

**2015- 2016
CITY OF SHEBOYGAN FALLS
BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN**

OPERATING PLAN
FOR THE
CITY OF SHEBOYGAN FALLS
BUSINESS IMPROVEMENT DISTRICT

The City of Sheboygan Falls (the "CITY") has established a Business Improvement District under the enabling authority of §66.608, Wis. Stats. It is intended to be a self-improvement program by property owners within an area commonly referred to as the downtown or central business area. This plan is to be the operating plan to guide the development or redevelopment, maintenance, promotion, improvement and operations of this business area.

The hereinafter set forth provisions shall be the "Operating Plan" of the City of Sheboygan Falls Business Improvement District (hereinafter referred to as the "FALLS BID").

THE DISTRICT

The exterior boundaries of the FALLS BID shall be as follows:

A part of the Northeast Quarter (NE-1/4) and the Northwest Quarter (NW-1/4) of Section Thirty-six (36), Town Fifteen (15) North, Range Twenty-two (22) East, located in the City of Sheboygan Falls, Sheboygan County, Wisconsin, more particularly described as follows:

Commencing at the point of beginning being the easterly shore of the Sheboygan River at the intersection of the northerly right-of-way line of Walnut Street extended westerly; thence easterly along said right-of-way line to the westerly right-of-way line of Broadway Street; thence northerly along said westerly line to the Northeast corner of Lot Eight (8), Block Sixteen (16), Plat of Rochester; thence northerly to the north-westerly corner of Lot Eight (8), Block Three (3), Assessment Subdivision Eleven (11); thence northeasterly along the northerly line of said Lot Eight (8) to the westerly shore of the Sheboygan River; thence southerly along the westerly shore of said river to the northeasterly corner of Lot Five (5), Block Twenty-five (25), Plat of Rochester; thence easterly to the southwesterly corner of Lot Four (4), Block Thirty-one (31), Plat of Rochester, also being the northerly right-of-way line of Madison Street; thence easterly along said right-of-way line to the easterly right-of-way line of Poplar Street; thence south-westerly along said easterly right-of-way line to the northerly line of Lot Nineteen (19), Block Two (2), Assessment Subdivision Four (4); thence easterly along said northerly line of Lot Nineteen (19) and Lot Twenty (20) of said Subdivision to the easterly line of Lot Twenty (20); thence southerly along the easterly line of Lot Twenty (20) to the Southeast corner of Lot Twenty (20); thence southeasterly to the northeasterly corner of Lot Two (2), Block Fifty-four (54), Plat of Rochester; thence southerly along the easterly line of said Lot Two (2) and Lot Thirteen (13) to the Southeast corner of Lot Thirteen (13); thence southerly to the Northeast corner of Lot Two (2), Block Fifty-three (53), Plat of Rochester; thence southerly along the easterly line of said Lot Two (2) and Lot Thirteen (13) and extension of said line to the southerly right-of-way line of Jackson Street; thence westerly along

said right-of-way line and the westerly extension of said right-of-way line to the westerly shore of the Sheboygan River also being approximately the northeasterly corner of Lot One (1), Block Twenty-two (22), Plat of Rochester and also the southerly right-of-way line of Elm Street; thence westerly along said right-of-way line to the westerly right-of-way line of Giddings Avenue; thence northeasterly along said westerly right-of-way line to the southerly right-of-way line of Pine Street; then northeasterly to the Southwest corner of Lot Seven (7), Block Three (3), Assessment Subdivision Seven (7); thence northeasterly to a point Three hundred seventy (370') feet more or less to the southerly shore of the Sheboygan River and the northerly right-of-way line of Monroe Street, said point being Two hundred fifty (250') feet more or less southwesterly of Lot Three (3), Block Eight (8), Plat of Rochester; thence northeasterly and northerly along said river to the point of beginning.

All as depicted on the map attached which is titled **FALLS BID DISTRICT BOUNDARIES MAP.**

FUND RAISING GENERALLY

The involved parties recognize that to be successful, certain financial expenditures will have to be met. The source of the required funds, the methods of financing, the estimated expenditures and the time when these costs will be incurred are set forth herein. A general summary of fund raising activity can be summarized as follows:

- (a) Voluntary Contribution. Voluntary contributions shall be sought and accepted from involved property owners, interested citizens or other sources and are herein referred to as "Voluntary Contributions";
- (b) City Funds. Funds may be appropriated by the governing body of the City of Sheboygan Falls (Council) which funds shall be referred to as "City Contributions"; and
- (c) Property Owners Required Payments. All owners of property located within the district shall be required to pay their proportionate share of the necessary costs to operate the FALLS BID and implement its programs. The proportionate share shall be based on the ratio that an owner's property's assessed value bears to the total assessed value all the properties in the district. Such payments shall be raised by either of the following methods:
 - (i) Special Assessments. Funds may be raised through special Assessments levied against property located within the BID. Such special assessments will be levied as an exercise of the municipality's police power under the provisions of §66.60(1)(b), Wis. Stats. and
 - (ii) Special Charges. Funds may also be raised through special charges for services rendered under the enabling authority of §66.60 (16), Wis. Stats. In the event that a service charge is made, the property owner shall have an opportunity to pay such charges prior to their being included on the tax roll but if they are not paid prior to the date specified as the last date for paying the same, then they shall automatically be included on the current (or next) tax roll, the same as a delinquent tax, against the involved property and all proceedings in relation to the collection and sale of property for delinquent real estate taxes shall apply to such special charges.
 - (iii) In no event shall residential property or real property used exclusively for manufacturing purposes be subjected to a special assessment or incur a special service charge for BID expenditures

PROPOSED EXPENDITURES & INCOME

The kind, number and location of expenditures that are anticipated to be incurred by Sheboygan Falls Chamber-Main Street, Inc. for the Business Improvement District (BID) shall be as follows:

EXPENSES

Personnel Expense	\$54,490	x 50% =	\$ 27,245
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(The Chamber-Main Street Board employs a full-time salaried Executive Director and a part-time Program Assistant. 50% of their time is spent working on promotions, economic development, design and administrative programs which specifically promote and benefit the BID District.

Operations Expense	\$ 32,000	x 50% =	\$16,000
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TOTAL BID EXPENSES	\$43,245		
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PROPOSED INCOME

The FALLS BID Board will review Chamber-Main Street's expenditures to ensure the BID funds are spent as approved.

The FALLS BID Board will direct funds raised by the special assessment to Sheboygan Falls Chamber-Main Street, Inc. The funds needed to cover the expenditures set forth in the budget presented at the annual meeting are available or shall be obtained from the following sources:

To be raised by Bid Assessments against property in FALLS BID:

Regular assessment of \$1.45 per \$1000 for normal operating expenses	\$19,900.12
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Voluntary Contributions (Membership Dues of \$37,500) x 50%	\$18,750.00
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TOTAL BID INCOME:	\$38,650.12
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The Balance of \$4,594.88 comes from fund raising efforts by Sheboygan Falls Chamber-Main Street.

The Business Improvement District assessment for 2015-16 shall be set at \$1.45 per \$1,000 of assessed valuation, to be used specifically to continue support of existing downtown businesses and for the recruitment of new businesses to fill current vacancies.

ORGANIZATION

The FALLS BID Board shall consist of five (5) members consisting of three (3) members from business, one (1) from the Chamber-Main Street Board of Directors to serve three-year terms, and one (1) member from government. They shall be appointed by the Mayor and confirmed by the council and shall serve staggered terms as designated by the Council.

Current BID Board members include:

<u>Member</u>	<u>Title</u>	<u>Term/Expiration Date</u>
Mike Kennedy 348 Monroe	Building/Business Owner	December 31, 2018
Jim Fasse 741 River Oaks Drive	Chamber-Main Street & Building/Business Owner	December 31, 2017
Melissa Geisthardt 105 Pine	Business/Building Owner	December 31, 2016
Ed Evanoff 117 Pine	Building/Business Owner	December 31, 2018
Randy Meyer 500 Water	Mayor	December 31, 2017

The Board's operating procedures will follow the Annual Chamber-Main Street Work Plan which is made a part hereof by reference and published in its entirety in March of each year at the Annual Meeting. This operating plan shall be readopted pursuant to the annual consideration and change in the operating plan which the statute contemplates under the provisions of §66.608 (3)(b), Wis. Stats.

DESCRIPTION OF DEVELOPMENT PROPOSED

The primary goal of the BID is to motivate and encourage the rehabilitation of the center city structures located within the BID District and to attract shoppers to the area so that the commercial enterprise engaged therein may grow and be successful. To accomplish these goals, it is acknowledged that it is necessary to forge a public/private partnership to cause further investment of venture capital to occur within the FALLS BID.

The Business Improvement District assessment for 2015-16 shall be set at \$1.45 per \$1,000 of assessed valuation, to be used specifically to continue support of existing downtown businesses and for the recruitment of new businesses to fill vacancies.

Business leaders and property owners shall be encouraged to take immediate and positive steps to revitalize and promote the benefits of locating in the BID area and to identify the availability of products available and activities involved or that could be, and otherwise carry on such activities that could result in successful commercial business ventures and activities in the BID.

The Executive Director shall compile an inventory which will identify all existing structures and shall promote restoration of all unique buildings. The Executive Director shall suggest ways in which to enhance the value of the property located within the District. The Executive Director shall also assist the owner in efforts to obtain financing to accomplish improvements and restorations.

The Executive Director and Program Assistant will organize various retail promotions which will increase traffic and business to the FALLS BID. This shall include, but not be limited to Date Nite, Sidewalk Sale, Moonlight Madness, Ladies Nite Out and Main Street Memories. The Executive Director and Program Assistant will provide advertising promotions and other such tools that will achieve the goal of increased business to benefit the retailers of FALLS BID.

The Chamber-Main Street organization in total will provide special efforts in 2015/16 to provide FALLS BID with continued assistance in business retention with a focus during the coming year of business recruitment to fill vacancies. Promotions, Advertising Tools, Special Events, Business Recruitment and Retention Programs and whatever else is deemed necessary will be coordinated in an effort to improve and restore business levels.

A plan shall be developed to create a community of interest by the involved owners or tenants in the FALLS BID. A guide demonstrating ways to enhance individual identity within the framework of an identifiable exterior architectural feature so as to provide a high profile for the FALLS BID area and to establish a community of interest that ties the FALLS BID together and identifies the area as one will be prepared and its implementation will be promoted. Uniform signage and features that are designed to help the flow of traffic to the FALLS BID shall be suggested.