

De Pere Business Improvement District 2018 Operating Plan (Year Four)



October 2017

Anticipated Approval by Common Council: November, 2017

**The 2018 BID Plan was prepared by the City of De Pere in collaboration with the
BID Board and Definitely De Pere**

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**DE PERE
BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN**

Table of Contents

	Page
I. Introduction	
A. Purpose and History of the BID.....	4
II. Development Plans.....	5
A. Plan Objectives.....	5
B. Proposed Activities.....	5
C. Benefits of the BID.....	6
III. Measures of Success.....	7
A. Proposed Expenditures of the BID.....	7
B. Budget.....	8
C. Annual Review.....	8
D. Relationship to Plans for Orderly Development of the City.....	9
E. Powers.....	9
F. Public Review Process.....	9
IV. District Boundaries.....	9
V. BID Organization and Operating Board.....	9
VI. Financing Method.....	10
VII. Method of Assessment.....	10
A. Assessed Parcels.....	10
B. Levy of Assessment.....	10
C. Schedule of Assessments.....	10
D. Assessment Collection and Disbursal.....	10
E. Annual Report.....	11
VIII. City Role in District Operations.....	11
IX. Required Statements.....	12
X. Severability and Expansion.....	12
XI. Appendices	
A. Draft 2018 Definitely De Pere Budget & City Administrative Costs.....	13
B. BID District Boundary.....	17
C. Properties in the District including Assessed and Exempt Properties.....	18
D. Wisconsin Statutes Section 66.1109.....	20
E. Adopted Bylaws.....	23

I. Introduction

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities the authority to create Business Improvement Districts (BIDs) within their communities. To do so, at least one property owner within the proposed district must petition the City to create a BID. The State Legislature created Section 66.1109 of the Wisconsin Statutes (the "BID Law") to provide a way for business properties within an established district to authorize voluntarily assessments. The assessment funds are to be used for programs aimed at promoting developing, redeveloping, managing and maintaining that district. At the time of creation of this BID (2014), there were 70 BIDs in the State of Wisconsin and according to a 2005 statistic by Charles S. Law, Ph. D., the average BID assessment was \$3.64 per \$1000.00 of assessed valuation.

Business Improvement Districts are quite similar to traditional special assessments where property owners are assessed for improvements or services that benefit them. Unlike traditional assessments, Business Improvement District assessments can be used to finance a wide range of activities, services and improvements. Primarily BIDs have been used to attract merchants and business owners that in turn attract more customer traffic downtown. Some BIDs in Wisconsin have funded physical improvements like lighting or parking; others have funded promotional and marketing materials and events. The Operating Plan for each BID directs the use of funds and identifies projects, priority areas, etc.

A. Purpose and History of the BID

The property owners who were involved in the creation of the BID hoped to accomplish goals and ideas presented in the De Pere Downtown Master Plan, Comprehensive Plan and Historic Preservation Plan. The original De Pere Business Improvement District Operating Plan had been developed by De Pere BID proponents and the City of De Pere. This BID Operating Plan and future plans will be developed by the BID Board, the City of De Pere, and Downtown De Pere, Inc. (also known as Definitely De Pere and listed throughout this document as Definitely De Pere), along with input and discussion from the membership.

The BID Board, through the development of this Operating Plan has coordinated with Definitely De Pere and the membership for the work described in this plan. Definitely De Pere and the BID provide for a system that has shared long-term goals, and results, that will benefit both the BID District, and the City of De Pere.

As used herein, "DBI Operating Plan" shall refer to the De Pere Business Improvement District Operating Plan, and "District" shall refer to the properties located within the physical boundaries of the Business Improvement District, as provided herein in Appendix B.

The De Pere BID was created in order to:

1. Allow for private property owners to work together in conjunction with the City to develop the District.
2. Enhance existing public funding sources to continue to maintain and promote the District. The BID also empowers future investments generated through private resources in addition to existing public dollars.
3. Provide for an equitable and fair mechanism for funding initiatives that will benefit all business and property owners in the District.
4. Ensure the District will be preserved and will improve the social and economic environment of the District. This is a mechanism to bring together funding initiatives that will fulfill District improvement projects identified in the Downtown Master Plan, Comprehensive Plan and the Historic Preservation Plan.

Use of a BID to develop the District was anticipated to work as follows:

1. The BID was created by the Common Council of the City of De Pere.
2. An operating Board (BID Board), comprised mostly of property owners within the District, has all powers necessary to implement the DBI Operating Plan.
3. The City collects BID assessments from District property owners following the approved assessment formula.
4. Assessment collections are turned over to the BID Board for distribution in accordance with the DBI Operating Plan by the 15th day of the month following such collection.

The Original De Pere BID (established in 2014) included 221 parcels with a total BID value over \$68,209,900. The boundaries include parcels in West and East De Pere's Downtown Business District. Out of the 221 parcels, 76 were tax exempt or were used for residential purposes. The BID value of the remaining 145 were assessed at \$1.75 for every \$1,000.00 in total value of the parcel.

II. Development Plans

The objective of the BID is to preserve and improve the social, economic and physical environment in the District, bring together appropriate partnerships of people, organizations and funds, and to evaluate and implement District development projects identified by businesses and building owners in the De Pere Downtown Master Plan, Comprehensive Plan and Historic Preservation Plan. This section of the Plan shall be the De Pere BID Operating Plan for 2018.

The BID plan works towards creating Plan Objectives, Activities, and Benefits that are measurable. As each year of the BID evolves, so must the Objectives, Activities and Benefits of the plan to find ways to measure success.

A. Plan Objectives

Goals for the District Development as identified by local businesses, building owners and residents in the Downtown Master Plan (Adopted by the City of De Pere in June 2010):

1. **Unite the District** through efforts such as continued community-wide events and expanded community-wide marketing and education efforts.
2. **Link District's destinations** through utilizing marketing resources and working more extensively with Greater Green Bay Area Convention and Visitors Bureau.
3. **Use the potential of transportation to create a high-quality economic and physical environment** by promoting and increasing walkability and bike-friendly investments.
4. **Increase business and private investment** through an organized business recruitment effort and continually updated market research.
5. **Capitalize on key business niches** by identifying consumer needs/desires and business investment potential through market research.
6. **Add life to the District** through expanded creative placemaking efforts and continued growth of traffic-generating events.
7. **Create New Neighborhoods in the Downtown** Help to brand distinct neighborhoods in the District in order to further remove the East/West divide and unite the downtown.
8. **Support Growth and Redevelopment** – In alignment with the Downtown Master Plan, plan for future utilization of the Fox Riverfront for economic development, events and businesses.

