2023

OPERATIONAL PLAN

BUSINESS IMPROVEMENT DISTRICT

DOWNTOWN SUN PRAIRIE

Approved by BID Board: October 6, 2022
Adopted by Council: January 17, 2023
A. Introduction

The following is the 2023 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, as Exhibit D. This operating plan complies with the requirements of Wis. Stats. Sec. 66.1109. (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 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.
   • Apply for membership in International Downtown Association organization.
   • Continue to welcome new businesses to Downtown Sun Prairie.
   • Educate new and existing businesses about the City’s Façade Improvement Grant, which will expire at the end of 2023.
   • Facilitate quarterly socials.

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.
• 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.
• Continue to work with City Staff to improve safety efforts and infrastructure improvements that the Work Group identified in 2021 & 2022, including: ways to curb reckless driving (example: u-turns mid-street, especially in the Columbus/King/E. Main Street area), speeding traffic, pedestrian crossing safety in marked crosswalks and at intersections, bicycle riding on sidewalks; pedestrian lighting and consistent public parking lot lighting; creating bump outs so that traffic cannot pass on the right and to create wider sidewalk space; potentially changing parking on one or both sides of the street; review Café Zoning Code for public spaces; maintenance and improvements of and in public spaces including parking lots, sidewalks, curbs, lighting, storm water outlets, electrical outlets, dumpster surrounds, the Cannery Square fountain, light pole banners.

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, by including, but not limited to adding more bike racks.
  • Work with local bicycle advocacy groups.

5) Create and implement unique events that draw people from near and far to enjoy and patronize Downtown Sun Prairie businesses.
• Continue financial support of programs and events initiated by other entities and organizations that take place in Downtown Sun Prairie through the BID Grant Fund.
• Develop new promotional, advertising and ideas and continue to attract shoppers to downtown.
• Encourage new and improve existing events in the downtown area.
• Financially support all events as outlined in the BID Budget, Exhibit E
• Financially support all events through Sponsorship Opportunities, as outlined in Exhibit G
• Promote Downtown Sun Prairie Fire & Lights event with the Historical Museum, and the SPVFD.
• Develop and promote events developed by the Retail Guild, where retail shops are open later than their usual operating hours – or on Saturdays, and are collaborating with restaurants and bars.
• Promote an additional shopping initiative for holiday season, developed by the Retail Guild i.e. open Thursday until 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.
• Maintain and develop further digital marketing plan.
  • Website maintenance and improvement.
  • Facebook promotions and interactions, include video.
  • Further social media presences (Instagram).
  • Continue to promote events with e-blasts
• Explore future local and regional marketing opportunities and develop a plan for 2023 that may include:
  • Television Advertising
  • Radio Advertising
  • Outdoor Advertising
• Pilot direct mail coupon opportunity for Downtown Businesses.
• Promote a Customer Engagement Survey, created by DECA Students, at a variety of events and locations throughout the year to learn what the general public thinks about Downtown Sun Prairie. (EXHIBIT I: 2022 CUSTOMER SURVEY RESULTS document)

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 May, in time for the June 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 June 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.

6) Create and maintain a collaborative relationship with the City of Sun Prairie to effectively and efficiently facilitate efforts that will achieve the BID’s mission, as outlined in Exhibit J: Memorandum of Understanding by the City of Sun Prairie for the Downtown Sun Prairie Business Improvement District
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 2022 shall be $2.12/$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 2023 Budget formally recommended by the BID Board is attached as Exhibit E.
6.1109 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.
   May 2023 – Annual Appointment

2. Jeff Gauger  
   May 2023

3. Adam Bougie – Executive Committee, Board Chair  
   May 2025

4. Rose Freidel  
   May 2024

5. Marta Hansen - Executive Committee, Vice Chair  
   May 2025

6. Dan Callies  
   May 2023

7. Deb Krebs – Executive Committee, Secretary  
   May 2023

8. Bill Howe  
   May 2024

9. Patrick DePula  
   May 2024

    May 2025

11. Lily Breyer – SPHS West Senior DECA Student, Voting member  
    June 2022

    Jacob Hamen - SPHS East Junior DECA Student, Alternate Voting member, if Senior is not in 
    attendance  
    June 2022

_BID Manager: Colleen Burke_  
_Special Events and Sponsorship Coordinator: Alyse Peters_
The BID has formed several committees to assist in making progress against the goals and strategies as outlined in the Strategic Plan, which supports the following Vision Statement: **In the next five years, the BID will lead Downtown Sun Prairie to reclaim its brand promise as the thriving, growing heart of the City.**

These committees include Business Recruitment, Retention, & Policy; 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:

**Goal: Market and promote downtown as a brand and a destination**

A. Ensure that all programming supports this goal. Programming without a clear goal or which does not support this goal will be modified or eliminated.
   **LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT**

B. Create and add programming which utilizes and complements the redesign of Cannery Square Park while embracing the diverse voices of the community (Racial/ethnic groups, age groups including students/youth/families, neighborhoods, and a variety of economic status).
   **LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT**

C. Install branded wayfinding and welcome signs on STH 151, Main Street and other major streets promoting and identifying the historic downtown.
   **LEAD ORGANIZATION: BID || BID ROLE: PARTNER WITH CITY TO FUND AND IMPLEMENT**

D. Use social media and city media (Radio/TV) to publicize programming for downtown
   **LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT**

E. Install a programmable electronic sign board to promote retail hours and programming
   **LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT**

F. Consider programming efforts (especially off-season) utilizing The Loft at 132 and Angell Park Pavilion (music concerts, sporting shows, etc.)
   **LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT**

G. Utilize Web/Social media and electronic signage to promote retail open hours by individual businesses
   **LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT**

**Business Recruitment, Retention, & Policy 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.

The Business Recruitment, Retention, & Policy 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 make formal requests of the Business Recruitment and Retention committee, if necessary.

