BUSINESS IMPROVEMENT DISTRICT
(B.I.D)
of
MENOMONIE
&
MAIN STREET of MENOMONIE, INC.

OPERATING PLAN
for
2019
PREFACE

In 1984, the State of Wisconsin created Section 66.1109 (formerly Section 66.608) of the Statutes enabling cities to establish Business Improvement Districts (BIDs). The purpose of the 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)

Upon petition from property owners within Menomonie's central city area, the City of Menomonie established the Menomonie Business Improvement District in 1989, commencing January 1, 1990, with a sunset date of December 31, 1992. The BID was renewed for a three-year period in 1992, beginning January 1, 1993, through December 31, 1995, upon petition from a property owner. Beginning January 1, 1996, again following petition from a property owner, the BID was renewed as a permanent fixture within the City of Menomonie, following a unanimous vote from Menomonie City Council. From its inception, the Menomonie BID has served to manage and promote the interests of the entire District in conjunction with Main Street of Menomonie, Inc.

The following 2019 Operating Plan pursuant to Section 66.1109 (formerly Section 66.608) of the Statutes is presented.
BUSINESS IMPROVEMENT DISTRICT FOR MENOMONIE

2019 OPERATING PLAN

DISTRICT BOUNDARIES
(SEE ATTACHED MAP IN EXHIBIT 7)
(SEE ATTACHED LEGAL DESCRIPTION IN EXHIBIT 7)

SPECIAL ASSESSMENT METHOD

The 2018 assessment method is based on the currently assessed value of real property within the BID District. The current assessment base is an estimated $32,357,200.00. The 2019 assessment rate shall be $1.80 (one dollar and eighty cents) per $1,000 (one thousand dollars) of assessed value. Real property used exclusively for residential purposes and real property used exclusively for manufacturing purposes are exempted from this assessment. In 2019, the BID tax will be limited to $3,500 which will lower the assessed value of the BID.

FINANCING METHODS AND TIMEFRAMES

The BID District will implement the 2019 Initial Operating Plan with revenues received from:

1) Special ad valorem (BID) assessments;
2) Direct contributions from the City of Menomonie;
3) Private funds raised through solicitation; and
4) Private and public grants. The BID District does not anticipate revenues from bonds, loans or other forms of indebtedness.

The fiscal year for this plan begins January 1, 2019. The City of Menomonie will assess BID properties and distribute those assessments with the Dunn County Property Tax statements in December 2018.
All assessments and other funds collected for the benefit of the BID District will be maintained in a segregated BID account and will be administered by the City Treasurer.

**2019 OPERATING BUDGET AND EXPENDITURES**

The 2019 operating budget is based on anticipated revenues of $87,965.02. Of this amount, $50,560.74 is anticipated from the special assessment; $20,000 is anticipated as a restricted contribution from the City of Menomonie; and a total of $25,591.24 in donations and fundraising efforts. The fiscal year is January 1, 2019 to December 31, 2019.

All expenditures will be made to further the goals of the BID District, including expenditures for:

1) Administration and Management;
2) Business Recruitment and Retention;
3) Promotions and Image;
4) Design; and
5) BID Organization and Downtown Advocacy.

The 2019 operating budget is attached as Exhibit 1. For comparison purposes, see the 2018 Operating Budget attached as Exhibit 2 and the December 31, 2017 Treasurer's Report, attached as Exhibit 3. Also enclosed is the Independent Certified audit preliminary for 2017 with comparisons with 2016 for the Business Improvement District, attached as Exhibit 4.

**BID BOARD OF DIRECTORS**

Section 66.1109 (formerly Section 66.608) Wis. Stats. requires a board of directors to manage a Business Improvement District. In conformance with Section 66.1109 (formerly Section 66.608) Wis. Stats., a BID Board was re-established upon renewal of the BID in 1995 for the years 1996 and beyond. This board is responsible for the management of the Business Improvement District. Members of the BID Board also are the directors of Main Street of Menomonie, Inc., a non-profit corporation. Furthermore, an executive committee comprised of the BID Board President, Vice-
President, Secretary, Treasurer and immediate Past President meet on a regular basis to manage the day-to-day activities of the District.

The board will consist of no less than nine (9) members and no more that fifteen (15) whose terms are staggered three (3) year terms. A board member may serve a maximum of two (2) - three (3) year terms and then shall rotate off the board for a minimum of a one (1) year period of time at which time they may be appointed to serve for another two (2) - three (3) year terms.

