



Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, September 14, 2016 at 8:30AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

- | | |
|---|--------------------|
| 1. Call to Order | |
| 2. Approval of the August 31, 2016 Meeting Minutes (attachment) | |
| 3. Discussion/Decision Duchess Plaza Cleaning Fall 2016 | Justin Draper |
| 4. Discussion/Decision on 2017 BID Budget (attachment) | Karen Terry & All |
| 5. RiverWalk Expansion Update | Chris Tollaksen |
| 6. 200 Block of Broadway Construction Update | Chris Tollaksen |
| 7. Parking Committee Update | Jesse/Justin/Kyler |
| 8. Kilbourn City Live Music Festival-October 1 st – Update | Jesse DeFosse |
| 9. Dells RiverWalk Stroll - October 1 st Update (attachment) | Kelli Trumble |
| 10. Downtown Dells Farmers' Market Recap | All |
| 11. Items for next agenda | All |
| 12. Adjournment | |

The Committee may take action on any of the above listed agenda items.

Upcoming BID Meetings:

- Wednesday, September 28, 2016 at 8:30am
- Wednesday, October 12, 2016 at 8:30am

Kelli Trumble, Chairperson

Posted & Distributed: 09/08/2016

**BID Committee
August 31, 2016**

Attending: Kelli Trumble; chairwoman
Jesse DeFosse; BID
Justin Draper; BID
Kevin Ricks; BID
Dan Gavinski; BID
Kyler Royston; BID
Mark Sweet; BID
Becca Fredricksen; BID intern

Chris Tollaksen; Public Works
Brian Holzem
Eric Helland
Jenifer Dobbs
Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Kevin Ricks to approve August 17 minutes. Second by Justin Draper.
Approved.

2017 BID BUDGET:

The BID Revenue and Expense Report was reviewed for consideration in advance of submission of the 2017 BID Budget in September. The BID assessment is expected to show a net decrease of 3% (\$9000) from last year due mostly to reassessment of property values. The report advocates setting aside \$5000 to rebuild the surplus fund for future economic growth projects. No funds were set aside for festivals and entertainment as the Mayor has proposed establishment of a new Arts and Entertainment Committee which would be in charge of all public programming, primarily taking place downtown. The proposal for 2017 would reduce the hours for the paid intern position as recommended by BID intern, Becca Fredricksen.

Cost of fall and winter plantings would be reduced by \$3000 with plans to coordinate efforts between Country Bumpkin and Thompson's Flowers.

Discussion on the report covered these points:

1. Funding of the proposed Arts and Entertainment Committee has not been determined. Much of the programming has originated at BID, so maintaining entertainment funding from BID for a new A&E committee would still allow for BID input.
2. Avenues beyond the BID budget should be explored to help finance the growing expense of plantings year round in more areas downtown.
3. Consideration of a contest with prize monies awarded to encourage creative window displays from businesses during shoulder season months.

Committee members were asked to provide further input prior to the September 14 meeting when a budget will need to be approved for submission to the city Finance Committee.

DELLS RIVER ARTS DISTRICT WEBSITE (DRAD):

Work on the DRAD website has progressed. It is hoped the new website can go on line around October 15. It will link directly to the City and Visitor Bureau sites and incorporate the work presented on the Dells Tourism Development site.

RIVER WALK EXPANSION PROJECT:

Chris Tollaksen provided an update on the Illinois Avenue bridge work. Traffic will be rerouted to the new bridge section after Labor Day as demolition of the old bridge

span will commence. For safety reasons, the marina will need to be closed for several weekdays over two weeks during demolition.

200 BLOCK CAFE ZONES:

Work will begin immediately after WoZhaWa. Some sidewalk closures can be expected, though pathways will still allow for pedestrian traffic. Structural work will occur this fall with the detail work and furnishings occurring in the spring.

FARMERS' MARKET FESTIVAL:

Becca reported ten registered vendors at present providing an excellent variety of products.

RIVER WALK STROLL:

An invitation list is being finalized. Elliot Funmaker has been asked to provide Native music during the event and stroll.

KILBOURN CITY LIVE FESTIVAL:

All musical acts have been finalized and promotional efforts will now go into high gear. Jesse DeFosse reviewed the scheduled performers and indicated numerous sponsors are participating. Many local bars are planning enhanced entertainment at their businesses on Friday, September 30 to encourage overnight stays for the weekend.

