



Business Improvement District Board

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

Regular Meeting

Agenda

Friday, September 21, 2018

8:30 AM

De Pere City Hall Council Chambers

Pursuant to Wisconsin Statutes 19.84, Notice is hereby given to the public that a meeting of the **Business Improvement District Board** of the City of De Pere will be held on **September 21, 2018** at **8:30 AM** in the **De Pere City Hall Council Chambers, 335 S. Broadway Street, De Pere, WI 54115**.

Call to Order

1. Roll Call
2. Approval of the minutes of the August 6, 2018 BID Board meeting.
3. 2017 BID Statement of Taxes
4. Definitely De Pere 2017 Annual Report and Audit
5. Informational - 2018 BID Directory
6. Review 2019 BID Operating Plan *
7. Future Agenda Items.

Adjournment

***Items with an asterisk require City Council approval.**

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

Agenda Sent To:

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

City of De Pere, Wisconsin



Request For Business Improvement District Board Action

MEETING DATE: September 21, 2018
DEPARTMENT: Planning
FROM: Kelly Barker
SUBJECT: Approval of the minutes of the August 6, 2018 BID Board meeting.

ATTACHMENTS:

- BID_Aug2018_Minutes_Draft (PDF)



Business Improvement District Board

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

Regular Meeting

Draft Minutes

Monday, August 6, 2018

8:30 AM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 8:30 AM by Board Member Tom Gavic

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

Also present: Development Services Director Kim Flom and Definitely De Pere Executive Director Tina Quigley.

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

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

3. Annual Election of Officers.

Larry Delo motioned, seconded by Mary Boyd, to elect Tom Gavic as chair. Brent Felchlin motioned, seconded by Tom Gavic, to elect Rich Starry as Vice Chair/Treasurer. Tom Gavic motioned, seconded by Mary Boyd, to elect Larry Delo as Secretary. Upon vote, all three motions carried unanimously.

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

4. Definitely De Pere 2017 Annual Report and Audit.

Definitely De Pere Executive Director Tina Quigley began her presentation by stating that it is an extremely exciting time for the City of De Pere, filled with intensity and opportunity. Some of the 2017 highlights included a 45% growth in Definitely De Pere's social media presence, the enhancement of existing events as well as new events, and a brand new website launch. Definitely De Pere secured \$250,000 for public art & streetscape projects through the excess stadium funds and also partnered with the De Pere Chamber and the City of De Pere for the first annual business walk last fall. Tina also reported that there was a continued effort to produce enhanced marketing materials for events as well as an event guide. Also in 2017, private investment increased over 400%, which included the opening of 102 on Broadway and property improvements at St Norbert College. Public improvements increased by almost \$100,000 and included the Nicolet Square dumpster enclosure and the Visioning and Branding Initiative. Tina added that there was a 30% increase in event attendance, as well as an increase in volunteer hours by about 100 hours (1500 vs 1600), which is a value of approximately \$35,600.

Progress in 2018 included five murals painted on buildings throughout the downtown, a call for the first major sculpture project, along with smaller sculptures planned for 2019, and the development of tool kits for business recruitment and retention.

Next, Tina reviewed the budget for 2018. The total budget is \$309,935. The revenue shows an increase of 187% over 2017, which is driven by a combination of BID assessments, City of De Pere support, fundraising efforts, event income, reserve funds, and \$100,000 from the excess stadium funds. Tina reported that she will have a projected year-end available at the next BID Board meeting in September. On the expenses side, Definitely De Pere did add a full-time position to support the growing events and help build stronger programs. Definitely De Pere also decided to allocate its reserve funds of \$118,000 as follows: \$20,000 to support staff in 2018, \$15,000 to support staff in 2018, \$10,000 to support staff in 2020, \$15,000 for future capital expenditures, \$8000 for beautification, and the remaining \$50,000 was identified as necessary for operating cash flow. Larry Delo asked about what type of outreach Definitely De Pere has on social media. Tina replied that she doesn't have a lot of specific data to address social media. She reported that typical posts on the low end get 2000-3000 views, but this summer some posts have reached up to 10,000-20,000 views. The number of followers on the Definitely De Pere Facebook page is approximately 6,500, but that has increased by 40% over 2016. Tom Gavic added that it might be beneficial to do some comparisons with other cities on occupancy rates and number of new events. Tina replied that she would update that information and include it in the report for the next BID Board meeting. Larry Delo asked what type of feedback Definitely De Pere has received from businesses. Tina replied that all the feedback has been positive. She added that the business walk helped to gauge satisfaction and identify areas of improvement. Larry followed up by asking if the businesses are taking ownership and buying into what's happening in the downtown. Tina answered that there is a strong response from retail businesses, including bars and restaurants, but not as strong with businesses in the service industry. She noted that Definitely De Pere needs to make more of an effort in the future to engage with service businesses.

RESULT:	DISCUSSED
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5. Draft 2015-2018 BID Analysis.

Development Services Director Kim Flom provided a memo for analyzing the first three years of the BID, since it began in 2015. She reviewed the four measures of success, which are:

1. The accomplishment of the Downtown Master Plan objectives.
2. Commercial facilitation, which is the number of businesses, both existing and new, that receive help, either financial or advocacy services by the BID.
3. The growth in value of private property in the District, which are calculated annually to measure success over time.
4. Occupancy rates and business inventory, by using the 2010 business inventory and occupancy rates as a baseline to evaluate and make changes for subsequent years.

Kim reported that the City has been fairly stable in overall assessed value within the BID. She added that occupancy rates remain in the 90-94% range. Larry Delo asked whether the properties that remain vacant are due to the fact that property owners have not had an interest in leasing out the property. Tina Quigley replied that she would like to work more directly with property owners to help identify the right fit for leasing their property. Kim added that she will provide comparative data at the next BID meeting comparing De Pere to other BIDs throughout the state.

RESULT: DISCUSSED

6. Review of Draft 2019 DBI Operating Plan.

Development Services Director Kim Flom provided an overview of the 2019 BID Operating Plan. She stated that she is asking for the board's input, comments, and revisions so the plan can be adjusted as needed for the annual BID membership meeting. She noted that there were not a lot of changes made to the Plan, aside from a couple of changes, including revising the language to update the review on a yearly basis, updating the state statute language, and reviewing the financial statement instead of an annual audit every year. Kim added that the BID will continue to allocate \$1000 to the City for administrative costs with the remaining funds to go to Definitely De Pere to act as the contractor of the BID. Tom Gavic noted that he is in favor of a revolving one year action plan since the priorities of the BID can change from year to year. Larry Delo proposed a change to the assessment policy so there would not be a maximum of \$1950 per property owner. Instead, it would be based on each parcel. Kim Flom replied that this type of change would potentially affect only four property owners. Discussion followed and it was decided that Kim would evaluate some of the data to determine what, if any, impact there would be by increasing the cap amount. Tom Gavic added that he would like staff to pick five benchmark cities to compare to De Pere. Kim noted that any change in the assessment policy could be initiated by the BID Board, but would have to be voted on by the entire BID membership. Larry Delo asked if Definitely De Pere has sufficient funds to accomplish all of the BID's goals. Tina Quigley stated that Definitely De Pere has to prioritize activities since there are limited financial and staff resources available. She added that she is looking at other ways to increase earned income and philanthropic support, which would benefit the BID as a whole. Larry Delo asked whether the BID identifies specific types of businesses they want to go after. Kim replied that they haven't done so in the past. Discussion followed and Tom Gavic recommended that Definitely De Pere provide a recommendation on the business mix rather than the recommendation coming directly from the BID board. Angela Patel added that identifying different districts in the downtown, such as a restaurant or retail district, would help the BID to direct activities to focus on those specific districts.

RESULT: DISCUSSED

7. Next Meeting Date.

Development Services Director Kim Flom announced that the annual meeting of the BID membership will be held on Friday, September 21st at 8:30 am.

RESULT: DISCUSSED

Adjournment

Tom Gavic adjourned the meeting at 9:32 AM.

Respectfully submitted,
Kelly Barker

City of De Pere, Wisconsin

**Request For Business Improvement District Board Action**

MEETING DATE: September 21, 2018
DEPARTMENT: Planning
FROM: Kimberly Flom
SUBJECT: 2017 BID Statement of Taxes

The attached statement of taxes is provided annually to the BID Board as an informational item. It confirms the BID assessment from the previous year.

