2019
OPERATIONAL PLAN
BUSINESS IMPROVEMENT DISTRICT
DOWNTOWN SUN PRAIRIE

August 2, 2018  Approved by BID Board.
A. Introduction

The following is the 2019 operating plan for the Business Improvement District (BID) in downtown Sun Prairie, Wisconsin. This 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 complies with the requirements of Wis. Stats. Sec. 66.1109. (Copy attached as Exhibit A)

B. Purpose of the Sun Prairie Downtown Business Improvement District (BID)

The purpose of the BID is to provide an organizational and funding mechanism to support the development, improvement, and promotion of the downtown 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 City of Sun Prairie and its visitors.

C. Goals and Policies of the Sun Prairie Downtown BID

1) Create collaborative opportunities for new and existing Downtown Sun Prairie Businesses to learn, grow, and develop.
   - Continue supporting the restaurant network, retail guild, and specialty service businesses subcommittees, as working groups for like-minded businesses for the purpose of developing promotional and educational opportunities.
   - Establish collaborative advertising and promotion opportunities seasonally.
   - Establish training opportunities for downtown businesses and property owners.

2) Advocate for development that exemplifies innovation projects that enhance the work, live, play environment of Downtown Sun Prairie.
   - Advocate for Downtown Sun Prairie during Comprehensive Planning meetings and other city planning sessions.
   - Create a new business welcome procedure such as information packet, ribbon cuttings, welcome basket, public relations assistance, etc.

3) Facilitate maintenance, upkeep, and improvement of downtown Sun Prairie public spaces through advocacy for safety and improvement.
   - Advocate for improved maintenance of Downtown Sun Prairie public spaces including sidewalks, planters, and park spaces.
   - Continue seasonal curbside snow removal and walkway snow removal for Main Street area to improve access for visitors parking on the street in the winter and maintain curb appeal of area businesses.
   - Plant four seasonal plantings in the Main Street planters.

4) Create an attractive, historic, and playful downtown environment through structure improvements and enhancements.
   - Conduct an independent 3rd party survey of the Business Improvement District.
   - Study the need for additional wayfinding signs.
   - Develop a long term vision for the visual aesthetic of Main Street used to guide funding of improvement projects.
   - Develop a long term vision for underdeveloped areas of Downtown Sun Prairie, helping to guide green space and design.
   - Develop a lighting improvement plan to improve the walkability of Downtown Sun Prairie during low light times.

5) Create and implement unique events that draw people from near and far to enjoy and patronize Downtown Sun Prairie businesses.
• Support the Sun Prairie Farmer’s Market to promote the Downtown Saturday Farmer’s Market.
• Continue to support Streets of Sun Prairie events, six (6) Thursday nights throughout the summer, which includes the Car Cruise event with Road Apples Car Club.
• Support the Sun Prairie Lions Club to promote the Taste of Sun Prairie Event.
• Host the Fall Beer Taste highlighting local fall beer, cider, and ale.
• Host the Fall Festival event in October 2019:
  • Continue the Streets of Scarecrows programming and promotion.
  • Continue Fall Festival business promotions and event activities.
  • Support the Chamber of Commerce’s Spooktacular event by highlighting participating Downtown businesses.
• Promote Downtown Sun Prairie Tree Lighting and Holiday Lights Fire Truck Parade with the Historical Museum and Library, and the SPVFD.
  • Host wagon rides through Downtown on Friday & Saturday of Thanksgiving weekend.
  • Expand Small Business Saturday promotions.
• Host Ladies Night Out event in December 2019
  • Develop multi night shopping initiative for holiday season i.e. open Thursday till 8PM for all retail establishments.
• Develop a new event highlighting Downtown Sun Prairie restaurant and bars with a group of restaurant owners.

