SUN PRAIRIE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT:

BID BOARD

Executive Committee:

Dan Callies - Chair (May 2023)  Eddie’s Alehouse & Eatery & Property Owner
Adam Bougie – Vice Chair (May 2022)  Glass Nickel Pizza & Property Owner
Deb Krebs (May 2023)  Bank of Sun Prairie

Board Members:

Patrick DePula (May 2021)  Salvatore’s Tomato Pies & Property Owner
Bill Howe (May 2021)  Property Owner, 132 Market Street
Rose Freidel (May 2021)  First Weber Realty & Property Owner
Jeff Gauger (May 2023)  Beans ‘n Cream Coffeehouse
Mary Polenske (Annual Appointment)  City Council Rep. Liaison
Marta Hansen (May 2022)  The Piano Gal Shop
Jennifer Stebnitz (May 2022)  Citizen Representative
Skye Lindsey (August 2021)  DECA Senior Student (voting member)

*Ankit Janamanchi (Sept 2020 -August 2022) DECA Junior Student (voting member as a Senior or in Senior student’s absence)

Staff:
Colleen Burke, BID Manager
Sarah Wells, Event Coordinator/Market Manager
SUN PRAIRIE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT: MISSION

The Sun Prairie Business Improvement District's mission is to support the development, improvement, and promotion of the Downtown area for the economic benefit of all businesses within the District as well as the general social and economic benefit of the people of the City of Sun Prairie and its visitors.
Wisconsin Act 184 was signed into law in 1984, which gives Wisconsin municipalities the power to establish one or more Business Improvement Districts in a community.

- The Downtown Sun Prairie BID was started in 1989.
- There are over 85 BIDs in the State of Wisconsin.
- In Wisconsin, the average Special BID assessment mill rate is $2.64/$1,000 of assessed value.
- Downtown Sun Prairie BID's Special assessment mill rate for 2020 is $1.8700/$1,000 of assessed value

Assessment Information:

- 2020 BID assessment, value of properties that pay the Special BID tax. 78 properties = $81.5 million
- Total approximate assessed value of the entire BID area, including properties that do not pay the special BID tax = ~$106.1 million
- Number of businesses in the BID representing retail, services, food, nonprofits, health and human services, and manufacturing sectors = ~80
- Number of residential dwelling units within the BID = ~529

Social Media:

- Facebook: @Downtown Sun Prairie; original content plus shared content from other Downtown SP businesses = 5,649 Followers
- Total Reach activity spikes: 1. Guimo's Free Tacos to Healthcare Workers (shared post) in April, 2. Scarecrow Contest, 3. Fall Festival
- Twitter: @downtownsp
  - 352 followers
- Instagram: downtown_sunprairie
  - Active as of September 2019; 898 followers
SUN PRAIRIE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT:
GOALS AND POLICIES

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

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

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

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

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

- Educate the public on the advantages of living, working, and playing in Downtown Sun Prairie.
### SUN PRAIRIE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT: FINAL 2020 BID BUDGET

<table>
<thead>
<tr>
<th>2020 Budget</th>
<th>$125,068</th>
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**Planned Expenditures:**

- **Promotions: Events, Advertising, Media** $43,100
- **Beautification & Maintenance** $14,350
- **Admin: Recruitment & Retention, Memberships, Audit** $66,618

**Total Budgeted Expenditures:** $125,068

**Note:**
- Primary Budget Funding Source = BID Assessment $112,000
- Plan to bridge the BID Assessment and Expenditures Gap: Sponsorships, Event Revenue, and Fund Balance
- YE Fund Balance = ~$46,764*

*NOTE: Pending final audit numbers*
SUN PRAIRIE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT: 2020 BOARD & COMMITTEE WORK

Event & Promotions
• Hosted &/or promoted 18 Events, estimated ~7,000 total attendance.
  • Supported 2 Downtown Drive Thru events, which took place in the public parking lot behind Full Mile.
  • Revenue = $6,527 (Event sponsorships)

Beautifulization
• Renewed a 3-year supplier contract with Gardens by Ann for the Downtown Planters, in effect from 2021 through 2023 (previous contract expired December 2020).
• Stopped paying for Curbside Snow Removal

Business Recruitment & Retention
• Supported 2 FIG grants, which are approved by the CDA and City Council, paid for out of the TIF District 8 budget. Sign for The Loft at 132, and painting of 227 & 229 E. Main St.
• Conducted 5 rounds of BINGO during April and May as a way to generate interest in Downtown Sun Prairie and its businesses during the beginning of COVID 19. Collaborative effort with the Chamber of Commerce.
• Social Media campaign: Fun Facts Friday. Shared info about 6 Downtown businesses.
• Supported Summer Thursday Sidewalk Sales for retail shops.
• Contributed funds to the City’s COVID 19 Emergency Fund Loan
• Applied to and became a member of WEDC’s Connect Communities program.
SUN PRAIRIE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT:

2020 EVENTS

*Groundhog Day Prognostication & Hibernation Hustle Fun Run

Vintage Shop Hop: Spring and Fall

3 Drive-In Movie Nights at Angell Park – Mini Promotions, collaborative effort with Park & Recreation Department

5 Balloon Flower & Music Weekends - Mini Promotions, in conjunction with Farmer’s Market

Scarecrow Contest

14th annual Fall Festival

**2 Downtown Drive Thru events – collaborative effort with Full Mile and Prairie Flowers & Gifts, supported by DECA

2 Santa Saturdays at the Bank of Sun Prairie

*Holiday Lights Drive Thru event at Angell Park

3 Extended Hour Shopping Nights in December (formerly: Ladies Night/s Out)

*NOTE = Funded by Tourism Commission

**NOTE = Did not require any expenditures
DOWNTOWN SUN PRAIRIE OPPORTUNITIES 2021
SUN PRAIRIE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT: 2021 BID BUDGET

