

2021
OPERATIONAL PLAN
BUSINESS IMPROVEMENT DISTRICT
DOWNTOWN SUN PRAIRIE

August 6, 2020 – Approved by BID Board

December 15, 2020 – Approved by City Council

A. Introduction

The following is the 2021 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 and coordinate collaborative advertising and promotion opportunities.
 - Establish and coordinate learning opportunities for downtown businesses and property owners.
 - Provide resources to the BID, as necessary.
 - Continue involvement, and be an active participant in WEDC Connect Communities program.
 - Consider applying to be included in WEDC's Main Street program.
- 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 city planning sessions and meetings.
 - Coordinate new business welcome visits that include a welcome folder of information, ribbon cuttings, welcome flowers, 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.
 - Plant four seasonal plantings in the Main Street planters.
 - Implement as able, language in the City's Comprehensive Plan regarding updating the Downtown Revitalization Plan, including:
 - High-quality enclosures for trash and recycling containers, including walls and roofs.
 - Enhanced signage guidelines and regulation, including limits on window signs and sign lighting, encouragements for projecting signs visible along the sidewalk, and sign-removal requirements when businesses leave.
 - Encourage property owners that start construction or exterior renovation projects to complete them properly.
- 4) Create an attractive, historic, and playful downtown environment through structure improvements and enhancements.
 - Implement as able, language in the City's Comprehensive Plan regarding updating the Downtown Revitalization Plan, including:
 - More opportunities for sidewalk café/restaurant seating, including bump-outs.
 - Improved lighting for pedestrian areas, to make sidewalks safer and more attractive.
 - Make the downtown bike-friendly, including more bike racks.

- 5) Create and implement unique events that draw people from near and far to enjoy and patronize Downtown Sun Prairie businesses.
 - Create a BID Grant Fund to support special events that take place within the BID.
 - Host Downtown Sun Prairie Artful Wine Walk in May 2021.
 - Host Streets of Sun Prairie events.
 - Host the Fall Beer Taste highlighting local fall beer, cider, and ale in September 2021.
 - Host the Fall Festival event in October 2021:
 - 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 Library and Museum, 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 2021.
 - Promote 3rd Thursday events, developed by the Retail Guild, where retail shops are open later than their usual operating hours, and are collaborating with restaurants and bars.
 - Promote an additional shopping initiative for holiday season, developed by the Retail Guild i.e. open Thursday till 9PM for all retail establishments.
 - Promote a new event highlighting Downtown Sun Prairie businesses, developed by the Restaurant and Bar Owners Group, i.e. Downtown Passport.
- 6) Educate the public on the advantages of living, working, and playing in Downtown Sun Prairie.
 - Consider signage directing traffic to Downtown Sun Prairie from highway and main road intersections throughout Sun Prairie and nearby areas as the budget allows.
 - Maintain local print advertising to highlight events, restaurants, and retail opportunities.
 - Maintain regional and general advertising for winter events and holiday shopping.
 - Promote small business Saturday opportunities.
 - Promote Fall Festival activities.
 - Maintain and develop further digital marketing plan.
 - Website maintenance and improvement.
 - Facebook promotions and interactions, include video.
 - Further social media presences (Instagram).
 - Explore future local and regional marketing opportunities and develop a plan for 2020 that may include:
 - Television Advertising
 - Radio Advertising
 - Outdoor Advertising
 - Pilot direct mail coupon opportunity for Downtown Businesses.
 - Explore software to create a Downtown Sun Prairie newsletter opportunity promotion.
 - Explore the development of a Downtown Sun Prairie app.
- 7) All BID Board members are expected and agree to be active on Committees.

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. Seven (7) of the eleven board members shall be property owners or business operators within the BID; one (1) board member shall be a Sun Prairie High School DECA student, of senior status. 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.

Each year the SPHS DECA Advisor will recommend a one (1) student of junior status at the end of June, in time for the July BID Board meeting. The junior status student will have voting status when the senior student is not in attendance at a meeting. In addition, the junior student will serve on a minimum of one (1) committee. At the time that the junior student joins the BID Board at the July meeting, the new senior student will transition into the role of a voting member of the BID Board, and the outgoing graduating senior will rotate off of the BID Board.

All BID Board members are expected to be in attendance for 75% of BID Board monthly meetings and Committee meetings. BID Board members are strongly encouraged to join a minimum of one Committee.

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 Executive Committee officers shall occur at the June meeting.
- 2) Offices shall be:
 - a. Chair
 - b. Vice Chair
 - c. Secretary
- 3) Election Process
 - a. Nominees shall agree to serve, if elected.
 - b. A Call for Nominations will be made at the May meeting, with a reminder Call for Nominations prior to the June meeting.
 - c. Nominees will be listed on a Ballot for the June meeting.

