



## Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, September 20, 2017 at 8:30AM

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

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1. Call to Order
2. Approval of the September 6, 2017 Meeting Minutes (attached)
3. Discussion RiverWalk Vignettes Phase 2 Storytelling Kelli Trumble
4. Review/Edit Suggested Signage for RiverWalk Surveillance All
5. Update on 2017 Country Bumpkin Autumn Décor Kelli Trumble
6. Update on 2018 Duchess Plaza Maintenance Chris Tollaksen
7. Discussion/Decision on 2018 BID Budget (attached) All
8. Items for Next Agenda All
9. Adjournment

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

Kelli Trumble, Chairperson

Posted & Distributed: September 15, 2017

### Upcoming BID Meetings:

- Tuesday, October 3, 2017 at 3:15pm BID Budget Presentation before Finance Committee
- Wednesday, October 4, 2017 at 8:30am
- Wednesday, October 18, 2018 at 8:30am

**BID Committee  
September 6, 2017**

**Attending: Kelli Trumble; chairwoman  
Justin Draper; BID  
Dan Gavinski; BID  
Kyler Royston; BID  
Mark Sweet; BID  
Chris Tollaksen; Public Works  
Thad Meister; Parks and Recreation**

**Brian Holzem  
Jenifer Dobbs; WDVCB  
Ed Legge; Dells Events**

**Meeting called to order by Chairwoman Kelli Trumble.**

**Motion to approve August 23 minutes made by Kyler Royston. Second by Dan Gavinski. Approved.**

**2018 BID BUDGET:**

**The proposed budget was based on the property assessment estimates for next year with revenue expected to be \$297,592. Highlights include setting aside \$75,000 for future economic development projects.**

**Discussion on the following line items:**

- 1. Advertisements. Consensus agreement to do both the Ad- Lit Travel Guide and Hotel Check-in Packet. Uncertainty about the actual 2018 cost for the check-in packet. The final number should be clarified by the next meeting.**
- 2. Bavarian Village Restrooms. Problems still seem to be occurring with regularity on closing time in the evening and lack of maintenance. Brian Holzem will help determine who to contact at Holiday Wholesale to remedy the problems. No decision made yet to renew the contract.**
- 3. Flowers / Plantings: Final numbers for 2018 plantings have not been received from the vendor. Committee consensus was to add \$3,000 to the flower budget and recommend to Thompson's Full Bloom that the watering cost be structured into her plantings budget throughout the year.**
- 4. Downtown Seasonal Clean-up: Thad Meister offered to have the Parks and Recreation personnel be responsible for shoulder season cleaning of Duchess Plaza in the spring and the fall. Committee consensus was to raise the line in the budget from \$2575 up to \$3000. Chris Tollaksen will check with management at Cheesecake Heaven about assuming this responsibility in 2018. A second option is to hire seasonal help with supervision by BID to be determined.**
- 5. Consensus was to keep the \$22,000 for the Downtown Entertainment at Duchess Plaza. Jenifer Dobbs is working to secure additional funding so the 2018 program can be as successful as the 2017 program.**

**Thad Meister received committee support for Parks and Recreation Department installation of surveillance cameras on the River Walk.**

**ICE CASTLE UPDATE:**

**The vendor from 2017 effort at Mt. Olympus will not return in 2018 but would consider coming to downtown Wisconsin Dells in 2019. The city water bill for the 2017 Ice Castle was \$14,888 and it would still need to be determined how that expense would be handled. There was about \$10,000 in additional setup costs for Mt. Olympus. Clarification about those expenses is still needed to help determine a budget for this project. Jenifer Dobbs will check with other potential vendors for 2018.**

**REVITALIZATION UPDATE:**

**The City continues to work with Zebra Dog on design of the entry areas to the River Walk at Broadway and Illinois Avenue. In addition, Kevin Ricks is gathering numbers for the proposed "Canoe Parade" on the Wisconsin River bridge. These projects will likely need flowers or other plantings, so the committee should be aware of the likelihood of more expenses as these projects are completed.**

**AGENDA: SEPTEMBER 20. Finalizing the 2018 proposed budget, update on Ice Castle, review of signage for the River Walk surveillance cameras, updates on 2017 fall plantings and 2018 plantings budget, update on Duchess Plaza clean up.**