If a board member resigns, a new board member will complete the resigning board member’s current term. If that term has two (2) years or less remaining, the new board member will be eligible for two (2) additional three (3) year terms. Otherwise the new board member will only be eligible for one (1) - three (3) year term.

If board members are added to increase the number of board members, those new board members will serve staggered terms of three (3) years, two (2) years and one (1) year and will be assigned their term by the board in order of their order of appointment by Common Council and the Mayor.

The director that has served as President in year six (6) of their term shall serve as Past President for the year following their term as President. This director could ultimately serve seven (7) years to fulfill their Past President responsibilities before rotating off as required.

This board is appointed by the Mayor and approved by the Common Council. Board members serve staggered terms as designated by the Common Council. In addition, Main Street Board of Directors will request a member of the Common Council to be appointed to the Board as an ad-hoc, non-voting member. This position will be appointed by the Common Council and will be reappointed on a yearly basis.

A majority of the board members are to be property or business owners within the District. A list of board members and their affiliation is attached as Exhibit 5.
In addition, board members have been and should be representative of different areas within the District, as well as large and small businesses. The board also conducts its affairs under the open meeting law and keeps minutes for public record.

Cost for accounting and clerical costs involved with the administration of the assessment are provided by the City of Menomonie.

RESPONSIBILITIES OF THE BID BOARD OF DIRECTORS

The BID Board of Directors is the sole policy making authority for the BID. The Board of Directors is responsible for:

1) Hiring, reviewing and terminating BID employees and/or contractors;
2) Approving quarterly work plans and performance targets;
3) Maintaining fiduciary controls and integrity; and
4) Preparing an Annual Report.

The Board of Directors may enter into contracts, as required to further the goals of the BID.

WORK PLANNING

The goal of the BID is to maintain and improve the vitality of the Central Business District in Downtown Menomonie. BID work plans will be based on two premises:

1) That successful revitalization requires comprehensive programming; and
2) Those tasks will be selected on a project-by-project basis.

LEGAL OPINION

The city attorney has certified that the 2019 proposed BID operating plan is complete and complies with Section 66.1109 (formerly Section 66.608) Wis. Stats. The opinion is attached as Exhibit 6.
STATEMENT OF PURPOSE

Section 66.1109 (formerly Section 66.608) Wis. Stats. allows a city, upon petition of property owner, to create a Business Improvement District (BID) that enables property owners within that district to assess themselves in order to maintain and enhance business viability by providing services to its members by engaging in activities that can protect investments and enhance property values. As a result of this pooled assessment, there is a cost benefit to individual property owners because the organized District can impact upon those activities that affect parts of, or the whole District. It affords property owners a very real role in directing those affairs within the District, which influence their investment and their environment.

Section 66.1109 (formerly Section 66.608) Wis. Stats. is a financial tool created by the state legislature that allows a municipality to levy a special assessment on business to pay for the development, management, operation, maintenance and promotion of a defined Business Improvement District. This is a critical tool for business people in downtown Menomonie in that it allows them to establish a strong organization in order to encourage and promote business development. Just as good schools, good parks and good roads are essential for a balanced community, a prosperous downtown serves the community as the financial center, service center and special events center. It is a feature in which all sectors of the community can take pride and share.

A Business Improvement District is the best source of funds that will allow the business people themselves to coordinate promotion, management and maintenance programs for the downtown area. An improved Central Business District will create a positive image for not only those businesses within the District, but for the community as a whole.
BID'S RELATIONSHIP TO THE MENOMONIE COMPREHENSIVE PLAN

It is intended that the Business Improvement District will continue to complement the existing Menomonie Comprehensive Plan. Included in the City of Menomonie Comprehensive Plan 2007-2027 are the following goals:

Promote and continue to enhance the historical downtown. (Plan 2007-2027: p. I-4)

The City has a long history of respect and appreciation for these resources which was reiterated in November of 2004 when a Citizen Advisory Board (CAB) was formed to kick-off the City of Menomonie's Comprehensive Plan. The Board was asked “What should the City look like in 10-20 years?” Their top reply was a “vibrant historic downtown”. (Plan 2007-2027: p. 2-2)

