

**BUSINESS IMPROVEMENT DISTRICT
DOWNTOWN MARSHFIELD, WISCONSIN
2017 OPERATING PLAN**

**Operating Plan for the Calendar Year 2017
Business Improvement District
of the City of Marshfield, Wisconsin**

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I. INTRODUCTION

In order to maintain the vitality of Downtown Marshfield, downtown property owners in 1990 proposed the creation of a Business Improvement District (BID). The creation of the BID enables the downtown business community to organize and implement improvement plans and promotional activities through the Main Street organization that will benefit the central commercial district and ultimately the entire Marshfield community.

The BID is an essential entity to the Central Business District of Marshfield. The BID has maintained its initial premise to promote the downtown, as well as proactively supports revitalization efforts. Through the BID, property owners assess themselves to pay for improvements and activities that will enhance and improve the downtown and to bring customers to the area.

The downtown continues to change as the mix of residential, commercial and professional customers fill the district. The BID welcomes these changes as opportunities to continue economic development in our central city.

II. BID LAW

On April 6, 1984, the State of Wisconsin passed law (Act 184), which allows for the creation of Business Improvement Districts. The law authorizes cities, villages, and towns to create one or more business improvement districts to allow businesses within those districts to develop, manage, maintain, and promote their districts and to establish an assessment method to fund these activities. A BID must be a geographic area within a municipality consisting of contiguous parcels that are subject to real estate taxes.

The formation of a Business Improvement District allows downtown business people, property owners, merchants, City officials and others to work together to determine what needs to be done to upgrade and strengthen the downtown and to pay the cost of those efforts, in whole or in part. It is a way for downtown stakeholders to decide what they want and to finance it.

A BID is the best available method for business people to organize, coordinate marketing and promotion efforts, provide management and maintenance programs, and encourage business development. It affords property owners and business people a viable role in directing those affairs within the district. It also ensures that all beneficiaries of District programs participate in the funding of the programs.

III. OPERATING PLAN

A. Plan Objectives

The objective of the Main Street Marshfield is to further promote the development, redevelopment, operation and promotion of the BID for the economic benefit of all businesses and property owners within the BID. Main Street Marshfield's will continue efforts to maintain and develop new initiatives in line with the 4 Point Approach, effectively supporting our overall mission.

Our Mission is to enhance our community identity and heritage, to foster a center of activity and to ensure economic stability for the heart of Marshfield through concentrated efforts of organization, promotion, design and economic restructuring.

Main Street will utilize work plans as a way to track and accomplish the projects that directly affect the development and promotion of the BID.

B. Proposed Activities

With the funding from the BID, the Main Street Program is planning the following projects for 2017. Some of the projects involve collaborative efforts with the City of Marshfield and MACCI. A lot of the projects are in line with the Downtown Master Plan and are either ongoing or year specific.

Organization

Our goal is to establish a strong program which encourages participation from a wide cross-section of the community by implementing and funding downtown revitalization, drafting an annual work plan, raising money, recruiting and managing volunteers, updating marketing campaigns and assessing grant options for promoting business growth.

Objectives:

- To ensure the continuation of the Main Street Marshfield program through reliable funding.
- Tell the Main Street Story to all investors and public at large as a way to build awareness and increase support and involvement
- Recruit, Develop, and Engage Board and Committee Members
- Guide the Organization in Annual Work Plans and Strategic Planning Processes

1st Quarter:

- Solicit event sponsorships to help with the funding of our special events
- Work with MCTV on telling the Main Street Story through the voices of our businesses, board members, volunteers, and director.

2nd Quarter:

- Conduct an annual evaluation of the Main Street Marshfield Executive Director
- Encourage State Meeting and Award Banquet Attendance
- Jointly implement special fundraising events with Promotion Committee; Hub City Hoops, Summer Block Party

- o Plan for the 2018 Work plan and Budget

3rd Quarter:

- o Organize and implement a Fall Block Party
- o Develop an annual report to publicize Main Street's accomplishments for the year
- o Organize and implement the Annual Meeting, a program for recognition of businesses and special happenings.
- o Recruit, orient, and train new board/committee members

4th Quarter:

- o Per the Downtown Masterplan: Develop a program of surveys to get stakeholder feedback.
- o Pursue National Main Street Accreditation
- o Evaluate our fundraising efforts, set goals for the next year, and make improvements as need be

Ongoing:

- o Update, print, and distribute all newsletters, downtown directory, & service brochures
- o Maintain website and database, monitor web use, and update functionally as needed
- o Meet with City officials on a consistent basis to guarantee municipal support
- o Regular informational presentations with community groups
- o Write and distribute press releases regarding organizational and community successes
- o Continue to recruit new volunteers, track hours, and reward their efforts at the Annual Awards meeting in October
- o Meet with BID Board members on a regular basis and prepare an annual Operating Plan
- o Main Street and City Staff will give quarterly updates at the Main Street Board meetings on the Downtown Masterplan progress

Promotion

Our goal is to market a unified, quality image of Marshfield's downtown business district as the center of activities, goods and services to retailers, shoppers, investors, and tourists.

