



CITY OF MARSHFIELD
MEETING NOTICE

AGENDA
MEETING OF THE DOWNTOWN MARSHFIELD
BUSINESS IMPROVEMENT DISTRICT BOARD
8:00 A.M.
JULY 20, 2016
Room 108, City Hall Plaza

1. Call to Order
2. Election of Chair
3. Election of Vice-Chair
4. Approval of April 20, 2016 minutes
5. Citizens comments
6. Financial update
 - a) Main Street Marshfield financial statement
 - b) Discussion of any known or potential variances to budget > \$2,500
7. Results of business calls in the last quarter
8. Recent or planned promotional events
9. Director report:
 - a) Update on vacancies/new businesses
 - b) Main Street accomplishments/special projects
 - c) Professional development activities
 - d) Changes in Board of Directors or staff
10. City update
11. Review of City of Marshfield proposed mission/vision statement
12. Update on implementation Downtown Master Plan
13. 2017 Operating Plan
14. Next meeting date
15. Items for future agendas
16. Adjournment

NOTICE

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk at 630 South Central Avenue or by calling (715) 384-3636.

BUSINESS IMPROVEMENT DISTRICT BOARD
Minutes of Wednesday, January 20, 2016 meeting

Members Present: Tom Buttke, Pat Schreiner, Brian Hopperdietzel, Scott Koran, Al Nystrom, and Dewey Schutz

Members Absent: Carol Knauf

Others Present: Amy Krogman, Angie Eloranta, Lois TeStrake, Jason Angell, and Steve Barg

Meeting called to order at 8:00 a.m. by Chairman Al Nystrom

BID16-04 Motion by Koran, second by Hopperdietzel to approve the January 20th minutes.
Motion carried

No citizen's comments

Committee discussed 1st quarter financials. Eloranta reported that Main Street Marshfield is contributing an extra \$5,000 in the façade program due to the popularity of the program.

BID16-05 Motion by Schreiner, second by Schutz to approve the financials as presented.
Motion Carried

Marshfield Street Marshfield Update

Eloranta reported on the following:

Business calls for the last quarter.

- Several owners had expressed a concern with the 300 block and drug problems. She passed this information on to Chief Gramza.
- There will be 20 businesses staying open on Thursday evenings from Memorial Day to Labor Day.
- She and Karen Olson did a recruitment visit to Wisconsin Rapids to talk to businesses about expanding into Marshfield.

Vacancies/new businesses

- Mystic Hollow has closed
- Knights and Maidens has opened on 2nd Street where Mystic Hollow was
- Investment Concepts recently had their ribbon cutting on 4th Street.
- Dustbusters is opening 3rd Street

Promotions:

- A Leadership Marshfield group is planning a Wine Walk in the downtown area on Mother's Day weekend. Proceeds will go to United Way.
- The Summer Block Party will be held June 18th.
- Third Tuesday event has been moved to Thursdays

- Main Street will be celebrating milestone anniversaries.
- Earth Day clean-up will be held on April 22nd.
- In May, they will be painting apples for the apple walking path
- Flower Power is looking for help with the parking lots. Planters are going well. May have to look into contracting someone for the parking lots.
- Hardacre Park - once paintings are completed, there will be musicians playing on Thursday evenings. These will be scheduled from August to October (weather dependent).

Professional Development

Eloranta will be attending the national conference which will be held in Milwaukee

City of Marshfield Update

Jason Angell updated the committee on the following:

- Community Square - assembling fundraising components. One major donor interested in naming rights.
- Comprehensive Plan - Josh Miller is working on that project. Another community input meeting will be held later in the summer

Steve Barg reported on

- 2nd Street Corridor Project starting soon.
- The city bought property behind Kitchen Table area. The Omaha parking lot will be improved and expanded.
- The alley located between 5th & 6th & Chestnut & Central is being updated
- There is a team taking a comprehensive look at downtown parking.
- Next week there will be a meeting to go over the recommendations from the first impression group from Chippewa Falls.
- Discussion still going on with Gorman and Forward Financial. Working with both to finalize the offer to purchase.

Eloranta stated there were 10 applicants for the Façade Program, 7 were approved. The EDB and Main Street Marshfield put in additional funds so that more projects could be completed. She is working with some of the applicants to help improve their applications.

St. Vincent DePaul requested financial assistance from the city for their improvements, which was denied. They do wonderful work, but the council felt that this would open the door for non-profits to request money.

Update on Master Plan

Barg updated the committee as to what the city has done from the document

- 2nd Street Corridor
- Community Square
- Working with Main Street on the rear entrances
- Parking Recommendations

Eloranta updated the committee on what Main Street has done:

- 2nd Street Corridor
 - Worked with New Visions to add art installations
 - Talked about bike racks more visible.
- Update design guidelines. They are on line now.
- Recruitment - working on pop up shop in July.
- Updated the PROW with outdoor dining

Barg suggested this item remain on the agenda for a quarterly update

Nystrom asked Eloranta to bring a draft of the 2017 Operating Plan to the next meeting.

Next meeting date will be July 20th at 8:00 a.m.