**Goal: Ensure the BID has the structure and resources needed to fulfill its mission and vision**
A. Reform the BID budget and staffing process to be strategic, intentional, and outcome-driven rather than revenue-driven. Utilize a tool such as outcome-based budgeting to build a budget and staffing plan based on the operating plan for the year, (as opposed to determining the operating plan based on what the budget will allow and what staff resources are available). The assessment rate should then be determined based on the expected cost to perform the operating plan, less non-assessment revenue as developed in Strategy B below.

This strategy will require additional work by the board (potentially an ad hoc budget reform subcommittee) and likely 2 to 3 budget cycles to fully implement.

**LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT, WITH EXPERT ASSISTANCE AS APPROPRIATE**

B. Diversify BID revenue sources by increasing the district's portfolio of revenue-generating events, sponsorships, grants, and other sources. This strategy may require additional resources and expertise not currently available within the current staffing structure. Pursue opportunities to partner with the City or a non profit for grant-writing resources. Encourage the City to utilize TIF District 14 for public infrastructure and improvements, cash grants, professional services, and other activities which will improve downtown and the BID, as described in and consistent with the TIF District’s project plan.

**LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT, WITH EXPERT ASSISTANCE AS APPROPRIATE**

C. Formalize an agreement (contract or MOU) between the BID and the City regarding staff, resources, maintenance responsibilities, and other appropriate topics to ensure clarity. Consider utilizing legal counsel for review as needed.

**LEAD ORGANIZATION: BID || BID ROLE: NEGOTIATE AND SIGN WITH CITY**

Goal: Facilitate ongoing cooperative relationships among BID members and with other organizations to move projects/ideas forward

A. Partner with the City, Tourism Commission, and the Sun Prairie Historical Museum to promote the Downtown Historic District as a destination for visitors and residents.

**LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS, FUND**

B. Enhance the partnership with the Tourism Commission and Destination Madison. Review research, if any, on visitor trends in Downtown (origin, length of stay, trip goals, activities, spending). Contract for this research if it does not exist within Destination Madison.

**LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS, FUND**

C. Develop positive relationships among the BID members in order to create a unified voice that can focus on moving the BID work forward.

**LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS**

D. Work with BID members to create a “wish list” of business categories for the BID. The BID can be proactive about seeking out the types of businesses that will enhance the BID and the downtown experience. This will be valuable when building more mixed-use housing projects in the downtown (with first floor retail space).

**LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS**

E. Use vacant first floor spaces for pop-up shops and displays from local artists and Historical Museum

**LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS**

F. Look beyond the BID borders for partnerships (ice arena, library, children’s museum). Consider formal or informal BID membership (or other category as appropriate) for non-profits or businesses not within the BID boundary. Consider expanding BID to incorporate new businesses/community assets such as Sun Prairie Ice Arena.

**LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS**

Goal 6: Work with the city to ensure that downtown continues to grow and redevelop in ways that support the BID’s vision

A. Advocate for a city historic preservation ordinance to codify the value of historic properties, identify previously unregistered properties with historic value, and ensure their preservation
within local guidelines. The existence of an ordinance is potentially valuable to owners of
toric properties seeking tax credits or other benefits for restoration and preservation work.
**LEAD ORGANIZATION: CITY, HISTORICAL SOCIETY || BID ROLE: ADVOCACY**

B. Partner with developers, elected officials, and City Planning to ensure that the BID is part of
redevelopment discussions early in the process. As needed, form an ad-hoc steering committee
to interface with specific redevelopment projects.
**LEAD ORGANIZATION: CITY || BID ROLE: ADVOCACY**

C. Research unmet retail needs to encourage developers and potential retailers to work together to
create a healthy, complementary, and vibrant mix of businesses that is attractive to Sun Prairie
residents and visitors.
**LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS, RESEARCH**

D. As the downtown population grows, work with city staff to study demographics, commuting &
shopping patterns, and other effects of new residents
**LEAD ORGANIZATION: CITY || BID ROLE: ADVOCACY**

E. Utilize the street right-of-way for public use for dining, shopping, and programming
**LEAD ORGANIZATION: CITY || BID ROLE: ADVOCACY**

F. Embrace the STH 19 vehicle traffic by utilizing signage and other infrastructure to encourage
stop-ins.
**LEAD ORGANIZATION: BID, CITY || BID ROLE: ADVOCATE, CREATE AND IMPLEMENT**

**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.

**Goal: Market and promote downtown as a brand and a destination** *(this item also appears under
Advertising, Promotions & Events Committee)*

A. Create and add programming which utilizes and complements the redesign of Cannery Square Park
while embracing the diverse voices of the community (Racial/ethnic groups, age groups including
students/youth/families, neighborhoods, and a variety of economic status)

**Goal: Create an attractive and identifiable sense of place that will catalyze activity**

A. Redesign and rebuild Cannery Square Park to create a human-scale environment which promotes
ad-hoc daily use as well as small and large group programming. Consider adding a stage and
movable furniture. Consider a replacement water feature, public art, or other permanent attraction.
Include Sun Prairie students in the design process.
**LEAD ORGANIZATION: CITY || BID ROLE: ADVOCACY, SUPPORT, FUNDING**

