



CITY OF WAUPUN
2025 BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN

BID Adoption: 10/15/2024

Common Council Adoption: 10/29/2024

THE WAUPUN BUSINESS IMPROVEMENT DISTRICT 2025 OPERATING PLAN (DRAFT)

INTRODUCTION

In 1984, the Wisconsin legislature created Sec. 66.1109 of the Statutes enabling cities to establish Business Improvement Districts (BID) upon the petition of at least one property owner within the proposed district. The purpose of the law is “to allow businesses within those proposed district to develop, manage, and promote the districts and to establish an assessment method to fund these activities”. Upon petition from property owners within the Waupun Business Improvement District (hereafter “BID”), the City’s Common Council created the BID and adopted its initial operating plan in 1988.

Section 66.1109(3)(b), Wis. Stats., requires that a BID Board “shall annually consider and make changes to the operating plan. The board shall then submit the operating plan to the local legislative body for approval”. The Board of the Waupun BID submits this BID operating plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial 1988 BID operating plan. Therefore, it incorporates by reference the earlier plans as adopted by the City’s Common Council. In the interest of brevity, this plan emphasizes the elements, which are required by Sec. 66.1109, Wis. Stats. This plan does not repeat the background information that is contained in the initial operating plan.

DISTRICT BOUNDARIES

A calculation of the BID assessment and the original 1988 map of the district is provided in Appendix A and Appendix B.

2025 OPERATING PLAN

The goals, objectives, and strategies of the 2025 Operating Plan as provided in Appendix C. Estimated revenues and expenditures can be seen in Appendix D.

PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

Under §66.1109(1)(f)(4), the Operating Plan must specify how the BID promotes the orderly development of the municipality, including its relationship to any municipal master plan.

The Waupun Business Improvement District was created through private sector initiative to further city goals. The creation of the BID is consistent with the City’s plans and promotes the orderly development of the City in general and the business district in particular. This proposal is consistent with the City’s Comprehensive Plan and all other City Ordinances and Plans.

METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of December 31, 2024, the properties in the district have estimated total BID assessable value of \$13,033,600. This plan proposes to assess the taxable property in the district at a rate of \$1.85 per \$1,000 of assessed value for the purposes of the BID. Appendix A shows the projected BID assessment for property included in the district.

The principle behind the assessment methodology is that each property owner should contribute to the BID in proportion to the benefit derived from the BID. After consideration of the assessment methods, it was determined that the assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a uniform rate applied on the assessed value of each property was selected as the basic assessment method for the Waupun BID.

Information on specific assessed values, budget amounts, and assessment amounts are based on 2024 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City's Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operating plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the City of Waupun.

B. Excluded and Exempt Property

Wisconsin law specifies certain properties, which are exempt from the assessment, and allows the municipality to determine whether businesses operating specifically for manufacturing purposes are exempt.

- Wisconsin Statutes § 66.1109(1)(f) 1m: This section details what must be included in a Standard Operating Plan. "Whether real property used exclusively for manufacturing purposes will be specially assessed." Property used exclusively for manufacturing purposes will not be assessed.
- Wisconsin Statutes § 66.1109(5)(a): "Property used exclusively for residential purposes will not be assessed."
- Wisconsin Statutes § 66.1109(5)(a): "Real property that is exempted from general property taxes under § 70.11 will not be assessed." Owners of property that is exempt from the special assessment may not receive the direct financial benefits of the Business Improvement District, such as in the case of a façade improvement grant or any other grant.

Owners of property that is exempt from the special assessment may not receive the direct financial benefits of the BID, such as in the case of the Façade Improvement Program.

CITY ROLE IN DISTRICT OPERATION

The City of Waupun is committed to helping private property owners in the district promote its development. To this end, the City has played a significant role in the creation of the BID and in the implementation of its operating plan. In particular, the City will continue to:

- Provide funding to the BID for administration and promotion of the Façade Improvement Grant program, business and development recruitment, and other initiatives. This is updated on an annual basis and is reviewed each budget year.
- Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.
- Collect and disperse BID assessments to the district.
- Receive annual audits, as required per Sec. 66.1109(3)(c) of the BID law.
- Encourage partners to support the activities of the district.

BOARD MEMBERS AND STAFF

The Mayor shall appoint the members of the BID Board subject to confirmation by the Common Council. Upon confirmation, board members serve a 3-year term expiring April 30th.

