

**SUN PRAIRIE DOWNTOWN BID**  
2015 ANNUAL REPORT

# 2015 BID BOARD



**Beth Fatsis - Secretary (May 2018)**

**Teri Peterson (May 2018)**

**Vacant (2018)**

**Dan Callies - President (May 2017)**

**James Fatone (May 2017)**

**Deb Krebs (May 2017)**

**Dina Pocernich (May 2017)**

**Adam Bougie – Vice President (May 2016)**

**Derek Distin (May 2016)**

**Gary Praznik (May 2016)**

**Mary Polenske (Annual)**

**Atlantis Taverna**

**Citizen Representative**

**Eddie's Alehouse & Eatery**

**Nitty Gritty – Sun Prairie**

**Bank of Sun Prairie**

**Prairie Flowers and Gifts**

**Glass Nickel Pizza**

**The Ironstone Nest**

**Watertower Chop House**

**City Council Liaison**

# DOWNTOWN SUN PRAIRIE BID MISSION



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.

# A BID PRIMER

- The purpose of the BID is to provide an organizational and funding mechanism to support the development, improvement and promotion of the downtown area.
- The total value of the properties within the BID exceeds \$63 million dollars.
- The Sun Prairie BID assessment rate has only been increased one time in the over 20 year existence of the BID.
- There are more than 75 businesses in the BID representing retail, services, food, nonprofits, health and human services, and manufacturing sectors.





# DOWNTOWN SUN PRAIRIE 2015 HIGHLIGHTS



# BID 2015 BUDGET

## Expenditures\*

Advertising and Promotional Events	\$42,590
Beautification and Street care	\$40,900
Administration, Business Recruitment & Retention	\$28,000
<b>2015 Total Expenditures</b>	<b>\$111,490</b>

\*Pending final audit numbers



# EVENTS

- Groundhog Day Prognostication
- Artful Wine Walk
- 10<sup>th</sup> anniversary Block Party
- Downtown Car Cruise & National Night Out
- Art Fest
- Streets of Scarecrows
- Fall Festival
- Tree Lighting & Fire truck parade
- Wagon Rides
- Ladies Night Out
- Santa at the Cross House



# PROMOTIONS

- Tourism Brochure with Business Listings
- Website redesign now located on the city website, with individual business listings
- Brava Magazine Advertisement
- Hometown News Group Explorer quarterly advertisements
- Adams Billboard Summer 2015
- Wisconsin State Journal Holiday Idea Book
- Wisconsin State Journal Super Tuesday Holiday Full Page Advertisements

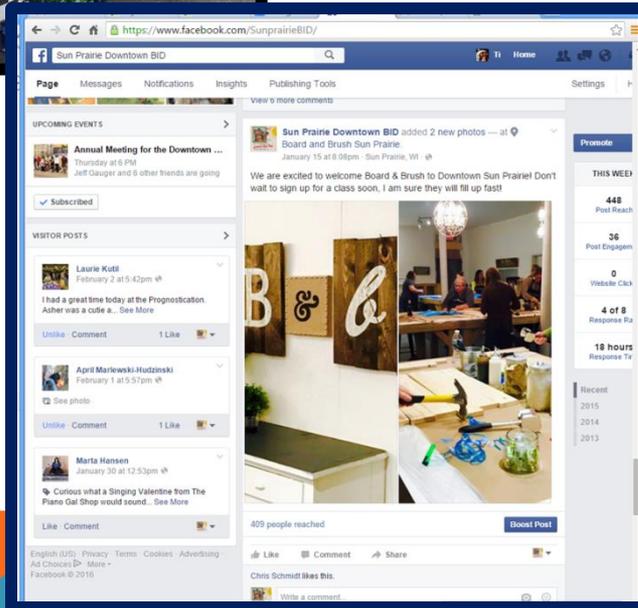


# BEAUTIFICATION



- Mural at Main & Market Streets
- Snow Removal
- 4 seasonal plantings in Main Street pots
- New and repaired cloth signs for light posts

# BUSINESS RECRUITMENT & RETENTION



- Business Recruitment and retention mixers quarterly in 2015
- Business listings online and in tourism brochure
- Facebook promotion of business opportunities
- Façade Improvement Grant opportunities
- Free participation in BID events, and inclusion on event marketing pieces

# DOWNTOWN SUN PRAIRIE 2016 OPPORTUNITIES



# 2016 BID BUDGET

## Expenditures

Advertising and Promotional Events	\$43,500
Beautification and Street care	\$54,750
Administration, Business Recruitment & Retention	\$41,250
<b>2016 Total Expenditures</b>	<b>\$139,500</b>



# 2016 EVENTS

**Artful Wine Walk** ● Thursday, May 12, 5pm – 8pm

**Block Party** ● Saturday, June 18, 11am–8pm

**Streets of Summer** ● Thursdays, June 30 – August 18, 5pm – 8pm

**Car Cruise & National Night Out** ● Thursday, August 4, 6pm–8pm

**Downtown Art Fest** ● Saturday, September 10, 10am–4pm

**Fall Festival** ● Saturday, October 22, 11am–4pm

**Tree Lighting and Fire Truck Parade** ● Friday, November 25, 5:30pm

**Ladies Night Out** ● Thursday, December 8, 5pm–8pm



# SPECIAL INITIATIVES

- **2016 Mural**
- Location applications due 2/25/16
- Artist proposals due 3/24/16
- **2016 Façade Improvement Grants**
- Rolling application while funds are available
- 50% match up to \$5,000 per project
- \$10,000 available annually
- **Streets of Summer Pilot**
- **Neighbors publication monthly advertising**
- **New bike racks in 2016**



# PARTICIPATING IN THE BID BOARD



- **2 board vacancies**
- 3 year terms
- Meet on the first Thursday of each month at 8am
- **Sub committee participation**
- Events & Advertising
- Business Recruitment & Retention
- Beautification & Maintenance
- Façade Grant Subcommittee
- BID Assessment & District exploratory committee

**PLEASE WELCOME**  
**TOM VEITH**

SUN PRAIRIE CITY ENGINEER

**CONTACT US**

TI GAUGER, MANAGER  
DAN CALLIES, BOARD PRESIDENT  
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