B. Leverage the uniqueness of the Sun Prairie Downtown Historic District, a registered national and
state historic district consisting of 26 contributing buildings in the 100 and 200 blocks of E. Main St,
in BID branding. Feature the historic district in BID marketing, wayfinding, and promotional
materials and encourage BID members to do the same. In addition to the Historic District, four
properties within the BID boundary are listed on the national or state historic register: Crosse
House, Water Tower, Chase Grain Elevator, and the Cannery (now Nitty Gritty).
**LEAD ORGANIZATION: BID || BID ROLE: PROMOTION, MARKETING**

C. Continue sidewalk expansion on Main Street and dedicate a portion of the street right-of-way around
Cannery Square Park to expand the Park.
**LEAD ORGANIZATION: CITY || BID ROLE: ADVOCACY, SUPPORT**

A. Provide wayfinding within the BID to point out businesses not on Main Street, including Angell Park.
Support the Lakota Plan’s recommendation to change Lane Street to Festival St. which will actively
connect to Ashley Field. Create a similar connection from Cannery Park to Angell Park.
**LEAD ORGANIZATION: BID || BID ROLE: PARTNER WITH CITY TO FUND AND IMPLEMENT**

B. Provide consistent visual branding elements in physical infrastructure (murals, signage, etc) as well
as in digital and physical media.
**LEAD ORGANIZATION: BID || BID ROLE: CREATE AND IMPLEMENT**

14
Goal: Ensure easy/safe access to and within Downtown for all people using various transportation modes (cars, bicycles, pedestrians, transit)

A. Collaborate with the City on the forthcoming transit system to ensure frequent, accessible service to Downtown from the BRT connector and the rest of the city.

LEAD ORGANIZATION: CITY || BID ROLE: ADVOCACY

B. Promote use of alternative modes (transit, bike, walk) to access and move around downtown, in partnership with City Transit and bike advocacy groups.

LEAD ORGANIZATION: BID || BID ROLE: BUILD PARTNERSHIPS, FUND

C. Collaborate with the City to improve infrastructure for alternative modes, including when transitioning modes (such as bike racks on buses).

LEAD ORGANIZATION: CITY || BID ROLE: ADVOCACY, FUND

Budget Proposal:

2021 Fund Balance, as reported by Baker Tilly, was $67,072; of this total, $9,635 is earmarked for a Memorial for Capt Cory Barr, and a Memorial for Mike Cunningham (and other Friends of Downtown Sun Prairie). It should be noted that the BID Board would like to hold a minimum of $10,000 of Fund Balance for unexpected costs that may arise; the net result is that there is a spendable amount of $47,437 in Fund Balance.

The year-over-year increase of $12,456 of the overall budget from 2022 to 2023 is a result of the BID Board’s desire to increase spending against Events, Beautification, and Recruitment and Retention areas of the budget. The amount of revenue generated by the self-imposed levy on downtown property owners will increase in 2023, and will result in a total collection of $125,000. In addition, the budget is planning to rely on $39,075.68 of Fund Balance and is planning on $38,500 in revenue from three ticketed events, and $7,100 in revenue from sponsorship solicitation.

Notable changes to the 2023 budget are as follows:

Advertising, Marketing & Events = +$11,200
- Increase General Advertising to $8,000 to support overall Shop & Dine message and promote Groundhog Prognostication event (+$2,000)
- Increase BID Grants to support more events from other organizations, including (but not limited to) Farmer’s Market, Dream Park, DECA, Makers Market, Corn Festival, Lions Club events to $8,000 (+$500)
- Decrease Streets of Summer budget to remove Great Race promotion & entertainment (-$1,800)
- Added “Ticketed event #3” as a placeholder for a 3rd ticketed event (+$10,000)
- Removed Groundhog Day Prognostication budget, shifting ad support to General Advertising (-$500)
- Increased Fall Fun! event budget based on actual expenditures and inclusion of Spooktacular (+$1,500)
- Decreased Fire & Lights budget (Santa Saturdays) based on actual expenditures (-$1,000)
- Increased Fall Beer Taste budget based on actual expenditures (+$500)

Administration = +$2,929.68
- 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 $52,551 of the BID Manager position and $21,020 of a Special Events and Sponsorship Coordinator position.
- Annual Baker Tilly Financial Statement Review +$100

Beautification, Maintenance, & Signage = -$2,174.00
- Increase Gardens by Ann due to the cost of 1 additional pot that was added in 2022 (+$76)
- Removed Walkway and Dumpster Snow Removal from budget = City responsibility (-$1,000)
- Removed Walkway Maintenance from budget = City responsibility (-$1,250)
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)

Note: In 2021, the BID Board received $635.00 from the Cunninghman family, in remembrance of Mike Cunningham. The Board earmarked the donation to be used to build a memorial to Mike and other individuals that served Downtown Sun Prairie, including: Bruce Sprague, John Weishar, and Ann Freidel. (+635.00)

Recruitment, Retention, & Policy = -$100
- Remove $10,000 for a facilitator to lead the process for a 5 Year Strategic Plan. (-$10,000)
- Add $9,500 for Schmitz Consulting for Outcome Based Budget guidance (+9,500)
- Increase Miscellaneous to $600 based on actuals (+$400)
Exhibit D
BID Boundary Map

