



Overview:

Wisconsin Act 184 (1984) authorizes municipalities to establish Business Improvement Districts (BID) within their community and allows the BID to assess properties within the BID to contribute to programs aimed at the promotion, management, maintenance and development of the BID. Assessments are restricted to commercial and industrial properties subject to real estate tax. Tax-exempt properties or those exclusively residential cannot be assessed. BIDs are governed by Wis. Stat. §66.1109 (2013) and City of Sun Prairie, Wisconsin Municipal Code §2.36.040 (2013).

The Sun Prairie BID has existed for over 20 years. Total 2014 BID property values exceed \$62 million. The BID has over 75 business members representing retail, service, food, and manufacturing sectors.

The Director of Economic Development is a staff liaison to the BID. The BID Board of Directors has 11 members, including one of the Common Council who serves as a direct liaison and voting member.

Mission:

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.



Goals:

The BID prepares an annual operational plan that is presented to and approved by the City Council.

The 2015 Operational Plan identifies the following:

1. Work cooperatively with the City officials to coordinate improvement efforts in the BID by establishing a liaison position on the Board to be filled by a Council member to be designated by the Mayor. Coordinate with City Planning Department to review any new development that has significant impacts within the BID District.
2. Promote the central business district.
3. Develop a program to target businesses that are needed downtown and those that would complement existing businesses.
4. Encourage general upkeep of buildings and grounds.
5. Improve downtown appearance by assisting business rehabilitation projects consistent with downtown design principles.
6. Educate and inform public of advantages of shopping downtown Sun Prairie.
7. Make available opportunities for downtown property owners and occupants to attend educational workshops and seminars for expansion and enhancement of businesses within the downtown district.

CITY OF SUN PRAIRIE
SPECIAL REVENUE FUNDS
2015 RECOMMENDED BUDGET

		2012	2013	2014	2014	2014	2015	INCREASE
		<u>ACTUAL</u>	<u>ACTUAL</u>	<u>YTD ACTUAL</u>	<u>PROJECTED</u>	<u>BUDGET</u>	<u>RECOMMENDED</u>	<u>(DECREASE)</u>
BUSINESS IMPROVEMENT DISTRICT (BID)								
BID REVENUES								
81004200-422000	BID DISTRICT ASSESSMENT	\$ 63,746	\$ 70,982	\$ 92,000	\$ 92,000	\$ 92,000	\$ 92,000	\$ -
81004200-429000	DELQ SA REVENUE	14,029	1,019	-	-	-	-	-
81004700-471000	INVESTMENT INCOME	107	86	-	-	-	-	-
81004800-485000	DONATIONS	-	-	-	-	-	3,000	3,000
81004800-489000	WINE WALK MISC REVENUES- 81103	1,590	3,149	3,514	3,514	-	3,000	3,000
81004800-489000	BLOCK PARTY MISC REVENUES- 81104	2,375	1,600	1,750	1,750	-	500	500
81004800-489000	ART FEST MISC REVENUES- 81110	-	2,100	1,315	1,315	-	1,500	1,500
81004800-489000	GROUNDHOG DAY MISC REVENUES- 81114	-	351	-	-	-	-	-
TOTAL BID REVENUES		81,847	79,287	98,579	98,579	92,000	100,000	8,000
BID EXPENDITURES								
81066000-541000	COMMUNICATIONS	162	221	243	243	-	-	-
81066000-544000	PROFESSIONAL SERVICES	96	-	-	1,500	1,500	-	(1,500)
81066000-544400	BID ADVERTISING- 81101	7,356	1,337	1,375	2,000	2,000	8,500	6,500
81066000-544400	BEAUTIFICATION- 81102	25,783	25,061	10,944	38,250	38,250	36,750	(1,500)
81066000-544400	WINE WALK- 81103	5,160	4,474	8,364	8,364	1,700	3,500	1,800
81066000-544400	BLOCK PARTY- 81104	9,993	8,960	9,029	9,029	7,300	10,000	2,700
81066000-544400	BUSINESS RECRUITMENT- 81106	-	-	89	2,000	2,000	12,000	10,000
81066000-544400	BID MISCELLANEOUS- 81107	2,599	-	1,702	1,702	-	-	-
81066000-544400	ADMINISTRATIVE EXPENSE- 81108	2,102	17,219	18,645	21,250	21,250	28,850	7,600
81066000-544400	TASTE OF SUN PRAIRIE- 81109	567	1,127	-	2,000	2,000	-	(2,000)
81066000-544400	ART FEST- 81110	2,952	4,129	932	4,000	4,000	4,000	-
81066000-544400	LADIES NIGHT OUT- 81111	802	707	664	3,000	3,000	3,000	-

