



**2017**

**BUSINESS IMPROVEMENT DISTRICT  
OPERATING PLAN**

## **STATEMENT OF PURPOSE**

Wisconsin Act 184 allows a city, upon petition of property owner, to create a Business Improvement District (BID) that enables property owners within that district to access themselves in order to maintain and enhance business viability by providing services to its' members by engaging in activities that can protect investments and enhance property values. As a result of this pooled assessment, there is a cost-benefit to individual property owners that affect parts of, or the whole district. It affords property owners a very real role in directing those affairs within the district which influence their investment and their environment.

Wisconsin Act 184 is a financial tool created by the State legislature that allows a municipality to levy a special assessment on business to pay for the development management, operation, maintenance and promotion of a defined BID. This is a critical tool for business people in Downtown Beloit in that it allows them to establish a strong organization in order to encourage and promote business development. Just as good schools, good parks, and good roads are essential for a balanced community, a prosperous Downtown serves the community as the financial center, service center, and special events center. It is a feature which all sectors of the community can take pride in and share.

A BID is the best source of funds that will allow the business people themselves to coordinate promotion, management and maintenance programs for the Downtown area. An improved central business district will create a positive image for not only those businesses within the district, but for the community as a whole.

## **BID'S RELATIONSHIP TO THE БЕЛОIT COMPREHENSIVE PLAN**

The Downtown Redevelopment Plan adopted by the Beloit City Council March 3, 2008 was developed by Vandewalle & Associates under the guidance of the Downtown Beloit Association and a Downtown Planning Committee with funding through the City's Community Development Block Grant. The Plan provides a vision and an implementation framework to guide redevelopment activities to shape the future of Downtown Beloit. The Plan provides recommendations for land use, building preservation, redevelopment, urban design, public improvements, and Plan implementation. The Downtown Redevelopment Plan was undertaken concurrently with the Beloit Comprehensive Plan and consequently, in addition to being a stand-alone document, the Plan is also considered an element of the Comprehensive Plan.

It is intended that the BID will complement the 2008 Comprehensive Plan as former BID's complemented the 1981 and 1998 Comprehensive Plans.

The following are five key Downtown redevelopment opportunities presented in the Plan:

1. **Urban Housing:** Attracting more residents to Downtown is a critical part of enlivening Downtown activity. Beloit offers an affordable cost of living which should be promoted as part of the Downtown housing initiative.
2. **Business Recruitment and Retention:** The DBA and other strategic partners should continue to play an active role to facilitate business recruitment and retention. Downtown Beloit draws from a retail market area of 100,000 people within a 10-mile radius, and its proximity to major population centers creates significant opportunity for Downtown to continue to grow as a regional destination.
3. **Strengthen Connections with Beloit College:** The DBA should build upon their strong relationship with Beloit College by partnering with them to forward several initiatives, including promoting Downtown housing, retail to serve the campus community.

4. Increase Corporate Involvement: Much of Beloit's success to date in redeveloping Downtown is attributable to public-private partnerships. Beloit corporations should continue to be sought as long-term partners to advance Downtown initiatives that benefit both the participating businesses and the community as a whole.
5. Riverfront Redevelopment: Downtown redevelopment should be focused, particularly in the initial stages, on the river. Riverfront uses should capitalize on river views and access—retail, residential, and entertainment uses in particular should be targeted. The relocation of Kerry Americas presents an opportunity to redevelop two riverfront sites in particular.

These references, along with others, show how the continued existence of the BID in Downtown Beloit will help to implement many of the goals that have been outlined in the comprehensive plan.