Objectives:

- o Promote a positive image to current and potential downtown shoppers
- o Develop a program of special events appealing to the local and regional trade area and out of town visitors
- o Continue to assist in coordinating retail activities with other entities in the community that enhance and support our goals

- Develop Marketing Strategies for each event by solidifying a strong relationship with media, setting standards for each event, identifying target markets, and measuring the impact of events

1st Quarter:

- Continue to assist in coordinating retail activities with other entities in the community that enhance and support our goals.
 - Mother's Day Wine Walk
- Per Downtown Master Plan: Evaluate existing events, and assess new activities that will draw people to the downtown

2nd Quarter:

- Farmers Market
- Third Thursdays
- Encourage all businesses to stay open late on Thursdays, til at least 7pm throughout the summer.

3rd Quarter:

- Hot Time in the City
- Hub City Days
- Fall Retail Event: TBD

4th Quarter:

- Downtown Trick or Treating
- Christmas Promotions: Annual Holiday Parade, Reindeer Day, Hot Choc. 5K
- Holiday Retail Promotion: Small Business Saturday

Ongoing:

- Tracking and Measuring economic impact of each event through various means of tracking
- Per Downtown Master Plan: Develop a marketing strategy and budget to market Marshfield as a destination for local shopping, unique products, quality dining, entertainment, and an active environment.
- Develop a marketing strategy and budget for each event

Economic Restructuring

Our goal is to strengthen the economic base of the downtown by foster entrepreneurship, helping develop property, identifying new business opportunities, and supporting existing businesses.

Objectives:

- Gather, analyze and publish data on current market conditions
- Continue to conduct a business retention & recruitment program
- Establish a core retail area within the downtown
- Provide financial incentives and support for existing businesses

1st Quarter:

- Analyze available market survey information to determine: the downtown's current image as perceived by different consumer groups in our market area, and the reasons why they frequently do or do not patronize downtown
- Downtown Art Walk
 - Start working with vacant property owners on how they can take advantage of this program to draw positive attention to their storefronts

2nd Quarter:

- Market and solicit the Pop Up Shop program to potential new or expanding businesses
- Art Walk in the Downtown
 - Reach out to vacant building owners to participate in the Downtown Art Walk

3rd Quarter:

- Continue to market and solicit the Pop Up Shop program to potential new or expanding businesses
- Per the Downtown Master Plan: Continue to work with businesses to improve their online presence
 - Take on a Marketing Student from the UW-Wood County do this as an internship project.

4th Quarter:

- Implement Holiday Pop Up Shop
- Continue to inventory downtown's current business mix and track annually by category

Ongoing:

- Work with the Economic Development Board on the 200 Block Redevelopment
- Work with City of Marshfield on parking issues and efforts to make downtown more pedestrian friendly
- Quarterly Visit to surrounding communities (Location TBD) to promote downtown Marshfield and recruit new business
- Quarterly Property Owner Meetings to stay up to date on vacancies, share recruitment strategies, and educate them on the importance of maintaining a critical mass of retail and closely related businesses
- Quarterly Business Owner Meetings to educate and assist on topics that pertain to doing successful business in the downtown.
- 1 to 2 quality retention visits per week with business owners in downtown that requires forethought and reflection. Share information and concerns of both business and residential sectors in the Main Street district.
- Communicate regularly with businesses to determine any issues they may be having and resources we can offer and assist them with.
- Maintain property vacancy listings on website and TV display to initiate engagement with perspective business owners

Design

Our goal is to work in conjunction with the City Development Services Department, downtown partners and other entities to encourage improvement of the visual aspects of downtown, while maintaining its historic integrity, by using the basics of architectural style, façade rehabilitation, streetscape improvements and design incentives.

