

DOWNTOWN OSHKOSH BUSINESS IMPROVEMENT DISTRICT (BID)

February 3, 2016

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

- ▶ A **B**usiness **I**mprovement **D**istrict is an assessment applied to properties located within a specified geographic area used to fund programs and activities aimed at:
 - ▶ Promotion
 - ▶ Management
 - ▶ Maintenance
 - ▶ Development
- ▶ Assessment is only on industrial and commercial properties
 - ▶ Residential and tax exempt properties (religious, municipal, & federal properties) are not part of the assessment

BID GEOGRAPHIC AREA



DOWNTOWN OSHKOSH BID FACTS

- ▶ Established in 1987
 - ▶ Retain free parking
 - ▶ Proactively support revitalization efforts
- ▶ BID Board meetings are the 3rd Tuesday of every month and are open to the public
- ▶ BID Board is made up of 10 members and 2 alternates

BREAKDOWN OF THE NEW ASSESSMENT METHOD FOR 2016

Using 101 Algoma Blvd. as an example:

Take the...

Proportion of Assessed Value ($\$120,200 / \$52,053,200$) X
100 = 0.2309176%

Plus the...

Proportion of Assessable Street Frontage ($24.00' / 8,057.63'$)
X 100 = 0.2978543%

For a total of 0.5287719%.

Then divide by 2 which is 0.26438595% which is the property's share of the BID Assessment.

That value is then multiplied by the Budget amount set by the BID Budget Committee then divided by 100 to determine the property's BID Assessment.

$$(0.26438595 \times \$154,560) / 100 = \$408.63.$$

– THIS IS NOT THE FINAL BID ASSESSMENT!!

BREAKDOWN CONTINUED

The new street frontage number is derived using only the street frontage of the primary address of the property as identified by the City of Oshkosh Assessor's data.

The BID Board approved the implementation of a \$400 minimum and \$8,000 maximum assessment.

The Spreadsheet Formulas looked at all of the assessments and bumped all of the assessments less than \$400 to \$400, then cut all of the assessments over \$8,000 down to \$8,000. This resulted in a budget of \$132,800.62, a shortfall of \$21,759.38 from the Budget goal of \$154,560.00. To make up the difference, an inflated base budget of \$194,289.48 had to be used.

Going back to 101 Algoma Blvd. - $(0.26438595 \times \$194,289.48) / 100 = \513.67 . When applied to all the properties that fall between the \$400/\$8,000 Minimum/Maximum, the final budget of \$154,560.00 is achieved.

BID BOARD MEMBERS

- ▶ Megan Lang-Chair
- ▶ Kris Larson-Vice Chair
- ▶ Marlo Ambas
- ▶ Chanda Anderson
- ▶ Kay Bahr
- ▶ Jim Evans
- ▶ David Krumplitsch
- ▶ Sandy Prunty
- ▶ Andy Ratchman
- ▶ Vicky Schroeder
- ▶ Dave Sparr
- ▶ Jim Stapel

BID BUDGETARY ITEMS

- ▶ Assessment for 2015 was \$154,560.00
 - ▶ Staff Contract
 - ▶ Recruitment & Retention Grants
 - ▶ Events
 - ▶ Marketing Consortium
 - ▶ Advertising/Gift Card Program
 - ▶ Beautification
 - ▶ Parking

STAFF CONTRACT/PARTNERSHIPS

- ▶ Full time BID Manager
- ▶ Partnership with the City of Oshkosh & Chamber of Commerce
- ▶ BID is a City entity, all BID funding runs through the City
 - ▶ City Liaison from the City Planning Dept. is Jeff Nau
- ▶ Office located at the Chamber of Commerce
 - ▶ Provide free office space, supplies, overhead expenses, collaboration
- ▶ Oversee the following committees & initiatives.....

RECRUITMENT FUND GRANT

- ▶ Available to new or relocating businesses within the BID
- ▶ Max of \$5,000 can be awarded; 3-1 ratio
- ▶ Funds available for:
 - ▶ Leasehold Improvements
 - ▶ Signage
 - ▶ Inventory/Equipment (25% of the asking grant amount)
 - ▶ Fixtures

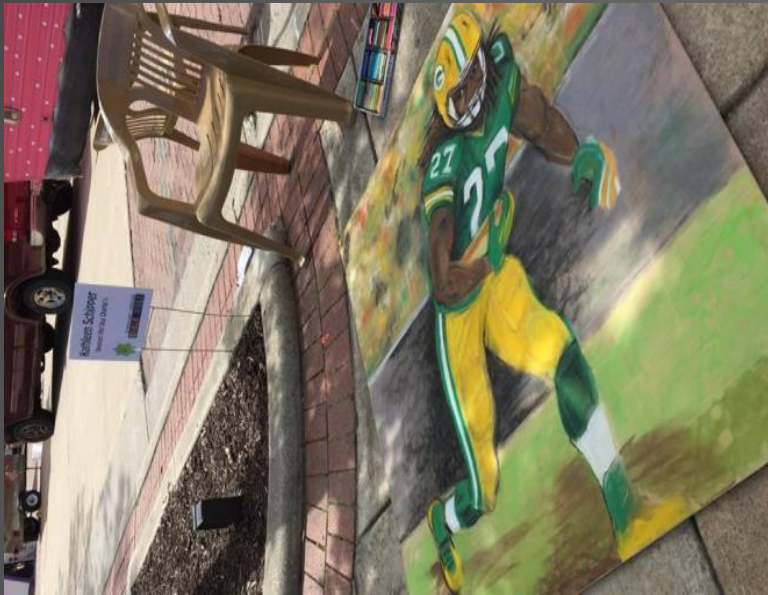
RETENTION GRANT PROGRAM

- ▶ Available to existing businesses within the BID
- ▶ Max of \$1,000; 50/50 grant
- ▶ Funds available for:
 - ▶ Exterior Façade Renovations
 - ▶ Signage
 - ▶ Awnings
 - ▶ Structural Exterior Repair
 - ▶ Exterior Lighting

