October 2, 2018
DEPARTMENT:	Parks, Recreation & Forestry
FROM:	Marty Kosobucki
SUBJECT:	Recommendation from the Board of Park Commissioners to Approve \$500 Donation from De Pere Optimist Club for Past Easter Egg Hunt.

The Board of Park Commissioners, at the September 20, 2018 meeting, approved accepting a \$500 donation from the De Pere Optimist Club for the past Easter Egg Hunt and moved to send it to Common Council for approval. The motion passed unanimously with a 5-0 vote.

The Recreation Department received a \$500 donation from the De Pere Optimist Club for the Easter Egg Hunt that was held this past March. This donation was inadvertently missed in being brought to Park Board for approval at their February/March meetings. Staff apologizes for this oversight and requests approval for this donation.

Thank you.



City of De Pere, Wisconsin

Request For Common Council Action

MEETING DATE:	October 2, 2018
DEPARTMENT:	Parks, Recreation & Forestry
FROM:	Marty Kosobucki
SUBJECT:	Recommendation from the Board of Park Commissioners to Approve Tree Donation from the GB Packers, WDNR, GB Packaging, WPS & SCA.

The Board of Park Commissioners, at the September 20, 2018 meeting, approved accepting a tree donation from the Green Bay Packers, Wisconsin DNR, Green Bay Packaging, WPS and SCA and moved to send it to Common Council for approval. The motion passed unanimously with a 5-0 vote.

This memo is to seek the Board of Park Commissioner's approval for the De Pere Parks, Recreation and Forestry Department to accept a donation of 35 bare root trees from a cooperative effort between the Green Bay Packers, Wisconsin DNR, Green Bay Packaging, WPS and SCA.

For several years the Packers have been working on a way to reduce their carbon footprint in the area and one way is with a program called "First Down for Trees." What this program entails is that for every first down the Packers make, they will donate a tree to a Brown County community. Using last year as a guide, the City was chosen to receive 35 trees this spring. The trees will be between 1.25" - 1.5" diameter and we are free to plant them anywhere within the community. Staff has placed the order and the trees will be planted in parks and right of ways. The amount of the donation is approximately \$2,800.

Thank you for your consideration in this matter. If you have any questions, concerns or comments, please do not hesitate to contact me.



City of De Pere, Wisconsin

Request For Common Council Action

MEETING DATE: October 2, 2018

DEPARTMENT: City Clerk-Treasurer

FROM: Shana Ledvina

SUBJECT: Recommendation from the License Committee on an Application for Change of Agent submitted by Green Room Theatre LLC.

ATTACHMENTS:

- Green Room Change of Agent_10-2-18 (PDF)

CHANGE OF AGENT

Original Alcohol Beverage Retail License Application

Submit to municipal clerk.

For the license period beginning Oct 3 20 18 ;
ending Jun 30 20 19

TO THE GOVERNING BODY of the: ☐ Town of } De Pere
☐ Village of }
☒ City of }

County of Brown Aldermanic Dist. No. _____ (if required by ordinance)

1. The named ☐ Individual ☐ Partnership ☒ Limited Liability Company
☐ Corporation / Nonprofit Organization

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): GREEN ROOM THEATRE LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name (Last, First, M.I.)	Home Address	Post Office & Zip Code
President/Member	<u>MEMBER NEHRENG, CHAS L</u>		
Vice President/Member			
Secretary/Member	<u>MICHAEL T ESKIN</u>		
Treasurer/Member			
Agent	<u>CHAS L NEHRENG</u>		
Directors/Managers			

3. Trade Name The Green Room Business Phone Number 920-425-4338
4. Address of Premises 365 Main Ave. De Pere, WI 54115 Post Office & Zip Code De Pere, WI 54115

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? ☐ Yes ☒ No
6. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? ☐ Yes ☒ No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? ☐ Yes ☒ No
8. (a) Corporate/limited liability company applicants only: Insert state WI and date 2018 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? ☐ Yes ☒ No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? ☐ Yes ☒ No
(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) Entire premise (no basement exists)