The Board is comprised of six (6) representatives from the BID District and four (4) representatives at-large. The current BID Board and staff are comprised as follows:

REPRESENTATIVE FROM BID DISTRICT		4/30/2025	Tyler Schulz
REPRESENTATIVE FROM BID DISTRICT		4/30/2025	Rich Matravers
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Steve Daute
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Gary DeJager
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Bryan Yohn
REPRESENTATIVE FROM BID DISTRICT		4/30/2027	Mitch Greenfield
REPRESENTATIVE AT-LARGE		4/30/2025	Craig Much
REPRESENTATIVE AT-LARGE		4/30/2026	Jodi Mallas
REPRESENTATIVE AT-LARGE		4/30/2027	Katie Bohn
REPRESENTATIVE AT-LARGE		4/30/2027	Teresa Ruch
MAYOR	Ex Officio		

Responsibilities of the Board include implementation of this operating plan and preparing annual reports of the District. The Board will also annually consider and make changes to the operating plan and submit the operating plan to the Common Council for approval. The Board will conduct its business consistent with the open meeting law and keep minutes as a matter of public record.

FUTURE YEARS' OPERATING PLANS

It is anticipated that the BID will continue to revise and develop the operating plan annually in response to changing development needs and opportunities in the district, in accordance with the purpose and goals in this operating plan.

Section 66.1109(3)(a) of the BID law requires the BID Board and the City to annually review and make changes as appropriate in the operating plan. Therefore, while this document outlines in general terms the complete development project, it focuses upon 2025 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2024 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City Common council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operation plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the City of Waupun.

AMENDMENT, SEVERABILITY, AND EXPANSION

The BID 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 statute invalid or unconstitutional, its decision will not be invalidate or terminate the BID and this BID operating plan shall be amended to conform to the law without need of re-establishment.

Should the legislature amend the statute to narrow or broaden the process of a BID to exclude or include as assessable properties of a certain class or classes of properties, as and when it conducts its annual review and approval of the operating plan and without necessity to undertake any other act. This is specifically authorized under Se. 66.1109(3)(b)

Appendix A – Calculation of 2024 Assessed Values

Appendix B – 1988 Original BID Map

Appendix C – 2025 Operating Plan Goals, Objectives, and Strategies

Appendix D – 2025 Budget

Appendix A – Calculation of 2024 Assessed Values

2024 Assessment Total			\$	13,033,600.00
Divided by \$1,000			\$	13,033.60
Assessment Rate: \$1.85/\$1,000				
2024 BID Assessment			\$	24,112.16
		TOTAL INCOME:	\$	24,112.16

City of Wau-pun
Bid District



Legend

BID District



Appendix C – 2025 Operating Plan Goals, Objectives, and Strategies

1. Be a voice for the Downtown Business Community.

- a. Communicate and solicit feedback from members.
 - i. Review, update and execute the operating plan.
 - ii. Build networks that strengthen working relationships/partnerships to promote the district.
 - iii. Pursue interest to expand the BID boundaries based on business inquiry.
 - iv. Complete annual audits as required by WI Statute.
 - v. Publish and distribute annual reports to members.
- b. Board development and administration
 - i. Recruit, develop and engage board members.
 - ii. Partner with city for administrative support and execution of operating plan.
- c. Strengthen collaboration among community partners to benefit the district.
 - i. Strengthen collaboration among community partner organizations.
 - ii. Maintain Connect Community status through WEDC.

2. Promote Downtown Waupun as a Destination.

- a. Underwrite a shared resource with Downtown Promotions to market the district.
- b. Contribute to annual marketing / events calendar to encourage traffic in the district.

3. Improve the aesthetic / visual appeal of Downtown Waupun.

- a. Support façade improvements in the District.
 - i. Façade improvement grants (50% match to \$2,100)
 - ii. Educate property owners on various financial assistance programs to encourage property redevelopment.
- b. Support implementation of Streetscaping Plan.
 - i. Maintain downtown spaces that are clean, safe, comfortable and welcoming.
 - ii. Partner with city departments to manage safety, parking, snow removal, and planter program.
 - iii. Partner with the CDA on implementation of Streetscaping/Design WI Plan.

4. Attract, retain, and facilitate development of a unique mix of businesses in coordination with district partners.

- a. Work to retain businesses in the district.
 - i. Maintain a business retention program to identify business retention and expansion opportunities.

- ii. Provide educational opportunities to support the growth of downtown businesses.
- b. Work to attract new businesses to the district.
 - i. Leverage market analysis report to improve business mix.
 - ii. Follow up on leads of business looking to open, expand or relocate.
 - iii. Provide entrepreneurial startup business coaching through Ignite network.
 - iv. Offer a business attraction / pop-up grant program.

Appendix D – 2025 Budget

INCOME:				
2024 Assessment Total			\$	13,033,600
Divided by \$1,000			\$	13,034
Assessment Rate: \$1.85/\$1,000				
2024 BID Assessment			\$	24,112
TOTAL INCOME:			\$	24,112
EXPENSES:				
Design			\$	15,600
Economic Vitality			\$	4,000
Organization			\$	2,012
Promotions			\$	2,500
TOTAL EXPENSE:			\$	24,112