Motion by Koran, second by Hopperdietzel to adjourn at 8:58 a.m. **Motion carried**

Respectfully submitted,

Amy Krogman
Administrative Assistant III

11:58 AM

06/22/16

Accrual Basis

Main Street Marshfield, Inc.
Balance Sheet
As of June 30, 2016

	<u>Jun 30, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 · BMO Harris Bank	-3,096.08
1005 · BMO Money Market Account	105,524.92
Total Checking/Savings	102,428.84
Accounts Receivable	
1100 · Accounts Receivable	575.00
Total Accounts Receivable	575.00
Other Current Assets	
1300 · Undeposited Funds	50.00
Total Other Current Assets	50.00
Total Current Assets	103,053.84
Fixed Assets	
1700 · Property & Equipment	
1710 · Office Equipment	8,662.81
1750 · Accumulated depreciation	-8,576.91
1700 · Property & Equipment - Other	2,314.28
Total 1700 · Property & Equipment	2,400.18
Total Fixed Assets	2,400.18
TOTAL ASSETS	<u>105,454.02</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2100 · Payroll Liabilities	
2120 · Accrued FICA	695.64
2150 · Accrued Federal Withholding	306.00
2200 · Accrued State Withholding	459.21
2300 · Accrued SUTA	52.49
Total 2100 · Payroll Liabilities	1,513.34
Total Other Current Liabilities	1,513.34
Total Current Liabilities	1,513.34

11:58 AM

06/22/16

Accrual Basis

Main Street Marshfield, Inc.

Balance Sheet

As of June 30, 2016

	<u>Jun 30, 16</u>
Long Term Liabilities	
2720 · Historical Sign Reserve	3,000.00
Total Long Term Liabilities	3,000.00
Total Liabilities	4,513.34
Equity	
3000 · General Fund Balance	69,052.71
Net Income	31,887.97
Total Equity	100,940.68
TOTAL LIABILITIES & EQUITY	<u>105,454.02</u>

Main Street Marshfield, Inc.
Profit & Loss Budget vs. Actual
 January through June 2016

	Jan - Jun 16	Budget	% of Budget
Ordinary Income/Expense			
Income			
4000 · BID	67,601.03	67,000.00	100.9%
4050 · City of Marshfield	0.00	5,750.00	0.0%
4200 · Design			
4201 · imagine Marshfield	0.00	3,000.00	0.0%
Total 4200 · Design	0.00	3,000.00	0.0%
4300 · Interest Income	26.48	150.00	17.7%
4400 · Promotion Income			
4420 · Farmer's Market	1,000.00		
4442 · Wagon/Buggy Income	0.00	1,000.00	0.0%
4444 · Reindeer & Santa Day Income	0.00	550.00	0.0%
4446 · Holiday Parade Income	750.00	1,500.00	50.0%
4447 · Hot Chocolate Run Income	884.05	6,000.00	14.7%
4471 · Fall Retail Event Income	91.10		
4475 · PROW Income	50.00	50.00	100.0%
4811 · 3rd Thursday Income	1,997.00	1,500.00	133.1%
4840 · Halloween Income	0.00	1,000.00	0.0%
Total 4400 · Promotion Income	4,772.15	11,600.00	41.1%
4600 · Organization Income			
4660 · Hub City Days Income	7,085.00	31,000.00	22.9%
4666 · 3 ON 3 BASKETBALL INCOME	2,100.00	1,200.00	175.0%
4667 · Block Party Income	5,326.00	5,000.00	106.5%
4670 · Hot Time Income	825.00	4,000.00	20.6%
4673 · Pop Up Shop Income	5.96		
4835 · Award Plaques/Annual Meeting	50.00	1,000.00	5.0%
4865 · wisconsin State Awards Program	570.00	3,000.00	19.0%
4600 · Organization Income - Other	48.00		
Total 4600 · Organization Income	16,009.96	45,200.00	35.4%
Total Income	88,409.62	132,700.00	66.6%
Expense			
5000 · Advertising Expense			
5056 · Image Expense	335.00	1,000.00	33.5%
5057 · Web Hosting/Advertising Exp.	0.00	500.00	0.0%
Total 5000 · Advertising Expense	335.00	1,500.00	22.3%

11:57 AM

06/22/16

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Budget vs. Actual
 January through June 2016