2021 Budget $133,377

Planned Expenditures:

Promotions: Events, Advertising, Media $50,800
Beautification & Maintenance $14,959
Admin: Recruitment & Retention, Memberships, Audit $66,218

Total Budgeted Expenditures: $133,377

Note:

Primary Budget Funding Source = BID Assessment $112,000

Bridge the BID Assessment and Expenditures Gap: Sponsorship & Event Revenue.
SUN PRAIRIE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT: 2021 EVENTS

*Groundhog Day Prognostication | Tuesday, February 2 | Sunrise | Virtual Video & The Great Scavenger Hunt

Vintage Shop Hop | Friday, March 5 & Saturday, March 6 | Hours vary by participating business

Artful Wine Walk | Thursday, May 7 - or - September 30 | 5pm-9pm | Participating Businesses

Scavenger Hunt supporting Sunshine Place | Thursday July 15 | Time tbd, Participating Businesses

Streets of Sun Prairie | Thursdays: June 17 & 24; July 15 & 29; August 12 | ~5pm-7pm

Fall Beer Taste | Thursday, September 16 - or - Saturday, September 18 | 5pm-9pm -or- 1-4pm | Participating Businesses

Fall Festival | Saturday, October 16 | 11am–4pm | Cannery Square & Participating Businesses

*Fire Truck Parade/Holiday Lights Drive Thru & Tree Lighting Event | Date/s, Time, and Location all TBD

Santa Saturdays | November 27 & December 4 | 10am-2pm | Location tbd

Ladies Night Out | Thursday, December 2 | 5pm-9pm | Participating Businesses

Quarterly Socials | Meetings yet to be scheduled.

*Note: Funded by the Tourism Commission
SUN PRAIRIE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT: 
2021 ACTION PLAN - DEVELOPMENT

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

- Continue supporting the restaurant network, retail guild, and specialty service businesses subcommittees, as working groups for like-minded businesses for the purpose of developing promotional and educational opportunities.
- Be an active participant in WEDC’s Connect Communities program.
- Establish collaborative advertising and promotion opportunities outside of events.

Advocate for development that exemplifies innovative projects that enhance the work, love, play environment of Downtown Sun Prairie

- Advocate for Downtown Sun Prairie during city planning sessions and meetings.
- Coordinate new business welcome visits.
Facilitate maintenance, upkeep, and improvement of Downtown Sun Prairie public spaces through advocacy for safety and improvement.

- Advocate for improved maintenance of Downtown Sun Prairie public spaces including sidewalks, planters, and park spaces.
- Plant four seasonal plantings in the Main Street planters.
- Work with SPBAG to determine placement of additional bike racks, donated to Downtown from Park & Rec grant.
- Implement as able, language in the City’s Comprehensive Plan regarding updating the Downtown Revitalization Plan, including:
  - High-quality enclosures for trash and recycling containers, including walls and roofs.
  - Enhanced signage guidelines and regulation, including limits on window signs and sign lighting, encouragements for projecting signs visible along the sidewalk, and sign-removal requirements when businesses leave.
  - Encourage property owners that start construction or exterior renovation projects to complete them properly.

Create an attractive, historic, and playful downtown environment through structure improvements and enhancements.

- Implement as able, language in the City’s Comprehensive Plan regarding updating the Downtown Revitalization Plan, including:
  - More opportunities for sidewalk café/restaurant seating, including bump-outs.
  - Improved lighting for pedestrian areas, to make sidewalks safer and more attractive.
  - Make the downtown bike-friendly, including more bike racks.
Create and implement unique events that draw people to enjoy and patronize Downtown Sun Prairie businesses

- Host, promote, and evaluate all budgeted 2021 events, as possible during COVID-19.
- Create a BID Grand Fund to support special events that take place within the BID.
- Expand and promote Small Business Saturday and other buy local initiatives.
- Promote an additional shopping initiative for holiday season, developed by the Retail Guild i.e. open Thursday until 8 or 9 p.m. for all retail shops.
- Promote 3rd Thursday events, developed by the Retail Guild, where retail shops are open later than their usual operating hours, and are collaborating with restaurants and bars.
- Promote a new event highlighting Downtown Sun Prairie businesses, developed by the Restaurant and Bar Owners Group, i.e. Drive Thru events.
Educate the public on the advantages of living, working, and playing in Downtown Sun Prairie.

- Consider signage directing traffic to Downtown Sun Prairie from highway and main road intersections throughout Sun Prairie and nearby areas as the budget allows.
- Maintain local print advertising to highlight events, restaurants, and retail opportunities.
- Maintain regional and general advertising for winter events and holiday shopping.
  - Promote small business Saturday opportunities.
- Promote Fall Festival activities.
- Maintain and develop further digital marketing plan.
  - Website maintenance and improvement.
  - Facebook promotions and interactions, include video.
- Explore future local and regional marketing opportunities and develop a plan for 2021 that may include:
  - Television, Radio, Outdoor Advertising
- Pilot direct mail coupon opportunity for Downtown Businesses.
- Explore software to create a Downtown Sun Prairie newsletter opportunity promotion.
- Explore the development of a Downtown Sun Prairie app.

All BID Board members are expected - and agree to be active on Committees — but everyone in the BID is welcome (and encouraged!) to participate in some way.

- Please consider serving on the Recruitment & Retention or the Beautification Committee! -
FOR MORE INFORMATION...

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Event Coordinator/Market Manager: Sarah Wells
• swells@cityofsunprairie.com | mobile: 608.515.4862

BID Board Chair: Dan Callies
• eddiesalehouse@yahoo.com | Eddie’s Alehouse & Eatery 608.825.1515

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