ATTACHMENTS:

- 2017 SOT BID (PDF)

2017 Statement Of Taxes

Co-muni Code 05216	County	BROWN	Account Number 0127	Report Type
	Muni Type	CITY		
	Municipality	DE PERE		

Preparer Information		
Name	Title	Comments
Email	Phone	

Sec	Description of Tax by Taxing Jurisdiction	Amounts Apportioned by Taxing Jurisdictions
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A. State Taxes

1. Aggregate amount of state taxes 0.00

B. County Taxes

1. Portion of state special charges upon county	168.94
2. Portion of county tax levied over entire municipality	8,204,485.41
3. Special purpose - county tax levied over part of municipality (ex. children with disabilities education boards)	654,574.25
4. Total County Taxes	8,859,228.60

Attachment: 2017 SOT BID (7428 : 2017 BID Statement of Taxes)

Form
PA-632a

2017 Statement Of Taxes

WI Dept
of Revenue

2017	05	216	0127
YEAR	CO	MUN	ACCT NO

C. Special District Taxes

SD Code	Account No.	Special District Name	Property Taxes	State Special Charges	Property Taxes With State Special Charges
055040	0026	GREEN BAY METRO SEWER DISTRICT	0.00	0.00	0.00
Total Special District Taxes			0.00	0.00	0.00

D. Town, Village or City Taxes

1. Other special purpose district taxes (click "Add" to add individual items)	0.00
2. Total tax increment (except county environmental remediation tax increment).....	2,723,211.52
3. County environmental tax increment	0.00
4. Other state special charges	0.00
5. County special charges	607.03
6. All other town, village or city taxes	12,201,160.00
7. Surplus funds applied CAUTION: Do not make an entry on this line unless Lines D1 and D6 are zero (subtract)	0.00
8. Total Town Village, or City Taxes	14,924,978.55

Attachment: 2017 SOT BID (7428 : 2017 BID Statement of Taxes)

Form
PA-632a

2017 Statement Of Taxes

WI Dept
of Revenue

2017 05 216 0127
YEAR CO MUN ACCT NO

E. Elementary and Secondary Schools

School District Code	Account No.	School District Name	Amounts Apportioned by Taxing Jurisdictions
051414	0035	SCH D OF DE PERE	9,239,692.00
056328	0039	SCH D OF WEST DE PERE	9,666,925.00
Total Elementary and Secondary School Taxes.....			18,906,617.00

F. Technical Colleges

Tech College Code	Account No.	Technical College Name	Amounts Apportioned by Taxing Jurisdictions
1300	0012	NORTHEAST WISCONSIN TECH COLLEGE GNBY	1,597,499.60
Total Technical College Taxes.....			1,597,499.60

Attachment: 2017 SOT BID (7428 : 2017 BID Statement of Taxes)

2017 Statement Of Taxes

2017 05 216 0127
YEAR CO MUN ACCT NO

G. Total General Property Taxes Apportioned (Total of State, County, Special District, Local, School and Technical College Taxes) **44,288,323.75**

Summary of General Property Taxes, State Tax Credits Applied and Net General Property Taxes to be Collected			
	Real Estate Roll	Personal Property Roll	Total
1. General property taxes from computerized summary	42,728,743.40	1,559,564.30	44,288,307.70
2. School levy tax credit applied (subtract)	3,672,126.60	133,844.50	3,805,971.10
3. Lottery and gaming credit applied (subtract)	646,095.10	0.00	646,095.10
4. First dollar credit applied (subtract)	510,873.40		510,873.40
5. Net general property taxes to be collected	37,899,648.30	1,425,719.80	39,325,368.10
6. Underrun / Overrun.....			-16.05

H. Special Assessments and Charges

Special Assessments	For the Municipality	Municipality Acting as Agent for:		Total
		Enterprise / Utility	Other	
1. Water main and lateral Installations	1,026.56			1,026.56
2. Sewer main and lateral installations	3,653.03			3,653.03
3. Street improvements (ex: sidewalks, storm sewers, seal coating)	60,739.93			60,739.93
4. Street light installation	0.00			0.00
5. Greenbelts	0.00			0.00
6. Drain ditch and watercourse (sec. 88.42 & 88.43)	0.00			0.00

Attachment: 2017 SOT BID (7428 : 2017 BID Statement of Taxes)

2017 Statement Of Taxes

2017 05 216 0127
YEAR CO MUN ACCT NO

	Special Charges	For the Municipality	Municipality Acting as Agent for:		Total
			Enterprise / Utility	Other	
1.	Weeds, tree planting, removal	4,207.34			4,207.34
2.	Snow removal, plowing	234.71			234.71
3.	Refuse and garbage collection	448.94			448.94
4.	Grading, gravel, culvert, fencing	0.00			0.00
5.	Fencing	0.00			0.00
6.	Fire calls	0.00			0.00
7.	Recycling	0.00			0.00
8.	Delinquent utility charges	325,100.92			325,100.92
9.	BID District	86,367.06			86,367.06
10.	Lottery Credit Chargeback	1,692.90			1,692.90
11.	Stormwater Management	1,624,877.61			1,624,877.61
12.	POWTS 71	256.00			256.00
13.	Delq Acre Ag Fees	5.56			5.56
14.	Other Assessments	14,468.90			14,468.90
Total Special Assessments and Charges.....		2,123,079.46	0.00	0.00	2,123,079.46

J. Omitted Property Taxes

1. Net taxes levied on property omitted from taxation in previous years.....

K. Sec. 70.43 Corrections

1. Net taxes or refund due (use a minus sign(-) for a negative amount).....

Attachment: 2017 SOT BID (7428 : 2017 BID Statement of Taxes)

2017 Statement Of Taxes

2017 05 216 0127
YEAR CO MUN ACCT NO

M. Private Forest Crop Taxes

	Acres	Rate Per Acre	Total	Adjusted Total
1. Code 1 - regular.....	0.00	0.10	0.00	
2. Code 2 - regular/variable	0.00	2.52	0.00	
3. Code 3 - special.....	0.00	0.20	0.00	
Total Private Forest Crop Taxes			0.00	

N. Managed Forest Land Taxes

	Acres	Rate Per Acre	Total	Adjusted Total
1. Code 7 - Open before 2005.....	0.00	0.79	0.00	
2. Code 8 - Closed before 2005.....	0.00	1.87	0.00	
3. Code 5 - Open after 2004	0.00	2.14	0.00	
4. Code 6 - Closed after 2004	0.00	10.68	0.00	
5. Code 9 - Closed before 2005 (ferrous mining).....	0.00	8.27	0.00	
Total Managed Forest Land Taxes			0.00	

O. Occupational Taxes

	Tons	Rate Per Unit	Total
1. Coal (sec. 70.42).....	0.00	0.05	0.00
.....	0.00	0.07	0.00
2. Petroleum refineries (sec. 70.421)	0.00	0.05	0.00
3. Iron ore concentrates (sec. 70.40)	0.00	0.05	0.00
Total Occupational Taxes			0.00

Attachment: 2017 SOT BID (7428 : 2017 BID Statement of Taxes)

Form
PA-632a

2017 Statement Of Taxes

WI Dept
of Revenue

<u>2017</u>	<u>05</u>	<u>216</u>	<u>0127</u>
YEAR	CO	MUN	ACCT NO

T. Aggregate Amount of Taxes

1. Sum of Lines G, G-6, H, J, K, M, N and OVerify this amount is correct and matches your tax roll

46,411,387.16

Attachment: 2017 SOT BID (7428 : 2017 BID Statement of Taxes)

City of De Pere, Wisconsin



Request For Business Improvement District Board Action

MEETING DATE: September 21, 2018
DEPARTMENT: Planning
FROM: Kimberly Flom
SUBJECT: Definitely De Pere 2017 Annual Report and Audit

ATTACHMENTS:

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

City of De Pere
MEMORANDUM



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

RE: Definitely De Pere 2017 Audit and Annual Report

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

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

Attachment: DD Annual Report and Audit Memo 8-2018 (7426 : Definitely De Pere 2017 Annual Report and Audit.)

2017 Annual Report



Attachment: Annual Report 2017 (7426 : Definitely De Pere 2017 Annual Report and Audit.)

Our Work

Definitely De Pere is a 501(c)(3) non-profit Main Street Program that was established in 2012 to help drive small business success, improve quality of life, assist in the revitalization of the downtown, and bring new residents, businesses and revenue into the city. In 2015 the City of De Pere established a Business Improvement District (BID) for downtown and has contracted Definitely De Pere to accomplish the goals and ideas presented in the downtown De Pere Master Plan, Comprehensive Plan and the Historic Preservation Plan.

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

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

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

Organization provides the structure in which the organization operates.

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

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

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

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

2017 Highlights

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



Benchmark Cities | 2017 Data

A data analysis of similarly-sized communities.

City	# of Events	Net New Businesses	Net New Jobs	Private Investment	Public Investment	New Housing Units	Buildings Rehabbed	City Size
Beloit	11	1	56	\$14,651,073	\$1,220,000	0	8	36,856
De Pere	20	-1	123	\$26,451,872	\$91,125	29	17	24,465
Marshfield	23	-3	-6	\$179,473	0	0	4	19,140
Watertown	13	4	10	\$1,258,476	\$7,200	2	9	29,932
Wausau	103	5	10	\$2,879,400	\$83,000	0	12	39,299

2017 Private Investment

Property Improvements

Private Investment \$17,400,000

Building Sales

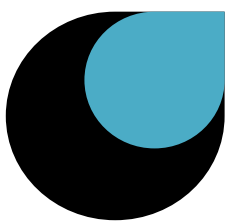
Property Sales \$2,500,000

New Development

New Building \$6,500,000



PRIVATE INVESTMENT



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

Average private investment of benchmark cities **\$9,084,059**

Attachment: Annual Report 2017 (7426 : Definitely De Pere 2017 Annual Report and Audit.)

