

**OPERATING PLAN
FOR
CALENDAR YEAR 2018
BUSINESS IMPROVEMENT DISTRICT NO. 1
OF THE CITY OF
WAUSAU, WISCONSIN**

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I. INTRODUCTION

Under Wisconsin Statute section 66.1109, (the “BID Law”) cities are authorized to create Business Improvement Districts (“BIDs”) upon the petition of at least one owner of property used for commercial purposes within the District. The purpose of the BID Law is “. . .to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” 1983 Wis. Act 184, Section 1, legislative declaration.

BID assessments are similar to traditional special assessments wherein property owners are assessed for improvements or services that benefit them. Unlike the traditional special assessments, however, BID assessments can be used to finance a wider range of activities, services and improvements such as The River District activities, special events, business retention, expansion and recruitment, promotions and marketing, and seasonal street decorations.

Pursuant to BID Law, an operating plan (“Operating Plan”) must be presented to all property owners of the proposed City of Wausau, Wisconsin Business Improvement District No. 1 (the “District”). The Operating Plan must show the services to be offered by the District, expenditures by the District, the special assessment method applicable to properties within the District for the second year of the BID, and other requirements of the BID Law.

II. DISTRICT BOUNDARIES

The Business Improvement District area shown in the map located in Appendix A, which is attached hereto and incorporated herein by this reference. This entire area represents the heart of Wausau’s central business district. The area also encompasses the area designated as the River District Wausau.

III. OPERATING PLAN

A. Plan Objectives

The objective of the Wausau River District, Inc. is to further promote the development, redevelopment, operation and promotion of the River District for the physical and economic benefit of all business and property owners within the BID as well as the entire Wausau community through the partial financing of the operating budget of Wausau River District, Inc. This is to occur in conjunction with the continued funding of these efforts by the City of Wausau.

Wausau River District, Inc. was accepted into the Wisconsin Main Street Program in 2002. Each year the program is provided three architectural drawings, available to any business or commercial property owner in the River District, by the Wisconsin Main Street Program. The Program also provides a maximum of two on-site business assistance visits and a one-day technical assistance visit, available to any business or commercial property owner in the River District. In addition, Wausau River District, Inc. holds regular committee meetings and listening sessions.

In conjunction with Wausau Events, Inc., the Main Street Program assists the organization of many beneficial and enjoyable events, such as Concerts on the Square, Winter Fest, and the Holiday Parade. These events have attracted locals and visitors alike to the River District.

Wausau River District, Inc. continues to adopt and undertake work plans to develop and promote the River District as an exciting place to live, learn, work and play, through collaborative efforts that involve area businesses, public and private institutions and property owners.

B. Proposed Activities

With the funding from the BID, the Main Street Program is planning for 2018 the following programs, either directly, or through cooperative efforts with Wausau Events, Inc. and the City of Wausau:

I. Business Development

- a. Administer Sign Grant Program.
- b. Support City/Metro Area Wayfinding Signage initiative.
- c. Advocate for parking system that is visitor-focused by working with the City and River District stakeholders.
- d. Advocate for a change in focus on parking as an economic incentive.
- e. Provide support for organizations that are actively recruiting businesses to the River District.
- f. Develop Business Event Guide.
- g. Maintain website, database and inventory of properties, businesses, and District stakeholders.
- h. Maintain River District vacant property listings on website.
- i. Develop and coordinate Downtown Dining Weeks.
- j. Develop and coordinate Downtown Employee Appreciation Week.
- k. Assist in coordinating Downtown Open House.
- l. Coordinate Exhibitour.
- m. Coordinate Sidewalk Sales.
- n. Coordinate seasonal promotions and advertising campaigns through the development and placement of print, online, television and/or radio advertisements for Downtown Wausau Dining Week, Sidewalk Sales, Holiday Open House, and Small Business Saturday.
- o. Support special events.
- p. Enter in at least 3 categories annually for State Main Street Awards.
- q. Advocate for more pedestrian-friendly streets.
- r. Coordinate general promotional efforts for River District businesses and events, including purchasing ads with various hotels, social media, and the CVB.
- s. Promote the Main Street program via the website, press releases, presentations with community groups, informational brochures, e-newsletters, etc.
- t. Coordinate Social Media intern program.
- u. Develop partnerships with and among Wausau River District stakeholders by gathering members annually for the State of the River District Dinner.
- v. Develop and distribute State of the Wausau River District Report/Market Profile to stakeholders.
- w. Update, reprint and redistribute River District Market Profile annually.