10. Legal description (omit if street address is given above): basement, lobby, kitchen, performance space

11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? ☒ Yes ☐ No
(b) If yes, under what name was license issued? GREEN ROOM THEATRE LLC

12. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277]. ☒ Yes ☐ No

13. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776]. ☒ Yes ☐ No

14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? ☒ Yes ☐ No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

CHAS L NEHRENG
(Officer of Corporation / Member / Manager of Limited Liability Company / Partner / Individual)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>9-10-18</u>	Date reported to council / board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	



City of De Pere, Wisconsin

Request For Common Council Action

MEETING DATE: October 2, 2018

DEPARTMENT: City Clerk-Treasurer

FROM: Shana Ledvina

SUBJECT: Recommendation from the License Committee on an Application for a Temporary Premise Description Change for St. Norbert College.

ATTACHMENTS:

- SNC Temporary Premise Description Change_10-2-18 (PDF)

TEMPORARY PREMISE DESCRIPTION CHANGE

Original Alcohol Beverage Retail License Application

Submit to municipal clerk.

For the license period beginning JULY 1 20 18 ;
ending JUNE 30 20 19

TO THE GOVERNING BODY of the: ☐ Town of
☐ Village of } DE PERE
☒ City of

County of BROWN Aldermanic Dist. No. _____ (If required by ordinance)

1. The named ☐ Individual ☐ Partnership ☐ Limited Liability Company
☒ Corporation / Nonprofit Organization

hereby makes application for the alcohol beverage license(s) checked above.

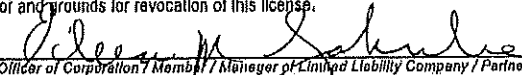
2. Name (Individual/partners give last name, first, middle; corporations/limited liability companies give registered name): ST. NORBERT COLLEGE, INC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name (Last, First, M.I.)	Home Address	Post Office & Zip Code
President/Member	<u>PRESIDENT BRIAN BRUESS</u>		
Vice President/Member			
Secretary/Member	<u>SECRETARY AMY SORENSON</u>		
Treasurer/Member	<u>TRUASURER EILEEN JAHNKE</u>		
Agent	<u>TERRIE DUBOIS</u>		
Directors/Managers			

3. Trade Name ST NORBERT COLLEGE, INC. Business Phone Number 9204031352
4. Address of Premises SEE ATTACHED Post Office & Zip Code DEPERE 54115
5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? ☐ Yes ☒ No
6. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? ☐ Yes ☒ No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? ☐ Yes ☒ No
8. (a) Corporate/limited liability company applicants only: Insert state _____ and date _____ of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? ☐ Yes ☒ No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? ☐ Yes ☒ No
(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)
9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) SEE ATTACHED
10. Legal description (omit if street address is given above): _____
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? ☒ Yes ☐ No
(b) If yes, under what name was license issued? ST NORBERT COLLEGE, INC.
12. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277]. ☒ Yes ☐ No
13. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776]. ☒ Yes ☐ No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? ☒ Yes ☐ No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.


(Officer of Corporation / Member / Manager of Limited Liability Company / Partner / Individual)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>9-13-18</u>	Date reported to council / board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Extension of Premise for:

Abbot Pennings Hall of Fine Arts; Walter Theater Stage, 315 Third Street (building next to Michels Commons which is licensed)

November 4th, 2018, 5pm-10pm



City of De Pere, Wisconsin

Request For Common Council Action

MEETING DATE: **October 2, 2018**

DEPARTMENT: **City Clerk-Treasurer**

FROM: **Shana Ledvina**

SUBJECT: **Operator License Applications.**

ATTACHMENTS:

- 10-02-18 (PDF)

CITY OF DE PERE
License Committee - October 2, 2018

Previously Tabled Operator License Applications	
1	WEIS, CONRAD K.

New Operator License Applications	
1	AMOND, SKYE J.
2	BARTELL, TANYA L.
3	BREBNER, BARBARA R.
4	CLAY, PAIGE J.
5	ELWELL, ALEXANDRA G.
6	FRANZ, HARRISON J.
7	HUSSONG, BRIAN J.
8	WILLER, JOSEPH M.