Public Improvements

Hanging Baskets

Flower Beds and Pots

Holiday Decorations

Nicolet Square Dumpster Enclosure

Visioning & Branding Initiative

Downtown Improvements

Public Investment \$187,000

Average public investment
of benchmark cities **\$280,265**



New Businesses

2017 New Business

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

12 opened, 13 closed
-1 Net New Businesses

2017 state average
1.2 Net New Businesses

2018 New Businesses

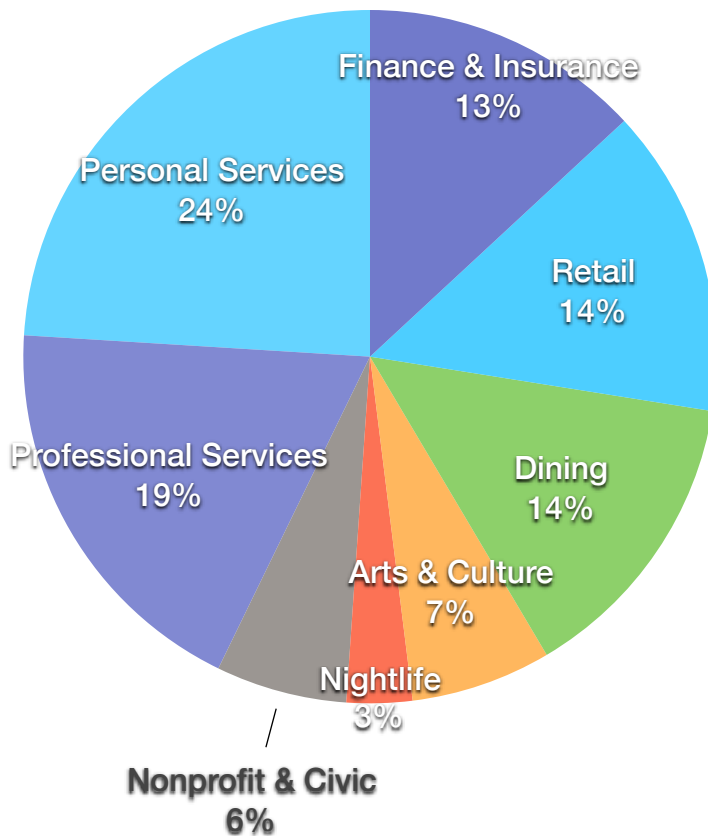
Affogatos
 artlessBastard
 Baffi di Lucio
 Blue Door Artworks
 Egg Roll Palace
 The Exchange
 The Exchange Parlor
 Fox River Boat Tours
 Fuel Good
 Headway
 How To Concerts
 Infinity Hair Salon
 Inspire Art Gallery
 Jonny Olives
 Kirsten Peterson Photography
 Moxie Boutique and Salon
 Rock and Body Shop

17 opened, 3 closed
14 Net New Businesses

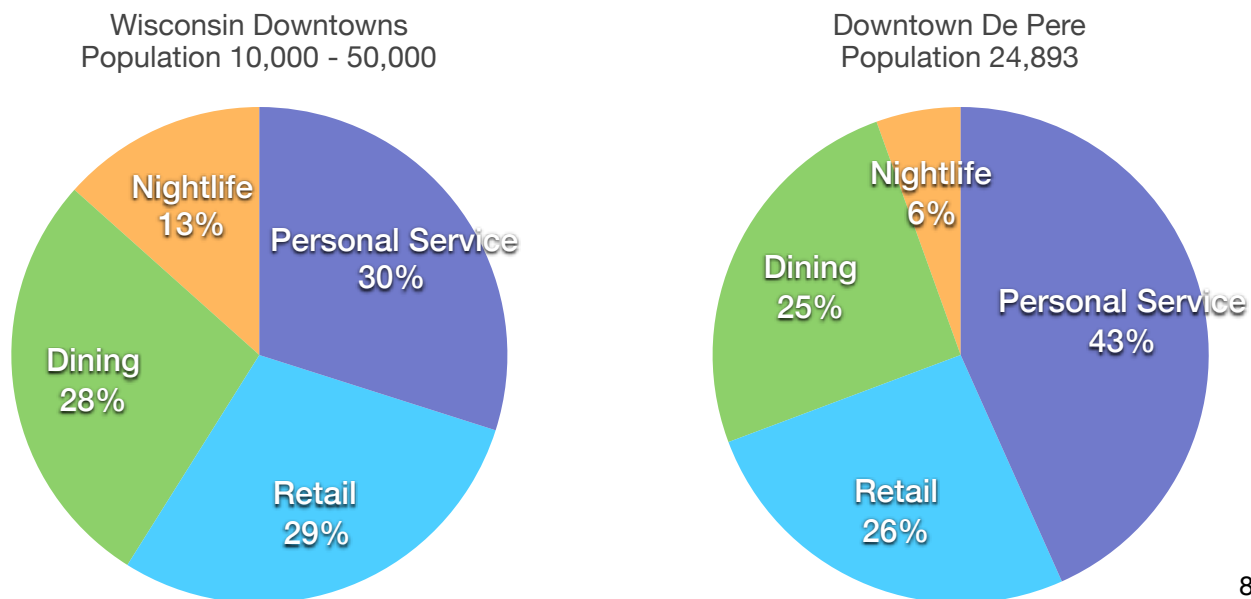


Business Mix

Downtown De Pere | 2017 Business Mix



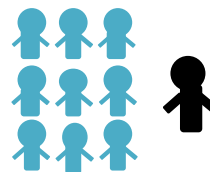
Retail and Personal Service Comparison



Attachment: Annual Report 2017 (7426 : Definitely De Pere 2017 Annual Report and Audit.)

DOWNTOWN DE PERE EVENTS

70,000 VISITORS
ATTENDED EVENTS
IN DOWNTOWN De Pere



of downtown De Pere events **20**
 Average # of events in benchmark cities **34**

January

Winter Clearance Sale

February

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

April

De Pere Style Fashion Show

May

Foodie Walk

Celebrate De Pere
 (Celebrate De Pere event)

June

Farmers Market
International Day of Yoga
Art Walk

July

Farmers Market
Yoga in the Park
Art Walk
Summer Sidewalk Sales

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

August

Farmers Market
Yoga in the Park
Art Walk

Knights on the Fox
 (St Norbert event)

September

Farmer's Market
 SNC Day (St Norbert event)