### **PROGRAM BENEFICIARIES**

The BID program has been designed so that it will provide some benefit to all business interests within the district. There are many diversified interests existing within Downtown Beloit, therefore, a program has been created which will provide an equal amount of benefit to all groups which do business Downtown. The BID plan has been developed so that it will provide benefits to the following interests:

RETAILERS: Money generated through the BID assessment will be used to develop programs which will increase business activity in the Downtown area. A comprehensive promotional program, which will reinforce the existing promotional programs such as ArtWalk, Farmers' Market, Celebrate Weekend and Street Dance, Oktoberfest, Grand Lighted Holiday Parade, Halloween Parade & Party, Holidazzle and Fridays in the Park. Retailers will benefit from such activities as these will generate traffic and a feeling of activity in the Downtown.

Money budgeted for design improvements will be used for projects which will improve the visual image Downtown. The Sign Grant Program, Facade Grant Program, and the Design Assistance Program will directly assist retailers. The continuation of Project Clean Sweep will insure that the public spaces will be kept clean and well maintained. Retailers will benefit from these programs because as the Downtown becomes more attractive so shall their business.

An established business recruitment and retention campaign will continue to aid retailers in Downtown as it will aid existing businesses to be more competitive and bring in new businesses that will complement existing retail uses. New business startups will also help increase traffic.

SERVICE PROVIDERS: Service providers will benefit from the proposed promotional activities as some of these events have been designed to enhance their industry as well. A quality calendar of promotional events helps to animate the environment and build foot traffic.

Design improvements will reflect a positive image on the service providers as well as an improved visual image Downtown will complement the image of each private interest Downtown. As the public feels more confident and comfortable with the environment Downtown they will spend more time and more money there.

Service providers will benefit from the business recruitment program as new compatible retailers

and service providers are attracted to the Downtown. These new businesses will all be potential new customers and clients for the existing service providers.

INDUSTRIAL FIRMS: Industrial firms located Downtown will benefit from the BID promotional programs as these events will provide a source of recreation and entertainment for their employees. The additional improvements to the physical environment and the overall effect of creating an ambience Downtown will help make Downtown an attractive, clean and active business district which will reflect positively on a corporate image.

PROPERTY OWNERS: Property owners will also benefit from the BID activities. As the proposed promotional and design programs take effect, the vitality of the Downtown will increase and eventually this increased vitality will result in an increase in the value of property located Downtown. The property owner who is in possession of vacant property will benefit from the business recruitment program as it may provide that owner with the best opportunity to fill that space.

### **PROGRAM GOALS AND OBJECTIVES**

In 1988 Beloit was officially designated as one of the State's first five Main Street communities. The Downtown Beloit Association will continue to follow the developmental model outlined by the Main Street four-point approach. The Downtown Beloit Association has developed a set of goals and objectives and has produced a comprehensive work plan that is updated regularly. The Board of Directors will be responsible for overseeing the implementation of the work plan and will ensure the Mission Statement, Goals and Objectives are carried out. The Board shall have all powers necessary or convenient to implement the operating plan, including the power to contract per State Statutes 66.608.

#### **VISION STATEMENT:**

Downtown Beloit is a culturally rich, vibrant, united neighborhood that promotes and reflects a balanced mix of businesses and an engaged community.

#### **MISSION STATEMENT:**

To attract and retain a business mix that cultivates economic and social prosperity.

### **OPERATIONS / EXECUTIVE COMMITTEE**

GOAL: Partner, communicate and represent District members to advance the District.

OBJECTIVE: Strengthen Main Street Organization

OBJECTIVE: Diversify future funding

OBJECTIVE: Continue to refine parking policies

OBJECTIVE: Publish newsletter and/or broadcast communications to district

OBJECTIVE: Recognize projects and people who build and support Downtown Beloit

OBJECTIVE: Insure compliance with all federal, state, and local regulations

### **PROMOTIONS COMMITTEE**

**GOAL:** Market Downtown Beloit as a place to live, work and play.

- OBJECTIVE: Plan, promote and implement Easter Eggstravaganza
- OBJECTIVE: Plan, promote and implement ArtWalk
- OBJECTIVE: Plan, promote and implement Farmers' Market
- OBJECTIVE: Plan, promote and implement Fridays in the Park
- OBJECTIVE: Plan, promote and implement Celebrate Weekend and Street Dance
- OBJECTIVE: Plan, promote and implement Halloween Costume Parade & Party
- OBJECTIVE: Plan, promote and implement Oktoberfest
- OBJECTIVE: Plan, promote and implement the Grand Lighted Holiday Parade
- OBJECTIVE: Manage and promote Merchant's Holiday Lighted Window Contest
- OBJECTIVE: Plan, promote and implement Holidazzle
- OBJECTIVE: Manage Showmobile

