1. The purpose of the BID is to provide an organizational and funding

2. The total value of properties within the BID exceeds 48.6 million dollars.

3. The Sun Prairie BID assessment rate has only been increased one time in

the over 20 year existence of the BID.

4. The are over 75 businesses in the BID representing retail, service, food

and manufacturing sectors.

A BID Primer

the City of Sun Prairie and its visitors.

District as well as the general social and economic benefit of the people of

the downtown area for the economic benefit of all businesses within the

mechanism to support the development, improvement and promotion of
Subject to final audit

2011 TOTAL EXPENDITURES

$ 62,254.38

$ 9,547.33

21,683.13

$31,023.92

AMOUNT

ACTUAL EXPENDITURES

2011 BID BUDGET REVIEW:
Open Seat (May 2013)
Steve Strobel (Annual)
Laurie Kueger (May 2012)
Deb Krebs (May 2014)
Julie Hendrickson (May 2014)
Anna Friel (May 2012)
Russ Fassbender (May 2012)
Adam Bougie (May 2013)
Caroline McCourt (May 2012)
Michael Cunningham (May 2013)
Bruce Sorgue (May 2013)

2011 - 2012 BID Board:
Events & Promotions:

- Holiday Horse Drawn Wagon Rides
- Santa at the Cross House
- Ladies Night Out
- Holiday Fire Truck Parade
- Holiday Tree Lighting Ceremony
- Downtown Fall Festival
- Streets of Secretos Scavenger Contest
- Downtown Art Fest
- Hot August Nights Car Cruise
- Taste of Sun Prairie
- Downtown Block Party
- Groundhog Day Buffet
Took on direct responsibility for funding snow removal.

Installed two new picnic tables at Cannery Square.

Continued the seasonal planting of flowers in Main Street flower pots.

Parking time limits.

Initiated and worked with city to implement changes in Downtown.

Streetscapes & Landscape Maintenance:

- Kid's Day
- Paint-a-Pumpkin Day
- Mothers' Day
- Trick-or-Treat
- Father's Day

Organizing special promotions at the market including:

The BID assisted and financially supported the market by promoting business to promote products and services.

The BID booth at the Farmers Market is available for free of charge for use by any Market promoting BID events and businesses. The BID booth.

The BID had a weekly presence at the Sun Prairie Farmers Market.
Lady's Night Out
Taste of Sun Prairie
Art Fest
Block Party
 Beautification & Maintenance
Business Recruitment & Retention
Advertising & Promotions

committees are:

businesses and local citizens who want to get involved. The standing committees are made up of volunteers from the board. The standing committees meet as needed throughout the year. The BID Board to make recommendations to the board. Standing committees that meet independently of the BID.

Standing Committees:
Downtown Association.

The Bid is a member of the Association of Wisconsin BIDS and the International

Memberships:

on a variety of endeavors.

and approval. The Bid also coordinates with the Sun Prairie Chamber of Commerce
Librarry & Museum and the Cross House supporting specific endeavors upon request

The Sun Prairie maintains special working relationships with the Sun Prairie Historical

Special Relationships:

The Smith House
Columbus Street Water Tower
The Sun Prairie Cannning Company (Cannery Grill)
The Cross House

read a brief history of the building and structure:

are placed in visible locations so passersby can quickly
at several locations throughout the city. The markers
Commission installed informational historical markers

Historical Markers:

The Bid, in cooperation with the Sun Prairie Tourism
## 2012 BID Budget:

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Advertising &amp; Marketing</td>
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<td>Events</td>
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<tr>
<td>Annual Audit</td>
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**TOTAL 2012 PROPOSED BUDGET**  
$72,000.00

## 2012 BID Initiatives:

- Recruit new businesses to the downtown area
- Develop and implement a planning process for the BID
- Continue promotions & events to attract visitors
- Continue to assist Farmers’ Market to attract more customers
- Expand communications with business and property owners (Website, Social Media, etc.)
- Develop specific initiatives to work with BID members off Main Street
The BID expanded its boundaries in 2009 to include the new Corps development.

Properties in the downtown area:

Glacier Mobil, Angell Park, South Bristol Street Properties and other Key