



### **Downtown Oshkosh Business Improvement District Boundaries**

In general, the boundaries of the Downtown Oshkosh Business Improvement District are the Fox River on the south, Division Street on the west, Parkway Avenue on the north, and Jefferson Street/State Street on the east.

## **INTRODUCTION**

In 1980, the Common Council adopted the Downtown Redevelopment Plan and Implementation Strategy. The Plan recommended increasing organizational efforts between the public and private sectors as well as establishing a voluntary special assessment district. A follow-up study, Planning Report - Central City Oshkosh, approved by the Common Council in 1987, expanded various elements of the previous plan and in particular recommended the creation of a management vehicle and funding base to serve the downtown area. The management tool recommended was a Business Improvement District.

The Downtown Oshkosh Business Improvement District (BID) is an essential entity to the Central Business District of Oshkosh. The BID, created in 1987, has maintained its initial premise to retain available free parking in the downtown, as well as proactively support revitalization efforts. Through the BID, property owners assess themselves to pay for activities to 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 occupants fill the district. The BID welcomes these changes as opportunities to continue economic development in our central city.

## **BID LAW**

On April 6, 1984, the State of Wisconsin passed a 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.

Appendix C is a copy of the Wisconsin Statutes Section 66.1109, regarding business improvement districts.

# **DOWNTOWN OSHKOSH BUSINESS IMPROVEMENT DISTRICT 2018 OPERATING PLAN AND ASSESSMENT**

The Downtown Oshkosh BID has established allocations for the 2018 Operating Plan for each program category after reviewing previously supported activities and soliciting proposals for events. All costs related to the program categories listed below will be incurred in the calendar year 2018.

The Downtown Oshkosh Business Improvement District Board will carry out the proposed program of activities listed below and as shown on the Budget in Appendix A of this Plan. The budget is separated into the following categories; Leadership, Recruitment and Retention, Events, Advertising, Gift Card Program, Marketing Consortium, Beautification, Parking, Storage Unit, and Reserves/Capital Improvements.

The BID will assess itself \$132,860.00 in 2018.

## **PROGRAM CATEGORIES**

### **Leadership \$60,000**

#### Oshkosh Chamber of Commerce Service Contract (BID Manager) \$60,000

The BID contracts with the Oshkosh Chamber of Commerce for the services of the BID Manager who is a full time employee of the BID. Expenses from this line item also include website maintenance fees, postage, employment benefits, and other payroll related expenses. This category also covers the BID Manager participation in professional development opportunities, such as conferences, expos, and business meetings.

### **Recruitment & Retention Grant Programs \$10,000**

*Money to be divided based on applications submitted; no set amount for each grant*

#### Recruitment Fund Grant

The Recruitment Fund Grant is offered as an incentive to recruit small businesses to fill vacant spaces and energize the downtown. This grant can be used for leasehold improvements, signage, fixtures, and inventory/equipment. This grant is one of the ways the Business Improvement District can partner with you to increase the value of locating your business in Downtown Oshkosh. Recruitment print materials are also taken from this line item.

#### Retention Grant Program

The Retention Grant Program was put into place to provide funds to businesses/property owners within the BID to assist with façade improvements. The purpose of this grant is to improve the business climate in Downtown Oshkosh, enhance the quality of life, and to encourage the development and maintenance of the buildings within the Business Improvement District. Retention print materials are also taken from this line item.

## **Events \$5,500**

### Waterfest \$2,000

Waterfest is a summer concert series that occurs on Thursday nights, at the Leach Amphitheater, brought to the community by the Oshkosh Chamber of Commerce. The event brings a significant number of visitors to the downtown area, many of whom patronize downtown businesses before and after the event.

### Live at Lunch \$500

Live at Lunch takes place every Wednesday, June through August and is put on by the Oshkosh Chamber of Commerce. BID support reflects the increased traffic generated by this event to the downtown area.

### unWINEd-Wine Walk \$500

This is the BID's 2<sup>nd</sup> annual wine walk, happening in May 2018. The purpose of this event is to have attendees shop Downtown Oshkosh while enjoying samples of wine.

### Holiday Parade \$2,500

This event was previously run by the Oshkosh Chamber of Commerce for many years. The BID will continue the tradition of holding a night time parade in Downtown Oshkosh. This will always be held the Thursday before Thanksgiving. This is a great community event that brings thousands of people to the downtown area.