### **DESIGN COMMITTEE**

**GOAL:** Continuously improve and preserve the appearance and character of the Downtown.

- OBJECTIVE: Provide design assistance
- OBJECTIVE: Develop programs that will improve the appearance of privately owned property
- OBJECTIVE: Maintain public areas
- OBJECTIVE: Manage Sign Grant program
- OBJECTIVE: Manage Façade Grant program
- OBJECTIVE: Nominate properties for local historic designation
- OBJECTIVE: Continue Hanging Baskets and Flower Urns program

### **ECONOMIC RESTRUCTURING COMMITTEE**

**GOAL:** Strengthen and grow the District's economic base.

- OBJECTIVE: Continue business recruitment and retention programs
- OBJECTIVE: Implement marketing and business development projects
- OBJECTIVE: Publish online business directory
- OBJECTIVE: Develop Downtown marketing program

### **BOARD OF DIRECTORS**

The Downtown Beloit Association will maintain a Board of Directors in conformance with the Wisconsin Act 184. This board will be responsible for the management of the BID. Responsibilities of the board include implementing the operating plan 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 City Council for approval.

The day to day activities of the Board of Directors shall be governed by its By-Laws referred to in this plan.

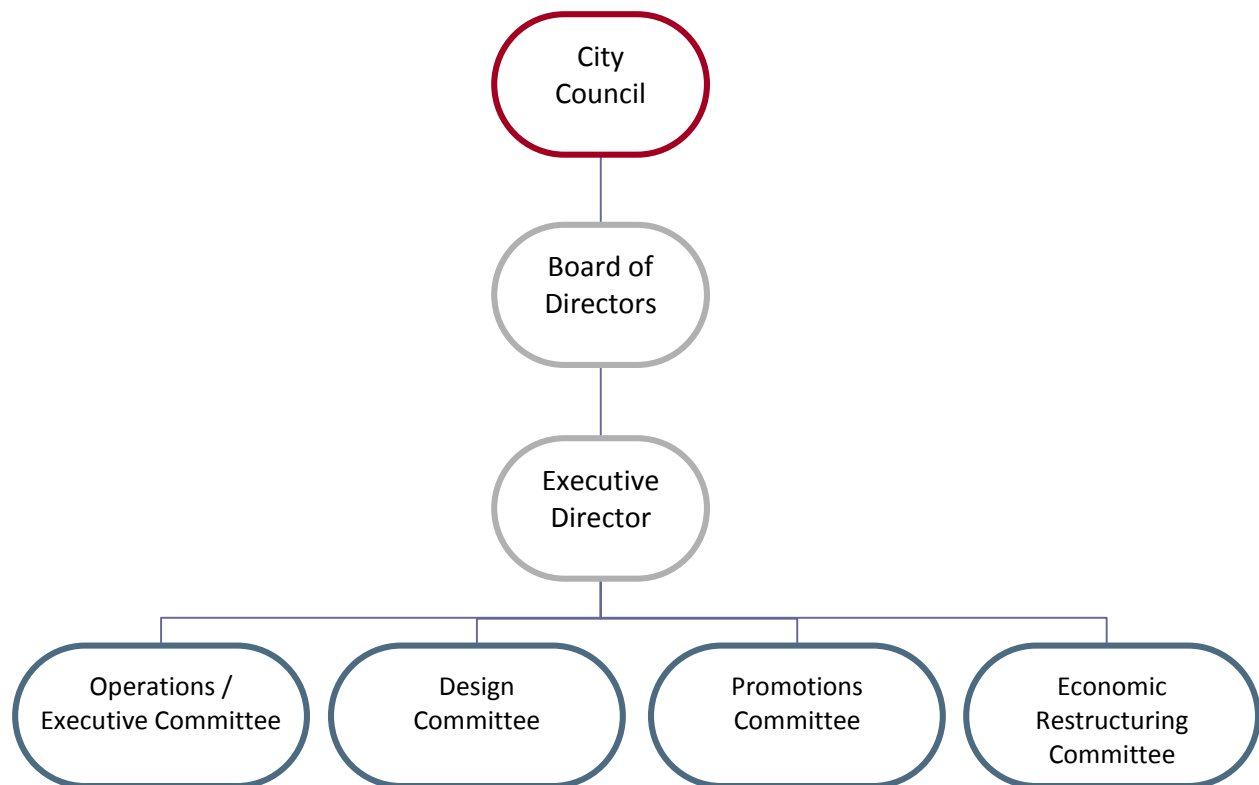
Furthermore, an Operations / Executive Committee will meet on a monthly basis to manage the day to day activities of the district. The Operations / Executive Committee will consist of the 4 (four) officers: Chairperson, Vice Chairperson, Secretary, and Treasurer. Other people on this committee will be the chair from each committee and the immediate Past Chairperson.