Dan Gavinski moved to adjourn Second by Kyler Royston. Approved.

OPTION #1

ITEM 4

Business Improvement District					
Revenue & Expense Report - DETAILED					
As of August 15, 2016					
FUND 21	2016 BUDGET	2016 YTD	Anticipated Final 2016	REQUESTED 2017	New Budget % of Inc/Dec
BID REVENUE					
2017 BID Assessments	\$291,304.00	\$291,304.18	\$291,304.18	\$283,860.00	-2.56%
4270-210 BID ASSESSMENT REVENUE	\$291,304.00	\$291,304.18	\$291,304.18	\$283,860.00	-2.56%
Farmer's Market Revenue	\$0.00	\$0.00	\$1,000.00	\$0.00	#DIV/0!
4800-210 MISCELLANEOUS REVENUE	\$0.00	\$0.00	\$1,000.00	\$0.00	#DIV/0!
WDVCB - July 4th Contribution	\$3,000.00	\$3,820.00	\$3,820.00	\$3,000.00	0.00%
4800-210 MISCELLANEOUS REVENUE	\$3,000.00	\$3,820.00	\$3,820.00	\$3,000.00	0.00%
Interest From Operating Bank Account	\$240.00	\$150.18	\$240.00	\$240.00	0.00%
4812-210 INTEREST ON INVESTMENTS	\$240.00	\$150.18	\$240.00	\$240.00	0.00%
Transfer for Woodside Developer Agreement	\$25,000.00	\$25,000.00	\$25,000.00	\$15,000.00	-40.00%
Transfer for Riverwalk Vignettes	\$87,079.00	\$87,079.00	\$87,079.00	\$76,259.00	-12.43%
4920-210 TRANSFER FROM SURPLUS	\$112,079.00	\$112,079.00	\$112,079.00	\$91,259.00	-18.58%
TOTAL BID REVENUE	\$406,623.00	\$407,353.36	\$408,443.18	\$378,359.00	-6.95%
BID OPERATING EXPENSES					
Downtown Seasonal Clean-up	\$4,134.00		\$650.00	\$1,350.00	-67.34%
Paid Intern	\$5,598.00	\$3,251.03	\$5,598.00	\$0.00	-100.00%
5620-210-1000 SALARIES	\$9,732.00	\$3,251.03	\$6,248.00	\$1,350.00	-86.13%
Foresite Software - Web Domain/City Site	\$0.00	\$116.55	\$116.55	\$250.00	#DIV/0!
Office Supplies - Postage	\$200.00	\$353.17	\$353.17	\$500.00	150.00%
5620-210-2000 OPERATING SUPPLIES	\$200.00	\$469.72	\$469.72	\$750.00	275.00%
Johnson Block - Audit Fees	\$1,300.00	\$500.00	\$1,300.00	\$1,300.00	0.00%
Attorney Fees - Hasler	\$5,000.00	\$2,700.02	\$5,000.00	\$5,000.00	0.00%
5620-210-2001 LEGAL & AUDIT FEES	\$6,300.00	\$3,200.02	\$6,300.00	\$6,300.00	0.00%
Riverwalk Lights	\$1,800.00	\$1,022.76	\$1,800.00	\$2,000.00	11.11%
5620-210-2200 UTILITY EXPENSE	\$1,800.00	\$1,022.76	\$1,800.00	\$2,000.00	11.11%
Downtown Entertainment - Performers	\$22,000.00		\$22,000.00	\$22,000.00	0.00%
Downtown Dells - Marketing Taste of Dells	\$4,500.00		\$4,500.00		-100.00%
July 4th Celebration	\$20,000.00	\$16,957.00	\$16,957.00	\$17,000.00	-15.00%
5620-210-2220 FESTIVALS & ENTERTAINMENT	\$46,500.00	\$16,957.00	\$43,457.00	\$39,000.00	-16.13%
Advertisements					
Ad-Lit Front Desk Check in Packet	\$2,500.00	\$2,500.00	\$2,500.00		-100.00%
Ad-Lit Travel Guide	\$11,500.00		\$11,500.00		-100.00%
Billboards					
Repair & Maintenance	\$2,000.00	\$4,038.00	\$4,038.00	\$2,000.00	0.00%
Interstate Signs	\$5,500.00		\$5,500.00	\$5,650.00	2.73%
Lake Delton Sign (Corner)	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	0.00%
Hwy 12 & Hwy 13 (Contract Up March 2019)	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00	0.00%
5620-210-2230 ADVERTISING & BILLBOARDS	\$39,000.00	\$24,038.00	\$41,038.00	\$25,150.00	-35.51%