## **Advertising \$15,000 (money left on this line item from 2017 will rollover onto this line item)**

Funds used to promote and market downtown Oshkosh throughout the 2018 year.

## **Gift Card Program \$1,050**

Funds used to support the ACH pooling account, including the monthly fee of the program and transaction fees.

## **Marketing Consortium \$3,000**

### Membership Donations

Fees collected from businesses who want to be a part of the Marketing Consortium group. These funds are primarily used for promotional materials.

### Additional Activities & Marketing Materials \$850

Seed money to be used for any additional activity ideas generated in 2018. In addition these funds are to be used for marketing materials, such as block captain brochures.

### Holiday \$2,000

Holiday is a combination of events and marketing pieces put together in November and December. The main event of Whoville featuring Breakfast with the Grinch is where the majority of this fund goes toward. The holiday committee promotes shopping local for the holiday season.

### Downtown Chalk Walk \$150

This will be the 5<sup>th</sup> annual chalk walk event in Downtown Oshkosh. The money on this line item

is used to cover street barricade cost for the day of the event.

**Beautification \$37,650**

Contracted Services \$24,300

The BID contracts with a private contractor to undertake certain routine cleaning pick up and landscape maintenance. This also includes the watering of our 104 flower pots, and removal of holiday boughs. A portion of these funds are also used for expenses relative to maintaining and improving landscaped areas.

Holiday \$6,250

These funds will be used for holiday decorations including the tree for Opera House Square, holiday décor for 104 flower pots, lighting of the 9 trees around Opera House Square, and replacement light strands.

Planter Maintenance \$7,100

These funds will be used for contracted maintenance and plant materials for spring planting of the 104 flower pots, and plantings/maintenance of the clock and sign area in Opera House Square.

**Parking \$0**

\$0 will be assessed for the overall 2018 budget. However, \$15,000 will come out of reserves/capital improvements to be provided to the parking utility.

**Storage Unit \$660**

This line item is to cover the cost of the BID acquiring a storage unit to store Marketing Consortium event materials and any additional materials.

**Reserves/Capital Improvements**

These funds have been set aside by the Board for projects and programs to support BID businesses. Any unspent funds from 2017 will be transferred into this account, unless otherwise mentioned as a rollover or transfer onto a different line item.

**ORGANIZATION**

Pursuant 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 comprised of ten (10) members and two (2) alternates representing the following interests:

- 2 Owner/Non-Occupant
- 4 Non-Owner/Occupant
- 4 Owner/Occupant
- 2 Persons-At-Large (Alternates)

The distribution of non-occupant owners and owners/occupants may vary from time to time, as members are reappointed or as new members join the Board. Per section 66.1109 (3a), Wisconsin Statutes, a majority of the board members shall own or occupy real property in the business improvement district. Nonresidents of the City of Oshkosh are permitted as members of the Downtown Oshkosh Business Improvement District Board. Other membership requirements may apply per the “By-Laws of the Downtown Oshkosh Business Improvement



District” (dated December 19, 1989, Amended June 15, 2004).

In addition, Board members represent different areas within the District, including large and small businesses. As a City entity, the Board will conduct its affairs under the open meetings law and public record requirements. The Director of Community Development or designee serves as the Secretary of the Board. Board meetings are held the third Tuesday of the month, starting at 8:00am, at Becket’s Restaurant. A roster of the 2017 BID Board members is included as Appendix E.

The Board is responsible for the management of the Business Improvement District. Responsibilities of the Board include implementing the Operating Plan and preparing annual reports on the District. The Board will also annually consider and make changes to the Operating Plan and submit the Operating Plan to the Common Council for approval.

## **RELATIONSHIP TO DOWNTOWN PLANNING**

Creation of the business improvement district promotes the orderly development of the municipality by implementing recommendations of the City Comprehensive Plan and Downtown Action Plan that contain various elements related to downtown design and development with prominent focus on beautification in BID areas as well as the promotion of downtown tourism. In 2000, the Common Council adopted the Downtown Action Plan, which contains various elements related to downtown design and development with prominent focus on redevelopment and beautification in BID areas. The Downtown Oshkosh Business Improvement District is consistent with and critical to the continued successful implementation of these downtown plans. The BID enables the private sector to undertake promotion, management, marketing, and other programs essential to a prosperous downtown.

