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**Operating Plan
For the Tomahawk Downtown
Business Improvement District
2018**

Wisconsin Act 184 signed into law in 1984 gives Wisconsin municipalities the power to establish business improvement districts (BIDs) within their communities upon petition of at least one property owner within the proposed District. The Legislature created Section 66.1109 of the Wisconsin Statutes (the BID Law) to provide a mechanism by which business properties within an established district could assess themselves to pay for programs aimed at promotion, redeveloping, management, and maintenance of that District. BIDs use a variety of methods to determine assessments, but a majority of Wisconsin BIDs assess real properties based on each parcel's assessed value. Properties used exclusively for residential purposes may not be assessed.

This petition is part of the operating plan that has been developed in accordance with BID statutes. This plan will help govern the BID that will operate from January 1, 2018 to December 31, 2018.

The hereinafter set forth provisions shall be the "Operating Plan" of the City of Tomahawk Downtown Business Improvement District (hereafter referred to as the "BID").

Purpose for Petition of BID

1. The BID law provides a mechanism whereby private property owners can work together in conjunction with the City of Tomahawk to develop the District. The benefits of the BID will positively affect the value of property located within the BID to ensure the future of downtown Tomahawk. It is not feasible for a small group alone to support the development efforts. A shared cost will allow for long-term results that would otherwise not be available.
2. The exclusive purpose of the BID is to supplement long term funding for the Tomahawk Main St. Program. The Program will promote Tomahawk's Historic Downtown, cultural heritage, increase community pride, and diversify its economic base through improvements to the area outlined in Exhibit A. See Exhibit B for the proposed 2018 operating budget of the Tomahawk Main Street Program.

Goals and Objectives

The main goals of the Tomahawk Main Street Program are to revitalize and promote the Historic center of Tomahawk. We plan to continue to work with the Wisconsin Main Street program, receiving technical and professional assistance and education in the four point approach to downtown revitalization.

Tomahawk Main Street Inc. in partnership with the business community, civic organizations, local government and residents, fosters the economic and social vitality of Tomahawk by utilizing innovative strategies that cultivate the downtown's unique heritage.

Our downtown's unique and welcoming atmosphere is the backdrop for a diverse mix of businesses, meeting the needs of today's consumer with personal service of yesterday. Restored historic buildings and well maintained storefronts showcase an interesting collection of retail shops, boutiques, eating and drinking establishments, residential units, and professional service providers that are a part of a prosperous downtown economy.

Main Street is the heart of Tomahawk. A volunteer bank of over 150, donates thousands of hours to insuring that our community is restored and preserved for years to come. This program takes on a 4-point approach to the revitalization and preservation of our beloved downtown. This approach is built on the development and implementation of four committees. The four committees are as follows:

Promotions: Our Promotions Committee has the important job of promoting downtown Tomahawk as the center of commerce, culture and community life for residents and visitors alike. They develop both image and retail campaigns to compliment Business and Special Events. Social media networking has greatly improved connecting a broader target audience.

Design: Our Design Committee is working with local businesses on their individual façade improvement plans. They are also working with downtown business owners to create an inviting atmosphere with window displays, lighting and signage. This committee works closely with the WEDC Wisconsin Main Street Program on façade improvement renderings, Design Guidelines, Streetscapes and Sign Ordinance initiatives.

Organization: Our Organization committee manages the financial and logistical aspects of our non-profit organization by raising money, recruiting volunteers and promoting the program. This committee facilitates numerous fundraising activities throughout the year. Main Street Memories Car Show & Wheels in Motion Motorcycle Show, Spring Fling Wine & Art Walk, Fall Fest and Win the Window are some of our top promotions.

Economic Vitality: This committee developed a thorough understanding of the district's economic condition and its best opportunities. They work to strengthen the existing businesses and recruit new ones. It is also the work of the Economic Restructuring Committee to develop financial incentives and capital for building rehabilitations and business development.

Tomahawk Main Street Inc. has the strong belief that it is imperative to foster a strong relationship with our Elementary, Middle and High Schools. They stuff envelopes, organize raffle items for upcoming events and volunteer some of their free time at events. We also work with the High School Art, Music and Technology Departments as well as the FBLA Students. The art students come down to Main Street with their teachers to paint the sidewalks for the Spring Fling Wine and Art Walk. The Music Department provides carolers during the Holiday season during our Wind the Window promotion for this festive time of year. The technology Department will build raised Flower Boxes and Bench Structures to make Main Street a more welcoming location.

