



Business Improvement District Board

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

Regular Meeting

Agenda

Friday, September 20, 2019

9:00 AM

De Pere City Hall Council Chambers

Pursuant to Wisconsin Statutes 19.84, Notice is hereby given to the public that a meeting of the **Business Improvement District Board** of the City of De Pere will be held on **September 20, 2019** at **9:00 AM** in the **De Pere City Hall Council Chambers, 335 S. Broadway Street, De Pere, WI 54115**.

Call to Order

1. Roll Call
2. Approval of the minutes of the August 5, 2019 Business Improvement District Board meeting.
3. Review Definitely De Pere 2018 Annual Report and Financial Statement.
4. Review 2019 BID Survey Results.
5. BID Board Membership Public Comments.
6. Consideration and possible action regarding the 2020 BID Operating Plan. *
7. Informational - Parklet/Pedlet Draft Policy.

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 20, 2019

DEPARTMENT: Planning

FROM: Kelly Barker

SUBJECT: Approval of the minutes of the August 5, 2019 Business Improvement District Board meeting.

ATTACHMENTS:

- BID_Aug2019_Minutes_Draft (PDF)



Business Improvement District Board

Regular Meeting

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

Draft Minutes

Monday, August 5, 2019

9:00 AM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 9:00 AM by Chair Tom Gavic

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

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

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

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Tom Gavic, Chair
SECONDER:	Rich Starry, Vice Chair/Treasurer
AYES:	Delo, Felchlin, Gavic, Olejniczak, Patel, Starry
EXCUSED:	Mary Boyd

- Annual Election of Officers.

Brent Felchlin motioned, seconded by Angela Patel, to maintain the current officers for the coming year:

- Tom Gavic - Chair
- Rich Starry - Vice Chair/Treasurer
- Larry Delo - Secretary

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Brent Felchlin, Board Member
SECONDER:	Angela Patel, Board Member
AYES:	Delo, Felchlin, Gavic, Olejniczak, Patel, Starry
EXCUSED:	Mary Boyd

- Definitely De Pere 2018 Annual Report and Financial Statement.

Development Services Director Kim Flom noted that the BID Board typically meets twice a year. The first meeting provides a review of projected assessments for the upcoming year, the annual report from Definitely De Pere, and strategic plans and goals for the BID for the upcoming year. The second meeting is an annual meeting of the BID membership. Kim introduced Tina Quigley, who provided an update of 2018. Tina explained that since the fiscal year for Wisconsin Main Street Program ended June 30th, the final reports and data for 2018 will not be available until the second BID Board meeting in September. She reported that expenses stayed pretty consistent overall. She added that she will compare benchmark cities at the next meeting. She also noted that the event calendar continues to grow, with two new events added this year. Other exciting

Attachment: BID_Aug2019_Minutes_Draft (8739 : Approval of the minutes of the August 5, 2019 Business Improvement District Board meeting.)

projects included a mural and sculpture program as well as a public art installation. Next, Tina discussed public improvements that have occurred over the past year, including seasonal flowers, holiday decorations, light pole banners, the cultural district master plan, and the visioning & branding initiative. Looking ahead, other future projects include: develop a business recruitment and retention program, use visitor data to for downtown development, conduct physical audit of the downtown, additional sculpture and mural installations, and enhanced streetscape projects. Larry Delo asked how Definitely De Pere is going to use visitor data. Tina explained that the City and Definitely De Pere are partnering with Wisconsin Main Street on a geofencing project, which will use cell phone data to track information. This information will then be used to compare our data with other cities in Wisconsin. The data collected will include demographic data. Tom Gavic noted that he would like to see Neenah as one of the benchmark cities since they are similar to De Pere in size. Tina noted that she will include Neenah as one of the benchmark cities. Development Services Director Kim Flom explained that the financial statement will be presented at the annual BID membership meeting in September. Tina reported that from a total budget standpoint, income is below the projected amount, but so are expenses. She added that the Definitely De Pere board made the decision to reinvest last year's dollars into this year, primarily into capital expenditures to fund downtown events. Tina then reported on the results from a business survey that was conducted in December of 2018. The first half of the survey was to gather contact information and the second half was to gauge satisfaction. The number of respondents wasn't as high as hoped, but the satisfaction level reported was high. Larry Delo asked if the survey would be issued every year. Tina replied that she would like to issue the survey yearly. She added that she would like to figure out how to get a greater participation rate in the future.

RESULT:	NO ACTION
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5. Draft 2015-2019 BID Review and BID Member Survey.

Development Services Director Kim Flom provided updates from the second half of 2018 as well as the first half of 2019. The four measures of success have stayed the same and are identified in the memo. Kim reported that BID property values have remained quite stable over the last six years.. As related to the annual review, Kim included a breakdown of individual BID property values over time. Also included for discussion was a draft of a BID membership survey. The objectives of the survey are to keep it short and to refresh everyone's memory of the objectives of the BID. Staff is seeking the BID Board's feedback and approval of the survey. Definitely De Pere created the survey using Survey Monkey. Tom Gavic stated that he would like the survey to mention what the average BID amount is for cities of similar sizes to De Pere. Kim replied that it would be tough to use an average since all cities use different methods and some have minimum and maximum amounts, but that the survey could include information for a similar city, like Neenah.

RESULT:	DISCUSSED
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6. Review Draft 2020 DBI Operating Plan & Assessment Discussion.

Development Services Director Kim Flom reviewed the draft operating plan, noting that it has not substantially changed in any way. The BID assessed property value remained relatively stable between 2018 and 2019 resulting in an estimated 2019 assessment collection of \$87,768. The bulk of that amount will be given back to Definitely De Pere, with the exception of \$1000 which will be allocated to the City of De Pere for

administrative costs. Staff has not proposed a major change, but is looking for some discussion and feedback from the BID Board as related to an assessment method change. The memo outlines different scenarios related to possible assessment method changes as well as the process to change the assessment method. Kim explained that the BID Operating Plan, which includes the assessment method, must be approved by early October in order to provide the assessment information to the County for inclusion on the 2019 property tax bill. This tight timeline gives the BID Board and staff very little time to go through the process of changing the assessment method for this year. Discussion followed and it was decided that the BID Board will need to build support for a change in the BID assessment, which will take time. Kim suggested that the BID Board can meet more frequently than twice a year if that is what they choose to do. She added that she agrees it would be a tight schedule to change the assessment method yet this year. Tom Gavic stated that he feels it would be rushing the process to try and change the assessment method this year. He asked Kim for some guidance. She suggested that the BID Board start with a proposal to present to the BID membership and then adjustments could be made based on feedback that is received. The first meeting of the BID could be scheduled for earlier in the year, possibly in spring and could be aligned with the Definitely De Pere annual meeting.

RESULT:	DISCUSSED
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7. Next Meeting Date.

The BID Board determined that the annual membership meeting of the BID will be held on Friday, September 20, 2019 at 9 AM.

RESULT:	DISCUSSED
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Adjournment

Tom Gavic adjourned the meeting at 10:09 AM.

Respectfully submitted,
Kelly Barker



City of De Pere, Wisconsin

Request For Business Improvement District Board Action

MEETING DATE: September 20, 2019

DEPARTMENT: Planning

FROM: Kimberly Flom

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

ATTACHMENTS:

- DDP Annual Report 2018 (PDF)
- DDP 2018 Financial Review (PDF)



2018 Annual Report



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.

Definitely De Pere is one of 38 Wisconsin Main Street communities and one of 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.

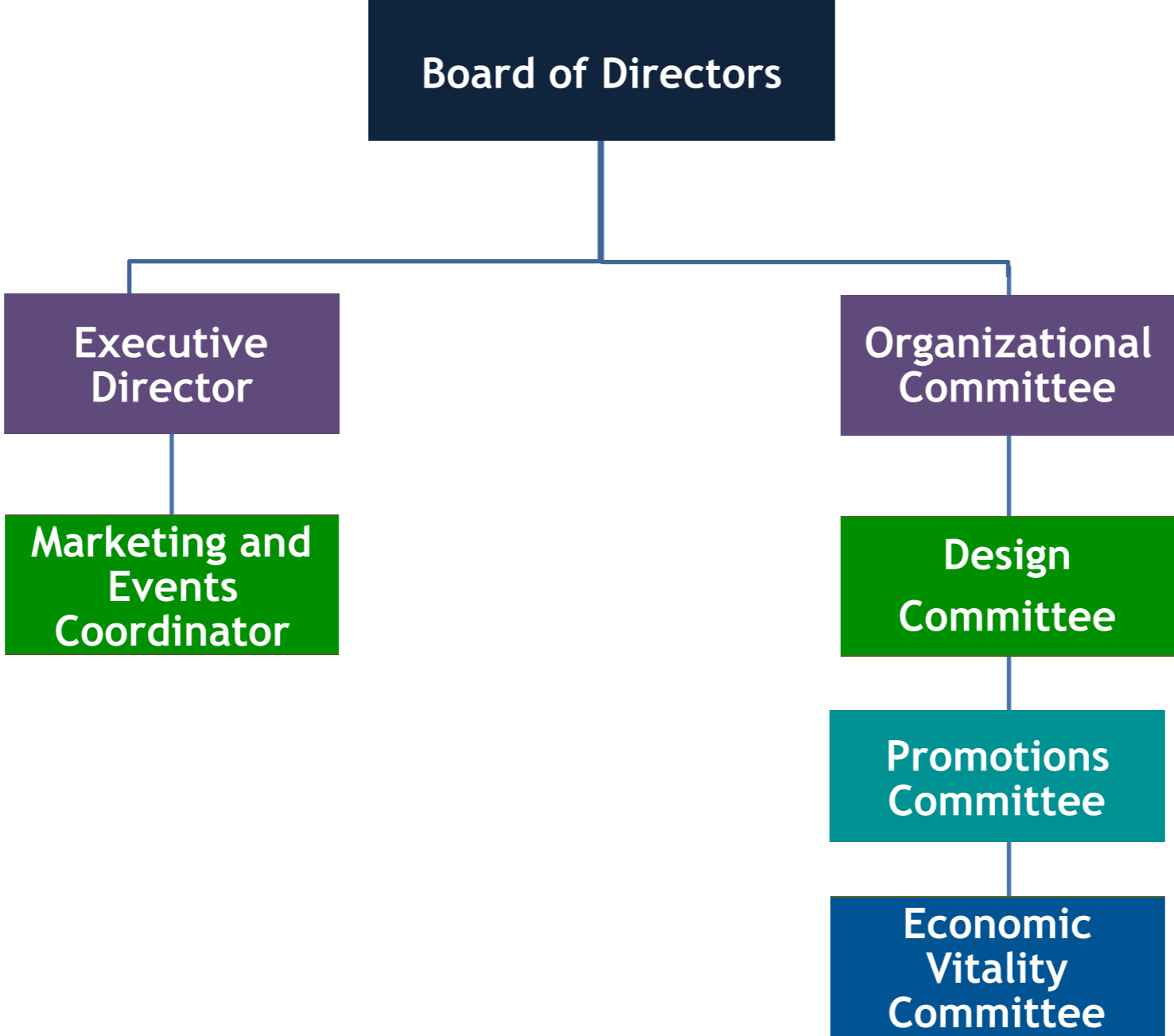
Economic Vitality fosters new market opportunities for the traditional commercial district, finds new uses for historic commercial buildings, assists independently owned businesses, and stimulates investment in property.

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 through marketing and events.

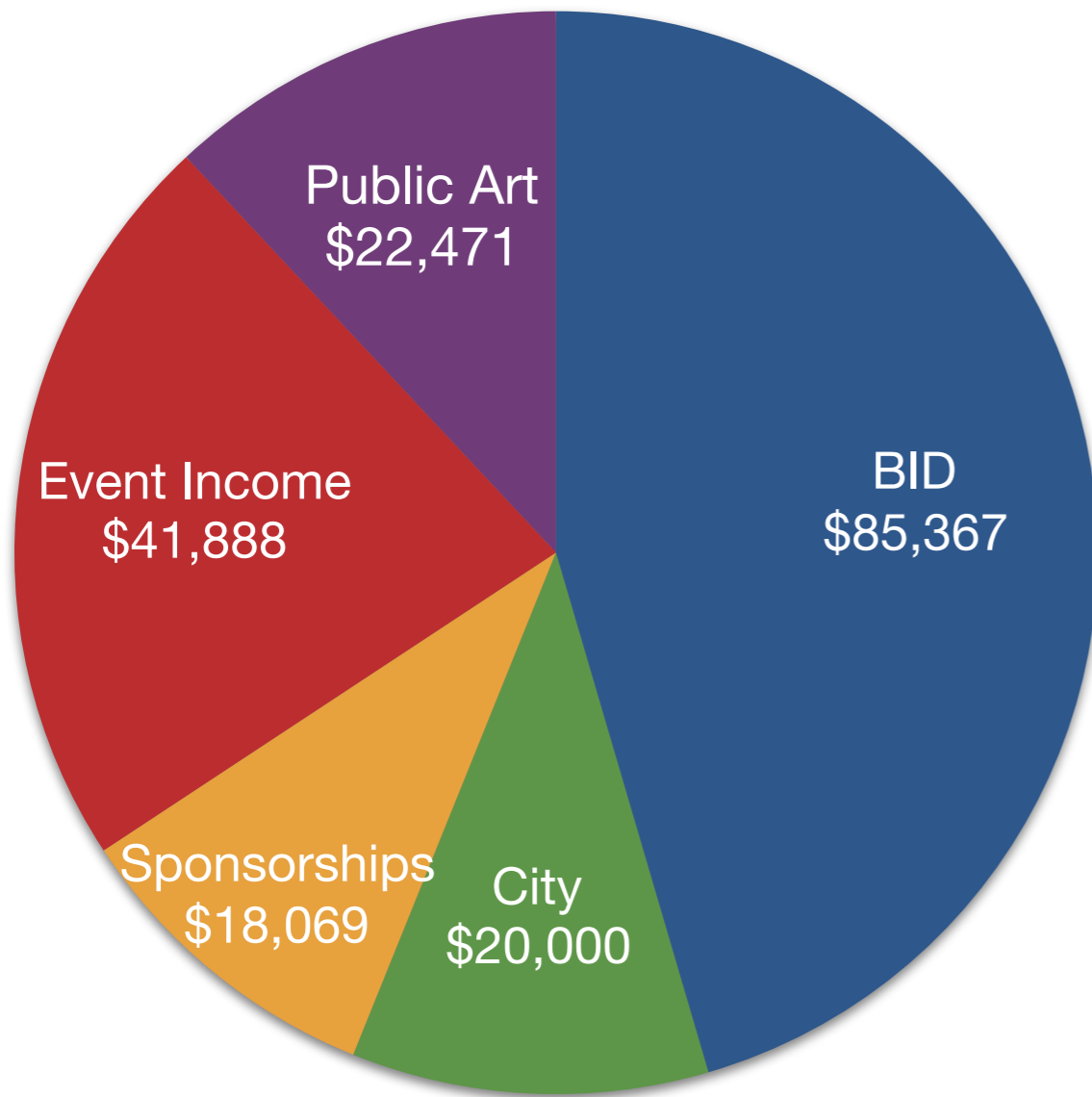
The data in this report illustrates the economic development progress tracked on a state issued reporting platform. The Wisconsin Economic Development Corporation uses a version of Salesforce for this purpose. As an accredited Main Street Program, Definitely De Pere is required to submit monthly reports. 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.