	Jan - Jun 16	Budget	% of Budget
5100 · ORGANIZATION EXPENSES			
5157 · Annual Meeting/Award Plaque Exp	0.00	1,000.00	0.0%
5159 · CAR SHOW EXPENSES	50.00	1,000.00	5.0%
5160 · Hub City Days Expenses	1,693.00	16,000.00	10.6%
5162 · 3 ON 3 BASKETBALL EXPENSES	345.20	3,420.00	10.1%
5166 · BREWFEST EXPENSES	87.00	3,000.00	2.9%
5170 · Hot time Expenses	320.61	2,000.00	16.0%
5570 · Block Party Expenses	1,462.67	1,200.00	121.9%
Total 5100 · ORGANIZATION EXPENSES	3,958.48	27,620.00	14.3%
5300 · Economic Restructing Expense			
5329 · Pop Up Shop Expenses	189.84	1,500.00	12.7%
5335 · Award Plaques/Annual Expense	0.00	0.00	0.0%
5365 · Wisconsin State Awards Program	1,412.46	2,400.00	58.9%
5370 · Misc. Image Expense	534.08		
Total 5300 · Economic Restructing Expense	2,136.38	3,900.00	54.8%
5500 · Promotion Expenses			
5311 · 3rd Thursday Expense	1,030.20	1,500.00	68.7%
5326 · Other Promotional Expense	300.00		
5327 · Fall Retail Event Expense	375.78		
5328 · Misc. Promotional Expense	43.75		
5512 · Halloween Expenses	0.00	1,000.00	0.0%
5519 · Fashion Show Expense	0.00	700.00	0.0%
5520 · Farmer's Market Expense	400.87	1,000.00	40.1%
5613 · Reindeer Day & Santa Expense	0.00	500.00	0.0%
5615 · Hot Chocolate Run Expense	22.70	3,000.00	0.8%
5616 · X-mas Event Expenses	170.39	3,500.00	4.9%
5617 · X-mas Tree Expenses	0.00	750.00	0.0%
Total 5500 · Promotion Expenses	2,343.69	11,950.00	19.6%
5555 · Facade Improvement Expense	0.00	10,000.00	0.0%
6500 · Design Expenses			
6504 · Flower Power Expenses	1,958.02	5,000.00	39.2%
6500 · Design Expenses - Other	0.00	1,000.00	0.0%
Total 6500 · Design Expenses	1,958.02	6,000.00	32.6%

11:57 AM

06/22/16

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Budget vs. Actual
 January through June 2016

	Jan - Jun 16	Budget	% of Budget
7100 · Administrative Expenses			
7141 · Supplies Office	1,301.73	1,500.00	86.8%
7160 · Dues and Subscriptions	973.00	1,500.00	64.9%
7180 · Insurance	4,782.00	5,000.00	95.6%
7250 · Postage and Delivery	539.96		
7270 · Professional Fees	1,130.00	1,500.00	75.3%
7295 · Utility Expenses	467.43	1,500.00	31.2%
7341 · Telephone	578.52	800.00	72.3%
7342 · Internet Access	469.24	700.00	67.0%
7343 · Cell Phone	50.00	300.00	16.7%
7354 · Travel / Education Expenses	358.00	1,200.00	29.8%
7355 · Mileage	0.00	600.00	0.0%
7357 · Meals	280.50	200.00	140.3%
Total 7100 · Administrative Expenses	10,930.38	14,800.00	73.9%
7260 · Printing and Reproduction			
7261 · MS Newsletters	0.00	1,000.00	0.0%
7262 · MS Brochures	786.00	1,000.00	78.6%
7263 · Printing & Reproduction Other	142.55	2,300.00	6.2%
Total 7260 · Printing and Reproduction	928.55	4,300.00	21.6%
7290 · Rent	4,050.00	8,100.00	50.0%
7300 · Equipment & Maintenance Repairs	635.00	2,000.00	31.8%
7500 · Payroll Expenses			
7510 · Manager Salary	20,499.96		
7520 · Staff Wages	6,381.50		
7540 · FICA/Medicare Expense	2,056.44		
7560 · SUTA Expense	173.25		
7500 · Payroll Expenses - Other	0.00	54,300.00	0.0%
Total 7500 · Payroll Expenses	29,111.15	54,300.00	53.6%
7880 · Personal Property Taxes	135.00	70.00	192.9%
Total Expense	56,521.65	144,540.00	39.1%
Net Ordinary Income	31,887.97	-11,840.00	-269.3%
Net Income	31,887.97	-11,840.00	-269.3%



City of Marshfield Memorandum

DATE: May 27, 2016
TO: Business Improvement District Board
FROM: Steve Barg, City Administrator
RE: Review of proposed mission/vision statements

Background

The Mayor and Council are currently in the middle of a strategic planning process, and they have developed the following mission and vision statements:

- Mission: It is the mission of the City of Marshfield to provide a fiscally-sound, family-oriented community with a full range of housing, business, cultural, educational, and recreational opportunities in a safe environment for residents and visitors.
- Vision: We will be a city of diverse interests and values through advancement of policies and allocation of resources that promote innovative, sustainable growth and enterprises while recognizing the heritage and culture of the region.

Request

Prior to considering the above statements for approval at a future Council meeting, along with a long-term strategic plan, the Council asked that each committee/board/commission review them, and provide any suggested additions or changes.

Thank you very much for your time and input into this process!