B. Proposed Activities

The proposed activities for the BID will promote continued development of the District by:

1. Continuing to promote the historic quality of the District, by facilitating façade rehabilitation projects and educating property owners on available federal and state historic tax credits for building preservation.
2. Supporting redevelopment by providing insight on and recommendations on design guidelines and zoning codes that will facilitate new development while maintaining the desired aesthetic and sense of place for Downtown De Pere.
3. Supporting the City in developing more pedestrian and bicycle friendly roadways, cross walks, and parking options, as well as investing in bicycle parking for the downtown.
4. Working with the City to make business owners aware of City programs, such as the Façade Grant Program and the Revolving Loan Fund Program through continuous education efforts with both new and existing businesses.
5. Supporting the City in the future reconstruction of the Main Ave. Corridor, and continuing to promote pedestrian and bicycle facilities and storm water runoff in these constructions, consistent with ideas presented in the Downtown Master Plan and Comprehensive Plan.
6. Exploring different ways to effectively market District businesses through existing and new events and an enhanced marketing campaign for the district.
7. Working to promote beautification and art related projects to add to the District. Exploring feasibility of and interest in options presented in the Downtown Master Plan for public art and placemaking.
8. Working with the city to pursue major redevelopment projects within the District such as the former George Street bridge approach and Nicolet Square.
9. Helping generate investment interest in the District area and future redevelopment projects as identified in the Downtown Master Plan by creating an enhanced marketing campaign for the downtown district.
10. Working with the City to develop maintenance practices for the District, in which both parties have an understanding of expectations and responsibilities relating to the maintenance of the District, such as sidewalk snow removal, weeding and tending of district plants, as well as garbage removal.
11. Developing and implementing a plan and budget for the coming year and beyond for the District based on the financial expectations from assessments and its priority of needs, and the City's planned improvements during the same period.
12. Implementing enhancements as determined appropriate from the Downtown Master Plan and Comprehensive Plan.
13. Taking all further action needed to carry out the general purposes of this DBI Operating Plan as are allowed by BID law.

C. Benefits of the BID

Money collected by the BID under this DBI Operating Plan will be spent within the District or for the benefit of the District, and used to:

1. Help the District property owners secure and retain tenants by:
 - a. Promotion of coordinated and collaborative partnerships between the District stakeholders, which includes business and property owners.
 - b. Assisting property owners and tenants in the District in dealing and/or partnering with City Government through consultation and formal and informal interaction with City staff and officials.
 - c. Assisting property owners in retaining existing tenants by providing programs and services that help businesses to thrive. Implement in conjunction with the City, projects identified in the Downtown Master Plan and Comprehensive Plan that will improve tenant retention.
 - d. Assisting property owners in recruiting new businesses to the District and reducing new vacancies.

- e. Assisting property owners in rehabilitating second floor rental units to generate additional cash flow for properties.
 - f. Implementing in conjunction with the City, projects identified in the Downtown Master Plan and Comprehensive Plan that will improve tenant retention.
2. Help increase the value of property in the District by:
 - a. Continuing to improve the perceived and actual image of the District.
 - b. Investigating and facilitating enhancements to buildings in the District by business and property owners.
 - c. Increasing the demand for space by new businesses that wish to locate in the District.
 3. Help tenants and existing businesses in the District become stronger by:
 - a. Conducting successful traffic building community events.
 - b. Conducting successful retail and hospitality events.
 - c. Enhancing the relationship between St. Norbert College and the downtown.

III. Measures of Success

The success of the BID is determined by the level of satisfaction of those who create it and who control the BID, as well as the level of customer satisfaction. This information can be attained through various surveys and questionnaires. A thorough review of qualitative and quantitative data concerning the BID shall occur in year 3 (2018), year 5 (2020), and year 7 (2022) of the BID's operation.

In addition to the evidence suggested above, the following measures will be established and evaluated as quantifiable measures of success:

1. The Downtown Master Plan contains steps for both public and private sectors. Many of these actions are identified in this DBI Operating Plan. The accomplishment of these objectives will indicate one measure of success for the BID.
2. Commercial facilitation is a measure that can easily be quantified as the number of businesses, both existing and new, that receive help, either financial or advocacy services by the BID.
3. Another way to measure BID success is by the growth in value of private property in the District. Quantifiable valuation measures are calculated annually to measure success over time.
4. A final way to track success is through occupancy rates and business inventory. The 2010 business inventory and occupancy rates can be used as a baseline to evaluate and make changes for following years.

A. Proposed Expenditures of the BID

Expenditure details are listed in Appendix A. Expenditures for the BID in 2018 include the following:

1. Contract with Definitely De Pere
2. City of De Pere Administrative Costs

B. Budget

The 2018 De Pere BID includes 222 parcels with a total BID value of over \$78,813,000 (\$64,068,300 without exempt parcels). Out of the 222 parcels, 78 are tax exempt or are used for residential purposes. Out of the remaining 144 the BID value is assessed at \$1.75 for every \$1,000 in total value of the parcel, with no combined ownership to have an assessment of more than \$ 1,950 or less than \$275.

A map of the district boundaries is attached as Appendix B, and information for each parcel classification is listed in Appendix C.

Funds collected through BID assessments shall be used to pay for this DBI Operating Plan in order to implement a sustainable Business Improvement District for the City of De Pere.

Estimated 2018 Assessment Income (from 2017 taxes): \$86,366.85

2017 Expenses

Contract with Definitely De Pere: \$85,366.85

City of De Pere Administrative Costs: \$1,000.00

Total: \$86,366.85

The BID does not have independently paid staff, and will use City of De Pere staff and contract with Definitely De Pere for such services. The City of De Pere provides staff support to update the assessment numbers and operating plan, conduct the audit, and administer the BID meetings.

Estimated expenditures for Definitely De Pere and the City of De Pere are shown in Appendix A. Any unused funds remaining at the end of the year shall be deposited into contingency funds or designated for specific uses in the following DBI Operating Plan year. All physical improvements made with these funds shall be made in the District. The location of other expenditures shall be as determined by the BID Board, but shall be for the benefit of the District.

A Capital Reserve Account may be created to set aside a specific amount of the District's assessment or reserve. This account would be for long term capital needs and projects that may require extraordinary funding during a given budget year.

C. Annual Review

The BID law requires that the DBI Operating Plan be presented annually to De Pere's City Council for approval. To comply with the Wis. Stats., Section 66.1109 (3) (b), the following process for the approval of the annual DBI Operating Plan will be as follows:

1. A joint strategy session of representatives from the BID Board and the City will meet annually and will be responsible for developing the objectives of the DBI Operating Plan for the next plan year.
2. The BID Board will review the proposed DBI Operating Plan and make recommendations to the City Council.
3. The City Council will act on the proposed DBI Operating Plan for the following plan year.
4. Appointment of new BID Board members will be made 30 days prior to the expiration of outgoing BID Board members' terms. This appointment is made by the Mayor and approved by the City Council.

It is anticipated that the BID Board will continue to revise and develop the DBI Operating Plan annually in response to changing development needs and opportunities in the District. As a part of this review, the BID Board will analyze the benefits of the BID to the property owners and the community and based on this analysis, determine if it is appropriate to continue the BID.

The method of assessment shall not be altered unless a meeting of all District property owners assessed under the BID has been held to discuss such changes, except with the approval of the City of De Pere Common Council. This special meeting will be published as a Class 2 Notice, a copy of which will be mailed to each property owner in the District.

D. Relationship to Plans for Orderly Development of the City

According to Wisconsin Statutes Section 66.1109 (1)(f)(4), the DBI Operating Plan is required to specify how the creation of a BID promotes the orderly development of the City. The BID will encourage commerce and increase the business activity in the District. Orderly development is consistent with De Pere's Downtown Master Plan, Comprehensive Plan and Historic Preservation Plan and will promote orderly development of the City in general and the District in particular.