Organizational Structure

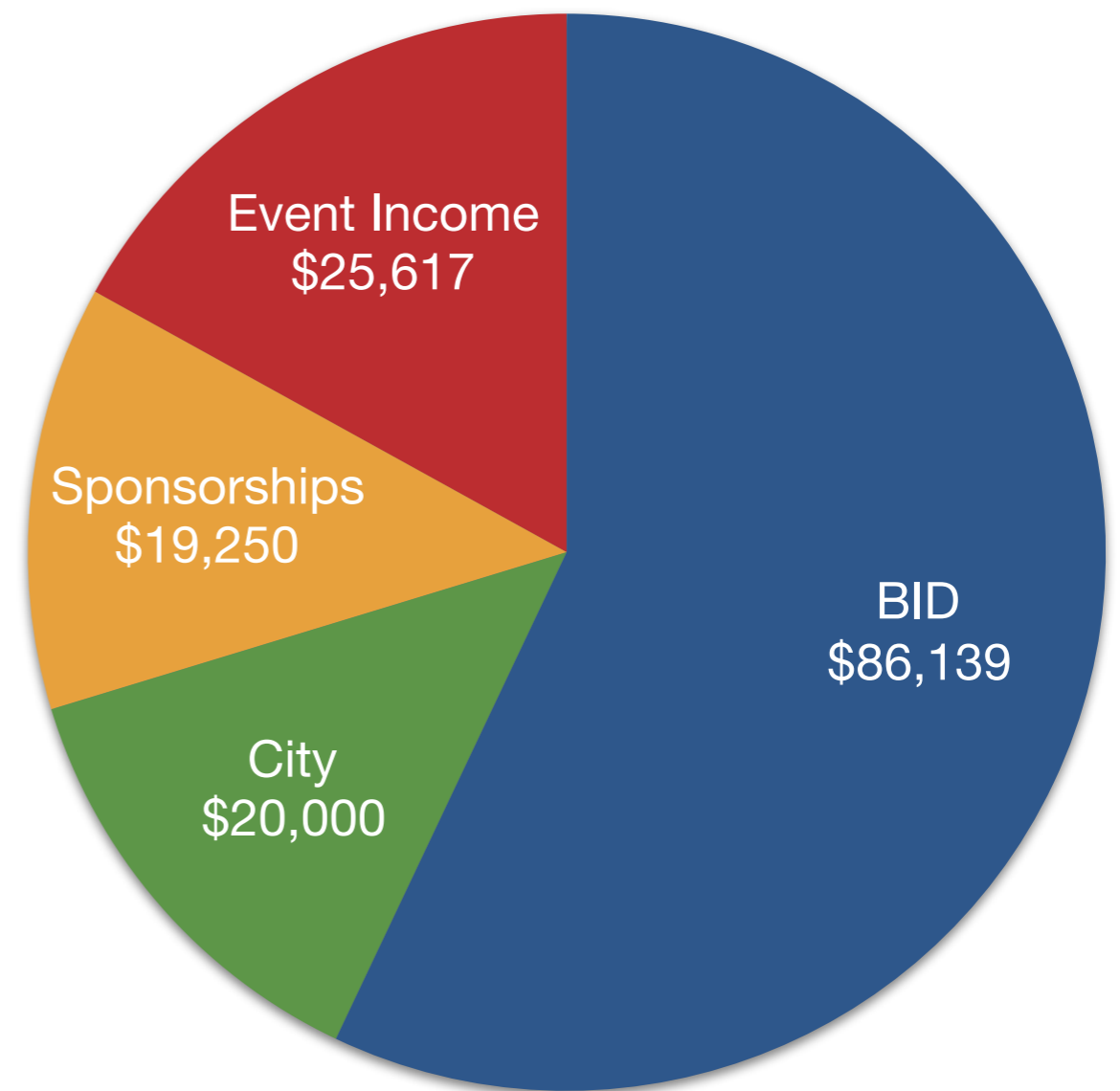


Income Comparison | 2018 vs 2017

2018 Income

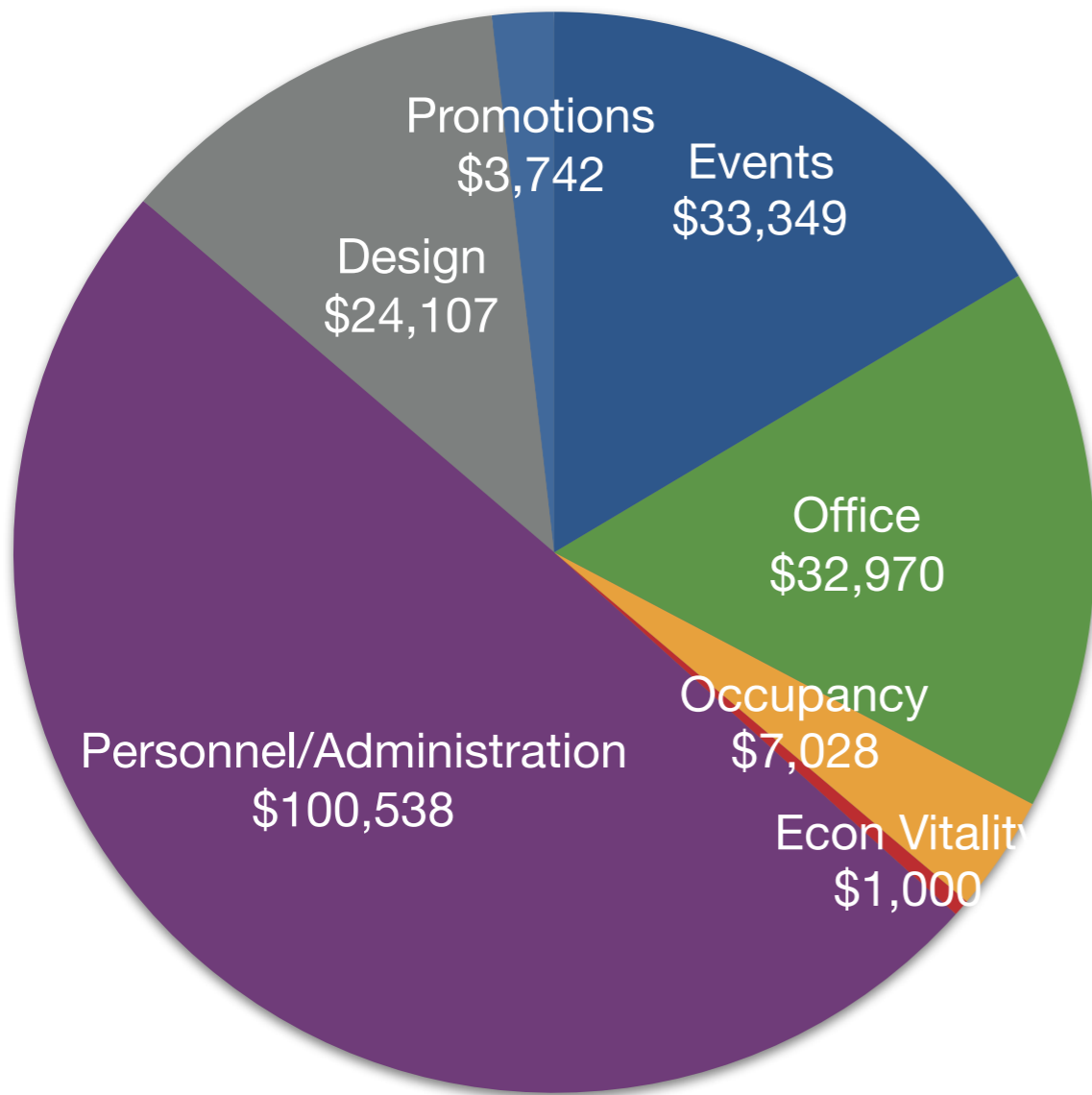


2017 Income

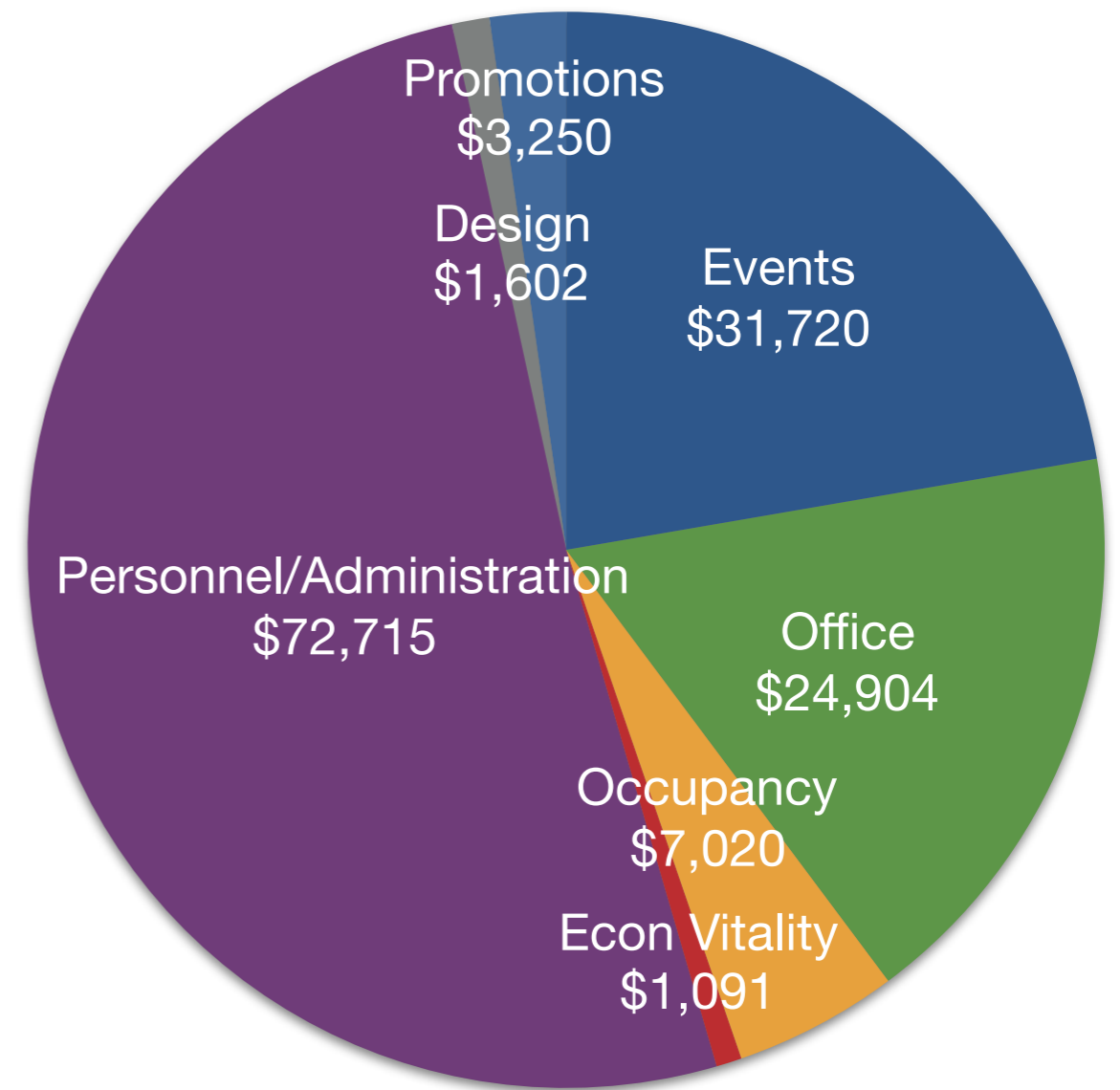


Expense Comparison | 2018 vs 2017

2018 Expenses

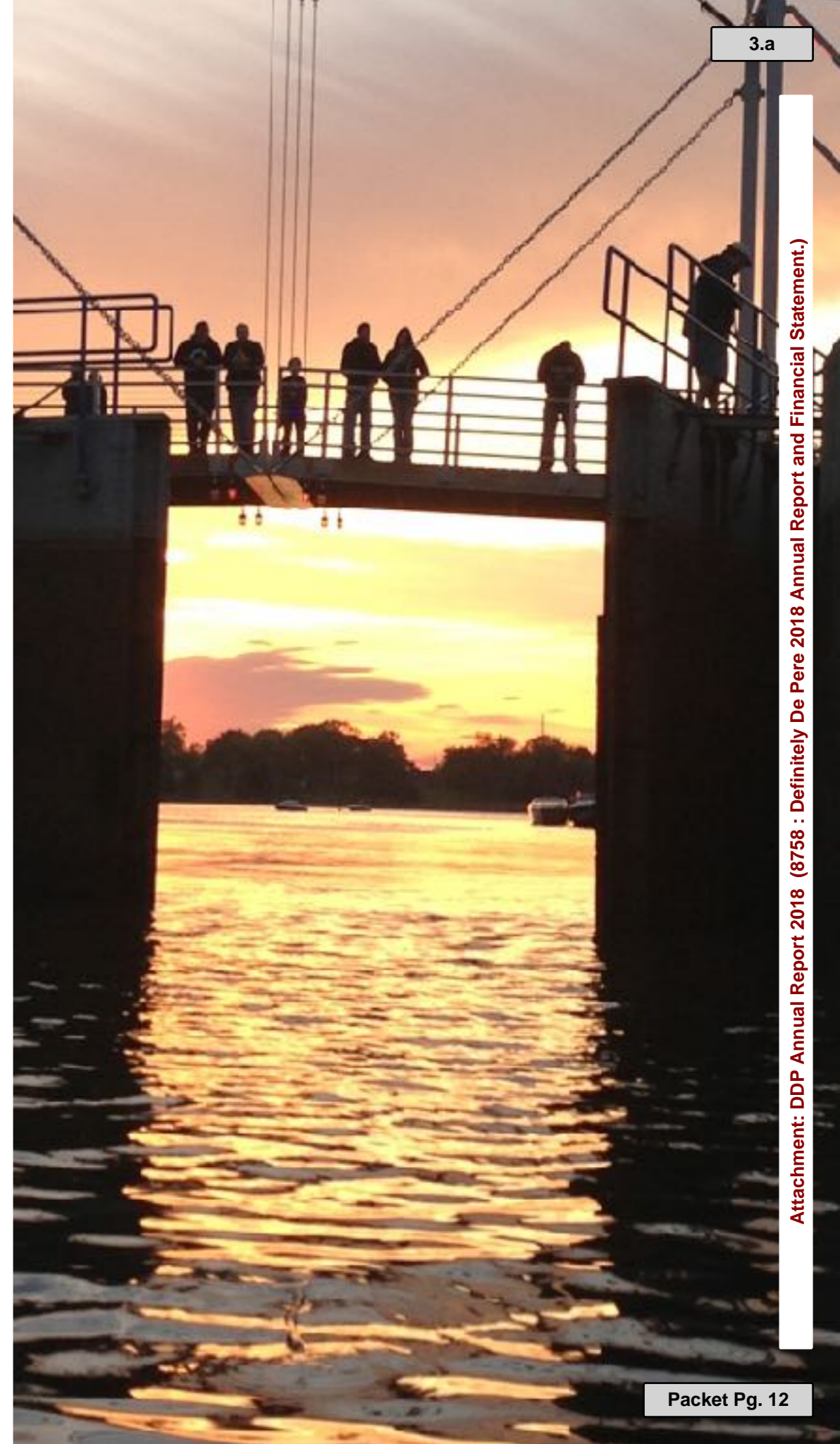


2017 Expenses



2018 Highlights

- Produced new and improved events that drove more traffic downtown. 15% increase in number of event days and a 25% increase in attendance.
- Expanded marketing activities. 20% increase in social media followers.
- Established a public art program.
- Installed 5 murals downtown.
- Developed a downtown Streetscape Design Plan and presented several initiatives for Council approval.
- Purchased a Business Inventory Management System.
- Collaborated with the De Pere Chamber of Commerce and the City of De Pere on the De Pere Business Walk.
- Collaborated with the De Pere Chamber of Commerce and the City of De Pere on State of De Pere event.
- Worked with a number of property owners on facade improvement projects.
- 25 properties renovated compared to 18 in 2018.
- Conducted a satisfaction survey to downtown businesses.
- Served on the steering committee for the Cultural District Master Plan and Visioning and Branding initiatives.



Downtown Business Survey

With their business in mind, respondents indicated how important the following downtown improvements were to them:

- 86% Flowers
- 78% Unique Seating/Benches
- 78% Public Plaza
- 68% Public Art
- 54% Performing Arts Stage

Downtown Business Survey

Respondents indicated that the following Definitely De Pere events have a positive impact on downtown:

- 98% Art Walk
- 97% Farmers Market
- 97% Foodie Walk
- 97% Trick or Treat
- 97% Small Business Saturday
- 97% Sidewalk Sales
- 95% Soup Walk
- 94% De Pere Holly Day
- 92% De Pere Style Fashion Show
- 81% Yoga

Benchmark Cities | 2018 Data

City	# of Events	Net New Businesses	Net New Jobs	Private Investment	Public Investment	New Housing Units	Building Rehabbed	City Size
Beloit	11	-1	28	\$15,000,000	0	0	15	36,856
De Pere	45	19	47	\$3,000,000	\$170,000	0	25	24,465
Marshfield	31	4	207	\$850,000	\$1,800,000	2	5	19,140
Watertown	15	0	-1	\$2,200,000	\$4,600	0	9	29,932
Wausau	51	0	12	\$370,000	\$270,000	0	6	39,299
Benchmark Average	31	4	59	\$4,300,000	\$449,000	0.5	12	

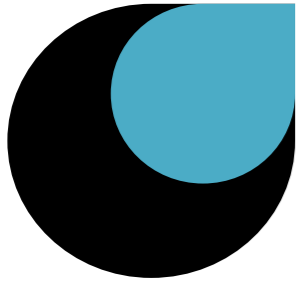
Attachment: DDP Annual Report 2018 (8758 : Definitely De Pere 2018 Annual Report and Financial Statement.)

PRIVATE INVESTMENT