Main Street Marshfield, Inc.
Profit & Loss Budget Overview
 January 2017

06/16/16

Accrual Basis

	Jan 17
Ordinary Income/Expense	
Income	
4000 · BID	67,000.00
4050 · City of Marshfield	12,250.00
4200 · Design	
4201 · imagine Marshfield	1,000.00
Total 4200 · Design	1,000.00
4300 · Interest Income	100.00
4400 · Promotion Income	
4444 · Reindeer & Santa Day Income	1,000.00
4446 · Holiday Parade Income	2,500.00
4447 · Hot Chocolate Run Income	10,000.00
4471 · Fall Retail Event Income	3,000.00
4475 · PROW Income	50.00
4811 · 3rd Thursday Income	2,000.00
4840 · Halloween Income	500.00
Total 4400 · Promotion Income	19,050.00
4600 · Organization Income	
4660 · Hub City Days Income	34,000.00
4666 · 3 ON 3 BASKETBALL INCOME	3,000.00
4667 · Block Party Income	9,000.00
4670 · Hot Time Income	3,500.00
4835 · Award Plaques/Annual Meeting	1,000.00
4865 · wisconsin State Awards Program	0.00
Total 4600 · Organization Income	50,500.00
Total Income	149,900.00
Expense	
5000 · Advertising Expense	
5056 · Image Expense	500.00
5057 · Web Hosting/Advertising Exp.	500.00
Total 5000 · Advertising Expense	1,000.00

Main Street Marshfield, Inc.
Profit & Loss Budget Overview
 January 2017

	Jan 17
5100 · ORGANIZATION EXPENSES	
5157 · Annual Meeting/Award Plaque Exp	1,000.00
5159 · CAR SHOW EXPENSES	1,000.00
5160 · Hub City Days Expenses	19,000.00
5162 · 3 ON 3 BASKETBALL EXPENSES	2,000.00
5166 · BREWFEST EXPENSES	3,000.00
5170 · Hot time Expenses	2,000.00
5570 · Block Party Expenses	2,400.00
	30,400.00
Total 5100 · ORGANIZATION EXPENSES	
5300 · Economic Restructing Expense	
5329 · Pop Up Shop Expenses	3,500.00
5331 · Community Square Expense	10,000.00
5335 · Award Plaques/Annual Expense	0.00
5365 · Wisconsin State Awards Program	200.00
5370 · Misc. Image Expense	1,000.00
	14,700.00
Total 5300 · Economic Restructing Expense	
5500 · Promotion Expenses	
5311 · 3rd Thursday Expense	3,000.00
5327 · Fall Retail Event Expense	1,000.00
5512 · Halloween Expenses	700.00
5520 · Farmer's Market Expense	200.00
5613 · Reindeer Day & Santa Expense	750.00
5615 · Hot Chocolate Run Expense	4,000.00
5616 · X-mas Event Expenses	1,500.00
5617 · X-mas Tree Expenses	0.00
	11,150.00
Total 5500 · Promotion Expenses	
6500 · Design Expenses	
6504 · Flower Power Expenses	8,000.00
6505 · Historic Plaques Expense	400.00
	8,400.00
Total 6500 · Design Expenses	
7100 · Administrative Expenses	
7141 · Supplies Office	1,500.00
7160 · Dues and Subscriptions	1,500.00
7180 · Insurance	5,000.00
7250 · Postage and Delivery	1,000.00
7270 · Professional Fees	1,200.00
7295 · Utility Expenses	1,000.00
7341 · Telephone	1,200.00
7342 · Internet Access	900.00
7354 · Travel / Education Expenses	1,200.00

11:49 AM

06/16/16

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Budget Overview
January 2017

	<u>Jan 17</u>
7355 · Mileage	750.00
7357 · Meals	200.00
Total 7100 · Administrative Expenses	15,450.00
7260 · Printing and Reproduction	
7262 · MS Brochures	1,000.00
7263 · Printing & Reproduction Other	1,000.00
Total 7260 · Printing and Reproduction	2,000.00
7290 · Rent	8,100.00
7300 · Equipment & Maintenance Repairs	2,000.00
7500 · Payroll Expenses	
7510 · Manager Salary	0.00
7520 · Staff Wages	0.00
7540 · FICA/Medicare Expense	0.00
7560 · SUTA Expense	0.00
7500 · Payroll Expenses - Other	58,400.00
Total 7500 · Payroll Expenses	58,400.00
7880 · Personal Property Taxes	250.00
Total Expense	151,850.00
Net Ordinary Income	-1,950.00
Net Income	-1,950.00

**BUSINESS IMPROVEMENT DISTRICT
DOWNTOWN MARSHFIELD, WISCONSIN
2017 OPERATING PLAN**

**Operating Plan for the Calendar Year 2017
Business Improvement District
of the City of Marshfield, Wisconsin**

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I. INTRODUCTION

In order to maintain the vitality of Downtown Marshfield, downtown property owners in 1990 proposed the creation of a Business Improvement District (BID). The creation of the BID enables the downtown business community to organize and implement improvement plans and promotional activities through the Main Street organization that will benefit the central commercial district and ultimately the entire Marshfield community.

The BID is an essential entity to the Central Business District of Marshfield. The BID has maintained its initial premise to promote the downtown, as well as proactively supports revitalization efforts. Through the BID, property owners assess themselves to pay for improvements and activities that will enhance and improve the downtown and to bring customers to the area.

The downtown continues to change as the mix of residential, commercial and professional customers fill the district. The BID welcomes these changes as opportunities to continue economic development in our central city.

II. BID LAW

On April 6, 1984, the State of Wisconsin passed law (Act 184), which allows for the creation of Business Improvement Districts. The law authorizes cities, villages, and towns to create one or more business improvement districts to allow businesses within those districts to develop, manage, maintain, and promote their districts and to establish an assessment method to fund these activities. A BID must be a geographic area within a municipality consisting of contiguous parcels that are subject to real estate taxes.