City of De Pere, Wisconsin

Request For Common Council Action

MEETING DATE: **October 2, 2018**

DEPARTMENT: **City Clerk-Treasurer**

FROM: **Shana Ledvina**

SUBJECT: **Voucher Approval.**

ATTACHMENTS:

- 10-2-18 VOUCHERS (PDF)

9/26/2018 2:39 PM

A / P CHECK REGISTER

PAGE: 1

PACKET: 05953 OCT 2018 COUNCIL - 1 10-2-18

VENDOR SET: 01

**** CHECK LISTING ****

BANK : AP ASSOCIATED

VENDOR	NAME / I.D.	DESC	CHECK TYPE	CHECK DATE	DISCOUNT	AMOUNT	CHECK NO#	CHECK AMOUNT
7583	ADVANCE AUTO PARTS I-6339-261906	ADVANCE AUTO PARTS	R	10/02/2018		60.70CR	086651	60.70
6802	ADVANCED DISPOSAL I-B80000636672	ADVANCED DISPOSAL	R	10/02/2018		290.70CR	086652	290.70
0302	AIRGAS USA LLC I-9080215297 I-9955454972 I-9955454973 I-9955454974	AIRGAS USA LLC AIRGAS USA LLC AIRGAS USA LLC AIRGAS USA LLC	R R R R	10/02/2018 10/02/2018 10/02/2018 10/02/2018		130.96CR 408.41CR 147.15CR 208.52CR	086653 086653 086653 086653	895.04
5604	AURORA BAYCARE MED CTR LLC I-KY190 I-KY196	AURORA BAYCARE MED CTR LLC AURORA BAYCARE MED CTR LLC	R R	10/02/2018 10/02/2018		1,174.53CR 585.95CR	086654 086654	1,760.48
1380	AUTOHOE II INC I-16992	AUTOHOE II INC	R	10/02/2018		550.00CR	086655	550.00
0020	BADGERLAND PRINTING INC I-32120 I-32123 I-32133 I-32153	BADGERLAND PRINTING INC BADGERLAND PRINTING INC BADGERLAND PRINTING INC BADGERLAND PRINTING INC	R R R R	10/02/2018 10/02/2018 10/02/2018 10/02/2018		585.00CR 15.00CR 112.00CR 579.50CR	086656 086656 086656 086656	1,291.50
0023	BATTERIES PLUS LLC I-P5656907	BATTERIES PLUS LLC	R	10/02/2018		28.84CR	086657	28.84
0027	BAY TOWEL INC I-2690109 I-2691948 I-2699117	BAY TOWEL INC BAY TOWEL INC BAY TOWEL INC	R R R	10/02/2018 10/02/2018 10/02/2018		163.22CR 98.94CR 87.59CR	086658 086658 086658	349.75
2970	BELLINHEALTH INC I-MB1873	BELLINHEALTH INC	R	10/02/2018		97.93CR	086659	97.93
0039	BROOKS TRACTOR INC C-D66541 I-D66635	BROOKS TRACTOR INC BROOKS TRACTOR INC	R R	10/02/2018 10/02/2018		595.00 897.57CR	086660 086660	302.57
0044	BROWN COUNTY REGISTER OF DEEDS I-201809258654	BROWN COUNTY REGISTER OF DEEDS	R	10/02/2018		2.00CR	086661	2.00