More than \$3 million has been **invested** in Downtown De Pere



PRIVATE INVESTMENT



**IN 2018
MORE THAN
\$3 MILLION
HAS BEEN INVESTED IN
DOWNTOWN DE PERE**

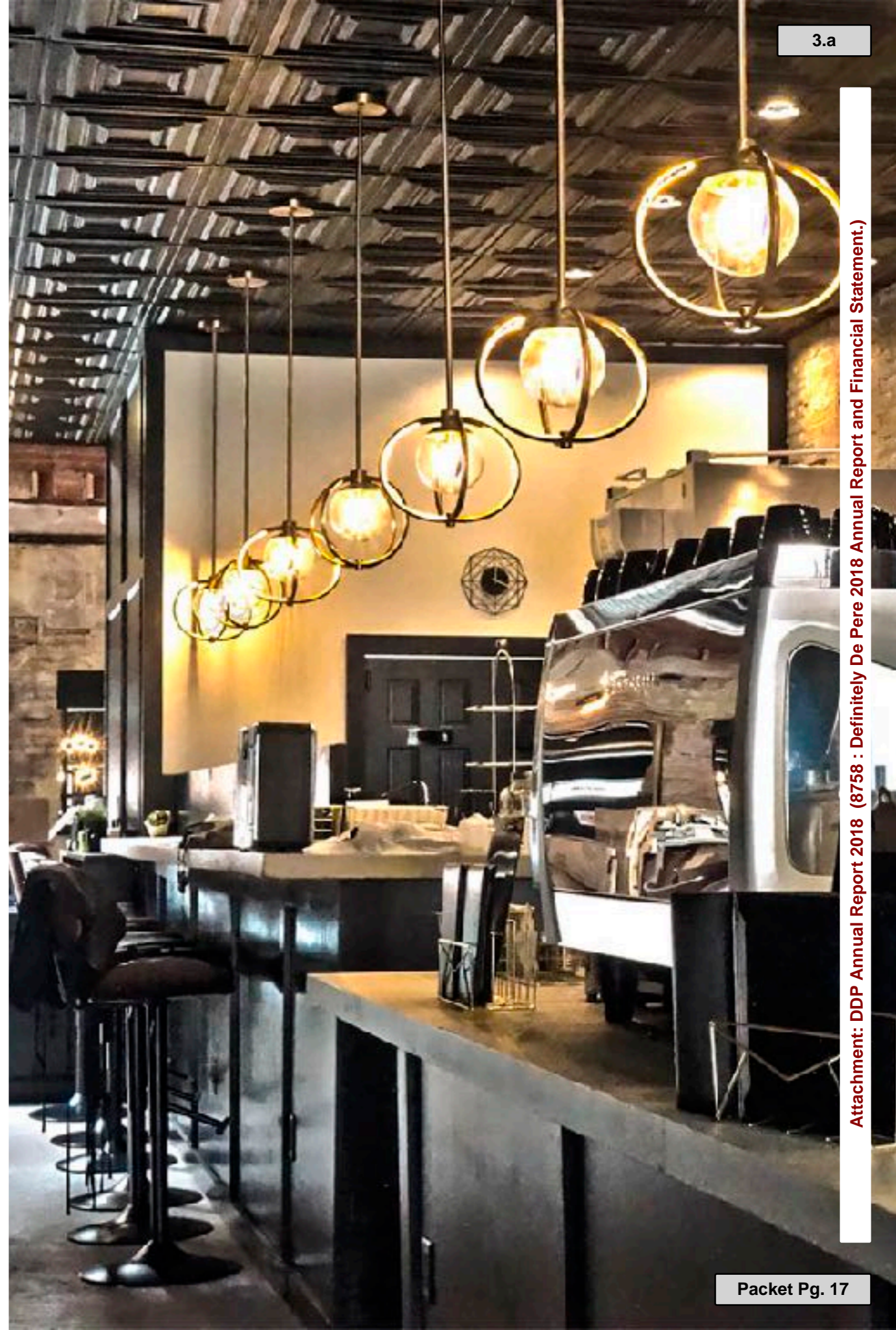
Property Improvements

Private Investment \$1,000,000

Building Sales

Property Sales \$2,000,000

*Average private investment of benchmark cities
\$4,300,000*



Public Improvements

- Seasonal Flowers
- Holiday Decorations
- Light Pole Banners
- Façade Grants
- Cultural District Master Plan
- Visioning & Branding Initiative

Downtown Improvements

Public Investment, approximately **\$170,000**

Average public investment of benchmark cities \$449,000





Destination Downtown



New Businesses

Affogatos
 artlessBastard
 Aunt Ethel's
 Baffi di Lucio
 Blue Door Artworks
 The Connective
 Egg Roll Palace
 The Exchange
 The Exchange Parlor
 Fox River Boat Tours

Fuel Good
 Headway
 How To Concerts
 Infinity Hair Salon
 Inspire Gallery
 Kirsten Peterson Photography
 Mc Lanes Bowl/Fox Y Moo
 Moxie Boutique and Salon
 Rock and Body Shop
 Smart Relationships

Therapeutic Massage
 WholeHearted Integrative Therapies

DESINTATION DOWNTOWN

**IN 2018, 22 NEW BUSINESSES
 CHOOSE TO LOCATE DOWNTOWN
 ONLY 3 CLOSED
 RESULTING IN 19 NET NEW BUSINESSES**



*2018 state average
 4 Net New Businesses*



VISITORS

60,000 visitors attend events in the downtown annually



DOWNTOWN DE PERE EVENTS

January

Winter Clearance Sale

February

Seroogy's Run (Seroogy's event)

April

De Pere Style Fashion Show

May

Doggie Block Paw-ty

Foodie Walk

June

Food Truck Rally

Art Walk

Farmers Market

International Day of Yoga

July

Food Truck Rally

Art Walk

Farmers Market

Yoga in the Park

Summer Sidewalk Sales

Art in the Park

(De Pere Chamber event)

Knights on the Fox

(St Norbert event)

De Pere Beer Garden

(City Park and Rec)

August

Food Truck Rally

Art Walk

Farmers Market

Yoga in the Park

Knights on the Fox

(St Norbert event)

De Pere Beer Garden

(City Park and Rec)

September

Food Truck Rally

Farmers Market

SNC Day (St Norbert event)

De Pere Beer Garden

(City Park and Rec)

October

Soup Walk

De Pere Style Fashion Show

Trick or Treat Downtown

November

Small Business Saturday

December

De Pere Holly Day

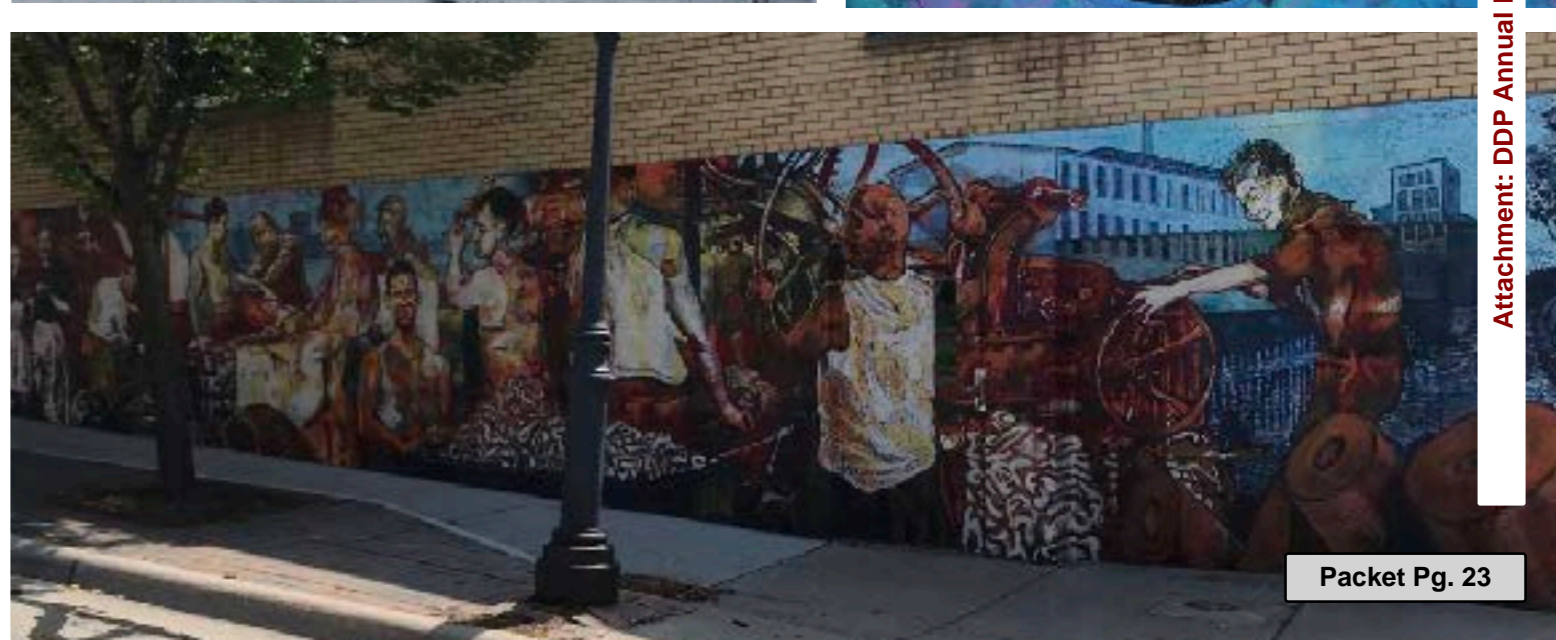
De Pere Holly Nights

Downtown De Pere events **45**

Average # in benchmark cities **31**



Mural Program



Attachment: DDP Annual Report 2018 (8758 : Definitely De Pere 2018 Annual Report and Financial Statement.)