Sun Prairie Business Improvement District Boundary
### Exhibit E

**BID Board 2023 Budget**

<table>
<thead>
<tr>
<th>Object Code</th>
<th>Project Code</th>
<th>Description</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>544400</td>
<td>81101</td>
<td>General Advertising</td>
<td>$8,000</td>
</tr>
<tr>
<td>544400</td>
<td>81103</td>
<td>Artful Wine Walk (May)</td>
<td>$10,000</td>
</tr>
<tr>
<td>544400</td>
<td>81104</td>
<td>BID Grants: Support of other Org events in DTSP</td>
<td>$8,000</td>
</tr>
<tr>
<td>544400</td>
<td>81105</td>
<td>Streets of Summer</td>
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</tr>
<tr>
<td>544400</td>
<td>81107</td>
<td>Wine Walk 2 (November)</td>
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</tr>
<tr>
<td>544400</td>
<td>81110</td>
<td>Scarecrow</td>
<td>$1,000</td>
</tr>
<tr>
<td>544400</td>
<td>81111</td>
<td>Discover Downtown: Ladies Night Out (Dec), <em>Frozen Fund</em></td>
<td>$3,500</td>
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<tr>
<td>544400</td>
<td>81115</td>
<td>Fall Fun + Spooktacular</td>
<td>$3,500</td>
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<tr>
<td>544400</td>
<td>81116</td>
<td>Santa Saturdays</td>
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<td>544400</td>
<td>81117</td>
<td>Fall Beer Taste</td>
<td>$10,000</td>
</tr>
<tr>
<td>544400</td>
<td>81118</td>
<td>Guild events: shop small, vintage shop hop</td>
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<tr>
<td><strong>Subtotal:</strong></td>
<td></td>
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<td>$67,000</td>
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### Administration

<table>
<thead>
<tr>
<th>Object Code</th>
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<th>Description</th>
<th>Budget</th>
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<tbody>
<tr>
<td>20062000-541000</td>
<td>81108</td>
<td>Admin Expense: Copier Code, Postage - estimate</td>
<td>$500</td>
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<tr>
<td>544400</td>
<td>81108</td>
<td>Memberships and seminars</td>
<td>$1,000</td>
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<tr>
<td>544400</td>
<td>81108</td>
<td>BID Manager</td>
<td>$52,553</td>
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<tr>
<td>544400</td>
<td>81108</td>
<td>Special Events Coordinator</td>
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<td>544400</td>
<td>81108</td>
<td>Annual Meeting</td>
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<td>544400</td>
<td>81108</td>
<td>Cell Phone</td>
<td>$504</td>
</tr>
<tr>
<td>544400</td>
<td>81108</td>
<td>Audit</td>
<td>$3,200</td>
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<tr>
<td><strong>Subtotal:</strong></td>
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<td>$79,276</td>
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### Beautification & Maintenance

<table>
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<tr>
<th>Object Code</th>
<th>Project Code</th>
<th>Description</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>544400</td>
<td>81102</td>
<td>Spring, Summer, fall and winter pots (23)</td>
<td>$7,600</td>
</tr>
<tr>
<td>544400</td>
<td>81102</td>
<td>Downtown Maintenance includes Watering fertilizing pots</td>
<td>$5,000</td>
</tr>
<tr>
<td>544400</td>
<td>81102</td>
<td>Walkway maintenance</td>
<td>$0</td>
</tr>
<tr>
<td>544400</td>
<td>81102</td>
<td>Snow removal walkway and dumpster</td>
<td>$0</td>
</tr>
<tr>
<td>544400</td>
<td>81102</td>
<td>Snow removal curbs</td>
<td>$0</td>
</tr>
<tr>
<td>544400</td>
<td>81102</td>
<td>Bike Reimbursement Program</td>
<td>$1,000</td>
</tr>
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<td><strong>Subtotal:</strong></td>
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<td></td>
<td>$13,600</td>
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### Recruitment and Retention

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<th>Project Code</th>
<th>Description</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>544400</td>
<td>81106</td>
<td>Business Socials</td>
<td>$1,200</td>
</tr>
<tr>
<td>544400</td>
<td>81106</td>
<td>Miscellaneous</td>
<td>$600</td>
</tr>
<tr>
<td>544400</td>
<td>81106</td>
<td>-- Outcome Based Budget Guidance, Schmitz</td>
<td>$9,500</td>
</tr>
<tr>
<td>544400</td>
<td>81106</td>
<td>Façade improvement grants</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Subtotal:</strong></td>
<td></td>
<td></td>
<td>$11,300</td>
</tr>
</tbody>
</table>

**TOTAL:** $171,176
Exhibit F
Downtown Sun Prairie Events 2023
10/6/2022

**Frozen Fest**
**Groundhog Day Prognostication**
BID Annual Meeting
Vintage Shop Hop
Artful Wine Walk
Streets of SP event #1
Streets of SP event #2
Adventure Day
Streets of SP event #3
Streets of SP event #4
Ticketed event #3
Fall Beer Taste
Vintage Shop Hop
Fall Fun! + Spooktacular
Shop Small
*Fire & Lights*
Santa Saturdays
Ladies Night Out

Friday, January 28 - Thursday, February 2
Thursday, February 2*
Thursday, January 26
Friday, March 3 & Saturday, March 4
Thursday, May 4
Thursday, June 15 (Kick off: Dream Park, Dueling Pianos)
Thursday, June 29
TBD
Thursday, July 27 (Sing-a-Long + Magician)
TBD: Thursday, August 3 or 10 (Classic Cars, Bluegrass Music)
TBD
Friday, October 6 & Saturday, October 7
Saturday, October 14
Saturday, November 25
Saturday, November 25
Saturday, November 25, December 2, December 9
Thursday, December 7

Note: Events with an * will be funded by Tourism Commission; Events with an ** will be funded by Parks & Recreation
Event Sponsorship Opportunities
Exhibit G
# Downtown Sun Prairie Business Improvement District

## 2023 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Space at each event</th>
<th>Inclusion of Logo in Promotion Material</th>
<th>Number Available</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Year Event - Outside of the BID business</td>
<td>Yes</td>
<td>Yes</td>
<td>1 remaining</td>
<td>$5,000</td>
</tr>
<tr>
<td>Signature Per Event - Outside of the BID business</td>
<td>Yes</td>
<td>Yes</td>
<td>2</td>
<td>$900</td>
</tr>
<tr>
<td>BID Business Full Year</td>
<td>Yes*</td>
<td>Yes</td>
<td>SOLD OUT!</td>
<td>$2,500</td>
</tr>
<tr>
<td>BID Business Per Event</td>
<td>Yes*</td>
<td>Yes</td>
<td>2</td>
<td>$300</td>
</tr>
</tbody>
</table>

Total number available sponsorship opportunities per event: 8

**Full Year Event Sponsorship** includes the following events: Artful Wine Walk, Fall Beer Taste, Fall Fun!, Ladies Night Out, 3rd Ticketed event (date & theme TBD), and Streets of Sun Prairie (SoSP) event series.