Objectives:

- Foster high quality building design including renovations, infill, and redevelopment
- Invest in improvements to the physical appearance of downtown and walkability of the downtown
- Establish the district as a regional center for arts, culture, and entertainment
- Promote restoration and adaptive reuse of key historic buildings as opportunities arise

1st Quarter:

- Develop opportunities to promote local art, particularly during the summer months.
 - Art Walk in the Downtown
- In partnership with the Historic Preservation Committee, continue our work on plaques to signify the historic buildings downtown.
 - Solidify which buildings, reach out to the owners about installation, finalize details and artwork for the plaques
- Start working on the 2017 Programming Calendar for Hardacre Park

2nd Quarter:

- Implement an Earth Day Clean Up of the Downtown, held in April.
- Continue with efforts to enhance the downtown with flower pot plantings, parking lot improvements, Veteran’s Parkway and other special spaces as identified by “Flower Power” coordinators.
 - Evaluate the volunteer resources we have and determine what our options are going forward
- Per the Downtown Master Plan: Implement Streetscape enhancements with an emphasis on adding landscaping, art installations, etc.
 - Implement the plan developed in 2016 to install local art, seating, and lighting on to the 2nd Street Corridor.

3rd Quarter:

- Per the Downtown Master Plan: Consider installing bike lockers and decorative bike racks.
 - Based on the plan and budget developed in 2016, enhance the current downtown bike racks.
- Depending on the 200 Block Community Square developments, consider this area as a priority for art installations in 2018.

4th Quarter:

- Implement a Fall Clean up Day for the Downtown - Make a Difference Day happens in October.

- o Flower Power Wrap Up Session

Ongoing:

- o Continue to work with property owners and storeowners interested in building improvements.
- o Work hand in hand with the ER Committee to explore/monitor development and redevelopment opportunities in the BID
- o Continue ongoing programs that promote the arts and cultural activities within the downtown district. Downtown Art Walk and Third Thursdays.
- o Make the preservation and presentation of culture and history an important role for the downtown district, and for its connection to business development.
- o Provide information and technical assistance to owners of targeted historic properties to assist them in planning and conducting restoration activities. Refer them to our newly updated Design Guidelines as a reference point.

Based on the resources, time and BID Board discretion, some of these programs may not be fully implemented. The BID Board acknowledges that the Main Street Program may conduct other activities similar to those above, to carry out the objectives identified above.

C. Expenditures and Financing Method

The operating budget for the District is 66,000, which will be collected through the BID assessment. The BID expenditure represents the partial funding of the 2017 Main Street Program. The projected revenue and expenditures for the year 2017 of the Main Street Program are identified on Appendix D. The actual budget will be adjusted if the actual revenue received is less than projected. The adjustments could include revising or eliminating certain budget line items as determined by the BID Board of Directors. Any surplus at the end of the year will result in the monies being carried over for expenditures in subsequent years.

D. Organization of the BID Board

According to Section 66.1109(3), Wisconsin Statutes, a Downtown Business Improvement District Board has been appointed by the Mayor and confirmed by the Common Council. The board is required to have at least five members and that majority of the Board members shall either own or occupy real property in the BID.

The Board shall be structured and operate as follows:

1. Board Size – 7 members
2. Composition –
 - 0 Non-Occupant Owners
 - 6 Owners/Occupants
 - 1 Common Council representative

A roster of the 2015 BID Board members and Secretary of board is included as Appendix B.

3. Term – The distribution of non-occupant owners and owners/occupants may vary from time to time, as members are appointed to staggering three (3) year terms. The Common Council representative is appointed annually.

4. Open Meeting Law - As a City entity, the Board will conduct its affairs under the open meetings law and public record requirements. A City staff representative shall serve as the Secretary of the Board.

6. Record Keeping – Files and records of the Board’s affairs shall be kept pursuant to the Wisconsin Public Records Law

7. Meetings - The BID Board will hold regular meetings on at least a quarterly basis, and they will expect Main Street leadership to be present at these meetings

8. A Main Street Executive Board Member will attend all BID Board meetings with the Executive Director.

IV. BID ASSESSMENT METHOD

The activities of the BID are funded by special assessment of properties and parcels within the BID area. Based on the funding details outlined in the Program Categories (totaling \$66,000), and the current assessed valuation for the BID area (estimated \$48,565,400), the anticipated 2016 BID assessment (funds collected in 2017) will be \$1.35 per \$1,000 valuation. This special assessment will be levied and collected by the City along with annual real estate taxes.

