Hartland Business Improvement District 2015 Operating Plan

2015 B.I.D. Board of Directors

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Hartland Business Improvement District
2015 Operating Plan

A. Background

In 1984, the State of Wisconsin created Section 66.608 of the Statutes ("BID law") enabling municipalities to establish Business Improvement Districts upon the petition of the owner of at least one property used for commercial purposes within the proposed district. The purpose of the law is *"...to allow businesses within those districts to develop, to manage and to promote the districts, and to establish an assessment method to fund these activities."* (1983 Wis. Act 184, Section 1, legislative declaration.)

B. Goals of the Business Improvement District

Pursuant to the BID law, this operating plan for the District has been developed by the BID Board along with business and property owners. The following objectives were identified:

1. Continuation of the *Façade Improvement Grant Program* offering matching grants up to $10,000.
2. Continuation of the *Sign and Awning Grant Program* offering matching grants up to $750.
3. Continuation of the *Business Loan Pool Program* offering low interest loans in partnership with First Bank Financial Centre.
4. Continuation of the *Education Certificate Grant Program* offering grants up to $500.
5. Continuation of the *Sandwich Board Sign Grant Program* offering grants up to $50.
6. Implementation of the BID Strategic Planning process that was initiated in 2012 to measure success.
7. Economic Development Committee
    - Business retention program to contact property and business owners on a regular basis.
    - Maintain list of vacancies and available property.
    - Conduct business education and informational seminars for property owners and businesses in district.
    - Communication with BID members, external resources and stakeholders about the BID.
    - Support of the Tax Incremental Finance district to stimulate redevelopment.
    - Initiatives to assist businesses locating in the BID and new business start-up assistance.
    - Support of businesses and issues that are important to the Village area.
8. Marketing Committee
    - Develop and continually align mission and brand of the BID.
    - Foster good communication between BID board, BID members, BID businesses, village and overall community.
    - Aid owners and business with promotion and foster cooperative efforts as needed and desired.
    - Communicate with internal constituents and external consumers.
    - Website development, maintenance, and search engine optimization.
    - Conduct or participate in events that promote and increase commerce within the district.

9. Design Committee

- Encourage BID properties to be well maintained and physically appealing.
- Maintain adequate way finding to direct consumers to downtown BID district.
- Maintain comprehensive entry point signage and point of interest way finding program.
- Provide streetscaping program to create a unified look in the district.
- Maintain seasonal decorative baskets and banner program.
- Upgrades and replacement to district decorative elements and landscaping areas.
- Review applications received from district members for the grant assistance programs and make recommendations to the board for approval.
- Provide design support for exterior façade and sign improvements.
- Provide advocacy to assist businesses navigate through various Village regulatory process.

10. Executive Committee

- Adhere to the BID Mission Statement - 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.
- Adhere to the overall goals of the BID - The Business Improvement District attracts people to live, work, shop, conduct personal business and seek entertainment in downtown Hartland.

A business improvement district creates a mechanism for non-residential property owners to levy and collect special assessments to finance the achievement of common goals. The District is dedicated to increasing activity and improving the image of the District. Staffed with a professional manager, the District creates a link between, service, retail, civic and social activities. It is anticipated that these efforts help increase District sales volumes, attract additional business investment, and enhance property values in the District commercial area.

C. Boundaries

The District consists generally of an area bounded on the north by the last commercial properties on North Avenue, on the east on Capitol Drive roughly starting at Church Street, on the south at Cardinal Lane, on the west to the top of Hill Street. A few properties are included on Pawling Avenue. Nearly all commercial property in the downtown Village Center is included in the District.

D. Budget for 2015

BID Revenue	$ 70,000	
Prior Year Surplus	28,170	
Total Revenue		98,170
Design & Maintenance	31,500	
Marketing & Promotion	10,900	
Administration	33,900	
Total Budget		76,300
Projected Surplus		$ 21,870

E. Operating Board

The District Board's primary responsibility is to implement the District Plan and the Board shall have all the powers necessary and convenient to implement the Plan including the power to contract for services. This includes the power to negotiate with providers of goods and services to carry out the District Plan; to enter into various contracts; to monitor and develop activity; to annually revise the Plan, and to ensure compliance with the provisions of applicable statutes and regulations.

State law mandates that the Board be composed of at least 5 members and that the majority of the Board be owners or occupants of property within the District (or representatives of the owners or occupants of the property within the District.)

The Hartland Business Improvement District shall be structured and operate as follows:

Board Size: Nine members plus one ex-officio member; the Village Administrator.

Composition: At least 7 members must be owners, occupants or representatives of owners or occupants of property in the District. Any non-owner or non-occupant appointed to the Board shall be a resident of the Village of Hartland or represent an entity identified with the Village of Hartland.

Terms: Appointments to the Board shall be for a period of 3 years.

Compensation: None.

Meetings: All meetings of the Board shall be open to the public and governed by Wisconsin Open Meeting Law.

Record Keeping: Files, records and other materials of the Board's affairs shall be kept pursuant to standard public record requirements.

Staffing: The Board may contract or hire for staffing and other services as needed to execute the budget and implement the Operating Plan.

Meetings: The Board shall meet regularly, at least annually. The bylaws should be used as a reference herein. If necessary, the Board shall adopt rules of order to govern the conduct of the meetings not inconsistent with the Plan.

Appointments: Members who have resigned or whose terms have expired will be appointed periodically by the Village President.

On or before December 1 of each year, the Board will submit its recommendations for appointment to the Village President for the seats of Board members whose terms have or shall expire or who have resigned.