6) Educate the public on the advantages of living, working, and playing in Downtown Sun Prairie.
• Install signage directing traffic to Downtown Sun Prairie from highway and main road intersections throughout Sun Prairie and nearby areas.
• Maintain local print advertising to highlight events, restaurants, and retail opportunities.
• Create flyers promoting Downtown Events to distribute to schools/families.
• Maintain regional and general advertising for winter events and holiday shopping.
  • Promote small business Saturday opportunities
• Develop a regional marketing plan to highlight Fall Festival programming.
• Maintain and develop further digital marketing plan
  • Website maintenance and improvement
  • Facebook promotions and interactions
  • Further social media presences (Instagram, Pinterest, blog, etc)
• Explore future local and regional marketing opportunities and develop a plan for 2019 that may include:
  • Television Advertising
  • Radio Advertising
  • Outdoor Advertising
• Pilot direct mail coupon opportunity for Downtown Businesses
• Explore Constant Contact or direct email promotion software for creating a Downtown Sun Prairie newsletter opportunity promotion.

D. Creation of Board of Directors

The Sun Prairie Downtown BID will establish a Board of Directors consistent with Wisconsin Act 184. This Board will be responsible for the management of the BID. Responsibilities of the Board include implementing the operating plans and preparing annual reports on the district. The Board will also annually consider and make changes to the operating plan and submit the operating plan to the City Council for approval.

The Board will consist of eleven (11) members, appointed by the Mayor. Eight (8) of the eleven board members shall be property owners or business occupants within the BID. The two new board
members shall serve staggered terms: 1 member for 2 years and 1 member for 1 year. After the second year, all terms shall be for (3) three years.

A list of term expiration dates for the current members of the BID Board are attached to this operational plan as *Exhibit B*. The Board will conduct its affairs consistent with the Open Meeting law and keep minutes for public record.

**E. Nomination of Board Members**

Each year at the March meeting of the BID Board, nomination for new members to be considered as potential members of the BID Board may be submitted to the Chairman, under the following guidelines:

1) Any property owner or business operator within the BID boundaries, or any member of the Sun Prairie Business Improvement District (BID) member may submit nominations.

2) BID board shall review all nominees and submit up to two nominees for each expiring term to the mayor; the number of nominees shall be equal to twice the number of terms ending, plus any resignations to be filled.

   Example: Each year, three terms expire, equals six nominees. If a member, whose term has not expired, resigns, then up to two nominees would be submitted to serve the remaining term of the resigning member.

3) The selected nominees will be submitted to the Mayor, who then shall select the appropriate number of appointees.

**F. Election of Officers**

1) Election of officers shall occur at the May meeting.
2) Offices shall be:
   a. Chairman
   b. Vice-Chairman
   c. Secretary
3) Election Process
   a. Nominees shall agree to serve, if elected.
   b. Nominations shall be offered at the beginning of the meeting.
   c. Voting for each office shall be verbal “ayes” and “nays.”
   d. The nominee receiving the most “ayes” shall fill each office.
   e. Officers shall take office at the June meeting.
4) Term Limits for Officers
   a. Elected officers of the BID board shall serve one (1) year terms.

**G. Projects and Activities of the BID**

1) Implement and update the operating plan for the District.
2) Maintain records of any expenditure within the District as required by Wisconsin Statutes.
3) Establish a special assessment levy on all benefiting properties within the District.
4) Administer projects and programs.
5) Coordinate ongoing evaluation and planning for further improvements in the downtown and prepare annual Sun Prairie BID Operating Plan and Budget.
H. Description of Business Improvement District

All properties shown within the boundary of the attached map (Exhibit D) shall be within the Sun Prairie BID with the exception of the following:

1) Properties that are exempt from property taxes, such as public utilities and religious buildings.
2) Real property used exclusively for residential purposes. (Wis. Stat. Sec. 66.608)

I. Method of Special Assessment

The projects proposed in the operating plan will be funded through special assessment. This special assessment will be levied by the City, pursuant to Wis. Stat. 66.60.

Assessment shall be prorated share of annual BID budget based on the assessed valuation of each property. The mill rate for taxing year 2018 shall be $x.xxxx/$1,000 of assessed valuation for retail, restaurants, financial/banking, bars, theaters, services, auto repair and sales, professionals, insurance agencies, entertainment, apartment complexes and assisted living facilities (A). Manufacturing, storage, warehousing, wholesale shall be $.xx/$1,000 (B) and all others (including undeveloped land) shall be $x.xx/$1,000 (C). A maximum assessment from any single property shall not exceed $8,000.00 annually.