9/26/2018 2:39 PM

A / P CHECK REGISTER

PAGE: 2

PACKET: 05953 OCT 2018 COUNCIL - 1 10-2-18

VENDOR SET: 01

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VENDOR	NAME / I.D.	DESC	CHECK TYPE	CHECK DATE	DISCOUNT	AMOUNT	CHECK NO#	CHECK AMOUNT
2984	BROWN COUNTY TREASURER I-2018-93	BROWN COUNTY TREASURER	R	10/02/2018		1,141.01CR	086662	1,141.01
0737	BRUCE MUNICIPAL EQUIPMENT INC I-E00342	BRUCE MUNICIPAL EQUIPMENT INC	R	10/02/2018		7,000.00CR	086663	7,000.00
0536	CDW GOVERNMENT INC I-PBR5807 I-PDQ3126 I-PFN9546	CDW GOVERNMENT INC CDW GOVERNMENT INC CDW GOVERNMENT INC	R R R	10/02/2018 10/02/2018 10/02/2018		67.18CR 115.84CR 23.44CR	086664 086664 086664	 206.46
7546	JASON CUMMINGS I-201809248641	JASON CUMMINGS	R	10/02/2018		116.03CR	086665	116.03
6700	DARLEY CO I-17336845 I-17337698	DARLEY CO DARLEY CO	R R	10/02/2018 10/02/2018		3,264.36CR 236.65CR	086666 086666	 3,501.01
0917	RICK W DE WEERT I-201809248642	RICK W DE WEERT	R	10/02/2018		56.57CR	086667	56.57
0075	DIGGERS HOTLINE INC I-180 8 36401	DIGGERS HOTLINE INC	R	10/02/2018		804.01CR	086668	804.01
3212	DIXON ENGINEERING INC I-18-4194 I-18-4195	DIXON ENGINEERING INC DIXON ENGINEERING INC	R R	10/02/2018 10/02/2018		2,750.00CR 3,270.00CR	086669 086669	 6,020.00
7753	ECS MIDWEST LLC I-681056 I-681057 I-681058 I-681059 I-681060 I-681063 I-681065 I-681067	ECS MIDWEST LLC ECS MIDWEST LLC ECS MIDWEST LLC ECS MIDWEST LLC ECS MIDWEST LLC ECS MIDWEST LLC ECS MIDWEST LLC ECS MIDWEST LLC	R R R R R R R R	10/02/2018 10/02/2018 10/02/2018 10/02/2018 10/02/2018 10/02/2018 10/02/2018 10/02/2018		1,072.55CR 3,766.70CR 8,799.35CR 431.30CR 1,747.45CR 3,938.95CR 319.15CR 485.05CR	086670 086670 086670 086670 086670 086670 086670 086670	 20,560.50
2625	EMMONS BUSINESS INTERIORS LLC I-140028 I-140045	EMMONS BUSINESS INTERIORS LLC EMMONS BUSINESS INTERIORS LLC	R R	10/02/2018 10/02/2018		7,318.78CR 9,697.95CR	086671 086671	 17,016.73

9/26/2018 2:39 PM

A / P CHECK REGISTER

PAGE: 3

PACKET: 05953 OCT 2018 COUNCIL - 1 10-2-18

VENDOR SET: 01

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VENDOR	NAME / I.D.	DESC	CHECK TYPE	CHECK DATE	DISCOUNT	AMOUNT	CHECK NO#	CHECK AMOUNT
2627	FESTIVAL FOODS INC							
	I-178695-65	FESTIVAL FOODS INC	R	10/02/2018		8.98CR	086672	
	I-2455440-63	FESTIVAL FOODS INC	R	10/02/2018		4.98CR	086672	
	I-256028-67	FESTIVAL FOODS INC	R	10/02/2018		12.67CR	086672	
	I-345319-59	FESTIVAL FOODS INC	R	10/02/2018		258.13CR	086672	
	I-353189-61	FESTIVAL FOODS INC	R	10/02/2018		17.24CR	086672	302.00
5173	FIRE RESCUE SUPPLY LLC							
	I-7801	FIRE RESCUE SUPPLY LLC	R	10/02/2018		1,020.00CR	086673	1,020.00
0200	FIRST SUPPLY LLC							
	I-11308978-00	FIRST SUPPLY LLC	R	10/02/2018		26.82CR	086674	26.82
0105	FOX SPECIALITY COMPANY							
	I-39139	FOX SPECIALITY COMPANY	R	10/02/2018		222.90CR	086675	222.90
0107	FOX VALLEY TECHNICAL COLLEGE							
	I-TPB0000480822	FOX VALLEY TECHNICAL COLLEGE	R	10/02/2018		280.00CR	086676	280.00
7767	FREEDOM OVERHEAD DOORS							
	I-32817	FREEDOM OVERHEAD DOORS	R	10/02/2018		527.50CR	086677	
	I-32861	FREEDOM OVERHEAD DOORS	R	10/02/2018		1,200.50CR	086677	1,728.00
0562	GALLS LLC							
	I-10673882	GALLS LLC	R	10/02/2018		172.00CR	086678	172.00
2052	GEGARE PURCHASING LLC							
	I-184X651	GEGARE PURCHASING LLC	R	10/02/2018		400.00CR	086679	
	I-187X101	GEGARE PURCHASING LLC	R	10/02/2018		240.00CR	086679	640.00
2495	GLAXOSMITHKLINE							
	I-8252550960	GLAXOSMITHKLINE	R	10/02/2018		471.62CR	086680	471.62
5349	GLIME, RYAN							
	I-201809248643	GLIME, RYAN	R	10/02/2018		55.00CR	086681	
	I-201809268669	GLIME, RYAN	R	10/02/2018		54.07CR	086681	109.07
6923	GORDON FLESCH COMPANY INC.							
	I-IN12370902	GORDON FLESCH COMPANY INC.	R	10/02/2018		142.00CR	086682	142.00
0116	GRAINGER INC							
	I-9896529006	GRAINGER INC	R	10/02/2018		704.80CR	086683	704.80