VOLUNTEERS

1,456 volunteer hours
valued at \$34,944



Looking Ahead

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



2018 Wisconsin Main Street Awards



Aunt Ethel's Adult Emporium

Best New Business



The Exchange

Best Interior Renovation



Attachment: DDP Annual Report 2018 (8758 : Definitely De Pere 2018 Annual Report and Financial Statement.)

Luna Coffee Roasters

Best Facade

Leadership

Board of Directors

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

BID Board

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

Staff

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



Hemauer Financial Group



DOWNTOWN DE PERE, INC.

***FINANCIAL STATEMENTS AND
SUPPLEMENTARY INFORMATION***

December 31, 2018

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Brunette Tax & Accounting, LLC

Certified Public Accountants and Consultants

INDEPENDENT ACCOUNTANT'S REVIEW REPORT

To the Board of Directors of
Downtown De Pere Inc.

De Pere, WI

We have reviewed the accompanying financial statements of Downtown De Pere Inc. (a nonprofit organization), which comprise the statement of financial position as of December 31, 2018, and the related statements of activities and cash flows for the year then ended, and the related notes and supplementary information to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of entity management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

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.

Accountant's Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

Accountant's Conclusion

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

Brunette Tax & Accounting, LLC
Green Bay, WI
August 9, 2018

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

Attachment: DDP 2018 Financial Review (8758 : Definitely De Pere 2018 Annual Report and Financial Statement.)

DOWNTOWN DE PERE, INC.
STATEMENT OF FINANCIAL POSITION
December 31, 2018

ASSETS	<u>2018</u>
Current Assets	
Cash, including interest-bearing deposits	\$ 89,964
Accounts Receivable	14,805
Security Deposit	<u>500</u>
Total Current Assets	\$ 105,269
Property and Equipment	
Office Equipment and Fixtures	7,220
Website	<u>15,655</u>
Total Property and Equipment	\$ 22,875
Accumulated Depreciation	<u>(17,095)</u>
Net Property and Equipment	\$ 5,780
TOTAL ASSETS	<u><u>\$ 111,049</u></u>
 LIABILITIES AND NET ASSETS	
Credit Cards	<u>\$ 1,105</u>
TOTAL LIABILITIES	\$ 1,105
 Net Assets	
Unrestricted	\$ 109,944
Total Net Assets	\$ 109,944
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 111,049</u></u>

See accompanying notes to financial statements

DOWNTOWN DE PERE, INC.
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS
Year Ended December 31, 2018

	2018		
	Unrestricted	Temporarily Restricted	Total
REVENUES, GAINS AND OTHER SUPPORT			
City of De Pere - BID	\$ 105,367		\$ 105,367
Public Art	-	22,471	22,471
Beautification Income	12,470		12,470
Corporate Contributions	500		500
Program Services	59,457		59,457
Total Revenues, Gains and Other Support	<u>\$ 177,794</u>	<u>\$ 22,471</u>	<u>\$ 200,265</u>
NET ASSETS RELEASED FROM RESTRICTIONS	\$ 22,371	\$ (22,371)	\$ -
EXPENSES			
Program Services	\$ 172,288		\$ 172,288
Supporting Services			
Management and General	52,143		52,143
Total Expenses	<u>224,431</u>	<u>-</u>	<u>224,431</u>
Change in Net Assets	\$ (24,266)	\$ 100	\$ (24,166)
NET ASSETS BEGINNING OF YEAR	\$ 134,110		\$ 134,110
ENDING NET ASSETS	\$ 109,844	\$ 100	\$ 109,944

See accompanying notes to financial statements

DOWNTOWN DE PERE, INC.
STATEMENT OF CASH FLOWS
December 31, 2018

	<u>2018</u>
CASH FLOWS FROM OPERATING ACTIVITIES	
Change in Net Assets	(24,166)
Adjustments to reconcile excess (deficiency) of revenues over expenses to net cash provided (used) by operating activities:	
Depreciation	3,080
(Increase) decrease in:	
Assessments receivable	(6,030)
Increase (decrease) in:	
Accounts payable	
Accrued liabilities	<u>(1,171)</u>
 Total Cash Provided from Operations	 \$ (28,287)
 CASH FLOWS USED IN INVESTING ACTIVITIES	 -
 NET INCREASE (DECREASE) IN CASH	 (28,287)
 CASH AT BEGINNING OF YEAR	 <u>118,251</u>
 CASH AT END OF YEAR	 <u><u>\$ 89,964</u></u>

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 2018 was \$3080.

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, 2018, Downtown De Pere, Inc. had \$118,251 held in three accounts. One account is used as the checking account, one account is used for the Beautification Committee funds, and one account is the old bank account. 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 August 9, 2019, 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, 2018**

	<u>2018</u>
PROGRAM SERVICE REVENUE	
Art Walk Income	\$ 5,290
Farmers Market Income	29,277
Fashion Event	4,300
Foodie Walk	6,240
Holiday Event Income	1,750
Promotional Events	1,300
Soup Walk Income	8,050
Yoga in the Park	<u>3,250</u>
TOTAL OTHER REVENUE	<u>\$ 59,457</u>

See accompanying notes to financial statements

DOWNTOWN DE PERE, INC.
OPERATING EXPENSE DETAIL
Year Ended December 31, 2018

	2018		
	Program Services	Management/ General	Total
LABOR			
Wages	\$ 74,146	\$ 34,160	\$ 108,306
Payroll Taxes	7,113	3,048	10,161
Total LABOR	<u>81,259</u>	<u>37,208</u>	<u>118,467</u>
OPERATING EXPENSE			
Accounting		5,141	5,141
Advertising	6,094		6,094
Art Walk	5,211		5,211
Beautification	15,254		15,254
Business Retention	1,000		1,000
Depreciation	3,080		3,080
Dues & Subscriptions		3,554	3,554
Farmers Market	14,302		14,302
Fashion Event	6,640		6,640
Foodie Walk	842		842
Holiday Event	3,268		3,268
Insurance	2,336		2,336
Internet Fees		818	818
Office Supplies		3,165	3,165
Organization	1,269		1,269
Other Expenses		234	234
Promotional Events	1,677		1,677
Public Art	22,371		22,371
Rent	4,680		4,680
Repairs	94		94
Soup Walk	788		788
Telephone	1,530		1,530
Travel		2,023	2,023
Yoga Expense	593		593
Total OPERATING EXPENSE	<u>91,029</u>	<u>14,935</u>	<u>105,964</u>
TOTAL OPERATING EXPENSES	<u><u>\$ 172,288</u></u>	<u><u>\$ 52,143</u></u>	<u><u>\$ 224,431</u></u>

See accompanying notes to financial statements



City of De Pere, Wisconsin

Request For Business Improvement District Board Action

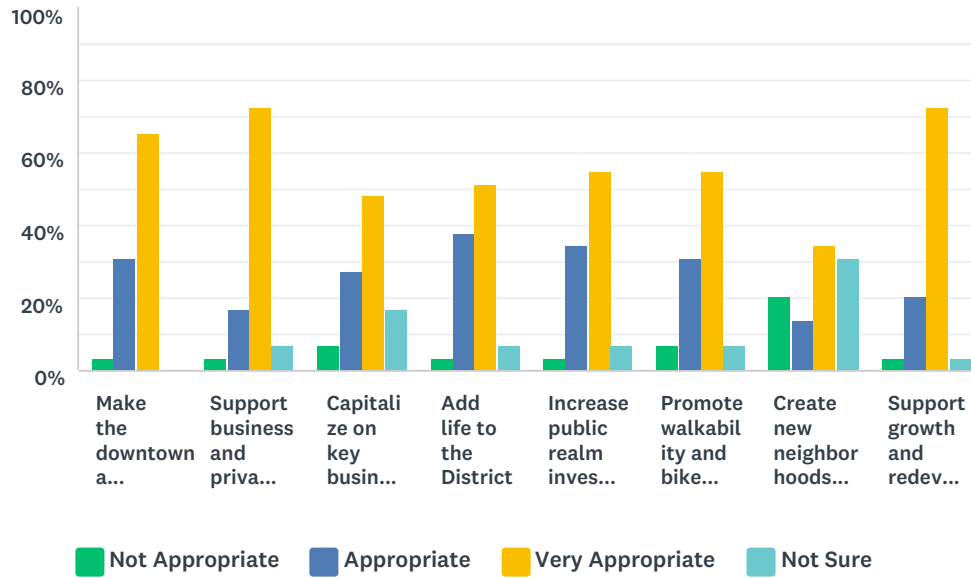
MEETING DATE: September 20, 2019
DEPARTMENT: Planning
FROM: Kimberly Flom
SUBJECT: Review 2019 BID Survey Results.

ATTACHMENTS:

- BID Survey Results (PDF)

Q1 How appropriate do you feel these objectives are for downtown De Pere?

Answered: 29 Skipped: 0



	NOT APPROPRIATE	APPROPRIATE	VERY APPROPRIATE	NOT SURE	TOTAL	WEIGHTED AVERAGE
Make the downtown a destination	3.45% 1	31.03% 9	65.52% 19	0.00% 0	29	2.62
Support business and private investment	3.45% 1	17.24% 5	72.41% 21	6.90% 2	29	2.83
Capitalize on key business niches	6.90% 2	27.59% 8	48.28% 14	17.24% 5	29	2.76
Add life to the District	3.45% 1	37.93% 11	51.72% 15	6.90% 2	29	2.62
Increase public realm investment and improvement	3.45% 1	34.48% 10	55.17% 16	6.90% 2	29	2.66
Promote walkability and bike ability	6.90% 2	31.03% 9	55.17% 16	6.90% 2	29	2.62
Create new neighborhoods in the downtown	20.69% 6	13.79% 4	34.48% 10	31.03% 9	29	2.76
Support growth and redevelopment	3.45% 1	20.69% 6	72.41% 21	3.45% 1	29	2.76

Attachment: BID Survey Results (8757 : Informational - 2019 BID Survey Results.)

Q2 Do you feel any of these objectives should be revised or eliminated? If yes, please explain.

Answered: 16 Skipped: 13

#	RESPONSES	DATE
1	need for more parking	9/10/2019 4:37 AM
2	It would be helpful to better understand the type of support offered for business and private investment. I'm not sure I am seeing that--but I certainly feel the arts, culture, destination categories.	9/2/2019 11:09 AM
3	No.	8/28/2019 1:06 AM
4	no	8/25/2019 7:31 AM
5	NA	8/22/2019 10:29 AM
6	We love what Definitely De Pere has been doing, especially in the more recent years. The public art, food truck rallies, farmer's market, art walks, etc are all fabulous to us!	8/22/2019 5:16 AM
7	While I am not opposed to "adding life" or creating new neighborhoods, I simply do not understand how these goals can be measured or achieved.	8/22/2019 2:51 AM
8	Should refocus on new business relocations to vacant retail spaces. Have an area on website that can post vacant property details and help promote these vacant spaces for property owners.	8/21/2019 3:52 PM
9	Possibly support for the existing businesses that make downtown de pere great already :)	8/21/2019 11:50 AM
10	The primary priority should be to promote development that will have more people actually living downtown. Apartments, condos, etc.. There are not enough downtown residents to support all of the retail and other businesses that we would like to maintain or add. This needs to be large scale (see downtown Green Bay), not 1-2 condos here and there.	8/21/2019 11:09 AM
11	No	8/21/2019 11:00 AM
12	Parking on the West side is getting more difficult for businesses and employees. Especially when SNC's students are here. We find it very difficult to have employees find spots let alone our clients. To support business, something has to change with this.	8/21/2019 10:54 AM
13	No. I love it all.	8/21/2019 10:48 AM
14	no	8/21/2019 10:42 AM
15	N/A	8/21/2019 10:36 AM
16	It may not be necessary to continue the BID in the current climate. General trends favor downtown reinvestment which has created a better milieu for the market	8/21/2019 10:15 AM

Attachment: BID Survey Results (8757 : Informational - 2019 BID Survey Results.)

Q3 Are there any objectives that you would like to see added to the BID Operating Plan?

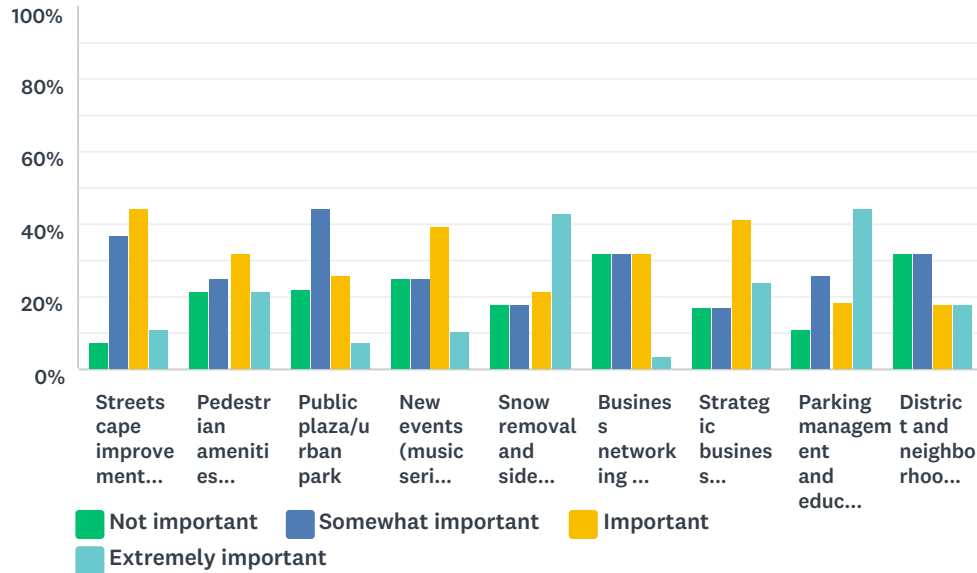
Answered: 13 Skipped: 16

#	RESPONSES	DATE
1	yes more parking-this is always and issue	9/10/2019 4:37 AM
2	Recruitment and retention of high-quality business.	9/2/2019 11:09 AM
3	No.	8/28/2019 1:06 AM
4	no	8/25/2019 7:31 AM
5	Develop a parking plan for the near west-side (Nicolet).	8/22/2019 10:29 AM
6	Parking on George Street	8/22/2019 2:07 AM
7	More building owner input and a yearly or bi annual building owner informal meeting outside of the BID budget review and yearly recap. Create a space to share details and let property owners get to know each other share ideas about ways to help support each other. Let them learn from other property owners about the actual costs of "rehabbing, lease rates, facade grants, etc...items that pertain to building owners.	8/21/2019 3:52 PM
8	Promote investment and development	8/21/2019 11:09 AM
9	Not at this time	8/21/2019 11:00 AM
10	No	8/21/2019 10:48 AM
11	increased parking	8/21/2019 10:42 AM
12	No	8/21/2019 10:36 AM
13	No	8/21/2019 10:15 AM

Attachment: BID Survey Results (8757 : Informational - 2019 BID Survey Results.)

