

BUSINESS IMPROVEMENT DISTRICT OPERATING PLAN

BARABOO, WISCONSIN

INTRODUCTION

This document is the Operating Plan for the Business Improvement District (BID). This Operating Plan has been prepared as a general guide for the purpose, goals, projects and activities of the Business Improvement District (BID) for the BID area as delineated on the attached map. The Operating Plan was developed based on the needs identified by downtown property owners, merchants and service providers and complies with the requirements of § 66.06. Wis. Stats.

PURPOSE OF THE BUSINESS IMPROVEMENT DISTRICT

The purpose of the Business Improvement District is to provide an organizational and funding mechanism to support 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 people of the City of Baraboo and its thousands of annual visitors.

The Baraboo Business Improvement District is also created to further the aims of the City's Master Plan. The central business district is integral to the total economic well being of the City of Baraboo. As such, it must guarantee the mix of service and retail shops necessary to meet the need of present and future residents of the City. As the governmental center for both the City and the County, and the location of numerous retail and service oriented establishments, Baraboo's BID must continue to maintain its vitality and solvency. The creation of a BID will guarantee that the additional funding necessary for focused developments, improvements, renovation, promotion and economic restructuring of the downtown are available, without depleting the present supply of funding necessary for other city-wide maintenance and improvements projects and programs.

GOALS OF THE BUSINESS IMPROVEMENT DISTRICT

The goals of the BID are to:

1. Work with the City and County for increased parking areas and better parking enforcement.
2. Carry out marketing and promotional strategies which present a unified image for the downtown Baraboo "Shopping Center" to the existing trade area and tourists.
3. Coordinate planning and development efforts for bringing new businesses and projects into the downtown area.
4. Encourage improving the appearance of the downtown by promoting private investment in buildings and working to maintain or increase expenditures on public areas of the City, County and through use of the BID funds.
5. Coordinate downtown development, promotional events, and maintenance efforts between the City, downtown merchants, service providers and land owners, Downtown Baraboo, Inc., the Baraboo Area Chamber of Commerce and other public and private entities.
6. Activate the annual BID programs as defined in the BID Budget and maintain compliance with BID law.

DESCRIPTION OF BUSINESS IMPROVEMENT DISTRICT

All properties shown within the boundary of the attached map shall be deemed to be part of and within the Baraboo Business Improvement District to the extent that those properties are not exempt from the general property tax, except real property used exclusively for residential purposes.

ANNUAL BUDGET AND METHOD OF FINANCING

The current year annual BID budget as approved by the Common Council shall be deemed to be incorporated by reference and made a part of the Operating Plan. The budget shall specify the kind, number, and location of proposed expenditures. (See §66.608(1)(f) Wis. Stats).

The Operating Plan shall be funded through special assessments. The assessment will be based on the equalized value of all of the non-exempt properties in the BID properties as assessed.

All special assessments received for the BID or other monies received by the BID shall be placed in a segregated account in the City Treasury. No disbursements from that account may be made except to reimburse the City for appropriations other than special assessments, to pay the costs of audits required by the State law, or on order of the BID Board for the purpose of implementing this Operating Plan. If the BID is terminated, the City Common Council shall be authorized to continue to levy and collect special assessments against properties within the District until all contractual obligations of the BID have been paid in full. On termination of the BID, all monies collected by special assessment remaining in the BID account shall first be used to fulfill contractual obligations of the BID and any remaining balance shall be disbursed to the owners of specially assessed property in the BID in the same proportion as the last collected special assessment (See § 66.608(4) Wis. Stats). The City shall obtain an additional independent certified audit upon termination of the BID.

The BID Board shall prepare and make available to the public, annual reports describing the current status of the BID, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the Operating Plan obtained by the City. (See § 66.608(3)(c) Wis. Stats).

BOARD OF DIRECTORS

The Mayor shall appoint nine (9) members to the BID Board of Directors to implement this plan. This appointment of Board members shall be subject to confirmation by the Common Council and the members shall serve staggered terms as designated by the Council. A majority of the Board members shall own or occupy real property in the BID.

The Board shall consist of the following:

- 4 Owner - occupants
- 2 Retail - tenants
- 2 Service Providers
- 1 Common Council Member

The term of office for BID Board members shall be three (3) years, except the Common Council Member shall serve one (1) year term. Terms shall begin on May 1, of each year.

When a BID Board member is no longer qualified for membership on the BID Board, said Board member shall be disqualified upon the appointment of a successor by the Mayor, who shall make such an appointments within sixty (60) days after the Board member is no longer qualified. A Board member shall not be qualified if he/she is not an owner of property in the BID, or an owner occupant of property in the BID, or a retail tenant of property in the BID, or a service provider of property in the BID, or a Common Council member.

SPECIAL POWERS OF THE BID BOARD

The BID Board shall have all powers necessary or convenient to implement this Operating Plan including the power to contract and to borrow money and the power to adopt By-Laws and Rules of Procedure. (See § 66.608 (3)(d) Wis Stats.)

The BID Board shall be authorized by a two-thirds vote of its members to transfer expenditures from one sub-account to another within the BID budget, except that transfers from the contingency account may be made by a majority vote of all the Board members, provided that such expenditures are for any of the same purposes itemized in the current budget. BID budgetary income received during a fiscal year shall be allocated to the contingency fund. Any expenditures made from the contingency fund for new purposes shall require a three-fourths vote of the members of the Board pursuant to § 65.06 (7) Wis Stats.

The Board shall be authorized to establish in its annual budget a non-lapsing reserve account to be used exclusively for future capital improvements within the BID, such as, the acquisition of land for public parking purposes, lighting, marking, signage, landscaping, sidewalk construction and garbage receptacles. The projected carryover balance in this account at the end of each fiscal year (December 31) shall be shown in the annual BID budget. This reserve account shall further be maintained in accordance with the City's account practices and auditing requirements.

This Plan shall be effective on the date of adoption by the Baraboo Common Council.

Approved by the BID Board on _____

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