E. Powers

It is intended that the BID Board shall have all powers authorized by law and this DBI Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract on behalf of the BID when necessary to implement the DBI Operating Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To acquire, improve, lease and sell properties in the District and otherwise deal in real estate.
6. To annually consider and make changes to the DBI Operating Plan.
7. To undertake on its own account, public improvements and/or assist in development underwriting or guaranteeing public improvements in the District.
8. To apply for, accept and use grants and gifts for these purposes.
9. To elect officers and contract out work as necessary to achieve its goals.
10. To add to the security of the District.

F. Public Review Process

Section 66.1109 of Wis. Stats. establishes a specific process for reviewing and approving proposed Districts. All of the statutory requirements to create the BID shall be followed. Key components include: petition the City to establish the BID; publish class 2 notice of petition; develop the Operating Plan; mail Operating Plan to all affected property owners; and hold public hearing.

IV. District Boundaries

The District is defined by the current configuration of tax parcels listed in Appendix C-1, and shown in map form in Appendix B. The District is generally bounded by Franklin St. in East De Pere, to N. Ontario St., to Lewis St., across the Claude Allouez Bridge to West De Pere bordered by Main Ave., to Fort Howard Ave., to Grant Street and lastly to Third St. (St. Norbert College Campus). The District includes 145 taxable parcels subject to BID assessment, according to the Assessor's Records as of January 1, 2014. Parcels that are not taxable or are used for residential purposes have been excluded from this number, even as they fall within the boundaries.

V. BID Organization and Operating Board

The Mayor of the City of De Pere is responsible to appoint the BID Board with input from the community and approval of the Common Council. The owners of real estate within the District will, at the specified BID meeting, recommend members for the BID Board. Over half the BID Board members must be a property owner or operating business in the District. Appointments shall be made before the start of the plan year for which the DBI Operating Plan was adopted.

The Board's responsibility will be to implement the current year's DBI Operating Plan and to contract for the carrying out of the DBI Operating Plan. It also must prepare an annual report and audit and submit it

to the Common Council of the City of De Pere. This will require the BID Board to negotiate with providers of services and materials to carry out the DBI Operating Plan; to enter into various contracts; to monitor development activity; and to ensure the compliance with the provisions of applicable statutes and regulations.

The BID Board will operate under the provisions of the BID By-Laws adopted by the BID Board on July 17, 2015 and by the City Council on September 1, 2015. (See Appendix E for the adopted Bylaws).

VI. Financing Method

The proposed expenditures outlined in the budget will be financed with funds collected from the BID assessment. It is estimated that in 2017, BID will receive \$87,139.13 from the BID 2016 special assessment. Monies collected from the BID assessment will also be used and contracted through Definitely De Pere in accordance with the DBI Operating Plan.

VII. Method of Assessment

A. Assessed Parcels

All taxable property used for commercial purposes, as well as those taxed by the state as manufacturing, in the District boundary will be assessed. Properties used exclusively for residential purposes will not be taxed according to BID law. Mixed-use properties containing both commercial and residential will be fully assessed. Those that are used for commercial as well as manufacturing will be assessed. Property exempt from paying real estate taxes or owned by government agencies will not be assessed, as required by BID law.

B. Levy of Assessment

Special assessments under this DBI Operating Plan will be levied, through adoption of this DBI Operating Plan by the City of De Pere against each taxable property within the District, in the amount shown on the assessment schedule, which is attached in Appendix C.

The 2016 rates as shown in Appendix C were calculated at a rate of \$1.75 per \$1,000.00 of assessed value. Parcels are assessed by legal entity (i.e., multiple parcels owned by one legal entity are used as a total). No legal entity is assessed more than \$1,950.00, and no less than \$275.00. Property values used to calculate the BID assessment represent the assessed value of real property, as certified by the City of De Pere Assessor, as of January 1, 2016. Assessments are based per parcel and legal ownership.

The logic behind the assessment methodology is that each non-exempt parcel owner should pay for district developments in proportion to benefits derived. It is assumed that a minimum and maximum benefit can be achieved for each parcel, thus the minimum and maximum BID assessments have been established.

C. Schedule of Assessments

Appendix C provides a schedule of assessments for 2016 for all non-exempt parcels in the District based on the formula described above. For convenience, a schedule of all nontaxable parcels exempt from BID assessments are also identified as part of Appendix C.

D. Assessment Collection and Disbursal

The City of De Pere will bill all non-exempt parcel owners the assessed amount in the same manner as other special assessments. The City shall then turn over all collected funds to the BID Board for distribution in accordance with the DBI Operating Plan.

The City of De Pere shall hold funds collected for BID assessments in a separate account.

The BID Board will prepare and make available to the public and City Council annual reports describing the current status of the BID, including expenditures and revenues, when it submits its annual DBI Operating Plan to the City for the following year. Disbursement of BID funds will be made in accordance with the approved DBI Operating Plan and budget. At the end of the fiscal year, an independent certified audit shall be obtained by the BID Board.

This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or accounting method. Disbursements made under this DBI Operating Plan shall be shown in the City's budget as a line item. Other than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

E. Annual Report

An annual report prepared by the BID Board is required by section 66.1109 (3) (c) of the Wisconsin Statutes. Definitely De Pere will prepare the annual report for operations in the District as well as obtain the required audit. Definitely De Pere will provide copies of the annual report and the audit to the City of De Pere for inclusion in the BID Operating Plan. The BID shall be responsible for the payment of any funds specified for the BID audit and related to BID activities for said BID audit. The BID Board will continue to review, revise and develop the DBI Operating Plan annually in response to changing development needs within the District.

VIII. City Role in District Operations

The City of De Pere is committed to helping owners and occupants in the District promote the objectives outlined in this DBI Operating Plan, while maintaining autonomy in the preparation of its annual budget. The City has made significant annual investments in the District for maintenance, upkeep and infrastructure. The City will continue providing services, capital improvements, and funds for maintenance, the Facade Grant Program, Revolving Loan Fund Program and promoting economic development. The City of De Pere will also commit to the following:

1. Encourage County, State and Federal Governments to support activities of the District.
2. Monitor, and when appropriate apply for, outside funds which could be used in support of the District.
3. Collect assessments and maintain a segregated account.
4. Provide disbursement of BID funds to service providers in accordance with the DBI Operating Plan and budget.
5. Obtain and review annual audits as required per Section 66.1109 (3) (c).
6. Provide financial statement to the BID Board.
7. Review annual audits as required by Section 66.1109 (3) (e) of the BID Law.
8. Provide to the BID Board no later than September 1st each plan year, the official City records on assessed value for each tax parcel within the District as of that date in each DBI Operating Plan year, for the purpose of calculating the BID assessment.
9. Adopt this DBI Operating Plan in the manner required by the BID Law.
10. Appoint and confirm new BID Board members as required by BID Law.
11. Provide Staff for the operation, facilitation and support of the BID Board.

IX. Required Statements

The BID Law requires that the DBI Operating Plan include specific statements:

66.1109(1)(f)(1) The special assessment method applicable to the business improvement district. The special assessment method is set forth in Section VI.

66.1109(1)(f)(1m) Whether real property used exclusively for manufacturing purposes will be specially assessed. The District will contain property used exclusively for manufacturing purposes; it will contain properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed they will benefit from development in the District.

66.1109(1)(f)(2) The kind, number and location of all proposed expenditures within the business improvement district. The number and location of proposed expenditures is set forth in Section II.G.