**Motion to adjourn made by Justin Draper. Second by Kyler Royston. Approved.**

Business Improvement District				
Revenue & Expense Report - DETAILED				
As of September 15, 2017				
FUND 21	2017 BUDGET	2017 YTD	Anticipated Final 2017	REQUESTED 2018
<b>BID REVENUE</b>				
2017 BID Assessments	\$294,857.00	\$294,777.72	\$294,777.72	\$297,592.00
<b>4270-210 BID ASSESSMENT REVENUE</b>	<b>\$294,857.00</b>	<b>\$294,777.72</b>	<b>\$294,777.72</b>	<b>\$297,592.00</b>
Miscellaneous Revenue - Rotary Club Donation	\$0.00	\$1,619.00	\$1,619.00	\$0.00
<b>4800-210 MISCELLANEOUS REVENUE</b>	<b>\$0.00</b>	<b>\$1,619.00</b>	<b>\$1,619.00</b>	<b>\$0.00</b>
Interest From Operating Bank Account	\$240.00	\$100.95	\$180.00	\$180.00
<b>4812-210 INTEREST ON INVESTMENTS</b>	<b>\$240.00</b>	<b>\$100.95</b>	<b>\$180.00</b>	<b>\$180.00</b>
Transfer for Woodside Developer Agreement	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
Transfer for Riverwalk Vignettes	\$76,259.00	\$76,259.00	\$76,259.00	\$0.00
<b>4920-210 TRANSFER FROM SURPLUS</b>	<b>\$91,259.00</b>	<b>\$91,259.00</b>	<b>\$91,259.00</b>	<b>\$15,000.00</b>
<b>TOTAL BID REVENUE</b>	<b>\$386,356.00</b>	<b>\$393,866.67</b>	<b>\$394,335.72</b>	<b>\$312,772.00</b>
<b>BID OPERATING EXPENSES</b>				
Downtown Seasonal Clean-up	\$2,574.00	\$2,574.00	\$2,574.00	\$3,000.00
Paid Intern	\$0.00	\$0.00	\$0.00	\$0.00
<b>5620-210-1000 SALARIES</b>	<b>\$2,574.00</b>	<b>\$2,574.00</b>	<b>\$2,574.00</b>	<b>\$3,000.00</b>
Foresite Software - Email/Trumble	\$250.00	\$36.91	\$250.00	\$250.00
Office Supplies - Postage/Copies	\$500.00	\$362.57	\$500.00	\$500.00
<b>5620-210-2000 OPERATING SUPPLIES</b>	<b>\$750.00</b>	<b>\$399.48</b>	<b>\$750.00</b>	<b>\$750.00</b>
Johnson Block - Audit Fees	\$1,300.00	\$800.00	\$1,300.00	\$1,300.00
Attorney Fees - Hasler	\$5,000.00	\$3,116.69	\$5,000.00	\$5,000.00
<b>5620-210-2001 LEGAL &amp; AUDIT FEES</b>	<b>\$6,300.00</b>	<b>\$3,916.69</b>	<b>\$6,300.00</b>	<b>\$6,300.00</b>
Riverwalk Lights	\$2,000.00	\$1,296.01	\$2,000.00	\$2,000.00
<b>5620-210-2200 UTILITY EXPENSE</b>	<b>\$2,000.00</b>	<b>\$1,296.01</b>	<b>\$2,000.00</b>	<b>\$2,000.00</b>
Downtown Entertainment - Performers	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00
July 4th Celebration	\$3,500.00	\$4,237.00	\$4,237.00	\$4,500.00
<b>5620-210-2220 FESTIVALS &amp; ENTERTAINMENT</b>	<b>\$25,500.00</b>	<b>\$26,237.00</b>	<b>\$26,237.00</b>	<b>\$26,500.00</b>
<b>Advertisements</b>				
Ad-Lit Front Desk Check in Packet	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
Ad-Lit Travel Guide	\$11,500.00	\$0.00	\$11,500.00	\$11,500.00
<b>Billboards</b>				
Highway 16 Sign - Repair & Maintenance	\$2,000.00	\$0.00	\$2,000.00	\$2,000.00
Interstate Signs	\$5,700.00	\$0.00	\$5,700.00	\$5,800.00
Lake Delton Sign (Corner)	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
Hwy 12 & Hwy 13 (Contract Up March 2019)	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
<b>5620-210-2230 ADVERTISING &amp; BILLBOARDS</b>	<b>\$39,200.00</b>	<b>\$20,000.00</b>	<b>\$39,200.00</b>	<b>\$39,300.00</b>

