

Wis. Dells Business Improvement District (BID) Committee Meeting Agenda

Wednesday, September 2, 2020 at 8:30AM

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

Members: Tara Anchor-Chairperson, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary
Justin Draper, Dan Gavinski, Adam Makowski, Kevin Ricks, Jillian Campbell and Mark Brown

1. Call to Order
2. Approval of the August 5, 2020 Meeting Minutes
3. Event Updates/Recap
 - a. Entertainment
 - b. Fall Season
4. Brite Nights Presentation – downtown lighting
5. Kilbourn Dam Lighting – Lorde System
6. Budget Discussions
7. Adjourn

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

Tara Anchor, Chairperson

Agenda Posted: August 31, 2020

Open Meetings Notice: If this meeting is attended by members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.

**BID Committee
August 5, 2020**

**Attending: Tara Anchor; chairwoman
Justin Draper; BID
Adam Makowski; BID
Dan Gavinski; BID
Mark Sweet; BID**

**Jenifer Dobbs; WDVCB
Briana Faber; WDVCB
Brian Holzem
Chris Tollaksen; Public Works
Peter Culver; Dells Events**

**Meeting called to order by Chairwoman Tara Anchor.
Motion to approve July 8 minutes made by Adam Makowski. Second by Dan Gavinski.
Approved.**

EVENTS UPDATES:

Summer Entertainment Program: Final entertainment expenses are expected to come in around \$25,000. BID budget for 2020 is for \$24,000. The Downtown Dells Committee had planned to provide \$6000 additional funding, however with cancellation of the Spring Wine Walk that final number is being reviewed.

Farmers Market: There are currently 13-15 vendors with a great variety of products and produce. Sales are positive as is vendor reaction to the Cedar Street location.

Autumn Special Event: Plans are being readjusted pending any public health COVID -19 changes in procedures. The north side of Elm Street at Broadway would be closed off for the event which would include family fall oriented activities, entertainment and a chili cook off. Event remains scheduled for October 24th.

Holiday Season Event: Letters have gone out seeking sponsors for up to 50 small trees which would be set up in select areas along the River Walk. Sponsors would be responsible for decorating the tree they purchase in late November. Discussion ensued about where to locate the large Community Christmas tree. The River Walk overlook area, the Dairy Queen parking lot, Riverfront Terrace drew the most interest from the committee. Sites will be looked at with electricity being a major consideration in any final decision on location. Activities would be planned for December 5th, pending any public health advisories.

DOWNTOWN CLEAN- UP UPDATES:

General consensus was that conditions have improved since July 4 weekend. There are still a few problem businesses who are not taking responsibility for cleaning in front of their businesses as well as the window front food locales with inadequate garbage facilities. There is growing consensus on the city level that both code enforcement and issuing citations need to be stepped up.

Brief discussion was held regarding street buskers who have started performing again. A number of new performers are not following all the rules and will be monitored more closely before the end of the season.

BRITE NITES PRESENTATION: Dean Lyons will be meeting with Tara Anchor this week. It is hoped that he can make his presentation for lighting downtown at the next BID meeting.

Don Spearbecker has had informal discussions with representatives with the power dam and they seem willing to consider illumination of the power dam. As developments proceed, this item may appear on a future agenda.

2021 BUDGET WORK: The 2020 expense lines were reviewed. Several areas will need to be considered pending discussion including total funding for 2021 festivals, timing for the Discover Wisconsin TV contracts to be enacted and public restroom needs. Some of the other initiatives which need to be vetted more thoroughly include welcome signage at the railroad hill, use of the Trumble lot, downtown lighting projects, tribute to Bill Brown, public restroom facility, river pedestrian bridge and increased parking signage.

INTERSTATE BILLBOARD: Tara reported that the billboard BID recently updated in Dane County along the Interstate was vandalized. Tom Turbett from Rainbow Signs will check and recommend whether the sign can be repaired or needs to be replaced at a cost of \$2100. Dan Gavinski made a motion to give the chairman the authority to act pending the report she receives. Second by Adam Makowski. Approved unanimously.

Motion to adjourn made by Adam Makowski. Second by Justin Draper. Approved.