66.1109(1)(f)(3) A description of the methods of financing all estimated expenditures and the time when related costs will be incurred. The method of financing the estimated expenditures is set forth in Section V.

66.1109 (1) (f) (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. Please refer to Section II. B, C and E.

66.1109 (1) (f) (5): A legal opinion that subs. 1. to 4. have been complied with. A legal opinion from Attorney Julie Fronsee, indicating that the Operating Plan complies with all applicable provisions of Section 66.1109 (1) (f) (1-4) is attached as Appendix F.

X. Severability and Expansion

The Business Improvement District has been created under the authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of the BID Law or this DBI Operating Plan unconstitutional, it will not invalidate or terminate the BID. The DBI Operating Plan will be amended to conform to the law without need of re-establishment. Should any legislature amend the statute to narrow or broaden the purposes of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this DBI Operating Plan may be amended by the Common Council of the City of De Pere when it conducts its annual budget approval, without any necessity to undertake any other act. If it is determined by a court or administrative body that a parcel of property is not subject to general real estate taxes and may not be included in the District, then such parcels shall be excluded from the definition of the District.

All of the above is specifically authorized under Section 66.1109 (3) (b) of the BID Law.

APPENDIX A: Draft 2018 Definitely De Pere Budget & City Administrative Costs

City of De Pere Administrative Costs

In 2018, **\$1,000** of BID Assessment funds will be used to fund City of De Pere administrative costs as outlined below. The dollar amount proposed for BID funds represents only a portion of costs incurred by the City.

Annual Meeting Mailing (printing and postage): \$125

City Staff Time: \$875 (this amount covers only a portion of the time needed to calculating the assessment data, administering the BID meetings and updating the annual operating plan. Actual City staff costs are estimated at \$2,500)

Key Staff and Responsibilities

Administrative Staff (meeting agendas, meeting minutes, correspondence)

Economic Development & Planning Director (BID operating plan, parcel & assessment data, correspondence, meeting memos)

GIS Coordinator (BID map, parcel & assessment data)

City Clerk (submittal of assessment data to the County)

City Attorney (statute review)

Definitely De Pere Budget

In 2018, the BID Board will contract with Definitely De Pere in the amount of **\$85,366.85** to implement the BDI Operating Plan. This is the draft budget provided by Definitely De Pere.

Definitely De Pere 2018 Budget Narrative

The Definitely De Pere Board is committed to promoting and supporting the businesses and property owners in the Business Improvement District of downtown De Pere. We continue to evaluate every program we administer and the resources allocated to assure benefits to our primary stakeholders as well as the community as a whole. In 2018 we will engage in activities and manage programs that improve the social and economic environment of the District and fulfill improvement projects identified in the Downtown Master Plan, Comprehensive Plan, and the Historic Preservation Plan.

REVENUE SUMMARY

Definitely De Pere's 2018 budget totals \$309,935. The revenue contained in this budget shows a 187% increase over 2017 projected income. It is derived from a combination of BID assessments, City of De Pere support, fundraising efforts, event income, reserve funds, and \$100,000 from the excess stadium tax funds for public art. We are developing private income sources to enhance existing public funding by projecting a 45% increase in event income and generating new income from corporate and individual support.

EXPENSE HIGHLIGHTS

Salaries - We are adding a full time position to support our growing events, build stronger programs, and develop new initiatives. Our plan is to support the position by allocating funds from our reserves over a 3 year period. After 3 years we will sustain the position.

Design - We will manage design projects that improve the visual environment of downtown including a public art program. Our 2018 budget includes the development of a streetscape master plan with support from the WEDC. This plan will provide a vision for \$150,000 in streetscape improvements funded through excess stadium tax funds and managed jointly by Definitely De Pere and the City of Green Bay. We will continue to work with the beautification committee to enhance downtown's seasonal planters and decorations. Our goal is to extend the displays so that they provide year-round impact.

Promotions - We are allocating additional funds and staff time to implementing more effective marketing activities to promote the downtown to the surrounding region. We will do this through a comprehensive marketing campaign and new traffic building events designed to help develop increased business, customers, and investment interest in downtown.

Economic Enhancement - We are increasing both funding and staff time to expand our economic enhancement activities and initiatives that support business recruitment, business retention, and housing. We will provide education to small businesses in such areas as window displays, merchandising, marketing, and special events. We will work with property owners to help facilitate facade improvements, historic rehabilitation projects, and inform them about available tax credits, loans and grants.

RESERVE FUNDS

Our reserves from prior year surpluses are being allocated as follows: We will invest \$20,000 in 2018, \$15,000 in 2019, and \$10,000 in 2020 in staff resources to support new and growing programs and events; \$15,000 will be in reserve for future capital expenditures; and, the remaining \$50,000 is necessary for operating cash flow.

**Definitely De Pere
Profit and Loss by Class
.January through December 2018**

11:54 AM
10/02/17

	Administrative	Art Walk	Farmers Market	Fashion Events	Foodie Walk	Holiday Event	Promotional Events	Soup Walk	Yoga in the Park	TOTAL
Income										
Event Income	0.00	5,000.00	10,000.00	6,000.00	2,000.00	4,000.00	2,500.00	2,000.00	5,000.00	36,500.00
Sponsorships	0.00	1,500.00	12,000.00	0.00	0.00	0.00	0.00	0.00	0.00	13,500.00
Food & Beverage Sales	0.00	0.00	0.00	1,500.00	5,000.00	0.00	0.00	3,750.00	0.00	10,250.00
Ticket Sales	0.00	1,500.00	6,000.00	0.00	0.00	0.00	0.00	0.00	0.00	7,500.00
Participation Fees	0.00	8,000.00	28,000.00	7,500.00	7,000.00	4,000.00	2,500.00	5,750.00	5,000.00	67,750.00
Total Event Income	0.00	8,000.00	28,000.00	7,500.00	7,000.00	4,000.00	2,500.00	5,750.00	5,000.00	67,750.00
Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Contributed Support										
Corporate Contributions	11,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11,000.00
Individual Donations	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Total Contributed Support	16,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16,000.00
City of De Pere										
Plan	20,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
Public Art Funding	60,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	60,000.00
Total City of De Pere	100,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100,000.00
Reserve Funds	206,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	206,000.00
Total Income	242,000.00	8,000.00	28,000.00	7,500.00	7,000.00	4,000.00	2,500.00	5,750.00	5,000.00	309,750.00
Expense										
Personnel Expenses										
Workers Compensation	600.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	600.00
Payroll Taxes	8,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,000.00
Retirement	3,180.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,180.00
Health Stipend	2,400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,400.00
Salaries	111,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	111,000.00
Total Personnel Expenses	125,180.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	125,180.00
Event Expenses										
Labor/Contracted Services	0.00	0.00	500.00	1,400.00	0.00	1,800.00	0.00	0.00	0.00	3,700.00
Supplies & Equipment	0.00	300.00	500.00	300.00	300.00	250.00	0.00	300.00	400.00	2,350.00
Special Events/Activities	0.00	750.00	300.00	300.00	0.00	0.00	600.00	300.00	200.00	2,950.00
Marketing	0.00	1,000.00	200.00	200.00	500.00	200.00	1,400.00	200.00	600.00	4,850.00
Electrical	0.00	300.00	1,800.00	275.00	0.00	120.00	200.00	0.00	0.00	2,695.00
Sanitation/Cleanup	0.00	0.00	1,825.00	0.00	0.00	0.00	0.00	0.00	0.00	1,825.00
Entertainment	0.00	1,500.00	6,400.00	0.00	0.00	300.00	1,000.00	0.00	0.00	9,200.00
Food & Beverage	0.00	750.00	6,000.00	2,000.00	0.00	0.00	0.00	0.00	0.00	8,750.00
Total Event Expenses	0.00	4,350.00	18,325.00	4,475.00	800.00	3,170.00	3,200.00	800.00	1,200.00	36,320.00
Meetings/Conferences										
Travel	2,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
Meals	600.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	600.00
Registration Fees	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00
Total Meetings/Conferences	2,700.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,700.00
Office Expenses										
Printing	1,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00
Postage	300.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00
Office Supplies	1,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,200.00
Total Office Expenses	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
Equipment Repairs/Maintenance										
Occupancy Expenses										
Internet	840.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	840.00
Telephone & Cellular	720.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	720.00
Rent	4,680.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,680.00
Total Occupancy Expenses	6,240.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,240.00
Insurance	1,600.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,600.00
Dues, Subscriptions, Licenses	1,410.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,410.00
Professional & Filing Fees	4,400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,400.00
Promotions										
Marketing/Advertising	4,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
Website	1,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,200.00
Community Events	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00
Total Promotions	6,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,200.00