- x. Communicate regularly with Wausau River District stakeholders in person and via e-mail, phone, in-person, and other correspondence.
- y. Maintain Development Ambassador team.
- z. Maintain Business Insights team.
- aa. Maintain Business Enhancement Roundtables.

II. Placemaking

- a. Assist with administration of Planter Adoption Program.
- b. Advocate for directory kiosk on near west side.
- c. Enable creative patterns of use of public spaces in the River District.
- d. Add passive programming options to public spaces.
- e. Advocate for additional artistic bike racks throughout the River District.
- f. Develop and implement at least two Placemaking/Tactical Urbanism projects annually.
- g. Continue community art projects, installations, and initiatives.
- h. Publish weekly promotional emails (Hot Happenings in the River District)
- i. Develop and coordinate 2nd Ave Block Parties.
- j. Coordinate holiday light hanging.
- k. Assist in coordinating Jazz on the River series with River Valley Jazz Society.
- l. Engage with local artists to complete Painted Pianos project.
- m. Develop and sell Wausau/Wausau River District merchandise.
- n. Investigate and pursue permanent “Walk Your Wheels” sidewalk signage.

III. Residential Development

- a. Advocate for residential development within walking or biking distance of the River District.
- b. Work with River District and area property owners to develop an inventory of residential offerings.
- c. Advocate for flexible regulatory environment that facilitates development of housing stock.
- d. Advocate for housing stock redevelopment program.
- e. Coordinate roundtables with River District and area landlords.
- f. Research and promote examples of flexible regulation for housing stock development.
- g. Support West Side Pride initiatives.

IV. Organizational Administration

- a. Maintain National Main Street Accreditation.
- b. Pursue Great American Main Street Award.
- c. Monitor Room Tax and BID legislation.
- d. Identify and engage Friend of the River District partners with a focus on areas of potential District expansion.
- e. Continue to diversify funding sources.
- f. Research and apply for various revenue streams through which to additionally support organizational operations.
- g. Recruit, train, and orient new board and committee members.
- h. Develop volunteer recognition event.
- i. Research and develop River District Ambassador program.
- j. Coordinate quarterly neighborhood meetings with Wausau Police Department.

- k. Engage in meetings with community groups.
- l. Distribute News You Need to River District stakeholders.
- m. Coordinate and enhance the Block Captain Program.

Based on 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. The BID Board further acknowledges that the Main Street Program may not achieve full completion of all of the activities outlined above. In addition, the BID shall have all powers granted under the BID Law, including to collect the assessments provided herein, and to carry out the purposes of this Operating Plan.

C. Expenditures and Financing Method

The operating budget for the District is \$72,000.00 which will be collected through the BID assessment. The BID expenditure represents the partial funding of the 2018 Main Street Program, Wausau River District, Inc. This funding will be made upon written request from Wausau River District, Inc. to the extent of funds collected by the City of Wausau pursuant to the assessment levied hereby. The projected revenue and expenditures for year 2018 of Wausau River District are identified on Appendix B, which is attached hereto and incorporated herein. The actual budget will be adjusted if the actual revenue received is less than projected. The adjustments could include revising or eliminating individual budget line items as determined by the BID Board of Directors. Expenditures are intended to be made in a fair and equitable basis throughout and for the benefit of the entire District. In the event that a surplus exists at the end of any fiscal year, the monies may be carried over for expenditures in subsequent years.

The Operating Budget for any BID year will be subject to the approval of the City of Wausau, as set forth in Wisconsin Statutes section 66.1109. While this budget does not, the BID Board acknowledges that if any year's annual operating budget exceeds the prior year's annual operating budget by 4% or more, such budget must be approved by a 2/3 majority of the entire District Board. No capital improvements are currently planned by the District. For the purpose of this Operating Plan, "capital improvement" means any physical item that is permanently affixed to real estate including, without limitation, street lighting and sidewalk improvements. The term "capital improvement" shall not include, among other things, any maintenance equipment or supply, any communications equipment, any vehicles, any seasonal improvement or any holiday lighting or decoration. After the District Board has approved the annual operating plan and budget, they will be sent to the City for approval, adoption and inclusion in the City's annual budget for the following year.

The District may not borrow funds.

The District will continue to support Wausau River District's efforts to solicit gifts, grants and other voluntary contributions from parties outside the Main Street Program boundaries.

