

# City of Kiel

## Downtown Business Improvement District Proposal

August 2017

## **A. Introduction**

During the summer of 2017, the KRWD Planning Committee held several strategic planning sessions to address what they want to accomplish over the next five years. The outcome of these sessions allowed for the creation of the goals and ultimately the petition and proposal to the City of Kiel, WI, for the creation of a BID.

The following is the 2018 operating plan for the Business Improvement District (BID) in downtown KIEL, Wisconsin. This plan has been prepared as a general guide to the purpose, goals, projects and activities of the BID for the area delineated on the attached map. This operating plan complies with the requirements of Wis. Stats. Sec. 66.1109. (Exhibit A Attached)

## **B. Purpose of the KIEL Downtown BID**

The purpose of the BID is to provide an organizational and funding mechanism to support the development, improvement and promotion of the downtown area for the economic benefit of all businesses within the District as well as the general social and economic benefit of the people of the City of KIEL and its visitors.

## **C. Goals and Policies of the KIEL Downtown BID**

1. Create collaborative opportunities for new and existing Downtown Kiel Businesses to learn, grow, and develop.
  - Establish working groups for like-minded businesses for the purpose of developing promotional and educational opportunities. Such as a restaurant network or retail guild.
  - Establish collaborative advertising and promotion opportunities seasonally, exercise cross marketing.
  - Provide SCORE mentoring information to potential new downtown businesses and property owners.
  - Market available space listings and property on the Kiel River Walk District website, Facebook and LocatelnWisconsin.com
  - Obtain property owner listings annually from the City of Kiel.
2. Advocate for development that exemplifies innovation projects that enhance the work, live, play environment of downtown KIEL.
  - Advocate for Downtown Kiel during Comprehensive Planning meetings and other city planning sessions.
  - Create a new business welcome procedure such as information packet, welcome baskets, public relations assistance, etc.
  - Promote the City of Kiel loan program already in place.
3. Promote and encourage maintenance, upkeep, and improvement of downtown Kiel public spaces through advocacy for safety and improvement.
  - Petition the City of Kiel to establish and enforce an ordinance that mandates upkeep and maintenance of property within the BID defined area, including residential.

- Initiate a way finding assessment to explore the ideal location for signage directing guests to downtown.
  - Advocate for improved maintenance of Downtown Kiel public spaces including sidewalks, curb and gutter, planters, and park spaces.
  - Plant four seasonal plantings in planters in business district on Fremont Street.
4. Create an attractive, historic, and playful downtown environment through structure improvements and enhancements.
- Install directional signs for wayfinding to Kiel business district at designated intersections to be determined, that are not currently and / or customarily funded by the City of Kiel and / or the Kiel Area Association of Commerce, (i.e. Welcome to Kiel, directional signs at the entrances to the city etc.)
  - Develop a long term vision for the visual aesthetic of Fremont Street used to guide funding of improvement projects that are not currently and customarily funded by the city (i.e. replacement of trees, infrastructure, street lights, etc.).
  - Develop a long term vision for underdeveloped areas of Downtown Kiel, helping to improve lighting along the river path and walkability of Downtown Kiel during low light times.
5. Create and implement unique events that draw people from near and far to enjoy and patronize Downtown KIEL businesses.
- Host Downtown Kiel Art on the River
  - Host a Wine & Cheese Walk
  - Partner with the Kiel Farmers Market to grow the event, reaching out to more local organic growers in the area.
  - Host a block party
  - Host the Streets of Summer Event
  - Develop an event highlighting Kiel eating and drinking establishments - Host a Taste of Kiel Event
  - Host Car Cruise and National Night Out in partnership with City of Kiel Police and the Kiel Car Club in August of 2018
  - Host Fall event
    - .i. Scarecrow / Fall light pole decorating promotions.
  - Host Downtown Kiel Tree Lighting and Holiday Lights in conjunction with the KAAC Christmas Parade.
    - .i. Expand Small Business Saturday promotions.
  - Host Ladies / Mom's Night Out event in May 2018
    - .i. Develop a night out for moms – massages, pedicures, wine, music