The assessment rate for 2016 is recommended by the BID Board of Directors and submitted for approval by the Common Council. The rate is dependent upon the BID budget and the value of the property within the BID area. The 2017 BID Program Budget is attached.

V. PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

Under Wisconsin Statutes section 66.1109 (1)(f) 4, this Operating Plan is required to specify how the creation of the District promotes the orderly development of the City.

VII. FUTURE YEAR OPERATING PLANS

A. Changes

Wisconsin Statutes Section 66.1109(3)(b) requires the Board and the City to annually consider and make changes to the Operating Plan and submit the Operating Plan to the Common Council for approval. A copy of the proposed Operating Plan will also be provided to the EDB for consideration in developing the City’s annual economic development budget.

Appendice A

Main Street Marshfield, Inc. Slate of Officers & Directors 2016-2017

Officers

Name	Position	Term Expires	Term on Board
C.W. Mitten	President	2017	2nd
Tony Abney	Vice President	Ended Spring 2016	1 st
Jenna Hanson	Secretary	2016	1st
Josh Kilty	Treasurer	2017	2nd
Lois TeStrake	Immediate Past President	2016	6th

Directors

Name	Term Expires	Term
Nick Arnoldy	2016	2 nd
Cindy Cole	2018	3rd
Scott Koran	2016	2 nd
Greg Ellious	2018	1st
Brian Hopperdietzel	2018	1st
Tom Henseler	2016	5th
Kelly Korth	2018	2 nd
Caitlin Schulz (replaced Tony)	2016	1 st
Erin Howard	2017	1st

Ex-Officio Members

Name	
Chris Meyer	Mayor
Steve Barg	City Administrator
Jason Angell	Economic Development Director
Scott Larson	Executive Director/MACCI
Rich Reinart	Aldermen

Terms begin October 1st of each year.

Downtown Businesses or Properties	Non-Downtown Businesses
Cindy Cole	Lois TeStrake
Erin Howard	Tom Henseler
Nick Arnoldy	Kelly Korth
CW Mitten	
Scott Koran	
Josh Kilty	
Greg Ellious	
Jenna Hanson	
Brian Hopperdietzel	

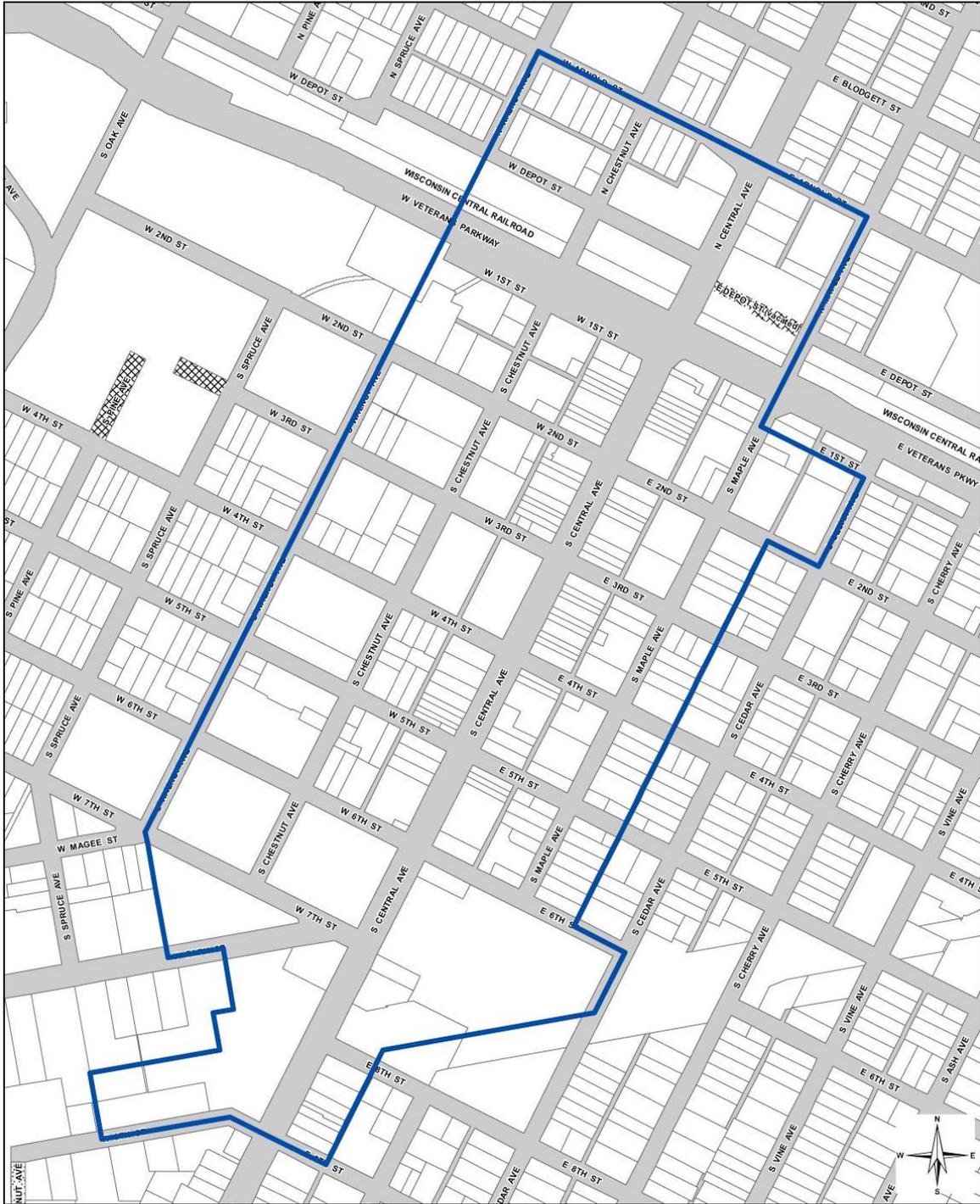
In accordance of the Memorandum of Understanding, Main Street Marshfield will include at least one BID Board member on the Main Street Marshfield Board at all times and ensure that a majority of MSM Board members own or occupy property in the BID District.