October

Soup Walk
De Pere Style Fashion Show
Trick or Treat Downtown

November

Small Business Saturday

December

De Pere Holly Day

Volunteers

VOLUNTEERS

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

Economic Enhancement

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

Promotions

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

Design

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

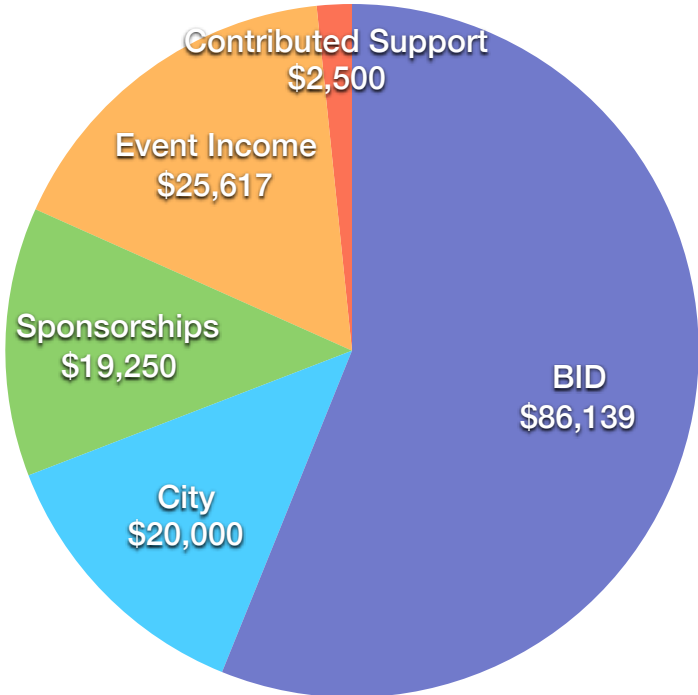
Beautification

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

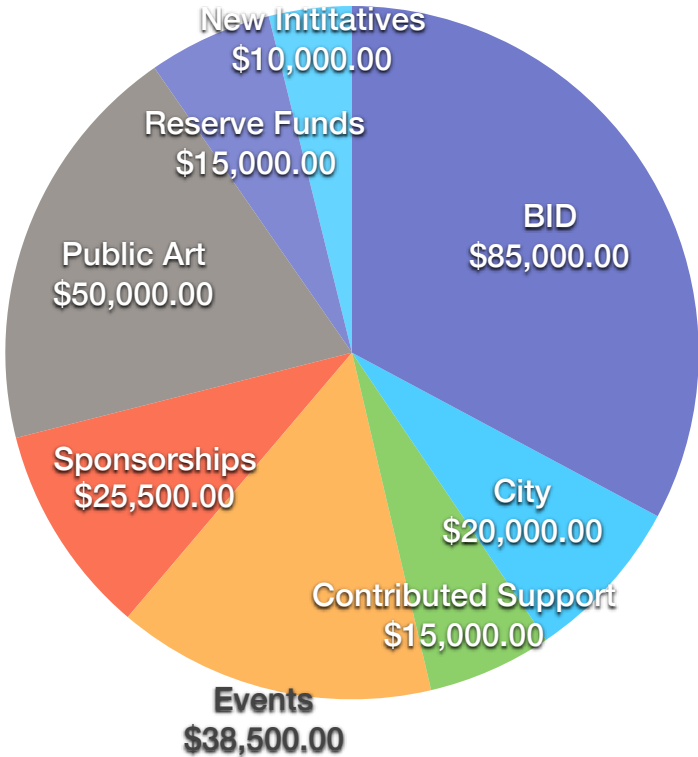


Income Comparison | 2017 Actual vs 2019 Budget

2017 Actual Income



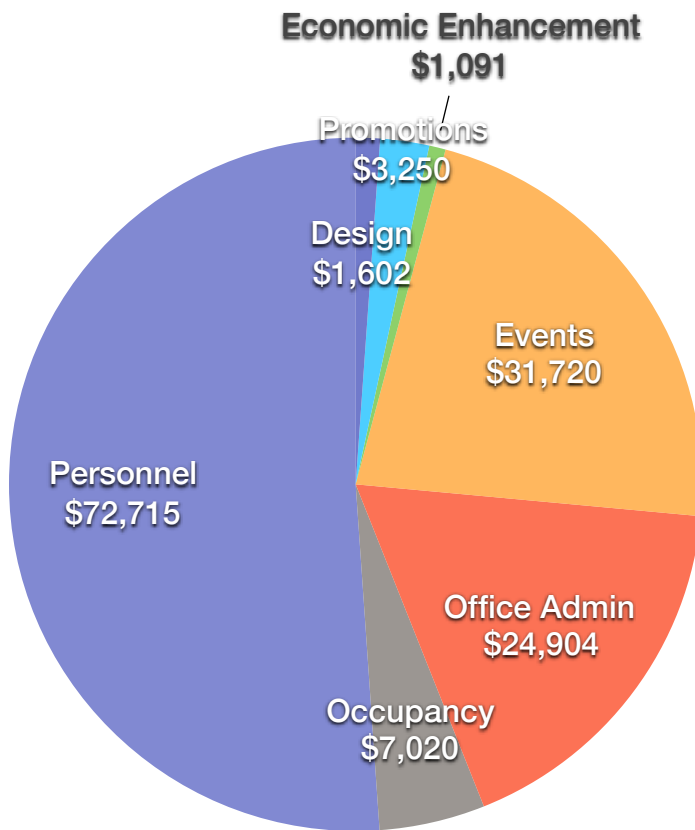
2019 Budget Income



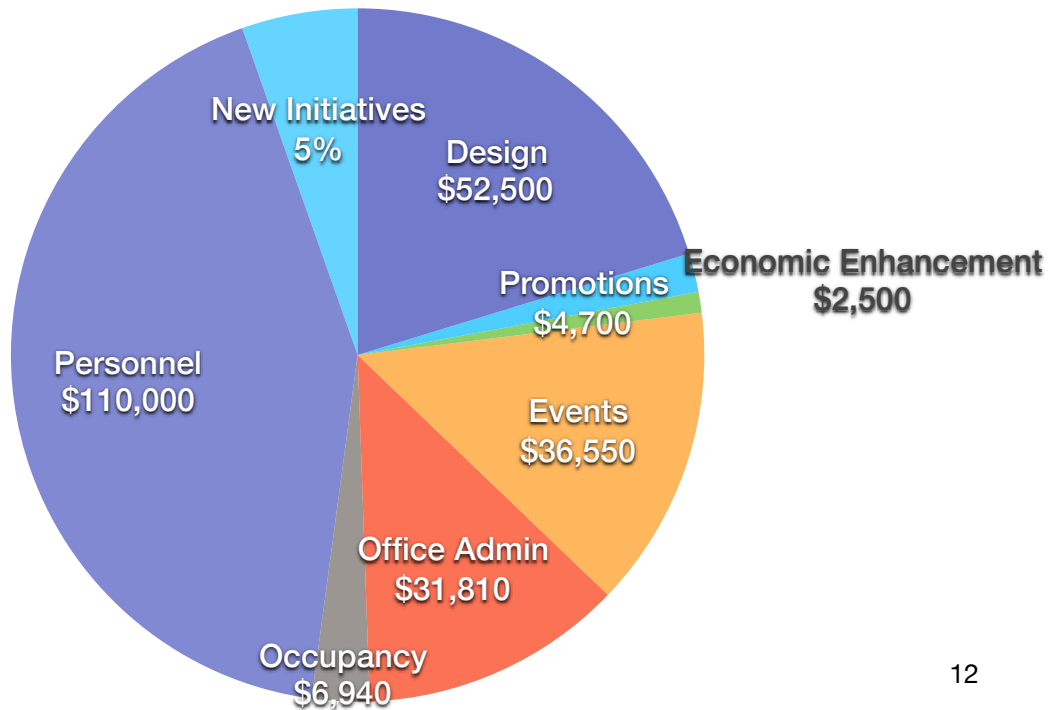
Attachment: Annual Report 2017 (7426 : Definitely De Pere 2017 Annual Report and Audit.)

Expense Comparison | 2017 Actual vs 2019 Budget

2017 Actual



2019 Budget



Attachment: Annual Report 2017 (7426 : Definitely De Pere 2017 Annual Report and Audit.)

Progress and Priorities

2018 Progress

- 4 wall murals have been completed, and 2 additional murals are in progress.
- A business and property management system has been acquired to track businesses, property values, vacancies, volunteer hours and more.
- A comprehensive streetscape design plan was completed for downtown.
- Tool kits are being developed to assist with business recruitment and retention efforts.
- Social media presence has increased to include Facebook, Twitter and Instagram.



2019 Priorities

- Install major sculpture projects and additional murals.
- Implement streetscape design projects to improve the physical environment.
- Develop a downtown market profile and establish an ideal business mix.
- Work with property owners to market vacant spaces to targeted businesses.
- Brand downtown as the center of community activity, culture and local commerce.
- Produce new and enhanced events that drive traffic to the district.

Leadership

Board of Directors

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

BID Board

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

Staff

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



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

DOWNTOWN DE PERE, INC.

***FINANCIAL STATEMENTS AND
SUPPLEMENTARY INFORMATION***

December 31, 2017

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Brunette Tax & Accounting, LLC

Certified Public Accountants and Consultants

INDEPENDENT AUDITOR'S REPORT

Board of Directors
Downtown De Pere Inc.

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

Management's Responsibility for the Financial Statements

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

Auditor's Responsibility

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

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

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

Opinion

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

Report on Supplementary Information

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

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

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

Attachment: 2017 Audit Report (7426 : Definitely De Pere 2017 Annual Report and Audit.)

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

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

See accompanying notes to financial statements

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

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

See accompanying notes to financial statements

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

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

See accompanying notes to financial statements

DOWNTOWN DE PERE, INC.
NOTES TO FINANCIAL STATEMENTS

NOTE A - NATURE OF ORGANIZATION

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

NOTE B – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Accounting

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

Basis of Presentation

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

Income Taxes

Downtown De Pere, Inc. is a 501[c]3 Tax Exempt Organization.

Accounts Receivable

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

Property and Equipment

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

Depreciation

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

Estimates

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

Cash

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

DOWNTOWN DE PERE, INC.
NOTES TO FINANCIAL STATEMENTS

Litigation

Downtown De Pere, Inc. has no pending litigation.

Unrestricted Net Assets

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

Temporarily Restricted Net Assets

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

Permanently Restricted Net Assets

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

Subsequent Events

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

Expense Allocation

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

Lease Commitments

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

NOTE C – CONCENTRATIONS OF CREDIT RISK

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

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

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

See accompanying notes to financial statements

Page 7

Attachment: 2017 Audit Report (7426 : Definitely De Pere 2017 Annual Report and Audit.)

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

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

Attachment: 2017 Audit Report (7426 : Definitely De Pere 2017 Annual Report and Audit.)

See accompanying notes to financial statements

City of De Pere, Wisconsin



Request For Business Improvement District Board Action

MEETING DATE: September 21, 2018

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Informational - 2018 BID Directory

The attached BID directory is created and maintained by the University of Wisconsin Extension. We discussed this directory at the April 6 meeting, but it was not yet completed. It is attached for review and reference purposes.

Charles Law, Director of the UW-Extension's Local Government Center, also provided the following information:

BIDs use a variety of assessment strategies. Some base their levy on the assessed value of the property (which is the most common), others base the assessment on the amount of square footage or frontal footage, others base it on the type of business being conducted on the property, others use a combination of strategies and one community (i.e., Hayward) is currently looking at applying the same flat assessment for every property within their proposed District. Since it's only possible to create an average figure for those BIDs basing their assessment on the assessed value of the property, the statewide average is \$3.27 per \$1,000 of assessed value.

