



The Downtown Business Improvement District (BID) is established to help support the residents, business owners, organizations, and owners of property within Downtown Stevens Point. The BID boundaries and operating documents may be found at:

<https://stevenspoint.com/1296/Business-Improvement-Districts>.

Downtown BID meetings are scheduled monthly at the end of the preceding meeting. All meetings are hosted in-person and virtually and are open to the public.

Members

- Tara Manzke
- Hana Cutler
- Mike Beacom
- Jeanna Trzebiatowski
- Brian Cummins
- Rosalind Kealiher
- Alderperson Christianson

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time: May 16, 2023
2:30 PM
Location: Mid-State Technical College, Conference Room 410
1001 Centerpoint Drive, Stevens Point, WI 54481

OR

[Zoom Teleconferencing](#)

Meeting ID: 522 567 7066 | Passcode: 083712

By Computer:

<https://us02web.zoom.us/j/5225677066?pwd=OHg1RWxHd1oxNWo4NGc3aERnbjVEQT09>

By Phone: +1-312-626-6799 (US Chicago)

Discussion and Possible Action on:

1. Roll Call.
2. Operating Plan Discussion.
3. Brainstorm and Action Plan Workshop.
4. Adjournment.

PLEASE TAKE NOTICE that any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569 or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

Maps further defining the above area(s) may be obtained from the City of Stevens Point Department of Community Development, 1515 Strongs Avenue, Stevens Point, WI 54481, or by calling (715) 346-1567, during normal business hours.

PLEASE TAKE FURTHER NOTICE that a quorum of the Common Council may be in attendance at this meeting.

I. Introduction

The City of Stevens Point and the Stevens Point Business Alliance, recognizing the importance the Historic Downtown Stevens Point Community plays into the economic and cultural success of our community, has put together this Business Improvement District (BID) implementation and operating plan for the year 2023. This BID operating plan is the initial step to the ultimate creation and management of the Downtown Stevens Point BID.

Wisconsin Act 184, established in 1984 (WI Stats. §66.1109) enabled cities to establish Business Improvement Districts (BID) upon the petition of at least one property owner within the proposed district. The purpose of WI Act 184, is to “allow businesses within those proposed district(s) to develop, manage, and promote the districts and to establish an assessment method to fund these activities.” This operating plan is consistent with the requirements set forth in WI Stats. §66.1109(f), and a legal opinion of the City Attorney is included in Appendix A.

The proposed BID includes 259 parcels with a total BID value of \$35,686.86. The proposed boundaries include The Wisconsin River, Portage Street, Division Street, and Ellis Street/Arlington Place. Of the 259 parcels, 121 are tax exempt or are used for residential purposes. Of the remaining 138 properties, the BID value is assessed at \$0.60 for every \$1,000.00 in total value of the parcel. The map for the proposed district boundaries is further described in Appendix B, and information on each parcel classification is listed in Appendix C.

A. Purpose of the BID

The intent of the Stevens Point Business Improvement District Operating Plan is that the work described in this plan will complement the work of the volunteer-run Stevens Point Alliance with assistance from the Stevens Point Department of Community Development. Business Improvement Districts are quite similar to traditional special assessments where property owners are assessed for improvements or services that benefit them. However, unlike traditional special assessments, Business Improvement District assessments can be utilized to finance a wide range of activities, improvements, and services. The purpose of this BID is to enhance the viability of historic Downtown Stevens Point through additional economic development and activity.

The property owners who have petitioned the City for the creation of this BID believe this is the most efficient way to accomplish the goals and objectives identified in the City's Comprehensive Plan and the Downtown Targeted Area Master Plan.

Development of the District through creation of the BID is proposed as a result of:

1. The BID allows partnering with private property owners within the District to work together with the City in development and subsequent improvement of the economic health and vitality of the District.
2. The City has no additional public monies for promotion and marketing of the District. By promoting and marketing the District through District monies, residents, tourists, and others will provide additional economic activity of the businesses with the District.



3. The funding and financing of improvements, promotion, and marketing of the District outlined within this plan provides equitable and fair assessments to property owners within the District to help with the implementation of this plan.
4. Utilization of this District and the implementation of the plan will fulfill District improvements projects identified in the City's Comprehensive Plan and Downtown Targeted Area Master Plan.

