

DEERFIELD BUSINESS IMPROVEMENT DISTRICT

OPERATING PLAN

for the year

2018

SUBMITTED BY THE:

BUSINESS IMPROVEMENT DISTRICT BOARD

TO THE:

VILLAGE BOARD

INTRODUCTION

The following is the operating plan for the 2018 budget (2017 Tax Bill) for the Business Improvement District (BID) in Deerfield, Wisconsin. This operating plan has been prepared as a general guide to the purpose, goals, projects and activities of the BID for the area delineated on the attached map. This operating plan was developed based on the needs identified by property owners and merchants, and by members of the community at large in numerous meetings and discussions. This operating plan complies with the requirements of Wisconsin Statutes Section 66.608, which enables the creation of Business Improvement Districts.

PURPOSE OF THE DEERFIELD BID DISTRICT

The purpose of this BID is to provide an organizational and funding mechanism to support the development, improvement and promotion of the downtown and commercial area for the economic benefit of all businesses within the District as well as the general social and economic benefit of the people of the Village of Deerfield and its visitors.

GOALS AND POLICIES OF THE DEERFIELD BUSINESS IMPROVEMENT DISTRICT

1. Work cooperatively with village officials to coordinate improvement efforts in the BID.
 - a. Review all public improvements related to the business and commercial area, such as parking and directional signs.
 - b. Encourage a high level of maintenance (streets, sidewalks, trees, plants, etc.)
 - c. Encourage complete and uniform building code enforcement.
2. Promote the business district
 - a. Enhance/Promote business and commercial district.
 - b. Ask for Village participation in the promotions.
 - c. Coordinate commercial development, promotion and maintenance efforts between the Village, the merchants and landowners, the Deerfield Chamber of Commerce, and other public and private entities.
 - d. Educate and inform the public of advantages of local shopping.

3. Develop a program to target businesses that are needed and those that would complement existing businesses.
 - a. The BID should utilize the Community Survey to aid existing business, identify needs, recruit and promote new business.
 - b. Initiate any further studies that would identify business needs.
4. Encourage general upkeep of buildings and grounds.
 - a. Promote an attitude of pride and environmental concern within the community and the business.
 - b. Network with business to prevent deferred maintenance and encourage good grounds keeping.
5. Improve appearance by assisting business rehabilitation projects.
 - a. Continue a scheduled program for commercial beautification.
 - b. Continue with the downtown revitalization program that was previously initiated.
 - c. Request additional assistance from Dane County UW-Extension to continue with design plan if necessary.
 - d. Continue working with the Bank of Deerfield for low-interest funds for commercial rehabilitation consistent with the design plan.

CREATION OF A BOARD OF DIRECTORS

The Deerfield BID will establish a Board of Directors consistent with Section 66.608 of the Wisconsin Statutes. The board is the sole policy making authority and will be responsible for the management of the Business Improvement District. Responsibilities of the Board include: 1) Recommendations to the Village Board regarding hiring, reviewing and terminating BID employees and-or contractors; 2) Approving and implementing the operating plans and preparing annual reports on the district; 3) Maintaining the proper financial controls and integrity; and 4) Annually considering and making changes to the operating plan and submitting the operating plan to the Planning Commission and the Village Board for approval.

The Board will consist of five (5) members appointed by the Village President. Three (3) of the board members shall be property owners or business occupants in the BID. The board shall serve staggered terms: 3 members for two years and 2 members for one year. The board will conduct its affairs consistent with the Open Meeting law and keep minutes for public record.

PROJECTS AND ACTIVITIES OF THE BUSINESS IMPROVEMENT DISTRICT

1. Create a BID board, representative of all interests within the District, to implement and update the operating plan for the District.
2. Create special assessment procedure and maintain records of any expenditure within the District as required by Wisconsin Statutes.
3. Impose a special assessment on all benefitting properties within the District.
4. Administer projects and programs.
5. Coordinate ongoing evaluation and planning for further improvements in the business and commercial area and prepare an annual Village of Deerfield BID Operating Plan and Budget.

SPECIFIC PROJECTS TO BE UNDERTAKEN IN 2018

1. Planter Maintenance
2. Purchase of Flags
3. Administrative Fees
4. Grants
5. Purchase of Street Lights Poles
6. Snow Removal
7. Miscellaneous Future Projects TBD

DESCRIPTION OF PROPERTIES INCLUDED IN BUSINESS IMPROVEMENT DISTRICT

Except as indicated below, all properties shown within the boundary of the attached BID District map shall be assessed as part of the BID District. This explicitly includes property exclusively used for manufacturing. The following properties are excluded from the BID District:

1. Property that is exempt from real property tax, such as public utilities and churches.
2. Real property used exclusively for residential purposes.

METHOD OF ASSESSMENT

The project proposed in the initial operating plan will be funded through a special assessment. This special assessment will be levied by the Village pursuant to Wisconsin Statutes 66.60.

Assessment shall be a prorated share of the annual BID budget based on the assessed valuation of each property in the BID area. The proposed assessment for 2018 is estimated to be \$1.335528/1000 of assessed valuation, which is \$11,605,900 based on the 2017 Assessment Roll).

DESCRIPTION OF THE METHOD OF FINANCING

The details of the methods of financing will be by special assessments, which will be collected once per year in coordination with the regular property tax collection. All assessments collected for the benefit of the BID district will be maintained in a segregated account in the Village Treasury to be used as the plan is implemented or determined by the BID Board.

DESCRIPTION OF HOW B.I.D. THE DISTRICT PROMOTES DEVELOPMENT OF THE MUNICIPALITY

The BID was created as a private sector initiative to further the aims of the Deerfield Chamber of Commerce and the goals of the community for beautification, business enhancement, and image improvement.

DESCRIPTION OF PROPOSED BUDGET

FOR 2017

INCOME

<i>Special Assessment on 2017 Village Tax Roll</i>	<i>\$15,500.00</i>
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Carry Over from 2017	\$ 15,894.00
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<i>TOTAL INCOME</i>	<i>\$31,394.00</i>
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EXPENSES

Street Light Poles	\$ 2,400.00
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Flags	\$ 600.00
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Planter Maintenance	\$11,000.00
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Administrative Fees	\$ 1,500.00
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Snow Removal	\$ 2,000.00
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Future Projects TBD	\$ 500.00
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Grants	\$ 3,000.00
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<i>TOTAL EXPENSES</i>	<i>\$21,000.00</i>
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