9/26/2018 2:39 PM

A / P CHECK REGISTER

PAGE: 4

PACKET: 05953 OCT 2018 COUNCIL - 1 10-2-18

VENDOR SET: 01

**** CHECK LISTING ****

BANK : AP ASSOCIATED

VENDOR	NAME / I.D.	DESC	CHECK TYPE	CHECK DATE	DISCOUNT	AMOUNT	CHECK NO#	CHECK AMOUNT
0124	GREEN BAY CITY TREASURER I-114760	GREEN BAY CITY TREASURER	R	10/02/2018		576.00CR	086684	576.00
7528	AARON HANSON I-201809248644	AARON HANSON	R	10/02/2018		13.28CR	086685	13.28
0446	HAWKINS INC I-4357582	HAWKINS INC	R	10/02/2018		4,450.13CR	086686	4,450.13
6589	HSBS EWD I-201809258655	HSBS EWD	R	10/02/2018		93.00CR	086687	93.00
1399	INDOFF INC C-3152048 I-3152745 I-3153901 I-3153941 I-3154707	INDOFF INC INDOFF INC INDOFF INC INDOFF INC INDOFF INC	R R R R R	10/02/2018 10/02/2018 10/02/2018 10/02/2018 10/02/2018		4.39 158.87CR 147.67CR 24.18CR 88.06CR	086688 086688 086688 086688 086688	 414.39
0141	JEFFERSON FIRE & SAFETY INC I-251197	JEFFERSON FIRE & SAFETY INC	R	10/02/2018		390.00CR	086689	390.00
2602	JOSSART BROTHERS INC I-700 I-701	JOSSART BROTHERS INC JOSSART BROTHERS INC	R R	10/02/2018 10/02/2018		1,062.80CR 1,429.00CR	086690 086690	 2,491.80
7620	JT ENGINEERING INC I-180014-06	JT ENGINEERING INC	R	10/02/2018		27,510.00CR	086691	27,510.00
1276	JX ENTERPRISES INC I-1450912P I-1451065P I-1451626P I-1452074P I-1452076P	JX ENTERPRISES INC JX ENTERPRISES INC JX ENTERPRISES INC JX ENTERPRISES INC JX ENTERPRISES INC	R R R R R	10/02/2018 10/02/2018 10/02/2018 10/02/2018 10/02/2018		109.97CR 104.99CR 16.34CR 188.50CR 28.50CR	086692 086692 086692 086692 086692	 448.30
2904	KROPP CONCRETE PRODUCTS I-25890	KROPP CONCRETE PRODUCTS	R	10/02/2018		305.75CR	086693	305.75
0153	LAFORCE INC I-1075008	LAFORCE INC	R	10/02/2018		55.00CR	086694	55.00