II. Development Plans

The main objective of the BID is to improve the social, economic, and physical environment of Historic Downtown Stevens Point and the surrounding business areas that are impacted by the economic vitality of the area. Additionally, and arguably the most critical to the success of the BID, this plan is intended to unite businesses, organizations, and local government through collaboration and partnership to achieve the main objective discussed earlier.

A. Goals for the District Development

Goals for the District development as identified by local businesses, building owners, and the City in the Downtown

1. Recertify the City's Downtown as a Wisconsin Economic Development Corporation "Main Street Community" community ([2005 Comprehensive Plan](#), pg. 145).
2. Encourage, revise, and promote the City's façade improvement grant program ([2005 Comprehensive Plan](#), pg. 122).
3. Assist, with help from community partners, continued maintenance and implementation of a wall mural program in the Downtown ([2005 Comprehensive Plan](#), pg. 122).
4. Enhance the District by placemaking and embracing the City's heritage through historic markers and monuments ([2005 Comprehensive Plan](#), pg. 121).
5. Promote, with assistance from the City, unique business development, expansion, and relocation to the District through managed events and marketing ([2005 Comprehensive Plan](#), pg. 145).
6. Continue to encourage Downtown Revitalization through partnerships and cooperation ([2005 Comprehensive Plan](#), pg. 164).
7. Promote, manage, and elevate Stevens Point Cultural Events that occur downtown ([2005 Comprehensive Plan](#), Appendix F of said document).
8. Execute projects and programs in accordance with approved updates to the City of Stevens Point Comprehensive Plan.
9. Execute specific improvements in the BID as identified in downtown targeted area master plans as such plans become approved.

B. Plan of Action

The first full year of the operation of the BID is critical for the future success of the District. The first year will include the following action items:

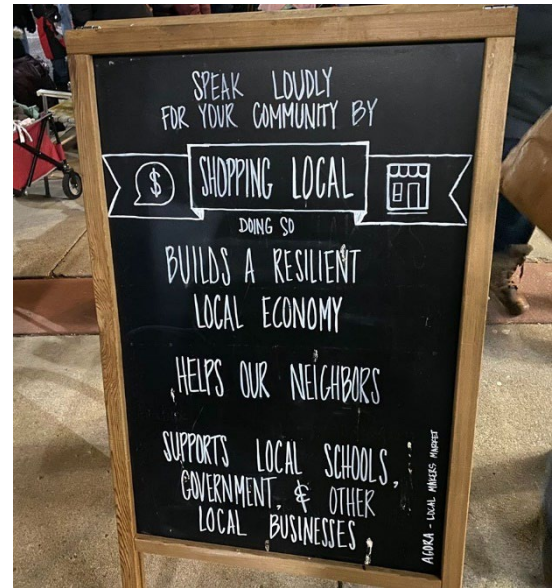
1. Organize the BID Board and better learn the process and implementation of the BID Operation Plan.
2. Identify adequate training resources for incoming BID Board members.
3. Develop and implement a plan and budget for the coming year and beyond for the District based on the financial expectations from assessments and its priority of needs, and the City's planned improvements during the same period. The City recommends hiring a BID manager to execute this plan and grow BID finances.
4. Work with the City, businesses, and property owners within the District to improve the use of the façade grant improvement program and the Central Wisconsin Economic Development Fund Inc., and identify grant programs to construct for the BID, including property maintenance funds.
5. Develop a cohesive marketing and promotional plan to attract residents and visitors to District businesses and the District as a whole that complements the Stevens Point Alliance marketing strategy.
6. Work with community partners in promoting beautification and art related projects within the District. This includes murals, trash cans, flower bed placements and maintenance and other areas/objects that may require additional beautification and placemaking.
7. Work with the City and explore other opportunities to develop maintenance practices for the District, specifically for public spaces, in which both parties understand expectations and responsibilities relating to the maintenance of the District year-round.
8. With assistance from the City, implement enhancements as determined appropriate from the City's Comprehensive Plan and Downtown Targeted Area Master Plan.