Wisconsin Business Improvement Districts generate on average \$186,047 from assessments (n=55). Most Districts supplement this revenue through auxiliary memberships, gifts and grants.

Additional Resources:

UW-Extension's Local Government Center BID Information
<https://lgc.uwex.edu/business-improvement-districts-bids/>

Facebook page - Wisconsin Business Improvement Districts - BIDs. (@wisconsinbids)

ATTACHMENTS:

- BID-Directory-Updated-August-2018 (PDF)

Directory of Contacts for Wisconsin Business Improvement Districts (BIDs)

August 2018

This information is continually being updated. Please contact the author for omissions and corrections. Use of this information without the expressed written consent of the author is prohibited.

More information on Wisconsin Business Improvement Districts can be found at:

<https://lgc.uwex.edu/business-improvement-districts-bids/>



Local
Government
CENTER



Charles S. Law, Ph.D.
Community Planning and Design Specialist
Local Government Center
University of Wisconsin-Extension
229 Lowell Center 610 Langdon Street
(608) 265-2501
Email: chuck.law@uwex.edu

The author wishes to thank Beth Richmond, Masters Candidate in Urban and Regional Planning at UW-Madison, for gathering much of the information noted in this document.

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BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Appleton (Outagamie/ Winnebago/Calumet Counties) Pop. 73,596	2000	Jennifer Stephany, Executive Director 116 N Appleton St. PO BOX 2272 Appleton, WI 54911 (920) 954-9112 Fax: (920) 954-0219 jennifer@appletondowntown.org www.appletondowntown.org	\$2.50/\$1,000 Min: \$250 Max: \$5,000
Baraboo (Sauk County) Pop. 12,100	1989	Sarah Fay, BID Board President The Jewelers Edge, LLC 416 Oak Street Baraboo, WI 53913 (608) 356-6535 faysaraha1@yahoo.com www.downtownbaraboo.com/	\$1.53 /\$1,000
Beloit * (Rock County) Pop. 36,888	1989	Shauna El-Amin, Executive Director Downtown Beloit Association 500 Public Avenue Beloit, Wisconsin 53511 (608) 365-0150 (608) 365-6850 shauna@downtownbeloit.com www.downtownbeloit.com	\$3.88/\$1,000 Max: \$3,000
Black River Falls † (Jackson County) Pop. 3,613	1997	Joan Hanson Black River Falls Downtown Association 1 Main Street Black River Falls, WI 54615 (877) 737-5098 info@downtownblackriverfalls.com www.downtownblackriverfalls.net/	Four Zones: \$3.00/\$1,000 \$2.75/\$1,000 \$2.50/\$1,000 \$0.00/\$1,000
Brodhead (Green County) Pop. 3,290	1987	Mike Olson 1028 1st Center Avenue Brodhead, WI 53520 (608) 897-2595 mjolson@bankofbrodhead.com http://www.cityofbrodheadwi.us/businesses/business_improvement_district/index.php	\$2.50/\$1,000
Chippewa Falls * (Chippewa County) Pop. 13,718	1988	Teri Ouimette, Executive Director, Promotions & Volunteer Coordinator Chippewa Falls Main Street 514 N Bridge St. Chippewa Falls, WI, 54729 (715) 723-6661 Fax: (715) 720-4880 teri@cfms.us www.chippewafallsmainst.org	\$1.61/\$1,000
Deerfield † (Dane County) Pop. 2,432	1989	Elizabeth McCredie, WCMA Administrator/Clerk/Treasurer Village of Deerfield 4 North Main St., PO Box 66 Deerfield, WI 53531 (608) 764-5404 Fax: (608) 764-5807 mccredie@deerfieldwi.com	\$1.23/\$1,000

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
De Pere † (Brown County) Pop. 24,555	2014	Tina Quigley, Executive Director Definitely De Pere 131 North Broadway, Suite D De Pere, Wisconsin 54115 (920) 403-0337	\$1.75 / \$1000 Min: (per owner of single or multiple properties) \$275 Max: (per owner of single or multiple properties) \$1,950
Eagle River * (Vilas County) Pop. 1,345	1999	Martha Geiseman, Executive Director Eagle River Revitalization Program 525 E. Maple St. PO Box 2302 Eagle River, WI 54521 (715) 477-0645 errp@nnex.net www.eaglerivermainstreet.org	\$0.95/\$1,000
Eau Claire South Barstow (Eau Claire/ Chippewa Counties) Pop. 67,545	2005	Ray French, Business Assistance Specialist City of Eau Claire 203 S. Farwell Street Eau Claire, WI 54701 (715) 839-8061 Cell: (715) 523-3226 ray.french@eauclairewi.gov www.EauClaireDevelopment.com www.DowntownEauClaire.org	\$2.25/\$1,000
Eau Claire (North Barstow Eau Claire/ Chippewa Counties) Pop. 67,545	2005	Ray French, Business Assistance Specialist City of Eau Claire 203 S. Farwell Street Eau Claire, WI 54701 (715) 839-8061 Cell: 715-523-3226 ray.french@eauclairewi.gov www.EauClaireDevelopment.com www.DowntownEauClaire.org	\$0.75 /\$1,000
Eau Claire Water Street (Eau Claire/ Chippewa Counties) Pop. 67,545	2005	Ray French, Business Assistance Specialist City of Eau Claire 203 S. Farwell Street Eau Claire, WI 54701 (715) 839-8061 Cell: 715-523-3226 ray.french@eauclairewi.gov www.EauClaireDevelopment.com www.DowntownEauClaire.org	\$0.60 /\$1,000
Eau Claire - West Grand (Eau Claire/ Chippewa Counties) Pop. 67,545	1988	Ray French, Business Assistance Specialist City of Eau Claire 203 S. Farwell Street Eau Claire, WI 54701 (715) 839-8061 Cell: 715-523-3226 ray.french@eauclairewi.gov www.EauClaireDevelopment.com www.DowntownEauClaire.org	\$5.00 /\$1,000

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Fond du Lac * (Fond du Lac County) Pop. 43,045	1999	Amy Hansen, Executive Director Downtown Fond du Lac Partnership 30 South Portland Street Fond du Lac, WI 54935 (920) 322-2007 2nd Phone: (920) 263-0166 amy@downtownfdl.com www.downtownfdl.com	\$2.60 /\$1,000 Min: \$250 Max: \$3,000
Green Bay Olde Main Street (Brown County) Pop. 104,779	1998	Jenny VandenLangenberg Administrative Manager Downtown Green Bay, Inc. and Olde Main Street, Inc. 130 E. Walnut Street, Suite 501 Green Bay, WI 54301 (920) 437-5972 jenny@downtowngreenbay.com	\$3.00/\$1,000- hospitalit or entertainment properties \$1.00/\$1,000-warehouse \$2.50/\$1,000-all other Max: \$3,000
Green Bay Downtown (Brown County) Pop. 104,779	1997	Jenny VandenLangenberg Administrative Manager Downtown Green Bay, Inc. and Olde Main Street, Inc. 130 E. Walnut Street, Suite 501 Green Bay, WI 54301 (920) 437-5972 jenny@downtowngreenbay.com	\$2.28/\$1,000-retail, hospitality and entertainment properties. \$.76/\$1,000- office and commercial properties
Green Bay Military Avenue (Brown County) Pop. 104,779	2014	Leah Weycker, Director Military Avenue BID 425 S. Military Avenue, Suite 206 Green Bay, WI 54303 (920) 544-9503 Director@MilitaryAve.org http://militaryave.org	\$0.25/\$1,000 Industrial \$2.00 \$1,000 Office \$2.25/ \$1,000 Retail/Entertainment Min: \$250 Max: \$2,500
Green Bay On Broadway * (Brown County) Pop. 104,779	2005	Brian Johnson, Executive Director On Broadway, Inc. 17 South Chestnut Avenue Green Bay, WI 54303 (920) 437-2531 brian@onbroadway.org www.onbroadway.org	\$1.29/\$1,000
Hartford † (Washington County) Pop. 14,251	1989	Greta Swigert, Executive Director Downtown Hartford BID 120 N. Main PO Box 270331 Hartford, WI 53027 (262) 673-7193 director@downtownhartfordwi.com www.downtownhartfordwi.com	\$2.50/\$1,000
Kenosha Lakeshore (Kenosha County) Pop. 99,889	1986	Christopher Naumann, Executive Director Downtown Kenosha Inc. 5500 6th Avenue, Suite 200 Kenosha, WI 53140 Direct Line: (262) 925-3463 2nd Phone: (262) 605-1100 Fax: (262) 605-1111 cnaumann@downtownkenosha.org www.downtownkenosha.org	Proportional Based on Mill Rate of \$80,000