In addition, volunteers from the Senior Center have stuffed Car Show bags & some have been helpers during Trick 'o Treat; fostering multigenerational cooperation.

Through a series of successful fundraising efforts this year, we were able to raise \$20,000 for our organization to continue to have the variety of events we host each year. We also secured an additional \$3,000 in grants, \$7,500 from the City of Tomahawk and \$1,300 in contributions from non-BID business owners and residents. We will continue to search for funding sources such as additional grants, County, and Corporate contributions and private gifts/endowments in order to leverage approved BID area projects such as Tomahawk Main Street Bricks and Mortar Grant program, streetscape projects and other beautification efforts targeted at the downtown. In addition we will continue to build the following initiatives into our annual work plans:

- Continue to advertise our downtown area with various campaigns that promote both our retail events and our large draw events like the Spring Fling Art & Wine Walk, Wheels in Motion Motorcycle Show & Swap Meet & the Main Street Memories Car Show.
- Develop additional special events and promotions that focus on shopping local with the slogan of "Try Tomahawk First". Work with the Chamber of Commerce, the Lions Club, the Historical Society and other area organizations to coordinate and implement both existing and new downtown events and festivals.
- Work with area retailers in promotion of the BID area.
- Recruit stores and develop other BID attractions.
- Strengthen existing businesses and management practices through the Wisconsin Main Street education offerings, our own Lunch and Learn Education Business Seminars, Lincoln County Economic Development Corp., UW Extension, and Nicolet College.
- Recruit future business owners and leaders. Utilize interns and incubate new entrepreneurs via working with and encouraging our area's young people. Continue to be a member of LCPIE-Lincoln County Partners in Education.

BID Administration

By BID statute, a Board of Directors has been appointed to implement and monitor the operating plan. The Tomahawk Downtown BID Board of Directors currently consists of 6 voting members and 1 non-voting Common Council representative. A majority of Board members must own or occupy real property in the BID area. Board members shall be appointed by the Mayor within 60 days of creation of the BID and shall serve 2 year terms. It is intended the Board of the BID shall have all powers authorized by law, and this operating plan shall be reviewed and refined on an annual basis and submitted to the Common Council for action.

The BID Board shall review and present to the City each year, as required by the BID Statute, an annual report describing the current status of the BID, including expenditures and revenues, and including an independent certified audit of the implementation of the operating plan, an accounting of funds previously expended, recommendations for any seats on the BID Board becoming vacant, and a proposed budget and plan for the following year containing such amendments as they feel are proper. There will be two BID meeting per year, one to present the upcoming year's operating plan, the other to discuss year-end results.

Proposed BID Assessment

1. Funds will be raised through a special assessment levied against real property located within the BID. Such assessments will be levied as an exercise of the municipality's power under the provisions of Section 66.1109, Wisconsin Statutes. The proposed BID assessment will be \$3.00 per \$1,000 of assessed valuation. Any proposed future increase in the BID assessment is subject to a majority approval by the BID Board.
2. In no event shall property used exclusively for residential purposes be subject to assessment.
3. In the spirit of public-private cooperation, the City of Tomahawk, through which the BID is formed, will incorporate BID assessments into the property tax assessments at no charge to the BID organization. Upon payment of BID assessments, the City of Tomahawk, on or before February 15, will pay to the Tomahawk Main Street Program all BID assessments actually received by that date. The balance of BID assessments will be paid in August, after tax settlement with Lincoln County for second half taxes.

General

The BID Assessment is hereby levied by the City, which shall be a lien against each of the tax parcels or real property contained in the BID, unless exempted as identified herein, under Section 66.1109 of the Wisconsin Statutes.

All exhibits referenced are incorporated herein by reference. As required by the BID Statute, the City received a petition from a group of downtown Tomahawk real property owners organized as the Downtown Business Council. Modifications to this BID Plan required by the Planning and Zoning Commission or Common Council shall be incorporated into the final Plan adopted by the City as its final ordinance, regardless of earlier proposals.

The BID is within the City, and is composed of contiguous parcels subject to general real estate taxes. Parcels of property located within the boundaries of the BID are shown and described in Exhibit A, but not subject to general real estate taxes on January 1 of the previous year for which the BID Plan is adopted by the Tomahawk Common Council are hereby excluded for the BID by definition and are not assessed.

Exhibit A---BID Map

Exhibit B---Proposed Tomahawk Main Street 2018 Budget