- d. Voting for each office shall be verbal “ayes” and “nays.”
- e. The nominee receiving the most “ayes” shall fill each office.
- f. Officers shall take office at the July meeting.
- 4) Term Limits for Officers
 - a. Elected officers of the BID board shall serve one (1) year terms.
- 5) Role of Executive Committee
 - a. Draft the annual Operation Plan for the BID Board to review and approve
 - b. Establish a Draft Budget for the BID Board to review and approve as part of the annual Operation Plan
 - c. Shall meet from time to time regarding governance matters of the BID, and may serve as a proxy for the Board when immediate action is necessary or during times of emergency. Such actions shall still be reviewed by the full BID Board at its next available meeting to ensure consistency with BID objectives. (An example is when the full BID Board is unable to gather or come together for a virtual meeting.)

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.
- A more detailed listing of BID projects is included as *Exhibit C*.

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 2020 shall be \$1.8700/\$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 \$.85/\$1,000 (B) and all others (including undeveloped land) shall be \$1.00/\$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 2021 Budget formally recommended by the BID Board is attached as *Exhibit E*.

Fund = 810		Org = 81066000	
REVENUES			\$ (112,000)
RESERVE FUNDS			
INCOME FROM EVENTS & SPONSORSHIPS: estimate			\$ 22,620.00
			\$ -
BUDGETED EXPENSES			
<i>Advertising, Marketing, Events</i>			2021 Proposed
Object Code	Project Code		
544400	81101	General Advertising	\$6,000
544400	81103	Artful Wine Walk	\$10,000
544400	81104	BID Grants	\$5,000
544400	81105	Streets of Summer	\$5,300
544400	81107	Website	\$0
544400	81110	Scarecrow	\$1,000
544400	81111	Ladies Night Out	\$3,500
544400	81114	Groundhog Day Prognostication	\$500
544400	81115	Fall Fest	\$2,000
544400	81116	Tree lighting and Fire Truck Parade (Horses & Santa)	\$2,000
544400	81117	Fall Beer Taste	\$9,500
544400	81118	Guild events	\$6,000
Subtotal:			\$50,800
Administration			
541000	81108	Admin Expense: Copier Code, Postage - estimate	\$500
544400	81108	Memberships and seminars	\$1,000
544400	81108	BID Manager	\$47,157
544400	81108	Special Events Coordinator	\$14,058
544400	81108	Annual Meeting	\$500
544400	81108	Cell Phone - based on 2020 actuals as of 6.22.20	\$504
544400	81108	Audit - based on actual from 2020	\$2,500
Subtotal:			\$66,218
Beautification & Maintenance			
544400	81102	Spring, Summer, fall and winter pots (21)	\$6,709
544400	81102	Watering fertilizing pots and walkway	\$5,000
544400	81102	Walkway maintenance	\$1,250
544400	81102	Snow removal walkway and dumpster	\$1,000
544400	81102	Snow removal curbs	\$0
544400	81102	Bike Reimbursement Program	\$1,000
Subtotal:			\$14,959
Recruitment and Retention			
544400	81106	Business Socials	\$1,200
544400	81106	Miscellaneous	\$200
544400	81106	Façade improvement grants	\$0
Subtotal:			\$1,400
TOTAL:			\$133,377

Exhibit A
Wisconsin State Statute "BID Law"
(Last Update: 2017)

66.1109 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 percent 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 percent 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.

(2m) A municipality may annex territory to an existing business improvement district if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.

(b) The planning commission has approved the annexation.

(c) At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. 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 a detail map showing the boundaries of the territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.

(d) Within 30 days after the hearing under par. (c), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.

(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 one of the following:

1. If the cash balance in the segregated account described under sub. (4) equaled or exceeded \$300,000 at any time during the period covered by the report, the municipality shall obtain an independent certified audit of the implementation of the operating plan.

2. If the cash balance in the segregated account described under sub. (4) was less than \$300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.

(cg) For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. (c) 1. and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. (c) 2. shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the

nearest multiple of \$10 if the revised amount is not a multiple of \$10 or, if the revised amount is a multiple of \$5, such an amount shall be increased to the next higher multiple of \$10.

(cr) The municipality shall obtain an additional independent certified audit of the implementation of the operating plan 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 and reviewed financial statements 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.

(4g) A municipality may convert a business improvement district under this section into a neighborhood improvement district under s. 66.1110 if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. 66.1110 (4) (b).

(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 percent 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 percent 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 percent 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 percent 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)

(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.