APPENDIX B

MARSHFIELD BUSINESS IMPROVEMENT DISTRICT BOUNDARY DESCRIPTION

Located in parts of Section 7 and Section 8, Town 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin, Bound by the following described line:

Beginning at the centerline intersection of Arnold Street and Walnut Avenue; then southeasterly to the centerline intersection of Arnold Street and Maple Avenue; then southwesterly to the intersection of the centerline of Maple Avenue and the southerly right-of-way extended to the centerline of Cedar Avenue; then southwesterly to the centerline intersection of Cedar Avenue and Second Street; then northwesterly to the centerline intersection with the alley between Maple Avenue and Cedar Avenue; then southwesterly along said alley centerline to the centerline intersection of Sixth Street; then southeasterly to the centerline intersection of Cedar Avenue; then southwesterly along the centerline of Cedar Avenue 232.4 feet; then southwest parallel with the former railroad right-of-way to the centerline extended of the alley between Central Avenue and Maple Avenue; then southwesterly along the said alley centerline to the centerline intersection with Ninth Street; then northwesterly and then southwesterly on the centerline of Ninth Street to the intersection with the centerline (extended from the north) of Spruce Avenue; then northwesterly along the centerline (extended from the north) of Spruce Avenue 230 feet to the north line of the former railroad right-of-way; then northeasterly along said north line 450 feet; then northwesterly parallel with Spruce Avenue 130 feet; then northeasterly parallel with former railroad right-of-way 75 feet; then northwesterly parallel with Spruce Avenue 210 feet to the center line of Park Street; then southwesterly along the centerline of Park Street to the west boundary line (extended) of Veteran's Memorial Park; then northwesterly along the west boundary of said park to the intersection with the centerline of Walnut Avenue; then northeasterly along the said centerline of Walnut Avenue to the centerline intersection with Arnold Street, and that being the point of beginning.



This is not a legal survey document. This map was compiled by the City of Marshfield Geographic Information System based on interpretation of resources to the date printed here. The City of Marshfield assumes no responsibility for the accuracy of the information provided.

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BID District

Marshfield, Wisconsin
3/28/2007

	BID District Boundary		Proposed ROW
	Parcel Linework		Proposed Widening
	Open ROW		Vacated ROW
	Unopened ROW		

APPENDIX C

Downtown Marshfield Business Improvement District Board Members

Board Member	Category	Term Expires
Al Nystrom	Owner/Occupant	2018
Carol Knauf	Owner/Occupant	2018
Brian Hopperdietzel	Owner/Occupant	2016
Duane Schutz	Owner/Occupant	2016
Patrick Schreiner	Owner/Occupant	2017
Scott Koran	Owner/Occupant	2017
Pete Hendler	Common Council Rep.	2018

BID Board Secretary (Non-Voting Member)
Administrative Assistant III from Mayor/Administration