BID MARKETING CONSORTIUM

- ▶ Group of volunteers consisting of downtown business owners and activists working together to draw consumers downtown & unify our downtown community
- ▶ Currently 48 members; we are always welcoming new members
- ▶ Meet the 2nd Wednesday of every month at 8:15am at different downtown locations
- ▶ Coordination of events, promotions, and activities
 - ▶ Ex. Block Captain Committee, Chalk Walk, Whoville Holiday, Holiday Float & Holiday Passport Program

CHALK WALK 2016



WHOVILLE HOLIDAY 2016

Join us
Sat., Nov. 21, 2015
for a Downtown Oshkosh
Whoville Holiday

Breakfast with the Grinch!
9-11am at
The Ground Round at River's Edge
Tickets available beginning Oct. 23 at the Ground Round or order on-line at www.downtownoshkosh.com

Horse & Carriage Rides!
FREE Opera House Square
11am-2pm

Special Appearance by
Miss Oshkosh!
12:30pm in Opera House Square

A Grinchmas Celebration
at the Oshkosh Public Library
10:30am-2pm

See all the
Whoville Holiday
Window Displays and
Ice Sculptures!

KIDS!
Drop off your letters to Santa in one of the Special Downtown Mailboxes for Express Delivery to the North Pole!

Don't be a Grinch this holiday season!
Drop off charitable donations for the Oshkosh Area Food Pantry, Christine Ann Center and/or the Oshkosh Area Humane Society Nov. 12 - Jan. 3 at our convenient Downtown drop-off location: BMO HARRIS BANK, 50 Pearl Ave. See the donation wish lists for these charities at www.downtownoshkosh.com

DOWNTOWN OSHKOSH
Happening Now



HOLIDAY PASSPORT PROGRAM



ADVERTISING MEDIAS

- ▶ Lamar Billboards; discounted for BID members
- ▶ Houck Transit Bus Ads; discounted for BID members
- ▶ Oshkosh Northwestern print and online ads
- ▶ B2B Magazine
- ▶ Downtown directory
- ▶ Brochures/Posters for recruitment, retention, block captain
- ▶ Maintain the website; www.downtownoshkosh.com
- ▶ Monthly E-newsletter
- ▶ Social media; Facebook & Twitter
- ▶ Gift Card Program

ADVERTISING



GIFT CARD PROGRAM



- ▶ Program goal to unify our downtown and to offer the community a premier gift card program that gives choices to fit all of your consumer needs, while spending your dollars locally
- ▶ Free program for businesses to participate
- ▶ Currently 50 participating businesses

BEAUTIFICATION

- ▶ Beautification Committee meets the 1st Friday of every month at 8:30am at the Chamber of Commerce
- ▶ Upcoming Projects
 - ▶ New Banner Designs/Sponsors
- ▶ Current Contractors
 - ▶ Kelly Green Lawn Care
 - ▶ Serwas Window Cleaning
 - ▶ MaryKaye's Market

BEAUTIFICATION

▶ Contracted Services

- ▶ Trash pick up of sidewalks, parking lots, and green areas
- ▶ Maintenance of all green areas; including parking lots but excluding Opera House Square
- ▶ 16 bump outs
- ▶ Banners- 5 different styles

▶ Planter Maintenance

- ▶ 104 flower pots & watering

▶ Holiday Decor

- ▶ 104 flower pots with holiday greens
- ▶ Wreaths and garland
- ▶ Lights and Tree in Opera House Square


BEAUTIFICATION



BEAUTIFICATION



LOOKING FORWARD TO 2016

- ▶ Completed Parking Study
 - ▶ Completed Downtown Action Plan
 - ▶ Promotion of our Gift Card Program
 - ▶ Continued Recruitment & Retention Efforts
 - ▶ Evaluate Main Street Program
 - ▶ Fundraising
 - ▶ Continue to create an environment for successful events and a destination of choice for residents/tourists
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MEETINGS

- ▶ BID Board
 - ▶ 3rd Tuesday of every month
 - ▶ Start at 8am
 - ▶ Held at Becket's
- ▶ BID Beautification Committee
 - ▶ 1st Friday of every month
 - ▶ Start at 8:30am
 - ▶ Held at Oshkosh Chamber of Commerce
- ▶ BID Marketing Consortium
 - ▶ 2nd Wednesday of every month
 - ▶ Start at 8:15am
 - ▶ Location varies month to month; listed on our website

QUESTIONS?



DOWNTOWN
OSHKOSH
Happening Now