(d) If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85; 2017 a. 59, 70, 189.

Exhibit B
Board Member Terms
(Current Members as of 2/4/2021)

1. Mary Polenske – City Council Rep.
May 2020 – Annual Appointment
2. Jeff Gauger
May 2023
3. Adam Bougie – Executive Committee, Vice Chair
May 2022
4. Rose Freidel
May 2021
5. Marta Hansen
May 2022
6. Dan Callies – Executive Committee, Board Chair
May 2023
7. Deb Krebs – Executive Committee, Secretary
May 2023
8. Bill Howe
May 2021
9. Patrick DePula
May 2021
10. Jennifer Stebnitz – Citizen Rep.
May 2022
11. Skye Lindsey – SPHS Senior DECA Student, Voting member
June 2021

Ankit Janamanchi – SPHS Junior DECA Student, Alternate Voting member, if Senior is not in attendance
June 2021

BID Manager: Colleen Burke

Exhibit C 2020 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 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 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, the Chamber's Spooktacular, and Dream Park initiatives.
- Develop new promotional, advertising and ideas and continue to attract shoppers to downtown.
- Encourage new and improve existing events in the downtown area.
- Define the content and explore the cost for developing a Downtown Sun Prairie app.

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 welcome new businesses to Downtown Sun Prairie.
- Educate new and existing businesses about the City's Façade Improvement Grant.
- Facilitate quarterly socials.

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 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:

- 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.
- Promote bicycle riding in downtown by providing reimbursement funding to business owners who purchase bicycle racks that are consistent in color and design as the bicycle racks purchased by the BID in 2017, and who work with the BID Manager and Public Works to install

Budget Proposal:

The year-over-year increase of \$7,649 of the overall budget from 2020 is a result of the BID Board's desire to increase spending against Events. The BID Board has earmarked \$6,000 as a placeholder for development of a new event/s or development of a Downtown app. The amount of revenue generated by

the self-imposed levy on downtown property owners will remain flat in 2021, and will result in a total collection of \$112,000. In addition, the budget is not planning to rely on Fund Balance, but is planning on \$16,720 in revenue from two ticketed events, and \$5,900 in revenue from sponsorship solicitation.

Notable changes to the 2021 budget are as follows:

Advertising, Marketing & Events = +\$8,300

- Remove the following 2 budget lines: Taste of Sun Prairie Sponsorship, Farmer's Market Sponsorship (-\$3,500)
- Add a BID Grants line item to fund anticipated Grant Requests (Farmer's Market, Taste of Sun Prairie, Maker's Market) (+\$5,000)
- Increase the Streets of Sun Prairie line item to reflect actual costs (+\$300)
- Add funds to the Groundhog Prognostication event, for promotion (+\$500)
- Increase Guild Events budget for develop of new events (+\$6,000)

Administration = \$+to be provided by Finance

The BID & Tourism Manager position is a full time city staff position with 50% of funding from the BID budget and 50% of the funding from the Tourism Commission budget. The BID will fund \$47,157 of the BID Manager position and \$14,058 of a Community Events & Development Coordinator position.

Beautification & Maintenance = +\$600.00

- Increased Seasonal Pots to reflect new 3-Year Agreement with Gardens by Ann (+\$600)
- *Note: In 2019, the BID Board did earmark money within Fund Balance to be used as a memorial to be constructed in the Dream Park in honor of Capt Cory Barr. The timing of this has yet to be determined.* (+\$9,000)

Recruitment and Retention = +\$400.00

- Add a Miscellaneous items line for New Business Welcome efforts, Recognition Supplies for the Annual Meeting (frames), and the Recognition Supplies for the BID Service Award. (+\$200)
- Increase Business Socials line item to include the cost of providing coffee at Monthly Meetings. (+\$200)