## **DOWNTOWN OSHKOSH BID ASSESSMENT METHOD**

The new Downtown Oshkosh Business Improvement District special assessment method utilizes assessed value information and property street footage data, both of which are available from the City Assessor's Office. As the absolute values of assessed value and footage cannot be combined, the values are calculated as a percentage of the total assessed value and a percentage of the street footage. The two percentages are added with the sum divided by 200 percent, which results in a proportionate value of the total district.

Started in 2016, the BID will implement a minimum special assessment of \$400.00 and a maximum special assessment of \$8,000.00.

Properties with a proportionate value between 0.0000% and 0.24196% are assessed the minimum special assessment of \$400.00.

Properties with a proportionate value greater than 4.83917% are assessed the maximum special assessment of \$8,000.00.

For properties with a proportionate value between 0.24196% and 4.83917% - The property’s proportionate value is multiplied by \$1,653.177, resulting in the special assessment for the property.

For example, 101 Algoma Blvd. has a Proportionate Value of 0.25221%. When multiplied by \$1,653.177, the special assessment is \$416.95.  
 $0.25221\% \times \$1,653.177 = \$416.95$ .

The raw data, assessment calculations, and proposed District assessment for each property in the Downtown Oshkosh Business Improvement District are presented in Appendix B. The data for the assessment method have been obtained from the files of the City Assessor and are subject to final tabulation by the City. To account for street front footages, the frontage of the property's primary address as identified by the City Assessor is used. Properties with more than one street frontage are not combined.

Only property used for commercial and manufacturing purposes, including real property used exclusively for manufacturing purposes, in the District will be assessed. Real property used exclusively for residential purposes will not be assessed.

**APPENDIX A**

**2018 BUSINESS IMPROVEMENT DISTRICT BUDGET**

<b>REVENUE - 2018 ASSESSMENT</b>	<b>\$132,860.00</b>	
<b>EXPENSES</b>		<b>\$132,860.00</b>
<b>Leadership</b>	<b>\$60,000.00</b>	
Oshkosh Chamber of Commerce Service Contract (BID Manager)		<b>\$60,000.00</b>
<b>Recruitment &amp; Retention Grant Programs</b>	<b>\$10,000.00</b>	
Recruitment Fund Grant Retention Grant Program		<b>\$10,000.00</b>
<b>Events</b>	<b>\$5,500.00</b>	
Waterfest		<b>\$2,000.00</b>
Live at Lunch		<b>\$500.00</b>
unWINEd-Wine Walk		<b>\$500.00</b>
Holiday Parade		<b>\$2,500.00</b>
<b>Advertising (plus rollover of any amount left from 2017)</b>	<b>\$15,000.00</b>	
		<b>\$15,000.00</b>
<b>Gift Card Program</b>	<b>\$1,050.00</b>	
		<b>\$1,050.00</b>
<b>Marketing Consortium</b>	<b>\$3,000.00</b>	
Membership Fees		
Additional Activities & Marketing Materials		<b>\$850.00</b>
Holiday		<b>\$2000.00</b>
Chalk Walk		<b>\$150.00</b>
<b>Beautification</b>	<b>\$37,650.00</b>	
Contracted Services		<b>\$24,300.00</b>
Holiday		<b>\$6,250.00</b>
Planter Maintenance		<b>\$7,100.00</b>
<b>Parking</b>	<b>\$0.00</b>	
(\$15,000 out of reserves/capital improvements)		
<b>Storage Unit</b>	<b>\$660.00</b>	
		<b>\$660.00</b>
<b>Reserves/Capital Improvements</b>		
	<b>(\$55,000.00 roughly to start with in 2018)</b>	



## APPENDIX E

### Downtown Oshkosh Business Improvement District Board Members

<b>Board Member</b>	<b>Category</b>	<b>Term Expires</b>
Marlo Ambas	Owner/Occupant	6/1/18
Chanda Anderson	Non-Owner/Occupant	6/1/18
Megan Lang, Chair	Owner/Non-Occupant	6/1/19
Kris Larson, Vice Chair	Owner/Occupant or Non-Owner/Occupant	6/1/19
Ben Rennert	Alternate #2	6/1/20
Sandy Prunty	Owner/Occupant	6/1/19
David Krumplichtsch	Non-Owner/Occupant	6/1/20
David Sparr	Owner/Occupant	6/1/20
James Stapel	Owner/Non-Occupant or Owner/Occupant	6/1/20
Kay Bahr	Non-Owner/Occupant	6/1/18
Andy Ratchman	Non-Owner/Occupant	6/1/18
James Evans	Alternate #1	6/1/20