D. Organization of the District Board

The Mayor shall appoint members, who will culturally represent Wausau's diverse communities, to the District Board (the "Board"), and the Wausau City Council will act on the confirmation of such appointments. The Board shall be responsible for implementation of this Operating Plan. This requires the Board to negotiate with providers of services and materials to carry out the Operating Plan; to enter into various contracts; to monitor the effectiveness of the District's activities, to aid compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of District assessments.

Wisconsin Statutes section 66.1109(3)(a) requires that the Board be composed of at least five members and that a majority of the Board members shall either own or occupy real property in the District. If the actual property or business owner is an entity, that entity shall designate a representative to act on its behalf.

The Board shall be structured and operate as follows:

1. Board Size – 11 members.

2. Composition –

Business Owners – four members, representing owners of commercial business in the area;

Property Owners – five members, representing owners of commercial property in the area;

Government – one member, representing the City of Wausau; and

Wausau Events, Inc. – one member, representing Wausau Events, Inc., Inc.

In addition, the following representatives shall be appointed by the Mayor who shall not be formal members of the Board and therefore cannot vote, but who will represent the following constituency, and advise the Board, and shall be notified of all Board meetings, shall be able to attend such Board meetings and give input to the Board:

Board of Main Street Wausau, Inc. – all members (without votes) of the Board of Directors of Main Street Wausau, Inc.

3. Term – Appointments to the Board shall be two classes (of five and six members per class respectively) for staggered periods of two years.

4. Compensation – None.

5. Open Meetings Law – All meetings of the Board shall be governed by the Wisconsin Open Meetings Law if and as legally required.

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

7. Staffing and Office – To be determined as necessary.
8. Meetings – The Board shall meet regularly, at least once every three months. An annual meeting will be planned for all property/business owners.
9. Executive Committee – The Board shall elect from its members a chair, a vice-chair, a secretary, and a treasurer who shall comprise an Executive Committee of the Board. The Executive Committee of the Board shall be authorized to oversee the day-to-day operations of the District, including the execution of minor contracts, and the signing of checks, subject to the controls adopted by the Board.
10. Committees – To be determined as necessary.
11. Non-Voting Advisors – The Board will have non-voting advisors, as identified above.
12. Powers – The Board shall have all powers necessary and convenient to implement the Operating Plan, including the power to contract.
13. Annual Report – The Board shall prepare and make available to the public annual reports, including an independent certified audit conducted by the City of Wausau, as required by the BID Law.

IV. METHOD OF ASSESSMENT

A. Annual Assessment Rate and Method

The annual assessment for District operating expenses will be in direct proportion to the equalized assessed value of that property within the District.

The total assessment for each assessed parcel is formulated as follows:

1. Divide the proposed annual District budget by the total assessed valuation (as reflected on the City’s tax rolls) of all property within the District that is subject to assessment as provided by law.

(Note - this quotient shall expressed to the nearest 1/10,000 and be referred to so the “BID Mil Rate”)
2. Multiplying the BID Mil Rate by the assessed valuation of each Assessable Property (as defined herein), the product of which shall be the District’s initial assessment of that Assessable Property, but shall be subject to the adjustments set forth in Section IV.A.3 below.
3. Notwithstanding the foregoing, the total of the District’s assessment for each Assessable Property shall not exceed \$3,000.00 nor be less than \$300.00, which is computed using the following steps:

- a. first, all Assessable Properties whose initial assessment is less than \$300.00 shall have their assessment adjusted to \$300.00;
 - b. second, any excess assessment created by the adjustment made in subsection a. shall be applied to reduce the initial assessment of all other Assessable Properties within the District;
 - c. third, all Assessable Properties whose initial assessment is greater than \$3,000.00 shall have their initial assessment adjusted to \$3,000.00;
 - d. fourth, any deficit of assessment created by the adjustments made in subsection c. shall be allocated among all other Assessable Properties on a proportionate basis, this basis being equivalent to what the total assessed value of Assessable Property bears to the total assessed value of all Assessable Properties in the District.
4. Use of each Assessable Property as of January 1 in the year of assessment, as reflected in the records of the Assessor for the City of Wausau, shall control for purpose of the District's assessment.

For purposes of this Operating Plan, an "Assessable Property" shall be defined as a parcel of land subject to assessment hereunder and under the BID Law, with a separate Tax Key Number, as identified in the City of Wausau's Assessor's Office.