Return this commitment form to confirm your 2023 sponsorship!

---

### We would like to sponsor the following events:

- **All of them! We’re an outside of the BID business and would like to be a Full Year Event Sponsor:** $5,000
- **We’re an outside of the BID business and would like to sponsor a Signature Event for $900**
  - Includes: Artful Wine Walk, Fall Beer Taste, Fall Festival, and Ladies Night Out (circle event(s) interested in)
- **All of them! We’re a BID business and would like to be a Full Year Event Sponsor:** $2,500
- **We’re a BID business and would like to sponsor the following Single Event(s):**
  - SoSP Dream Park + Dueling Pianos, June 15: $300
  - SoSP event #2, theme TBD, June 29: $300
  - SoSP Sing-a-Long + Magician, July 27: $300
  - SoSP, Classic Cars + Bluegrass, August 3 or 10: $300
  - Fall Beer Taste, date TBD: $300
  - Artful Wine Walk, May 4: $300
  - Fall Fun!, October 14: $300
  - Ladies Night Out, December: $300
  - 3rd Ticketed event, date & theme TBD: $300
  - Santa Saturday, December 9: $300 (1 sponsor = host location)
  - Santa Saturday, December 16: $300 (1 sponsor = host location)

---

**Business Name**

(as you would like it to be listed in promotion or advertising)

**Contact Name**

**Email**

**Address**

**Phone**

Please return to: City of Sun Prairie

Alyse Peters, Event and Sponsorship Coordinator

300 East Main Street

Sun Prairie WI 53590

Questions: apeters@cityofsunprairie.com

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See the back of this sheet for event dates, commitment deadlines, and Event Policy information.
# Downtown Sun Prairie Business Improvement District 2023 Sponsorship Opportunities

## Downtown Sun Prairie 2023 Events and Commitment Deadlines

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Est Attendance</th>
<th>Commitment Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine Walk, pre-sale ticketed event</td>
<td>Thursday, May 4</td>
<td>5-8:30PM</td>
<td>400</td>
<td>March 1</td>
</tr>
<tr>
<td>Streets of Sun Prairie event series</td>
<td>Thursday evenings: June 15 &amp; 29, July 27, August 3 or 10</td>
<td>core hours: 5-7PM</td>
<td>75-500/event</td>
<td>April 1</td>
</tr>
<tr>
<td>Fall Beer Taste, pre-sale ticketed event</td>
<td>TBD</td>
<td>Noon-4PM</td>
<td>300+</td>
<td>July 1</td>
</tr>
<tr>
<td>Fall Fun!</td>
<td>Saturday, October 14</td>
<td>11AM-5PM</td>
<td>2,500-3,000</td>
<td>August 1</td>
</tr>
<tr>
<td>Ladies Night Out</td>
<td>Thursday, December 7</td>
<td>5-8:30PM</td>
<td>400-500</td>
<td>October 1</td>
</tr>
<tr>
<td>Santa Saturday: 2 dates to choose from, 1 sponsor/event. Sponsor will serve as the host location for the event</td>
<td>Saturdays: December 9, December 16</td>
<td>10AM-noon, or 12:30-2:30PM</td>
<td>75-150</td>
<td>October 1</td>
</tr>
<tr>
<td>3rd Ticketed event</td>
<td>TBD</td>
<td>TBD</td>
<td>Unknown</td>
<td>TBD</td>
</tr>
</tbody>
</table>

**Event Policy:**
- The BID has the right to change event dates if a conflict is issue is identified. In the instance of a date change, all Downtown Sun Prairie business and property owners will be notified; all sponsors will also be notified.
- In the unfortunate event that an event/s must be canceled, the BID will give sponsors the option to receive a full or partial refund, depending on the amount paid, or if applicable, to apply funds to an alternate event or promotion that the BID Board approves.
- Downtown Sun Prairie businesses will have until February 1 to commit to a sponsorship level. After February 1, the Event Sponsorship Opportunity document will be sent to businesses outside of the BID area.
- If a BID business commits to a minimum of a single event by February 1, the category of that business “blocks” all Outside of the BID businesses from participating in that category. (Example: a commitment from the Bank of Sun Prairie by February 1 would block all other outside of the BID financial service businesses from sponsoring that event year).
- All Outside of the BID sponsorship commitment requests will be evaluated by the BID’s Executive Committee + the business/es that are perceived as competitive.
- After February 1 category exclusivity rights are no longer in place.
- If the Commitment Deadline expires and all 4 (four) of the outside of the BID business sponsorships have not been committed to, BID businesses may sponsor at a cost of $300.
- Examples of items that may include a sponsor logo: printed posters, flyers, banners, social media promotion, apparel, giveaway bags.
- Examples of items that may not include a sponsor logo: wristbands, glassware.
- If there is not space for all logos within advertising, sponsors will be listed as a line item within the ad.
- Any BID Property and/or Business Owner (member) who has a business inside & outside of the BID may promote or advertise their Outside of the BID business at BID events, etc. as long as that business has a consistent brand name as the business that is inside the BID.
- All BID businesses may have a table at any BID event, but only paid sponsors will be included in promotional materials &/or advertising.
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 East DECA Advisor and the SPHS West DECA Advisor. One student will be a junior, one student will be a senior.
- The incoming junior student will rotate each year. For the 2022-23 school year – a transition year for both schools, the senior student will be selected from Sun Prairie East High and junior student will be selected from Sun Prairie West High; in the 2023-24 school year, the junior student will be selected from Sun Prairie East High, etc.
- 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.
- At the June BID Board meeting the senior student will rotate off of the Board and the junior student will be welcomed and voted onto the Board as a voting member. The DECA Advisor who has selected the new junior student will be in attendance at the June meeting to introduce the new student and the BID Board will vote the new junior student onto the BID Board as an alternate voting member, if the senior student is not in attendance.
- 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.
  - The Special Events and Sponsorship Coordinator will be the point of contact for event volunteer opportunities and requests.
- 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 8:30AM at Glass Nickel Pizza.
  - When meetings are Remote or Hybrid, it is acceptable for students to attend and participate via a zoom/online link.
• The BID Annual Meeting will occur the last Thursday in January from approximately 5/6-7/8PM. 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 and are Remote unless otherwise determined by the Committee Chair.