6. Educate the public on the advantages of living, working, and playing in Downtown Kiel.

- Install signage directing traffic to downtown Kiel business district from highway and main road intersections throughout Kiel and nearby areas.
- Maintain local print advertising to highlight events, restaurants, and retail opportunities.
- Create fliers promoting Downtown Events.
  - .i. Collaborate with neighboring communities for a joint brochure / promotions
  - .ii. Join Kiel Area Association of Commerce – utilize the KAAC kiosk on Fremont Street to place event / promotional material
- Maintain regional and general advertising for events and holiday shopping.
  - .i. Promote Kiel downtown events in the Wisconsin magazine
  - .ii. Promote small business Saturday opportunities
- Maintain and develop further digital marketing plan
  - .i. Website maintenance and improvement
  - .ii. Facebook promotions and interactions
  - .iii. Further social media presences (Instagram, Pinterest, blog, etc)
- Explore future local and regional marketing opportunities and develop a plan for 2019
  - .i. Television Advertising
  - .ii. Radio Advertising
  - .iii. Billboards
- Explore a direct mail coupon opportunity for Downtown Businesses

**D. Creation of Board of Directors**

The Kiel Downtown BID will establish a Board of Directors consistent with Wisconsin Act 184. This Board will be responsible for the management of the BID. Responsibilities of the Board include implementing the operating plans 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 City Council for approval.

The Board will consist of nine (9) members, appointed by the Mayor. Seven (7) of the nine board members shall be property owners or business occupants within the BID. The board members shall serve staggered terms: 4 members for 3 years and 5 members for 2 years. After the second year, all terms shall be for (3) three years. In addition, one (1) Kiel City Council member will be appointed annually.

A list of term expiration dates for the current members of the BID Board are attached to this operational plan as Exhibit B. The Board will conduct its affairs consistent with the Open Meeting law and keep minutes for public record.

### **E. Nomination of Board Members**

Each year at the **MAY** meeting of the BID Board, nomination for new members to be considered as potential members of the BID Board may be submitted to the Chairman, under the following guidelines:

1. Any property owner or business operator within the BID boundaries, or any member of the Kiel Business Improvement District (BID) member may submit nominations.
2. BID board shall review all nominees and submit up to two nominees for each expiring term to the mayor; the number of nominees shall be equal to twice the number of terms ending, plus any resignations to be filled.

Example: Each year, three terms expire, equals six nominees. If a member, whose term has not expired, resigns, then up to two nominees would be submitted to serve the remaining term of the resigning member.

3. The selected nominees will be submitted to the Mayor, who then shall select the appropriate number of appointees.

### **F. Election of Officers**

1. Election of officers shall occur at the May meeting.
2. Offices shall be:
  - a. Chairman
  - b. Vice-Chairman
  - c. Secretary
3. Election Process
  - a. Nominees shall agree to serve, if elected.
  - b. Nominations shall be offered at the beginning of the meeting.
  - c. Voting for each office shall be verbal "ayes" and "nays."
  - d. The nominee receiving the most "ayes" shall fill each office.
  - e. Officers shall take office at the June meeting.
4. Term Limits for Officers
  - a. Elected officers of the BID board shall serve one (1) year terms.

### **G. Projects and Activities of the BID**

1. Implement and update the operating plan for the District.
2. Maintain records of any expenditure within the District as required by Wisconsin Statutes.
3. Establish a special assessment levy on all benefiting properties within the District.

4. Administer projects and programs.

5. Coordinate ongoing evaluation and planning for further improvements in the downtown and prepare annual Kiel BID Operating Plan and Budget. A more detailed listing of BID projects is included as Exhibit C

#### **H. Description of Business Improvement District**

All properties shown within the boundary of the attached map (Exhibit D) shall be within the Kiel BID with the exception of the following:

1. Properties exempt from property taxes, such as public utilities and religious buildings.
2. Real property used exclusively for residential purposes. (Wis. Stat. Sec. 66.608)

#### **I. Method of Special Assessment**

The projects proposed in the operating plan will be funded through special assessment. This special assessment will be levied by the City, pursuant to Wis. Stat. 66.60.