Business Improvement District
Revenue & Expense Report - DETAILED
As of August 15, 2016

FUND 21	2016 BUDGET	2016 YTD	Anticipated Final 2016	REQUESTED 2017	New Budget % of Inc/Dec
Woodside Way - Year 4 of 10	\$85,000.00		\$85,000.00	\$85,000.00	0.00%
5620-210-2240 DEVELOPMENT AGREEMENT	\$85,000.00	\$0.00	\$85,000.00	\$85,000.00	0.00%
Bud Gussel - Bavarian Village Restroom	\$9,144.00	\$6,858.00	\$9,144.00	\$9,144.00	0.00%
DUKW - Wizard Quest Restroom	\$15,395.00	\$11,583.92	\$15,395.00	\$15,700.00	1.98%
5620-210-2250 PUBLIC RESTROOMS	\$24,539.00	\$18,441.92	\$24,539.00	\$24,844.00	1.24%
Bridge Flag Maintenance	\$3,500.00	\$2,969.14	\$3,500.00	\$3,500.00	0.00%
Flowers - Thopson's Full Bloom					
Spring/Summer Flowers				\$17,690.00	
Spring/Summer Maintenance				\$13,880.00	
Fall Flowers				\$4,760.00	
Winter Flowers				\$4,135.00	
Summer & Fall Flowers - Full Bloom	\$12,990.00	\$12,590.00	\$12,590.00		-100.00%
Maintenance of Flowers - Full Bloom	\$10,100.00		\$10,100.00		-100.00%
Oak Street - Planters & Flowers (Summer)	\$5,100.00	\$1,620.00	\$6,720.00		-100.00%
Oak Street Flower Maintenance	\$2,880.00		\$2,880.00		-100.00%
Autumn Street Decorations - Country Bumpkin	\$4,100.00		\$4,100.00		-100.00%
Oak Street - Autumn Décor - Country Bumpkin	\$1,512.00		\$1,512.00		-100.00%
Winter Planters/Riverwalk Décor - Full Bloom (40) - 2015	\$0.00	\$3,565.00	\$3,565.00		#DIV/0!
Winter Planters/Riverwalk Décor - Full Bloom (40)	\$3,370.00		\$3,370.00		-100.00%
5620-210-2700 MAINT. /REPAIR	\$43,552.00	\$20,744.14	\$48,337.00	\$43,965.00	0.95%
TOTAL BID OPERATING	\$256,623.00	\$88,124.59	\$257,188.72	\$228,359.00	-11.01%
BID ECONOMIC DEVELOPMENT					
Add to Surplus for Furture Projects					
2015 Contract - Temp Website/Brand Standards	\$0.00	\$3,750.00	\$3,750.00		#DIV/0!
Riverwalk Vignettes	\$150,000.00	\$29,433.74	\$150,000.00	\$150,000.00	0.00%
5650-999-2000 ECONOMIC DEVELOPMENT EXPENSES	\$150,000.00	\$33,183.74	\$153,750.00	\$150,000.00	0.00%
Farmer's Market Expenses	\$0.00	\$50.50	\$50.50		#DIV/0!
5660-210-2260 FARMERS MARKET	\$0.00	\$50.50	\$50.50	\$0.00	#DIV/0!
TOTAL EXPENSES	\$406,623.00	\$121,358.83	\$410,989.22	\$378,359.00	-6.95%
REVENUES OVER/(UNDER) EXPENDITURES	\$0.00	\$285,994.53	(\$2,546.04)	\$0.00	