Q4 If the assessment for the De Pere BID was proposed to increase, where would you like that funding to be focused? Please rank the following.

Answered: 29 Skipped: 0



	NOT IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	EXTREMELY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Streetscape improvements (landscaping, accent lighting, etc)	7.41% 2	37.04% 10	44.44% 12	11.11% 3	27	2.59
Pedestrian amenities (benches, wayfinding, parklets, water bottle filling station, etc)	21.43% 6	25.00% 7	32.14% 9	21.43% 6	28	2.54
Public plaza/urban park	22.22% 6	44.44% 12	25.93% 7	7.41% 2	27	2.19
New events (music series, fall festival, culinary event, luncheon series, etc)	25.00% 7	25.00% 7	39.29% 11	10.71% 3	28	2.36
Snow removal and sidewalk maintenance	17.86% 5	17.86% 5	21.43% 6	42.86% 12	28	2.89
Business networking and educational programming	32.14% 9	32.14% 9	32.14% 9	3.57% 1	28	2.07
Strategic business recruitment and retention efforts	17.24% 5	17.24% 5	41.38% 12	24.14% 7	29	2.72
Parking management and education	11.11% 3	25.93% 7	18.52% 5	44.44% 12	27	2.96
District and neighborhood branding	32.14% 9	32.14% 9	17.86% 5	17.86% 5	28	2.21

Attachment: BID Survey Results (8757 : Informational - 2019 BID Survey Results.)

Q5 Are there other specific projects or programs that you would like to see the BID support? Please explain.

Answered: 15 Skipped: 14

#	RESPONSES	DATE
1	again parking	9/10/2019 4:37 AM
2	I'd like to respond to a question not asked. Would I like to see the BID assessment increased. NO!	9/2/2019 11:09 AM
3	Assist in design and fundraising of old bridge approach park. Placemaking efforts to reduce East/West divide and instead refer to places such as Nicolet Square, Marquette Square etc... The arch for Mission Square does this nicely and location appropriate signage would be desirable for the other squares... perhaps even historical signage to explain the significance of the name. I think we have adequate parking in the downtown and improved wayfinding signage will make the public aware of how easy it is to find a spot and then to make any short walk that is required interesting and enjoyable. The recent huge planters and sculptures have been a significant improvement in the walkability of the downtown.	8/28/2019 1:06 AM
4	no	8/25/2019 7:31 AM
5	A grocery store and some more restaurants would be nice. Less paintings on the buildings. I look at Dubuque, Iowa and really hope the goal is not to have that look. It's not terrible but it can look trashy as opposed to cultural. The economy is good and business owners are investing and taking care of their buildings. I believe the values of properties will climb and people will come but enhance the look with green space etc , not spray paint.	8/25/2019 4:05 AM
6	Redirect or manage traffic flow. Southern bridge would help. Reduce speed in downtown.	8/22/2019 10:29 AM
7	Moving the crosswalk to further down Main Ave because it is dangerous -cars come too fast over the bridge and from around the corner and are focused on traffic and not pedestrians.	8/22/2019 5:16 AM
8	Mentioned in previous notes but after seeing "snow removal" that's brilliant! Or at least work with a company to provide "discounted rates" if they do all sidewalks, this can be done...Saks Holdings has been doing this with Lance at Landscape artisans and it works but should be managed by a third party such as DD.	8/21/2019 3:52 PM
9	I think you've done a great job offering summertime projects/events. While your "wishlist" above is nice, I DO NOT SUPPORT an increase in the assessment!!!!!!!!!!!!!!	8/21/2019 1:26 PM
10	Incentivize large scale development. Wrightstown has a zero interest rate improvement loan available in their downtown. Help the city to be more aggressive in bringing in developers to expand downtown housing.	8/21/2019 11:09 AM
11	Not at this time	8/21/2019 11:00 AM
12	No	8/21/2019 10:48 AM
13	no	8/21/2019 10:42 AM
14	I would like to see more events in the down town area.	8/21/2019 10:36 AM
15	No	8/21/2019 10:15 AM

Attachment: BID Survey Results (8757 : Informational - 2019 BID Survey Results.)

Q6 Would you be interested in serving on the BID Board?

Answered: 17 Skipped: 12

#	RESPONSES	DATE
1	no	9/10/2019 4:37 AM
2	Not at this time.	9/2/2019 11:09 AM
3	Maybe in a year or so when other commitments are less.	8/28/2019 1:06 AM
4	no	8/25/2019 7:31 AM
5	Not at this time. Possibly in the future.	8/25/2019 4:05 AM
6	In the future. Not now.	8/22/2019 10:29 AM
7	Not at this time.	8/22/2019 5:16 AM
8	Not at this time.	8/22/2019 2:51 AM
9	Nope	8/21/2019 3:52 PM
10	no thanks	8/21/2019 1:26 PM
11	I would consider it.	8/21/2019 11:21 AM
12	sure	8/21/2019 11:09 AM
13	My plate is full now. Maybe in the future	8/21/2019 11:00 AM
14	I would be open	8/21/2019 10:48 AM
15	no	8/21/2019 10:42 AM
16	No	8/21/2019 10:36 AM
17	No	8/21/2019 10:15 AM

Attachment: BID Survey Results (8757 : Informational - 2019 BID Survey Results.)

Q7 This survey is designed for BID property owners. Please confirm that you own one or more properties downtown De Pere.

Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes, I am a BID property owner	100.00% 29
Total Respondents: 29	

Attachment: BID Survey Results (8757 : Informational - 2019 BID Survey Results.)

Q8 Property Address(es)

Answered: 23 Skipped: 6

Q9 Contact

Answered: 21 Skipped: 8

ANSWER CHOICES	RESPONSES	
Name	100.00%	21
Company	0.00%	0
Property Address(es)	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	21
Phone Number	95.24%	20

Attachment: BID Survey Results (8757 : Informational - 2019 BID Survey Results.)

Q10 Do you have any other comments, questions, or concerns?

Answered: 12 Skipped: 17

#	RESPONSES	DATE
1	The BID is doing a very nice job and in general, I am pleased. However, some ideas, like parklets and the lack of intentional policies to help improve the quality of sidewalk experiences (like no smoking/vaping), and the potential support of changes that would allow drinking on the street with parklets is very, very concerning. This is the wrong direction for our BID to be going. Let's be strategic in continuing to recruit and retain quality businesses and then support the businesses who are here and investing significantly to improve our community. Help us solve parking and access issues. Help us solve public nuisance issues. Help us clean the sidewalks by having water access. Help us have public video cameras installed to help manage vandalism. Help us pass the So. bridge so we can reduce semi traffic in downtown. --Thank you.	9/2/2019 11:09 AM
2	Although I am a big fan of the programming in the downtown that Definitely De Pere has implemented, I am not in favor of an increase in the BID assessments at this time. As a property owner who leases out commercial space, I have not been able to offset these additional charges on the tax bill through rent increases to the tenants. It is challenging enough to find tenants, and raising rents would make that even more difficult. I think that Definitely De Pere is providing plenty of "bang for the buck" at the current rates!	8/28/2019 3:11 PM
3	Please include me and send any information on upcoming events or meetings regarding the Downtown De pere plans. Eatsubway1@sbcglobal.net	8/28/2019 2:28 AM
4	As the admittedly biased past president of Definitely De Pere, I feel as though Definitely De Pere has been providing a significant amount of 'bang for the buck'. New life has been breathed into downtown events and the result has been that retailers are repopulating the downtown. The stadium tax dollars gave Definitely De Pere some money to work with and that resulted in the massive planters and sculpture. Once the stadium tax money is gone, there will be nothing to continue making these placemaking changes or support the improvements. The tiny staff of Definitely De Pere is stretched very thin to make good on that lofty list of goals and objectives. We can expect the events and improvements to plateau unless the BID is increased to support implementing all these grand ideas. As a business and property owner in the downtown, I support increasing the BID as one of the best investments that I can make to increase the value of my property and vitality of my business. Snow removal should stay in the city budget rather than siphon money that could be used to make downtown improvements.	8/28/2019 1:06 AM
5	no	8/25/2019 7:31 AM
6	We need to be more pedestrian and handicap-friendly. We watch cars narrowly avoid hitting people in the crosswalk daily.	8/22/2019 5:16 AM
7	Keep up the great work Tina. Your efforts are making our community a better place and increasing the returns on our investment.	8/22/2019 2:51 AM
8	ABSOLUTELY NO SUPPORT FOR INCREASING TAXES/ASSESSMENTS!!!!!!!	8/21/2019 1:26 PM
9	It is critical in this economic expansion to be more aggressive with downtown development. Once the economy slows or we see a recession investment will dry up and the opportunity is lost. Again, refer to Hobart, downtown Green Bay, College Ave for aggressive development plans.	8/21/2019 11:09 AM
10	Keep things moving. Make sure the west side gets equivalent coverage/improvements/programs. I like a lot of the things are going on.	8/21/2019 11:00 AM
11	No. Thanks for the great work.	8/21/2019 10:48 AM
12	Not at this time	8/21/2019 10:36 AM

Attachment: BID Survey Results (8757 : Informational - 2019 BID Survey Results.)



City of De Pere, Wisconsin

Request For Business Improvement District Board Action

MEETING DATE: September 20, 2019

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: BID Board Membership Public Comments.



City of De Pere, Wisconsin

Request For Business Improvement District Board Action

MEETING DATE: September 20, 2019

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Consideration and possible action regarding the 2020 BID Operating Plan. *

ATTACHMENTS:

- BID Operating Plan Memo 9-2019 (DOCX)
- DBI_OperatingPlan_2020 for BID (PDF)

CITY OF DE PERE MEMO



To: Business Improvement District (BID) Board
 From: Kim Flom, Development Services Director
 Date: September 20, 2019

RE: **Draft 2020 BID Operating Plan**

The 2020 De Pere Business Improvement Operating Plan is attached for your review.

2019 BID Assessment

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

Proposed Operating Plan Amendments

Priority Projects

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

2019 Priority Projects (removed from plan with updates below)

1. Downtown West Vision Plan
 - a. In budget for 2020 execution.
2. Installation of public art/placemaking improvements in the Nicolet Square Alley
 - a. Scheduled for Fall 2019.
3. Construction of newly designed James Street Streetscape
 - a. Project designed and bid. Bids rejected due to cost. Anticipated install 2020.
4. Wayfinding master plan and preliminary signage design
 - a. RFP to be issued at end of 2019.
5. Shared dumpster enclosure in Lee Square parking lot
 - a. Currently in design phase.

2020 Proposed Priority Projects

1. Pursue 123 N Broadway redevelopment.
2. Support plans to occupy or redevelop the Shopko Property
3. Finish Zoning Code Update
4. Public Realm Development (James Street Streetscape/Parklet Pedlet Policy)
5. Continue success of public art program
6. Strategic Business Recruitment

Updated Appendix – State Statute Language

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

BID Special Assessment Method

The BID discussed the current assessment method at their August meeting, but no changes are proposed as part of the 2020 BID Operating Plan.

The Board did express support for an increase to the assessment rate and encouraged Definitely De Pere and the City to further research potential scenarios and outcomes and utilize the first half of 2020 to finalize a proposal and begin a communication plan with the membership in order to garner feedback.

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

Process to change the Assessment Method

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

Requested Action

Approval of the 2020 De Pere Business Improvement District Operating Plan.

Attachment: BID Operating Plan Memo 9-2019 (8755 : Consideration and possible action regarding the 2020 BID Operating Plan. *)

DRAFT

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



September 2019

Anticipated Approval by Common Council: **Anticipated October 1, 2019**



Attachment: DBI_OperatingPlan_2020 for BID (8755 : Consideration and possible action regarding the 2020 BID Operating Plan. *)

The 2020 Business Improvement District (BID) Plan was prepared by the City of De Pere in collaboration with the BID Board and Definitely De Pere

BID Board Members

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

Definitely De Pere

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

City of De Pere

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

**DE PERE
BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN**

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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.

2020 Priority Projects

1. Pursue 123 N Broadway redevelopment.
2. Support plans to occupy or redevelop the Shopko Property
3. Finish Zoning Code Update
4. Public Realm Development (James Street Streetscape/Parklet Pedlet Policy)
5. Continue success of public art program
6. Strategic Business Recruitment

C. Benefits of the BID

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

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

III. Measures of Success

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

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

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

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

A. Proposed Expenditures of the BID

Expenditure details are listed in Appendix A. 2020 BID Expenditures include the following:

1. Contract with Definitely De Pere - \$85,769.38
2. City of De Pere Administrative Costs -\$1,000.00

B. Budget

The 2020 De Pere BID includes 219 parcels with a total BID value of over \$84,500,000 (\$68,116,300 value for assessable properties). The value has remained relatively flat between 2017 and 2018. Out of the 219 parcels, 72 are tax exempt or are used for residential purposes. Out of the remaining 147, the BID value is assessed at \$1.75 for every \$1,000 in total value of the parcel, with no combined ownership to have an assessment of more than \$ 1,950 or less than \$275.

A map of the district boundaries is attached as Appendix B, and information for each parcel classification is listed in Appendix C. Funds collected through BID assessments shall be used to pay for this DBI Operating Plan in order to implement a sustainable Business Improvement District for the City of De Pere.

Estimated 2020 Assessment Income (from 2019 taxes):	\$86,768.38
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2017 Expenses

Contract with Definitely De Pere:	\$85,768.38
City of De Pere Administrative Costs:	\$1,000.00
Total:	\$86,532.48

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

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

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

C. Annual Review

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

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

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

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

D. Relationship to Plans for Orderly Development of the City

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

E. Powers

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

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

F. Public Review Process

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

IV. District Boundaries

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

V. BID Organization and Operating Board

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

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

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

VI. Financing Method

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

VII. Method of Assessment

A. Assessed Parcels

All taxable property used for commercial purposes, as well as those taxed by the state as manufacturing, in the District boundary will be assessed. Properties used exclusively for residential purposes will not be taxed according to BID law. Mixed-use properties containing both commercial and residential will be fully assessed. Those that are used for commercial as well as manufacturing will be assessed. Property exempt

from paying real estate taxes or owned by government agencies will not be assessed, as required by BID law.