The formation of a Business Improvement District allows downtown business people, property owners, merchants, City officials and others to work together to determine what needs to be done to upgrade and strengthen the downtown and to pay the cost of those efforts, in whole or in part. It is a way for downtown stakeholders to decide what they want and to finance it.

A BID is the best available method for business people to organize, coordinate marketing and promotion efforts, provide management and maintenance programs, and encourage business development. It affords property owners and business people a viable role in directing those affairs within the district. It also ensures that all beneficiaries of District programs participate in the funding of the programs.

III. OPERATING PLAN

A. Plan Objectives

The objective of the Main Street Marshfield is to further promote the development, redevelopment, operation and promotion of the BID for the economic benefit of all businesses and property owners within the BID. Main Street Marshfield's will continue efforts to maintain and develop new initiatives in line with the 4 Point Approach, effectively supporting our overall mission.

Our Mission is to enhance our community identity and heritage, to foster a center of activity and to ensure economic stability for the heart of Marshfield through concentrated efforts of organization, promotion, design and economic restructuring.

Main Street will utilize work plans as a way to track and accomplish the projects that directly affect the development and promotion of the BID.

B. Proposed Activities

With the funding from the BID, the Main Street Program is planning the following projects for 2017. Some of the projects involve collaborative efforts with the City of Marshfield and MACCI. A lot of the projects are in line with the Downtown Master Plan and are either ongoing or year specific.

Organization

Our goal is to establish a strong program which encourages participation from a wide cross-section of the community by implementing and funding downtown revitalization, drafting an annual work plan, raising money, recruiting and managing volunteers, updating marketing campaigns and assessing grant options for promoting business growth.

Objectives:

- o To ensure the continuation of the Main Street Marshfield program through reliable funding.
- o Tell the Main Street Story to all investors and public at large as a way to build awareness and increase support and involvement
- o Recruit, Develop, and Engage Board and Committee Members
- o Guide the Organization in Annual Work Plans and Strategic Planning Processes

1st Quarter:

- o Solicit event sponsorships to help with the funding of our special events
- o Work with MCTV on telling the Main Street Story through the voices of our businesses, board members, volunteers, and director.

2nd Quarter:

- o Conduct an annual evaluation of the Main Street Marshfield Executive Director
- o Encourage State Meeting and Award Banquet Attendance
- o Jointly implement special fundraising events with Promotion Committee; Hub City Hoops, Summer Block Party

- o Plan for the 2018 Work plan and Budget

3rd Quarter:

- o Organize and implement a Fall Block Party
- o Develop an annual report to publicize Main Street's accomplishments for the year
- o Organize and implement the Annual Meeting, a program for recognition of businesses and special happenings.
- o Recruit, orient, and train new board/committee members

4th Quarter:

- o Per the Downtown Masterplan: Develop a program of surveys to get stakeholder feedback.
- o Pursue National Main Street Accreditation
- o Evaluate our fundraising efforts, set goals for the next year, and make improvements as need be

Ongoing:

- o Update, print, and distribute all newsletters, downtown directory, & service brochures
- o Maintain website and database, monitor web use, and update functionally as needed
- o Meet with City officials on a consistent basis to guarantee municipal support
- o Regular informational presentations with community groups
- o Write and distribute press releases regarding organizational and community successes
- o Continue to recruit new volunteers, track hours, and reward their efforts at the Annual Awards meeting in October
- o Meet with BID Board members on a regular basis and prepare an annual Operating Plan

Promotion

Our goal is to market a unified, quality image of Marshfield's downtown business district as the center of activities, goods and services to retailers, shoppers, investors, and tourists.

Objectives:

- o Promote a positive image to current and potential downtown shoppers
- o Develop a program of special events appealing to the local and regional trade area and out of town visitors
- o Continue to assist in coordinating retail activities with other entities in the community that enhance and support our goals
- o Develop Marketing Strategies for each event by solidifying a strong relationship with media, setting standards for each event, identifying target markets, and measuring the impact of events

1st Quarter:

- Continue to assist in coordinating retail activities with other entities in the community that enhance and support our goals.
 - Mother's Day Wine Walk
- Per Downtown Master Plan: Evaluate existing events, and assess new activities that will draw people to the downtown

2nd Quarter:

- Farmers Market
- Third Thursdays
- Encourage all businesses to stay open late on Thursdays, til at least 7pm throughout the summer.

3rd Quarter:

- Hot Time in the City
- Hub City Days
- Fall Retail Event: TBD

4th Quarter:

- Downtown Trick or Treating
- Christmas Promotions: Annual Holiday Parade, Reindeer Day, Hot Choc. 5K
- Holiday Retail Promotion: Small Business Saturday

Ongoing:

- Tracking and Measuring economic impact of each event through various means of tracking
- Develop a marketing strategy and budget for general promotions
- Develop a marketing strategy and budget for each event

Economic Restructuring

Our goal is to strengthen the economic base of the downtown by foster entrepreneurship, helping develop property, identifying new business opportunities, and supporting existing businesses.