9/26/2018 2:39 PM

A / P CHECK REGISTER

PAGE: 5

PACKET: 05953 OCT 2018 COUNCIL - 1 10-2-18

VENDOR SET: 01

**** CHECK LISTING ****

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6577	LAKELAND LAWN CARE							
	I-79141	LAKELAND LAWN CARE	R	10/02/2018		1,095.00CR	086695	
	I-79142	LAKELAND LAWN CARE	R	10/02/2018		500.00CR	086695	1,595.00
0154	LAMERS BUS LINES INC							
	I-540395	LAMERS BUS LINES INC	R	10/02/2018		130.50CR	086696	130.50
2044	LIGHTHOUSE TITLE - GREEN BAY TITLE							
	I-201809268670	LIGHTHOUSE TITLE - GREEN BAY T	R	10/02/2018		60.00CR	086697	60.00
1187	LINCOLN CONTRACTORS SUPPLY INC							
	I-L87809	LINCOLN CONTRACTORS SUPPLY INC	R	10/02/2018		27.68CR	086698	
	I-L88907	LINCOLN CONTRACTORS SUPPLY INC	R	10/02/2018		112.59CR	086698	140.27
7444	SARA LORNSON							
	I-201809248645	SARA LORNSON	R	10/02/2018		20.76CR	086699	
	I-201809248646	SARA LORNSON	R	10/02/2018		36.88CR	086699	57.64
7822	MC MORROW, RACHEL							
	I-201809248647	MC MORROW, RACHEL	R	10/02/2018		190.00CR	086700	190.00
0173	MENARDS INC							
	I-34645	MENARDS INC	R	10/02/2018		18.80CR	086701	
	I-34729	MENARDS INC	R	10/02/2018		24.19CR	086701	
	I-35047	MENARDS INC	R	10/02/2018		37.03CR	086701	
	I-35107	MENARDS INC	R	10/02/2018		10.63CR	086701	
	I-35116	MENARDS INC	R	10/02/2018		5.86CR	086701	
	I-35199	MENARDS INC	R	10/02/2018		157.11CR	086701	253.62
1630	BRIAN MITCHELL							
	I-2231	BRIAN MITCHELL	R	10/02/2018		40.00CR	086702	
	I-2232	BRIAN MITCHELL	R	10/02/2018		234.00CR	086702	274.00
0076	NASSCO INC							
	I-S2374781.001	NASSCO INC	R	10/02/2018		292.47CR	086703	
	I-S2374781.002	NASSCO INC	R	10/02/2018		41.43CR	086703	333.90
4546	NATIONAL ELEVATOR INSPECT SERV INC							
	I-323783	NATIONAL ELEVATOR INSPECT SERV	R	10/02/2018		85.00CR	086704	85.00
0531	NORTHEAST AUTO PARTS INC							
	I-333815	NORTHEAST AUTO PARTS INC	R	10/02/2018		7.49CR	086705	
	I-333818	NORTHEAST AUTO PARTS INC	R	10/02/2018		29.96CR	086705	
	I-333887	NORTHEAST AUTO PARTS INC	R	10/02/2018		29.39CR	086705	
	I-334051	NORTHEAST AUTO PARTS INC	R	10/02/2018		13.86CR	086705	
	I-334085	NORTHEAST AUTO PARTS INC	R	10/02/2018		93.99CR	086705	
	I-334086	NORTHEAST AUTO PARTS INC	R	10/02/2018		3.50CR	086705	178.19