Option # 2

Business Improvement District					
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BID REVENUE					
2017 BID Assessments	\$291,304.00	\$291,304.18	\$291,304.18	\$297,860.00	2.25%
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Farmer's Market Revenue	\$0.00	\$0.00	\$1,000.00	\$0.00	#DIV/0!
4800-210 MISCELLANEOUS REVENUE	\$0.00	\$0.00	\$1,000.00	\$0.00	#DIV/0!
WDVCB - July 4th Contribution	\$3,000.00	\$3,820.00	\$3,820.00	\$3,000.00	0.00%
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5620-210-2001 LEGAL & AUDIT FEES	\$6,300.00	\$3,200.02	\$6,300.00	\$6,300.00	0.00%
Riverwalk Lights	\$1,800.00	\$1,022.76	\$1,800.00	\$2,000.00	11.11%
5620-210-2200 UTILITY EXPENSE	\$1,800.00	\$1,022.76	\$1,800.00	\$2,000.00	11.11%
Downtown Entertainment - Performers	\$22,000.00		\$22,000.00	\$22,000.00	0.00%
Downtown Dells - Marketing Taste of Dells	\$4,500.00				-100.00%
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5620-210-2220 FESTIVALS & ENTERTAINMENT	\$46,500.00	\$16,957.00	\$38,957.00	\$39,000.00	-16.13%
Advertisements					
Ad-Lit Front Desk Check in Packet	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	0.00%
Ad-Lit Travel Guide	\$11,500.00		\$11,500.00	\$11,500.00	0.00%
Billboards					
Repair & Maintenance	\$2,000.00	\$4,038.00	\$4,038.00	\$2,000.00	0.00%
Interstate Signs	\$5,500.00		\$5,500.00	\$5,650.00	2.73%
Lake Delton Sign (Corner)	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	0.00%
Hwy 12 & Hwy 13 (Contract Up March 2019)	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00	0.00%
5620-210-2230 ADVERTISING & BILLBOARDS	\$39,000.00	\$24,038.00	\$41,038.00	\$39,150.00	0.38%

**CITY OF WISCONSIN DELLS
 BID Assessment Formula**

2017 Budget

\$297,860.00

Auto fill from Budget Worksheet

Zone	Rate Ratio	Mill Rate	Value	Assessment
1	1	\$ 2.83	\$ 40,373,300.00	\$ 114,426.38
2	0.666666667	\$ 1.89	\$ 18,030,700.00	\$ 34,068.52
3	0.583333333	\$ 1.65	\$ 20,774,400.00	\$ 34,346.08
4	0.333333333	\$ 0.94	\$ 61,339,600.00	\$ 57,949.76
5	0.166666667	\$ 0.47	\$ 120,815,200.00	\$ 57,069.26

Total \$ 261,333,200.00 \$ **297,860.00**

Zone	Rate Ratio	2016 Mill Rate	2017 Mill Rate	% of Inc/Dec
1	1	\$ 2.70	\$ 2.83	4.93%
2	0.666666667	\$ 1.80	\$ 1.89	4.93%
3	0.583333333	\$ 1.58	\$ 1.65	4.93%
4	0.333333333	\$ 0.90	\$ 0.94	4.93%
5	0.166666667	\$ 0.45	\$ 0.47	4.93%

EXAMPLE: Zone 1

	<u>Assessed Value</u>	<u>Mill Rate</u>	<u>BID Assessment</u>
2016 \$	200,000.00	0.00270	\$ 540.23
2017 \$	200,000.00	0.00283	\$ 566.84
		More(Less) in 2017 that 2016	\$ 26.61

EXAMPLE: Zone 5

	<u>Assessed Value</u>	<u>Mill Rate</u>	<u>BID Assessment</u>
2016 \$	200,000.00	0.00045	\$ 90.04
2017 \$	200,000.00	0.00047	\$ 94.47
		More(Less) in 2017 that 2016	\$ 4.44