Mark Sweet, Secretary



ITEM 5

PROPOSAL

August 27th, 2020

Lord Electric & Control, LLC
19205 Bittersweet Ave
Warrens, WI 54666
(o) 608-378-4526
(c) 608-304-6907

Project: Wisconsin Dells Dam Lighting Project

1 Finnegan Ave
Wisconsin Dells, WI 55965

Total Quantity	Measure Description
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- | | |
|---|--|
| 1 | <p>RGBW Lighting Project to Include lighting, controls, Installation and commissioning
Includes 40 fixtures, DMX Controls, wiring, mounting brackets.
DMX programming cost will vary with complexity of lighting effects</p> |
|---|--|

<u>Proposal Totals</u>	
Total Project Cost	\$58,570.00
Proposed Cost after Incentives	\$58,570.00

Owner's Rep Signature:

Date

Owner's Rep Print Name:

LEC Rep Signature:

Date

Don Spearbecker

Recommended Installation Days and Times:

Business Improvement District				
YTD 2020 - DETAILED				
As of August 26, 2020				
FUND 21	2020 Budget	2020 YTD	Anticipated Year End 2020	Requested 2021 Budget
BID REVENUE				
<i>BID Assessments</i>	\$361,200.00	\$361,200.37	\$361,200.37	\$362,647.00
4270-210 BID ASSESSMENT REVENUE	\$361,200.00	\$361,200.37	\$361,200.37	\$362,647.00
<i>Miscellaneous Revenue - (Grant for Anchor Project)</i>	\$0.00	\$0.00	\$0.00	\$0.00
4800-210 MISCELLANEOUS REVENUE	\$0.00	\$0.00	\$0.00	\$0.00
<i>Interest From Operating Bank Account</i>	\$180.00	\$178.53	\$200.00	\$180.00
4812-210 INTEREST ON INVESTMENTS	\$180.00	\$178.53	\$200.00	\$180.00
<i>Transfer for Woodside Developer Agreement</i>	\$15,000.00	\$0.00	\$15,000.00	\$15,000.00
4920-210 TRANSFER FROM SURPLUS	\$15,000.00	\$0.00	\$15,000.00	\$15,000.00
TOTAL BID REVENUE	\$376,380.00	\$361,378.90	\$376,400.37	\$377,827.00
BID OPERATING EXPENSES				
<i>Seasonal Clean-up - Karow</i>	\$1,000.00	\$360.00	\$1,000.00	
<i>WDVCB Festival Personnel</i>	\$30,000.00		\$30,000.00	
5620-210-1000 SALARIES	\$31,000.00	\$360.00	\$31,000.00	\$0.00
<i>Office Supplies - Postage/Copies</i>	\$500.00	\$7.00	\$300.00	
5620-210-2000 OPERATING SUPPLIES	\$500.00	\$7.00	\$300.00	\$0.00
<i>Johnson Block - Audit Fees</i>	\$1,300.00	\$650.00	\$1,300.00	\$1,300.00
<i>Attorney Fees - Hasler</i>	\$5,000.00	\$2,500.02	\$5,000.00	\$5,000.00
5620-210-2001 LEGAL & AUDIT FEES	\$6,300.00	\$3,150.02	\$6,300.00	\$6,300.00
<i>Downtown Entertainment - Performers</i>	\$24,000.00		\$24,000.00	
<i>Trumble Lot Lease & Stage</i>	\$7,000.00	\$5,411.65	\$7,000.00	
<i>Festivals - WDVCB</i>	\$20,000.00		\$20,000.00	
5620-210-2220 FESTIVALS & ENTERTAINMENT	\$51,000.00	\$5,411.65	\$51,000.00	\$0.00
Advertisements				
<i>WDVCB Guide</i>	\$4,850.00	\$4,850.00	\$4,850.00	
<i>Discover WI (2020 & 2021?)</i>	\$7,500.00		\$7,500.00	