APPENDIX C: Properties in the District including Assessed and Exempt Properties

#	PARCEL ID	ADDRESS	PROPERTY OWNER	2017 PROPERTY VALUE	BID PROPERTY VALUE	2017 ASSESSMENT
1	ED-789	126 S BROADWAY ST	126 SOUTH BROADWAY LLC	\$199,000	\$199,000	\$348.25
2	ED-758-1	300 BLOCK N BROADWAY ST	301 NORTH BROADWAY LLC	\$1,141,100	\$1,141,100	\$973.59
3	ED-758	301 N BROADWAY ST	301 NORTH BROADWAY LLC	\$1,144,400	\$1,144,400	\$976.41
4	WD-508	313 MAIN AV	313 MAIN IN DE PERE LLC	\$284,500	\$284,500	\$497.88
5	WD-372	334 MAIN AV	A&K LONGBRANCH LLC	\$247,000	\$247,000	\$432.25
6	WD-521	371 MAIN AV	ABTS INVESTMENTS LLC	\$141,200	\$141,200	\$275.00
7	WD-531	116 THIRD ST	AJANGOPROPERTIES LLC	\$219,000	\$219,000	\$383.25
8	ED-880	320 N WISCONSIN ST	ALGREM	\$488,400	\$488,400	\$854.70
9	ED-1067	805 GEORGE ST	ALI BRI PROPERTIES LLC	\$247,800	\$247,800	\$433.65
10	WD-1668	555-208 MAIN AV	ANDERSON	\$131,900	\$0	\$0.00
11	ED-886	206 N WISCONSIN ST	ASSOCIATED DEPERE BANK	\$1,222,200	\$1,222,200	\$1,950.00
12	ED-1089	905 GEORGE ST	BEACHWALKER EXPRESS LLC	\$220,600	\$220,600	\$386.05
13	ED-824	125 S BROADWAY ST	BEILKE LC	\$354,400	\$354,400	\$620.20
14	ED-907	518-522 GEORGE ST	BELLA NOVA LLC	\$299,500	\$299,500	\$524.13
15	ED-771	117 N BROADWAY ST	BELLE HOLDINGS LLC	\$186,400	\$186,400	\$326.20
16	ED-768	127 N BROADWAY ST	BELMONT DOWNTOWN ENTERPRISES LLC	\$255,400	\$255,400	\$446.95
17	ED-774	109 N BROADWAY ST	BILOTTI	\$155,200	\$155,200	\$271.60
18	ED-773	113 N BROADWAY ST	BILOTTI	\$240,900	\$240,900	\$421.58
19	WD-1667	555-206 MAIN AV	BOUBENDER	\$174,500	\$0	\$0.00
20	ED-767-1	131 N BROADWAY ST	BOYD	\$102,000	\$102,000	\$275.00
21	WD-1674	555-214 MAIN AV	BOYD TRUSTEE	\$184,800	\$0	\$0.00
22	ED-844	102 N BROADWAY ST	BROADWAY INVESTMENT PARTNERS LLC	\$130,000	\$130,000	\$275.00
23	ED-767	129 N BROADWAY ST	BROOKSTL HOLDINGS LLC	\$120,200	\$120,200	\$275.00
24	ED-756	333 N BROADWAY ST	BROWN COUNTY LIBRARY	\$0	\$0	\$0.00
25	ED-775	107 N BROADWAY ST	BRUMMEL	\$226,300	\$226,300	\$396.03
26	WD-281	108 S FIFTH ST	CAPITAL CREDIT UNION	\$804,200	\$804,200	\$1,407.35
27	WD-279	509 MAIN AV	CAPITAL CREDIT UNION	\$127,500	\$127,500	\$223.13
28	WD-519	363 MAIN AV	CHANMNA LLC	\$183,800	\$183,800	\$321.65
29	ED-949-1	614 GEORGE ST	CHARLES	\$181,500	\$181,500	\$317.63
30	ED-952-1	S SUPERIOR ST	CHARLES	\$8,600	\$8,600	\$15.05
31	ED-18-65	201 JAMES ST	CHATEAU DEPERE LLC	\$1,700,000	\$1,700,000	\$1,950.00
32	WD-389-4	556 MAIN AV	CHRIST THE ROCK CHURCH INC	\$0	\$0	\$0.00
33	WD-389-3	550 MAIN AV	CHRIST THE ROCK CHURCH INC	\$59,600	\$59,600	\$161.00
34	WD-389-5	FORT HOWARD AV	CHRIST THE ROCK CHURCH INC	\$42,200	\$42,200	\$114.00
35	WD-565	401 REID ST	CKROLL PROPERTIES LLC	\$746,000	\$746,000	\$1,305.50
36	ED-842	415 GEORGE ST	CONARD	\$244,700	\$244,700	\$428.23
37	WD-518	355 MAIN AV	CONNECTIVE PROPERTIES LLC	\$171,700	\$171,700	\$300.48
38	ED-961	600-604 GEORGE ST	CORNELI	\$361,200	\$361,200	\$632.10
39	WD-1675	555-215 MAIN AV	CRULL	\$127,700	\$0	\$0.00
40	ED-968-1	611 GEORGE ST	DANEN PROPERTIES LLC	\$105,800	\$105,800	\$185.15
41	ED-968-3	609 GEORGE ST	DANEN PROPERTIES LLC	\$246,500	\$246,500	\$431.38
42	ED-967	615-617 GEORGE ST	DANEN PROPERTIES LLC	\$160,100	\$160,100	\$280.18
43	WD-1673	555-213 MAIN AV	DE PERENICOLET CONDO LLC	\$125,500	\$0	\$0.00
44	ED-812	221 S BROADWAY ST	DE PEREREDEVELOPMENT AUTHORITY	\$0	\$0	\$0.00
45	ED-966	623 GEORGE ST	DECLERNE ZELLNER INC	\$378,000	\$378,000	\$661.50
46	WD-404	101 FORT HOWARD AV	DECLERNE ZELLNER LLC	\$299,700	\$299,700	\$524.48
47	WD-517-1	MAIN AV	DEPERE CITY OF	\$0	\$0	\$0.00
48	WD-517-2	MAIN AV	DEPERE CITY OF	\$0	\$0	\$0.00
49	WD-533	110 THIRD ST	DEPERE CITY OF	\$0	\$0	\$0.00
50	ED-862	421 CASS ST	DEPERE CITY OF	\$0	\$0	\$0.00
51	ED-864	321 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0.00
52	ED-865-1	309 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0.00
53	ED-867	303 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0.00
54	ED-869-1	WILLIAM ST	DEPERE CITY OF	\$0	\$0	\$0.00
55	ED-851	134 N BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0.00
56	ED-835	127 N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0.00
57	ED-834	JAMES ST	DEPERE CITY OF	\$0	\$0	\$0.00
58	ED-769	123 N BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0.00
59	ED-796	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0.00
60	ED-833-1	GEORGE ST	DEPERE CITY OF	\$0	\$0	\$0.00
61	ED-719	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0.00
62	ED-776	N BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0.00
63	ED-788-1	S BROADWAY ST	DEPERE CITY OF	\$0	\$0	\$0.00
64	ED-793	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0.00
65	ED-796	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0.00
66	ED-794	FRONT ST	DEPERE CITY OF	\$0	\$0	\$0.00
67	ED-799	CHARLES ST	DEPERE CITY OF	\$0	\$0	\$0.00
68	ED-881	N WISCONSIN ST	DEPERE CITY OF	\$0	\$0	\$0.00
69	ED-818	114 S WISCONSIN ST	DEPERE CITY OF MISSION SQUARE PARKING LOT	\$0	\$0	\$0.00
70	WD-528	340 REID ST	DEPERE CITY OF NICOLET SQUARE PARKING LOT	\$0	\$0	\$0.00
71	WD-526	340 BLOCK REID ST	DEPERE CITY OF NICOLET SQUARE PARKING LOT	\$0	\$0	\$0.00
72	ED-801	S BROADWAY ST	DEPERE CITY OF WELLS PARK	\$0	\$0	\$0.00
73	ED-287	230 S BROADWAY ST	DEPERE CITY OF WELLS PARK	\$0	\$0	\$0.00
74	ED-870	314 N BROADWAY ST	DEPERE FEDERAL S & L	\$61,000	\$61,000	\$106.75
75	ED-871	330 N BROADWAY ST	DEPERE FEDERAL S & L	\$905,800	\$905,800	\$1,585.15
76	ED-751	409 N BROADWAY ST	DEPERE HISTORICAL SOCIETY	\$0	\$0	\$0.00

