



Hartland Business Improvement District

2014 Annual Report

2014 Board of Directors

Jon Wojciechowski, BID President
Tom Brass, BID Vice President
Sam Emanuele, BID Treasurer
Mike Badani, BID Secretary
Marilyn Haroldson, BID Past President
Scott Heyerdahl
Dave Lamerand
Dr. Jim Muenzenberger
Jennifer Shoemake
David Cox, Ex Officio Member

The mission of the Hartland BID is to provide leadership for the vitality of downtown Hartland; an area that offers a variety of commercial, retail and service businesses. The BID serves as a catalyst to improve and promote downtown Hartland through business development, marketing, economic development and business education.

The Business Improvement District attracts people to live, work, shop, conduct personal business and seek entertainment in downtown Hartland.

155 East Capitol Drive, Hartland, WI 53029
262-367-6560 • www.downtownhartland.com • hartlandbid@att.net

The 2014 Annual Report is a summary of the highlights, accomplishments and overview of the Hartland Business Improvement District. The Hartland BID is overseen by the BID Board of Directors with four operating committees: Design Committee, Marketing Committee, Economic Development Committee and Executive Committee.

Design Committee 2014 Accomplishments

BID Façade Improvement Grant Program

In 2014, the Façade Improvement Grant Program continued its fifth year of operation, offering up to \$10,000 in matching grants for façade improvements. The overall grant budget for 2014 was \$40,000. The Village of Hartland committed \$20,000 towards the Façade Improvement Grant Program.

During 2014, a total of \$36,705 was approved for the Façade Improvement Grant Program which stimulated \$150,470 in capital improvements within the BID district.

<u>Property Owner</u>	<u>Address</u>	<u>Project Approved</u>
1. HL Salons	140 Cottonwood Ave	Window replacements
2. MK Haroldson Property	301-303 Cottonwood Avenue	Parking lot/façade improvements
3. Richard Soper (Bin 111)	111 E. Capitol Drive	Deck and landscaping
4. Gary Sherper (Capitol Prof. Bldg.)	155 E. Capitol Drive	Parking lot improvements
5. Fabyan Property	115, 119, 121 E. Capitol Drive	Façade improvements
6. EmanDemco LLC (Zesti)*	130 E. Capitol Drive	Façade improvements

BID Sign and Awning Grant Program

During 2014, a total of \$2,761 was approved for the Sign and Awning Grant Program which stimulated \$7,067 in capital improvements within the BID district. The purpose of the program is to encourage the installation of new signs and awnings featuring printed signage advertising the business name, address and/or logo.

<u>Business or Property Owner</u>	<u>Address</u>	<u>Project Approved</u>
1. Arkad Group*	139 E. Capitol Drive	Multi-tenant building sign
2. Lake Country Bed Barn	139 E. Capitol Drive	Projection entrance sign
3. Center for Well-Being Lake Country	301 Cottonwood Avenue	Front entrance sign
4. Décor Adore Boutique	139 E. Capitol Drive	Front entrance awning
5. Waxing Girl	354 Cottonwood Avenue	Front entrance sign
6. Zesti Restaurant	130 E. Capitol Drive	Front entrance sign

* Approved in 2014, but will be completed in 2015.

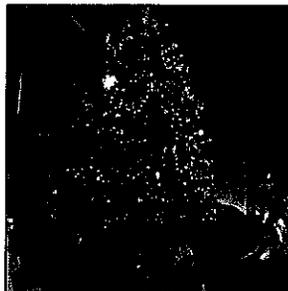
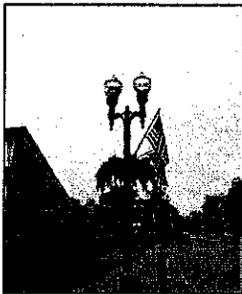
BID Sandwich Board Sign Grant Program

Implemented in 2014, this new grant program offers a \$50 grant to a business owner toward the purchase of a sandwich board sign that meets the design requirements. Three grants were approved in 2014.

Streetscape Program

Summer and winter seasonal arrangements filled 13 decorative pole baskets. In 2014, artificial summer floral arrangements were used for the fourth year, making the investment pay for itself in savings. During the winter months, the pole baskets were filled with a combination of artificial and balsam greenery. Lighted snowflakes, new in 2013, were used for the winter arrangements to compliment the Hartland Lights holiday event. Seasonal themed banners, purchased in previous years, hung on the decorative poles.