The goal of historic preservation is to protect, restore, rehabilitate, and reconstruct your cultural resources. Many benefits may be realized through this process. The preservation of historic buildings can influence future development. New buildings may be designed to fit in with their historical surroundings. Historic preservation can lead to higher real estate values and municipal tax revenues. It can increase tourism and make your community a destination for people to visit. But most importantly, it can reveal our unique past and foster a sense of community pride. (Plan 2007-2027: p. 2-2)

Protect and enhance buildings, districts, and archeological sites and artifacts of cultural and historical importance. (Plan 2007-2027: p. 2-18)

Promote redevelopment of commercial buildings. (Plan 2007-2027: p. 6-11)

Continue to enhance the appearance of the Downtown Historic District. (Plan 2007-2027: p. 6-12) As outlined elsewhere in this Operating Plan, the existence of a BID in downtown Menomonie helps implement the many development goals that the city has outlined in the Comprehensive Plan.
BID'S RELATIONSHIP TO THE ECONOMIC DEVELOPMENT STRATEGY

To provide local residents and residents of the surrounding area with viable shopping areas that are clean, attractive, safe and convenient. (Plan 2007-2027: p. 5-17)
- Established the Main Street of Menomonie Program
- Reactivated the Redevelopment Authority for urban renewal programs
- Established a Main Street Business Improvement District
- Commissioned an interpretive and urban design study
- Developed sign grant program for downtown businesses

Make sure commercial areas are not developed at the expense of the others, and that there is an effort made to try to link the districts together. (Plan 2007-2027: p. 5-18)

Expand and promote tourism that enhances the City’s connections to natural resources and integrates local history with industrial sites. (Plan 2007-2027: p. 6-10)

Identify redevelopment areas and develop standards and incentives to promote this redevelopment. (Plan 2007-2027: p. 6-12)

- Continue downtown redevelopment efforts including the reconstruction of streets
- Provide technical assistance to improve marketing efforts, productivity and customer service
- To facilitate access to no and/or low-interest loans to assist existing businesses with affordable financing
- Maintain inventory of empty buildings downtown
- Develop a list of targeted businesses appropriate for downtown
- Recruit targeted businesses to available downtown spaces
- Continue to build tourism
- Develop "niche " events that will help local non-manufacturing businesses draw more visitors and tourists to downtown
PROGRAM BENEFICIARIES

The BID program has been designed so that it will provide some benefit to all business interests within the District. There are many diversified interests existing with downtown Menomonie; therefore, a program has been created which will provide an equal amount of benefit to all groups that do business downtown. The BID plan has been developed so that it will provide benefits to the following interests:

**RETAILERS:** Money generated through the BID assessment will be used to sustain programs which will increase business vitality in the downtown area. A Promotions Committee comprised of retailers, service providers and other interested people will continue to generate promotions that bring people into the downtown. Aggressive advertising to bring tourists downtown will be continued. Retailers will benefit from such activities, as they will generate traffic and a feeling of vitality in the downtown.

Money raised through fundraising will be used for projects which will improve the visual image downtown. The Sign Grant Program will directly assist retailers and encourage retailers to keep their signage updated and fresh. The retailer will benefit from these programs because as the downtown becomes more attractive, so shall his or her business.

**SERVICE PROVIDERS:** Service providers will benefit from the proposed promotional activities as some of these events have been designed to enhance their industry as well. Additional time will be spent in 2018 and beyond to encourage all service providers to participate in promotional activities.

Design improvements will reflect a positive image on the service providers as well as an improved visual image downtown will complement the image of each private interest downtown. As the public feels more confident and comfortable with the environment downtown they will spend more time and more money there.
Service providers will benefit from the business recruitment program as new compatible retailers and service providers are attracted to the downtown. These new businesses will all be potential new customers and clients for the existing service providers.

**PROPERTY OWNERS**: Property owners also will benefit from the BID activities. As property owners utilize the Main Street Low Interest Loan Program, and other financial incentives available to them for renovation and repair of the exterior of their buildings, the vitality of the downtown will increase. Eventually, this increased vitality will result in an increase in the value of property located downtown.

**PROGRAM GOALS AND OBJECTIVES**

The Main Street Program began in Menomonie in January 1990. The BID will continue to follow the developmental model outlined by the national Main Street “Four Point Approach”, as developed by the National Trust for Historic Preservation set forth below in the Mission Statement. The following is a listing of the program’s Mission Statement, Vision Statement, Goals and Objectives.