B. Levy of Assessment

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

The 2019 rates as shown in Appendix C were calculated at a rate of \$1.75 per \$1,000.00 of assessed value. Parcels are assessed by legal entity (i.e., multiple parcels owned by one legal entity are used as a total). No legal entity is assessed more than \$1,950.00, and no less than \$275.00. Property values used to calculate the BID assessment represent the assessed value of real property, as certified by the City of De Pere Assessor, as of January 1, 2018. Assessments are based per parcel and legal ownership.

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

C. Schedule of Assessments

Appendix C provides a schedule of assessments for 2019 for all non-exempt parcels in the District based on the formula described above. For convenience, a schedule of all nontaxable parcels exempt from BID assessments are also identified as part of Appendix C.

D. Assessment Collection and Disbursal

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

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

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

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

E. Annual Report

An annual report prepared by the BID Board is required by section 66.1109 (3) (c) of the Wisconsin Statutes. Definitely De Pere will prepare the annual report for operations in the District as well as obtain the required audit or reviewed financial statement. Definitely De Pere will provide copies of these reports to the City of De Pere for inclusion in the BID Operating Plan. The BID shall be responsible for the payment of any funds specified for the BID audit and related to BID activities for said BID audit and/or reviewed financial statement. State statute includes detail as related to the amount allocated for these items. The

BID Board will continue to review, revise and develop the DBI Operating Plan annually in response to changing development needs within the District.

VIII. City Role in District Operations

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

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

IX. Required Statements

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

1. *66.1109(1)(f)(1) The special assessment method applicable to the business improvement district.* The special assessment method is set forth in Section VI.
2. *66.1109(1)(f)(1m) Whether real property used exclusively for manufacturing purposes will be specially assessed.* The District will contain property used exclusively for manufacturing purposes; it will contain properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed they will benefit from development in the District.
3. *66.1109(1)(f)(2) The kind, number and location of all proposed expenditures within the business improvement district.* The number and location of proposed expenditures is set forth in Section II.G.
4. *66.1109(1)(f)(3) A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.* The method of financing the estimated expenditures is set forth in Section V.
5. *66.1109 (1) (f) (4) A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.* Please refer to Section II. B, C and E.
6. *66.1109 (1) (f) (5): A legal opinion that subds. 1. to 4. have been complied with.* A legal opinion from Attorney Julie Fronsee, indicating that the Operating Plan complies with all applicable provisions of Section 66.1109 (1) (f) (1-4) is attached as Appendix F.

X. Severability and Expansion

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

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

APPENDIX A: 2020 Definitely De Pere Budget & City Administrative Costs

City of De Pere Administrative Costs

In 2020, **\$1,000** of BID Assessment funds will be used to fund City of De Pere administrative costs as outlined below. The dollar amount proposed for BID funds represents only a portion of costs incurred by the City.

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

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

Key Staff and Responsibilities

Administrative Staff (meeting agendas, meeting minutes, correspondence)

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

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

City Clerk (submittal of assessment data to the County)

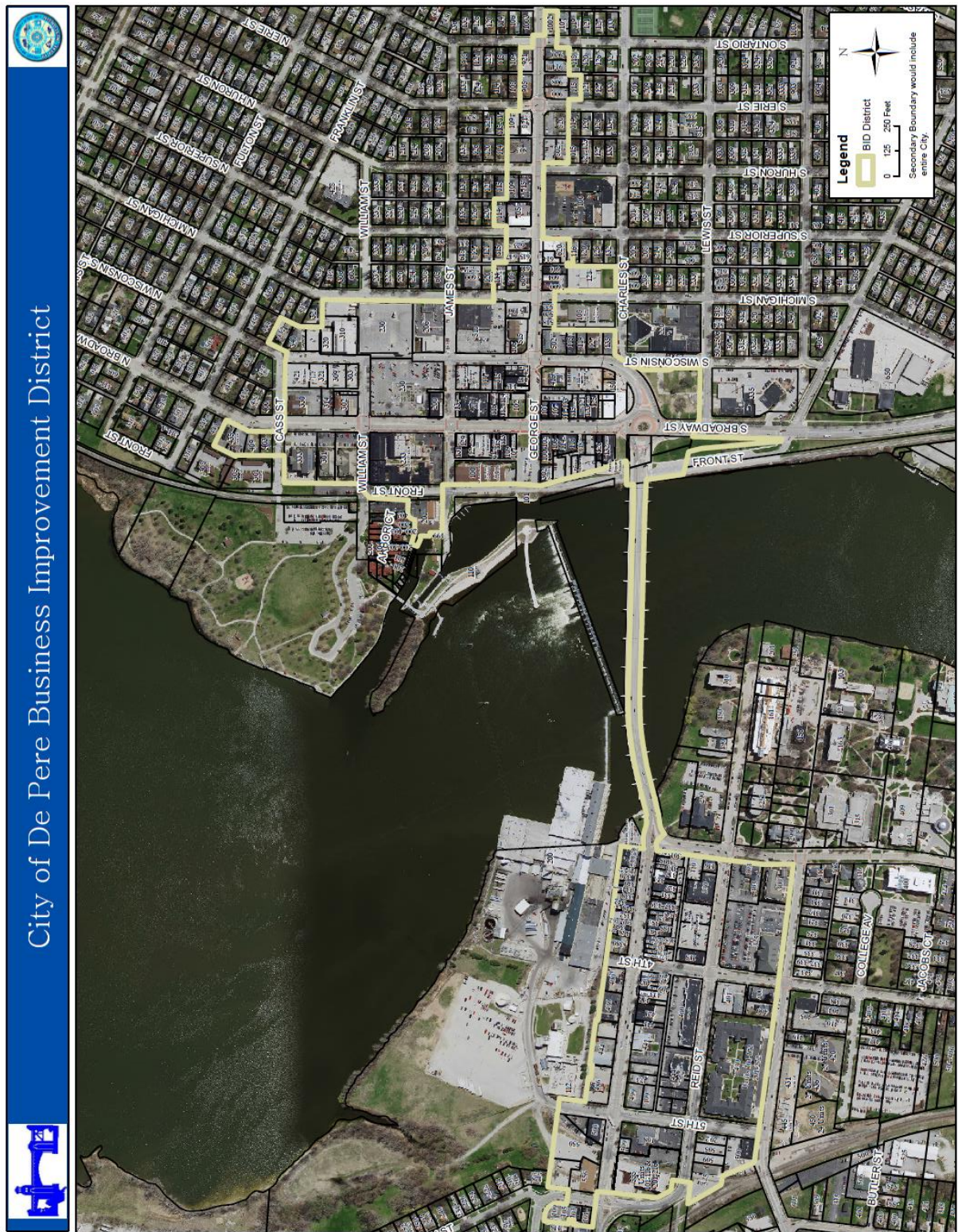
City Attorney (statute review)

Definitely De Pere Budget

In 2020, the BID Board will contract with Definitely De Pere in the amount of **\$85,768.38** to implement the BDI Operating Plan. *The Definitely De Pere draft budget will be provided for review at the annual membership meeting.*

Attachment: DBI_OperatingPlan_2020 for BID (8755 : Consideration and possible action regarding the 2020 BID Operating Plan. *)

APPENDIX B: BID District Boundary




 City of De Pere Business Improvement District

Attachment: DBI_OperatingPlan_2020 for BID (8755 : Consideration and possible action regarding the 2020 BID Operating Plan. *)

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

#	PARCEL ID	ADDRESS	PROPERTY OWNER	2019 ASSESSED VALUE	2019 BID VALUE	BID FINAL ASSESSMENT
1	ED-789	126 S BROADWAY ST	126 SOUTH BROADWAY LLC	199000	199000	\$348.25
2	ED-758-1	300 N BROADWAY ST BLK	301 NORTH BROADWAY LLC	1141100	1141100	\$973.59
3	ED-758	301 N BROADWAY ST	301 NORTH BROADWAY LLC	1144400	1144400	\$976.41
4	WD-908	313 MAIN AVE	313 MAIN IN DE PERE LLC	284500	284500	\$497.88
5	WD-372	334 MAIN AVE	A&K LONGBRANCH LLC	247000	247000	\$432.25
6	WD-1647	555 MAIN AVE 102	AARON P KEMPEN	119600	0	\$0.00
7	WD-921	371 MAIN AVE	ABTS INVESTMENTS LLC	141200	141200	\$275.00
8	WD-931	116 THIRD ST	AJANGO PROPERTIES LLC	219000	219000	\$383.25
9	ED-1067	805 GEORGE ST	ALI BRI PROPERTIES LLC	247800	247800	\$433.65
10	WD-1655	555 MAIN AVE 110	ANTERPREET SINGH	159000	0	\$0.00
11	ED-886	206 N WISCONSIN ST	ASSOCIATED DEPERE BANK	1222200	1222200	\$1,950.00
12	ED-1089	905 GEORGE ST	BEACHWALKER EXPRESS LLC	220600	220600	\$386.05
13	ED-824	125 S BROADWAY ST	BEILKE LLC	354400	354400	\$620.20
14	ED-907	518 GEORGE ST	BELLA NOVA LLC	299500	299500	\$524.13
15	ED-771	117 N BROADWAY ST	BELLE HOLDINGS LLC	186400	186400	\$326.20
16	ED-768	127 N BROADWAY ST	BELMONT DOWNTOWN ENTERPRISES LLC	255400	255400	\$446.95
17	ED-816	416 GEORGE ST	BMG DEVELOPMENT LLC	398000	398000	\$696.50
18	ED-844	102 N BROADWAY ST	BROADWAY INVESTMENT PARTNERS LLC	4555800	4555800	\$1,950.00
19	ED-767	129 N BROADWAY ST	BROOKS TL HOLDINGS LLC	120200	120200	\$275.00
20	ED-756	333 N BROADWAY ST	BROWN COUNTY LIBRARY	0	0	\$0.00
21	WD-281	108 S FIFTH ST	CAPITAL CREDIT UNION	804200	804200	\$1,407.35
22	WD-279	509 MAIN AVE	CAPITAL CREDIT UNION	127500	127500	\$223.13
23	ED-18-65	201 JAMES ST	CHATEAU DEPERE LLC	1700000	1700000	\$1,950.00
24	WD-375	348 MAIN AVE	CHRIS C RENIER	131300	131300	\$275.00
25	WD-389-4	556 MAIN AVE	CHRIST THE ROCK CHURCH INC	0	0	\$0.00
26	WD-389-3	550 MAIN AVE	CHRIST THE ROCK CHURCH INC	59600	59600	\$104.30
27	WD-389-5	0 FORT HOWARD AVE	CHRIST THE ROCK CHURCH INC	42200	42200	\$73.85
28	WD-1662	555 MAIN AVE 201	CHRISTOPHER D SAMP	216900	0	\$0.00
29	ED-969	108 N MICHIGAN ST	CLIFFORD U HANNON	195300	0	\$0.00
30	ED-1105	900 GEORGE ST	CLYDE B TETZLAFF	188100	188100	\$329.18
31	WD-918	355 MAIN AVE	CONNECTIVE PROPERTIES LLC	171700	171700	\$300.48
32	ED-1104	908 GEORGE ST	CRAIG R NELSON	181200	181200	\$317.10
33	ED-968-1	611 GEORGE ST	DANEN PROPERTIES LLC	105800	105800	\$185.15
34	ED-968-3	609 GEORGE ST	DANEN PROPERTIES LLC	246500	246500	\$431.38
35	ED-967	615 GEORGE ST	DANEN PROPERTIES LLC	160100	160100	\$280.18
36	WD-1654	555 MAIN AVE 109	DANIEL J PAGEL, ETAL	140500	0	\$0.00
37	WD-1659	555 MAIN AVE 114	DARVIN L ENDERSON	148900	0	\$0.00
38	WD-378	366 MAIN AVE	DAVID J MATYAS	196300	196300	\$343.53
39	ED-1048	820 GEORGE ST	DE PERE CHIROPRACTIC HOLDINGS LLC	306200	306200	\$535.85
40	ED-812	221 S BROADWAY ST	DE PERE REDEVELOPMENT AUTHORITY	0	0	\$0.00
41	WD-887	413 MAIN AVE	DEAN G RHODES	217800	217800	\$381.15
42	ED-966	623 GEORGE ST	DECLLENE ZELLNER INC	378000	378000	\$661.50
43	WD-404	101 FORT HOWARD AVE	DECLLENE ZELLNER LLC	299700	299700	\$524.48
44	WD-922	375 MAIN AVE	DENNIS M LARSON	216600	216600	\$379.05
45	WD-917-2	0 MAIN AVE	DEPERE CITY OF	0	0	\$0.00
46	WD-917-1	0 MAIN AVE	DEPERE CITY OF	0	0	\$0.00
47	WD-933	110 THIRD ST	DEPERE CITY OF	0	0	\$0.00
48	ED-862	421 CASS ST	DEPERE CITY OF	0	0	\$0.00
49	ED-864	321 N WISCONSIN ST	DEPERE CITY OF	0	0	\$0.00
50	ED-865-1	309 N WISCONSIN ST	DEPERE CITY OF	0	0	\$0.00
51	ED-867	303 N WISCONSIN ST	DEPERE CITY OF	0	0	\$0.00
52	ED-869-1	0 WILLIAM ST	DEPERE CITY OF	0	0	\$0.00
53	ED-851	134 N BROADWAY ST	DEPERE CITY OF	0	0	\$0.00
54	ED-835	127 N WISCONSIN ST	DEPERE CITY OF	0	0	\$0.00
55	ED-834	0 JAMES ST	DEPERE CITY OF	0	0	\$0.00
56	ED-769	123 N BROADWAY ST	DEPERE CITY OF	0	0	\$0.00
57	ED-833-1	0 GEORGE ST	DEPERE CITY OF	0	0	\$0.00
58	ED-799	0 CHARLES ST	DEPERE CITY OF	0	0	\$0.00
59	ED-719	0 FRONT ST	DEPERE CITY OF	0	0	\$0.00
60	ED-776	0 N BROADWAY ST	DEPERE CITY OF	0	0	\$0.00
61	ED-793	0 FRONT ST	DEPERE CITY OF	0	0	\$0.00
62	ED-796	0 FRONT ST	DEPERE CITY OF	0	0	\$0.00
63	ED-794	0 FRONT ST	DEPERE CITY OF	0	0	\$0.00
64	ED-788-1	0 S BROADWAY ST	DEPERE CITY OF	0	0	\$0.00
65	ED-881	0 N WISCONSIN ST	DEPERE CITY OF	0	0	\$0.00
66	ED-818	114 S WISCONSIN ST	DEPERE CITY OF MISSION SQUARE PARKING LOT	0	0	\$0.00
67	WD-928	340 REID ST	DEPERE CITY OF NICOLET SQUARE PARKING LOT	0	0	\$0.00
68	WD-926	340 REID ST BLK	DEPERE CITY OF NICOLET SQUARE PARKING LOT	0	0	\$0.00
69	ED-801	0 S BROADWAY ST	DEPERE CITY OF WELLS PARK	0	0	\$0.00
70	ED-287	230 S BROADWAY ST	DEPERE CITY OF WELLS PARK	0	0	\$0.00
71	ED-751	409 N BROADWAY ST	DEPERE HISTORICAL SOCIETY	0	0	\$0.00
72	ED-752	403 N BROADWAY ST	DEPERE HISTORICAL SOCIETY INC	0	0	\$0.00
73	ED-900	515 GEORGE ST	DEPERE LAW BUILDING LLC	542000	542000	\$948.50
74	ED-785	114 S BROADWAY ST	DEPERE RETRO LLC	565000	565000	\$988.75
75	WD-1661	555 MAIN AVE 116	DIANE K DICK	144800	0	\$0.00
76	WD-1672	555 MAIN AVE 212	DONNA J WAGNER	205100	0	\$0.00

