

Annual Report 2011-2012

DOWNTOWN RHINELANDER INC. BUSINESS IMPROVEMENT DISTRICT OPERATING PLAN

This shall be the Business Improvement District Operating Plan for Downtown Rhinelander Business Improvement District for the year 2011-2012.

Plan Objectives

The BID seeks to protect public and private investments in downtown Rhinelander and to attract new investment to the District. The BID exists to promote the orderly development and physical maintenance of the District, and to develop, maintain, operate and promote the District efficiently and effectively. The BID shall work to preserve and improve economic, cultural, and social conditions within the District by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides the necessary funding to plan, evaluate, facilitate and implement District development projects, planning activities, services and promotional activities that will help to acquire and grow viable and sustainable markets that the District in downtown Rhinelander can attract and serve.

Plan of Action

The BID shall carry out its objectives. Work plans have been defined with structure in the Four Point Approach of Main Street; they are outlined in ***Appendix A***.

2011 – 2013 Goals:

1. Market our brand.
2. Retain current business and recruit new.
3. Create MUST participate promotions!
4. Make Downtown Rhinelander a destination.
5. Enhance the beauty of the Downtown.
6. Commit to community prosperity.
7. Commit to organizational sustainability and prosperity.

Priorities of each of the four Standing Committees:

1. Design

- A. Stimulate façade renovations. Compile and prepare tools with resources.
- B. Streetscape development with emphasis on Brown Street.
- C. Continue branding the Downtown thru Hodags On Parade.

Other projects noted: River development (written plan, support of community and implementation checklist). Banners, streetscape including flower baskets and green spaces

2. Organization

- A. Create a marketing/communication plan.
- B. Develop more comprehensive volunteer program.
- C. Fundraise for the organization.

Other projects noted: Manage office.

3. Promotion

- A. Evaluate events with the focus on bringing more people to downtown.
- B. Ensure cash flow for every event.
- C. Increase partnerships with others to provide events, i.e. St. Patrick's Day Parade

Other projects noted: Explore Signature Event.

4. Economic Restructuring

- A. Reinvest in BID through revolving loan fund (Downtown Works) and possible façade grants.
- B. Focused recruitment of new businesses and entrepreneurs.
- C. Creating a Business Think Tank group.

Other projects noted: Partnering in I Buy Local which includes informational pieces, Tool Boxes and Networking Sessions. Hold an available space open house. Oversee the Downtown Market. Keep parking for existing businesses

Executive Committee priorities:

- More formalized financial review process with a long-term strategy.
- Manage strategic planning process.
- "Set the agenda".
- Initiate Strategic Plan including survey of BID.

Work plan to include: project name, goal, project leader, team of members. In a chart list steps, who's responsible, start, end and funds. Be sure each project has outcome/measurement.

Annual Report

Appendix B - The Board shall prepare an annual report as required by section 66.1109 (3) (c) of the Wisconsin Statutes. The report shall include the required audit. The BID shall be solely responsible for payment of any funds specified for the BID Audit and related to BID activities for said BID Audit.

Relationship to plans for the 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 a Business Improvement District promotes the orderly development of the City. The district will enhance the cleanliness, safety, development, and marketability of the Downtown, consequently, encouraging commerce in the City.

Further, increased business activity in the City will increase sales tax revenues and property tax base.

Budget

All of the estimated expenditures of the BID are shown on the Budget, **Appendix C**. All of the expected expenditures will be financed by the collection of BID assessments and with other revenues generated by City and community participation, gifts, donations, in-kind services, grants, etc. Monies collected from the BID assessments by the County/City will be used to contract for services from DRI.

Any unused funds remaining at the end of the year shall be deposited into contingency funds for the following Plan Year. If any additional funds are received by the BID, whether from gifts, grants, government programs, or other sources, they shall be expended for the purposes identified herein, and in the manner required by the source of such funds, or, if the funds have no restrictions, in the manner keeping with the objectives of the BID plan.

District Boundaries

The District is defined by the current configuration of those tax key parcels, which are shown on the attached map, **Appendix D**.

Method of Assessment and Schedule

Parcels Assessed

All taxable property used for commercial purposes will be assessed. Properties used exclusively for residential purposes will not be assessed as required by the BID Law. Property exempt from paying real estate taxes or owned by government agencies will not be assessed, as required by the BID law.

Levy of Assessment

Special assessments under this Operating Plan are hereby levied, through the adoption of this Operating Plan by the City of Rhinelander against each taxable property within the District, in the amount shown on the assessment schedule, **Appendix E**.

The 2012 tax year assessment was calculated at the rate of \$2.26 per \$1000 of assessed value, with a District assessment total of not more than \$100,000.