Business Improvement District

YTD 2020 - DETAILED

As of August 26, 2020

FUND 21	2020 Budget	2020 YTD	Anticipated Year End 2020	Requested 2021 Budget
Billboards				
<i>Sign Repair & Maintenance</i>	\$7,950.00	\$11,154.00	\$11,154.00	
<i>Interstate Signs (5)</i>	\$7,100.00		\$7,100.00	\$7,300.00
<i>Lake Delton Sign (Parkway Corner)</i>	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
<i>Hwy 12 & Hwy 13 (Contract Up March 2023)</i>	\$11,500.00	\$11,500.00	\$11,500.00	\$12,000.00
5620-210-2230 ADVERTISING & BILLBOARDS	\$44,900.00	\$33,504.00	\$48,104.00	\$25,300.00
<i>Woodside Way - 2021 Year 8 of 10</i>	\$85,000.00		\$85,000.00	\$85,000.00
5620-210-2240 DEVELOPMENT AGREEMENT	\$85,000.00	\$0.00	\$85,000.00	\$85,000.00
<i>Bud Gussel - Bavarian Village Restroom</i>	\$9,144.00	\$2,286.00		
<i>DUKW - Wizard Quest Restroom</i>	\$16,661.00	\$8,248.12	\$16,661.00	\$16,995.00
5620-210-2250 PUBLIC RESTROOMS	\$25,805.00	\$10,534.12	\$16,661.00	\$16,995.00
<i>Bridge Flag Maintenance</i>	\$2,715.00	\$1,674.45	\$2,500.00	
Flowers - Thompson's Full Bloom				
<i>Spring/Summer Flowers</i>	\$17,915.00	\$17,915.00	\$17,915.00	
<i>Spring/Summer Maintenance</i>	\$16,080.00		\$16,080.00	
<i>Plaza - Flower/Maintenance</i>	\$1,360.00		\$1,360.00	
<i>Winter Flowers</i>	\$770.00		\$770.00	
Flowers - Country Bumpkin				
<i>Autumn Street Decorations</i>	\$4,023.00		\$4,023.00	
<i>Oak Street - Autumn Décor</i>	\$1,512.00		\$1,512.00	
5620-210-2700 MAINT. /REPAIR	\$44,375.00	\$19,589.45	\$44,160.00	\$0.00
TOTAL BID OPERATING	\$288,880.00	\$72,556.24	\$282,525.00	\$133,595.00
BID ECONOMIC DEVELOPMENT				
<i>Plaza Contribution (50% 2019 - 50% 2020)</i>	\$87,500.00		\$87,500.00	
<i>Lighting Project</i>		\$5,799.13	\$5,799.13	
<i>Anchor Vignette Project - \$40,000 (2019-2020)</i>		\$24,820.00	\$24,820.00	
5650-210-2000 ECONOMIC DEVELOPMENT EXPENSES	\$87,500.00	\$30,619.13	\$118,119.13	\$0.00
TOTAL EXPENSES	\$376,380.00	\$103,175.37	\$400,644.13	\$133,595.00
REVENUES OVER/(UNDER) EXPENDITURES	\$0.00	\$258,203.53	(\$24,243.76)	\$244,232.00
		Actual		Projected
		Starting 2020	2020 Activity	Ending 2020
Undesignated Surplus:		\$162,327.41	-\$24,243.76	\$138,083.65
Designated Surplus - Econ:		\$64,127.35	-\$15,000.00	\$49,127.35
2020 Plaza Contribution:		\$87,500.00	\$87,500.00	\$175,000.00
		\$313,954.76	\$48,256.24	\$362,211.00

CITY OF WISCONSIN DELLS
BID - Assessed Value
by Zone

Zone	<u>Assessed Value for 2019</u>	<u>Assessed Value for 2018</u>	<u>Change</u>
1	\$ 39,645,000.00	\$ 39,636,000.00	\$ 9,000.00
2	\$ 18,979,000.00	\$ 18,737,000.00	\$ 242,000.00
3	\$ 20,641,600.00	\$ 20,993,600.00	\$ (352,000.00)
4	\$ 67,376,700.00	\$ 64,845,400.00	\$ 2,531,300.00
5	\$ 118,154,700.00	\$ 117,880,200.00	\$ 274,500.00
	<u>\$ 264,797,000.00</u>	<u>\$ 262,092,200.00</u>	<u>\$ 2,704,800.00</u>

	<u>Assessed Value</u>	<u>BID Budget</u>
2019 Assessed Value	\$264,797,000	\$362,647
2018 Assessed Value	\$262,092,200	\$361,200
Gain(Loss)	\$2,704,800	\$1,447

**CITY OF WISCONSIN DELLS
 BID Assessment Formula**

2021 Budget

\$362,647

Zone	Rate Ratio	Mill Rate	Value	Assessment
1	1	\$ 3.41	\$ 39,645,000	\$ 135,009.36
2	0.66666667	\$ 2.27	\$ 18,979,000	\$ 43,088.12
3	0.58333333	\$ 1.99	\$ 20,641,600	\$ 41,004.89
4	0.33333333	\$ 1.14	\$ 67,376,700	\$ 76,482.83
5	0.16666667	\$ 0.57	\$ 118,154,700	\$ 67,061.80

Total \$ 264,797,000 \$ **362,647.00**

Zone	Rate Ratio	2020	2021 Mill Rate	% of Inc/Dec
1	1	\$ 3.41	\$ 3.41	0.00%
2	0.66666667	\$ 2.27	\$ 2.27	0.00%
3	0.58333333	\$ 1.99	\$ 1.99	0.00%
4	0.33333333	\$ 1.14	\$ 1.14	0.00%
5	0.16666667	\$ 0.57	\$ 0.57	0.00%

EXAMPLE: Zone 1

<u>Tax Year</u>	<u>Assessed Value</u>	<u>Mill Rate</u>	<u>BID Assessment</u>
2019 \$	500,000.00	0.00341	\$ 1,702.73
2020 \$	500,000.00	0.00341	\$ 1,702.73
	More(Less) in 2020 that 2019	\$	(0.00)

EXAMPLE: Zone 5

<u>Tax Year</u>	<u>Assessed Value</u>	<u>Mill Rate</u>	<u>BID Assessment</u>
2019 \$	500,000.00	0.00057	\$ 283.79
2020 \$	500,000.00	0.00057	\$ 283.79
	More(Less) in 2020 that 2019	\$	0.00