F. Payment of Expenses

All expenses to be incurred by the District pursuant to the budget set forth each year shall be paid as incurred out of income received by the District. The District's income for calendar year 2015 shall include the special assessment revenue (District assessment) as collected by the Village and provided by the property owners.

The principle behind the District assessment is that the owner of each assessable property within the District boundaries shall provide a proportionate share of the District expenses, based on the assessed value of the property for real estate tax purposes. The assessment method is as follows: An annual assessment will be levied against each property located within the District boundaries and not otherwise exempted hereunder, in the amount computed by applying 0.23213456% assessment ratio charged per $1,000 of assessed value for that property for general real estate tax purposes as of the date of adoption of the District Plan for such year, subject to a minimum of $500 and a maximum of $2,500. This is subject to change and the decision of the Board on an annual basis. The method of assessment is expected to remain unchanged during the first three years of operation of the District unless the governing Board of the District and the Village of Hartland alter the assessment process pursuant to the BID law.

Any property that is exclusively used for residential purposes will not be assessed by the District. However, any property that is used only in part for residential purposed shall be assessed by the District at its full assessed value.

Property exempt from the general real estate tax has been excluded from the District. Owners of tax exempt property adjoining the District and expected to benefit from the District activities will be asked to make a financial contribution to the District on a voluntary basis. Funds collected in this manner in any given year shall be used to augment the

activities of the District and used as supplemental income. In addition, those exempt properties adjoining the District which are later determined to be no longer exempt from the general property taxes shall automatically become included within the District and subject to assessment under any current operation plan without necessity to undertake any other act.

The District assessment for each property shall be calculated by the Board and will be submitted to the Village of Hartland together with an Annual Plan and Budget, prior to the time each year that tax bills are printed. The Village shall include the approved District assessment on the tax bills as a separate line item on the next real estate tax bill issued for each property within the boundaries of the District. The Village shall collect the assessment with the taxes as a special charge and shall turn over all monies so collected to the District Board for distribution in accordance with the District Plan and the BID law. All District assessments shall be treated as special charges and shall be shown on the tax bill as due and owing with the first installment of taxes, and if not paid with that first installment when due, shall accrue interest and penalties applicable to delinquent taxes. Any money collected by the Village of Hartland for the District assessment shall be held by the Village in a segregated account until it is released to the District Board as provide herein.

A list of the projected assessments for each property within the District boundaries will be established for each subsequent year by applying an appropriate formula, and shall be available at the Village of Hartland offices.

The District Board shall prepare and make available to the public and the Village, an annual report generally outlining the current status of the District, including an accounting of the prior year's expenditures and revenues. This will be done prior to or at the time it submits its annual operating plan to the Village for the following year. The submission shall include an independent certified audit which shall be obtained by the Village of Hartland, and shall be paid from the District budget.

G. Role of the Village of Hartland

The Village of Hartland is committed to helping private property owners in the District. The Village will play a significant role in the District and in the annual implementation of the District Plan. The Village will:

- Support the adoption of the district plan and subsequent year's Operating Plan through staff time and compliance with statutes, devote stall time and assistance as appropriate to promote the services of the District.
- Monitor and when appropriate apply for outside funds and/or provide Village funds that could be used in the support of the District.
- Up to $20,000 of matching grant funds will be provided by the Village to the 2015 Façade Improvement Program.
- Collect assessments and deposit the funds in a segregated account; disburse these monies to the District Board along with identification of those assessments included in the disbursement.
- Procure and review annual audits as required per Section 66.608 of the BID law.
- Provide the Board, through the Tax Assessor's Office on or before September 1 of each year, with the official Village records on the assessed value of each property within the District boundaries as of January 1 of that year, for the purposes of calculating the District assessment.
- Encourage Federal, State, and County government to support the activities of this District and others.

H. Promotion of Orderly Development of the Village

Under Wisconsin Statutes Section 66.608 (1) (f) (4), this business improvement district plan is required to specify how the creation of the District promotes the orderly development of the Village. The District will enhance the aesthetics and commercial atmosphere in the Village and, consequently, increase business activity. Increased business activity will increase sales tax revenues and property tax base in the Village.

I. Required Statements

The Wisconsin business improvement district law requires this District Plan to include several specific statements. They are included here and will pertain to all forthcoming plans even if not included with documents sent to the Village for confirmation.

Wisconsin Statutes 66.08(1) (f) (1m): the District will contain property used exclusively for manufacturing purpose, as well as properties used in part for manufacturing. These properties will be assessed according to the standard formula set forth in the District plan because it is assumed that they will benefit from development of the District.

Wisconsin Statutes 66.08(1)(f)(5): A legal opinion from the Village of Hartland attorney indicated that this District plan complies with all applicable provisions of the state law and is incorporated herein by this reference.

Wisconsin Statutes 66.608 (5) (a): Property known to be used exclusively for residential purposes will not be assessed.

J. Severability

The District has been created under authority of Section 66.608 of the State of Wisconsin. Should any court find any portion of this statute invalid or unconstitutional said decision will not invalidate or terminate the District and this District Plan shall be amended to conform to the law without need or re-establishment?

Should the legislature amend the statute to narrow or broaden the powers of a Business Improvement District so as, amongst other things, to exclude or include as assessable properties of a certain class or classes of properties, then this District Plan may be amended by the Village of Hartland Board of Trustees as needed when it conducts its annual budget approval and authorization, without necessity to undertake any other act.

All of the above is specifically authorized under Wisconsin Statute section 66.608 (3) (b).

All expenditures of the District shall be financed through the assessment method identified above; however, the Board is also empowered to accept and secure other gifts, donations, grants, and other monies, to carry out the action in keeping with the general goals of the District identified herein. All expenditures shall be made in the District or for its benefit.

Adopted by BID Board: January 13, 2015