

City of Waupun
Business Improvement District

August 5, 1988

INTRODUCTION

On April 6, 1984, the State of Wisconsin passed a law (Act 184) which allows for the creation of Business Improvement Districts. The law which governs the creation, operation, and termination of business improvement districts is established under Section 66.608 of the Wisconsin Statutes. The purpose of the law is to authorize cities, villages, and towns to create one or more business improvement districts; to allow businesses within those districts to develop, manage, maintain, and promote their activities; and to establish an assessment method to fund these activities. A BID must be a geographic area within a municipality consisting of contiguous parcels which are subject to general real estate taxes.

The formation of a business improvement district allows downtowners (business people, property owners, merchants, city officials and others) to determine what needs to be done to upgrade and strengthen downtown and pay the cost of doing it, in whole or in part. It is a way for downtowners to determine what they want and to finance it. An improved business district will create a positive image for those within the district, as well as, the community as a whole.

A BID is the best available method for business people to organize, coordinate marketing and promotional efforts, provide management, and maintenance programs, and encourage business development. It affords property owners and business people a very real role in directing those activities within the district which influence their investment and environment. It also insures that all beneficiaries of District programs participate in the funding of the programs.

The creation of a business improvement district in the City of Waupun will continue the efforts of government officials, Project R.E.S.C.U.E., Inc., business and industry leaders, and community members to revitalize the central business area, thereby, ensuring economic vitality for the community.

1989 BID OPERATING PLAN

BID OBJECTIVES

The proposed Business Improvement District and the Initial Operating Plan are a continuation of community efforts in upgrading and advancing the downtown business area. The BID objectives set forth are those determined as necessary to achieve the goals of revitalization, thereby, ensuring the development, improvement and promotion of the downtown area for the economic benefit of all businesses within the District, as well as, the general social and economic benefit of the City of Waupun and its visitors.

- * To market the Waupun business district through coordinated promotional and advertising programs.

- * Upgrade the physical appearance of downtown shopping and public areas creating an attractive setting for shoppers and citizens.

- * Develop informational and educational programs to show the public of the advantages of shopping in the downtown area.

- * Coordinate programs for educational, technical and training assistance for downtown merchants to improve their retail strategies and to promote a positive image of themselves in the community.

- * To develop and implement a business recruitment plan for downtown Waupun.

ORGANIZATION

Upon creation of the Waupun Business Improvement District by the city, the Mayor shall appoint the members of the District Board subject to confirmation by the Common Council.

This plan proposes that the BID Board be composed of ten (10) members being represented by the Board of Directors of Project R.E.S.C.U.E., Inc.

- 6 - Representatives from the BID District
- 4 - Representatives-At-Large

The Board of Directors shall be responsible for the management of the Business Improvement District in conjunction with the policies, programs, and activities of Project R.E.S.C.U.E., Inc. Responsibilities of the Board include implementing the operating plans and preparing annual reports on 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.

OPERATIONS

During its first year, the Downtown Waupun Business Improvement District will carry out the proposed program of activities as listed. Included are the expenditures associated with each activity. These projected costs include all services related to program development, materials and management. All proposed expenditures regarding physical improvements shall be spent within the Business Improvement District.

PROPOSED 1989 B.I.D. PROGRAM/BUDGET - DOWNTOWN WAUPUN

Total BID Budget	\$13,175
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1. Downtown Beautification	\$ 8,785
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Plan/Objective Upgrade the physical appearance of downtown shopping and public areas creating an attractive setting for shoppers and citizens. Possible purchase of vacant lot for the development of a green area serving both to beautify the downtown area and to be used as a walkway between parking and downtown store fronts. The operating plan is part of the overall commitment of enhancing the appearance of downtown, in conjunction with future proposed projects, such as ornamental street lighting, banners, greenery, signage to create a uniquely defined business area that is appealing to shoppers.

2. Marketing/Promotion	\$ 1,756
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Plan/Objective In conjunction with the creation of the Downtown Business Association, a marketing strategy to promote and enhance the downtown business image and to highlight the positive effects of shopping downtown. To market the Waupun business district through coordinated promotional and advertising programs. Develop informational and educational programs to show the public of the advantages of shopping in the downtown area.

3. Business Training	\$ 878
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Plan/Objective-Coordinate programs for educational, technical and training assistance for downtown merchants to improve their retail strategies and to promote a positive image of themselves in the community.

4. Business Recruitment	\$ 1,756
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Plan/Objective Develop a business recruitment packet for downtown. Target prospects (consists of, but not limited to, in-

person and telephone business recruitments, mailings, advertisements, targeted promotions.) To develop and implement a business recruitment plan for downtown Waupun.

RELATIONSHIP TO DOWNTOWN PLANNING

In 1987 the Common Council adopted the City of Waupun Comprehensive Plan, as prepared by Mid-America Planning Services, Inc., Madison. The "Plan" addresses the priorities the public set forth at a public hearing listing the deterioration of the downtown as major concern. The recommendation by M.A.P.S. is to revitalize downtown under: 1.) the administration and direction of Project R.E.S.C.U.E., Inc. and 2.) the formation of a Business Improvement District (BID).

Therefore, the Business Improvement District is being created as a public-private sector initiative that is consistent with and critical to the successful implementation of the Comprehensive Plan for the City of Waupun.

BID DESCRIPTION/ASSESSMENT METHOD/FINANCING/EXEMPTIONS

The Waupun Business Improvement District was established through the consideration of properties that would benefit from the program. The proposed District map is attached as part of the operating plan.

Assessments to meet the BID budget will be levied against each property within the District based on its assessed valuation. Those properties which are used for commercial purposes will be eligible for assessment. Real property used exclusively for residential and manufacturing purposes will not be assessed as required by Wisconsin Statute 66.608.

The method of financing of all estimated expenditures will come exclusively from the assessment method based on the assessed valuation of each property. The payment of incurred costs will be made on a cash basis when assessments are collected.