#	PARCEL ID	ADDRESS	PROPERTY OWNER	2017 PROPERTY VALUE	BID PROPERTY VALUE	2017 ASSESSMENT
77	ED-752	403 N BROADWAY ST	DEPERE HISTORICAL SOCIETY INC	\$0	\$0	\$0.00
78	ED-900	515 GEORGE ST	DEPERE LAW BUILDING LLC	\$542,000	\$542,000	\$948.50
79	WD-885	407 MAIN AV	DETRY	\$141,300	\$141,300	\$247.28
80	WD-886	409 MAIN AV	DETRY	\$138,500	\$138,500	\$242.38
81	WD-1661	555-116 MAIN AV	DICK	\$105,100	\$0	\$0.00
82	WD-1665	555-204 MAIN AV	DUCHATIAU	\$105,500	\$0	\$0.00
83	WD-389-2	500 MAIN AV	DUTCHBOYZ DE PERE LLC	\$1,835,900	\$1,835,900	\$1,550.00
84	WD-387	444 MAIN AV	F & J PROPERTIES LLC	\$325,700	\$325,700	\$569.98
85	WD-1646	555-101 MAIN AV	FINLAY	\$110,200	\$0	\$0.00
86	ED-1053	802 GEORGE ST	FLOUR CHILD LLC	\$328,000	\$328,000	\$574.00
87	WD-376	352 MAIN AV	GAROT	\$35,900	\$35,900	\$62.83
88	WD-369	320 MAIN AV	GAROT	\$657,700	\$657,700	\$1,150.98
89	WD-893	400 REID ST	GENCAP DE PERE 1 LLC	\$2,733,900	\$2,733,900	\$1,815.03
90	WD-287	400 BLOCK MAIN AV	GENCAP DE PERE 1 LLC	\$47,600	\$47,600	\$31.60
91	WD-286	473 MAIN AV	GENCAP DE PERE 1 LLC	\$47,600	\$47,600	\$31.60
92	WD-283	499 MAIN AV	GENCAP DE PERE 1 LLC	\$60,400	\$60,400	\$40.10
93	WD-284	109 S FIFTH ST	GENCAP DE PERE 1 LLC	\$47,700	\$47,700	\$31.67
94	ED-841	417 GEORGE ST	GET REE ENTERTAINMENT LLC	\$227,100	\$227,100	\$397.43
95	ED-816	416 GEORGE ST	GILLESPIE PROPERTIES LLC	\$398,000	\$398,000	\$696.50
96	WD-1663	555-202 MAIN AV	GOTTOWSKI	\$153,300	\$0	\$0.00
97	WD-623	500 GRANT ST	GRANT STREET HOLDINGS LLC	\$600,300	\$600,300	\$1,050.53
98	ED-823	150 S WISCONSIN ST	H&M LOMITA LLC	\$2,491,300	\$2,491,300	\$1,550.00
99	WD-1664	555-203 MAIN AV	HAGANE	\$103,200	\$0	\$0.00
100	ED-969	108 N MICHIGAN ST	HANNON	\$162,600	\$0	\$0.00
101	WD-367	300-308 MAIN AV	HAWK HOLDINGS LLC	\$323,400	\$323,400	\$565.95
102	ED-766	233 N BROADWAY ST	HEARTLAND AFFORDABLE HOUSING DE PERE LLC	\$2,437,700	\$0	\$0.00
103	WD-373	338 MAIN AV	HERYMAN	\$142,300	\$142,300	\$275.00
104	ED-788	118 S BROADWAY ST	HILLCREST PARTNERSHIP #1 LLP THE	\$154,300	\$154,300	\$275.00
105	ED-1065	821 GEORGE ST	HIMAL LIC	\$393,400	\$393,400	\$688.45
106	ED-1065	109 N ERIE ST	HIMAL LIC	\$47,400	\$47,400	\$82.95
107	ED-828	111-113 S BROADWAY ST	HZ PROPERTIES LLC	\$169,900	\$169,900	\$297.33
108	WD-386	436 MAIN AV	ISC PROPERTY LLC	\$337,100	\$337,100	\$589.93
109	ED-783	100-102 S BROADWAY ST	J & J ENTERPRISES OF DE PERE LLP	\$600,000	\$600,000	\$1,050.00
110	ED-784	106 S BROADWAY ST	J & J ENTERPRISES OF DE PERE LLP	\$210,100	\$210,100	\$367.68
111	ED-377	435 N BROADWAY ST	JCA INVESTMENTS LLC	\$20,300	\$20,300	\$35.53
112	ED-376	N BROADWAY ST	JCA INVESTMENTS LLC	\$300,900	\$300,900	\$526.58
113	ED-918	502 GEORGE ST	JDA ENTERPRISES OF WISCONSIN LLC	\$363,700	\$363,700	\$636.48
114	ED-837	115 N WISCONSIN ST	JOURNEY COMMUNITY CHURCH INC	\$0	\$0	\$0.00
115	ED-836	117 N WISCONSIN ST	JOURNEY COMMUNITY CHURCH INC	\$0	\$0	\$0.00
116	ED-790	132 S BROADWAY ST	KARL	\$527,400	\$527,400	\$922.95
117	WD-1647	555-102 MAIN AV	KEMPEN	\$86,800	\$0	\$0.00
118	WD-379	368 MAIN AV	KEWEENAW ENTERPRISES LLC	\$232,200	\$232,200	\$406.35
119	WD-910	321 MAIN AV	KEY PROPERTY MANAGEMENT LLC	\$158,500	\$158,500	\$277.38
120	ED-833	101 S BROADWAY ST	KORDES LLC	\$218,900	\$218,900	\$383.08
121	WD-1669	555-209 MAIN AV	KRAUSE FAMILY REAL ESTATE HOLDINGS INC	\$168,700	\$0	\$0.00
122	WD-889	421 MAIN AV	KROPP	\$387,600	\$387,600	\$678.30
123	WD-387-1	MAIN AV	KROPP	\$70,600	\$70,600	\$123.55
124	ED-831	107 S BROADWAY ST	KRYSHAK	\$280,000	\$280,000	\$490.00
125	WD-1670	555-210 MAIN AV	LALLY	\$179,300	\$0	\$0.00
126	WD-922	375 MAIN AV	LARSON	\$216,600	\$216,600	\$379.05
127	ED-1103	115 S ERIE ST	LEDGE HEAVEN LLC	\$240,400	\$240,400	\$420.70
128	ED-850	124 N BROADWAY ST	LEE BUILDING CORP THE	\$1,562,700	\$1,562,700	\$1,498.24
129	ED-840	421 GEORGE ST	LEE BUILDING CORPORATION THE	\$471,200	\$471,200	\$451.76
130	ED-778	100 FRONT ST	LEFEBVRE INVESTMENT CO LLC	\$1,506,600	\$0	\$0.00
131	ED-897	519 GEORGE ST	LFT INVESTMENTS LLC	\$398,000	\$398,000	\$696.50
132	WD-909	317 MAIN AV	LIFE CHURCH GREEN BAY INC	\$264,600	\$264,600	\$463.05
133	ED-1095	914 GEORGE ST	LIGHTHOUSE LUBE REAL ESTATE LLC	\$313,600	\$313,600	\$548.80
134	WD-1666	555-205 MAIN AV	LIN	\$450,000	\$0	\$0.00
135	WD-1658	555-113 MAIN AV	LINDERS	\$84,400	\$0	\$0.00
136	ED-901	106 N WISCONSIN ST	LKW HOLDINGS LLC	\$156,700	\$156,700	\$275.00
137	ED-1005	109 N HURON ST	LTF INVESTMENTS LLC	\$75,000	\$75,000	\$131.25
138	ED-1007	715 GEORGE ST	LTF INVESTMENTS LLC	\$54,200	\$54,200	\$94.85
139	ED-1008	705 GEORGE ST	LTF INVESTMENTS LLC	\$279,700	\$279,700	\$489.48
140	ED-1010	114 N SUPERIOR ST	LTF INVESTMENTS LLC	\$20,100	\$20,100	\$35.18
141	WD-930	330 REID ST	LUTSEY ENTERPRISES LLP	\$822,900	\$822,900	\$1,440.08
142	WD-915	345 MAIN AV	MANNING RONALD G & MARY A PFUTZENREUTER JT RE	\$169,800	\$169,800	\$297.15
143	WD-295	444 REID ST	MARQUETTE CENTRE LLC	\$2,089,100	\$2,089,100	\$1,550.00
144	WD-888	417 MAIN AV	MARTIN	\$138,500	\$138,500	\$275.00
145	WD-378	366 MAIN AV	MATYAS	\$196,300	\$196,300	\$343.53
146	ED-861	230 N BROADWAY ST	MEDICI ROSSMORE LLC	\$446,500	\$446,500	\$263.84
147	ED-875	230 N WISCONSIN ST	MEDICI ROSSMORE LLC	\$2,853,500	\$2,853,500	\$1,686.16
148	WD-1676	555-216 MAIN AV	MILLER	\$134,700	\$0	\$0.00
149	WD-1657	555-112 MAIN AV	MINTEN	\$86,800	\$0	\$0.00
150	WD-913	337-339 MAIN AV	MIRHASHEMI INC	\$259,200	\$259,200	\$453.60
151	WD-925	115 FOURTH ST	MISHLERLONNIE L & CAROL J REVOCABLE TRUST	\$425,200	\$425,200	\$744.10
152	ED-785	114-116 S BROADWAY ST	MONTY TITLING TRUST 1	\$592,000	\$592,000	\$1,036.00