J. Description of the Method of Financing

The BID has been created as a public/private sector initiative to further the aims of the City’s Downtown improvement and the City’s Master Plan. Financing for BID projects and programs is derived from a special assessment of properties within the BID, a contribution from the City of Sun Prairie and donations from outside sources.

K. Description of Proposed Expenditures

A copy of the 2018 Proposed Budget formally recommended by the BID Board is attached as Exhibit E.
66.1099 Business improvement districts.

(1) In this section:

(a) "Board" means a business improvement district board appointed under sub. (3) (a).

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

(e) "Municipality" means a city, village or town.

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

2. The kind, number and location of all proposed expenditures within the business improvement district.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

5. A legal opinion that subds. 1. to 4. have been complied with.

(g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.
(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch.985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(3) Board of Directors

(a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No
disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits required under sub. (3) (c) or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5) Real Property

(a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. 70.11 may not be specially assessed for purposes of this section.
(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85.
Exhibit B
Board Member Terms
(Current Members as of 6/28/2018)

   May 2019 – Annual Appointment

2. Jeff Gauger
   May 2020

3. Adam Bougie – Executive Committee, Vice Chair
   May 2019

4. Rose Freidel
   May 2021

5. Gary Praznik
   May 2019

6. Dan Callies – Executive Committee, Board Chair
   May 2020

7. Deb Krebs – Executive Committee, Secretary
   May 2020

8. Dina Pocernich
   May 2020

9. James Fanone
   May 2021

10. Patrick DePula
    May 2021

    May 2019

   *BID Manager: Colleen Burke*
Exhibit C
2018 Projects and Committees

The BID has formed several committees to assist in the completion of future projects. These committees include Business Recruitment; Advertising, Promotions & Events; and Beautification, Maintenance & Signage. Committees are made up of BID and non-BID Board members where possible. Committees will meet as often as necessary to accomplish the following:

**Advertising, Promotions & Events Committee:**
The objective of this committee is to facilitate maintenance, upkeep, and improvement of downtown Sun Prairie public spaces through advocacy for safety and improvement; and to create an attractive, historic, and playful downtown environment through structure improvements and enhancements. Initiative examples are as follows:
- Publish a 3x/year Brochure with Tourism, highlighting events by season: Winter, Spring/Fall, and Summer
- Continue supporting the Farmers Market to improve traffic, signage, promotion, etc.
- Continue support of programs and events initiated by other downtown entities including the Holiday Tree Lighting, Taste of Sun Prairie, etc.
- Develop new promotional, advertising and ideas and continue to attract shoppers to downtown.
- Encourage new and improve existing events in the downtown area.

**Business Recruitment & Retention Committee:**
The objective of this committee is to create collaborative opportunities for new and existing Downtown Sun Prairie Businesses to learn, grow, and develop and to advocate for development that exemplifies innovation projects that enhance the work, live, play environment of Downtown Sun Prairie. Initiative examples are as follows:
- Continue to recruit businesses to the downtown business district through direct marketing.
- Implement a loan and/or grant program for new and existing businesses for interior and exterior improvements, technical advice and start-up inventory.

The Business Recruitment and Retention Committee formed three (3) Subcommittees in 2017, including: retail guild, restaurant and bar owners network, specialty services businesses. The Subcommittees serve as sector specific work groups and meet on an as-needed basis. While not formal Committees, these work groups exist to may make formal requests of the Business Recruitment and Retention committee, if necessary.

**Beautification, Maintenance & Signage Committee:**
The objective of this committee is to create and implement unique events that draw people from near and far to enjoy and patronize Downtown Sun Prairie businesses; and to educate the public on the advantages of living, working, and playing in Downtown Sun Prairie. Initiative examples are as follows:
- Continue to support ongoing maintenance and upkeep of the Downtown area including the Main Street flower pots, the walkway between Main Street and the Public Parking lot, new benches, etc.
- Recommend and possibly fund improved “wayfinding” signage in the Downtown Business District to alert visitors to specific locations and parking.

**Budget Proposal:**
The BID Board is not budgeting for any new events in 2019 beyond what was executed in 2018. The year-over-year decrease of $27,009 of the overall budget from 2018 is a result of the BID Board’s desire to build up the amount of money in the Fund Balance in the event that there is a situation where snow removal is greater than what is budgeted annually. The 2018 budget spent down the Fund Balance with the addition of a new Fall Beer Taste event, additional promotional support of Fall Fest, wayfinding.
signage, support of the Dream Park, lights in Cannery Square, and the increase of the BID Manager position from 50% time in 2017 to 75% time in 2018. The amount of revenue generated by the self-imposed levy on downtown property owners will increase by $10,000 in 2019, resulting in a total collection of $102,000. In addition, the budget will rely on $727 of Fund Balance and $23,000 in revenue from two ticketed events and sponsorship solicitation.

Notable changes to the 2019 budget are as follows:

Advertising, Marketing & Events
- Removed Dream Park funding for new park structure (-$1,500)
- Decreased Streets of Sun Prairie funding (-$500)
- Decreased Taste of Sun Prairie sponsorship (-$1,000)
- Removed funds for Groundhog Prognostication (-$3,000). Tourism Commission will fund.
- Decreased Fall Fest promotional spending (-$2,000)
- Decreased Tree Lighting and Fire Truck Parade spending (-$1,500)
- Removed funds for Guild events (-$2,000)

Administration
- The BID Manager position is a full time city staff position with 75% of funding from the BID budget and 25% of the funding from the Tourism Commission budget. The position is subject to cost of living increase as approved by the City Council as part of the overall city budget. For 2018, the BID Manager salary was funded $26,000 from General Revenue and $27,416 from Fund Balance. For 2019, the position will be fully funded from General Revenue.
- Increased the Audit to reflect actual spending in 2018 (+$891)

Beautification & Maintenance
- Decreased funds to reflect 3-year contract with Gardens by Ann (-$3,900)
- Increased Watering, fertilizing pots and walkway to include light garbage pick-up (+$500)
- Removed Directional Signage from budget (-$5,000)

Recruitment and Retention
- Removed Façade improvement grants from budget (-$8,000). City has agreed to fund payout of approved grants.
Exhibit D
BID Boundary Map

Sun Prairie Business Improvement District Boundary
Exhibit E
BID Board Recommended 2019 Budget

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**Advertising, Marketing, Events**

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**Beautification & Maintenance**

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<td>Snow removal walkway and dumpster</td>
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<td>Snow removal curbs</td>
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**Recruitment and Retention**

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<th>Object Code</th>
<th>Project Code</th>
<th>Item Description</th>
<th>2019 Expenses</th>
<th>2019 from Reserves</th>
<th>Revenue (Sponsorships)</th>
<th>Revenue (Ticketed Events)</th>
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<td>81106</td>
<td>Business Socials</td>
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<td>Newsletters and Advertising</td>
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**Total**

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<th>Fund = 200</th>
<th>Org = 20062000</th>
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<tbody>
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<td>Office Supplies: general office supply needs</td>
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Exhibit F
2019 Events
Downtown Sun Prairie Events 2019

*Groundhog Day Prognostication  Saturday, February 2
BID Annual Meeting  Thursday, February 7
Vintage Shop Hop  Friday, March 1 and Saturday, March 2
Artful Wine Walk  Thursday, May 2
Streets of SP event #1  Thursday, June 13 (Kick off)
Streets of SP event #2  Thursday, June 22 (Dueling Pianos)
Streets of SP event #3  Thursday, July 18 (Music theme TBD)
Streets of SP event #4  Thursday, July 25 (Wild Rumpus Circus)
Streets of SP event #5  Thursday, August 1 (Classic Cars)
Streets of SP event #6  Thursday, August 8 (Sing a Long)
Fall Beer Taste  Thursday, September 19
Fall Festival  Saturday, October 19
*Fire Truck Parade & Tree Lighting  Friday, November 29
Ladies Night Out  Thursday, December 5

Note: Events with an * will be funded by Tourism Commission
Exhibit G
BID Manager Role: Agreement between City and BID Board