**MISSION STATEMENT**

The purpose of the BID of Menomonie: To enhance the vitality of Menomonie by supporting downtown as a community, historic and economic center.

**VISION STATEMENT**

Downtown Menomonie will be the destination for commerce, culture and entertainment.
BOARD OF DIRECTORS / EXECUTIVE COMMITTEE

GOAL: To establish a strong Main Street organization which involves a community-wide cross section and growing number of participants in the cooperative implementation and funding of the revitalization program.

Objective: Develop fundraising programs to increase operating budget.
Objective: Maintain fiscal and management policies.
Objective: Maintain sound relations with UW-Stout.
Objective: Generate Monthly Newsletter.
Objective: Maintain open line of communication with downtown businesses.
Objective: Maintain open line of communication with businesses community-wide.

DESIGN COMMITTEE

Description: Getting Main Street into top physical shape, capitalizing on its best assets (historic buildings, inviting atmosphere, parking areas, signs, sidewalks, street lights, etc)

GOAL: Improve the curb appeal of downtown

Objective: Implement regular volunteers to clean up trash, etc.
Objective: Have Master Plan available for architects, designers, realtors, rental agents and office of design improvements for signage, facades, awnings, etc.

PROMOTION COMMITTEE

Description: Selling the image and promise of Main Street; and effective promotion strategy forges a positive image through advertising, retail, promotional activity, and special events.
GOAL: To promote downtown Menomonie variety and one of a kind businesses. Educate employees and customers about our uniqueness.

Objective: Continue to enhance social media, Facebook, Twitter, and Main Streets web-site
Objective: Coordinate existing retail activities.
Objective: Market image creating a positive attitude about downtown.
Objective: Coordinate seasonal themes.
Objective: Develop new promotions and events.
Objective: Market the downtown to visitors.
Objective: Promote downtown throughout tourism industry.
Objective: Raise awareness of downtown diversity.
Objective: Build a sense of community among downtown businesses.

BUSINESS DEVELOPMENT COMMITTEE (ECONOMIC RESTRUCTURING)

Description: Strengthen the community’s existing economic assets while diversifying its economic base, help existing businesses expand and recruit new ones, convert unused/underutilized space, sharpen competitiveness and profitability of business

GOAL: To strengthen, broaden and revitalize the economic base of Downtown Menomonie through a cooperative recruitment effort with Cedar Corporation, Dunn County Economic Development, the City Administrator and Mayor.

Objective: Find workable solutions to the parking issues by working with the city’s Parking Utility Commission, UW-Stout and business owners.
Objective: Maintain current directory of downtown businesses.
Objective: Provide counsel to prospective and existing businesses.
Objective: Strive to keep the downtown properties in the mix of potential future business.
Objective: Encourage a partnership with City Administration, UW-Stout and other community leaders to develop creative ways of filling store fronts
ORGANIZATION
Description: Getting everyone working toward the same goal, using volunteer driven programs with and organizational structure of a governing board and committees.

Goal: To build a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials, and the Chamber of Commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

Objective: Build relationships with those in decision making positions
Objective: To work with building owners to assist and educate on the incentives available for renovation and restoration
Objective: Create and maintain a website for the program
Objective: Host an annual meeting and produce an annual report

PARKING ISSUES COMMITTEE

GOAL: To work with the City of Menomonie, the Menomonie Parking Utility Commission, University of Wisconsin-Stout and downtown business and property owners to increase the number of customer parking spaces downtown.

Objective: Work with the City of Menomonie on acquisition of property adjacent to downtown for parking.
Objective: Work with the City of Menomonie to increase customer parking spaces.
Objective: Work to educate the public on the parking that is available in the downtown.
Objective: Work to educate downtown merchants on the parking that is available to them surrounding the downtown.
Objective: Work with the City Administration, Dunn County Transit Authority, UW-Stout and other partners to create and develop transportation solutions.
EXHIBIT 1
2019 Operating Budget
EXHIBIT 2
2018 Operating Budget
EXHIBIT 3
12/31/2017 Treasurer’s Report
EXHIBIT 4
Independent Certified audit preliminary for 2017 with comparisons with 2016 for BID
EXHIBIT 5
List of Board Members and their affiliations
EXHIBIT 6
City Attorney Certification
EXHIBIT 7
BID Map