Sandy Bottom Nursery maintained landscaping around the two Downtown Hartland welcome signs. Plants that did not survive the harsh winter of 2013-14 were replaced. Sandy Bottom maintained and installed the pole decorations and holiday tree decorations. The Village of Hartland DPW assisted in decorating the holiday tree and provided the lift truck.



Wayfinding

Two additional public parking directional signs and one public parking lot sign were purchased by the BID and installed by the DPW.

Marketing Committee 2014 Accomplishments

The Marketing committee was involved in creating opportunities for BID members to participate in downtown events, as well as opportunities for businesses to showcase their products and services.



Hometown Celebration Parade - The BID made a monetary contribution to support the Hometown Celebration Parade in 2014. The event is held in downtown Hartland and brings many families and business participants to the community to enjoy the festivities.



Hartland's Neighborhood Night Out – A new event in 2014, the BID made a monetary contribution to support printing costs for event promotional materials. The family-friendly event included a restaurant crawl, activities at businesses and Nixon Park and an outdoor movie in the park.

Hartland Kid's Day – The Hartland BID was a Prime Media Sponsor for the Hartland Kid's Day in Nixon Park on July 30, 2014. With sponsorship, the BID had a booth that displayed downtown Hartland business information and BID representatives applied children's tattoos to many kids.



Girlfriend's Gala - The BID made a monetary contribution towards the printing of advertising and flyers for the evening event. The event was held on August 21, 2014.



Hartland Lights - The Hartland Lights event was held November 21, 2014. The BID participated in planning the event and provided financial support for advertising and promotion, sound equipment rental, and a portion of the trolley service. A festive crowd of approximately 300 people filled the downtown streets for the event.



Canadian Pacific Holiday Train - The Holiday Train stopped in Hartland on December 7, 2014. The BID made a monetary contribution to the Chamber of Commerce to help pay for expenses related to the event. The mission of this event was to collect food and monetary donations for local food pantries.

Annual Meeting and Annual Recognition Awards

The BID Annual Meeting & Year in Review was held on Thursday, January 23, 2014 at Max Meier's Hartland Inn. All BID members were invited to socialize, network, and meet business neighbors at the BID annual meeting. The meeting included a welcome from Jon Wojciechowski, BID President, welcome comments from David Lamerand, Village President, BID Financial Report from Sam Emanuele, BID Treasurer, two-minute BID committee reports and recognition of BID businesses, programs and volunteers.



Other Marketing Committee initiatives in 2014:

Website Upgrade – The BID website was updated to make it fully responsive based on a user's electronic device. The new design and layout ensures the site looks good regardless of whether visitors view it on a computer, tablet or mobile device. The Content Management System was also upgraded to better accommodate the needs of the responsive website design and coding.

Business Directory - The BID directory lists business contact information and was updated and distributed to BID businesses.

Master BID List - The master BID spreadsheet list of all business and property owners in the district is updated and maintained. Members were contacted for updated business information to use on the BID website business directory.

Welcome New Businesses to Downtown Hartland in 2014

Boehme & Taylor CPAs, 210 E. Capitol Drive

Center for Well-Being Lake Country, 301 Cottonwood Avenue

Global View Capital Advisors, 135 Cottonwood Avenue

Lake Country Bed Barn, 212 E. Capitol Drive

Russell Law Associates, 135 Cottonwood Avenue

Snack Crackel Pop, 208 E. Capitol Drive

Waxing Girl Studio, 354 Cottonwood Avenue, Suite B

Woodbury Financial, 145 North Avenue, Suite A

Zesti, 130 E. Capitol Drive

Economic Development Committee 2014 Accomplishments

BID Loan Pool Program - The program provides capital up to \$25,000 at low interest rates and very affordable terms to foster business development and is available to all new and existing businesses within the Downtown Hartland Business Improvement District area. First Bank Financial Centre is the financial institution that has committed capital in the amount of \$300,000 to this venture. Five loans were awarded for a total of \$125,000 at 1% interest in 2014.

Available Property Listing - The available property listing was updated and posted on the BID and Village of Hartland websites.

Education Certificate Grant Program – In 2014, this new program was designed to encourage every entrepreneur to commit to a well-rounded education and business foundation by furthering their understanding of the operation of a small business. Certificate recipients are awarded a grant to be applied to the operation of their business in the Hartland Business Improvement District. Four required classes must be completed at the WCTC Small Business Center.

Executive Committee 2014 Accomplishments

1. The BID has successfully completed 8 years of operation.
2. The 2014 annual budget was created and approved.
3. BID Board of Directors and Officers were elected for terms expiring December 31, 2015.