Objectives:

- Gather, analyze and publish data on current market conditions
- Continue to conduct a business retention & recruitment program
- Establish a core retail area within the downtown
- Provide financial incentives and support for existing businesses

1st Quarter:

- Analyze available market survey information to determine: the downtown's current image as perceived by different consumer groups in our market area, and the reasons why they frequently do or do not patronize downtown
- Downtown Art Walk
 - Start working with vacant property owners on how they can take advantage of this program to draw positive attention to their storefronts

2nd Quarter:

- Market and solicit the Pop Up Shop program to potential new or expanding businesses
- Art Walk in the Downtown
 - Reach out to vacant building owners to participate in the Downtown Art Walk

3rd Quarter:

- Continue to market and solicit the Pop Up Shop program to potential new or expanding businesses
- Per the Downtown Master Plan: Continue to work with businesses to improve their online presence
 - Take on a Marketing Student from the UW-Wood County do this as an internship project.

4th Quarter:

- Implement Holiday Pop Up Shop
- Continue to inventory downtown's current business mix and track annually by category

Ongoing:

- Work with the Economic Development Board on the 200 Block Redevelopment
- Work with City of Marshfield on parking issues and efforts to make downtown more pedestrian friendly
- Quarterly Visit to surrounding communities (Location TBD) to promote downtown Marshfield and recruit new business
- Quarterly Property Owner Meetings to stay up to date on vacancies, share recruitment strategies, and educate them on the importance of maintaining a critical mass of retail and closely related businesses
- Quarterly Business Owner Meetings to educate and assist on topics that pertain to doing successful business in the downtown.
- 1 to 2 quality retention visits per week with business owners in downtown that requires forethought and reflection. Share information and concerns of both business and residential sectors in the Main Street district.
- Communicate regularly with businesses to determine any issues they may be having and resources we can offer and assist them with.
- Maintain property vacancy listings on website and TV display to initiate engagement with perspective business owners

Design

Our goal is to work in conjunction with the City Planning & Economic Development Department, downtown partners and other entities to encourage improvement of the visual aspects of downtown, while maintaining its historic integrity, by using the basics of architectural style, façade rehabilitation, streetscape improvements and design incentives.

Objectives:

- Foster high quality building design including renovations, infill, and redevelopment
- Invest in improvements to the physical appearance of downtown and walkability of the downtown
- Establish the district as a regional center for arts, culture, and entertainment
- Promote restoration and adaptive reuse of key historic buildings as opportunities arise

1st Quarter:

- Develop opportunities to promote local art, particularly during the summer months.
 - Art Walk in the Downtown
- In partnership with the Historic Preservation Committee, continue our work on plaques to signify the historic buildings downtown.
 - Solidify which buildings, reach out to the owners about installation, finalize details and artwork for the plaques
- Start working on the 2017 Programming Calendar for Hardacre Park

2nd Quarter:

- Implement an Earth Day Clean Up of the Downtown, held in April.
- Continue with efforts to enhance the downtown with flower pot plantings, parking lot improvements, Veteran’s Parkway and other special spaces as identified by “Flower Power” coordinators.
 - Evaluate the volunteer resources we have and determine what our options are going forward
- Per the Downtown Master Plan: Implement Streetscape enhancements with an emphasis on adding landscaping, art installations, etc.
 - Implement the plan developed in 2016 to install local art on to the 2nd Street Corridor.

3rd Quarter:

- Per the Downtown Master Plan: Consider installing bike lockers and decorative bike racks.
 - Based on the plan and budget developed in 2016, enhance the current downtown bike racks.
- Depending on the 200 Block Community Square developments, consider this area as a priority for art installations in 2018.

4th Quarter:

- Implement a Fall Clean up Day for the Downtown - Make a Difference Day happens in October.
- Flower Power Wrap Up Session

Ongoing:

- Continue to work with property owners and storeowners interested in building improvements.
- Work hand in hand with the ER Committee to explore/monitor development and redevelopment opportunities in the BID

- o Continue ongoing programs that promote the arts and cultural activities within the downtown district. Downtown Art Walk and Third Thursdays.
- o Make the preservation and presentation of culture and history an important role for the downtown district, and for its connection to business development.
- o Provide information and technical assistance to owners of targeted historic properties to assist them in planning and conducting restoration activities

Based on the resources, time and BID Board discretion, some of these programs may not be fully implemented. The BID Board acknowledges that the Main Street Program may conduct other activities similar to those above, to carry out the objectives identified above.

C. Expenditures and Financing Method

The operating budget for the District is 66,000, which will be collected through the BID assessment. The BID expenditure represents the partial funding of the 2017 Main Street Program. The projected revenue and expenditures for the year 2017 of the Main Street Program are identified on Appendix D. The actual budget will be adjusted if the actual revenue received is less than projected. The adjustments could include revising or eliminating certain budget line items as determined by the BID Board of Directors. Any surplus at the end of the year will result in the monies being carried over for expenditures in subsequent years.

D. Organization of the BID Board

According to Section 66.1109(3), Wisconsin Statutes, a Downtown Business Improvement District Board has been appointed by the Mayor and confirmed by the Common Council. The board is required to have at least five members and that majority of the Board members shall either own or occupy real property in the BID.