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Lake Geneva (Walworth County) Pop. 7,710	1991	Erin Thronburgh, District Administrator & Events Coordinator Lake Geneva Business Improvement District PO Box 863 Lake Geneva, WI 53147 (262) 729-9872 Erin.LakeGeneva@gmail.com	\$1.80/\$1,000
Madison (Dane County) Pop. 243,344	2000	Tiffany Kenney, Executive Director Central Madison's BID 122 W. Washington Ave., Suite 250 Madison, WI 53703 Office: (608) 512-1340 Cell: (608) 843-7079 Fax: (608) 204-9028 tkenney@visitdowntownmadison.com www.visitdowntownmadison.com	\$15.60/SF of lineal frontage -Primary lineal frontage at 100% assessment -Secondary lineal frontage at 50% (if applicable) -Not to exceed \$0.312 per SF
Marshfield * (Wood/Marathon Counties) Pop. 18,750	1990	Angie Eloranta, Executive Director Main Street Marshfield, Inc. 139 South Central Avenue Marshfield, Wisconsin 54449 (715) 387-3299 angela@mainstreetmarshfield.com www.mainstreetmarshfield.com	\$1.35/\$1,000
Menomonee Falls † (Waukesha County) Pop. 35,924	1994	Barb Watters, BID Director N88 W16712 Appleton Ave. PO Box 1001 Menomonee Falls, WI 53051 (262) 251-8797 vcmenfalls@wi.rr.com www.menomoneefallsdowntown.com	\$3.25/\$1,000 Max: \$3,100
Menomonie † (Dunn County) Pop. 16,192	1990	Darrek Orwig, Executive Director Main Street of Menomonie, Inc. 342 E Main Street Menomonie, WI 54751 (715) 235-2666 mainstreet342@wwt.net www.mainstreetmenomonie.org	\$1.80 /\$1,000 Real property used exclusively for manufacturing purpose are exempted from this assessment
Milwaukee #2 Historic Third Ward (Milwaukee County) Pop. 599,164	1988	Jim Plaisted, Executive Director (BID #2) 219 N. Milwaukee St. 3rd Flr. Milwaukee, WI 53202 (414) 273-1173 jplaisted@historicthirdward.org http://historicthirdward.org/	\$1.72/\$1,000
Milwaukee #4 Greater Mitchell St (Milwaukee County) Pop. 599,164	1989	Nancy Bush, Executive Director (BID #4) Mitchell St Business Improvement District 823 West Historic Mitchell Street Milwaukee, Wisconsin 53204 (414) 383-6601 2nd Phone: (414) 383-2332 nbush54604@aol.com www.mitchellstreet.com	\$4.00 /\$1,000 Min: \$400 Max: \$2,500

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Milwaukee #5 Westown (Milwaukee County) Pop. 599,164	1989	Stacie Callies, Executive Director (BID #5) Westown Association 633 W Wisconsin Ave, Suite 409 Milwaukee, WI 53203 (414) 276-6696 2nd Phone: (414) 276-6366 stacie@westown.org www.westown.org	\$0.90 /\$1,000 Min: \$210 Max: \$12,600
Milwaukee #8 Historic King Drive (Milwaukee County) Pop. 599,164	1993	Deshea Agee, Executive Director (BID #8) 2745 N. Martin Luther King Jr. Dr. Suite 206 Milwaukee, WI 53212 (414) 265-5809 deshea@kingdriveis.com www.kingdriveis.com	\$4.00/\$1,000 Min: \$125 Max: \$1,500 No minimum assessmer for unimproved parcels
Milwaukee #10 Avenues West (Milwaukee County) Pop. 599,164	1992-93	Keith Stanley, Executive Director (BID #10) Near West Side Partners/Avenues West Association 624 N. 24th Street Milwaukee, WI 53233 (414) 933-0640 Cell: (414) 350-4079 director@avenueswest.com www.avenueswest.com	\$3.00 /\$1,000 Max: \$6,000
Milwaukee #11 Brady Street (Milwaukee County) Pop. 599,164	1993	Steph Salvia, Executive Director (BID #11) Brady Street 1224 East Brady St Milwaukee, WI 53202 (414) 272-3978 bradystbid@gmail.com http://bradystreet.org	\$3.34 /\$1,000
Milwaukee #13 Oakland Avenue (Milwaukee County) Pop. 597,867	1994	Michael D'Amato, BID Director (BID #13) 2915 North Oakland Avenue Milwaukee, WI 53211 (414) 737-9377 consigliere@wi.rr.com	50% split between assessed value and linear front footag
Milwaukee #15 River Walk (Milwaukee County) Pop. 599,164	1994	Stacie Callies, Executive Director (BID #15) 633 West Wisconsin Avenue, Suite 409 Milwaukee, WI 53203 (414) 276-6696 stacie@westown.org	Class I Properties: These properties either (i) are not located on the Milwaukee River; or (ii) are located on the Milwaukee River but will not have new riverwalks constructed on their rive frontage as part of the BID Operating Plan

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Milwaukee #15 River Walk (Cont'd)			Class VI Properties: These properties are located on or near the MKE River and will have new riverwalks and/or related amenities constructed on their river frontage or directly benefiting their properties as part of the BID Operating Plan Min: \$535 Max: for Class I: \$7,425 (no maximum for Class VI) Class I Properties shall be assessed at approx. 1/6 the rate of Class VI Properties
Milwaukee #16 Uptown Crossing (Milwaukee County) Pop. 597,867	1996	Daniel Marusc (BID #16) Ogden & Company, Inc. 1665 North Water Street Milwaukee, WI 53202 (414) 270-6361 Fax: (414) 755-0917 danielm@ogdenre.com http://www.uptowncrossing.com/	\$5.00 /\$1,000
Milwaukee #19 Villard Avenue (Milwaukee County) Pop. 599,164	1997	Kim Boldt, President (BID #19) 3328 W. Villard Ave. Milwaukee, WI 53209 (414) 286-3327 kmboldt@milwaukee.gov	\$4.00/\$1,000 for Unimproved Parcel
Milwaukee #20 East Side (Milwaukee County) Pop. 599,164	1997	Kristin Godfrey, Executive Director (BID #20) 2122 North Prospect Avenue Milwaukee, WI 53202 (414) 272-5823 director@theeastside.org http://www.theeastside.org/	\$5.00 /\$1,000 Max: \$5,000
Milwaukee #21 Downtown Management District (Milwaukee County) Pop. 599,164	1997	Beth Weirick, Executive Director (BID #21) Milwaukee Downtown BID #21 600 E. Wells Street Milwaukee, WI 53202 (414) 220-4705 2nd Phone: (414) 460-6301 bweirick@milwaukeedowntown.com www.milwaukeedowntown.com	\$1.76/\$1,000

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Milwaukee #25 Riverworks (Milwaukee County) Pop. 599,164	1999	Darryl Johnson, Executive Director (BID #25) 526 E. Concordia Ave Milwaukee, WI 53212 (414) 906-9650 2nd Phone: (414) 899-7616 darrylj@riverworksme.org www.riverworksme.org	\$5.00 /\$1,000 Min: \$125 Max: \$1,500 for Industrial, \$3,500 for Commercial properties
Milwaukee #26 Menomonee Valley (Milwaukee County) Pop. 599,164	1999	Corey Zetts, Executive Director Menomonee Valley Partners, Inc. (BID #26) 231 W. Michigan St, P421 Milwaukee, WI 53203 (414) 274-4655 Cell: (414) 467-0854 corey@renewthevalley.org www.renewthevalley.org	\$1.65 /\$1,000 Min: \$400 Max: \$4,000
Milwaukee #27 West Burleigh Street † (Milwaukee County) Pop. 599,164	2002	Ethel Washington, BID Manager (BID #27) 4642 West Burleigh Street Milwaukee, WI 53210 (414) 350-6529 businessid27@gmail.com	\$3.70 /\$1,000 Min: \$100
Milwaukee #28 North Avenue Gateway (Milwaukee County) Pop. 599,164	2002	Johnny Moutry, Chariman (BID #28) 2331 North 39th Street Milwaukee, WI 53208 (414) 445-7661 nhc@bizwi.rr.com www.milwaukeebid28.org	\$.00655/\$1,000 Min: \$150 Max: \$4,500
Milwaukee #31 Havenwoods (Milwaukee County) Pop. 599,164	2003	Stephanie Harling, Executive Director (BID #31) Havenwoods Economic Development Corporation 6161 N. 64th St Milwaukee, WI 53218 (414) 431-2274 Fax: (414) 438-1330 sharling@havenwoods.org www.havenwoods.org	\$1.00/\$1,000- Industrial Min: (Industrial): \$300 Max: (Industrial): \$5,000 \$1.20/\$1,000- Retail Min: (Retail): \$400 Max: (Retail): \$7,000
Milwaukee #32 North Avenue/ Fond du Lac Marketplace * (Milwaukee County) Pop. 599,164	2004	LaVera Adams, Administrative Assistant (BID #32) 2027 West Fond du Lac Avenue, Suite 100 Milwaukee, WI 53208 (262) 834-6205 Ladamsbid32@gmail.com www.marketplacebizdev.org	\$.0066/\$1,000 Min: \$300 Max: \$1,500
Milwaukee #35 Kinnickinnic River (Milwaukee County) Pop. 599,164	2004	Therese Burkhart, BID Board Secretary (BID #35) 2000 South 4th Street Milwaukee, WI 53204 (414) 552-9050 TBurkhart@Druml.us	\$1.70/lineal foot of river frontage