Assessment shall be prorated share of annual BID budget based on the assessed valuation of each property. The mill rate for 2018 shall be \$.60/\$1,000 of assessed valuation for retail, restaurants, financial/banking, bars, theaters, services, auto repair and sales, professionals, insurance agencies, entertainment, apartment complexes, manufacturing, storage, warehousing, wholesale and assisted living facilities

#### **J. Description of the Method of Financing**

The BID has been created as a public/private sector initiative to further the aims of the City's Downtown improvement and the City's Master Plan. Financing for BID projects and programs is derived from a special assessment of properties within the BID, a contribution from the City of Kiel, events / fundraisers and donations from outside sources.

#### **K. Description of Proposed Expenditures**

A copy of the 2018 Proposed Budget formally recommended by the BID Planning Committee is attached as Exhibit E.

**Exhibit A**  
**Wisconsin State Statute “BID Law”**  
**(Updated and current through May 3, 2017)**

66.1109 Business improvement districts.

(1) In this section:

- (a) "Board" means a business improvement district board appointed under sub. (3) (a).
- (b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.
- (c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.
- (d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.
- (e) "Municipality" means a city, village or town.
- (f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:
  - 1. The special assessment method applicable to the business improvement district.
    - 1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.
  - 2. The kind, number and location of all proposed expenditures within the business improvement district.
  - 3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
  - 4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.
  - 5. A legal opinion that subds. 1. to 4. have been complied with.
- (g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

- a. An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.
- b. The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.
- c. At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch.985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property

within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

- d. Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.
- e. The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(3) Board of Directors

- a. The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.
- b. The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.
- c. The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.
- d. Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

- (4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits required under sub. (3) (c) or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:



- (a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.
- (b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).
- (c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.
- (d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.
- (e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5) Real Property

- a. Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. 70.11 may not be specially assessed for purposes of this section.
- b. A municipality may terminate a business improvement district at any time.
- c. This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

**History:** 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85.

**Exhibit B  
Board Member Terms**

1. NAME – DATE – 3 years (expires 2021)
2. NAME – DATE – 3 years (expires 2021)
3. NAME – DATE – 3 years (expires 2021)
4. NAME – DATE – 3 years (expires 2021)
5. NAME – DATE – 2 years (expires 2020)
6. NAME – DATE – 2 years (expires 2020)
7. NAME – DATE – 2 years(expires 2020)
8. NAME – DATE – 2 years (expires 2020)
9. NAME – DATE – 2 years (expires 2020)
10. NAME – City Council Rep. May 2018 – Annual Appointment

## **Exhibit C**

### **2018 Projects and Committees**

The BID will form several sub-committees to assist in the completion of future projects. These sub-committees include Business Recruitment; Advertising, Promotions & Events; and Beautification, Maintenance & Signage. Committees are to be made up of BID and non-BID Committee members where possible. Sub-committees will meet as often as necessary to accomplish the following:

- Recruit businesses to the downtown business district through direct marketing, State websites, KAAC and City of Kiel.
- Explore the implementation of a loan and/or grant program for new and existing businesses for interior and exterior improvements, technical advice and start-up inventory. (City of Kiel currently has a program available)
- Support the Farmers Market to improve traffic, signage, promotion, etc.
- Explore the publishing of a Downtown Business and Events Directory.
- Support downtown programs and events initiated by other entities, including the KAAC events.
- Support ongoing maintenance and enforce upkeep of the Downtown area.
- Recommend and possibly fund improved “wayfinding” signage in the Downtown Business District to alert visitors to specific locations and parking.
- Continue to work with city department heads for the betterment of Downtown Business District.
- Develop new promotional, advertising ideas and continue to attract shoppers to downtown.
- Encourage new and improve existing events in the downtown area.