C. Benefits

Money collected from the BID under this Operating Plan will be spent exclusively within the District for the benefit of the District, and used to:

1. Help the tenants and existing businesses in the District become stronger and more economically resilient by:
 - a. Promoting the District through a wide-variety of platforms and programs, with focus on business promotion.
 - b. Managing events that drive traffic into the District and the businesses within the District and increase revenues for the district.
 - c. In conjunction with the City, creating a space inclusive of all modes and styles of transportation to further expand upon the economic activity of the District.
2. Increase the value of property within the District by:
 - a. Improving the physical District through promotion of the façade grant program, street scape improvements, and others.
 - b. Increase the demand for space by new businesses that see the successes of the BID and wish to locate within the District.
 - c. Continuing to make the District a financially and economically resilient place.
3. Assist District property owners in securing and retention of tenants by:
 - a. Assisting property owners and tenants in the District in partnering with City Government through consultation and formal and informal interaction with City staff and officials.
 - b. Assisting property owners in retaining existing tenants by providing programs and services that help businesses to thrive. Implement in conjunction with the City, projects identified in the Downtown Targeted Area Master Plan and City's Comprehensive Plan that will improve tenant retention.
 - c. Assisting property owners in recruiting new businesses to the District and reducing new vacancies.



D. Annual Review

The BID law requires the Operating Plan to be presented annually to Stevens Point's City Council for approval. To comply with the Wis. Stats. §66.1109 (3) (b), the following process for the approval of the annual Operating Plan will be as follows:

1. A joint strategy session of representatives from the BID Board and the City will meet annually and will be responsible for developing the objectives of the Operating Plan for the next plan year.
2. The Operating Plan will be drafted by the BID Board based on comments by the City Council.

3. The BID Board will review the proposed Operating Plan and make recommendations to the City Council.
4. The City Council will act on the proposed Operating Plan for the following plan year.
5. Appointment of new BID Board members will be made 30 days prior to the expiration of outgoing BID Board members terms. This appointment is made by the Mayor and approved by the City Council.

It is anticipated that the BID Board will continue to revise and develop the Operating Plan annually in response to changing development needs and opportunities in the District. As a part of this review, the BID Board will analyze the benefits of the BID to the property owners and the community and based on this analysis, determine if it is appropriate to continue the BID.

The method of assessment shall not be altered unless a meeting of all District property owners assessed under the BID has been held to discuss such changes, except with the approval of the City of Stevens Point City Council. This special meeting will be published as a Class 2 Notice, a copy of which will be mailed to each property owner in the District.

E. Relationship to Plan for Orderly Development of the City

According to Wisconsin Statutes Section 66.1109 (1)(f)(4), the Operating Plan is required to specify how the creation of a BID promotes the orderly development of the City. The BID will encourage commerce, increase business activity, and subsequently economic vitality within the District. Orderly development is consistent with the City's Comprehensive Plan and Downtown Targeted Area Master Plan.

F. Powers

The BID Board shall have all powers authorized by law and this Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract on behalf of the BID when necessary to implement the Operating Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To annually consider and make changes to the Operating Plan.
6. To apply for, accept and use grants and gifts for these purposes.
7. To elect officers and contract out work as necessary to achieve its goals.



G. Budget

Funds collected through BID assessments shall be used to pay for this Operating Plan in order to implement a sustainable Business Improvement District for the City of Stevens Point.

Estimated Assessment Income¹: \$35,686.86

Estimated BID Expenses: \$35,686.86

Estimated expenditures of the BID are included in Appendix D. Members of the BID Planning Committee recommend that funds be allocated to hiring a BID Manager to provide the professional services required to achieve the goals and objectives set forth in this document. All physical improvements made with the funds shall be made in the District. The location of other expenditures shall be as determined by the BID Board but shall be for the benefit of the District. Any unused funds remaining at the end of the year shall be deposited into contingency funds or designated for specific uses in the following Operating Plan year.

A Capital Reserve Account may be created to set aside a specific amount of the District's assessment or reserve to be set aside. This account would be for long-term capital needs and projects that may require extraordinary funding during a given budget year.

H. Public Review Process

Wis. Stats. §66.1109 establishes a specific process for reviewing and approving proposed Districts. All of the statutory requirements to create the BID shall be followed. Key components include:

- Petition the City to establish the BID
- Publish class 2 notice of petition
- Develop the Operating Plan
- Mail Operating Plan to all affected property owners
- Hold a public hearing



¹ Est. Assessment Income based on an increase of \$0.60 per \$1,000 of assessment.