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Milwaukee #36 Riverworks II (Milwaukee County) Pop. 599,164	2004	Darryl Johnson, Executive Director (BID #36) 526 East Concordia Ave Milwaukee, WI 53212 (414) 906-9650 2nd Phone: (414) 899-7616 darrylj@riverworksmke.org www.riverworksmke.org	CONSOLIDATED INTO BID #25
Milwaukee #37 30th Street Industrial Corridor (Milwaukee County) Pop. 599,164	2005	Cheryl Blue, Executive Director (BID #37) The Corridor, Inc. 3536 W Fond du Lac Ave PO Box 16498, Milwaukee, WI 53216 (414) 509-5115 cheryl@thecorridor-mke.org www.thecorridor-mke.org	\$2.81/\$1,000 Min: \$300 Max: \$5,000
Milwaukee #38 Cesar Chavez Drive (Milwaukee County) Pop. 599,164	2006	Nelson Lang, BID Board Member (BID #38) 5200 W Oklahoma Ave Milwaukee, WI 53219 (414) 541-5200 http://cesarchavezbid.org/	\$500 per parcel
Milwaukee #39 Center Street Marketplace (Milwaukee County) Pop. 597,867	2006	Jennifer Potts (BID #39) 4320 W. Center Street Milwaukee, WI 53210 (414) 306-3586 Jennifer@centerstreetmarketplacebid39.org	\$5.00 /\$1,000 Min: \$300 Max: \$1,000
Milwaukee #40 Airport Gateway (Milwaukee County) Pop. 599,164	2006	Leif Otteson, Executive Director (BID #40) Gateway to Milwaukee 4121 South 6 th Street Milwaukee, WI 53221 (414) 455-3323 leif@gatewaytomilwaukee.com www.gatewaytomilwaukee.com/	\$0.852/\$1,000 Min: \$250 Max: \$5,000
Milwaukee #41 Downer Avenue (Milwaukee County) Pop. 599,164	2007	Stephanie Salvia, Executive Director (BID #41) Downer Avenue PO Box 511794 Milwaukee, WI 53203 (414) 202-5754 historicrowneravenue@gmail.com http://www.downeravenue.com/	Weighted average of 50% assessed value to 50% linear footage. Max: \$10,000
Milwaukee #42 Schlitz Park (Milwaukee County) Pop. 599,164	2009	Eric Peterson, Accounting Manager (BID #42) The Brewery Works, Inc. Schlitz Park Leasing and Management Office 1555 N. Rivercenter Dr., Suite 100 Milwaukee, WI 53212 Direct: (414) 316-5795 Office: (414) 272-6302 Fax: (414) 272-5710 epeterson@schlitzpark.com www.schlitzpark.com	Proportional Based on Budget of \$113,000

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Milwaukee #43 South 27 th Street (Milwaukee County) Pop. 599,164	2012	Tara Cavazos, Executive Director (BID #43) Historic Highway 41 - Milwaukee BID 43 4647 S. 27th Street Milwaukee, WI 53221 414-559-3221 taraacavazos@gmail.com www.hh41.org	\$1.00 /\$1,000 Min: \$500 Max: \$1,500
Milwaukee #44 Kinnickinnic Avenue (Milwaukee County) Pop. 599,164	2012	Lee Barczak, Board President (BID #44) 5130 West Loomis Road Greendale, WI 53129 414-423-4020 http://kkbid44.com/ lbarczak@morgankenwood.com (personal)	\$1.00 /\$1,000 Min: \$100 Max: \$1,000
Milwaukee #48 Granville (Milwaukee County) Pop. 599,164	2014	Mary Hoehne, Executive Director (BID #48) 7817 W. Brown Deer Road Milwaukee, WI 53223 (414) 736-2891 mary@granvillebusiness.org www.granvillebusiness.org	\$1.37/\$1,000 Min: \$234 Max: \$3,892
Milwaukee #49 Reed Street Yards (Milwaukee County) Pop. 599,164	2014	Peter Moede (BID #49) 700 West Virginia Street #222 Milwaukee, WI 53204 (414) 273-7011 peter@atlaswi.com	Assessments levied in proportion to the current assessed value of each property
Milwaukee #50 S. 13th Street/West Oklahoma Avenue (Milwaukee County) Pop. 599,164	2014	Leif Otterson, Executive Director (BID #50) 4121 S. 6 th Street Milwaukee WI 53221 leif@gatewaytomilwaukee.com www.gatewaytomilwaukee.com	\$1.10/\$1,000 Min: \$150 Max: \$1,500
Milwaukee #51 Harbor District (Milwaukee County) Pop. 599,164	2017	Lilith Fowler, Executive Director (BID #51) 600 E. Greenfield Ave Milwaukee, WI 53211 414-643-1266 lilith@harbordistrict.org http://harbordistrict.org/	\$1.00 per \$1,000 Min: \$100 Max: \$3,000
Monroe * (Green County) Pop. 10,827	1986	Sherrill Kelly, BID President Monroe City Hall 1110 18 th Ave Monroe, WI 53566 608-328-3280 uptowngirlmonroe@aol.com	\$0.45/\$1,000
Neenah (Winnebago County) Pop. 25,501	2002	Amy Barker, Executive Director Future Neenah 135 W. Wisconsin Ave, Neenah, WI 54956 (920) 722-1920 amy@neenah.org www.neenah.org	\$2.95 /\$1,000 Min: \$750 Max: \$7,000

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Omro (Winnebago County) Pop. 3,509	1988	Dana Racine, City of Omro Community and Economic Development Director 130 West Larrabee Street, Omro, WI 54963 (920) 685-7005 x22 dracine@omro-wi.com www.futureomro.org/	Proportional Based on Budget of \$14,000 Max: \$800
Oshkosh (Winnebago County) Pop. 66,778	1987	Cassie Daniels, BID Manager 120 Jackson Street Oshkosh, WI 54901 (920) 303-2265 x11 Fax: (920) 303-2263 cassie@oshkoshchamber.com www.downtownoshkosh.com	Properties with a proportionate value between 0.0000% and 0.24196% are assessed the minimum special assessment of \$400 Properties with a proportionate value greater than 4.83917% are assessed the maximum special assessment of \$8,000. For properties with a proportionate value between 0.24196% and 4.83917% - the property's proportionat value is multiplied by \$1,653.177 resulting in the special assessment for the property
Port Washington * (Ozaukee County) Pop. 11,343	1994	Bill Schanen, Board Treasurer Port Washington Main Street 116 W. Grand Ave. Suite 205 Port Washington, WI 53074 (262) 284-3494 bschanen3@ozaukeepress.com www.visitportwashington.com/main_street/	\$2.11/\$1,000 Max: \$3,200
Portage (Columbia County) Pop. 10,183	1987	Klay Vehring, Board President 115 West Pleasant Portage, WI 53901 (608) 514-3620 klay.vehring@edwardjones.com	\$1.77/\$1,000
Racine Downtown (Racine County) Pop. 78,199	2001	Kelly Kruse, BID Manager Downtown Racine Corporation 425 Main St. Racine, WI 53403 (262) 634-6002 kkruse@rainedowntown.com www.racinedowntown.com	Proportional based on ratio of individual property value to value of whole district, basec on assessment of \$197,292

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Racine Uptown (Racine County) Pop. 78,199	2007	Devin Sutherland, Bid Manager Neighborhood Management Solutions PO Box 44604 425 Main St. Racine, WI 53403 (262) 880-2379 devin@neighborhoodmanagementsolutions.com http://exploreuptownracine.com/	Proportional based on ratio of individual property value to value of whole district, based on assessment of \$17,574,200
Racine Douglas Ave (Racine County) Pop. 78,199	2008	Devin Sutherland, Bid Manager Neighborhood Management Solutions PO Box 44604 Racine, WI 53403 (262) 800-2379 devin@neighborhoodmanagementsolutions.com http://discoverdouglasavenue.com/	Proportional based on total assessed value
Rice Lake * (Barron County) Pop. 8,339	1990	Rick Vesper, Rice Lake Main Street Association PO Box 167 Rice Lake, WI 54868 (715) 234-5117 matgal@chibardun.net	\$2.75/\$1,000
Ripon * (Fond du Lac County) Pop. 7,733	1989	Craig Tebon, Executive Director P.O. Box 365 Ripon, WI 54971 (920) 748-7466 craig@riponmainst.com www.downtownripon.com	\$3.50 /\$1,000
River Falls (Pierce/St. Croix Counties) Pop. 15,209	1988	Amy Peterson, Development Services Director 222 Lewis Street River Falls, WI 54022 (715) 426-3425 apeterson@rfcity.org http://rfcity.org/ http://www.rfmainstreet.com/index.php	\$1.05 /\$1,000
Shawano (Shawano County) Pop. 9,189	1988	Jennifer Hoffman, Board President 127 S Sawyer St. Shawano, WI 54166 (715) 853-3775 shawanobid@shawanonet.net http://www.shawanodowntown.com/	\$2.25/\$1,000
Sheboygan † (Sheboygan County) Pop 49,288	1990	Dave Hoffman Harbor Centre BID 621 S. 8th St. Sheboygan, WI 53081 (920) 918-0432 2nd Phone: (920) 542-6921 Fax: (920) 457-6269 bidmanager@harborcentre.com www.harborcentre.com	\$2.05/\$1000 Min: \$500 Max: \$7,500