CITY OF SUN PRAIRIE
SPECIAL REVENUE FUNDS
2015 RECOMMENDED BUDGET

	2012 <u>ACTUAL</u>	2013 <u>ACTUAL</u>	2014 <u>YTD ACTUAL</u>	2014 <u>PROJECTED</u>	2014 <u>BUDGET</u>	2015 <u>RECOMMENDED</u>	INCREASE <u>(DECREASE)</u>
81066000-544400 CAR CRUISE- 81112	1,018	609	780	1,500	1,500	1,500	-
81066000-544400 FARMERS MARKET- 81113	-	1,000	1,000	1,000	1,000	1,000	-
81066000-544400 GROUNDHOD DAY- 81114	-	3,106	610	610	1,500	1,500	-
81066000-544400 FALL FESTIVAL- 81115	3,436	3,519	-	4,000	4,000	4,000	-
81066000-544400 FIRE TRUCK PARADE- 81116	290	1,776	-	2,500	2,500	2,500	-
TOTAL BID EXPENDITURES	\$ 62,315	\$ 73,244	\$ 54,376	\$ 102,948	\$ 93,500	\$ 117,100	\$ 23,600

BUSINESS IMPROVEMENT DISTRICT: FUND BALANCE						
BEGINNING FUND BALANCE	53,891	73,423	79,465	79,465	79,465	75,096
ADDITIONS	81,847	79,287	98,579	98,579	92,000	100,000
EXPENSES	<u>62,315</u>	<u>73,244</u>	<u>54,376</u>	<u>102,948</u>	<u>93,500</u>	<u>117,100</u>
ENDING FUND BALANCE	73,423	79,465	123,669	75,096	77,965	57,996



Overview:

Pursuant to Section 66.1335 Wisconsin Statutes (i.e the “Community Development Authority Law”), the City of Sun Prairie City Council passed a resolution (No. 00/87) in May of 2000 creating a Community Development Authority (CDA). The CDA was created as a “corporate body politic” authorized to transact business and exercise any and all powers, duties and functions defined for housing and redevelopment authorities by this statute and related sections of Chapter 66 as amended from time to time.

The CDA’s primary roles in previous years have been to facilitate borrowing for infrastructure and acquisition costs related to redevelopment projects in the downtown area (TIF 8), as well as the 151-Reiner Road Interchange area (TIF 9), as well as reviewing and providing direction on specific redevelopment proposals in these areas.

The Director of Economic Development serves as the staff liaison to the CDA. Staff from the Planning Department and the Finance Department also provide staff assistance to the CDA as necessary. The CDA consists of seven members, two of which are members of the Common Council.

Mission:

The purpose of the CDA is to eliminate or prevent substandard, deteriorated, unsanitary, and blighted areas within the City; provide and retain gainful employment opportunities for citizens of the City; provide affordable housing in the City; encourage growth of the City’s tax base; and stimulate the flow of investment capital into the City resultant beneficial effects upon the economy in the City.

Goals, Objectives, Activities, Statistics/Performance Measures and Achievements:

The CDA met in 2014 to refinance debt relating to TIF 8 (Downtown Sun Prairie) by means of the Issuance and Sale of Community Development Lease Revenue Refunding Bonds, which was approved. The CDA also met to consider possible financial assistance for a redevelopment project in TIF 10, but no formal project or related development agreement has been approved to date. The CDA oversaw the allocation of the last of the available funds in TIF 8 for the Downtown Façade Improvement Grant program in 2012.

New Programming:

Staff is recommending that the CDA be set on a regular meeting schedule to allow for discussions on general development throughout the City on at least a quarterly basis. Additional direction from the Mayor and City Council about utilizing the CDA to discuss target area and projects throughout the City is requested from staff.

CITY OF SUN PRAIRIE
2015 EXECUTIVE BUDGET
COMMUNITY DEVELOPMENT AUTHORITY

	<u>2012</u> <u>ACTUAL</u>	<u>2013</u> <u>ACTUAL</u>	<u>2014</u> <u>PROJECTED</u>	<u>2014</u> <u>BUDGET</u>	<u>2015</u> <u>EXECUTIVE</u>	<u>INCREASE</u> <u>(DECREASE)</u>
COMMUNITY DEVELOPMENT AUTHORITY (850)						
COMMUNITY DEVELOPMENT AUTHORITY REVENUES						
85004700-4713C INTEREST INCOME - LEASE REC	\$ 819,102	\$ 782,714	\$ 763,647	\$ 763,647	\$ 416,110	\$ (347,537)
TOTAL REVENUES	819,102	782,714	763,647	763,647	416,110	(347,537)
COMMUNITY DEVELOPMENT AUTHORITY EXPENDITURES						
DEBT PAYMENTS						
85068500-5940C INTEREST ON DEBT	819,102	782,714	763,647	763,647	416,110	18,664
85068500-5970C DEBT ISSUANCE EXPENSE	-	-	-	-	-	-
SUB-TOTAL	819,102	782,714	763,647	763,647	416,110	18,664
TOTAL EXPENDITURES	\$ 819,102	\$ 782,714	\$ 763,647	\$ 763,647	\$ 416,110	\$ 18,664

COMMUNITY DEVELOPMENT AUTHORITY: FUND BALANCE

BEGINNING FUND BALANCE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
ADDITIONS	819,102	782,714	763,647	763,647	416,110	
EXPENSES	819,102	782,714	763,647	763,647	416,110	
ENDING FUND BALANCE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -