MEMORANDUM

To: Mayor Richards and City Council
From: Julie Bergstrom, Finance Director
Date: October 13, 2010
Re: Final Resolution-Business Improvement District Assessment

ACTION ITEM
Public hearing and consideration of final resolution approving an assessment of $42,178 from the properties in the Business Improvement District.

BACKGROUND
Notices have been mailed to all property owners in the Business Improvement District regarding the proposed assessment and the notice of public hearing. The amount of the assessment is $42,178, as allocated in the attached spreadsheet. This assessment will be used for project costs in the district as outlined in the 2011 budget.

Attached is the project plan information from the BID regarding the use of the funds.

The assessments, if approved, will be added to the tax roll for those affected properties.

FISCAL IMPACT
Assessment of $42,178 against the listed properties in the downtown district.

RECOMMENDATION
Approve the resolution authorizing the assessments against the benefiting properties.
RESOLUTION NO.

FINAL RESOLUTION AUTHORIZING SPECIAL ASSESSMENTS
AND
LEVYING SPECIAL ASSESSMENTS AGAINST BENEFITED PROPERTY
(BUSINESS IMPROVEMENT DISTRICT)

WHEREAS, the Common Council of the City of River Falls held a public hearing at the City Hall at 6:31 p.m. on the 26th day of October, 2010, for the purpose of hearing all interested persons concerning the final resolution to levy special assessments upon property for the benefit of the River Falls Business Improvement District (BID), the Common Council having approved the operating budget submitted by the Business Improvement District Board. The special assessments that will be levied by the Common Council are upon the following described real property located in the BID, City of River Falls:

NORTHERN BOUNDARY

Commercial properties included south of the line running easterly from the northeast portion of the intersection of Lewis and Division Streets, continuing across the Kinnickinnic River, and then running along the southern portion of Division Street to the northwest portion of the intersection of Division and Third Streets.

EASTERN BOUNDARY

Commercial properties included west of the line running southerly from the northwest portion of the intersection of Division and Third Streets to Cedar Street; then easterly across the alley; then southerly to include property identification number (PIN) 1009-04 (State Bank of River Falls); then easterly to the west side of Third Street; then southerly to the northeast intersection of Third and Walnut Streets; then westerly across the alley; then southerly to the northwest portion of the intersection of the alley and Locust Street; then westerly to the northeast portion of the intersection of Second and Locust Street; then southerly along Second Street crossing Spring Street continuing southerly along Oak Street to the southeast portion of the intersection of Oak Street and Cascade Avenue; then westerly to southeast corner of Main and Cascade; thence generally south to the northeast corner of South Main and Vine.
SOUTHERN BOUNDARY

Commercial properties included north of the line which starts at the northeast portion of the intersection of Vine and South Main Streets and which runs westerly along the northern portion of Vine Street to the northeast portion of the intersection of Vine and State Streets.

WESTERN BOUNDARY

Commercial properties included east of the line running northerly from northeast portion of the intersection of State and Vine Streets across Cascade Avenue; then easterly to the southwest corner of PIN 1097-10; then northerly to Lake George; then generally north and northeast along the east shore of Lake George and the Kinnickinnic River to a point on the east end of the Maple Street bridge; then northerly to the northeast portion of the intersection of Pine and Clark Street; then westerly to the northeast portion of the intersection of Pine and Clark Streets; then north to the northeast portion of the intersection of Lewis and Division Streets.

WHEREAS, the Common Council heard all persons who desired to speak at the hearing concerning the report of the Business Improvement District Board.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of River Falls, as follows:

1. The improvements which shall constitute the special assessment levies shall be for general operating and project expenses, said improvements and expenses to be incurred for the benefit of those properties that are in the BID.

2. That payment for the improvements be made by assessing the cost to the property benefited as indicated in the report submitted by the Business Improvement District Board, and as modified by the Council at the public hearing.

3. That benefits shown on the report as modified by the Common Council are true and correct and are hereby confirmed.

4. The total amount assessed against the properties within the BID shall not exceed 100 percent of the total cost of the operating budget approved for the operation of the BID for calendar year 2010. The Common Council determines that the assessment for the operating budget of the BID constitutes an exercise of police power and benefits the properties in the BID based upon the assessed valuation of the properties within the BID.
5. The assessment against any parcel shall be included on the real estate property tax rolls and shall be paid in full by January 31, 2011. Any unpaid assessments shall bear interest at the rate of 1% per month after January 31, 2011. All special assessments received by the City for use in the Business Improvement District shall be placed in a segregated account in the municipal treasury pursuant to Section 66.608(4) of the Wisconsin Statutes.

6. That the City Clerk shall publish this resolution as a Class 1 Notice in the assessment district and mail a copy of this resolution and a statement of the final assessment against the benefited property to every property owner whose name appears on the assessment roll whose post office address is known or can with reasonable diligence be ascertained.

Dated this 26th day of October, 2010.

FOR THE CITY OF RIVER FALLS

________________________________________
Don Richards, Mayor

ATTEST:

____________________________________
Lu Ann Hecht, City Clerk

Publish: River Falls Journal
November 4, 2010
River Falls Business Improvement District (BID) Board 2010 Report
October 18, 2010

This report covers the period from January 1 through September 30, 2010

The BID Board is committed to enhancing the appearance of Main Street by continuing to purchase more hanging baskets and to add additional baskets each year as funding permits. We’ve also supported the Second Street Gardeners in their efforts to beautify the gardens around the main thoroughfares throughout the city. The momentum for this program has grown, based partly on our recent America in Bloom award, but also from enthusiastic volunteers. Our intent is to continue that support as needed. We hosted another thank you party for those involved with this project. Many of the volunteers were present, greatly appreciated our input and have again offered their willingness to help in the future.

In anticipation of the new smoking laws in WI, the board also purchased more smoking and garbage receptacles as well as outdoor benches for disbursement along the district boundaries. The BID Board will again support for this year’s River Dazzle event as a way to bring local and out of town shoppers to River Falls during the holiday season. Each year, the activities we fund through the Downtown Business Group have enticed more and more people to our downtown.

A mural project has been launched, with funding earmarked for its growth throughout the BID district. We have also contracted with Voila to update and maintain our website for easier access to information, grant request forms and other BID opportunities available.

Attached you will find the list of projects that we have funded to date, a budget for 20101 and a list of the current board members. We are all eager to “use” the dollars allotted us for the beautification of our downtown and want to thank the city for allowing us to offer this program to our businesses within the district. We have made great efforts to let those within the district be aware of the grant monies available and we hope to continue the momentum we’ve created. Thank you again, please feel free to call any of the board members with questions.

Respectfully submitted,

Terry Mckay, President
Business Improvement District Board
River Falls Main Street Project 2011 Budget

To: Julie Bergstrom – City of River Falls

Re: Proposed 2011 Annual Budget Projection

October 18, 2010

1. Income: BID Assessment $42,178.00

2. Expenses:

   P.O. Box annual fee $44.00
   Liability Insurance $225.00
   Misc. printing and postage $200.00
   Marketing & Promotion $1,000.00
   Web site design & maintenance $1,200.00

   Total Expenses: $2,669.00

3. Special Projects:

   Music in the Park Sponsorship $750.00
   Main Street Flowers/Hanging Baskets $3,500.00
   Second Street Gardens $1,500.00
   River Dazzle Sponsorship $5,700.00
   Building Mural Project $10,000.00

   Total Special Events: $21,450.00

4. Grants:

   Available funding for sign and facade improvement grants to members of the BID $18,059.00