APPENDIX D: Wisconsin Statutes Section 66.1109

Wisconsin BID Law: 66.1109 Business improvement districts.

(1) In this section:

(a) "BID 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 subs. 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 detailed 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) (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).

(5) (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.

Unofficial text from Wis Stats. database. See printed Statutes and Wis. Acts for official text under s. 35.18(2) stats. Report errors to the Revisor of Statutes at (608) 266-2011, FAX 264-6978.

APPENDIX E: Adopted Bylaws

BUSINESS IMPROVEMENT DISTRICT

ARTICLE I **MEMBERS**

All owners of property located within the District shall automatically be members of the De Pere Business Improvement District. All members shall have the right to vote on any issue that is placed before the members by the Board of Directors.

ARTICLE II **MEMBERSHIP MEETINGS**

Section 1. Annual Meeting. An annual meeting of the membership shall be held in each calendar year at such time and place as may be determined by the Board of Directors for the purpose of transacting such business as may be properly brought before the meeting.

Section 2. Special Meeting. Special meetings of the membership shall be held at any time and place as may be designated in the notice of said meeting, upon call of the chairman of the Board of Directors.

Section 3. Notice. Email (or mail) notice of every meeting of the membership (annual or special), stating the place, date, and hour of the meeting, shall be sent to each member not less than seven (7) or more than thirty (30) days before the date of the meeting. Other interested parties shall be given such notice of meetings as the Board of Directors deem appropriate.

Section 4. Proceedings. Roberts Rules of Order shall govern the parliamentary procedures at all meetings when not in conflict with these Bylaws except that there shall be no minimum number of members necessary to attend any meeting by a majority vote of the active members present.

ARTICLE III **BOARD OF DIRECTORS**

Section 1. Federal Requirement. BID district members can recommend future board members to the BID Board. The BID Board will provide the recommended nominations to the Mayor. The Mayor appoints members from these nominations to the BID Board. The BID Board includes a representative of the Mayor or Council. State law requires that the BID Board be composed of at least 4 members and the majority of the BID Board members be owners or occupants of property within the District. Appointments must be made by the Mayor and confirmed by the City Council.

Section 2. Responsibilities. The BID Board's primary responsibility will be contracting for implementation of the current year's DBI Operating Plan, contracting for preparation of an annual report and audit of the District, annually considering and making changes to this DBI Operating Plan and submitting the DBI Operating Plan for the following year to the Common Council of the City of De Pere for approval, and all other powers granted in this DBI Operating Plan and Bylaws. This will require the BID Board to negotiate with providers of services (primarily to Definitely De Pere) and materials to carry out the DBI Operating Plan; to enter into various contracts; to monitor development activity; and to ensure the District's compliance with the provisions of applicable statutes and regulations.