The board will consist of thirteen members, eight of which shall be property owners within the district. This board shall be appointed by City Council and shall serve staggered terms as designated by the City Council. The board should represent the following interest:

- Six (6) Owner Occupants
- Two (2) Non-Owner Occupants
- Two (2) Property Owners
- One (1) Resident Appointed at large
- One (1) Beloit College Representative
- One (1) Council Representative

In addition, board members should be representative of different areas within the district, as well as large and small business. The board will also conduct its affairs under the open meeting law and will keep minutes for public record.

**STRUCTURE OF THE DOWNTOWN БЕЛОIT ASSOCIATION**



**SPECIAL ASSESSMENT AND EXEMPTIONS**

The projects proposed in the 2017 operating plan will be funded through a special assessment. Assessments to meet the BID budget will be levied against each property within the district based on its most recent equalized value. Properties used for commercial purposes and those used exclusively for manufacturing will be eligible for assessment. Real property used exclusively for residential purposes will not be assessed as required by Wisconsin Statute 66.608. Properties which are exempt from paying property taxes such as public utilities, non-profit organizations, religious institutions, and governmental bodies are also exempt from the special assessment.

The proposed assessment is \$3.88/1,000 of assessed valuation.

The only exception to this formula relates to the largest properties within the district with an assessed value of \$773,200 or more. In order to equalize the assessment as fairly as possible no property will be specially assessed over \$3,000. This policy has been adopted because these properties account for 71% of the total valuation of the BID properties. By establishing a special assessment ceiling of \$3,000 the assessment is distributed more evenly between all the properties.

In accordance with the Downtown Beloit Association's By-laws, the fiscal year for this plan begins January 1, 2017. The City of Beloit will assess Downtown properties and distribute those assessments to the Downtown Beloit Association's BID Board of Directors.

Clerical costs involved with the administration of the assessment shall be provided by the City of Beloit.

