

COMPONENT UNIT

Business Improvement District

MISSION

Support the development, improvement and promotion of the downtown area for the economic benefit of all businesses within the District. Promote the downtown area for the general social and economic benefit of the people of the City of Sun Prairie and its visitors.

Downtown Business
Improvement District
Manager/Marketing
Specialist

DESCRIPTION

The Business Improvement District shares the Downtown Business Improvement District Manager/Marketing Specialist with the Tourism Commission.

2017 BUDGET HIGHLIGHTS

Second Annual Streets of Sun Prairie event line up, increased total attendance by over 500 people, with weather playing a key role in increased attendance.

The first Fall Beer Taste, an Oktoberfest style event, will be held in 2017.

New events and committees have been created due to increased participation of BID businesses. Three new committees within Recruitment & Retention were created, with the goal creating more activity amongst the business.

Six bike racks were installed throughout the BID area in coordination with Public Works.

First year of a 70% staffed position through the City of Sun Prairie.

2018 BUDGET HIGHLIGHTS

Directional (wayfinding) signage and a portion of Façade improvement grants will carryover as a 2018 expense.

The BID Board is committed to supporting the Dream Park which will come out of fund balance for the 2018 budget.

PERFORMANCE MEASUREMENT

Promote the downtown area through special events.

Measure	2015	2016	2017
Wine ticket sales	N/A	389	311

CITY OF SUN PRAIRIE
BUSINESS IMPROVEMENT DISTRICT FUND
2018 Recommended Budget

	2016 <u>ACTUAL</u>	8/31/2017 2017 <u>ACTUAL</u>	2017 <u>PROJECTED</u>	2017 <u>BUDGET</u>	2018 <u>RECOMMENDED</u>	INCREASE (DECREASE)
BUSINESS IMPROVEMENT DISTRICT						
BUSINESS IMPROVEMENT DISTRICT REVENUES						
81004200-422000	BID DISTRICT ASSESSMENT	\$ 92,000	\$ 81,805	\$ 92,000	\$ 92,000	\$ -
81004600-429000	DELQ SA REVENUE	56	-	-	-	-
81004700-471000	INVESTMENT INCOME	377	57	57	-	-
81004800-485000	DONATIONS - GENERAL	-	-	-	-	-
81004800-489000	MISCELLANEOUS REVENUES	11,820	21,470	27,500	8,850	25,000
81004800-499000	FUND BALANCE APPLIED	-	-	27,416	27,416	35,266

TOTAL REVENUES	\$ 104,253	\$ 103,332	\$ 146,973	\$ 128,266	\$ 152,266	\$ 24,000
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BUSINESS IMPROVEMENT DISTRICT EXPENDITURES

CONTRACTUAL SERVICES						
81066000-541000	COMMUNICATIONS	\$ 13	\$ 382	\$ 632	\$ -	\$ -
81066000-544000	PROFESSIONAL SERVICES	181	21,175	27,416	27,416	53,416
81066000-544400	BID ADVERTISING- 81101	8,765	4,769	4,000	4,000	4,000
81066000-544400	BEAUTIFICATION/MAINTENANCE- 81102	25,760	13,326	31,396	34,750	39,750
81066000-544400	WINE WALK- 81103	8,665	15,622	15,610	8,000	6,000
81066000-544400	BLOCK PARTY- 81104	11,047	1,500	1,500	-	-
81066000-544400	BID REIMBURSEMENT- 81105	4,223	11,359	10,112	6,000	7,500
81066000-544400	BUSINESS RECRUITMENT- 81106	3,352	328	5,000	1,500	10,500
81066000-544400	BID MISCELLANEOUS- 81107	1,500	-	600	600	600
81066000-544400	ADMINISTRATIVE EXPENSE- 81108	30,105	24,051	29,326	29,500	3,500
81066000-544400	TASTE OF SUN PRAIRIE- 81109	800	3,000	2,000	1,000	2,000
81066000-544400	ART FEST- 81110	3,000	-	-	-	2,000
81066000-544400	LADIES NIGHT OUT- 81111	3,539	879	3,500	3,500	3,500
81066000-544400	CAR CRUISE- 81112	1,822	25	25	1,500	-
81066000-544400	FARMERS MARKET- 81113	1,500	1,500	1,500	1,500	1,500
81066000-544400	GROUNDHOG DAY- 81114	2,897	2,825	2,835	2,000	3,000
81066000-544400	FALL FESTIVAL- 81115	5,113	705	7,500	4,000	4,000
81066000-544400	FIRE TRUCK PARADE- 81116	2,962	562	3,250	3,000	3,000
81066000-544400	BEER WALK- 81117	-	9,078	7,500	-	6,000
81066000-544400	GUILD EVENTS- 81118	-	404	2,000	-	2,000

TOTAL EXPENDITURES	\$ 115,244	\$ 111,488	\$ 155,702	\$ 128,266	\$ 152,266	\$ 24,000
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BID DISTRICT: FUND BALANCE						
BEGINNING FUND BALANCE	\$ 83,926	\$ 72,935	\$ 72,935	\$ 72,935	\$ 72,935	
ADDITIONS	104,253	103,332	146,973	128,266	152,266	
EXPENSES	<u>115,244</u>	<u>111,488</u>	<u>155,702</u>	<u>128,266</u>	<u>152,266</u>	
ENDING FUND BALANCE	\$ 72,935	\$ 64,779	\$ 64,206	\$ 72,935	\$ 72,935	

COMPONENT UNIT

Community Development Authority

MISSION

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.



DESCRIPTION

Pursuant to Section 66.1335 Wisconsin Statutes (i.e. the Community Development Authority Law), the City of Sun Prairie City Council passed a resolution 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 role has 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), reviewing and providing direction on specific redevelopment proposals in these Districts, and facilitating the sale of City or CDA owned parcels in these Districts.

The Community Development Department serves as the staff liaison to the CDA. The CDA consists of seven appointed members, two of whom are members of the Common Council, and the Mayor who serves as chairperson.

2017 BUDGET HIGHLIGHTS

The CDA facilitated and approved the sale of a City-owned parcel in TIF 9 for a medical clinic.

The CDA acted as the primary working group for the Central Main Street Redevelopment Plan. It provided recommendations to the City Council regarding the redevelopment of the City-owned lot located at 132 Market Street.

The CDA initiated the review and update of the CDA's organizational resolution to an ordinance and initiated the review of a proposed application for TIF assistance.

2018 BUDGET HIGHLIGHTS

The CDA will continue to meet as necessary to consider requests for TIF assistance, offers to purchase City or CDA owned parcels. A likely focus for 2018 will be the implementation of the pending Central Main Street Corridor Redevelopment Plan currently being worked on by the CDA.

PERFORMANCE MEASUREMENT

Beginning in 2017, the primary measures that will be monitored annually are listed below.

Measure	2017
Formal applications for financial assistance in redevelopment projects received, reviewed, and forwarded to CDA for consideration.	1
Recommendations by the CDA made relating to requests for financial assistance in redevelopment projects/Specific recommendations that were implemented and approved by the City Council.	1
Number of inquiries reviewed relating to acquisition of City or CDA-owned parcels	5
Sale or transfer of land	2
Completed projects resulting in the elimination of blight conditions, vacant buildings or parcels, or underutilized buildings or parcels	2
Planning efforts undertaken to advance redevelopment goals in the City	1

**The information for 2017 reflects data through July 31, 2017.*