Attachment: DBI_OperatingPlan_2020 for BID (8755 : Consideration and possible action regarding the 2020 BID Operating Plan. *)

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

Attachment: DBI_OperatingPlan_2020 for BID (8755 : Consideration and possible action regarding the 2020 BID Operating Plan. *)

#	PARCEL ID	ADDRESS	PROPERTY OWNER	2019 ASSESSED VALUE	2019 BID VALUE	BID FINAL ASSESSMENT
153	WD-925	115 FOURTH ST	MISHLER LONNIE L & CAROL J REVOCABLE TRUST	425200	425200	\$744.10
154	WD-306	525 REID ST	N E W DEVELOPERS LLC	432000	432000	\$756.00
155	WD-912	331 MAIN AVE	NICK BROTHERS PARTNERSHIP	311600	311600	\$545.30
156	WD-310	430 GRANT ST	NICOLET HIGHLANDS LLC	5899400	0	\$0.00
157	ED-960	610 GEORGE ST	NIP IT LLC	142400	142400	\$275.00
158	ED-869	302 N BROADWAY ST	NORTHERN GAS LLC	366100	366100	\$640.68
159	WD-380	380 MAIN AVE	OLD NELL PROPERTIES LLC	404800	404800	\$708.40
160	ED-916	119 S WISCONSIN ST	PALS RENTALS LLC	126700	126700	\$275.00
161	WD-295	444 REID ST	PARK PLACE HOLDINGS REID STREET LLC	1900000	1900000	\$1,950.00
162	WD-1665	555 MAIN AVE 204	PATRICK J DUCHATEAU	140500	0	\$0.00
163	WD-1648	555 MAIN AVE 103	PAUL A SULLIVAN	140500	0	\$0.00
164	ED-880	320 N WISCONSIN ST	PAUL D ALGREM	488400	488400	\$854.70
165	WD-374	342 MAIN AVE	PAUL H WILLEMS	97800	97800	\$275.00
166	WD-377	360 MAIN AVE	PEDS LLC	18000	18000	\$275.00
167	WD-890-1	441 MAIN AVE	PEOPLES MARINE BANK OF GREEN BAY	200	200	\$0.35
168	WD-288	441 MAIN AVE	PEOPLES MARINE BANK OF GREEN BAY	1020500	1020500	\$1,785.88
169	WD-906	301 MAIN AVE	PHE WI LLC	415100	415100	\$726.43
170	WD-1650	555 MAIN AVE 105	RACHEL MUHS	161400	0	\$0.00
171	WD-403	103 N SIXTH ST	RALPH E SANDERS	346700	346700	\$606.73
172	WD-955	303 REID ST	REID STREET RETAIL LLC	1180000	1180000	\$1,950.00
173	WD-373	338 MAIN AVE	RICK J HERYMAN	142300	142300	\$275.00
174	ED-660	1002 GEORGE ST	ROBERT L VANDEURZEN	158200	158200	\$276.85
175	ED-1094	920 GEORGE ST	ROBERT VANDEURZEN	100200	0	\$0.00
176	WD-1653	555 MAIN AVE 108	RONALD J WATERMOLEN	129600	0	\$0.00
177	ED-949	620 GEORGE ST	ROYLE PROPERTIES LLC	441000	441000	\$771.75
178	ED-432	432 N WISCONSIN ST	RYAN D PICHLER	249000	0	\$0.00
179	ED-914	135 S WISCONSIN ST	SAINT FRANCIS XAVIER CONGREGATION	0	0	\$0.00
180	WD-216	300 GRANT ST	SAINT NORBERT COLLEGE INC	3819600	3819600	\$1,950.00
181	WD-634-2	400 GRANT ST	SAINT NORBERT COLLEGE INC	0	0	\$0.00
182	WD-634	0 GRANT ST	SAINT NORBERT COLLEGE INC	0	0	\$0.00
183	WD-917	353 MAIN AVE	SAKS HOLDINGS LLC	275000	275000	\$288.28
184	WD-923	377 MAIN AVE	SAKS HOLDINGS LLC	287400	287400	\$301.27
185	ED-774	109 N BROADWAY ST	SAKS HOLDINGS LLC	285200	285200	\$298.97
186	ED-772	115 N BROADWAY ST	SAKS HOLDINGS LLC	166700	166700	\$174.75
187	ED-826	123 S BROADWAY ST	SAKS HOLDINGS LLC	196900	196900	\$206.41
188	WD-920	365 MAIN AVE	SAKS HOLDINGS LLC	649000	649000	\$680.33
189	WD-884	401 MAIN AVE	SCHLEIS PROPERTIES LLC	472000	472000	\$826.00
190	WD-381	400 MAIN AVE	SECOR JEROME J REVOCABLE TRUST	283800	283800	\$496.65
191	ED-848	116 N BROADWAY ST	SERA K PROPERTIES LLC	325600	325600	\$569.80
192	ED-917	115 S WISCONSIN ST	SEROOGY BROTHERS LLP	251700	251700	\$372.68
193	ED-893	144 N WISCONSIN ST	SEROOGY BROTHERS LLP	1065300	1065300	\$1,577.32
194	WD-388	486 MAIN AVE	SMOOTH MONEY OF DE PERE LLC	390200	390200	\$682.85
195	ED-878	310 N WISCONSIN ST	SRK REALTY GROUP LLC	1159700	1159700	\$1,950.00
196	WD-371	330 MAIN AVE	STAGECOACH ENTERPRISES LLC	181400	181400	\$317.45
197	ED-847	112 N BROADWAY ST	STARRY DEVELOPMENT LLC	320100	320100	\$560.18
198	ED-915	127 S WISCONSIN ST	STECK LLC	302600	0	\$0.00
199	WD-1646	555 MAIN AVE 101	STEVEN T FINLAY	133300	0	\$0.00
200	ED-1088	921 GEORGE ST	SUMMERLEIGH ASSOCIATES INC	274000	274000	\$479.50
201	WD-1657	555 MAIN AVE 112	SUSANA MINTEN	119600	0	\$0.00
202	WD-369	320 MAIN AVE	THE CONNECTIVE LLC	657700	657700	\$1,150.98
203	WD-911	327 MAIN AVE	TILKENS HOLDINGS LLC	394300	394300	\$690.03
204	WD-1658	555 MAIN AVE 113	TIMOTHY LINDERS	116300	0	\$0.00
205	WD-961	325 REID ST	TWEET BROTHERS RENTAL PARTNERSHIP	3510000	3510000	\$1,950.00
206	ED-857	200 N BROADWAY ST	UNION HOTEL CORP	379400	379400	\$663.95
207	ED-968-2	609 GEORGE ST RR	VANEGEREN MARSHA REVOCABLE LIVING TRUST	400	400	\$275.00
208	ED-432-1	340 N WISCONSIN ST	VOYAGEUR OFFICE & SUITES LLC	500100	500100	\$875.18
209	ED-842	415 GEORGE ST	WADE CONARD	244700	244700	\$428.23
210	WD-1664	555 MAIN AVE 203	WARREN J HAGANES	140500	0	\$0.00
211	WD-1676	555 MAIN AVE 216	WAYNE E MILLER	185600	0	\$0.00
212	ED-970	114 N MICHIGAN ST	WILDROOT LLC	172600	172600	\$302.05
213	ED-737	0 FRONT ST	WISCONSIN DEPT OF NATURAL RESOURCES	0	0	\$0.00
214	ED-80-3	0 S BROADWAY ST	WISCONSIN DEPT OF NATURAL RESOURCES	0	0	\$0.00
215	ED-957	121 S MICHIGAN ST	WISCONSIN DEPT OF TELEPHONE CO	0	0	\$0.00
216	WD-404-2	0 MAIN AVE	WISCONSIN DEPT OF TRANSPORTATION	0	0	\$0.00
217	ED-870	314 N BROADWAY ST	WITZYTOO HOLDINGS LLC	61000	61000	\$106.75
218	ED-871	330 N BROADWAY ST	WITZYTOO HOLDINGS LLC	905800	905800	\$1,585.15
219	ED-829	115 S BROADWAY ST	ZOELLER THOMAS G REVOCABLE TRUST	292700	292700	\$512.23
Total				\$84,599,800	\$68,116,300	\$86,768.38

Attachment: DBI_OperatingPlan_2020 for BID (8755 : Consideration and possible action regarding the 2020 BID Operating Plan. *)

APPENDIX D: Wisconsin Statutes Section 66.1109

Wisconsin BID Law: 66.1109 Business improvement districts.

(1) In this section:

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

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

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

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

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

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

1. The special assessment method applicable to the business improvement district.
- 1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.
2. The kind, number and location of all proposed expenditures within the business improvement district.
3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.
5. A legal opinion that subds. [1.](#) to [4.](#) have been complied with.

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

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

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

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

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

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

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

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

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

(b) The planning commission has approved the annexation.

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

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

(3)

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

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

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

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

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

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

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

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

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

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

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

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

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

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. [985](#). Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

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

(e) If after the expiration of 30 days after the date of hearing under par. [\(c\)](#), by petition under this subsection or subsequent notification under par. [\(d\)](#), and after subtracting any retractions under par. [\(d\)](#), the owners of property assessed under the operating plan having a

valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5)

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

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

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

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

Copied from: <https://docs.legis.wisconsin.gov/statutes/statutes/66/XI/1109/1/b> (accessed July 16, 2019)

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

APPENDIX E: Adopted Bylaws

BUSINESS IMPROVEMENT DISTRICT

ARTICLE I MEMBERS

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

ARTICLE II MEMBERSHIP MEETINGS

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

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

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

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

ARTICLE III BOARD OF DIRECTORS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ARTICLE IV COMMITTEES

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

ARTICLE V OFFICERS

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

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

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

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



City of De Pere, Wisconsin

Request For Business Improvement District Board Action

MEETING DATE: September 20, 2019

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Informational - Parklet/Pedlet Draft Policy.

De Pere is considering implementing a policy that would permit parklets and pedlets in the Downtown. The attached draft guideline booklet has been prepared for public review and comment. All comments received by October 1 will be used to revise the guideline book and/or be provided to the appropriate review bodies. If authorized by the end of the year, a parklet/pedlet program would be in place starting in 2020.

ATTACHMENTS:

- Parklet-Pedlet DRAFT Guidelines PUBLIC COMMENT EDITION (2) (PDF)

CITY OF DE PERE

DRAFT

for Review/Comment



Parklet & Pedlet Guidelines

AUGUST 2019



CITY OF DE PERE PARKLET/PEDLET AUTHORIZED BY ORDINANCE #19-XX

Parklets/Pedlets are not currently permitted in the City of De Pere. This is a DRAFT guideline manual provided for public review and comment. Please review and submit any comments & questions to Kim Flom at kflom@deperewi.gov no later than October 1, 2019.



Attachment: Parklet-Pedlet DRAFT Guidelines PUBLIC COMMENT EDITION (2) (8759 : Informational - Parklet/Pedlet Draft Policy.)

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The City of De Pere Ordinance #19-XX includes regulations for parklets/pedlets. This guidebook includes important information for those interested in having a parklet or pedlet.

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The History

In 2005, urban designer John Bela installed the first Park(ing) intervention on a street in downtown San Francisco by converting a parking space into a mini park. Within minutes of installation, a man sat down on the bench and began to eat lunch. Another person joined soon after, and the two began having a conversation. That’s when Bela and his collaborators knew they were on to something: “We created an opportunity for social interaction that wasn’t there before.” Since then many cities have started to convert formerly automobile-occupied spaces into multi-use spaces for pedestrians. Like De Pere, many Main Street Districts have narrow sidewalks which prevent pedestrians and customers from sitting and enjoying the downtown.

Parklets and pedlets solve this issue and are attractive due to their low installation and maintenance costs, small size, less permanent nature, and partnerships between downtown businesses.



Goals of Permitting Parklets/Pedlets



- Increase pedestrian activity
- Increase public outdoor gathering
- Increase opportunities for public art
- Increase outdoor seating/dining
- Increase streetscape amenities
- Increase passive or active recreation



Attachment: Parklet-Pedlet DRAFT Guidelines PUBLIC COMMENT EDITION (2) (8759 : Informational - Parklet/Pedlet Draft Policy.)



Applicant Responsibility

- Application
- Public engagement
- Design
- Permitting
- Construction
- Maintenance
- Liability (+ all associated costs)

City Responsibility

- Program management
- Application review
- Design review/approval
- Permit issuance
- Site inspection
- Installation of traffic devices
- Oversight/enforcement

Calendar



Parklet/Pedlet Notice of Intent & Applications Received: **January 1 to March 15**
 Review and Permit Issuance: **March 15 – April 15**
 Parklet/Pedlet installation and operation: **May 1 – November 1**

Step 1: Choose between a parklet or pedlet



Parklet

A parklet is a platform located in the parking lane of the street at the same level as the sidewalk, Parklets are typically constructed with benches, planters, tables and chairs, umbrellas, and bike racks and other decorative landscaping. Parklets provide additional space and amenities to businesses and the public. Parklets are open to the public and cannot be closed to conduct private business.



