



Transit
Commission

Mission:

The purpose of the Transit Commission is to assist in providing affordable and reliable transportation to the citizens of the City of Sun Prairie through a contract with a taxi provider. The Transit Commission oversees the contract with the awarded vendor, as well as maintains grant and state aid requirements for funding purposes.

Department Description:

Per city ordinance, the Transit Commission consists of six members to be appointment by the mayor and approved by the common council. There must be one representative from the senior citizens community, one representative from the school district, one representative from the business community, two representatives from the community at large, and one member of the common council. The Transit Commission acts as the oversight authority for the taxi service and makes recommendations for changes to the taxi services.

2017 Budget Highlights:

The Transit Commission has opted to utilize one of the options to extend for the share-ride taxi contract with Running for the 2017 fiscal year. The commission is also planning on applying for a 5304 Planning grant to assist in determining the needs of the community. It is the intent of the commission to utilize the grant to gain a priority list with some short and long term goals for the transportation needs of the city.



Financial Summary:

CITY OF SUN PRAIRIE
SPECIAL REVENUE FUNDS (Transit)
2017 EXECUTIVE BUDGET

Table with 7 columns: 2014 ACTUAL, 2015 ACTUAL, 2016 PROJECTED, 2016 BUDGET, 2017 EXECUTIVE, INCREASE (DECREASE). Rows include TAXI PROGRAM REVENUES: STATE AID - TRANSIT, TAXI PROGRAM FARES, DONATIONS - TAXI PROGRAM, TRANSFER IN, and TOTAL TAXI PROGRAM REVENUES.

Table with 7 columns: 2014 ACTUAL, 2015 ACTUAL, 2016 PROJECTED, 2016 BUDGET, 2017 EXECUTIVE, INCREASE (DECREASE). Rows include TAXI PROGRAM EXPENDITURES: FLEET RENTAL CHARGES, PROF SVCS: TAXI CONTRACT, PROF SVCS: REDUCED FARE PRGM, and TOTAL TAXI PROGRAM EXPENDITURES.

Table with 6 columns: 2014 ACTUAL, 2015 ACTUAL, 2016 PROJECTED, 2016 BUDGET, 2017 EXECUTIVE. Rows include TAXI PROGRAM: FUND BALANCE: BEGINNING FUND BALANCE, ADDITIONS, EXPENSES, ENDING FUND BALANCE, PLUS PRIOR YEAR PMTS DUE, and NET PROGRAM BALANCE.



Measurements:

| Item | 2012 | 2013 | 2014 | 2015 | 2016 YTD |
|-------------------------|--------|-----------|-----------|-----------|-----------|
| Ridership | 71,470 | 72,231 | 83,436 | 58,065 | 41,060 |
| Fare Revenues | N/A | \$184,140 | \$228,157 | \$198,067 | \$134,941 |
| Reduced Fare Applicants | 77 | 96 | 150 | 155 | 98 |

2016 ACHIEVEMENTS:

The City of Sun Prairie was awarded a grant to purchase an accessible vehicle for the share-ride taxi program. The new accessible van was purchased and introduced into the program during the second half of 2016. The Transit Commission also changed the fare structure to simplify the categories. All regular fare is \$4.00 per ride, while all reduced fare is \$2.00 per ride. The Commission also altered the fare structure to allow up to three children under the age of five to ride with a paying adult for free. This was done to help reduce the burden on families who utilize the taxi program. The fare structure will be re-visited in 2017.

**CITY OF SUN PRAIRIE
SPECIAL REVENUE FUNDS
2017 EXECUTIVE BUDGET**

| | 2014 <u>ACTUAL</u> | 2015 <u>ACTUAL</u> | 2016 <u>PROJECTED</u> | 2016 <u>BUDGET</u> | 2017 <u>EXECUTIVE</u> | INCREASE <u>(DECREASE)</u> |
|--|-----------------------|-----------------------|--------------------------|-----------------------|--------------------------|-------------------------------|
| TAXI PROGRAM | | | | | | |
| TAXI PROGRAM REVENUES | | | | | | |
| 20004300-435350 STATE AID - TRANSIT | \$ 337,399 | \$ 445,710 | \$ 444,883 | \$ 471,697 | \$ 466,186 | \$ (5,511) |
| 20004600-463500 TAXI PROGRAM FARES | - | 198,067 | 205,000 | 205,000 | 205,000 | - |
| 20004800-485350 DONATIONS - TAXI PROGRAM | 3,560 | 1,675 | 1,500 | 1,500 | 1,500 | - |
| 20004900-492100 TRANSFER IN | 89,780 | 220,672 | 184,363 | 184,363 | 194,174 | 9,811 |
| TOTAL TAXI PROGRAM REVENUES | \$ 430,739 | \$ 866,124 | \$ 835,746 | \$ 862,560 | \$ 866,860 | \$ 4,300 |
| TAXI PROGRAM EXPENDITURES | | | | | | |
| 20035000-533300 FLEET RENTAL CHARGES | \$ - | \$ 6,893 | \$ 6,600 | \$ 6,600 | \$ - | \$ (6,600) |
| 20035000-544000 PROF SVCS: TAXI CONTRACT | 435,824 | 761,597 | 810,105 | 810,105 | 866,860 | 56,755 |
| 20035000-544000 PROF SVCS: REDUCED FARE PRGM | 15,306 | - | - | - | - | - |
| TOTAL TAXI PROGRAM EXPENDITURES | \$ 451,130 | \$ 768,490 | \$ 816,705 | \$ 816,705 | \$ 866,860 | \$ 50,155 |
| TAXI PROGRAM: FUND BALANCE | | | | | | |
| BEGINNING FUND BALANCE | (183,370) | (203,761) | (106,127) | (106,127) | (87,086) | |
| ADDITIONS | 430,739 | 866,124 | 835,746 | 862,560 | 866,860 | |
| EXPENSES | 451,130 | 768,490 | 816,705 | 816,705 | 866,860 | |
| ENDING FUND BALANCE | (203,761) | (106,127) | (87,086) | (60,272) | (87,086) | |
| PLUS PRIOR YEAR PAYMENTS DUE FROM STATE | 132,142 | 106,127 | 106,127 | 106,127 | 106,127 | |
| NET PROGRAM BALANCE | (71,619) | (0) | 19,041 | 45,855 | 19,041 | |



Tourism Commission

Mission:

The mission of the Sun Prairie Tourism Commission (hereon Commission) is to coordinate tourism promotion and development in the City. Specifically, the Council has delegated statutory authority to the Commission to address the following goals and duties:

- Use room tax revenue to promote and develop tourism;
- Report delinquencies or inaccuracies of room tax to the City;
- Prepare and report a budget annually to the Council;
- The Commission may not use room tax revenue to construct or develop a lodging facility.

Commission Description:

The Commission has five members appointed by the Mayor and confirmed by the Common Council. One member must represent the Wisconsin hotel and motel industry. Commission members serve one-year terms at the pleasure of the Mayor and may serve multiple terms. The Chamber of Commerce appoints one member as liaison to the Commission. The liaison functions as an ex-officio non-voting member and cannot be counted for purposes of quorum. The Sun Prairie Tourism Commission is governed by Wis. Stat. §66.0165 (2013) and City of Sun Prairie, Wisconsin, Municipal Code §2.56.010, §3.20.150 (2013).

Seventy (70) percent of room tax collected is forwarded to the Commission to promote tourism and its development, while thirty (30) percent is allocated as general fund revenue.

Summary of Activities:

The Sun Prairie Tourism Commission generally supports the following activities:

- Production of a joint promotional brochure with the Sun Prairie downtown Business Improvement District.
- Financial support of marketing for annual community events and one-time events that positively impact overnight hotel stays.
- Assistance in recruitment of new events to the Sun Prairie community that positively impact overnight hotel stays.



2017 Budget Highlights:

The following expenditures are budgeted for the Tourism Commission:

| | |
|--|----------|
| Event Sponsorships | \$15,000 |
| Administration and General Tourism Promotion | \$34,000 |
| Memberships | \$6,000 |
| | |
| Total | \$55,000 |

A key change to the Event Sponsorship funding, we are not allocating funds for specific events in order to make the funds more competitive in our application process. Budget initiatives have been submitted to pull from fund balance for general marketing, to replace previous funds that were allocated to brochure printing, and for a new staff person, split the cost of a staff between the Tourism Commission and the Business Improvement District.

An increase in the hotel tax rate from 4% to 7% is being considered at this time.

Financial Summary:

**CITY OF SUN PRAIRIE
SPECIAL REVENUE FUNDS (Tourism)
2017 EXECUTIVE BUDGET**

| | 2014 | 2015 | 2016 | 2016 | 2017 | INCREASE |
|-----------------------------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>PROJECTED</u> | <u>BUDGET</u> | <u>EXECUTIVE</u> | <u>(DECREASE)</u> |
| TOURISM REVENUES | | | | | | |
| PUBLIC ACCOMODATION TAX | \$ 43,974 | \$ 51,746 | \$ 42,500 | \$ 40,000 | \$ 45,000 | \$ 5,000 |
| FUND BALANCE APPLIED | - | - | - | - | 20,692 | 20,692 |
| TOTAL TOURISM REVENUES | \$ 43,974 | \$ 51,746 | \$ 42,500 | \$ 40,000 | \$ 65,692 | \$ 25,692 |
| TOURISM EXPENDITURES | | | | | | |
| PROFESSIONAL SERVICES | \$ 21,229 | \$ 17,485 | \$ 29,461 | \$ 33,720 | \$ 48,392 | \$ 14,672 |
| TOTAL TOURISM EXPENDITURES | \$ 21,229 | \$ 17,485 | \$ 29,461 | \$ 33,720 | \$ 48,392 | \$ 14,672 |

| TOURISM COMMISSION: FUND BALANCE | | | | | |
|---|---------------|---------------|---------------|---------------|---------------|
| BEGINNING FUND BALANCE | 95,298 | 118,044 | 152,305 | 152,305 | 165,344 |
| ADDITIONS | 43,974 | 51,746 | 42,500 | 40,000 | 65,692 |
| EXPENSES | <u>21,229</u> | <u>17,485</u> | <u>29,461</u> | <u>33,720</u> | <u>48,392</u> |
| ENDING FUND BALANCE | 118,044 | 152,305 | 165,344 | 158,585 | 182,644 |



Staffing Analysis:

While the Economic Development Department staffs the Tourism Commission, there has been no direct allocation to fund personnel expenses from tourism funds. Staff estimates 200+ hours per spent on tourism related activities. In 2017, staff is planning to allocate \$22,000 for a shared staff person between the Tourism Commission and the Business Improvement District with the overall goal of making Sun Prairie a destination.

2016 Achievements:

- Participated in the joint production of the annual visitors' brochure with the downtown Business Improvement District which was distributed across the State of Wisconsin.
- As a member of the Madison Area Sports Commission, Sun Prairie competed to host regional and national events at Sun Prairie Ice Arena, Prairie Athletic Club, and Prairie Lanes Bowling Alley.
- Sponsored several first time events; O'Keeffe Art Festival & Gala and upcoming 2017 Wisconsin Winter Fest, along with several facilities; Angell Park Speedway and Sun Prairie Ice, and historic favorites; Corn Fest and the Taste of the Arts Fair.

**CITY OF SUN PRAIRIE
SPECIAL REVENUE FUNDS
2017 EXECUTIVE BUDGET**

| | 2014 <u>ACTUAL</u> | 2015 <u>ACTUAL</u> | 2016 <u>PROJECTED</u> | 2016 <u>BUDGET</u> | 2017 <u>EXECUTIVE</u> | INCREASE <u>(DECREASE)</u> |
|---|-----------------------|-----------------------|--------------------------|-----------------------|--------------------------|-------------------------------|
| TOURISM COMMISSION | | | | | | |
| TOURISM REVENUES | | | | | | |
| 20004100-414000 PUBLIC ACCOMODATION TAX | \$ 43,974 | \$ 51,746 | \$ 42,500 | \$ 40,000 | \$ 45,000 | \$ 5,000 |
| 20004900-499000 FUND BALANCE APPLIED | - | - | - | - | 20,692 | 20,692 |
| TOTAL TOURISM REVENUES | \$ 43,974 | \$ 51,746 | \$ 42,500 | \$ 40,000 | \$ 65,692 | \$ 25,692 |
| TOURISM EXPENDITURES | | | | | | |
| 20057500-544000 PROFESSIONAL SERVICES | \$ 21,229 | \$ 17,485 | \$ 29,461 | \$ 33,720 | \$ 48,392 | \$ 14,672 |
| TOTAL TOURISM EXPENDITURES | \$ 21,229 | \$ 17,485 | \$ 29,461 | \$ 33,720 | \$ 48,392 | \$ 14,672 |
| TOURISM COMMISSION: FUND BALANCE | | | | | | |
| BEGINNING FUND BALANCE | 95,298 | 118,044 | 152,305 | 152,305 | 165,344 | |
| ADDITIONS | 43,974 | 51,746 | 42,500 | 40,000 | 65,692 | |
| EXPENSES | 21,229 | 17,485 | 29,461 | 33,720 | 48,392 | |
| ENDING FUND BALANCE | 118,044 | 152,305 | 165,344 | 158,585 | 182,644 | |

CITY OF SUN PRAIRIE
SPECIAL REVENUE FUNDS
 2017 EXECUTIVE BUDGET

| | 2014 <u>ACTUAL</u> | 2015 <u>ACTUAL</u> | 2016 <u>PROJECTED</u> | 2016 <u>BUDGET</u> | 2017 <u>EXECUTIVE</u> | INCREASE <u>(DECREASE)</u> |
|---|-----------------------|-----------------------|--------------------------|-----------------------|--------------------------|-------------------------------|
| EMERGENCY MEDICAL SERVICES FAP | | | | | | |
| EMS FAP REVENUES | | | | | | |
| 20004300-435230 STATE GRANTS - EMS | \$ - | \$ - | \$ 13,876 | \$ - | \$ 18,520 | \$ 18,520 |
| 20004800-485230 DONATIONS- EMS | - | - | 300 | - | - | - |
| TOTAL EMS FAP REVENUES | - | - | 14,176 | - | 18,520 | 18,520 |
| EMS FAP EXPENDITURES | | | | | | |
| 20023000-532000 OPERATING SUPPLIES | - | - | 10,000 | - | 18,520 | 18,520 |
| 20023000-581000 MACHINERY & EQUIPMENT | - | - | - | - | - | - |
| TOTAL EMS FAP EXPENDITURES | \$ - | \$ - | \$ 10,000 | \$ - | \$ 18,520 | \$ 18,520 |
| EMERGENCY MEDICAL SERVICES FAP: FUND BALANCE | | | | | | |
| BEGINNING FUND BALANCE | - | - | - | - | 4,176 | |
| ADDITIONS | - | - | 14,176 | - | 18,520 | |
| EXPENSES | - | - | 10,000 | - | 18,520 | |
| ENDING FUND BALANCE | - | - | 4,176 | - | 4,176 | |