The BID assessment is hereby levied by the City of Wausau, which shall be a lien against each of the tax parcels of real property contained in the District, unless exempted as identified herein, under the power of Wisconsin Statutes Chapter 66. Such special assessments are hereby levied by the City of Wausau by adoption of this BID Plan. The city comptroller is authorized to include the BID assessment on bills for properties subject to the assessment within the designated Improvement District for calendar year 2018.

The City of Wausau shall collect such BID assessments and shall provide to the BID Board an accounting of the amounts received and the tax key numbers for which they are collected. All assessments shall be placed in a segregated account in the City's treasury. The City shall disburse the funds when the BID Board requisitions payments for its expenses that are authorized by the BID Operating Plan. All interest earned by virtue of temporary investment of funds in the BID account shall remain in the account for activities delineated in the BID Operating Plan.

All assessments hereby levied shall be due and payable on or before the due date of the first installment of real estate taxes on the properties assessed hereby. No assessments levied hereby may be paid in installments.

B. Excluded and Exempt Property

The BID statute requires explicit consideration of certain classes of property. In compliance with the law, the following statements are provided.

1. Wisconsin Statutes section 66.1109(1)(f) 1m: The District will not contain property used exclusively for manufacturing purposes.
2. Wisconsin Statutes section 66.1109(5)(a): Property used exclusively for residential purposes will not be assessed.

Property exempt from general real estate taxes, for the calendar year in which the BID Operating Plan is adopted, are hereby excluded from the District by definition, even though the boundaries of the District would otherwise include them. Owners of tax exempt property adjoining the District and expected to benefit from District activities will be asked to make a financial contribution to the District on a voluntary basis. In addition, those tax exempt properties adjoining the District which are later determined no longer to be exempt from general property taxes, and tax exempt properties whose owners consent in writing to be assessed, shall automatically become included within the District and subject to assessment under any current operating plan without necessity to undertake any other act.

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. The District will increase the vitality of the Main Street Program Area and central business district and, consequently, encourage commerce in the City. Increased business activity in the City will increase sales tax revenues and property tax base.

City Role in District Operation

The City has committed to assisting owners and occupants in the District to promote its objectives. To this end, the City has played a significant role in creation of the District and in the implementation of the Operating Plan. In furtherance of its commitment, the City shall:

1. Maintain services to Wausau River District at their current levels;
2. Maintain the City's current financial commitment to Wausau River District, Inc. for \$30,000.00 per year in funding;
3. Handle the billing and collection of the BID assessment as provided herein;
4. Have the City Attorney make a legal opinion that the BID Operating Plan complies with the requirements of the BID Law; and
5. Annually perform an independent certified audit of the implementation and operating plan pursuant to section 66.1109(3)(c) of the BID Law.

VII. FUTURE YEAR OPERATING PLANS

A. Changes

This Operating Plan is designed to authorize and control the BID for only its 2018 activities.

Wisconsin Statutes Section 66.1109(3)(b) requires the Board and the City to annually review, approve, and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms proposed activities, information on specific properties,

budget amounts and expenditures are based solely upon current conditions. Subsequent years' activities, budget, and assessments will be provided in the required annual plan updates, and approval by the Common Council of such plan updates shall be conclusive evidence of compliance with this Operating Plan and the BID Law.

B. Amendment, Severability and Expansion

The District has been created under authority of Wisconsin Statutes section 66.1109. Should any court find any portion of this Operating Plan, or the BID Law invalid or unconstitutional its decision will not invalidate or terminate the District and this Operating Plan shall be amended to conform to the law without need of re-establishment.

C. Automatic Termination Unless Affirmatively Extended

The District Board shall not incur obligations extending beyond 2018.

VI. GENERAL

All exhibits referenced herein are incorporated herein by reference.

APPENDIX B

WAUSAU RIVER DISTRICT, INC.						
	General Fund	Placemaking	Residential	Business	Admin	TOTAL
REVENUES						
Grants	\$ 30,000					30,000
BID Funds	\$ 72,000					72,000
Other (Sponsorships, advertising)	\$ 79,470					79,470
Total Revenues	\$ 181,470	\$ -	\$ -	\$ -	\$ -	181,470
EXPENDITURES						
Administration:					97,847	97,847
Projects:		53,320	250	28,860	1,025	83,455
TOTAL EXPENDITURES		53,320	250	28,860	98,872	181,302
Excess (Deficiency) of Revenues over Expenses						