The Board shall be structured and operate as follows:

1. Board Size – 7 members
2. Composition –
 - 0 Non-Occupant Owners
 - 6 Owners/Occupants
 - 1 Common Council representative

A roster of the 2015 BID Board members and Secretary of board is included as Appendix B.

3. Term – The distribution of non-occupant owners and owners/occupants may vary from time to time, as members are appointed to staggering three (3) year terms. The Common Council representative is appointed annually.

4. Open Meeting Law - As a City entity, the Board will conduct its affairs under the open meetings law and public record requirements. A City staff representative shall serve as the Secretary of the Board.

6. Record Keeping – Files and records of the Board’s affairs shall be kept pursuant to the Wisconsin Public Records Law

7. Meetings - The BID Board will hold regular meetings on at least a quarterly basis, and they will expect Main Street leadership to be present at these meetings

8. A Main Street Executive Board Member will attend all BID Board meetings with the Executive Director.

IV. BID ASSESSMENT METHOD

The activities of the BID are funded by special assessment of properties and parcels within the BID area. Based on the funding details outlined in the Program Categories (totaling \$66,000), and the current assessed valuation for the BID area (estimated \$48,565,400), the anticipated 2016 BID assessment (funds collected in 2017) will be \$1.35 per \$1,000 valuation. This special assessment will be levied and collected by the City along with annual real estate taxes.

The assessment rate for 2016 is recommended by the BID Board of Directors and submitted for approval by the Common Council. The rate is dependent upon the BID budget and the value of the property within the BID area. The 2017 BID Program Budget is attached.

V. PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

Under Wisconsin Statutes section 66.1109 (1)(f) 4, this Operating Plan is required to specify how the creation of the District promotes the orderly development of the City.

VII. FUTURE YEAR OPERATING PLANS

A. Changes

Wisconsin Statutes Section 66.1109(3)(b) requires the Board and the City to annually consider and make changes to the Operating Plan and submit the Operating Plan to the Common Council for approval. A copy of the proposed Operating Plan will also be provided to the EDB for consideration in developing the City’s annual economic development budget.

Appendice A

Main Street Marshfield, Inc. Slate of Officers & Directors 2016-2017

Officers

Name	Position	Term Expires	Term on Board
C.W. Mitten	President	2017	2nd
Tony Abney	Vice President	Ended Spring 2016	1 st
Jenna Hanson	Secretary	2016	1st
Josh Kilty	Treasurer	2017	2nd
Lois TeStrake	Immediate Past President	2016	6th

Directors

Name	Term Expires	Term
Nick Arnoldy	2016	2 nd
Cindy Cole	2018	3rd
Scott Koran	2016	2 nd
Greg Ellious	2018	1st
Brian Hopperdietzel	2018	1st
Tom Henseler	2016	5th
Kelly Korth	2018	2 nd
Tony Abney	2017	1 st
Erin Howard	2017	1st

Ex-Officio Members

Name	
Chris Meyer	Mayor
Steve Barg	City Administrator
Jason Angell	Economic Development Director
Scott Larson	Executive Director/MACCI
Rich Reinart	Aldermen

Terms begin October 1st of each year.

Downtown Businesses or Properties	Non-Downtown Businesses
Cindy Cole	Lois TeStrake
Erin Howard	Tom Henseler
Nick Arnoldy	Kelly Korth

CW Mitten	
Scott Koran	
Josh Kilty	
Greg Ellious	
Jenna Hanson	
Brian Hopperdietzel	