• The BID Board has identified the following Events that DECA will have the most involvement with: Spring Clean Up Day, Adventure Day, Scarecrow Contest (which includes Saturday Farmers Markets in September, and a Saturday intake and install day the first weekend in October during Farmers Market), the Streets of Sun Prairie events (Thursday events that take place during the summer), a Drive In Movie event, managing an information table during Fall Fun! event, assisting with Ladies Night Out bag distribution, assisting with Santa Saturdays (the last Saturday in November and the first two Saturdays in December), and assisting with engagement activities as determined by the BID Manager and Special Events and Sponsorship Coordinator.

• The Special Events and Sponsorship Coordinator will provide the SPHS DECA Advisors and Student liaisons with a “volunteer needs” document at least 2 times each year: in August (to support fall events), in November (to support winter events), in February (to support spring events), and in May (to support summer events).

• The BID Manager, Special Events and Sponsorship Coordinator, 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.
Exhibit J
Memorandum of Understanding between the City of Sun Prairie and the Downtown Sun Prairie Business Improvement District

This memorandum of understanding is made this ____ day of January, 2023, between the City of Sun Prairie ("City"), a Wisconsin municipality, and the Downtown Business Improvement District ("BID"), to outline the responsibilities of each party in supporting the development, improvement, and promotion of Sun Prairie’s downtown for the economic benefit of all businesses within the BID and the general social and economic benefit to City residents and visitors.

1. Term. This agreement shall begin upon execution and continue through February 1, 2024.

2. Responsibilities of City. The City will provide support for the bid through staffing, financial duties, and maintenance.
   a. Staffing. The City will employ staff to support the BID, including a Business Improvement District and Tourism Manager ("BID Manager") and a Community and Events Development Manager.
      i. The Business Improvement District and Tourism Manager shall have the following responsibilities:
         1. Preparation of meeting agendas, board packets, meeting minutes
         2. Development of Annual Operating Plan for review and approval by the Board
         3. Preparation of an Annual Report for review and approval by the Board
         4. Serve as the primary staff liaison between the BID and City departments, boards, and committees
         5. Supervise the activities of the Community Events and Development Manager that are funded by the BID’s annual budget
         6. Develop and maintain relationships with community partners (Chamber, SPASD, etc.)
         7. Preparation and implementation of BID budget and financial reporting
         8. Coordination of Façade Improvement Grants
         9. Develop, implement, and review a marketing plan
         10. Coordinate BID efforts to recruit and retain downtown businesses
         11. Manage Downtown Sun Prairie web and print media
         12. Other duties as approved by the BID Board of Directors and Director of Economic Development, subject to budget and staff availability.
      ii. The Community and Events Development Manager, who will have the following responsibilities for support of the BID:
         1. Coordinate all special event activities, including permitting, vendor and sponsor solicitation, day-of event management, and post-event billing and reporting
         2. Develop content for Downtown Sun Prairie web and print media
         3. Establishment of an event marketing plan to attract visitors to Downtown Sun Prairie.
      iii. Performance reviews for the BID staff will be conducted by the City.
      iv. The City will maintain workspace in the Economic Development Department for the BID staff, including necessary equipment and technical support and a physical workspace.
   b. Financial Duties. The City, through staff, will perform the following financial duties for the BID:
      i. The City will serve as the fiscal agent for the BID. This includes contracting for auditing services.
      ii. The City will also contract for refuse collection and billing for the 200 block of the BID, and purchase refuse containers as needed.
      iii. The City will provide credit card access for BID expenditures.
      iv. The City will provide event insurance umbrella coverage and oversight.
c. Maintenance of Public Spaces. The City will maintain public spaces in the BID, including the following duties:
   i. Mowing of City-owned property
   ii. Weed control within the public right-of-way
   iii. Snow removal at the time and discretion of Public Works
   iv. Garbage collection of sidewalk and right-of-way refuse containers
   v. Infrastructure improvements consistent with the City’s Capital Improvement Plan
   vi. Stormwater outlet plantings
   vii. Striping and maintenance of City-owned parking lots
   viii. Purchase and installation of bike racks
   ix. Banner installations
   x. Sidewalk maintenance
   xi. Maintenance of outdoor speakers
   xii. Cannery Square
       1. Infrastructure improvements as laid out in the City’s Capital Improvement Plan
       2. Maintenance of the decorative string lights
       3. Snow removal
       4. Electrical outlet provision and maintenance
       5. Set up and winterization of fountains
       6. Moving of the Cow statue (Georgia)
   xiii. Walkway easement maintenance including snow removal at the discretion of Public Works, plantings, and weeding

3. Responsibilities of BID Board of Directors.
   a. The BID Board of Directors shall have all the statutory responsibilities of a BID board under Wis. Stat. § 66.1109 and Sun Prairie Municipal Code, to include approval of BID documents (minutes, agendas, operating plan), establishment of BID budget and mill rate, operational policies, and general direction as requested by the BID Manager.