ITEM 9

DELLS RIVERWALK STROLL

SATURDAY, OCT. 1 2016



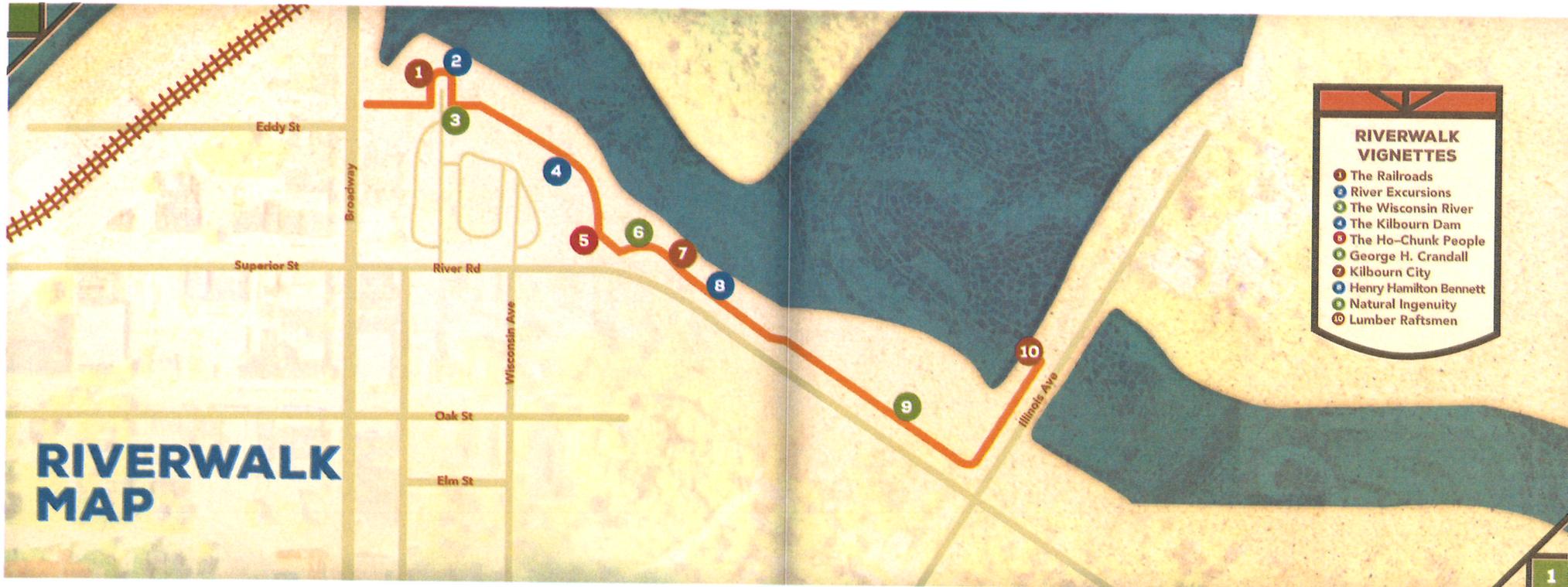
CELEBRATE HISTORY



WELCOME MESSAGE

This is a message welcoming attendees to the event, summarizing the Riverwalk vision and showcasing the rich Wisconsin Dells history.

RIVERWALK MAP



1 THE RAILROADS

Tourism & Commerce

The arrival of the railroad in 1857 created a boom in tourism but also changed commerce beyond the river. Learn about the hops craze and seasonal workers traveling by rail to cultivate and harvest the crops.



2 RIVER EXCURSIONS

Leroy Gates - Dells' First River Guide

River excursions in Wisconsin Dells were born from one man's "ah-ha" moment. This marked the beginning of the tourism trade with scenic boat tours and earned Leroy Gates status as Wisconsin Dells' first entrepreneur.



3 THE WISCONSIN RIVER

Man and Nature Converge

The early days of the Wisconsin River flowing through town were not the serene scenes we know today. Imagine a raging white-rapids river with turbulent flood waters carving out the landscape. Now, this great river stands as the foremost ambassador to Wisconsin Dells.



4 THE KILBOURN DAM

Harnessing the River

After attempts to harness the power of the Wisconsin River with smaller dams, a new high dam and hydroelectric power plant were built. This caused the river to rise, concealing many of the scenic caverns once captured by H.H. Bennett's camera.





10 LUMBER RAFTSMEN

Making a Living on the River

Abundant white pines in Northern Wisconsin spurred the first era of big business to the area. Lumbermen floating large rafts of bundled wood through the treacherous waters of the Dells to markets south made their living as pilots, and many lost their lives.

9 NATURAL INGENUITY

Deep Entrepreneurial Spirit

From early settlers to modern-day tour operators, love for this stretch of the Wisconsin River runs as deep as its history. Through the ingenuity of man, Wisconsin Dells is ever-changing, and the tug-of-war between progress and preserving the natural beauty continues.



THANK YOU FOR HELPING CELEBRATE OUR PAST BY
**BUILDING OUR
FUTURE**