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**CITY OF SUN PRAIRIE
SPECIAL REVENUE FUNDS
2017 EXECUTIVE BUDGET**

| | 2014 <u>ACTUAL</u> | 2015 <u>ACTUAL</u> | 2016 <u>PROJECTED</u> | 2016 <u>BUDGET</u> | 2017 <u>EXECUTIVE</u> | INCREASE <u>(DECREASE)</u> |
|--|-----------------------|-----------------------|--------------------------|-----------------------|--------------------------|-------------------------------|
| POLICE PROGRAMS | | | | | | |
| POLICE PROGRAM REVENUES | | | | | | |
| 20004300-435210 GRANTS - POLICE | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| 20004700-471000 INVESTMENT INCOME | - | - | - | - | - | - |
| 20004800-485210 DONATIONS - POLICE | 6,385 | 6,030 | 2,321 | 2,500 | 6,388 | 3,888 |
| 20004800-489000 MISCELLANEOUS REVENUES | 374 | 64 | 81 | 2,500 | - | (2,500) |
| TOTAL POLICE PROGRAM REVENUES | \$ 6,759 | \$ 6,094 | \$ 2,402 | \$ 5,000 | \$ 6,388 | \$ 1,388 |
| POLICE PROGRAM EXPENDITURES | | | | | | |
| 20021000-532000 OPERATING SUPPLIES | 65 | - | 3,500 | 6,000 | 3,355 | (2,645) |
| 20021000-532000 OPERATING SUPPLIES: K9 PROGRAM | 243 | 343 | 3,000 | 3,000 | 3,000 | - |
| 20021000-532000 OPERATING SUPPLIES: FORFEITURE | 505 | - | - | 10,138 | - | (10,138) |
| 20021000-544000 SHOP WITH A COP | 3,281 | 4,375 | 4,000 | 4,000 | 4,000 | - |
| 20021000-544000 NATIONAL NIGHT OUT | - | - | - | - | - | - |
| 20021000-572000 TRANSFER OUT | - | - | - | - | - | - |
| TOTAL POLICE PROGRAM EXPENDITURES | \$ 4,095 | \$ 4,717 | \$ 10,500 | \$ 23,138 | \$ 10,355 | \$ (12,783) |
| POLICE PROGRAMS: FUND BALANCE | | | | | | |
| BEGINNING FUND BALANCE | 30,831 | 33,496 | 34,873 | 34,873 | 26,774 | |
| ADDITIONS | 6,759 | 6,094 | 2,402 | 5,000 | 6,388 | |
| EXPENSES | 4,095 | 4,717 | 10,500 | 23,138 | 10,355 | |
| ENDING FUND BALANCE | 33,496 | 34,873 | 26,774 | 16,735 | 22,807 | |

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CITY OF SUN PRAIRIE
SPECIAL REVENUE FUNDS
2017 EXECUTIVE BUDGET

| | 2014 <u>ACTUAL</u> | 2015 <u>ACTUAL</u> | 2016 <u>PROJECTED</u> | 2016 <u>BUDGET</u> | 2017 <u>EXECUTIVE</u> | INCREASE <u>(DECREASE)</u> |
|---|-----------------------|-----------------------|--------------------------|-----------------------|--------------------------|-------------------------------|
| MUSEUM PROGRAMS | | | | | | |
| MUSEUM REVENUES | | | | | | |
| 20004800-485530 DONATIONS - MUSEUM | \$ 1,891 | \$ 244 | \$ 3,547 | \$ 200 | \$ 7,000 | \$ 6,800 |
| 20004700-471000 INVESTMENT INCOME | - | - | - | - | - | - |
| TOTAL MUSEUM REVENUES | \$ 1,891 | \$ 244 | \$ 3,547 | \$ 200 | \$ 7,000 | \$ 6,800 |
| MUSEUM EXPENDITURES | | | | | | |
| 20053000-532000 OPERATIONAL SUPPLIES | \$ 163 | \$ 99 | \$ 500 | \$ - | \$ 7,000 | \$ 7,000 |
| 20053000-581000 MACHINERY & EQUIPMENT EXPENSE | - | - | - | - | - | - |
| TOTAL MUSEUM EXPENDITURES | \$ 163 | \$ 99 | \$ 500 | \$ - | \$ 7,000 | \$ 7,000 |
| MUSEUM PROGRAMS: FUND BALANCE | | | | | | |
| BEGINNING FUND BALANCE | 14,860 | 16,913 | 17,256 | 17,256 | 20,303 | |
| ADDITIONS | 1,891 | 244 | 3,547 | 200 | 7,000 | |
| EXPENSES | 163 | 99 | 500 | - | 7,000 | |
| ENDING FUND BALANCE | 16,913 | 17,256 | 20,303 | 17,456 | 20,303 | |

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Westside
Transportation
Impact Fee

Mission:

To ensure that development projects within the City's Westside Neighborhood contribute a fair share toward the cost of new arterial street infrastructure that is needed to serve the area.

Fund Description:

The City's goal is to ensure that the impact fee program is administered fairly, consistently and within the scope and parameters of the State statutes that regulate the imposition of such fees, with the purpose of ensuring that new development on the Westside pays its fair share for the benefits that roadway projects in the district provide.

In 2014, The Traffic Impact Fee program was updated to account for changes in the street projects being contemplated, and to account for actual construction costs and impact fees collected to-date vs. estimated at the time the program was adopted. Updates to the City's impact fee ordinance were also adopted to address ambiguities in the Ordinance and to designate the Community Development Director to be the Impact Fee Administrator. The per-trip impact fee was increased as part of the Ordinance amendment, but not to the recommended level deemed necessary to collect the full Westside share for the infrastructure involved.

In 2016, the fee was updated again to account for significant changes in the City's land use plan, and the fee was modestly increased once again. The fee increase in 2016 resolved the gap that was created during the 2014 update.

2017 Budget Highlights:

Future roadway projects that will be partially funded by the impact fee program include, but are not limited to, the following:

- Thompson-Brooks Connection (partial project)
- East leg of Blue Aster/Grand Traffic Signals
- Hoepker and Rattman Traffic Signals (if warranted by study)
- O'Keeffe and Reiner Traffic Signals (if warranted by study)
- STH 19 Bike Path
- Reiner Road Extended design
- Grand-Hoepker Intersection Expansion design



Financial Summary:

| | 2014 ACTUAL | 2015 ACTUAL | 2016 PROJECTED | 2016 BUDGET | 2017 EXECUTIVE | INCREASE (DECREASE) |
|------------------------------|-------------------|-------------------|-------------------|-------------------|---------------------|------------------------|
| Impact Fees- Single Family | \$ 27,607 | \$ 72,050 | \$ 75,120 | \$ 25,000 | \$ 50,000 | \$ 25,000 |
| Impact Fees- Multi-Family | 36,556 | \$ 58,368 | - | 35,000 | 15,000 | \$ (20,000) |
| Impact Fees- Non-Residential | 502,099 | 241,053 | 117,704 | 400,000 | 50,000 | \$ (350,000) |
| Investment Income | 3,227 | 2,569 | 4,680 | 1,500 | 2,000 | \$ 500 |
| Fund Balance Applied | | | | | | |
| Total Revenues | 569,489 | 374,040 | 197,504 | 461,500 | 117,000 | (344,500) |
| Professional Services | - | - | - | 10,000 | - | (10,000) |
| Transfer Out | 694,537 | 211,904 | 266,887 | 266,887 | 1,991,055 | 1,724,168 |
| Total Expenditures | 694,537 | 211,904 | 266,887 | 276,887 | 1,991,055 | 1,714,168 |
| | \$ 694,537 | \$ 211,904 | \$ 266,887 | \$ 276,887 | \$ 1,991,055 | \$ 1,714,168 |

| | | | | | |
|------------------------|--------------|--------------|--------------|--------------|--------------|
| Beginning Fund Balance | \$ 2,034,216 | \$ 1,909,168 | \$ 2,071,304 | \$ 2,071,304 | \$ 2,001,921 |
| Additions | 569,489 | 374,040 | 197,504 | 461,500 | 117,000 |
| Expenses | 694,537 | 211,904 | 266,887 | 276,887 | 1,991,055 |
| Ending Fund Balance | \$ 1,909,168 | \$ 2,071,304 | \$ 2,001,921 | \$ 2,255,917 | \$ 127,866 |

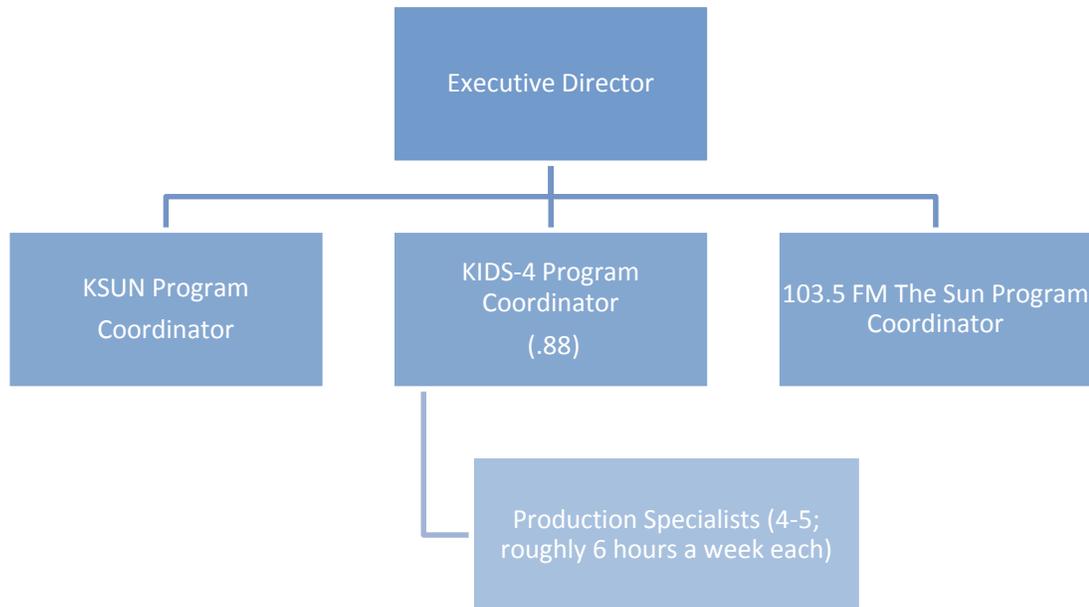
Measurements:

Impact fees are collected with each new building permit that is issued within the impact fee district based on the projected level of traffic that each use is anticipated to generate. As of the end of 2015, a total of \$4,733,901.28 in traffic impact fees have been collected. Based on the 2016 impact fee update and report, approximately \$13.6 million in impact fees can be collected to cover the district’s fair share of the anticipated \$23.3 million in roadway construction costs.

2016 Achievements:

The following capital project was partially funded through the impact fee program and were or will be completed in 2016:

- Grand and Ironwood Traffic Signals
- CTH C Bike Path
- Thompson-Brooks Connection street design



Mission:

The Sun Prairie Media Center’s mission is to serve Sun Prairie by educating, informing, entertaining, and empowering its citizens through programming produced by Sun Prairie residents for Sun Prairie residents.

Department Description:

The Sun Prairie Media Center is a unique city department in that its staff includes not only by regular full-time employees but also by a group of high school students integral to its success. The SPMC also relies heavily on several dozen resident volunteers and roughly 55 KIDS-4 crew members and their families who work hard (without pay) to produce the unique community programming seen and heard daily on KSUN, KIDS-4, and 103.5 The Sun Community Radio.

Sun Prairie Media Center employees work in tandem with students, the Media Center Commission, volunteers, the school district, area businesses, and other city employees to ensure that community programming exists to help foster a community informed and entertained about what is happening where they live, work, shop, play, and send their kids to school. This programming includes in-studio productions, on-location productions, and coverage of live events such as city meetings, high school sports, and community gatherings such as the Corn Fest, Taste of Sun Prairie, and Concerts in the Park.

The SPMC staff also takes seriously the nature of the changing media landscape. The department strives to keep its facilities and equipment as modern and user-friendly as possible by researching media product innovations and breakthroughs and implementing them into the SPMC whenever it is not only cost-efficient to do so but also when doing so allows staff to improve upon the service to our community and the fulfillment of our mission statement.



The staff of the SPMC consists of an Executive Director and three Program Coordinators who together seek out and nurture relationships with residents, families, community leaders, city and school district administration, and area businesses who are interested in the production of community programming and the education of Sun Prairie citizens. Through formal training, informal meetings, and experienced technical and creative assistance, the SPMC staff works to ensure volunteer producers and KIDS-4 crews are comfortable, happy, and confident in their abilities to make their voices heard in the community.

Finally, the SPMC strives to teach media literacy to all Sun Prairie residents – to the younger population through its KIDS-4 program and summer workshops and to the adult population through media training and hands-on in-studio productions.

2017 Budget Highlights

As predicted, 2016 was not as daunting as 2015, which featured the challenge of getting the community radio station on the air.

However, 2016 was simply *busier* than 2015, as the new radio station opened up an entire new avenue for the community to get involved in community media. The community embraced the new opportunities at unanticipated levels, resulting in a heavy increase in volunteer hours and a much heavier workload for SPMC staff.

To that end, the SPMC is looking to add a part-time position in 2017 with the goal of meeting many of the new challenges presented by our (welcomed) increased traffic, particularly on the radio side. This person would assist in the creation of daily logs, maintain and update our music library, and, most importantly, make him or herself available for the many live radio remotes the SPMC has begun doing as of spring 2016 and plan to continue in greater numbers. This person would also ideally assist with KIDS-4, web site content updates, and production duties on the TV side as needed.

Another challenge for the SPMC hopes to resolve in 2017 is that of transportation. In 2016, the city's fleet department deemed the SPMC van as unsafe and unfit to drive. Given the increasing number of the out-of-office events the department covers due to the department's commitment to community involvement and visibility and the opportunities the recently-purchased radio broadcast remote equipment presents – the SPMC needs a department-dedicated vehicle.

Other items the SPMC would like to tackle in 2017 are less demanding from a budget perspective but nearly as important: Foremost is the development of an app to allow users to access our KSUN programming immediately. It was hoped we could accomplish this through our current broadcast partner (TelVue), but the continued absence of a responsive video player for programming/ the on demand video player is a source of continued frustration. It is imperative the SPMC provides programming in a manner today's media consumers are increasingly accustomed to accessing content. If we don't, the department's relevance will diminish. So an app – which the radio station launched successfully – is key to maintaining and, most importantly, growing our audience.

The SPMC also need to take steps to protect its investment in the radio station; most importantly would be the purchase of radomes to protect the antenna situated on top of the Sheehan Park water tower. The radomes would not only protect the antenna from bad winter weather, they would also help keep the station on the air during periods of bad ice and snow. The SPMC was warned of this when constructing the station, but decided to forego their installation for budgetary reasons and to see if weather-related transmission interruption was that



common. After having our signal knocked off the air several times during a mild winter, it is clear the radomes need to be purchased.

The media business, including the community media business, is always changing and evolving. To that end, staff would like to attend the annual Alliance for Community Media conference in 2017 as it will be held close to Sun Prairie (Minneapolis). This conference is the largest in the country for community media professionals and would be a terrific learning experience for staff.

Finally, the ability to go live on the radio has renewed interest internally in stepping up efforts to go live with our television station. There are many instances, from sporting events to community gatherings to school board committee meetings, where a live video presence is desirable.

All of the above will help the SPMC more effectively fulfill our mission of educating, informing, entertaining, and empowering the growing community of Sun Prairie.



Financial Summary:

**CITY OF SUN PRAIRIE
SUN PRAIRIE MEDIA CENTER SPECIAL REVENUE FUND
2017 EXECUTIVE BUDGET**

| | 2014 | 2015 | 8/31/2016 | 2016 | 2016 | 2017 | INCREASE |
|----------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>PROJECTED</u> | <u>BUDGET</u> | <u>EXECUTIVE</u> | <u>(DECREASE)</u> |
| MEDIA CENTER REVENUES | \$ 371,885 | \$ 393,242 | \$ 211,196 | \$ 394,808 | \$ 364,000 | \$ 367,869 | \$ 3,869 |
| Personnel Services | 241,492 | 253,098 | 194,511 | 265,820 | 274,887 | 332,202 | 57,315 |
| Materials & Supplies | 11,805 | 14,778 | 17,515 | 21,602 | 16,986 | 19,416 | 2,430 |
| Contractual Services | 33,451 | 32,808 | 27,209 | 26,920 | 33,407 | 19,922 | (13,485) |
| Insurance | 825 | 887 | 4,986 | 6,366 | 6,018 | 1,730 | (4,288) |
| Professional Development | 2,817 | 2,815 | 2,120 | 3,729 | 1,440 | 2,120 | 680 |
| Capital Items | 26,183 | 67,765 | 27,810 | 38,298 | 40,000 | 58,600 | 18,600 |
| MEDIA CENTER EXPENDITURES | \$ 316,573 | \$ 372,151 | \$ 274,151 | \$ 362,735 | \$ 372,738 | \$ 433,990 | \$ 61,252 |

| CABLE ACCESS TELEVISION: OPERATING FUND BALANCE | | | | | | |
|--|----------------|----------------|----------------|----------------|----------------|----------------|
| BEGINNING FUND BALANCE | 218,851 | 278,632 | 314,502 | 314,502 | 314,502 | 352,576 |
| ADDITIONS | 371,885 | 393,242 | 211,196 | 394,808 | 364,000 | 367,869 |
| EXPENSES | <u>312,104</u> | <u>357,371</u> | <u>268,639</u> | <u>356,734</u> | <u>354,238</u> | <u>400,883</u> |
| ENDING FUND BALANCE | 278,632 | 314,502 | 257,058 | 352,576 | 324,264 | 319,562 |

| CABLE ACCESS TELEVISION: REPLACEMENT FUND | | | | | | |
|--|---------------|---------------|---------------|---------------|---------------|---------------|
| BEGINNING FUND BALANCE | 48,951 | 44,483 | 29,703 | 29,703 | 29,703 | 13,703 |
| ADDITIONS | 21,500 | 21,500 | 21,500 | 21,500 | 21,500 | 21,500 |
| EXPENSES | <u>25,968</u> | <u>36,279</u> | <u>27,012</u> | <u>37,500</u> | <u>40,000</u> | <u>58,600</u> |
| ENDING FUND BALANCE | 44,483 | 29,703 | 24,191 | 13,703 | 11,203 | (23,397) |

| | | | | | | |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| PATRICK MARSH FUNDS | <u>2,150</u> | <u>2,150</u> | <u>2,150</u> | <u>2,150</u> | <u>2,150</u> | <u>2,150</u> |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|

| | | | | | | |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| TOTAL CABLE ACCESS TELEVISION FUND BALANCE | \$ 325,264 | \$ 346,355 | \$ 283,400 | \$ 368,429 | \$ 337,617 | \$ 298,315 |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|



Staffing Analysis and Expenses:

| Position Title | Staffing | | | Personnel Costs | | |
|--------------------------|-------------|-------------|------------|-----------------|----------------|---------------|
| | 2016 FTE | 2017 FTE | Change | 2016 | 2017 | Change |
| CATV Director | 1.0 | 1.0 | - | 69,520 | 73,716 | 4,196 |
| CATV Program Coordinator | 2.88 | 2.88 | - | 193,079 | 197,164 | 4,085 |
| LTE Programmers/Tapings | 0.8 | 0.8 | - | 11,842 | 12,027 | 185 |
| PT Program Coordinator | - | 0.5 | 0.5 | - | 24,341 | 24,341 |
| Overtime | | | | - | - | - |
| Administrative Services | | | | - | 24,474 | 24,474 |
| Boards & Commissions | | | | 480 | 480 | - |
| TOTAL | 4.68 | 5.18 | 0.5 | 274,921 | 332,202 | 57,281 |

Performance Measures:

Measurements:

Volunteer activity at SPMC. This chart measures the amount of volunteers working to provide programming on KSUN and 103.5 The Sun Community Radio.

| Item | 2014 | 2015 | 2016 (projected) |
|---------------------------------|-------|-------|------------------|
| Volunteer Hours | 4,264 | 4,186 | 6,017 |
| 103.5 The Sun Programs Produced | N/A | 240 | 1,924 |
| KSUN Programs Produced | 1,134 | 1,215 | 1,584 |

Measurements:

KIDS-4 and Summer Workshop Participation. This chart measures the number of grade-school kids accessing the SPMC and the associate revenue collected from these programs.

| Item | 2014 | 2015 | 2016 |
|---------------------------------|---------|---------|---------|
| KIDS-4 Crew Numbers | 52 | 51 | 56 |
| Summer Workshops | 34 | 40 | 57 |
| Revenue from KIDS-4 / workshops | \$7,100 | \$7,870 | \$9,755 |



Measurements:

Miscellaneous penetration. Without access to traditional ratings, this chart measures other ways we are building awareness of our organization.

| Item | 2014 | 2015 | 2016 (projected) |
|---|---------|---------|------------------|
| Internet Page Views (sunprairiemediacenter.com) | 46,696 | 62,529 | 75,849 |
| Businesses involved in sports sponsorships | 11 | 10 | 10 |
| Businesses involved in graduation sponsorships | 8 | 11 | 13 |
| Revenue from sponsorships | \$6,750 | \$9,100 | \$10,400 |

2016 Achievements:

1. Increased volunteer hours by nearly 50 percent, mainly due to the continued presence and ever-increasing community interest in 103.5 FM The Sun Community Radio. The SPMC handled the Increase without hiring additional staff.
2. Researched, purchased, and implemented important radio broadcast remote equipment that allows for live radio remotes anywhere.
3. Greatly increased relevance / presence in community by instituting series of live radio remote broadcasts. Live broadcasts included Summerfest, Corn Fest, Taste of Sun Prairie, Strawberry Fest, Concerts in the Park, Praise in the Prairie, and many others.
4. Researched and purchased an upgrade to the remote video equipment allowing for improved on-location multi-camera functions (mainly sports).
5. Planned and hosted "The Sun Turns One," a birthday concert featuring three bands, a raffle, food from local vendors, and more for the radio station held at Wetmore Park on August 13, 2016.
6. Partnered with the Sun Prairie Civic Theatre for first-ever live radio broadcast of Prairie Radio Readers on August 12-13, 2016.
7. Continued to partner with the Bank of Sun Prairie on naming rights to the radio studio. The agreement raised \$5,000 for Friends of KIDS-4.
8. Increased summer workshop program to accommodate 57 students as compared to 40 in 2015. Raised \$4,155 as compared to \$2,770 in 2015.
9. Completed a successful 2015-2016 KIDS-4 crew year with 55 students. Collected \$5,500 in program fees.
10. Successfully promoted and re-classified one staff member to acknowledge her increased role at the SPMC due to the introduction of the radio station.
11. Renewed membership in Wisconsin Community Media.
12. Staff attended the annual Wisconsin Community Media conference in Madison, where the SPMC director was one of the featured speakers.
13. Jeff Robbins was elected to vice-president of the Wisconsin Community Media board.



14. Sponsored a food cart at home Wisconsin Badger football games to raise money for Friends of KIDS-4 group. Raised roughly \$2,500 for Friends of KIDS-4.
15. Facilitated major upgrades to Sun Prairie Media Center firewall and servers as recommended by the City IT department. Upgrades will allow for more streamlined IT assistance as well as improved workflow at SPMC.
16. Received a \$2,400 grant from Sun Prairie Community Foundation for improvements to KIDS-4 program.
17. Received a \$2,500 grant from the Evjue Foundation for programming.
18. Received a \$1,000 grant from the Edward Jones scholarship fund for SPMC improvements.
19. Instituted first-ever broadcast schedule covering ALL home and away Cardinal football and girls' and boys' basketball. Coordinated announcers, staff, and sites.
20. Instituted a new price list for SPMC services.
21. Instituted new streaming services for 103.5 FM The Sun Community Radio.
22. Instituted Google Play and App Store apps for 103.5 FM The Sun Community Radio (with links to other SPMC-related content).
23. Streamlined the SPMC website to bring various entities under one URL. Now all streaming, on demand content, and SPMC information is available at sunprairiemediacenter.com.
24. Partnered with Hallman Lindsay Paints for creation of several short videos for company use. These were projects that were not for air, but were projects that we charged Hallman Lindsay for staff/editing time.
25. Researched, purchased, and implemented new HD cameras for the large studio, where the majority of in-house productions and KIDS-4 work is done.
26. Held first-ever open house to raise awareness for 103.5 The Sun Community Radio. Received substantial press coverage for event.
27. Won eleven awards at the annual "2015 Best of the Midwest Video Fest," including a "Best in Show" award and one spotlight award for "Significant Community Achievement."
28. Increased revenue taken in for graduation and sports sponsorships from \$9,100 in 2015 to \$10,400 in 2016. Reflects increase and strengthening of business partnership efforts.
29. Increased operational hours and increased security of SPMC to accommodate greater demand for studio facilities.
30. Partnered with Sun Prairie Education Foundation for series of videos on grant winners / projects.
31. Hosted visits from several educational facilities in and around Sun Prairie, including Prairie Phoenix Academy, Camp Createability, Creekside Readers, and Girl Scouts to increase visibility of KIDS-4 program.
32. Increased number of city meetings broadcast on KSUN and 103.5 FM The Sun Community Radio with addition of Finance Committee, Public Works, and Personnel Committee. Initiative helps fulfill mission to keep Sun Prairie residents informed as well as allowing for more transparency in government.
33. Instituted necessary pay range increase for high school students to more effectively compete with other jobs available for demographic.
34. Continued production of several KSUN programs, such as "Reel Reviews," "Talk of the Town," "Newsdesk," "Forward Forum," while introducing new ones, such as "Our Focus is You" and "The Spot for Health."
35. Gave countless radio workshops and facilitated the birth of dozens of new regular radio programs. Routinely welcomed over 30 volunteers to our radio studio on a weekly or bi-weekly basis.

CITY OF SUN PRAIRIE
SUN PRAIRIE MEDIA CENTER SPECIAL REVENUE FUND
2017 EXECUTIVE BUDGET

| | 2014 | 2015 | 8/31/2016 | 2016 | 2016 | 2017 | INCREASE |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>PROJECTED</u> | <u>BUDGET</u> | <u>EXECUTIVE</u> | <u>(DECREASE)</u> |
| CABLE ACCESS TELEVISION REVENUES | | | | | | | |
| 22004400-441500 CABLE TV FRANCHISE FEES | \$ 354,425 | \$ 366,975 | \$ 184,751 | \$ 369,546 | \$ 350,000 | \$ 350,000 | \$ - |
| 22004700-471000 INVESTMENT INCOME | 195 | 329 | - | - | - | - | - |
| 22004800-489000 MISCELLANEOUS REVENUES | 17,265 | 23,438 | 26,445 | 25,262 | 14,000 | 17,869 | 3,869 |
| 22004900-492100 TRANSFER IN | - | 2,500 | - | - | - | - | - |
| TOTAL CABLE ACCESS TELEVISION REVENUES | \$ 371,885 | \$ 393,242 | \$ 211,196 | \$ 394,808 | \$ 364,000 | \$ 367,869 | \$ 3,869 |
| CABLE ACCESS TELEVISION EXPENDITURES | | | | | | | |
| PERSONNEL SERVICES | | | | | | | |
| 22051000-511000 REGULAR WAGES | \$ 159,633 | \$ 174,759 | \$ 136,840 | \$ 182,963 | \$ 192,533 | \$ 234,642 | \$ 42,109 |
| 22051000-513000 OVERTIME | - | 102 | 150 | 225 | - | - | - |
| 22051000-514000 BOARDS AND COMMITTEES | 200 | 400 | 240 | 480 | 480 | 480 | - |
| 22051000-519000 SEASONAL WAGES | 14,033 | 12,403 | 9,195 | 12,734 | 11,000 | 11,138 | 138 |
| SUB-TOTAL | 173,867 | 187,664 | 146,425 | 196,402 | 204,013 | 246,260 | 42,247 |
| FRINGE BENEFITS | | | | | | | |
| 22051000-521000 SOCIAL SECURITY | 12,621 | 13,767 | 10,891 | 14,590 | 17,377 | 18,397 | 1,020 |
| 22051000-522000 RETIREMENT | 9,308 | 10,835 | 8,484 | 11,344 | 13,934 | 15,955 | 2,021 |
| 22051000-523000 HEALTH INSURANCE | 41,020 | 36,382 | 25,336 | 38,986 | 35,044 | 45,999 | 10,955 |
| 22051000-524000 LIFE INSURANCE | 165 | 178 | 142 | 187 | 197 | 337 | 140 |
| 22051000-525000 DENTAL INSURANCE | 4,511 | 4,273 | 3,234 | 4,311 | 4,322 | 5,254 | 932 |
| SUB-TOTAL | 67,625 | 65,434 | 48,086 | 69,418 | 70,874 | 85,942 | 15,068 |
| MATERIALS & SUPPLIES | | | | | | | |
| 22051000-531000 OFFICE SUPPLIES | 2,481 | 2,385 | 4,949 | 3,467 | 3,000 | 4,000 | 1,000 |
| 22051000-532000 OPERATING SUPPLIES | 2,991 | 2,738 | 4,955 | 5,867 | 4,000 | 4,000 | - |
| 22051000-532150 WORK PERMITS | 50 | - | - | 10 | - | - | - |
| 22051000-532500 BANK SERVICE CHARGES | 1,269 | 1,209 | 608 | 912 | 1,000 | - | (1,000) |
| 22051000-533000 REPAIRS AND MAINTENANCE | 292 | 818 | 992 | 2,000 | 2,000 | 2,000 | - |
| 22051000-533100 MAINTENANCE AGREEMENTS | 4,635 | 7,628 | 5,957 | 9,000 | 6,840 | 8,925 | 2,085 |
| 22051000-533300 FLEET RENTAL CHARGES | - | - | 54 | 146 | 146 | 491 | 345 |
| 22051000-536000 FUEL PURCHASES | 88 | - | - | 200 | - | - | - |
| SUB-TOTAL | 11,805 | 14,778 | 17,515 | 21,602 | 16,986 | 19,416 | 2,430 |
| CONTRACTUAL SERVICES | | | | | | | |
| 22051000-541000 COMMUNICATIONS | 6,453 | 6,342 | 3,930 | 5,629 | 5,000 | 5,000 | - |
| 22051000-542000 UTILITIES | 10,427 | 9,847 | 6,812 | 8,628 | 10,000 | 10,000 | - |
| 22051000-544000 PROFESSIONAL SERVICES | 16,571 | 16,619 | 16,467 | 22,664 | 18,407 | 4,922 | (13,485) |
| 22051000-544400 CONTRACTUAL SERVICES | - | - | - | - | - | - | - |
| SUB-TOTAL | 33,451 | 32,808 | 27,209 | 36,920 | 33,407 | 19,922 | (13,485) |
| INSURANCE | | | | | | | |
| 22051000-551000 WORKERS' COMPENSATION COVERAGE | 400 | 459 | 4,098 | 5,263 | 5,263 | 757 | (4,506) |
| 22051000-552000 PROPERTY COVERAGE | 320 | 304 | 14 | 15 | 15 | 15 | - |
| 22051000-553000 LIABILITY COVERAGE | 60 | 82 | 874 | 1,043 | 695 | 908 | 213 |
| 22051000-554000 VEHICLE COVERAGE | 45 | 42 | - | 45 | 45 | 50 | 5 |
| SUB-TOTAL | 825 | 887 | 4,986 | 6,366 | 6,018 | 1,730 | (4,288) |
| PROFESSIONAL DEVELOPMENT | | | | | | | |
| 22051000-562000 MILEAGE | - | 205 | - | 250 | - | - | - |
| 22051000-563000 MEETINGS AND TRAINING | 2,817 | 2,610 | 2,120 | 3,479 | 1,440 | 2,120 | 680 |
| SUB-TOTAL | 2,817 | 2,815 | 2,120 | 3,729 | 1,440 | 2,120 | 680 |
| CAPITAL ITEMS | | | | | | | |
| 22051000-581000 MACHINERY & EQUIPMENT EXPENSE | 214 | 31,486 | 240 | 240 | - | - | - |
| 22051000-581100 MINOR CAPITAL | - | - | - | - | - | - | - |
| 22051000-584000 BUILDING IMPROVEMENTS | - | - | - | - | - | - | - |
| 22051000-588000 OFFICE FURNITURE & EQUIPMENT | - | - | 558 | 558 | - | - | - |
| 22051000-589000 MACHINERY & EQPMNT - REPLACED | 25,968 | 36,279 | 27,012 | 37,500 | 40,000 | 50,600 | 10,600 |
| SUBTOTAL | 26,183 | 67,765 | 27,810 | 38,298 | 40,000 | 50,600 | 10,600 |
| TOTAL CABLE ACCESS TELEVISION EXPENDITURES | \$ 316,573 | \$ 372,151 | \$ 274,151 | \$ 372,734 | \$ 372,738 | \$ 425,990 | \$ 53,252 |

CITY OF SUN PRAIRIE
SUN PRAIRIE MEDIA CENTER SPECIAL REVENUE FUND
 2017 EXECUTIVE BUDGET

| | 2014 | 2015 | 8/31/2016 | 2016 | 2016 | 2017 | INCREASE |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>PROJECTED</u> | <u>BUDGET</u> | <u>EXECUTIVE</u> | <u>(DECREASE)</u> |
| CABLE ACCESS TELEVISION: OPERATING FUND BALANCE | | | | | | | |
| BEGINNING FUND BALANCE | 218,851 | 278,632 | 314,502 | 314,502 | 314,502 | 352,576 | |
| ADDITIONS | 371,885 | 393,242 | 211,196 | 394,808 | 364,000 | 367,869 | |
| EXPENSES | <u>312,104</u> | <u>357,371</u> | <u>268,639</u> | <u>356,734</u> | <u>354,238</u> | <u>396,890</u> | |
| ENDING FUND BALANCE | 278,632 | 314,502 | 257,058 | 352,576 | 324,264 | 323,555 | |
| CABLE ACCESS TELEVISION: REPLACEMENT FUND | | | | | | | |
| BEGINNING FUND BALANCE | 48,951 | 44,483 | 29,703 | 29,703 | 29,703 | 13,703 | |
| ADDITIONS | 21,500 | 21,500 | 21,500 | 21,500 | 21,500 | 21,500 | |
| EXPENSES | <u>25,968</u> | <u>36,279</u> | <u>27,012</u> | <u>37,500</u> | <u>40,000</u> | <u>50,600</u> | |
| ENDING FUND BALANCE | 44,483 | 29,703 | 24,191 | 13,703 | 11,203 | (15,397) | |
| PATRICK MARSH FUNDS | <u>2,150</u> | <u>2,150</u> | <u>2,150</u> | <u>2,150</u> | <u>2,150</u> | <u>2,150</u> | |
| TOTAL CABLE ACCESS TELEVISION FUND BALANCE | \$ 325,264 | \$ 346,355 | \$ 283,400 | \$ 368,429 | \$ 337,617 | \$ 310,308 | |

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Section overview:

The City of Sun Prairie is expected to continue to experience steady growth over the next two decades. This anticipated growth will require additions to the City’s existing park and playground facilities. The City of Sun Prairie conducted a Park Impact Fee study in 2007. As a result of the findings of this study, the common council authorized a Park Impact Fee to generate revenue for a Park Fund. The park impact fee assists financing the capital costs associated with these park improvements.

The capital costs attributable to the park facilities, the need for which is generated by the new development relative to existing development, will be paid by new development through an impact fee. The impact fee will be charged only to residential units. The use of the park facilities by nonresidential development is minimal; therefore no impact fee is warranted.

The fee is collected within 14 days of issuing a building permit. The fee schedule is as follows:

| | |
|-----------------|--------------|
| Single family | \$2,160/unit |
| Multi-family | \$1,710/unit |
| Assisted living | \$770/unit |

In order to apportion the public costs of new development fairly and responsibly, some measure must be undertaken to ensure that the entire cost of accommodating new development is not born solely by the current residents of the city. The goal of levying an impact fee on new development is to offset the initial cost to local taxpayers of satisfying the additional demand on the public infrastructure.

All aspects of the Wisconsin statute governing impact fees, Wis. Stat. §66.0617 have been met in the creation and administration of this fee, fund and the enactment of City of Sun Prairie, Wisconsin, Municipal Code §18.04.100(c)&(d).

Summary of activities:

- Park additions
- Playground renovations and additions
- ADA Compliance
- Sidewalk and Trails
- Skate Park additions



Park Improvement Fund

City of Sun Prairie 2017 Annual Budget

Financial Summary:

**CITY OF SUN PRAIRIE
PARK IMPROVEMENT FUND
2017 EXECUTIVE BUDGET**

| | 2014 <u>ACTUAL</u> | 2015 <u>ACTUAL</u> | 2016 <u>PROJECTED</u> | 2016 <u>BUDGET</u> | 2017 <u>EXECUTIVE</u> | INCREASE (DECREASE) |
|-------------------------------------|-----------------------|-----------------------|--------------------------|-----------------------|--------------------------|------------------------|
| TOTAL PARK FUND REVENUES | \$ 169,416 | \$ 184,470 | \$ 170,071 | \$ 122,100 | \$ 147,300 | \$ 25,200 |
| Materials & Supplies | 9,389 | 5,102 | 35,000 | 45,500 | - | (45,500) |
| Contracted Services | - | - | 48,000 | 78,000 | 16,000 | (62,000) |
| Professional Services | - | 1,137 | - | - | - | - |
| Transfers | - | 345,875 | 121,160 | 121,160 | 84,287 | (36,873) |
| Capital Items | <u>112,728</u> | <u>23,869</u> | <u>25,708</u> | <u>97,600</u> | <u>22,000</u> | <u>(75,600)</u> |
| TOTAL PARK FUND EXPENDITURES | \$ 122,117 | \$ 375,983 | \$ 229,868 | \$ 342,260 | \$ 122,287 | \$ (219,973) |

PARK FEE: FUND BALANCE

| | | | | | |
|------------------------|----------------|----------------|----------------|----------------|----------------|
| BEGINNING FUND BALANCE | \$ 1,076,586 | \$ 1,123,885 | \$ 923,872 | \$ 923,872 | \$ 831,406 |
| ADDITIONS | 169,416 | 175,970 | 137,402 | 89,430 | 129,500 |
| EXPENSES | <u>122,117</u> | <u>375,983</u> | <u>229,868</u> | <u>342,260</u> | <u>122,287</u> |
| ENDING FUND BALANCE | \$ 1,123,885 | \$ 923,872 | \$ 831,406 | \$ 671,042 | \$ 838,619 |

PARK IMPACT FEE: FUND BALANCE

| | | | | | |
|------------------------|----------|----------|-----------|-----------|-----------|
| BEGINNING FUND BALANCE | \$ - | \$ - | \$ 8,500 | \$ 8,500 | \$ 41,169 |
| ADDITIONS | - | 8,500 | 32,669 | 32,670 | 17,800 |
| EXPENSES | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> |
| ENDING FUND BALANCE | \$ - | \$ 8,500 | \$ 41,169 | \$ 41,170 | \$ 58,969 |

PARK FUND: FUND BALANCE

| | | | | | |
|------------------------|----------------|----------------|----------------|----------------|----------------|
| BEGINNING FUND BALANCE | \$ 1,076,586 | \$ 1,123,885 | \$ 932,372 | \$ 932,372 | \$ 872,575 |
| ADDITIONS | 169,416 | 184,470 | 170,071 | 122,100 | 147,300 |
| EXPENSES | <u>122,117</u> | <u>375,983</u> | <u>229,868</u> | <u>342,260</u> | <u>122,287</u> |
| ENDING FUND BALANCE | \$ 1,123,885 | \$ 932,372 | \$ 872,575 | \$ 712,212 | \$ 897,588 |

**CITY OF SUN PRAIRIE
PARK IMPROVEMENT FUND
2017 EXECUTIVE BUDGET**

| | 2014 ACTUAL | 2015 ACTUAL | 8/31/2016 | | 2016 BUDGET | 2017 EXECUTIVE | INCREASE (DECREASE) |
|---------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------------|
| | | | 2016 ACTUAL | 2016 PROJECTED | | | |
| PARK FUND REVENUES | | | | | | | |
| 25004400-443600 | \$ 81,549 | \$ 100,024 | \$ 44,280 | \$ 63,000 | \$ 50,000 | \$ 67,000 | \$ 17,000 |
| 25004400-443610 | 11,400 | 40,051 | 34,200 | 40,000 | 35,000 | 50,000 | 15,000 |
| 25004600-465500 | 4,950 | 8,777 | 8,289 | 7,725 | 6,000 | - | (6,000) |
| 25004600-465505 | 17,008 | 18,109 | 17,559 | 17,271 | 15,000 | - | (15,000) |
| 25004600-466500 | 52,213 | - | - | - | - | - | - |
| 25004600-469240 | - | - | 32,669 | 32,670 | - | 17,800 | 17,800 |
| 25004700-471000 | 1,346 | 12,512 | 4,368 | 5,000 | 10,000 | - | (10,000) |
| 25004800-485550 | - | - | - | - | - | - | - |
| 25004800-485553 | 709 | 163 | 208 | 200 | - | - | - |
| 25004800-485650 | 150 | - | - | - | - | - | - |
| 25004800-489000 | 91 | 849 | 570 | 600 | - | - | - |
| 25004900-499000 | - | - | - | - | 6,100 | 12,500 | 6,400 |
| 25055000-465507 | - | 3,985 | 3,605 | 3,605 | - | - | - |
| TOTAL PARK FUND REVENUES | \$ 169,416 | \$ 184,470 | \$ 145,748 | \$ 170,071 | \$ 122,100 | \$ 147,300 | \$ 25,200 |

PARK FUND EXPENDITURES

MATERIALS & SUPPLIES

| | | | | | | | |
|-----------------|----------|----------|-----------|-----------|-----------|------|-------------|
| 25055000-532000 | \$ 8,267 | \$ 5,102 | \$ 22,230 | \$ 25,000 | \$ 25,500 | \$ - | \$ (25,500) |
| 25055000-533000 | 1,122 | - | - | 10,000 | 20,000 | - | (20,000) |
| SUB-TOTAL | 9,389 | 5,102 | 22,230 | 35,000 | 45,500 | - | (45,500) |

CONTRACTUAL SERVICES

| | | | | | | | |
|-----------------|---|---|---|--------|--------|--------|----------|
| 25055000-544000 | - | - | - | 48,000 | 78,000 | 16,000 | (62,000) |
| SUB-TOTAL | - | - | - | 48,000 | 78,000 | 16,000 | (62,000) |

PROFESSIONAL SERVICES

| | | | | | | | |
|-----------------|---|-------|---|---|---|---|---|
| 25055000-563000 | - | 1,137 | - | - | - | - | - |
| SUB-TOTAL | - | 1,137 | - | - | - | - | - |

TRANSFERS

| | | | | | | | |
|-----------------|---|---------|--------|---------|---------|--------|----------|
| 25055000-572000 | - | 345,875 | 51,524 | 121,160 | 121,160 | 84,287 | (36,873) |
| SUB-TOTAL | - | 345,875 | 51,524 | 121,160 | 121,160 | 84,287 | (36,873) |

CAPITAL ITEMS

| | | | | | | | |
|-----------------|---------|--------|--------|--------|--------|--------|----------|
| 25055000-583300 | 112,728 | 23,869 | 13,408 | 25,708 | 97,600 | 22,000 | (75,600) |
| 25065000-583400 | - | - | - | - | - | - | - |
| SUBTOTAL | 112,728 | 23,869 | 13,408 | 25,708 | 97,600 | 22,000 | (75,600) |

TOTAL PARK FUND EXPENDITURES

| | | | | | | | |
|--|-------------------|-------------------|------------------|-------------------|-------------------|-------------------|---------------------|
| | \$ 122,117 | \$ 375,982 | \$ 87,162 | \$ 229,868 | \$ 342,260 | \$ 122,287 | \$ (219,973) |
|--|-------------------|-------------------|------------------|-------------------|-------------------|-------------------|---------------------|

PARK FEE: FUND BALANCE

| | | | | | | |
|------------------------|--------------|--------------|------------|------------|------------|------------|
| BEGINNING FUND BALANCE | \$ 1,076,586 | \$ 1,123,884 | \$ 923,872 | \$ 923,872 | \$ 923,872 | \$ 831,406 |
| ADDITIONS | 169,416 | 175,970 | 113,079 | 137,401 | 122,100 | 129,500 |
| EXPENSES | 122,117 | 375,982 | 87,162 | 229,868 | 342,260 | 122,287 |
| ENDING FUND BALANCE | \$ 1,123,884 | \$ 923,872 | \$ 949,790 | \$ 831,406 | \$ 703,712 | \$ 838,619 |

PARK IMPACT FEE: FUND BALANCE

| | | | | | | |
|------------------------|------|----------|-----------|-----------|----------|-----------|
| BEGINNING FUND BALANCE | \$ - | \$ - | \$ 8,500 | \$ 8,500 | \$ 8,500 | \$ 41,170 |
| ADDITIONS | - | 8,500 | 32,669 | 32,670 | - | 17,800 |
| EXPENSES | - | - | - | - | - | - |
| ENDING FUND BALANCE | \$ - | \$ 8,500 | \$ 41,169 | \$ 41,170 | \$ 8,500 | \$ 58,970 |

PARK FUND: FUND BALANCE

| | | | | | | |
|------------------------|--------------|--------------|------------|------------|------------|------------|
| BEGINNING FUND BALANCE | \$ 1,076,586 | \$ 1,123,884 | \$ 932,372 | \$ 932,372 | \$ 932,372 | \$ 872,576 |
| ADDITIONS | 169,416 | 184,470 | 145,748 | 170,071 | 122,100 | 147,300 |
| EXPENSES | 122,117 | 375,982 | 87,162 | 229,868 | 342,260 | 122,287 |
| ENDING FUND BALANCE | \$ 1,123,884 | \$ 932,372 | \$ 990,959 | \$ 872,576 | \$ 712,212 | \$ 897,589 |

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Section overview:

The City of Sun Prairie collects a charge at the time a building permit is issued for the initial construction of a building for the trees that will be added to the neighborhood on the terrace. This fee is charged for both residential and non-residential structures. For a building with up to four dwelling units, the fee is charged per dwelling unit. Buildings that are non-residential or that are 5 units or more are charged a fee at the rate of one tree per 50 feet of lot frontage on a public street.

The charge was increased in the 2016 budget from \$241.71 to \$325.00 per unit or per 50 feet of frontage on a public street.

Financial Summary:

**CITY OF SUN PRAIRIE
STREET TREE FUND
2017 EXECUTIVE BUDGET**

| | 2014 ACTUAL | 2015 ACTUAL | 2016 PROJECTED | 2016 BUDGET | 2017 EXECUTIVE | INCREASE (DECREASE) |
|--|----------------|-------------------|-------------------|-------------------|-------------------|------------------------|
| TOTAL STREET TREE FUND REVENUES | \$ - | \$ 264,073 | \$ 43,542 | \$ 48,359 | \$ 182,100 | \$ 133,741 |
| Contracted Services | - | - | 660 | - | 79,000 | 79,000 |
| Land Improvements | - | 85,229 | 116,848 | 110,000 | 103,100 | (6,900) |
| Capital Items | - | - | - | - | - | - |
| TOTAL STREET TREE FUND EXPENDITURES | \$ - | \$ 85,229 | \$ 117,508 | \$ 110,000 | \$ 182,100 | \$ 72,100 |

STREET TREE FUND: FUND BALANCE

| | | | | | |
|------------------------|------|------------|------------|------------|------------|
| BEGINNING FUND BALANCE | \$ - | \$ - | \$ 178,844 | \$ 178,844 | \$ 104,878 |
| ADDITIONS | - | 264,073 | 43,542 | 48,359 | 182,100 |
| EXPENSES | - | 85,229 | 117,508 | 110,000 | 182,100 |
| ENDING FUND BALANCE | \$ - | \$ 178,844 | \$ 104,878 | \$ 117,203 | \$ 104,878 |

**CITY OF SUN PRAIRIE
STREET TREE FUND
2017 EXECUTIVE BUDGET**

| | 2014 | 2015 | 8/31/2016 | 2016 | 2016 | 2016 | 2017 | INCREASE |
|---------------------------------|---------------|-------------------|------------------|------------------|------------------|-------------------|------------------|-------------------|
| | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>PROJECTED</u> | <u>BUDGET</u> | <u>BUDGET</u> | <u>EXECUTIVE</u> | <u>(DECREASE)</u> |
| TREE FUND REVENUES | | | | | | | | |
| 25104600-466500 | \$ - | \$ 51,141 | \$ 43,473 | \$ 43,000 | \$ 48,359 | \$ 59,100 | \$ | \$ 10,741 |
| 25104700-471000 | - | - | - | - | - | - | - | - |
| 25104800-485650 | - | 1,100 | - | - | - | - | - | - |
| 25104800-489000 | - | - | 542 | 542 | - | - | - | - |
| 25104900-492100 | - | 211,832 | - | - | - | - | - | - |
| 25104900-499000 | - | - | - | - | - | 123,000 | - | 123,000 |
| TOTAL TREE FUND REVENUES | \$ - | \$ 264,073 | \$ 44,015 | \$ 43,542 | \$ 48,359 | \$ 182,100 | \$ | \$ 133,741 |

TREE FUND EXPENDITURES

MATERIALS & SUPPLIES

| | | | | | | | | |
|----------------|------|------|--------|--------|------|------|------|------|
| 2516500-537000 | \$ - | \$ - | \$ 660 | \$ 660 | \$ - | \$ - | \$ - | \$ - |
| SUB-TOTAL | - | - | 660 | 660 | - | - | - | - |

CONTRACTUAL SERVICES

| | | | | | | | | |
|-----------------|---|---|---|---|---|--------|---|--------|
| 25165000-544400 | - | - | - | - | - | 79,000 | - | 79,000 |
| SUB-TOTAL | - | - | - | - | - | 79,000 | - | 79,000 |

CAPITAL ITEMS

| | | | | | | | | |
|-----------------|---|--------|---------|---------|---------|---------|---|---------|
| 25165000-583400 | - | 84,735 | 103,212 | 116,631 | 110,000 | 102,350 | - | (7,650) |
| 58165000-583500 | - | 494 | 217 | 217 | - | 750 | - | 750 |
| SUBTOTAL | - | 85,229 | 103,428 | 116,848 | 110,000 | 103,100 | - | (6,900) |

TOTAL TREE FUND EXPENDITURES

| | | | | | | | | |
|-------------------------------------|-------------|------------------|-------------------|-------------------|-------------------|-------------------|-----------|------------------|
| TOTAL TREE FUND EXPENDITURES | \$ - | \$ 85,229 | \$ 104,088 | \$ 117,508 | \$ 110,000 | \$ 182,100 | \$ | \$ 72,100 |
|-------------------------------------|-------------|------------------|-------------------|-------------------|-------------------|-------------------|-----------|------------------|

TREE FUND: FUND BALANCE

| | | | | | | | | |
|------------------------|------|------------|------------|------------|------------|------------|---|---------|
| BEGINNING FUND BALANCE | \$ - | \$ - | \$ 178,844 | \$ 178,844 | \$ 178,844 | \$ 104,878 | - | 104,878 |
| ADDITIONS | - | 264,073 | 44,015 | 43,542 | 48,359 | 182,100 | - | 182,100 |
| EXPENSES | - | 85,229 | 104,088 | 117,508 | 110,000 | 182,100 | - | 182,100 |
| ENDING FUND BALANCE | \$ - | \$ 178,844 | \$ 118,770 | \$ 104,878 | \$ 117,203 | \$ 104,878 | - | 104,878 |



Mission:

To provide a clean and safe environment for Sun Prairie residents by providing refuse and recycling solutions, street maintenance, snow and ice removal, traffic control, storm water facility maintenance, affording safe and reliable maintenance of City fleet and equipment, and ensuring residents receive accurate and timely service information.

Department Description:

- Contract collection and disposal of curbside refuse and recycling materials from 1-4 unit residences.
- Contract yard waste collection for 1-4 unit dwellings once in April and twice in October/November.
- Provide once per month curbside collection of brush materials April through November.
- Operate the City recycling center to facilitate collection of brush, yard waste, metal, used motor oil, oil filters and cardboard.
- Conduct household hazardous waste collection for residents once per year.
- Conduct curbside automated collection cart collections including weekly refuse and every other week (EOW) recycling.
- Provide cart exchange and supply for new units.

2017 Budget Highlights

Budget includes:

- new carts for new construction and replacement carts for carts that have reached their useful life
- 4 curb side yard wastes collections – 2 spring and 2 fall
- First full year with Pellitteri Waste Systems completing curbside collections
- Continuing with staffed recycle center and keeping services the same
- Proposed punch card program for non-residents to pay a fee to use the recycle center.

Financial Summary:

| | 2014 ACTUAL | 2015 ACTUAL | 2016 PROJECTED | 2016 BUDGET | 2017 EXECUTIVE | INCREASE (DECREASE) |
|--|----------------|---------------------|---------------------|---------------------|---------------------|------------------------|
| Special Assessments | \$ - | \$ 2,362 | \$ 2,695 | \$ - | \$ - | \$ - |
| Intergovernmental Revenues | - | 47,324 | 45,404 | 37,361 | 45,000 | 7,639 |
| Public Charges for Services | - | 1,087,848 | 1,105,055 | 1,088,475 | 1,218,313 | 129,838 |
| Misc Revenue | - | 11,078 | 31,892 | - | 7,500 | 7,500 |
| Transfer in General Fund | - | 320,002 | 152,755 | 152,755 | 14,933 | (137,822) |
| Fund Balance Applied | - | - | - | - | 30,000 | 30,000 |
| Refuse & Recycle Revenues | \$ - | \$ 1,468,614 | \$ 1,337,801 | \$ 1,278,591 | \$ 1,315,746 | \$ 37,155 |
| Personnel Services | - | 15,409 | 16,147 | 18,731 | 18,731 | - |
| Materials & Supplies | - | 30,155 | 3,800 | 4,800 | 4,800 | - |
| Contracted Services | - | 1,365,610 | 1,213,500 | 1,229,060 | 1,234,215 | 5,155 |
| Capital Outlay | - | 2,207 | 28,000 | 28,000 | 58,000 | 30,000 |
| Refuse & Recycle Expenditures | \$ - | \$ 1,413,381 | \$ 1,261,447 | \$ 1,280,591 | \$ 1,315,746 | \$ 35,155 |



Performance Measures:

| Activity | 2012 | 2013 | 2014 | 2015 |
|-----------------------------------|---------|---------|---------|---------|
| Work orders | 141 | 73 | 153 | 69 |
| Units Collected | 9,356 | 9,451 | 9,468 | 9661 |
| Contractor Cost per unit | \$10.68 | \$10.90 | \$11.19 | \$11.45 |
| Recycling collection (tons) | 2,646 | 2,834 | 1,838 | 2,763 |
| Refuse collection (tons) | 5,818 | 6,628 | 4,460 | 7,250 |
| Electronics collection (tons) | 76.77 | 68.58 | 93.45 | 110.22 |
| Yard Wasted processed (cu. Yards) | 114.72 | 9,618 | 7,544 | 7,423 |
| Waste Oil (gallons) | 5,010 | 3,935 | 3992 | 507 |
| Appliance processing (tons) | 31.30 | 49.10 | 100.11 | 109.77 |

2016 Achievements:

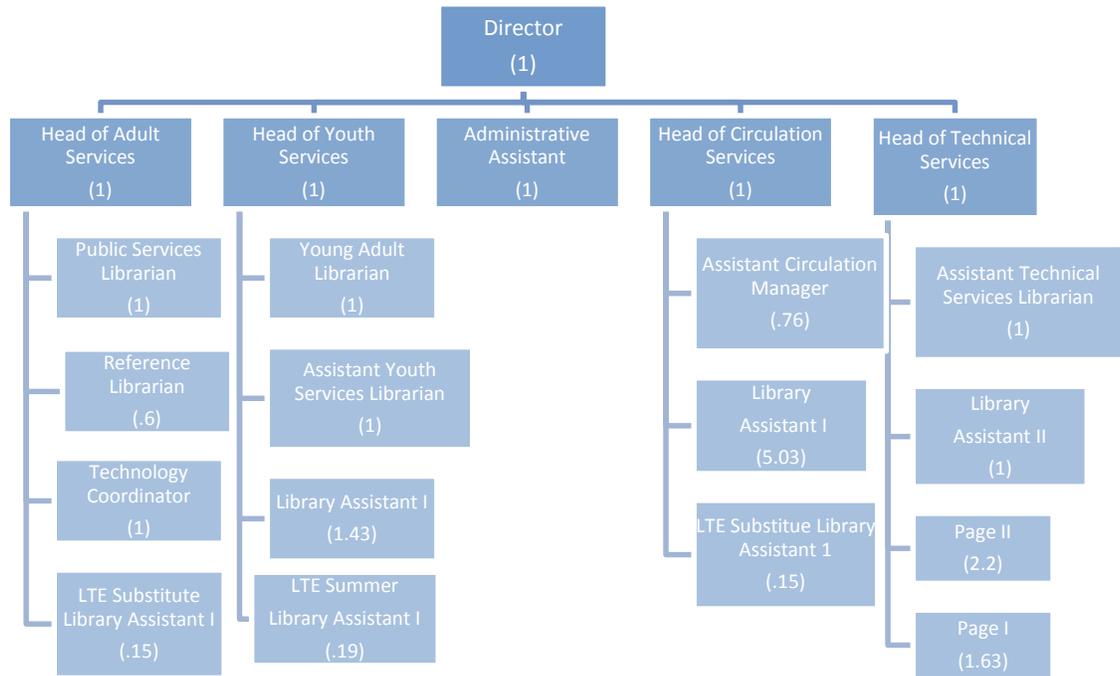
- Transitioned to new collection service company – Pellitteri Waste System
- Increased Curbside Yard Waste collection from 3 times to 4 times per year.
- Continued cart wash program, hazardous waste collection program, prescription drug collection program
- Eliminated the daily collections of electronics at the recycle center due to the change of contractors
- Working to set up an annual or semi-annual electronics collection

CITY OF SUN PRAIRIE
REFUSE AND RECYCLE SPECIAL REVENUE FUND
2017 EXECUTIVE BUDGET

| | 2014 <u>ACTUAL</u> | 2015 <u>ACTUAL</u> | 2016 <u>PROJECTED</u> | 2016 <u>BUDGET</u> | 2017 <u>EXECUTIVE</u> | INCREASE <u>(DECREASE)</u> |
|--|-----------------------|-----------------------|--------------------------|-----------------------|--------------------------|-------------------------------|
| REFUSE AND RECYCLE FUND | | | | | | |
| PUBLIC CHARGES FOR SERVICES | | | | | | |
| 23004200-428000 INTEREST SPECIAL ASSESSMENTS | - | \$ 264 | \$ 475 | \$ - | \$ - | \$ - |
| 23004200-429000 DELINQUENT SA REVENUE | - | 2,098 | 2,220 | - | - | - |
| SUBTOTAL | - | 2,362 | 2,695 | - | - | - |
| INTERGOVERNMENTAL REVENUES | | | | | | |
| 23004300-43540 STATE GRANTS - RECYCLE | - | 47,324 | 45,404 | 37,361 | 45,000 | 7,639 |
| SUBTOTAL | - | | | | | |
| PUBLIC CHARGES FOR SERVICES | | | | | | |
| 23004600-463200 RECYCLE FEES | - | 430,432 | 429,332 | 416,460 | 475,361 | 58,901 |
| 23004600-463205 REFUSE FEES | - | 657,251 | 675,491 | 672,015 | 742,752 | 70,737 |
| 23004600-463250 APPLIANCE COLLECTION CHARGES | - | 165 | 232 | - | 200 | 200 |
| SUBTOTAL | - | 1,087,848 | 1,105,055 | 1,088,475 | 1,218,313 | 129,838 |
| INVESTMENT INCOME | | | | | | |
| 23004700-471000 INVESTMENT INCOME | - | 547 | 1,500 | - | 1,500 | 1,500 |
| SUBTOTAL | - | | | | | |
| MISCELLANEOUS REVENUES | | | | | | |
| 23004800-483200 SALE OF MATERIAL AND EQUIPMENT | - | 9,568 | 6,617 | - | 6,000 | 6,000 |
| 23004800-489000 MISCELLANEOUS REVENUES | - | 963 | 23,775 | - | - | - |
| SUBTOTAL | - | 10,531 | 30,392 | - | 6,000 | 6,000 |
| OTHER FINANCING SOURCES | | | | | | |
| 23004900-492100 TRANSFER IN GENERAL FUND | - | 320,002 | 152,755 | 152,755 | 14,933 | (137,822) |
| 23004900-499000 FUND BALANCE APPLIED | - | - | - | - | 30,000 | 30,000 |
| SUBTOTAL | - | 320,002 | 152,755 | 152,755 | 44,933 | (107,822) |
| TOTAL REFUSE AND RECYCLE REVENUES | \$ - | \$ 1,468,615 | \$ 1,337,801 | \$ 1,278,591 | \$ 1,315,746 | \$ 37,155 |
| REFUSE AND RECYCLE EXPENDITURES | | | | | | |
| PERSONNEL SERVICES | | | | | | |
| 23032000-511000 REGULAR WAGES | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| 23032000-513000 OVERTIME | - | - | - | - | - | - |
| 23032000-519000 SEASONAL WAGES | - | 14,314 | 15,000 | 17,400 | 17,400 | - |
| SUBTOTAL | - | 14,314 | 15,000 | 17,400 | 17,400 | - |
| FRINGE BENEFITS | | | | | | |
| 23032000-521000 SOCIAL SECURITY | - | 1,095 | 1,147 | 1,331 | 1,331 | - |
| SUBTOTAL | - | 1,095 | 1,147 | 1,331 | 1,331 | - |
| MATERIALS AND SUPPLIES | | | | | | |
| 23032000-532000 OPERATING SUPPLIES | - | 29,601 | 2,500 | 2,500 | 2,500 | - |
| 23032000-533000 REPAIRS AND MAINTENANCE | - | 454 | 1,000 | 2,000 | 2,000 | - |
| 23032000-535000 UNIFORMS | - | 100 | 300 | 300 | 300 | - |
| SUBTOTAL | - | 30,155 | 3,800 | 4,800 | 4,800 | - |
| CONTRACTUAL SERVICES | | | | | | |
| 23032000-541000 COMMUNICATIONS | - | - | - | - | - | - |
| 23032000-542000 UTILITIES | - | 1,228 | 1,000 | 1,000 | 1,000 | - |
| 23032000-543000 ADVERTISING AND PRINTING | - | 1,426 | 2,500 | 2,500 | 2,500 | - |
| 23032000-544400 CONTRACTUAL SERVICES | - | 1,362,956 | 1,210,000 | 1,225,560 | 1,230,715 | 5,155 |
| SUBTOTAL | - | 1,365,610 | 1,213,500 | 1,229,060 | 1,234,215 | 5,155 |
| CAPITAL ITEMS | | | | | | |
| 23032000-581000 MACHINERY & EQUIPMENT EXPENSE | - | 2,207 | 28,000 | 28,000 | 58,000 | 30,000 |
| SUBTOTAL | - | 2,207 | 28,000 | 28,000 | 58,000 | 30,000 |
| TOTAL REFUSE AND RECYCLE EXPENDITURES | \$ - | \$ 1,413,381 | \$ 1,261,447 | \$ 1,280,591 | \$ 1,315,746 | \$ 35,155 |

| Refuse & Recycle Fund | | | | | | |
|----------------------------------|------|-----------|------------|-----------|------------|--|
| BEGINNING FUND BALANCE | \$ - | \$ - | \$ 55,234 | \$ 55,234 | \$ 131,588 | |
| ADDITIONS | - | 1,468,615 | 1,337,801 | 1,278,591 | 1,315,746 | |
| EXPENSES | - | 1,413,381 | 1,261,447 | 1,280,591 | 1,315,746 | |
| ENDING FUND BALANCE | \$ - | \$ 55,234 | \$ 131,588 | \$ 53,234 | \$ 131,588 | |

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Mission:

The Sun Prairie Public Library serves the community as an activity center to support lifelong learning by providing educational, cultural, and recreational opportunities for all people.

Department Description:

The Sun Prairie Public Library is open seven days a week from Labor Day to Memorial Day, for 68 hours of service. During the summer months, the library is open six days a week for 64 hours of service. Additionally, the Sun Prairie Public Library’s digital and online services give patrons access to downloadable materials and databases 24 hours/day, every day of the year. The library maintains three services desks, four self-check-out stations, a computer lab, a copy center, fax machine, microfilm reader, two discussion rooms, a conference room, a community room, a reading room, and two enclosed porches. All services are maintained by the four departments within the Sun Prairie Public Library, each with a specific focus.

The Adult Services department serves adults ranging in age from 18-100+. A variety of informational, educational, recreational, and cultural needs are met through reference and readers’ advisory assistance, collection development, technology assistance, one-on-one instruction on the use of databases and digital resources, workshops, classes, book discussions and programs that focus on the various interests of residents.

The Youth Services department serves children birth-18 years old and their caregivers through collection development, early literacy experiences, readers’ advisory services, programming, outreach, and teen volunteer



opportunities. The library offers youth the opportunity to explore literature, technology, participatory programming, and civic engagement with their developmental needs in mind.

The Circulation Services department is often referred to as the “face” of the library. Strong customer service skills assist library patrons with many needs that give them access to library services. Services at this desk include library card application and processing, circulation of physical materials and technological equipment, reservation of discussion rooms, exam proctoring, assistance with self-service holds and check-out stations, and financial transactions. All of these services are provided while maintaining patron confidentiality and the integrity of library policies.

The Technical Services department works behind the scenes. The primary role of Technical Services is to enable front-line staff to easily develop, maintain, and access materials for the Sun Prairie Public Library and SCLS member libraries. This department handles all materials from start to finish. Functions include ordering, receiving, cataloging, processing, linking, shelving, and retrieving new and existing materials. The department regularly repairs and restores damaged materials and staff maintains and tracks expenditures. The Technical Services Department’s high level of attention to detail ensures materials are effectively organized so that library staff and patrons can access materials efficiently. Careful tracking of newly ordered materials is essential to the library’s fiscal and cataloging responsibilities for the City of Sun Prairie and the South Central Library System.

2017 Budget Highlights

The Sun Prairie Public Library faced many challenges in staffing this past year. Two professional librarians in the Adult Services Department left for positions at peer libraries in Dane County. The Library also lost a part time Library Assistant in the Circulation Services Department for a full time opportunity with the Sun Prairie Area School District.

The Library has struggled to keep pace with the demands at our Information and Circulation Service Desks through the use of LTE substitute staff. In 2016, the Library went over the projected budget in the usage of LTE substitute staff. The reliance on substitutes has proven to be a very temporary and inefficient solution to the staffing situation. Supervisory staff spends significant hours posting vacancies, reviewing applications, interviewing applicants, training new employees, and shuffling schedules due to constant turnover. In addition, the Library has struggled to maintain supervisory coverage during the evenings and weekends. Evenings and weekends are very busy at the library as many residents use these hours for a variety of purposes, including research, distance education, career enhancement, collaborative work space use, computer use, recreational use, and attendance at programs. For these reasons, 2017 staffing initiatives include increased hours for the following positions: two Circulation Library Assistants, Adult Services Librarian, Adult Services Internship, and Assistant Circulation Manager.

Other initiatives include a \$7,500 increase for library materials to keep pace with the growth in circulation. The Sun Prairie Public Library has seen 4% growth in the circulation of physical materials at a time when many libraries in the area and nationally are seeing a slight decline. This statistic illustrates the value of the library’s collection to our residents. Ensuring a healthy collection budget will help keep pace with the needs and



demands of our residents so the Library maintains an adequate supply of balanced and thoughtfully curated materials.

The Sun Prairie Public Library faces many challenges and opportunities with ever-changing trends and procedures in integrated library systems, searching methods, innovative programming, changing formats, information access, mobile technology, societal needs, and demographic shifts. Continuing education and training opportunities are great ways for staff to skillfully adapt to these changes, learn best practices, and enhance the level of service we provide to our patrons. To provide the necessary resources to give staff professional development opportunities to better serve the community, the 2017 budget includes initiatives for a \$1,800 increase in Dues and Memberships to support membership in professional organizations. In addition, the library has included a \$1,800 increase for Meetings and Training to support participation in conferences, workshops, and continuing education courses.

Below is a list of cost to continue increases in order to maintain our current level of service:

- **Office supplies** (based on 2016 expenditure, \$1,000 increase)
- **Programming** (\$1,000 to continue Bilingual Spanish-English Storytime for children and Live Music Series for adults)
- **Advertising and Printing** (\$1,500 increase to continue advertising in Rec Connection)
- **Mileage** (based on expenditure, \$150 increase)
- **Dues and Memberships** (\$600 increase membership to maintain WLA or ALA membership for all supervisory staff)
- **Meeting and Training** (\$200 increase to maintain conference attendance for all supervisory staff)
- **Library Materials** (Cost to continue for average increase in material cost, \$5,776 or 3.125%)
- **Professional services** (\$17,968. This cost to continue increase reflects increases from the South Central Library System. \$3,070 or 3.25% increase in ILS, Network, Infrastructure, and Technology. \$12,489 for Overdrive, \$1,105 for Overdrive Advantage, and \$1,035 for Flipster service. These digital services are received through SCLS and are maintained by the Wisconsin Public Library Consortium as part of state-wide and system-wide buying pools.
- **Repairs & Maintenance** (\$1,000 increase to maintain an aging facility, now 18 years old)
- **Janitorial service** (\$2,000 cost to continue increase to include regular carpet and window cleaning service)
- **IT Replacement/Machinery and Equipment Replacement** (\$5,000 cost to continue to maintain compliance with SCLS replacement plan.)
- **Total Cost to Continue Increase: \$36,194**



Financial Summary:

CITY OF SUN PRAIRIE
PUBLIC LIBRARY FUND
2017 EXECUTIVE BUDGET

| | 2014 ACTUAL | 2015 ACTUAL | 2016 PROJECTED | 2016 BUDGET | 2017 EXECUTIVE | INCREASE (DECREASE) |
|--|----------------|----------------|-------------------|----------------|-------------------|------------------------|
| PUBLIC LIBRARY REVENUES | 14,499 | 3,114 | 2,000 | 12,000 | 1,888,604 | 1,876,604 |
| LIBRARY ADMINISTRATION | | | | | | |
| Personnel Services | - | - | - | - | 1,342,721 | 1,342,721 |
| Materials & Supplies | - | - | - | - | 15,000 | 15,000 |
| Contractual Services | - | - | - | - | 16,000 | 16,000 |
| Professional Development | - | - | - | - | 6,650 | 6,650 |
| TOTAL ADMINISTRATION | - | - | - | - | 1,380,371 | 1,380,371 |
| LIBRARY COLLECTION | | | | | | |
| Materials & Supplies | 9,252 | 7,130 | 12,000 | 12,000 | 256,993 | 244,993 |
| Contractual Services | - | - | - | - | 113,340 | 113,340 |
| TOTAL LIBRARY COLLECTIONS | 9,252 | 7,130 | 12,000 | 12,000 | 370,333 | 358,333 |
| LIBRARY BUILDINGS & GROUNDS | | | | | | |
| Materials & Supplies | - | - | - | - | 39,400 | 39,400 |
| Contractual Services | - | - | - | - | 58,000 | 58,000 |
| Capital Items | - | - | - | - | 40,500 | 40,500 |
| TOTAL BUILDINGS & GROUNDS | - | - | - | - | 137,900 | 137,900 |
| PUBLIC LIBRARY EXPENDITURES | 9,252 | 7,130 | 12,000 | 12,000 | 1,888,604 | 1,876,604 |

| PUBLIC LIBRARY GENERAL FUND BALANCE | | | | | | |
|--|---|--------|--------|--------|--------|--------|
| BEGINNING FUND BALANCE | - | 16,038 | 54,234 | 54,234 | 54,234 | 54,234 |
| ADDITIONS | - | 38,196 | - | - | - | - |
| SUBTRACTIONS | - | - | - | - | - | - |
| ENDING FUND BALANCE | - | 54,234 | 54,234 | 54,234 | 54,234 | 54,234 |

| PUBLIC LIBRARY FACILITY REPLACEMENT FUND | | | | | | |
|---|---|--------|--------|--------|--------|--------|
| BEGINNING FUND BALANCE | - | 68,462 | 68,821 | 68,821 | 68,821 | 77,460 |
| ADDITIONS | - | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 |
| SUBTRACTIONS | - | 14,642 | 6,361 | 6,361 | 6,361 | - |
| ENDING FUND BALANCE | - | 68,821 | 77,460 | 77,460 | 77,460 | 92,460 |

| PUBLIC LIBRARY IT REPLACEMENT FUND | | | | | | |
|---|---|--------|--------|--------|--------|--------|
| BEGINNING FUND BALANCE | - | 47,302 | 52,719 | 52,719 | 52,719 | 30,719 |
| ADDITIONS | - | 20,500 | 25,500 | 25,500 | 42,500 | 25,500 |
| SUBTRACTIONS | - | 15,083 | 36,403 | 47,500 | 47,500 | - |
| ENDING FUND BALANCE | - | 52,719 | 41,816 | 30,719 | 47,719 | 56,219 |

| | | | | | | |
|---------------------------|-------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| TOTAL FUND BALANCE | \$ - | \$ 175,774 | \$ 173,510 | \$ 162,413 | \$ 179,413 | \$ 202,913 |
|---------------------------|-------------|-------------------|-------------------|-------------------|-------------------|-------------------|



Staffing Analysis and Expenses:

| Position Title | Staffing | | | Personnel Costs | | |
|--------------------------------|-------------|-------------|--------------|------------------|------------------|---------------|
| | 2016 FTE | 2017 FTE | Change | 2016 | 2017 | Change |
| Library Director | 1.0 | 1.0 | - | 106,713 | 110,844 | 4,131 |
| Technical Services Librarian | 2.0 | 2.0 | - | 141,868 | 147,979 | 6,111 |
| Adult Services Librarian | 1.0 | 0.7 | (0.4) | 74,095 | 77,029 | 2,934 |
| Youth Services Librarian | 2.0 | 2.0 | - | 146,113 | 147,598 | 1,485 |
| Young Adult Services Librarian | 0.6 | 1.0 | 0.4 | 63,884 | 71,328 | 7,444 |
| Reference Librarian | 0.60 | 0.60 | - | 30,992 | 34,726 | 3,734 |
| Circulation Manager | 1.0 | 1.0 | - | 90,130 | 80,291 | (9,839) |
| Asst Circulation Manager | 0.6 | 0.8 | 0.2 | 36,587 | 61,273 | 24,686 |
| Public Services Librarian | 1.0 | 1.0 | - | 63,742 | 66,470 | 2,728 |
| Secretary | 1.0 | 1.0 | - | 53,775 | 46,236 | (7,539) |
| Computer Technician | 1.0 | 1.0 | - | 74,856 | 78,907 | 4,051 |
| Library Assistant II | 1.0 | 1.0 | - | 52,911 | 48,889 | (4,022) |
| Library Assistant I | 6.0 | 5.60 | (0.40) | 225,119 | 211,271 | (13,848) |
| Page II | 2.2 | 2.2 | - | 60,809 | 64,161 | 3,352 |
| Page I | 1.64 | 1.64 | - | 42,452 | 36,356 | (6,096) |
| Substitutes | - | - | - | 8,000 | 12,000 | 4,000 |
| LTE/Summer | 0.1 | 0.1 | - | 6,122 | 6,122 | - |
| Holiday/Premium Pay | - | - | - | 1,400 | 1,507 | 107 |
| Overtime | - | - | - | - | - | - |
| TOTAL | 22.6 | 22.5 | (0.2) | 1,279,568 | 1,302,987 | 23,419 |

Performance Measures:

Measurements:

This chart represents digital services.

Goal: provide access to information and literature new and emerging formats and platforms.

| Item | 2011 | 2012 | 2013 | 2014 | 2015 |
|---|---------|--------|--------|---------|---------|
| Digital Circulation (Overdrive) | 3,405 | 9,752 | 16,537 | 23,355 | 30,339 |
| Cost per Circulation (Overdrive) | NA | 0.36 | 0.30 | 0.31 | 0.35 |
| Internet & (Wi-Fi Usage – starting in 2014) | 121,418 | 84,866 | 69,436 | 185,909 | 218,385 |

Overdrive gives patrons access to over 2 million e-books, digital audio, and digital video through a state-wide buying pool via the South Central Library System and the Wisconsin Public Library Consortium. Patrons continue to discover this growing collection. With changes in mobile technology, many patrons schedule one-on-one sessions with our Adult Services Librarians for instruction on how to navigate Overdrive, search for materials,



place holds, and download materials onto devices. Participation in the state-wide buying pool allows circulation costs for this service to be kept low.

The use of mobile technology is a growing trend. At the library, patrons use the library as a space to access free Wi-Fi on their personal devices. Our librarians are adept and skilled in using a variety of devices as patrons often seek the assistance of library staff on how to use their mobile technology to access resources and information.

Increasingly, the library has become a “sense of place”. Below is a comment a patron shared in June:

I really believe the time has come. I LOVE the Sun Prairie Public Library (as do many others) and it would be great to have it available year round. [I'm not advocating giving up standard holidays or anything, just mainly having the library open on Sundays throughout the year.]

Measurements:

This chart represents traditional library services. Goal: Provide residents access to valuable resources for borrowing and ensure reliable, professional, and confidential service.

| Item | 2011 | 2012 | 2013 | 2014 | 2015 |
|----------------------------|---------|---------|---------|---------|---------|
| Physical Circulation | 634,924 | 670,133 | 684,622 | 644,178 | 634,628 |
| Physical Collection Growth | 12,797 | 13,241 | 13,510 | 15,122 | 14,101 |
| Reference Transactions | 44,408 | 45,422 | 45,526 | 45,838 | 46,592 |

Circulation of physical materials had experienced a period of decline as library patrons discovered and used digital resources. However, things are beginning to shift. Digital circulation continues to increase but at a slower climb. Based on monthly 2016 statistics, we anticipate physical circulation at the Sun Prairie Public Library to be around 666,000, nearly a 5% increase from last year. Our patrons often share their appreciation of what we have available to them. Our “Buzz Book” collection of new and high demand items is extremely popular and our staff works hard keeping these shelves stocked as books come in and out of our doors quickly. Below are two comments we received from two separate patrons in May:

“My idea was granted some time ago. I’m still grateful for the 2nd copy of the WI State Journal in the reading room.” “Love “the Buzz” – so interesting to read books by authors other than my “norm”.

Librarians enjoy in connecting readers with new books and authors and the Buzz Book Collection and our response to patron requests allows for excellent readers’ advisory and customer service.

Despite the fact that our community is growing, our physical collection growth has remained relatively flat. For example, in 2015 we added 14,101 items, less than two items per resident. This can be attributed to the increasing costs of materials in various formats, limited collection budgets, and space constraints.



Reference transactions represent visits to our service desks for reference and readers’ advisory services. Our librarians are trusted sources of information and provide resources for a wide range of life-long learning needs that help our patrons stay well informed.

Measurements:

This chart represents program attendance and corresponding budgets. Goal: Provide life-long learning opportunities for our residents.

| Item | 2011 | 2012 | 2013 | 2014 | 2015 |
|---------------------|---------|---------|---------|---------|---------|
| Programs | 391 | 407 | 428 | 525 | 578 |
| Programs Attendance | 21,203 | 22,750 | 23,169 | 26,280 | 25,543 |
| Programming Budget | \$4,000 | \$4,000 | \$5,000 | \$5,000 | \$7,000 |

Our program offerings and attendance has seen significant increases since 2011. The only exception was in 2015, when our Head of Youth Services was on maternity leave during the summer which is the peak of youth services programming. Our adult programs offerings have tripled in the past five years as the profession views programming as an essential library service. Together with our physical and digital collections, the programs offered at the Sun Prairie Public Library bring a full life-long learning experiences to our participants. We often have displays that tie in with programs and many attendees check out materials to enrich and enhance their experience. Programs vary in subject. Literacy and literary events, book discussions, cultural programs, live music, classes for seniors and their caregivers, participatory arts and crafts, consumer information, travel information, financial workshops, home repair classes, recreational events for hobbyists, and movies are some examples of what patrons can find. To ensure best practices in public library service, the Sun Prairie Public Library offers high quality programs presented by local and national experts and professionals and our numbers demonstrate that our programs are a big draw. Despite the fact that we offer many events, our residents want more.

Below are comments from patrons earlier this year:

“I love the programs, but I think you should do more teen programs.”

“I think you should have an art contest for all ages.”

2016 Achievements:

Despite the challenges, the Sun Prairie Public Library maintains a high level of service to its community. Based on budget changes and initiatives that were approved last year, the library was able to achieve the following:

- Highest summer library program participation to date. The youth services department was able to provide more outreach to schools and promote the program.
- The additional hours for a full time teen librarian allowed staff to offer more events.
- The full time teen librarian position allowed the library to develop a Teen Volunteer Corp program. The library received, reviewed, and interviewed 12 applicants. Eight applicants were offered and accepted



the position. Our teen volunteers took their work seriously and proved to be an asset during the busiest time of year for youth services. In return, our teen volunteers learned some essential workforce skills. The volunteer program has the potential to become a pipeline for future paid library employment opportunities.

- Collection Development – resources to patrons. Our \$5,000 increase allowed us to maintain the standards set by the Dane County Library Service. We are proud to be a leading library in the circulation of our physical materials. The increase allowed us to add new and high demand items.
- New computer time and print management through professional services maintained with the South Central Library System, allowing for more flexibility.
- Updated copy center for patrons and staff and newly configured computer lab through the use of funds from our IT Replacement Fund.

In addition to the added services we were able to provide based on budget initiatives and funding, the Sun Prairie Public Library strives to find creative ways to connect with our residents. Below is a list of ways of what we were able to achieve outside of our operating budget:

- Monthly visits to Sunshine Supper
- Amendments in policies to reduce barriers and increase access to all patrons
- Amendments in policies to increase flexibility in Discussion Room usage
- Commission of an outdoor sculpture through the efforts of the Friends of the Sun Prairie Public Library
- Strategic Planning Consultation from WiLS (Wisconsin Library System) with the financial support from the Sun Prairie Public Library Foundation.
- Partnerships with civic organizations – the Optimist Club helped to fund our Bilingual Storytime.
- Partnerships with other city organizations including the Sun Prairie Media Center (Veteran’s Voices Project and Library PSA), Historical Museum (Tom Loftus Display, John Muir Exhibit, Veteran’s Voices), Parks and Recreation (Aquatic Center passes for fine forgiveness and Rec Connection publicity), Department of Public Works (planting of trees as part of Tree City USA)
- Partnerships with social services included Food for Fines in February, Movers for Moms in May, and Conversation Baskets from Jan-April, Stuff the Bus in August.

**CITY OF SUN PRAIRIE
PUBLIC LIBRARY FUND
2017 EXECUTIVE BUDGET**

| | | 8/31/2016 | | | | | | |
|---|-------------------------------|------------------|-----------------|------------------|------------------|------------------|---------------------|---------------------|
| | | 2014 | 2015 | 2016 | 2016 | 2016 | 2017 | INCREASE |
| | | ACTUAL | ACTUAL | ACTUAL | PROJECTED | BUDGET | EXECUTIVE | (DECREASE) |
| PUBLIC LIBRARY FUND REVENUES | | | | | | | | |
| 26004300-435520 | GRANTS- LIBRARY | \$ 525 | \$ 525 | \$ 1,175 | \$ 2,000 | \$ 2,000 | \$ 2,225 | \$ 225 |
| 26004300-437520 | COUNTY AID- LIBRARY | - | - | - | - | - | 454,580 | 454,580 |
| 26004500-455200 | LIBRARY FINES | - | - | - | - | - | 37,000 | 37,000 |
| 26004600-465200 | LIBRARY MISCELLANEOUS CHARGES | - | - | - | - | - | 7,050 | 7,050 |
| 26004800-485520 | DONATIONS- LIBRARY | 13,974 | 2,589 | 9,090 | - | 10,000 | - | (10,000) |
| 26004900-492100 | TRANSFER IN | - | - | - | - | - | 1,387,749 | 1,387,749 |
| TOTAL PUBLIC LIBRARY FUND REVENUES | | \$ 14,499 | \$ 3,114 | \$ 10,265 | \$ 2,000 | \$ 12,000 | \$ 1,888,604 | \$ 1,876,604 |
| PUBLIC LIBRARY ADMINISTRATION (520-41) | | | | | | | | |
| PERSONNEL SERVICES | | | | | | | | |
| 26052041-511000 | REGULAR WAGES | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 980,033 | \$ 980,033 |
| 26052041-513000 | OVERTIME | - | - | - | - | - | - | - |
| 26052041-516000 | PREMIUM PAY | - | - | - | - | - | 1,507 | 1,507 |
| 26052041-519000 | SEASONAL WAGES | - | - | - | - | - | 6,122 | 6,122 |
| SUB-TOTAL | | - | - | - | - | - | 987,662 | 987,662 |
| FRINGE BENEFITS | | | | | | | | |
| 26052041-521000 | SOCIAL SECURITY | - | - | - | - | - | 72,846 | 72,846 |
| 26052041-522000 | RETIREMENT | - | - | - | - | - | 57,082 | 57,082 |
| 26052041-523000 | HEALTH INSURANCE | - | - | - | - | - | 203,797 | 203,797 |
| 26052041-524000 | LIFE INSURANCE | - | - | - | - | - | 2,742 | 2,742 |
| 26052041-525000 | DENTAL INSURANCE | - | - | - | - | - | 18,592 | 18,592 |
| 26052041-528000 | POST EMPLOYMENT HEALTH PLAN | - | - | - | - | - | - | - |
| SUB-TOTAL | | - | - | - | - | - | 355,059 | 355,059 |
| MATERIALS & SUPPLIES | | | | | | | | |
| 26052041-531000 | OFFICE SUPPLIES | - | - | - | - | - | 3,000 | 3,000 |
| 26052041-532150 | WORK PERMITS | - | - | - | - | - | - | - |
| 26052041-533000 | REPAIRS AND MAINTENANCE | - | - | - | - | - | 1,000 | 1,000 |
| 26052041-533100 | MAINTENANCE AGREEMENTS | - | - | - | - | - | 11,000 | 11,000 |
| 26052041-533300 | FLEET RENTAL CHARGES | - | - | - | - | - | - | - |
| SUB-TOTAL | | - | - | - | - | - | 15,000 | 15,000 |
| CONTRACTUAL SERVICES | | | | | | | | |
| 26052041-541000 | COMMUNICATIONS | - | - | - | - | - | 6,000 | 6,000 |
| 26052041-542500 | SPECIAL PROGRAMS | - | - | - | - | - | 8,000 | 8,000 |
| 26052041-543000 | ADVERTISING AND PRINTING | - | - | - | - | - | 2,000 | 2,000 |
| SUB-TOTAL | | - | - | - | - | - | 16,000 | 16,000 |
| PROFESSIONAL DEVELOPMENT | | | | | | | | |
| 26052041-562000 | MILEAGE | - | - | - | - | - | 650 | 650 |
| 26052041-563000 | MEETINGS AND TRAINING | - | - | - | - | - | 2,800 | 2,800 |
| 26052041-564000 | DUES AND MEMBERSHIPS | - | - | - | - | - | 3,200 | 3,200 |
| SUB-TOTAL | | - | - | - | - | - | 6,650 | 6,650 |
| TOTAL LIBRARY ADMINISTRATION | | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,380,371 | \$ 1,380,371 |
| LIBRARY COLLECTION (520-42) | | | | | | | | |
| MATERIALS & SUPPLIES | | | | | | | | |
| 26052042-532000 | OPERATING SUPPLIES | \$ 9,252 | \$ 7,130 | \$ 5,012 | \$ 12,000 | \$ 12,000 | \$ 27,108 | \$ 15,108 |
| 26052042-532200 | LIBRARY MATERIALS | - | - | - | - | - | 227,385 | 227,385 |
| 26052042-532250 | RENTAL LIBRARY MATERIALS | - | - | - | - | - | 2,500 | 2,500 |
| SUB-TOTAL | | 9,252 | 7,130 | 5,012 | 12,000 | 12,000 | 256,993 | 244,993 |
| CONTRACTUAL SERVICES | | | | | | | | |
| 26052042-541000 | COMMUNICATIONS | - | - | - | - | - | - | - |
| 26052042-544000 | PROFESSIONAL SERVICES | - | - | - | - | - | 113,340 | 113,340 |
| SUB-TOTAL | | - | - | - | - | - | 113,340 | 113,340 |
| TOTAL LIBRARY COLLECTION | | \$ 9,252 | \$ 7,130 | \$ 5,012 | \$ 12,000 | \$ 12,000 | \$ 370,333 | \$ 358,333 |

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Revolving Loan Fund
Committee

Overview:

The City of Sun Prairie has retained Community Development Block Grant (CDBG) funds from the U.S. Department of Housing and Urban Development (HUD) for the establishment of an Economic Development Revolving Loan Fund (RLF). This has also been referred to as the “Wisconsin Development Fund.” This fund is designated to make direct business loans on a companion basis with other financing sources (public sector loans, governmental loans/grants, equity, etc.). The Wisconsin Department of Administration (DOA) is the recipient and contracts with the Wisconsin Economic Development Corporation (WEDC) to manage activities and funds associated with Economic Development. These economic development funds are used to provide grants to local units of government that use the funds to loan to a business. The business, in return for use of the public funds, provides private investment towards the assisted activity and most importantly creates job opportunities, principally for the benefit of low and moderate income persons.