Section 3. BID Board Composition. The BID Board shall consist of seven (7) members. A majority (at least 4) of the members shall be owners or occupants of real property within the District. The Board shall have the following composition:

- a. 2 Owners of property in the District.
- b. 1 representative from Service/Retail, Hospitality and Office.
- c. 1 Community representative with no property ownership or business interests within the District. The appointee shall be a resident of the City of De Pere.
- d. 1 representative of the City of De Pere, appointed by the Common Council.

Any BID Board member who because of transfer of ownership of property is no longer eligible to act as a representative shall be replaced.

Section 4. BID Board Term. Appointments to the BID Board shall be for a period of 3 years, except that initially 3 members are appointed for a period of 3 years, 2 members shall be appointed for 2 years, and 2 members shall be appointed for 1 year, each term ending on December 31 of the applicable year. The BID Board may remove, by majority vote, a BID Board member who is absent from more than 3 meetings, without valid excuse. Any BID Board vacancy (except the Mayor's or City Council's Member) shall be filled by nomination of the Mayor.

Section 5. Compensation. The BID Board members shall receive no compensation for serving on the BID Board.

Section 6. Meetings. All meetings of the BID Board shall be governed by the Wisconsin Open Meetings Law. Meetings will be posted on the City of De Pere's website. Minutes will be recorded and submitted to the City and the BID Board. Roberts Rules of Order shall govern the parliamentary procedures at all meetings when not in conflict with these Bylaws.

Section 7. Record Keeping. Files and records of the BID Board's affairs shall be kept pursuant to public records requirements. Records of the BID Board will be kept at the De Pere City Hall.

Section 8. Staffing. The BID Board shall contract for staffing services pursuant to this DBI Operating Plan and subsequent modifications thereof. It is contemplated that such staff and services shall be contracted with Definitely De Pere, unless requested otherwise by the BID Board; the Board of Directors of Definitely De Pere may attend all meetings of the BID Board, but will not have voting authority.

Section 9. Officers. The BID Board shall appoint a Chairman, Treasurer and Secretary, any two of the three of which shall have the power to execute documents on behalf of the full BID Board, for purposes authorized by the full BID Board.

Section 10. Quorum. At all meetings of the BID Board, a majority of the voting members thereof shall constitute a quorum for the transaction of business. If a quorum shall not be present at any meeting of the BID Board, the Directors present may adjourn and reschedule the meeting until a quorum shall be present.

Section 11. Consent. Any action required or permitted to be taken at any meeting of the BID Board of Directors may be taken without a meeting, if all members of the BID Board consent hereto in writing, setting forth the action taken, and the writing or writings are filed with the minutes of the proceedings. Such consent shall have the same force and effect as unanimous vote of the BID Board.

Section 12. BID Board Powers. The BID Board shall have all the powers authorized by law, including but not limited to, the following powers:

1. To manage the affairs of the District.
2. To undertake on its own accord or to assist in development, underwriting or guaranteeing public improvements within the District.
3. To apply for, accept, and use grants and gifts for these purposes.
4. To contract on behalf of the BID with Definitely De Pere, to carry out the DBI Operating Plan under the direction of the BID Board.
5. To develop, advertise and promote the existing and potential benefits of the District.
6. To promote new investment and appreciation in value of existing investments.
7. To elect officers, and contract out work as necessary to carry out these goals.
8. To add to the beautification and/or maintenance of the District.
9. To annually consider and make changes to the DBI Operating Plan which may include termination of the BID.

It is anticipated that the BID Board will utilize the above powers in the capacity of directing and delegating to Definitely De Pere, many of its duties and responsibilities while retaining the overall authority and responsibility for such drafting and implementation of the DBI Operating Plan.

Section 13. BID Board Authority. The BID Board of Directors shall be required to conform to the DBI Operating Plan presented to and approved by the De Pere Common Council each year and shall be subject to the Wisconsin Statutes covering the Business Improvement Districts (BIDs).

ARTICLE IV COMMITTEES

Section 1. There shall be such standing committees as the BID Board may determine. The terms of the committees shall be for 1 year commencing at the time of the annual membership meeting.

ARTICLE V OFFICERS

Section 1. General. The Officers of the District BID shall consist of a Chairman, a Secretary, and a Treasurer and such other officers and assistant officers as may be deemed necessary.

Section 2. Election. Officers shall be BID Board members and staff shall be elected by the Board of Directors annually at the annual meeting. No BID Board member may hold more than one office. Officers may serve more than one term if reelected.

Section 3. Powers and Duties. Except as hereinafter provided, the officers of the BID Board shall each have such powers and duties as generally pertain to their respective office, as well as those that from time to time may be conferred by the membership of the BID Board of Directors.

- A. Chairman. The Chairman shall preside at all business meetings, but may at his or her discretion or at the suggestion of the Directors arrange for another officer to preside at other meetings. The Chairman shall perform such duties as are usually incumbent upon that officer, such duties as may be directed by resolution of the Board of Directors.
- B. Secretary. The Secretary shall record and maintain in good order all minutes of all meetings and all records and correspondence of the District BID, and shall email copies of the minutes of each membership meeting to all members within 60 days of the conclusion of each meeting. The Secretary shall also have such duties as may be assigned by the membership or the Board of Directors.

- C. Treasurer. The Treasurer shall maintain in good order all financial records of the District BID. The Treasurer shall also have such other duties as may be assigned by the membership Board of Directors.
- D. Temporary Officers. In case of absence or disability of any officer and of any person authorized to perform duties in his or her place during such periods of absence or disability, the Chairman may from time to time delegate the powers and duties of such officer to any other officer or any other member.

ARTICLE VI FINANCES

Section 1. Authority. Except as the Board of Directors may generally or in particular cases authorize the execution thereof in some other manner, all checks, drafts, and other instruments for the payment of money and all instruments of transfer of securities, shall be signed in the name and on behalf of the BID by any of the three officers.

Section 2. Financial Institution. All funds of the BID shall be deposited from time to time to the credit of the BID in such banks, trust companies, or other depositories as the Board of Directors may select.

Section 3. Funding Services. The Board of Directors may accept on behalf of the BID any contribution, gift, bequest or device for general purposes or for any special purpose of the BID.

ARTICLE VII AMENDMENTS

Section 1. Authority. The Common Council of the City of De Pere, upon the consent of the Board of Directors, shall have the power to alter, amend, or repeal the Bylaws or adopt new Bylaws.

Section 2. Process. The BID may also annually present amendments to the Bylaws. The following process for approval of the amended Bylaws will be as follows:

- A. The BID Board will review the proposed BID Bylaws and make a recommendation to the De Pere Common Council.
- B. The Common Council will act on the proposed amended BID Bylaws.

Section 3. Generally. It is anticipated that the BID Board will continue to revise and develop the Bylaws annually, in response to changing development needs and opportunities in the District, within the purpose and objectives defined herein and in the DBI Operating Plan.

Adopted by BID Board on: October 12, 2017

Adopted by City of De Pere Common Council on: Anticipated November 7, 2017