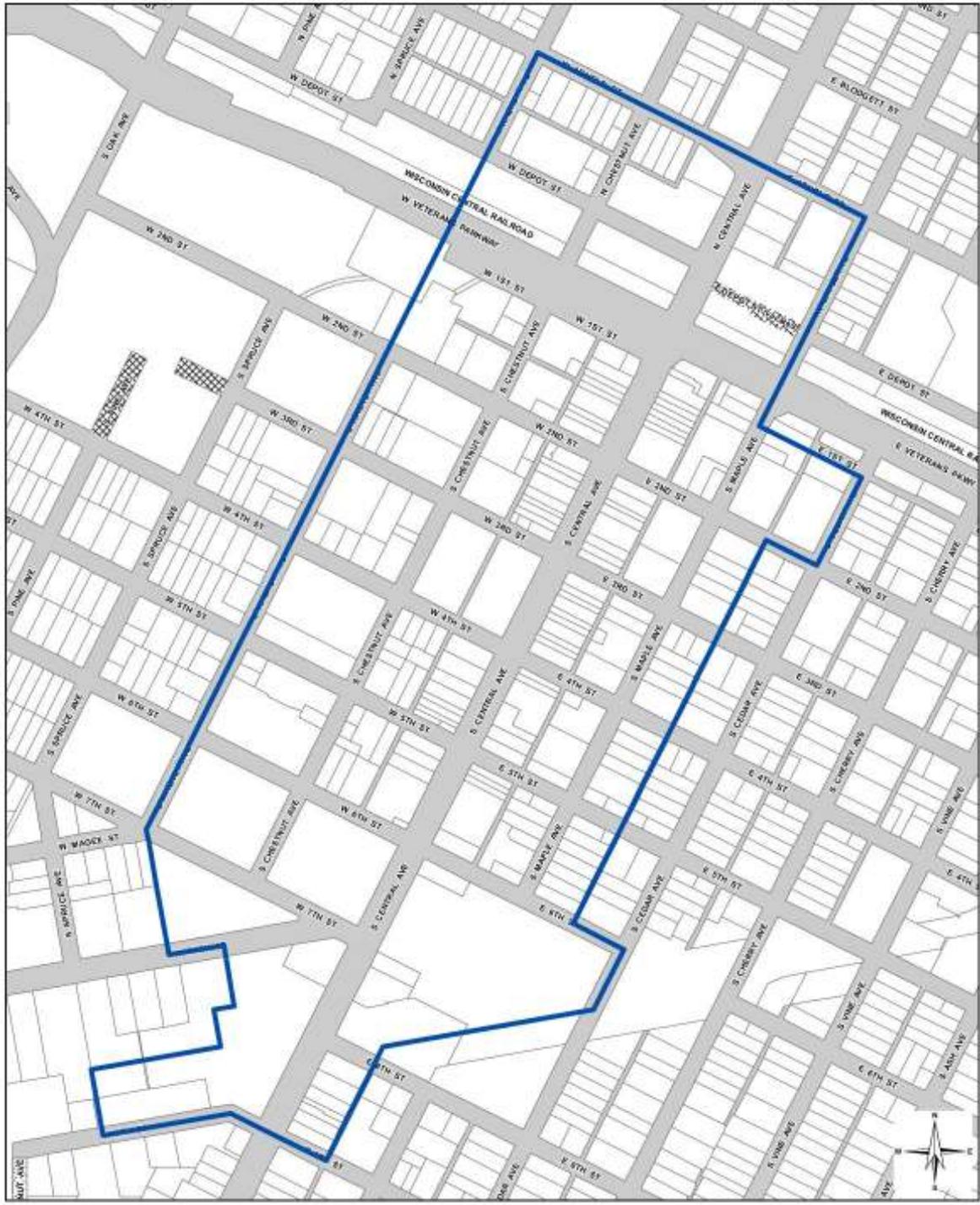
In accordance of the Memorandum of Understanding, Main Street Marshfield will include at least one BID Board member on the Main Street Marshfield Board at all times and ensure that a majority of MSM Board members own or occupy property in the BID District.

APPENDIX B

MARSHFIELD BUSINESS IMPROVEMENT DISTRICT BOUNDARY DESCRIPTION

Located in parts of Section 7 and Section 8, Town 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin, Bound by the following described line:

Beginning at the centerline intersection of Arnold Street and Walnut Avenue; then southeasterly to the centerline intersection of Arnold Street and Maple Avenue; then southwesterly to the intersection of the centerline of Maple Avenue and the southerly right-of-way extended to the centerline of Cedar Avenue; then southwesterly to the centerline intersection of Cedar Avenue and Second Street; then northwesterly to the centerline intersection with the alley between Maple Avenue and Cedar Avenue; then southwesterly along said alley centerline to the centerline intersection of Sixth Street; then southeasterly to the centerline intersection of Cedar Avenue; then southwesterly along the centerline of Cedar Avenue 232.4 feet; then southwest parallel with the former railroad right-of-way to the centerline extended of the alley between Central Avenue and Maple Avenue; then southwesterly along the said alley centerline to the centerline intersection with Ninth Street; then northwesterly and then southwesterly on the centerline of Ninth Street to the intersection with the centerline (extended from the north) of Spruce Avenue; then northwesterly along the centerline (extended from the north) of Spruce Avenue 230 feet to the north line of the former railroad right-of-way; then northeasterly along said north line 450 feet; then northwesterly parallel with Spruce Avenue 130 feet; then northeasterly parallel with former railroad right-of-way 75 feet; then northwesterly parallel with Spruce Avenue 210 feet to the center line of Park Street; then southwesterly along the centerline of Park Street to the west boundary line (extended) of Veteran's Memorial Park; then northwesterly along the west boundary of said park to the intersection with the centerline of Walnut Avenue; then northeasterly along the said centerline of Walnut Avenue to the centerline intersection with Arnold Street, and that being the point of beginning.





MARSHFIELD

City of Marshfield

This is not a legal survey document. It is for informational purposes only and should not be used for legal purposes. The City of Marshfield is not responsible for any errors or omissions in this document.

BID District

Marshfield, Wisconsin

 3/28/2007

	BID District Boundary		Proposed ROW
	Parcel Line/Work		Proposed Widening
	Open ROW		Vacated ROW
	Unimproved ROW		

APPENDIX C

Downtown Marshfield Business Improvement District Board Members

Board Member	Category	Term Expires
Al Nystrom	Owner/Occupant	2018
Carol Knauf	Owner/Occupant	2018
Brian Hopperdietzel	Owner/Occupant	2016
Duane Schutz	Owner/Occupant	2016
Patrick Schreiner	Owner/Occupant	2017
Scott Koran	Owner/Occupant	2017
Pete Hendler	Common Council Rep.	2018

BID Board Secretary (Non-Voting Member)
Administrative Assistant III from Mayor/Administration