DOWNTOWN SUN PRAIRIE BUSINESS IMPROVEMENT DISTRICT

BID BOARD

Executive Committee:

Adam Bougie – Chair (May 2025)  Glass Nickel Pizza & Property Owner
Marta Hansen - Vice Chair (May 2025)  The Piano Gal Shop
Deb Krebs – Secretary (May 2023)  Bank of Sun Prairie

Board Members:

Dan Callies - Chair (May 2023)  Eddie’s Alehouse & Eatery & Property Owner
Patrick DePula (May 2024)  Salvatore’s Tomato Pies & Property Owner
Bill Howe (May 2024)  The Loft at 132 & Property Owner
Rose Freidel (May 2024)  Property Owner
Jeff Gauger (May 2023)  Beans ’n Cream Coffeehouse
Mike Jacobs (Annual Appointment)  City Council Rep. Liaison
Vacant position  Citizen Representative
Lily Breyer (June 2023)  DECA Senior Student SPHS West (voting member)

*Jacob Hamen (June 2024) DECA Junior Student SPHS East (voting member as a Senior or in Senior student’s absence)

Staff:
Colleen Burke, BID & Tourism Manager
Alyse Peters, Special Events and Sponsorship Manager
DOWNTOWN SUN PRAIRIE BUSINESS IMPROVEMENT DISTRICT
BY THE NUMBERS

Wisconsin Act 184 was signed into law in 1984, which gives Wisconsin municipalities the power to establish one or more Business Improvement Districts in a community.

- The Downtown Sun Prairie BID was started in 1989.
- There are 87 BIDs in the State of Wisconsin (2 were created in 2022: Stevens Point and Osceola).
- In Wisconsin, the average Special BID assessment mill rate is $2.83/$1,000 of assessed value, but the range is from $1.05-$5 per $1,000.
  - Downtown Sun Prairie BID’s Special assessment mill rate for 2022 is $2.12/$1,000 of assessed value

Assessment Information

- 2022 BID assessment, value of properties that pay the Special BID tax. 80 properties = $82.2 million
- Total approximate assessed value of the entire BID area, including properties that do not pay the special BID tax = ~$108 million
- Number of businesses in the BID representing retail, services, food, nonprofits, health and human services, and manufacturing sectors = 80
- Number of residential dwelling units within the BID = ~538
The Sun Prairie Business Improvement District's mission is 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.
DOWNTOWN SUN PRAIRIE BUSINESS IMPROVEMENT DISTRICT

GOALS

- **Create collaborative opportunities** for new and existing Downtown Sun Prairie businesses to learn, grow, and develop.

- **Advocate for development that exemplifies innovation projects** that enhance the work, live, play environment of Downtown Sun Prairie.

- **Facilitate maintenance, upkeep, and improvement of Downtown Sun Prairie public spaces** through advocacy for safety and improvement.

- **Create an attractive, historic, and playful Downtown environment** through structure improvements and enhancements.

- **Create and implement unique events** that draw people from near and far to enjoy and patronize Downtown Sun Prairie businesses.

- **Educate the public** on the advantages of living, working, and playing in Downtown Sun Prairie.
DOWNTOWN SUN PRAIRIE BUSINESS IMPROVEMENT DISTRICT
FINAL 2022 BID BUDGET

2022 Budget $158,720

Planned Expenditures:

Promotions: Events, Advertising, Media $55,800
Beautification & Maintenance $15,774
Admin: Recruitment & Retention, Memberships, Audit $87,146

Total Budgeted Expenditures: $158,720

*NOTE: Pending final audit numbers
Hosted &/or promoted 25 Events
Revenue = $13,300 (Event sponsorships); $25,589 (2 ticketed events)
Volunteers = 40
DECA Students = 60
Estimate number of visitors to DTSP as a result of events = 6,550
1st ever / “once in a lifetime” Great Race event

Social Media:
Facebook: @Downtown Sun Prairie; original content plus shared content from other Downtown SP businesses = 7,278 Followers
Total Reach activity spikes:
  June 2 (Dine in the Dream Park)
  June 23 (Great Race)
  October 10 (Scarecrow Contest & CapTimes article about Flavors! Wine Bar)
  November 26 (Small Business Saturday & Fire and Lights Parade)
Instagram: downtown_sunprairie = 1,075 followers
DOWNTOWN SUN PRAIRIE BUSINESS IMPROVEMENT DISTRICT

