

BID OPERATING PLAN 2017

INTRODUCTION:

The following represents the 2017 Operating Plan for the Hartford Downtown Business Improvement District in Hartford, Wisconsin. This is intended as a general guide and complies with the requirements of WI Statute 66.608, which enables the creation, and continuation of Business Improvement Districts.

PURPOSE:

The purpose of this Business Improvement District is to promote the orderly development of the City of Hartford by providing an organization and funding vehicle to develop and promote the downtown area for the economic benefit of all businesses and property owners within the District. Additionally, the BID makes recommendations to the Common Council regarding parking, beautification and other infrastructure improvements, thereby making downtown more physically and economically attractive for use by all citizens and property owners in the city.

GOALS:

- To promote the development, redevelopment, maintenance and operation of the Hartford Downtown Business Improvement District.
- To foster, encourage and advocate downtown development and a cooperative spirit between business and property owners within the BID
- To design, develop and implement marketing programs and strategies that promote an image of the downtown area as prosperous and unified and which specifically works towards minimizing the downtown business vacancy rate as well as promoting a proper retail mix.
- To guide and coordinate the physical development of the downtown area to ensure its commercial viability, both functionally and visually.
- To organize, plan and update events to bring exposure and additional business to the downtown.

METHOD OF SPECIAL ASSESSMENT:

The projects proposed in the 2017 Operating Plan will be funded through a special assessment based on \$3.00 per \$1,000 valuation of property improvements of all properties identified in the district and benefiting from the project programs. Additional monies will be allocated to the BID through the Room Tax as of 2004 and will continue to be received in 2017. Such special assessments will be levied by the

City of Hartford and collected in the method currently used by the City Treasurers Office. The BID funds will be maintained and controlled by the BID Board of Directors, which has the powers necessary to implement the operating plan.

DESCRIPTION OF METHOD OF FINANCING:

BID financing will be done through fund raising, special projects, contributions and through Special assessments administered as detailed on the page under “Method of Special Assessment”. Special assessment will be levied against all Business Improvement properties, excluding residential and tax exempt properties. All BID revenues will continue to be maintained and accounted for in a dedicated BID account. Normal administrative procedures, including notification to affected property owners and Council approval will be followed in levying special assessments.

PROJECTS AND ACTIVITIES OF THE BID:

Target, develop and implement physical redevelopment projects that will create an economically vibrant, convenient and attractive district.

Specifically, 2017 projects under consideration include:

1. Enhanced way-finding and signage for the BID and events
2. Stakeholder in the Downtown Hartford Strategic Development Plan
3. Continue to take advantage of opportunities and resources offered through the Connect Communities (WEDC) program for further revitalization and redevelopment efforts
4. Additional flowerpots and enhancements for downtown Main Street
5. Yearly updating of the Downtown Brochure & distributing to outside areas for tourism

Continue to develop a comprehensive marketing strategy for the BID that economically benefits all the property owners and businesses in the District, making it attractive to consumers and prospective businesses. Market activities and events included on the attached 2017 Calendar of Events. Improve the existing businesses and district’s competitive position by assisting in the establishment of competitive business practices and business recruitment activities to improve the retail mix, attract potential businesses and minimize the vacancy rate. These include but are not limited to:

Annual Business Incentive Award	Information Packets
Rent Subsidy Program	Annual Meeting

Identify and seek grants, low interest loans and/or donations for additional financial support for BID projects and activities.

Make recommendations to the Common Council regarding parking needs and regulation and assessment in and adjacent to the BID. Possibly enlarge District.

Maintain a BID Board of Directors, representative of all interests within the district, to implement the 2017 Operating Plan and Budget for the district.

Utilize the year 1989 special assessment procedures and continue to maintain records of any expenditures within the district as required by WI State Statute 66.608.

Maintain and nurture a productive working relationship between the BID Directors and City Officials in order to better facilitate the growth and development of the downtown area.

Maintain Recruitment and Retention, Marketing and Fund Raising Committees.

PROPOSED EXPENDITURES:

Retain a part-time BID Director (27 hours weekly) to manage the BID office daily operations, oversee all BID events, attend all meetings, conferences and seminars related to the BID, facilitate monthly marketing meetings, meet with prospective business and property owners and other duties as needed.

Maintain an office space for the BID and other requirements as dictated by WI State Statute 66.608.

Implement projects and activities as detailed in this Operating Plan and Attached 2017 Budget.

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