4. Responsibilities of Property Owners. Members of the BID are expected to maintain their properties, remove snow as required by City ordinance, maintain any outdoor possessions (flower boxes, patio furniture), and contract for refuse and recycling unless included in the City refuse contract.

5. Communication Between Parties. The parties will maintain open lines of communication, including soliciting feedback on downtown events or BID projects, and including BID workgroups in pre-work infrastructure discussions.

6. Payment. The BID shall pay 50% of the projected salary and benefits of the BID manager and 30% of the projected salary of the Community and Events Development Manager. Changes in salary and benefits are at the sole discretion of the City. The percentage may be amended in the City’s annual budget process if approved by both parties. Any payments due under this agreement shall be made within 30 days of invoice.

7. Additional Services. Additional services provided by City staff outside of this MOU may be subject to additional fees, subject to written agreement by the City and BID Board.

8. Liability and Insurance. The City shall maintain appropriate insurance coverage for the staff provided to the BID, including general liability insurance, workers’ compensation insurance, and other coverage as deemed appropriate.

9. Indemnification. The City shall not be liable for any actions of the BID Board of Directors. To the fullest extend allowable by law, the BID shall indemnify and defend and hold harmless City of Sun Prairie, its elected and appointed officials, officers, employees, or authorized representatives or volunteers and each of them from and against any and all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, interest, attorneys’ fees, costs, and expenses of whatsoever kind or nature whether arising before, during, or after completion of the work hereunder and in any manner directly or indirectly caused, occasioned, or contributed to in whole or in part or claimed to be caused, occasioned, or
contributed to in whole or in part, by reason of any act, omission, fault, or negligence, whether active or passive, of Contractor or of anyone acting under its direction or control or on its behalf in connection with or incident to the performance of this Agreement regardless if liability without fault is sought to be imposed on City of Sun Prairie.

10. **Conflict Resolution.** The parties will attempt to resolve any disputes over this agreement first by discussion between the BID Board Chair and Economic Development Director. Should that not resolve the dispute, the BID Board Chair may request a meeting with the City Administrator and Director of Community Development in writing.

11. **Choice of Law.** Any litigation under this agreement shall be the appropriate federal or state court in Dane County, Wisconsin. The parties agree to submit themselves to the laws of the State of Wisconsin.

12. **Renewal and Termination.** This agreement shall renew annually unless the parties provide 90 days written notice as provided in section 12.

13. **Notice Under Agreement.** Notice under this agreement shall be given to the following parties by personal service or certified mail:

   - **City of Sun Prairie**
     - City Administrator
     - 300 E Main Street
     - Sun Prairie, WI 53590
   - **Glass Nickel Pizza/BID Board Chair**
     - Adam Bougie
     - 410 E Main Street
     - Sun Prairie, WI 53590

   Copy to City Clerk

14. **Severability.** It is mutually agreed that in case any provision of this contract is determined by any court of law to be unconstitutional, illegal or unenforceable, it is the intention of the parties that all other provisions of this contract remain in full force and effect.

15. **Public Record Law Compliance.** The parties acknowledge that the City of Sun Prairie is a municipal corporation legally bound to comply with Wisconsin's public records and open meetings law (see Wis. Stats. Ch. 19) and that unless otherwise allowable by law, this contract and all related communications and resulting work are subject to disclosure under Wisconsin law.

16. **Electronic Signatures Acceptable.** This contract may be executed by electronic means.

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**CITY OF SUN PRAIRIE**

Aaron Oppenheimer, City Administrator

**BUSINESS IMPROVEMENT DISTRICT**

Adam Bougie, BID Board Chair
Overview

01 BID Community Outreach Survey

02 BID Farmers Market Survey

03 BID General Event Survey

04 Future Survey Recommendations
01
BID Community Outreach Survey
Community Outreach Survey Set Up

Delivery:
- Facebook posts
- Yard signs with a QR code

Active Period:
- Late July - October

Platform:
- Survey Monkey

Number of Responses:
- 56 people

Survey Length
- 20 questions
Community Outreach Survey Summary

Areas for improvement

- Green space
- Restaurant variety
- Store variety
- Connecting community events to local stores as well as restaurants

Areas of current success:

- DTSP appearance/cleanliness
- Safety
- Family-friendly events
2. DTSP has plenty of parking space

Most common answer:
- Agree (37.5%)
3. DTSP offers plenty of family-friendly events.

Most common answer:
- Agree (60.7%)
4. DTSP has plenty of green space.

Most common answer:
- Disagree (53.6%)
5. I feel safe walking around Downtown Sun Prairie.

Most common answer:
- Agree (55.4%)
6. I am satisfied with the appearance of DTSP.

Most common answer:
- Strongly Agree (50.5%)
7. I am satisfied with the cleanliness of DTSP.

Most common answer:
- Agree (62.5%)
8. Downtown businesses have convenient hours.

Most common answer:
- Agree (41.1%)
9. There are a variety of restaurants in DTSP.

Most common answer:
- Disagree (48.3%)
10. There are a wide variety of stores in DTSP.