9/26/2018 2:39 PM

A / P CHECK REGISTER

PAGE: 6

PACKET: 05953 OCT 2018 COUNCIL - 1 10-2-18

VENDOR SET: 01

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7823	NUTRIEN AG SOLUTIONS I-37435147	NUTRIEN AG SOLUTIONS	R	10/02/2018		232.50CR	086706	232.50
0966	OLD DOMINION BRUSH I-6330531	OLD DOMINION BRUSH	R	10/02/2018		237.77CR	086707	237.77
7355	OXFORD IMMUNOTEC I-T 987562 I-T 994894	OXFORD IMMUNOTEC OXFORD IMMUNOTEC	R	10/02/2018		52.75CR	086708	
			R	10/02/2018		105.50CR	086708	158.25
0499	PACK AND SHIP LLC I-201809248648	PACK AND SHIP LLC	R	10/02/2018		60.94CR	086709	60.94
0197	PACKER CITY INTERNATIONAL INC I-R101027041:01 I-X101093462:01	PACKER CITY INTERNATIONAL INC PACKER CITY INTERNATIONAL INC	R	10/02/2018		3,361.95CR	086710	
			R	10/02/2018		51.54CR	086710	3,413.49
0202	PEPSI COLA NEW INC I-517332 I-518851	PEPSI COLA NEW INC PEPSI COLA NEW INC	R	10/02/2018		25.20CR	086711	
			R	10/02/2018		64.56CR	086711	89.76
7671	PLAYPOWER LT FARMINGTON INC I-1400223967	PLAYPOWER LT FARMINGTON INC	R	10/02/2018		85,000.00CR	086712	85,000.00
0395	PRO ONE JANITORIAL INC I-137666	PRO ONE JANITORIAL INC	R	10/02/2018		1,125.00CR	086713	1,125.00
0227	REINDERS INC I-1750206-00 I-1754340-00 I-1755459-00 I-1755645-00 I-2097342-00 I-2669364-00	REINDERS INC REINDERS INC REINDERS INC REINDERS INC REINDERS INC REINDERS INC	R	10/02/2018		23,254.00CR	086714	
			R	10/02/2018		185.30CR	086714	
			R	10/02/2018		275.18CR	086714	
			R	10/02/2018		73.20CR	086714	
			R	10/02/2018		318.62CR	086714	
			R	10/02/2018		18.24CR	086714	24,124.54
6380	ROCK OIL REFINING INC I-272032	ROCK OIL REFINING INC	R	10/02/2018		145.00CR	086715	145.00
7824	SAFELITE AUTOGLASS I-05170-194926	SAFELITE AUTOGLASS	R	10/02/2018		275.98CR	086716	275.98
0501	SAINT MARY'S HOSPITAL I-22178	SAINT MARY'S HOSPITAL	R	10/02/2018		2.50CR	086717	2.50

9/26/2018 2:39 PM

A / P CHECK REGISTER

PAGE: 7

PACKET: 05953 OCT 2018 COUNCIL - 1 10-2-18

VENDOR SET: 01

**** CHECK LISTING ****

BANK : AP ASSOCIATED

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0235	SAINT VINCENT HOSPITAL I-48412	SAINT VINCENT HOSPITAL	R	10/02/2018		35.09CR	086718	35.09
7104	DALE SCHMIT I-201809258656	DALE SCHMIT	R	10/02/2018		78.05CR	086719	78.05
1	SCHULZ, SHELLY I-201809258657	MILEAGE/APPEAR	R	10/02/2018		27.00CR	086720	27.00
0242	SCOTT CONSTRUCTION INC I-6939	SCOTT CONSTRUCTION INC	R	10/02/2018		9.99CR	086721	9.99
0248	SHOPKO STORES OPERATING CO LLC I-6497	SHOPKO STORES OPERATING CO LLC	R	10/02/2018		13.47CR	086722	13.47
1494	STATE BAR CLE REGISTRATIONS I-5049576	STATE BAR CLE REGISTRATIONS	R	10/02/2018		23.07CR	086723	23.07
5568	SYBLE HOPP SCHOOL I-201809248649	SYBLE HOPP SCHOOL	R	10/02/2018		1,022.50CR	086724	1,022.50
3253	BILL TEWS I-201809248650	BILL TEWS	R	10/02/2018		129.99CR	086725	129.99
0268	TRUCK EQUIPMENT INC I-813573-00 I-813665-00	TRUCK EQUIPMENT INC TRUCK EQUIPMENT INC	R R	10/02/2018 10/02/2018		46.80CR 138.18CR	086726 086726	 184.98
6162	TRUGREEN I-91119755	TRUGREEN	R	10/02/2018		48.17CR	086727	48.17
0417	TWEET GAROT MECHANICAL INC I-64722	TWEET GAROT MECHANICAL INC	R	10/02/2018		395.00CR	086728	395.00
0416	TWIRL SEWER SERVICE I-24904	TWIRL SEWER SERVICE	R	10/02/2018		120.00CR	086729	120.00
0272	UNIFORM SHOPPE INC I-279674 I-280333 I-280547	UNIFORM SHOPPE INC UNIFORM SHOPPE INC UNIFORM SHOPPE INC	R R R	10/02/2018 10/02/2018 10/02/2018		126.85CR 120.95CR 21.90CR	086730 086730 086730	 269.70