**Business Improvement District  
Revenue & Expense Report - DETAILED  
As of September 15, 2017**

<u>FUND 21</u>	<u>2017 BUDGET</u>	<u>2017 YTD</u>	<u>Anticipated Final 2017</u>	<u>REQUESTED 2018</u>
<i>Woodside Way - Year 45of 10</i>	\$85,000.00	\$0.00	\$85,000.00	\$85,000.00
<b>5620-210-2240 DEVELOPMENT AGREEMENT</b>	<b>\$85,000.00</b>	<b>\$0.00</b>	<b>\$85,000.00</b>	<b>\$85,000.00</b>
<i>Bud Gussel - Bavarian Village Restroom</i>	\$9,144.00	\$6,858.00	\$9,144.00	\$9,144.00
<i>DUKW - Wizard Quest Restroom</i>	\$15,700.00	\$11,580.88	\$15,700.00	\$16,015.00
<b>5620-210-2250 PUBLIC RESTROOMS</b>	<b>\$24,844.00</b>	<b>\$18,438.88</b>	<b>\$24,844.00</b>	<b>\$25,159.00</b>
<i>Bridge Flag Maintenance</i>	\$3,500.00	\$234.00	\$3,500.00	\$3,500.00
<u><i>Flowers - Thompson's Full Bloom</i></u>				
<i>Spring/Summer Flowers</i>	\$17,690.00	\$17,390.00	\$17,690.00	\$49,688.00
<i>Spring/Summer Maintenance</i>	\$13,880.00	\$0.00	\$13,880.00	
<i>Fall Flowers</i>	\$4,760.00	\$0.00	\$4,760.00	
<i>Winter Flowers</i>	\$4,135.00	\$0.00	\$4,135.00	
<u><i>Flowers - Country Bumpkin</i></u>				
<i>Autumn Street Decorations</i>	\$4,023.00	\$0.00	\$4,023.00	
<i>Oak Street - Autumn Décor</i>	\$1,512.00	\$0.00	\$1,512.00	
<i>Duchess Plaza - Autumn Décor</i>	\$688.00	\$0.00	\$688.00	
<b>5620-210-2700 MAINT. /REPAIR</b>	<b>\$50,188.00</b>	<b>\$17,624.00</b>	<b>\$50,188.00</b>	<b>\$53,188.00</b>
<b>TOTAL BID OPERATING</b>	<b>\$236,356.00</b>	<b>\$90,449.15</b>	<b>\$237,093.00</b>	<b>\$241,197.00</b>
<b>BID ECONOMIC DEVELOPMENT</b>				
<i>Riverwalk Vignettes</i>	\$150,000.00	\$150,000.00	\$150,000.00	\$0.00
<i>New Project Surplus</i>			\$0.00	\$71,575.00
<b>5650-210-2000 ECONOMIC DEVELOPMENT EXPENSES</b>	<b>\$150,000.00</b>	<b>\$150,000.00</b>	<b>\$150,000.00</b>	<b>\$71,575.00</b>
<b>TOTAL EXPENSES</b>	<b>\$386,356.00</b>	<b>\$240,449.15</b>	<b>\$387,093.00</b>	<b>\$312,772.00</b>
<b>REVENUES OVER/(UNDER) EXPENDITURES</b>	<b>\$0.00</b>	<b>\$153,417.52</b>	<b>\$7,242.72</b>	<b>\$0.00</b>
<b>FARMERS MARKET</b>				
<i>Farmer's Market Revenue</i>	\$0.00	\$6,110.00	\$6,500.00	\$1,000.00
<b>4690-210 FARMERS MARKET REVENUE</b>	<b>\$0.00</b>	<b>\$6,110.00</b>	<b>\$6,500.00</b>	<b>\$1,000.00</b>
<i>Farmer's Market Expenses</i>	\$0.00	\$1,563.50	\$1,750.00	\$1,000.00
<b>5660-210-2000 FARMERS MARKET EXPENSES</b>	<b>\$0.00</b>	<b>\$1,563.50</b>	<b>\$1,750.00</b>	<b>\$1,000.00</b>
<b>TOTAL Farmer's Market</b>	<b>\$0.00</b>	<b>\$4,546.50</b>	<b>\$4,750.00</b>	<b>\$0.00</b>

**CITY OF WISCONSIN DELLS  
 BID Assessment Formula**

2017 Budget

\$297,592.00
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*Auto fill from Budget Worksheet*

Zone	Rate Ratio	Mill Rate	Value	Assessment
1	1	\$ 2.81	\$ 40,382,800.00	\$ 113,277.34
2	0.666666667	\$ 1.87	\$ 17,886,800.00	\$ 33,449.38
3	0.583333333	\$ 1.64	\$ 21,060,700.00	\$ 34,461.66
4	0.333333333	\$ 0.94	\$ 64,764,600.00	\$ 60,556.82
5	0.166666667	\$ 0.47	\$ 119,454,600.00	\$ 55,846.80
Total			\$ 263,549,500.00	\$ 297,592.00

Zone	Rate Ratio	2017 Mill Rate	2018 Mill Rate	% of Inc/Dec
1	1	\$ 2.81	\$ 2.81	0.00%
2	0.666666667	\$ 1.87	\$ 1.87	0.00%
3	0.583333333	\$ 1.64	\$ 1.64	0.00%
4	0.333333333	\$ 0.94	\$ 0.94	0.00%
5	0.166666667	\$ 0.47	\$ 0.47	0.00%