Most common answer:
- Disagree (35.7%)
- Neutral (35.7%)
11. I am well informed about DTSP events.

Most common answer:
- Agree (39.3%)
12. How often do you visit DTSP?

Most common answer:
- 1-2 times a week (37.5%)
- Not frequently (33.9%)
13. Why do you usually visit DTSP?

Most common answer:
- To eat/purchase food or drink (64.3%)
14. How often do you attend DTSP events?

Most common answer:
- Occasionally (64.3%)
15. After an event do you typically…

Most common answer:
- Go out to eat at a DTSP restaurant (39.3%)
- Leave the Downtown (37.5%)
16. What upcoming events do you think you’d be interested in?

Most common answer:
- Fall Festival (37 responses, 13.0%)
- Shop Small (35 responses, 12.3%)
- Fall Beer Taste (35 responses, 12.3%)
- Ladies Night Out (27 responses, 9.5%)
- Streets of SP (26 responses, 9.2%)
- Adventure Day (23 responses, 8.1%)
- Summer Drive In... (23 responses, 8.1%)
- Fall Beer Taste (35 responses, 12.3%)
- Vintage Shop Hop (27 responses, 9.5%)
- Scarecrow Cont... (22 responses, 7.4%)
17. Are there any events you would like to see in DTSP?

Most common answers:

- More outdoor, live music or music focused events
  - Ex: jazzfest, different musicians, dance at Cannery Square
- Craft/art fair
- More teen focused events
- Cultural events
  - Ex: Chinese New Year Parade
- Adult scavenger hunt with the stores
- Events where interpreters are present
18. What other restaurants would you like to see in DTSP?

Most common answers:

- Locally owned/not chain restaurant
- Fine dining
- More cultural options
  - Thai, Japanese, Middle Eastern, German
- Supper club
- Sit down breakfast
- Deli
19. What other businesses would you like to see in DTSP?

Most common answers:

- Candy/chocolate shop
- Shops for children
  - Toys, clothes
- Arcade
- Book store
- More boutique gift shops
- Mens Retail
20. What would make you visit DTSP more often?

Most common answers:

- More friendly pedestrian and bike routes
  - Includes bike parking and better control of traffic
- Larger variety of restaurants
- More outdoor restaurant seating and green space
- Public restrooms
- More vibrant nightlife
  - Lights, events, later store hours
02 BID Farmers Market Survey
Farmers Market Survey Set Up

Delivery:
● Promoted at all Saturday Farmers Markets

Active Period:
● Late July - October

Platform:
● Survey Monkey

Number of Responses:
● 23 people

Survey Length
● 8 questions
Areas for improvement

- Larger variety of vendors
  - Cheese
- Live music

Areas of current success:

- Lots of positive comments
- Loyal repeat customers
- Produce, baked goods, coffee
- Keeping people in DTSP after the event
2. How often would you say you come to the Farmers Market?

Most common answer:
- Every week (42.9%)
3. Why do you usually come to the Farmers Market?

Most common answers:

- For local products
- Coffee
- Baked goods
- In season produce
- Sense of community
- Is a vendor
4. What booths do you usually buy from at the Farmers Market?

Most common answers:
- Beans & Cream
- Wells Farms
- Doug Jenks Honey
- Bread booth
- Fresh vegetable booths
5. After visiting the Farmers Market do you often visit Downtown Sun Prairie Businesses?

Most common answer:

- Visit DTSP Business (12 people)
6. If you answered yes to the previous question, which businesses? If no, why not?

Most common answers for yes:
- Beans N Cream
- Full Mile
- Salvatore’s
- Budding Butterfly

Most common answers for no:
- People bring dogs/children to market and it is hard to go in businesses after
- Want to take their shopping home
- Stores they want to visit aren’t open yet
7. What could be improved about the Farmers Market?

Most common answers:

- More vendors
- More variety
- Live music
- Adding a cheese booth
- Food trucks with ready to eat meals
8. How did you hear about the Farmers Market?

Most common answer:
- Unlisted answer (38.1%)
- Friends/Family (33.3%)
BID General Event Survey
General Event Survey Set Up

Delivery:
- Promoted at events via yard signs
  - Wild Rumpus Circus
  - Sing-A-Long
  - 5 concerts in the park

Active Period:
- Late July - October

Platform:
- Survey Monkey

Number of Responses:
- 3 people

Survey Length
- 6 questions
General Event Survey Summary

Areas for improvement

● Additional food options at the event
  ○ Food trucks, hot and ready meals
● More events for all ages
  ○ Teen and adult focused

Areas of current success:

● Loyal repeat attendees
● Welcoming for young children
● Majority of public is well informed on events
2. Is this the first time you’ve attended this event?

Most common answer:
- No, I’ve attended before (100%)
3. How did you hear about this event?

Most common answers:
- Signage/posters
- Friends/Family
- Other
4. Do you feel well informed about Downtown Sun Prairie Events?

Most common answers:
- Yes, agree (66.7%)
5. Why did you attend this event?

Answers:
- To shop and support local
- Good for kids/family
- Fun evening
6. What could be improved about this event?

Answers:

- Food trucks or hot and ready food
- Add an entertainment element
  - Theme days
  - Music
  - Activities
04

Future Survey Recommendations
Future Survey Recommendations

General:

- Ask for demographic information in survey
- Provide option to elaborate when answer is “other”
- Survey Reward: raffle, small coupon, etc
- Begin promoting surveys in May and June
  - Artful Wine Walk (1st Thursday in May), Farmer’s Market (1st Saturday in May), Concerts in the Park (June)
- Schedule specific events to use survey
- Have volunteers walk around with survey QR Code at events