**PROPOSED 2017 BUDGET**

<b>Income</b>		
<b>General Income</b>		
100 · Miscellaneous Income		\$ 12,000.00
121 · City of Beloit - Assessment		112,426.24
128 · Investment Income		500.00
145 · Non-Assessed Member		600.00
207 · Interest Income (MM)		10.00
209 · Carry Over (estimated)		74,265.31
<b>Total General Income</b>		<b>199,801.55</b>
<b>Design Income</b>		
132 · Hanging Baskets		3,500.00
<b>Total Design Income</b>		<b>3,500.00</b>
<b>Promotions Income</b>		
103 · Annual Dinner		3,000.00
115 · Celebrate Downtown		43,000.00
117 · Holidazzle		4,000.00
118 · Grand Lighted Holiday Parade		2,000.00
126 · Showmobile		5,000.00
133 · Farmers' Market		45,000.00
136 · Fridays in the Park		11,000.00

	139 · ArtWalk	\$ 2,500.00
	148 · Halloween Parade	1,500.00
	155 · Easter Eggstravaganza	1,000.00
	156 · Oktoberfest	26,000.00
	<b>Total Promotions Income</b>	<b>134,000.00</b>
	<b>Total Income</b>	<b>337,301.55</b>
	<b>Expense</b>	
	<b>300 · General Expenses</b>	
	305 · Audit	4,100.00
	306 · Annual Meeting	2,500.00
	307 · Accounting Services	2,394.00
	309 · Conference/Training	1,500.00
	310 · Computer Replacement	500.00
	314 · DBA Director	62,000.00
	324 · Newsletter	350.00
	327 · Office Supplies	2,500.00
	330 · Postage	750.00
	336 · Rent/Utilities	11,000.00
	343 · Service Charges - City	4,300.00
	348 · Telephone	1,500.00
	354 · Truck Expense	500.00
	355 · Vision Center	300.00
	<b>Total 300 · General Expenses</b>	<b>94,194.00</b>
	<b>399 · Economic Expenses</b>	
	400 · CID Project	0.00
	405 · Web Site	500.00
	406 · Business Directory	1,500.00
	415 · Business Recruitment	250.00
	<b>Total 399 · Economic Expenses</b>	<b>2,250.00</b>
	<b>499 · Design Expenses</b>	
	500 · Design - Façade Grants	4,500.00
	512 · Project Clean Sweep - Salaries	11,000.00
	515 · Project Clean Sweep - Supplies	1,500.00
	518 · Sign Grant	2,000.00
	520 · Downtown Maintenance	1,000.00
	522 · Hanging Baskets	9,000.00
	523 · Banner/Brackets	500.00
	<b>Total 499 · Design Expenses</b>	<b>29,500.00</b>
	<b>599 · Promotions Expense</b>	
	333 · Promotions Coordinator	63,000.00
	609 · Celebrate Weekend	14,000.00
	611 · Grand Lighted Holiday Parade	2,000.00
	612 · Holidazzle	3,500.00
	618 · Farmers' Market	20,000.00
	621 · Fridays in the Park	9,000.00



624 · Halloween	\$ 1,400.00
625 - Easter Eggstravaganza	1,500.00
626 · Oktoberfest	12,000.00
635 · Showmobile	3,000.00
649 · DBA T-shirts	300.00
650 · Volunteer Recognition	100.00
651 · Co-op Advertising	4,000.00
652 · ArtWalk	3,000.00
<b>Total 599 · Promotions Expense</b>	<b>136,800.00</b>
<b>Total Expense</b>	<b>262,744.00</b>
<b>Less Carry Over</b>	<b>74,265.31</b>
<b>Net Income</b>	<b>292.24</b>

### CALCULATING THE ASSESSMENT

#### TOTAL BUDGET

Credits		
	Expected Income	\$ 150,610.00
	Balance Forward	<u>74,265.31</u>
Total Credits		224,875.31
Net Assessment @ \$3.88/1000		112,426.24
<b>TOTAL</b>		<b>\$ 337,301.55</b>

1989 Assessment was	\$3.21/1,000
1990-1992 Assessment was	\$3.04/1,000
1993-1995 Assessment was	\$3.25/1,000
1996-2003 Assessment was	\$3.58/1,000
2004-2006 Assessment was	\$3.73/1,000
2007-2016 Assessment was	\$3.88/1,000
2017 Assessment is	\$3.88/1,000