Pedlet



A Pedlet is a structure that acts as a sidewalk extension beyond the curb line. It is utilized to allow for a business to use the existing sidewalk as an extension of the business and the pedlet acts as a new route for pedestrians. A pedlet may provide an adequate pedestrian path in order to permit a patio or seating area adjacent to a building.

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Step 2: Select your location

Refer to Parklet/Pedlet City Map in Appendix A and B for eligible locations.



Location Requirements

- Parklet/Pedlet shall not be allowed in front of a fire hydrant, over a manhole cover or public utility valve.
- Parklet/Pedlet shall not be located over a catch or near enough to a catch basin to impede drainage.
- Parklet/Pedlet shall be located 40' from a bus stop.
- Pedlet locations will be reviewed to ensure adequate access around existing street lights, street trees and other terrace appurtenances.
- ADA accessible pathway available from sidewalk to parklet/pedlet (specific review of terrace conditions).
- Parklets and Pedlets must be open to the public. Designated food service or alcohol services is not permitted in a parklet or pedlet. An establishment's sidewalk café and/or alcohol beverage license premise may be extended to cover an adjacent sidewalk café associated with a pedlet. **
- If a pedlet is used to extend an alcohol beverage license permit, hours of operation are defined by the Municipal Code.
- Only two parklets/pedlets are permitted for every 500' linear feet on any side of one block. In the event that more than two parklet/pedlets are proposed for the same area, Development Services staff will use the Design Guidelines to rank the applications and provide that ranking to the Board of Public Works in order to determine what parklet/pedlets are approved.
- Proposed parklet/pedlet locations that are not shown as eligible on the City Map will be reviewed on an individual basis by City Staff and the Board of Public Works.

** In instances where existing obstructions prevent the installation of a pedlet in order to extend a sidewalk café or alcohol license premise, an exception to the above regulations may be considered.



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Step 3: Notify The City of Location



- Submit notice of intent for a proposed location to Development Services Staff via email



- Include adjacent address and photographs of proposed location.



- Development Services Staff & Public Works Department will review and confirm or deny eligibility of the location.

Step 4: Neighbor Outreach

Parklet/Pedlet approval requires support from:



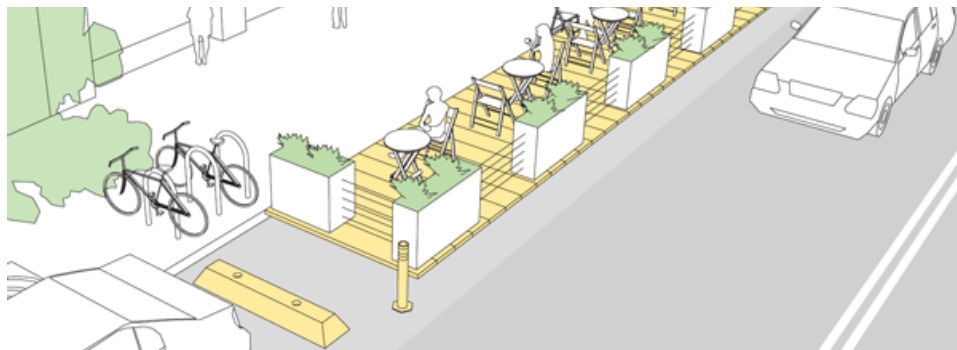
1. Property owner
2. Adjacent properties
3. Definitely De Pere



Complete the Stakeholder support form or obtain letters from each of the above to include in your application.

Step 5: Parklet/Pedlet Design

1. Develop a site plan and supporting design documents for the proposed parklet/pedlet.
2. Drawings should include dimensions, all details, finishes, colors.
3. Parklets/Pedlets must meet City Design Standards.



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Parklet/Pedlet Design Components

Platform

The base of the parklet must be designed to allow for drainage and to be flush with the curb and sidewalk. Acceptable materials include stone, wood, concrete, synthetic lumber, metal, or combination. Surface should be slip resistant.

Enclosure

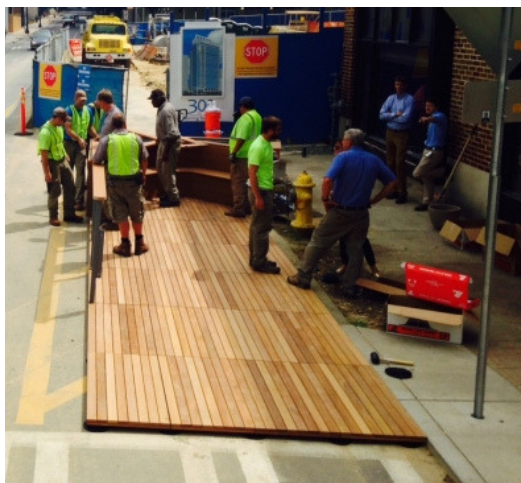
The enclosure delineates the edge of the parklet/pedlet and also buffers the space from the street. The enclosure height should be between 36" and 42". Taller and overhead elements will be considered on a case by case basis with a minimum vertical clearance of 84". Enclosures should be designed to not only be a buffer, but also be a feature of the parklet. They should be decorative and can incorporate planting areas and be an opportunity to showcase public art.

Features

All parklets must include a seating element in order to encourage gathering and enjoyment. Seating may be fixed benches or moveable furniture. Vegetation, in the form of planters and seasonal plants, is strongly encouraged. Vegetation should be selected based on hardiness, durability and interest and must be maintained in order to maintain clear sight lines to and from the street.

Other Elements

Other elements that would create a sense of place but are not noted specifically above will be reviewed on a case by case basis. The City invites a range of designs and layouts that reflect and promote arts and culture in De Pere.



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Design Standards



- All parklets/pedlets to be publicly accessible and will be identified as such by a required sign provided by the Department of Public Works.
- Because parklets and pedlets are seasonal, they should be designed for easy removal.
- A sign no bigger than 2' x 2' is permitted in order to recognize project sponsors and material donors but no advertising, logos or other branding is permitted.
- Constructed to conform to the applicable provisions, rules and regulations of the Americans with Disabilities Act (ADA).
 - At least one accessible entry point must be incorporated into the parklet design.
 - Minimum vertical gap between curb and parklet platform is ¼". Level changes exceeding ¼" may require ramps.
 - The parklet must meet ADA requirements for wheelchair turning movements (60" x 60").
 - The parklet must meet ADA requirements for resting space of a wheelchair (30"x48").
 - An accessible route must connect the sidewalk to the parklet entry, platform surface, wheelchair turning space, and wheelchair resting space. The path must be a minimum of 36" wide on the sidewalk and must not pass over grates containing openings that permit the passage of a ½" diameter sphere.
 - Platforms shall not exceed a 2% cross slope.
- Must be offset 1' on all sides of the parking stall, except the curb side.
- Cannot be wider than 7' or longer than 38'
- Platform must be flush with the sidewalk using slip resistance materials. No more than a ½ inch gap permitted between the curb and the parklet.
- The platform may not be bolted into the curb, but may be bolted into the roadway, with the submittal an approval of a restoration plan and bond.
- Must include a continuous physical barrier (36 minimum) along the three street edges.
- Must not block curbside drainage. A gap of 6" should be maintained between the body of the deck and the curb, to facilitate movement of water.
- Must maintain clear and unobstructed sightlines to and from the street.
- Electrical connections to buildings must be designed in order to no impeded pedestrian traffic and will require a separate electrical permit. Solar powered lighting is permitted and encouraged. Connection to City light poles is not permitted.
- Public Works will provide wheel stops and flexible bollards for each approved parklet, additional traffic devices may be required.

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Step 6: Maintenance Plan

Develop a written maintenance plan that addresses the day to day management of the parklet/pedlet including upkeep, repairs, debris removal, garbage clearing, plant pruning/watering, graffiti removal and securing furniture. See sample maintenance checklist in the appendix.

Step 7: Application Submittal

Requirements:



1. ROP Application (\$32 fee)
 - A. Insurance Requirements
2. Parklet/Pedlet Application (\$100 fee)
 - A. Application
 - B. Complete Stakeholder Support Form
 - C. Site Plan and Supporting Design Documents
 - D. Maintenance Plan
 - E. Design Standards Form

- If a Pedlet is proposed in order to provide room for a sidewalk cafe, the ROP application should include information for both.
- If alcohol beverage sales are proposed for a sidewalk café associated with a parklet, the liquor license premise amendment request will need to be requested from the Common Council.
- Refer to the appendix for the forms needed to complete an application.

Step 8: Review and Approval



City Staff reviews application to:

- A. Determine if application is complete.
- B. Determine if application meets requirements.
- C. Review aspects related to streetscape enhancement, location, community support etc.

All decisions shall be in writing. Decisions to deny the application shall state the reasons for denial and provide the applicant information on how to appeal the denial determination to the City Board of Public Works.

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Step 9: Construction, Inspection & Maintenance



- Installation date to be coordinated with the Public Works Department.
- Department of Public Works to provide City parklet sign. Applicant to install.
- Parklet/Pedlet construction to be overseen by an insured and certified contractor.
- Parklets should be assembled offsite to the extent possible in order to reduce the installation time in the street.
- Parklets must be constructed within 24 hours, or are subject to removal by the City.
- Before parklet/pedlet is open to the public:
 - Building Inspection Division to complete inspection to confirm conformance to design standards.
 - Department of Public Works to provide sign, install wheel stops and bollards.

Step 10: Removal

Applicant to remove parklet and restore parking space, no later than November 1.

- Coordinate removal date with the Department of Public Works.
- Public Works to remove sign, wheel stops and bollards.

Oversight/Enforcement



City reserves the right to order removal of a parklet in the following instances:

- Municipal Code Violations
 - Parklet not removed by November 1 each season
 - Parklet/Pedlet not maintained per maintenance plan
 - Parklet/Pedlet not ADA accessible
 - For unseen safety issues, natural or man-made emergencies or to accommodate ROW access for emergency repairs
- Upon receiving notice to remove parklet/pedlet or portion of parklet/pedlet from the City of De Pere, applicant must remove within 48 hours. If applicant has not removed within 48 hours, the Public Works Department shall have the right to remove the parklet/pedlet and place the item into storage. Once in storage, the applicant shall be notified of its location and have five days to pick up the materials from the date of notification. If the applicant does not pick up the materials, the Public Works Department may recycle or discard the materials. The City reserves the right to remove a parklet or pedlet immediately in the event of an emergency.
 - Any parklet/pedlet permit holder who fails to remove the parklet or comply with parklet guidelines may be banned from having a parklet/pedlet the following permit season.

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• TIPS AND RESOURCES

- Consider programming your parklet with activities in order to generate activity. Parklet activities could include: Book club, knitting circle, kids activities, gardening workshop, game events, poetry reading, performances and more.
- See the below links for more information on parklets:
 - LADOT Kit of Parts for Parklets:
 - <http://peoplest.lacity.org/wp-content/uploads/2015/10/parkletKOP2015.pdf>
 - City of Phoenix Parklet Design & Build Kit:
 - https://issuu.com/designrepublicus/docs/designrepublic_cityofphoenixparklet
 - Toolkit for Creating and Implementing Parklets by UCLA Luskin School of Public Affairs
 - https://nacto.org/docs/usdg/reclaiming_the_right_of_way_brozen.pdf
 - City of Boston Tactical Public Realm Guidelines on Parklets
 - https://www.boston.gov/sites/default/files/document-file-08-2018/final_parklets_0.pdf



CITY OF DE PERE

PARKLET/PEDLET GUIDELINES

APPENDIX A

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- PERMITTED
- NOT PERMITTED



East De Pere Parklet/Pedlet Location Map

Attachment: Parklet-Pedlet DRAFT Guidelines PUBLIC COMMENT EDITION (2) (8759 : Informational - Parklet/Pedlet Draft Policy.)

CITY OF DE PERE

PARKLET/PEDLET GUIDELINES

APPENDIX B

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West De Pere Parklet/Pedlet Fort Howard Ave. Map



West De Pere Parklet/Pedlet Location Map

● PERMITTED
● NOT PERMITTED

Attachment: Parklet-Pedlet DRAFT Guidelines PUBLIC COMMENT EDITION (2) (8759 : Informational - Parklet/Pedlet Draft Policy.)

City of De Pere

335 S. Broadway
De Pere, WI 54115
(920) 339-4053
dpbldg@mail.de-pere.org



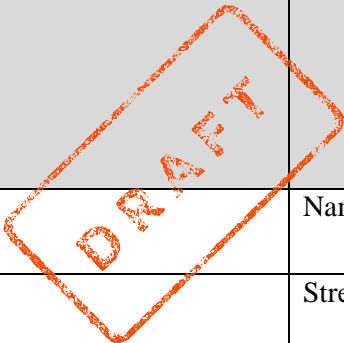
**Parklet/Pedlet
Permit Application
Application and Record**

Permit #: _____
Fee: _____
Receipt #: _____
Date: _____

Please check if you have already submitted a notice of intent for a proposed location.

Application Process & Requirments Checklist :

- Parklet/Pedlet Application
- ROP Application (Insurance Requirments)
- Stakeholder Support Form
- Site Plan & Design Documents
- Maintenance Plan
- Design Standards Form



Applicant Information

Name:	Name of hosting business:	
Address:	Street address of proposed parklet/pedlet:	
Phone #:		
E-mail:	Name of property owner in front of parklet/pedlet:	
Liquor Licence # (if applicable):	Property Owner Phone:	Property Owner Email:

Designer Information

Calendar

Designer:

- I don't know yet
- I will design parklet/pedlet myself
- I will hire a designer

Designer Name:

Phone Number:

Email:

Notice of Intent & Applications Received: **January 1-March 15**

Review and Permit Issuance: **March 15-April 15**

Parklet/Pedlet Installation & Operation: **May 1-November 1**

Steps for Parklet/Pedlet Authorization:

1. Notice of Intent is emailed to Community Development Staff
2. Application Submittal (Application, Stakeholder Support Form, Site Plan, Maintenance Plan, Design Standards Form)
3. Request for more information or determination by city.
4. Construction (Complete within 24 hours of start).
5. Inspection (Schedule with Building Services before opening to public).
6. Grand Opening (May 1st or later)
7. Removal- No later than November 1st- (Notify Public Works 1 week in advance).

Signatures:

Signature of Applicant/Authorized Agent	Signature of property owner in front of parklet/pedlet
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Attachment: Parklet-Pedlet DRAFT Guidelines PUBLIC COMMENT EDITION (2) (8759 : Informational - Parklet/Pedlet Draft Policy.)