2022 EVENTS

*Groundhog Prognostication event & Frozen Fest activities (Kick-off, Hibernation Hustle, Ice Carving Competition, Groundhog Open)

**Spring Vintage Shop Hop: 1st Friday and Saturday in March

Artful Wine Walk
Great Race
4 Streets of Sun Prairie events: Dine in the Dream Park, Sing a Long, Wild Rumpus, Classic Cars
**Adventure Day – supporting Sunshine Place, in memory of Capt. Cory Barr
2 Drive-In Movie Nights at Angell Park – collaborative effort with Park & Recreation Department (1 canceled due to weather)
Scarecrow Contest
Fall Beer Taste
Fall Fun!
**Fall Vintage Shop Hop: 1st Friday and Saturday in October
3 Santa Saturdays: the Crosse House, Historical Museum, Flavors! Wine Bar
*Fire & Lights
Small Business Saturday – Retail Guild event
Ladies Night Out
Downtown Decorating Contest

*NOTE = Funded by Tourism Commission

**NOTE = Did not require any expenditures
DOWNTOWN SUN PRAIRIE BUSINESS IMPROVEMENT DISTRICT
2022 BOARD & COMMITTEE WORK: RECRUITMENT, RETENTION, POLICY

• Completed the BID’s 5 Year Strategic Plan (focus groups, 1:1, and small group meetings)
• Supported 3 Community Engagement Surveys led by DECA
• Approved 5 Façade Improvement Grants: Angell Park, Sun Prairie Flowers, Andy Eyers-State Farm, 240 E Main Street (Edward Jones/Krasniqi Realty LLC), The Crosse House
• Conducted 6 New Business Visits: Rosati’s, Budding Butterfly, Burn Boot Camp, Running Diva Mom, Sun Prairie Flowers, Paramount Performance
• Celebrated 1 Ribbon-Cutting: Glass Nickel Pizza
• Hosted 3 Socials: Flavors! Wine Bar, Glass Nickel Pizza, Faded Roots Boutique
• Organized Meta Learning Session for Business & Property Owners
• Celebrated Ann Freidel’s Service Award with her family, Mary Polenske’s retirement, DECA Advisor David Rippl’s going away, and Ankit Janamanchi’s graduation
• **Spring Clean Up event** on April 28: 31 volunteers including business and property owners, employees of Downtown businesses, BID Board members, volunteers of the Crosse House, and SPHS East & West DECA students!

• **Concluded Work Group activities addressed Downtown Pedestrian & Safety concerns**
  - Recommendation to the Public Works & Public Safety Commission.
  - Redesign the 100 & 200 blocks of E Main Street, including the intersections of King St and Columbus St in 2023, with construction in 2024.

• **Utilized TIF for 2 new garbage receptacles & 4 lids**

• Confirmed existence of the recorded Downtown Walkway easement and currently working with Walkway property owners on a maintenance and beautification plan which should make this area a cleaner, safer, and attractive space for the public to access to E Main Street from the 200 block south parking lot.
In the next five years, the Business Improvement District will lead Downtown Sun Prairie to reclaim its brand promise as the thriving, growing heart of the City.
DOWNTOWN SUN PRAIRIE
BUSINESS IMPROVEMENT DISTRICT: COMMITTEES & BOARD

Advertising, Promotions, & Events
Business Recruitment, Retention, & Policy
Beautification, Maintenance, & Signage

BID Board meets the 1st Thursday of the month @8:30 @Glass Nickel Pizza
(exception: July meets the last Thursday of June)
2023 Budget  $171,176

Planned Expenditures:

Promotions: Events, Advertising, Media  $67,000
Beautification & Maintenance  $13,600
Admin: Recruitment & Retention, Memberships, Audit, Staff  $90,576

Total Budgeted Expenditures:  $171,176

Note:

Primary Budget Funding Source = BID Assessment  $125,000

Plan to bridge the BID Assessment and Expenditures Gap: Sponsorships, Event Revenue, and Fund Balance

YE Fund Balance as reported by Baker Tilly in April 2022 = $67,072; of this total, $9,635 is earmarked for memorial use; $10,000 is being held as a minimum for unexpected costs that may arise. Result is a net spendable amount of $47,737 in Fund Balance.
Market and promote the Downtown as a brand and a destination.