Exhibit D
BID Boundary Map

Sun Prairie Business Improvement District Boundary

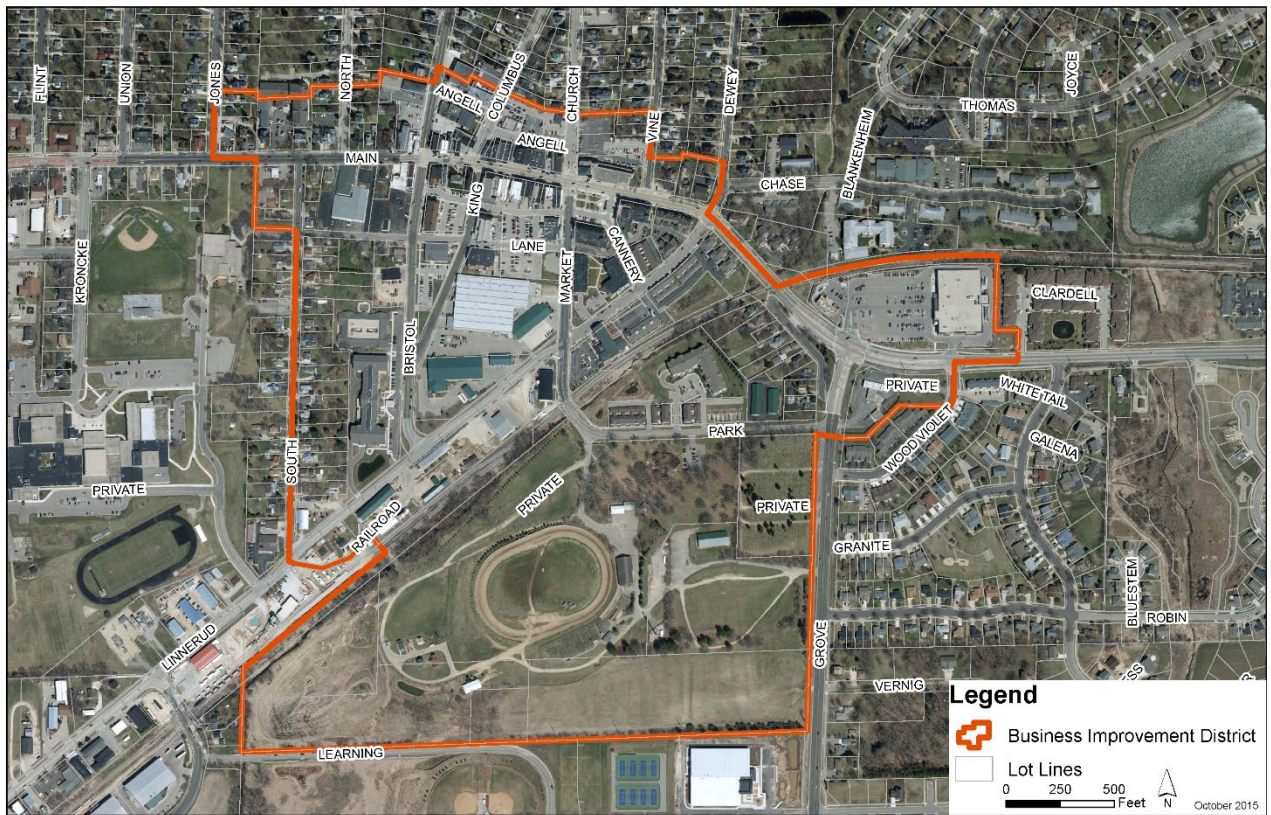


Exhibit E
 BID Board Approved 2021 Budget

Fund = 810	Org = 81066000		
REVENUES		\$	(112,000)
RESERVE FUNDS			
INCOME FROM EVENTS & SPONSORSHIPS: estimate		\$	22,620.00
		\$	-
		BUDGETED EXPENSES	
		<i>Advertising, Marketing, Events</i>	
			2021 Proposed
Object Code	Project Code		
544400	81101	General Advertising	\$6,000
544400	81103	Artful Wine Walk	\$10,000
544400	81104	BID Grants	\$5,000
544400	81105	Streets of Summer	\$5,300
544400	81107	Website	\$0
544400	81110	Scarecrow	\$1,000
544400	81111	Ladies Night Out	\$3,500
544400	81114	Groundhog Day Prognostication	\$500
544400	81115	Fall Fest	\$2,000
544400	81116	Tree lighting and Fire Truck Parade (Horses & Santa)	\$2,000
544400	81117	Fall Beer Taste	\$9,500
544400	81118	Guild events	\$6,000
		Subtotal:	\$50,800
		<i>Administration</i>	
541000	81108	Admin Expense: Copier Code, Postage - estimate	\$500
544400	81108	Memberships and seminars	\$1,000
544400	81108	BID Manager	\$47,157
544400	81108	Special Events Coordinator	\$14,058
544400	81108	Annual Meeting	\$500
544400	81108	Cell Phone - based on 2020 actuals as of 6.22.20	\$504
544400	81108	Audit - based on actual from 2020	\$2,500
		Subtotal:	\$66,218
		<i>Beautification & Maintenance</i>	
544400	81102	Spring, Summer, fall and winter pots (21)	\$6,709
544400	81102	Watering fertilizing pots and walkway	\$5,000
544400	81102	Walkway maintenance	\$1,250
544400	81102	Snow removal walkway and dumpster	\$1,000
544400	81102	Snow removal curbs	\$0
544400	81102	Bike Reimbursement Program	\$1,000
		Subtotal:	\$14,959
		<i>Recruitment and Retention</i>	
544400	81106	Business Socials	\$1,200
544400	81106	Miscellaneous	\$200
544400	81106	Facade improvement grants	\$0
		Subtotal:	\$1,400
		TOTAL:	\$133,377