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Sheboygan Falls * (Sheboygan County) Pop 7,775	1988	Shirl Breunig, Executive Director Sheboygan Falls Chamber-Main Street 504 Broadway Sheboygan Falls, WI 53085 (920) 467-6206 sbreunig@sheboyganfalls.org www.sheboyganfalls.org	\$1.45/\$1000
Shorewood (Milwaukee County) Pop. 13,337	1999	Erika Lang, Executive Director Shorewood Business Improvement District 4230 N. Oakland Ave, #295 Shorewood, WI 53211 (414) 248-2532 director@wauwatosavillage.org www.shorewoodwi.com	\$1.10 /\$1,000 Max: \$5,000
Spooner (Washburn County) Pop 2,682	2004	Carol Dunn 234 Walnut Street Spooner, WI 54801 (715) 635-6811 northwind@northwindbook.com www.shopspooner.com/	\$1.00/\$1,000
Sun Prairie (Dane County) Pop. 30,871	1989	Colleen Burke 1020 Liberty Blvd. Apt. 303 Sun Prairie, WI 53590 (608) 512-9743 cburke@downtownsunprairie.com www.downtownsunprairie.com	\$1.8176/\$1,000 for retail, restaurants, financial/banking, bars theaters, services, auto repair and sales, professionals, insurance agencies, entertainment, apartment complexes and assisted living facilities \$0.85/\$1,000 for manufacturing, storage warehousing and wholesale \$1.000/\$1,000 for all others including undeveloped land Max: \$8,000
Superior † (Douglas County) Pop. 26,869	1989	Jodi Rochon, Administrative Assistant Lindsey Jacobson, Executive Director Superior BID 823 Belknap Street, Ste. L-10 Superior, WI 54880 Office: (715) 394-3557 Cell: (218) 349-0943 info@superiorbid.com www.superiorbid.com	\$2.00/\$1000

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
Tomahawk * (Lincoln County) Pop. 3,397	2008	Christine Vorpapel, Executive Director Tomahawk Main Street, Inc. 225 W Wisconsin Ave. PO Box 131 Tomahawk WI 54487 (715) 453-1090 2nd Phone: (715) 551-3189 director@tomahawkmainstreet.org www.tomahawkmainstreet.org	\$2.50 /\$1,000
Two Rivers * (Manitowoc County) Pop. 11,525	1996	Tammy Schinker, Executive Director Two Rivers Main Street, Inc. 1717 East Park Street PO Box 417 Two Rivers, WI 54241 (920) 794-1482 Fax: (920) 793-5563 office@tworiversmainstreet.com www.tworiversmainstreet.com	Formula Based on Needs (Never to Exceed \$2.00/\$1,000)
Waupun (Fond du Lac/ Dodge Counties) Pop. 11,330	1988	Julie Nickel, Mayor City of Waupun 201 East Main Street Waupun, WI 53863 (920) 324-7919 jnickel@cityofwaupun.org www.cityofwaupun.org	\$1.50 /\$1,000
Wausau * (Marathon County) Pop. 38,426	2004	Elizabeth Field, Executive Director Wausau River District 316 Scott Street Wausau, WI 54403 (715) 297-1829 elizabeth@wausauriverdistrict.org OR info@mainstreetwausau.org www.wausauriverdistrict.com	Proportional Based on Budget of \$60,000 Min: \$250 Max: \$2,500
Wauwatosa (Milwaukee County) Pop. 47,134	1994	Jim Plaisted, Executive Director The Village in Wauwatosa BID 7603A W State St. Wauwatosa, WI 53213 cell: (414) 916-8975 director@wauwatosavillage.com www.wauwatosavillage.org	\$1.21/\$1,000 Min: \$469 Max: \$3,647 Parcels identified as parking lots or vacant lots will be exempt from the \$469 minimum or \$3,647 maximum and are assessed at the same rate per \$1,000 a other properties
West Allis * (Milwaukee County) Pop. 60,697	1989	Diane Eineichner, Executive Director Downtown West Allis, Inc. 7231 W Greenfield Avenue West Allis, WI 53214 (414) 774-2676 director@downtownwestallis.org www.downtownwestallis.org	\$5.37/\$1,000

BID Community (County) Population * Main Street Community † Connect Community	Year Estab.	Contact	Assessment Rate(s)
West Bend (Washington County) Pop. 31,550	2000	Michelle Fergus, BID Administrator Downtown West Bend Association 128 South Sixth Avenue, Suite One West Bend, WI 53095 (262) 338-0635 michelle@downtownwestbend.com www.downtownwestbend.com	\$4.00/\$1,000
Whitefish Bay (Milwaukee County) Pop. 14,125	2009	Katie Hafsoos-Commer, Executive Director Whitefish Bay Business Improvement District 316 East Silver Spring Drive, Suite 230 Whitefish Bay, WI 53217 (414) 964-1400 Fax: (414) 964-1407 WFBID@gmail.com http://merchantsowhitefishbay.com/	\$1.60 /\$1,000 Max: \$3,500
Wisconsin Dells (Sauk/Adams/ Columbia Counties) Pop. 2,707	1988	Kelli Trumble 300 LaCrosse Street Wisconsin Dells, WI 53965 (608) 254-2012, Option #5 ktrumple@dellscitygov.com <a href="http://citywd.govoffice2.com/index.asp?SEC=D
E0C6D37-9923-47C4-9E96-
4B13AC1EADD9&Type=B_BASIC&pri=0&tri=342">http://citywd.govoffice2.com/index.asp?SEC=D E0C6D37-9923-47C4-9E96- 4B13AC1EADD9&Type=B_BASIC&pri=0&tri=342	Five Zones \$0.50/\$1,000 \$1.00/\$1,000 \$1.75/\$1,000 \$2.00/\$1,000 \$3.00/\$1,000
INACTIVE			
Grantsburg (Burnett County) Pop. 1,322	1988		INACTIVE
Milwaukee #9 North Water Street (Milwaukee County) Pop. 599,164	1993		INACTIVE
RECENTLY DISSOLVED			
Berlin † (Green Lake County) Pop. 5,478	1988	Mike Starshak, BID Board Chair (877) 626-9001 mike@trustwisconsin.com www.1berlin.com	DISSOLVED 2013
Milwaukee #29 Atkinson/Capitol/ Teutonia (ACT) (Milwaukee County) Pop. 599,164	2002	Barry Mimis, ACT BID #29 Manager P.O. Box 76868 Milwaukee, WI 53216 (414) 759-4058 bmimis28@gmail.com	DISSOLVED OCTOBER 2015
Rhineland * (Oneida County) Pop. 7,557	2006	Maggie Steffen, Executive Director Downtown Rhineland, Inc. 21 South Brown Street, Suite A , P.O. Box 1638 Rhineland, WI 54501 (715) 362-7374 msdri@frontiernet.net www.DowntownRhineland.com	DISSOLVED APRIL 2015

84 Total Operating BIDs
* Main Street Community
† Connect Community

City of De Pere, Wisconsin



Request For Business Improvement District Board Action

MEETING DATE: September 21, 2018
DEPARTMENT: Planning
FROM: Kimberly Flom
SUBJECT: Review 2019 BID Operating Plan *

ATTACHMENTS:

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

City of De Pere
MEMORANDUM



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.

Attachment: BID Operating Plan Memo 9-2018 (7425 : Review 2019 BID Operating Plan *)

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**

Attachment: 2019 BID Operating Plan 9-2018 (7425 : Review 2019 BID Operating Plan *)

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

BID Board Members:

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

Definitely De Pere:

Tina Quigley – Executive Director
Brenda Busch – Board President

**DE PERE
BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN**

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I. Introduction

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

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

A. Purpose and History of the BID

The property owners who were involved in the creation of the BID hoped to accomplish goals and ideas presented in the De Pere Downtown Master Plan, 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

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	
Contributed Support	10,000.00
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	
Occupancy Expenses	500.00
Internet	820.00
Telephone & Cellular	1,440.00
Rent	4,680.00
Total Occupancy Expenses	6,940.00
Insurance	
Dues, Subscriptions, Licenses	1,600.00
Professional & Filing Fees	2,500.00
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	
Design	14,000.00
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 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	DECLLENE ZELLNER INC	\$378,000	\$378,000	\$661.50
43	WD-404	101 FORT HOWARD AV	DECLLENE 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 subs. [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 Business Improvement District Board Action

MEETING DATE: September 21, 2018

DEPARTMENT: Planning

FROM: Kelly Barker

SUBJECT: Future Agenda Items.