9/26/2018 2:39 PM

A / P CHECK REGISTER

PAGE: 8

PACKET: 05953 OCT 2018 COUNCIL - 1 10-2-18

VENDOR SET: 01

**** CHECK LISTING ****

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0277	VAN'S FIRE & SAFETY INC I-4114591	VAN'S FIRE & SAFETY INC	R	10/02/2018		123.25CR	086731	123.25
7246	MICHAEL VANDENBUSH I-201809248651	MICHAEL VANDENBUSH	R	10/02/2018		11.81CR	086732	11.81
1355	RONALD J VANPRICE I-201809248652	RONALD J VANPRICE	R	10/02/2018		271.44CR	086733	271.44
4770	VERIZON WIRELESS I-9814457480	VERIZON WIRELESS	R	10/02/2018		168.84CR	086734	168.84
3707	VIKING ELECTRIC SUPPLY C-S001879919.001 I-S001875983.001 I-S001879932.001	VIKING ELECTRIC SUPPLY VIKING ELECTRIC SUPPLY VIKING ELECTRIC SUPPLY	R R R	10/02/2018 10/02/2018 10/02/2018		58.92 73.65CR 397.98CR	086735 086735 086735	 412.71
5539	VORPAHL FIRE & SAFETY CORP I-215254608	VORPAHL FIRE & SAFETY CORP	R	10/02/2018		226.95CR	086736	226.95
0280	MICHAEL J WALSH I-201809268671	MICHAEL J WALSH	R	10/02/2018		149.33CR	086737	149.33
0294	WI DEPT OF TRANSPORTATION BBS I-395-0000094927	WI DEPT OF TRANSPORTATION BBS	R	10/02/2018		24,728.85CR	086738	24,728.85
7291	ERIC ZYGARLICHE I-201809248653	ERIC ZYGARLICHE	R	10/02/2018		157.64CR	086739	157.64

* * T O T A L S * *	NO#	DISCOUNTS	CHECK AMT	TOTAL APPLIED
REGULAR CHECKS:	89	0.00	251,390.37	251,390.37
HANDWRITTEN CHECKS:	0	0.00	0.00	0.00
PRE-WRITE CHECKS:	0	0.00	0.00	0.00
DRAFTS:	0	0.00	0.00	0.00
VOID CHECKS:	0	0.00	0.00	0.00
NON CHECKS:	0	0.00	0.00	0.00
CORRECTIONS:	0	0.00	0.00	0.00
REGISTER TOTALS:	89	0.00	251,390.37	251,390.37

TOTAL ERRORS: 0

TOTAL WARNINGS: 0

9/26/2018 2:39 PM

A / P CHECK REGISTER

PAGE: 9

PACKET: 05953 OCT 2018 COUNCIL - 1 10-2-18

VENDOR SET: 01

**** CHECK LISTING ****

BANK : AP ASSOCIATED

VENDOR	NAME / I.D.	DESC	CHECK TYPE	CHECK DATE	DISCOUNT	AMOUNT	CHECK NO#	CHECK AMOUNT
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** POSTING PERIOD RECAP **

FUND	PERIOD	AMOUNT
100	10/2018	34,129.16CR
201	10/2018	1,299.10CR
208	10/2018	40.21CR
211	10/2018	85,000.00CR
293	10/2018	36,885.35CR
405	10/2018	36,500.75CR
415	10/2018	23,254.00CR
425	10/2018	17,016.73CR
601	10/2018	15,059.62CR
650	10/2018	2,205.45CR
=====		
ALL		251,390.37CR



City of De Pere, Wisconsin

Request For Common Council Action

MEETING DATE: **October 2, 2018**

DEPARTMENT: **City Clerk-Treasurer**

FROM: **Shana Ledvina**

SUBJECT: **Future Agenda Items.**