Exhibit F
Downtown Sun Prairie Events 2021
Updated 2/4/2021

*Groundhog Day Prognostication	Tuesday, February 2
BID Annual Meeting	Thursday, January 28
Vintage Shop Hop	TBD
Streets of SP event #1	Thursday, June 17 (Kick off: Dream Park, Dueling Pianos)
Streets of SP event #2	Thursday, June 24 (Sing-a-Long)
Scavenger Hunt supporting Sunshine Place	Thursday, July 15
Streets of SP event #3	Thursday, July 29 (Wild Rumpus Circus)
Streets of SP event #4	Thursday, August 12 (Classic Cars, Bluegrass Music)
Fall Beer Taste	Saturday, September 18
Artful Wine Walk	Thursday, September 30
Fall Festival	Saturday, October 16
*Fire Truck Parade & Tree Lighting	Friday, November 26 (Horse-Drawn Wagon Rides)
Santa Saturdays	Saturday, November 27 and December 4
Ladies Night Out	Thursday, December 2

*Note: Events with an * will be funded by Tourism Commission*

DECA Student Liaison: Agreement between BID Board and SPHS DECA

Exhibit H

Purpose of the DECA – BID Relationship:

- to provide the BID with support from the SPHS DECA Chapter.
 - Examples of support include: administrative (creating and maintain an email database, marketing (conducting post-event surveys among participating businesses), and occasional physical labor (providing event support: lifting and moving tables and other items).
- to provide the SPHS DECA Chapter with volunteer opportunities and experience working with the Downtown Sun Prairie Business Improvement District Board, its Committees, and operating businesses.

Logistics:

- DECA will provide the BID with two students each school year, to be selected by the SPHS DECA Advisor. One student will be a junior, one student will be a senior. Both students will be Board members; the senior student will be a voting member of the Board, with the expectation that when the junior is a senior, that the senior will have enough experience to be a voting member.
- The BID Manager will be the main point of contact for the BID, to the DECA Advisors, and the Student Liaisons.
 - BID Manager will provide the Advisor with the BID's Welcome Packet, which includes all point of contact information.
- The BID Manager will communicate all BID Board and Event Committee agendas, minutes, and meeting materials to the student liaisons and the DECA Advisor.
- It is the expectation that both Student Liaisons make every effort to attend BID Board and Event Committee meetings. The BID Board understands that the students may have conflicts for the July and August meetings; other example conflicts include school exams and student "special" days (off, field trip, DECA competition days).
- It is the expectation of the BID that the Student Liaisons are able to provide transportation for themselves for meetings and activities.
- It is the expectation of the BID that the Student Liaison will have a SPHS email that can remain constant and transition each year, so that information can be retained.
- Student liaisons may be asked to assist with social media and other marketing strategies, including evaluation of their effectiveness.

Meetings, Events, and Other:

- BID Board Meetings occur the first Thursday of the month, at 8 a.m. at "to be determined" locations within the BID.
- The BID Annual Meeting will occur on January 28 from 5-7p.m. Location to be determined. Student liaisons may be asked to assist with the creation of the Annual Report and the Annual Operating Plan and Annual Budget.
- BID Event Committee Meetings generally occur the 3rd or 4th Wednesday of the month, at 8:30a.m. at Beans 'n Cream Bakehouse
- The BID Board has identified the following Events that DECA will have the most involvement with: Spring Clean Up Day, Scarecrow Contest (which includes Saturday Farmers Markets in September, and a Saturday-Sunday intake day the first weekend in October), the Streets of Sun Prairie events (4 Thursday night events that take place during the summer), managing an information table during Fall Festival (3rd Saturday in October), assisting with Ladies Night Out bag prepping and distribution, assisting with Santa Saturdays (the last Saturday in November and the first Saturday in December) ,

and creating and maintaining an email database.

- The BID Manager, Student liaisons, and the DECA Advisor may also identify other specific tasks or projects on an annual basis. Such projects may be undertaken at the joint consent of the BID Manager, the DECA Advisor and the Student liaisons.
- Student liaisons will be responsible for making at least one presentation on a project or idea of their choosing to the BID Board for possible consideration. This project or idea will be coordinated with the DECA Advisor.

Note: this list is subject to change based on need.

This Agreement is subject to annual review.