• Ensure that all programming supports this goal.
• Create and add programming which utilizes and complements the redesign of Cannery Square Park.
• Install branded wayfinding and welcome signs.
• Use social media and city media.
• Install a programmable electronic sign board to promote retail hours and programming.
• Consider programming efforts (especially off-season).
DOWNTOWN SUN PRAIRIE BUSINESS IMPROVEMENT DISTRICT

2023 EVENTS

*Groundhog Day Prognostication | Thursday, February 2 | Sunrise | Event in Cannery Square

**Frozen Fest | Saturday January 28, February 1 | Locations vary by event

Spring Vintage Shop Hop | Friday, March 3 & Saturday, March 4 | Hours vary by participating business

Wine Walk | Thursday, May 4 | 5pm-8:30pm | Participating Businesses

Streets of Sun-Prairie | Thursdays: June 15 & 29; July 27; August 3 or 10 | ~5pm-7pm

Adventure Day supporting Sunshine Place | Thursday July 13 | 2-6pm, Participating Businesses

Fall Beer Taste | Saturday, September TBD | noon-4pm | Participating Businesses

Fall Vintage Shop Hop | Friday, Oct 6 & Saturday, Oct 7 | Hours vary by participating business

Fall Fun! | Saturday, October 14 | 11am-4pm | Cannery Square & Participating Businesses

*Fire & Lights | Saturday, November 25 | 5:30-8pm | E. Main St from Bristol to Church/Market Streets

Santa Saturdays | November 25, December 2, 9, 16 | 10-noon or noon-2pm | Locations will vary and tbd

Ladies Night Out | Thursday, December 7 | 5pm-8:30pm | Participating Businesses

3rd Ticketed event: TBD

*Note: Funded by the Tourism Commission **Note: Funded by Parks & Recreation
Ensure the BID has the structure and resources needed to fulfill its mission and vision.

Reform the BID budget and staffing process to be strategic, intentional, and outcome-driven rather than revenue-driven.

Diversify BID revenue sources by increasing the district’s portfolio of revenue-generating events, sponsorships, grants, and other sources.

Formalize an agreement (contract or MOU) between the BID and the City regarding staff, resources, maintenance responsibilities, and other appropriate topics to ensure clarity.
Facilitate ongoing cooperative relationships among BID members and with other organizations to move projects/ideas forward.

• 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.

• Enhance the partnership with the Tourism Commission and Destination Madison.

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

• 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.

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

• Look beyond the BID borders for partnerships (ice arena, library, children’s museum). Consider expanding BID to incorporate new businesses/community assets such as Sun Prairie Ice Arena.
Work with the city to ensure that downtown continues to grow and redevelop in ways that support the BID’s vision.

• Advocate for a city historic preservation ordinance.
• Partner with developers, elected officials, and City Planning to ensure that the BID is part of redevelopment discussions early in the process.
• Research unmet retail needs to encourage developers and potential retailers to work together.
• As the downtown population grows, work with city staff to study demographics, commuting & shopping patterns, and other effects of new residents.
• Utilize the street right-of-way for public use for dining, shopping, and programming.
• Embrace the STH 19 vehicle traffic by utilizing signage and other infrastructure to encourage stop-ins.
Create an attractive and identifiable sense of place that will catalyze activity.

- Redesign and rebuild Cannery Square Park to promote small and large group programming.
- Leverage the uniqueness of the Sun Prairie Downtown Historic District.
- Continue sidewalk expansion on Main Street and dedicate a portion of the street right-of-way around Cannery Square Park to expand the Park.
- Provide wayfinding within the BID.
- Support recommendation to change Lane Street to a festival street.
- Provide consistent visual branding elements in physical and media.
Ensure easy/safe access to and within Downtown for all people using various transportation modes (cars, bicycles, pedestrians, transit).

- Collaborate with the City on the forthcoming transit system.
- Promote use of alternative transportation modes downtown, in partnership with City Transit and bike advocacy groups.
- Collaborate with the City to improve infrastructure.
FOR MORE INFORMATION...

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