#### **Budget Proposal:**

During the summer of 2017, the KRWD Planning Committee held several strategic planning sessions to address what they want to accomplish over the next five years. The outcome of these sessions allowed for the creation of the goals and ultimately the petition and proposal to the City of Kiel, WI, for the creation of a BID.

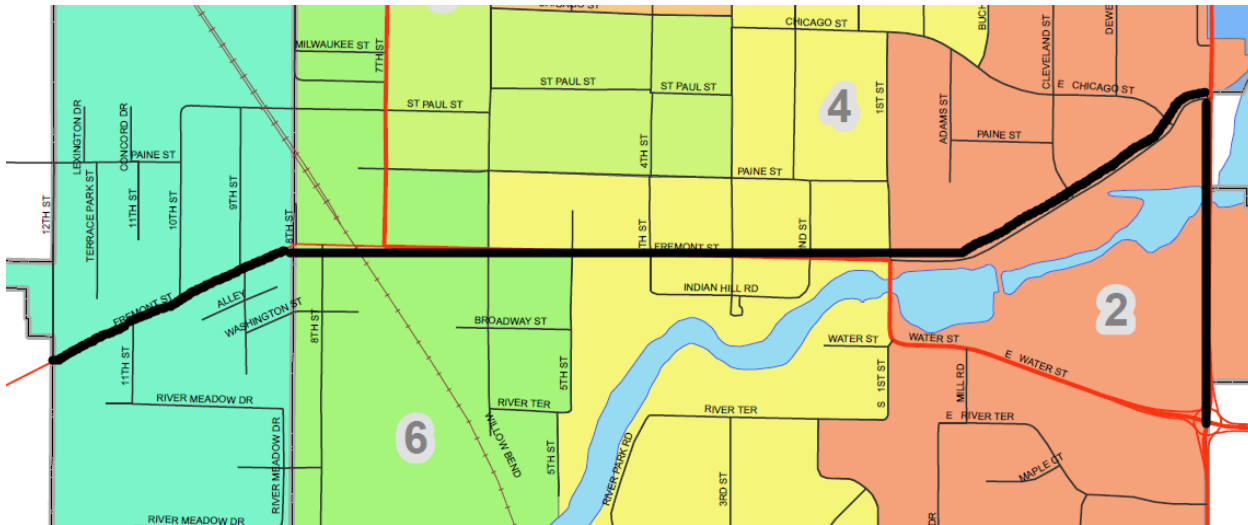
The requested amount of revenues generated by the self-imposed levy on the owners of BID is \$.60 per \$1,000 assessed valued. The 2018 budget is intended to kick start the efforts to revitalize the Kiel downtown business district and fund events to generate foot traffic and visitors.

## Exhibit D - BID Boundary Map

### Kiel Business Improvement District Boundary

Begins at the intersection of State Highways 57, 67 & 32, North on Hwy 67 to Fremont Street  
West on Fremont Street to 12<sup>th</sup> Street

Ends at the intersection of Fremont & 12<sup>th</sup> Street



**Exhibit E**  
**BID Board Recommended 2018 Budget**

<b>Downtown Kiel BID Budget for 2018</b>		<b>Total Tax Base</b>
<b>REVENUES</b> (BID Tax)	\$8,620	14,488,600
Reserve Funds	\$-	
Income from Events	\$1,500	
Other Income*	\$6,750	
City of Kiel	\$10,000	
	\$26,870	
<b>EXPENSES</b>		
<b><i>Advertising, Marketing, Events</i></b>	<b>Cost</b>	
Downtown Design Concept drawing	\$3,000	
Ladies Night Out (May -Mother's Day)	\$150	
Taste of Kiel (July)	\$2,000	
Car Cruise - National Night Out – Block Party (August)	\$1,250	
Fall Fest (October)	\$100	
General Advertising & Brochure	\$1,000	
<b><i>Beautification &amp; Maintenance</i></b>		
Spring, Summer, Fall and Winter pots / plants(25)	\$10,000	
Streets of Summer (June)	\$2,000	
<b><i>Recruitment and Retention</i></b>		
Façade Improvement grants	\$1,500.00	
	\$21,000	