The Director of Administrative Services and the Director of Economic Development serve as the RLF Program Coordinators for this fund, and act as staff liaisons to the RLF Committee. A City Council member serves as a voting member of the RLF Committee. The RLF Committee reviews applications for assistance through the program, and makes recommendations to the City Council regarding approval of said applications.

Mission:

The RLF fund and committee’s primary purpose is to provide a supplementary financing tool to qualified businesses unable to secure adequate funds through traditional financing that will have a positive economic impact by way of full-time job creation and increased opportunity for low-to-moderate income persons.

Goals:

According to the proposed 2013 updates to the City’s Revolving Loan Fund Manual, economic development activities assisted with funds made available through the RLF Program are intended to meet the following federal and State goals and objectives:

- To encourage the creation and retention of permanent jobs, which provide a wage, appropriate to the skills and experience of the local labor force and that is competitive. The recipient of funds must agree that a minimum of 51 percent of the jobs created or retained shall be made available to low and moderate income persons.
- To encourage the leveraging of new private investment into the City of Sun Prairie in the form of fixed asset investment, particularly in land and buildings.
- To perpetuate a positive and proactive business climate which encourages the retention and expansion of existing businesses and helps to attract desirable new businesses.
- To implement the City of Sun Prairie’s Strategic Business Development Plan’s goals and objectives.
- To maintain and promote a diverse mix of employment opportunities and to minimize seasonal or cyclical employment fluctuations.
- To encourage the development and use of modern technology and create safe work environments.



Strategies:

According to the proposed 2014 updates to the City’s Revolving Loan Fund Manual, applications that meet the following local objectives of the City of Sun Prairie will be considered to be more competitive and more desirable:

- To encourage redevelopment or new development in targeted geographies within the city of Sun Prairie, including Downtown Sun Prairie (TIF 8), Main Street (TIF 11), and areas immediately adjacent to these targeted geographies. In addition, the City of Sun Prairie may identify individual sites as priority areas outside of these general areas that have been identified as areas in need of redevelopment or otherwise economically distressed.
- To support business creation, retention and expansion in targeted business sectors as 5 adopted in the City’s Strategic Business Development Plan.
- To enhance the economic viability of the immediately surrounding area, or of the City of Sun Prairie as a whole.
- To encourage full-time the creation, retention or expansion of employment opportunities with wages and benefits beyond the federal minimum wage, and at or above the average wages for Dane County in that industry or occupation.
- To encourage the creation, retention and expansion of unique or entrepreneurial businesses that are determined to be viable businesses by the RLF Committee, but may not have adequate access to more traditional means of financing.
- Other projects outside of these criteria may be considered if identified by the City Council as a worthy project through formal action.

Activities:

The RLF Program currently has one active loan which was issued in 2013. This applicant is current on their payments and loan conditions to date.

| | ACTUAL 2014 | ACTUAL 2015 | Projected | |
|---|----------------|----------------|----------------|----------------|
| | | | 2016 | 2017 |
| Assets | | | | |
| Cash & Investments | 97,498 | 113,649 | 129,799 | 145,950 |
| Loan Receivable | <u>48,159</u> | <u>34,204</u> | <u>19,499</u> | <u>4,794</u> |
| Total Assets | 145,657 | 147,853 | 149,298 | 150,744 |
| Liabilities & Fund Balance | | | | |
| Reserved for Loan | 48,159 | 34,204 | 19,499 | 4,794 |
| RLF Fund | <u>97,498</u> | <u>113,649</u> | <u>129,799</u> | <u>145,950</u> |
| Total Liabilities & Fund Balance | 145,657 | 147,853 | 149,298 | 150,744 |



Overview:

Wisconsin Act 184 (1984) authorizes municipalities to establish Business Improvement Districts (BID) within their community and allows the municipality to assess properties within the BID to contribute to programs aimed at the promotion, management, maintenance, and development of the district. 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 2015 BID property values exceed \$63 million. The BID has over 75 business members representing retail, service, food, and manufacturing sectors.

The Economic Development Department provides 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 2016 operational plan identifies the following:

1. Create collaborative opportunities for new and existing Downtown Sun Prairie Businesses to learn, grow, and develop.
2. Advocate for development at exemplifies innovation projects that enhance the work, live, play environment of Downtown Sun Prairie.
3. Facilitate maintenance, upkeep, and improvement of downtown Sun Prairie public spaces through advocacy for safety and improvement.
4. Create an attractive, historic, and playful downtown environment through structure improvements and enhancements.



- 5. Create and implement unique events that draw people from near and far to enjoy and patronize Downtown Sun Prairie businesses.
- 6. Educate the public on the advantages of living, working, and playing in Downtown Sun Prairie.

Staffing Analysis and Expenses:

The Business Improvement District privately contracts for a manager on an annual basis who assists with day-to-day operations and coordinated events for the downtown area.

2017 Budget Highlights:

The following expenditures are being budgeted for 2017 by the downtown Business Improvement District:

| | |
|---------------------------------|------------------|
| Advertising, Marketing & Events | \$45,100 |
| Administration | \$56,915 |
| Beautification & Maintenance | \$41,750 |
| Recruitment & Retention | \$9,500 |
| Total | \$153,265 |

The budget for the downtown Business Improvement District is proposed to increase from \$139,000 in 2016 to \$153,265 in 2017. Notable changes between these budgets are as follows:

Advertising, Marketing & Events

- Block party event was removed (-\$10,000)
- Art Fest was removed (-\$4,000)
- Beer Walk (+\$6,000)
- Increase to Fall Fest to make it the signature event (+\$2,000)
- Addition of funds for Guild type events (+\$2,000)

Administration

- BID Manager to a city position split with the Tourism Commission (+\$27,415)

Beautification & Maintenance

- Directional Signage/Wayfinding (+\$5,000)

The City Council approves the annual operating plan for the Business Improvement District, which includes an annual budget.

The amount of revenues generated by the self-imposed levy on the owners of downtown property is to remain at \$92,000. Increases in the 2016 budget are intended to be funded by using \$52,915 in reserve funds, along with \$22,000 of other income.



2016 Achievements:

- Successfully hosted all planned events including Groundhog Day, Wine Walk, Block Party, 8 Streets of Summer, Car Cruise, and Art Fest. Major events being planned for the remainder of 2016 include the Fall Fest, Ladies Night Out, and the Holiday Tree Lighting ceremony.
- Sponsored the Taste of Sun Prairie and the Downtown Farmers Market.
- Relocated a new tree to the Sun Prairie Museum for the Holiday Tree lighting.
- Managed snow removal as needed in the downtown area.
- Jointly produced the visitors' brochure with the Sun Prairie Tourism Commission.
- Gave out \$2475 through the Downtown Façade Improvement Grant Program with two applicants that still need to be evaluated for 2017.
- Continued to expand its social media presence

CITY OF SUN PRAIRIE
BUSINESS IMPROVEMENT DISTRICT FUND
2017 EXECUTIVE BUDGET

| | 2014 <u>ACTUAL</u> | 2015 <u>ACTUAL</u> | 2016 <u>PROJECTED</u> | 2016 <u>BUDGET</u> | 2017 <u>EXECUTIVE</u> | INCREASE <u>(DECREASE)</u> |
|---|-------------------------|-----------------------|--------------------------|-----------------------|--------------------------|-------------------------------|
| BUSINESS IMPROVEMENT DISTRICT | | | | | | |
| BUSINESS IMPROVEMENT DISTRICT REVENUES | | | | | | |
| 81004200-422000 | BID DISTRICT ASSESSMENT | \$ 92,000 | \$ 92,000 | \$ 92,000 | \$ 92,000 | \$ - |
| 81004600-429000 | DELQ SA REVENUE | - | - | - | - | - |
| 81004700-471000 | INVESTMENT INCOME | 82 | 128 | - | - | - |
| 81004800-485000 | DONATIONS - GENERAL | - | - | - | 3,000 | (3,000) |
| 81004800-489000 | MISCELLANEOUS REVENUES | 8,729 | 9,180 | 395 | 5,000 | 3,850 |
| 81004800-499000 | FUND BALANCE APPLIED | - | - | - | 39,500 | (12,084) |

| | | | | | | |
|-----------------------|-------------------|-------------------|------------------|-------------------|-------------------|--------------------|
| TOTAL REVENUES | \$ 100,811 | \$ 101,308 | \$ 92,395 | \$ 139,500 | \$ 128,266 | \$ (11,234) |
|-----------------------|-------------------|-------------------|------------------|-------------------|-------------------|--------------------|

BUSINESS IMPROVEMENT DISTRICT EXPENDITURES

CONTRACTUAL SERVICES

| | | | | | | | |
|-----------------|-----------------------------------|--------|--------|--------|--------|--------|----------|
| 81066000-541000 | COMMUNICATIONS | \$ 267 | \$ 27 | \$ 13 | \$ - | \$ - | \$ - |
| 81066000-544000 | PROFESSIONAL SERVICES | 1,500 | 5,000 | 71 | - | 27,416 | 27,416 |
| 81066000-544400 | BID ADVERTISING- 81101 | 5,275 | 3,452 | 5,375 | 4,000 | 4,000 | - |
| 81066000-544400 | BEAUTIFICATION/MAINTENANCE- 81102 | 15,367 | 38,646 | 42,750 | 54,750 | 34,750 | (20,000) |
| 81066000-544400 | WINE WALK- 81103 | 8,364 | 6,446 | 9,455 | 2,500 | 8,000 | 5,500 |
| 81066000-544400 | BLOCK PARTY- 81104 | 9,769 | 12,855 | 10,958 | 8,000 | - | (8,000) |
| 81066000-544400 | BID REIMBURSEMENT- 81105 | - | - | 8,000 | 8,000 | 6,000 | (2,000) |
| 81066000-544400 | BUSINESS RECRUITMENT- 81106 | 389 | 1,682 | 11,750 | 11,750 | 1,500 | (10,250) |
| 81066000-544400 | BID MISCELLANEOUS- 81107 | 202 | 731 | 1,500 | 1,500 | 600 | (900) |
| 81066000-544400 | ADMINISTRATIVE EXPENSE- 81108 | 21,700 | 30,126 | 29,500 | 29,500 | 29,500 | - |
| 81066000-544400 | TASTE OF SUN PRAIRIE- 81109 | 2,000 | 1,165 | 1,000 | 1,000 | 1,000 | - |
| 81066000-544400 | ART FEST- 81110 | 4,557 | 4,128 | 4,000 | 4,000 | - | (4,000) |
| 81066000-544400 | LADIES NIGHT OUT- 81111 | 2,655 | 2,565 | 3,000 | 3,000 | 3,500 | 500 |
| 81066000-544400 | CAR CRUISE- 81112 | 1,263 | 1,500 | 1,500 | 1,500 | 1,500 | - |
| 81066000-544400 | FARMERS MARKET- 81113 | 1,000 | 1,000 | 1,500 | 1,500 | 1,500 | - |
| 81066000-544400 | GROUNDHOG DAY- 81114 | 905 | 755 | 2,958 | 1,500 | 2,000 | 500 |
| 81066000-544400 | FALL FESTIVAL- 81115 | 3,052 | 3,068 | 4,000 | 4,000 | 4,000 | - |
| 81066000-544400 | FIRE TRUCK PARADE- 81116 | 3,400 | 2,848 | 3,000 | 3,000 | 3,000 | - |

| | | | | | | |
|---------------------------|------------------|-------------------|-------------------|-------------------|-------------------|--------------------|
| TOTAL EXPENDITURES | \$ 81,665 | \$ 115,996 | \$ 140,331 | \$ 139,500 | \$ 128,266 | \$ (11,234) |
|---------------------------|------------------|-------------------|-------------------|-------------------|-------------------|--------------------|

BID DISTRICT: FUND BALANCE

| | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| BEGINNING FUND BALANCE | \$ 79,466 | \$ 98,612 | \$ 83,924 | \$ 83,924 | \$ 35,988 |
| ADDITIONS | 100,811 | 101,308 | 92,395 | 139,500 | 128,266 |
| EXPENSES | 81,665 | 115,996 | 140,331 | 139,500 | 128,266 |
| ENDING FUND BALANCE | \$ 98,612 | \$ 83,924 | \$ 35,988 | \$ 83,924 | \$ 35,988 |



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 (TID 8), as well as the 151-Reiner Road Interchange area (TID 9), and reviewing and providing direction on specific redevelopment proposals in these areas.

The Economic Development Department serves as the staff liaison to the CDA. Staff from the Planning Department and the Finance Department also provide 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.

Performance Measures:

The CDA last met in 2014 to refinance debt relating to TID 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 TID 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 TID 8 for the Downtown Façade Improvement Grant program in 2012.

The CDA has not yet had reason to meet in 2015. Staff is currently in negotiations on four possible development agreements that may end up getting reviewed by CDA, who would then offer a recommendation to the City Council on the terms of each agreement—especially those requesting incentives through appropriate TID Districts.



Financial Summary:

| | 2014 ACTUAL | 2015 ACTUAL | 2016 PROJECTED | 2016 BUDGET | 2017 EXECUTIVE | INCREASE (DECREASE) |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|------------------------|
| COMMUNITY DEVELOPMENT AUTHORITY (850) | | | | | | |
| COMMUNITY DEVELOPMENT AUTHORITY REVENUES | | | | | | |
| Interest Income - Lease Receivable | \$ 364,925 | \$ 381,725 | \$ 348,700 | \$ 341,701 | \$ 316,618 | \$ (25,083) |
| Miscellaneous Revenues | - | - | 1,000 | - | - | - |
| Total Revenues | \$ 364,925 | \$ 381,725 | \$ 349,700 | \$ 341,701 | \$ 316,618 | \$ (25,083) |
| COMMUNITY DEVELOPMENT AUTHORITY EXPENDITURES | | | | | | |
| Debt Payments | | | | | | |
| Interest on Debt | \$ 364,925 | \$ 463,646 | \$ 341,701 | \$ 341,701 | \$ 316,618 | \$ (25,083) |
| Debt Issuance Expense | - | - | 1,000 | - | - | - |
| Total Expenditures | \$ 364,925 | \$ 463,646 | \$ 342,701 | \$ 341,701 | \$ 316,618 | \$ (25,083) |

| COMMUNITY DEVELOPMENT AUTHORITY: FUND BALANCE | | | | | | |
|--|------------|------------|------------|------------|------------|--|
| BEGINNING FUND BALANCE | \$ 532,489 | \$ 532,489 | \$ 450,568 | \$ 450,568 | \$ 450,568 | |
| ADDITIONS | 364,925 | 381,725 | 349,700 | 341,701 | 316,618 | |
| EXPENSES | 364,925 | 463,646 | 342,701 | 341,701 | 316,618 | |
| ENDING FUND BALANCE | \$ 532,489 | \$ 450,568 | \$ 457,567 | \$ 450,568 | \$ 450,568 | |