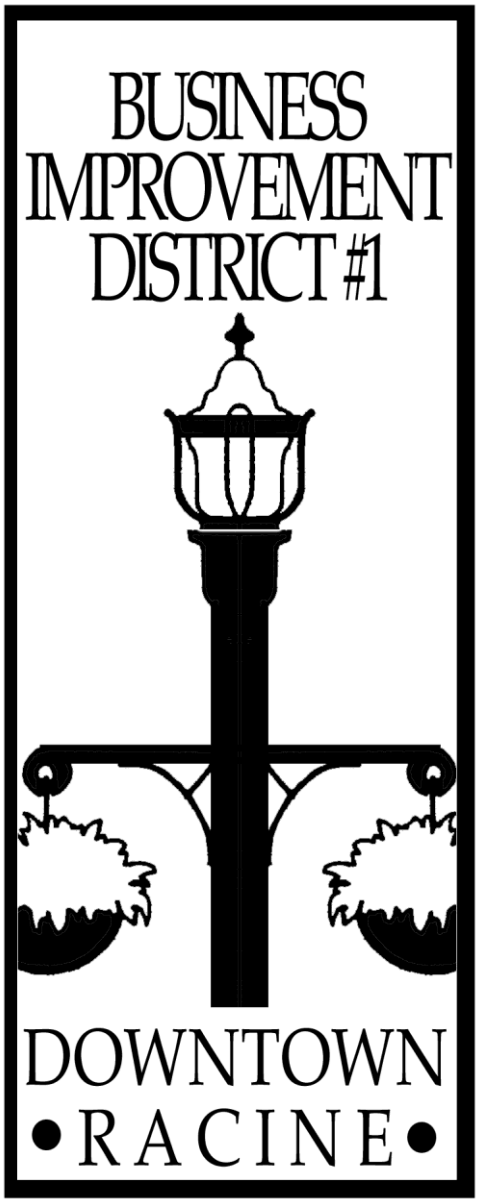
# DOWNTOWN RACINE
# BUSINESS IMPROVEMENT DISTRICT
# OPERATING PLAN – 2024




Recommended by the Board of the Business Improvement District:
Sept. 20, 2023

**Downtown Racine**
**Business Improvement District Operating Plan**
**2024**

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## I. PREFACE

In 2001, the City of Racine received a petition from property owners in downtown Racine that requested the creation of a business improvement district (BID) for the purpose of redeveloping the downtown. On October 16, 2001, by Resolution 4226, the Common Council approved creation of the business improvement district and adopted its first-year operating plan ("Plan") as developed by the Downtown Racine Corporation in conjunction with BID proponents. This Plan for 2024 has been prepared by the BID Board in compliance with state statute that requires, "The board shall annually consider and make changes to the operating plan... The board shall then submit the operating plan to the local legislative body for its approval."

As used herein, "BID" shall refer to the business improvement district's operating and governance mechanism, and "District" shall refer to the property located within the physical boundaries of the business improvement district, as provided herein.

Development of the District through continuation of the BID is proposed because:

1. The BID law provides a mechanism whereby private property owners can work together in conjunction with the City to develop the district.

2. Existing public funding sources used to help maintain and promote the district are not sufficient. Continuing unified development efforts have to be financed with new and private resources as well as existing public dollars.

3. The district is dynamic, including properties of varying types and sizes. Some form of cost sharing is necessary because it is not feasible for a small group alone to support district development efforts. The BID plan provides a fair and equitable mechanism for cost sharing which will benefit all businesses and properties within the district.

4. Use of the BID mechanism will help ensure that the entire district will be promoted and developed as expeditiously as possible.

## II. DEVELOPMENT PLAN

### A. Plan Objectives

The objective of the BID is to preserve and improve the social and economic conditions in the district by bringing together appropriate partnerships of people, organizations and funds to evaluate, facilitate or implement downtown development projects.

### B. Plan of Action

The plan of action for the district for the calendar year 2024 is to promote new development and increase the value of existing properties by:

1. Implementing a downtown marketing plan and updating marketing materials to create a more positive attitude about the district by:
    - Producing publicity and media coverage of district activities;
    - Implementing an updated Downtown Marketing Plan; and
    - Creating a "brand" for downtown Racine marketed through banners, advertising, downtown identification markers, etc.

2. Initiating and maintaining downtown capital improvements in consultation with the City of Racine Public Works Department which may include:

Seasonal Flower and Plantings Program;
Holiday Lights and Seasonal Banners.

3. Continuing "Operation Clean and Safe", in consultation with the City of Racine Police and Public Works Departments which may include:

Sidewalk and curb cleaning program along primary downtown streets;
Weed spraying;
Graffiti removal;
Public Service Ambassador Program; and
Private Security.

4. Partnering with the City of Racine to stimulate public sector financing needed for downtown improvements as identified within the Downtown Development Plan.

5. Continue implementing the 2005 Downtown Development Plan by identifying new business prospects, developers and economic tools for further private reinvestment.

6. Complying with BID reporting, audit and notice requirements.

7. Identify and act upon any other opportunities to carry out the purposes of the BID plan.

C. Benefits

Funds collected by the BID under this plan will be used to benefit downtown in the following manner:

- Assist property owners to attract and retain tenants by providing an attractive environment in which customers and clients are drawn for a pleasant shopping, dining, living and recreating experience. The BID will facilitate this by maintaining cleanliness downtown and providing a secure location for residents, shoppers, employees and employers.

- The BID will play an active role through marketing downtown to future businesses and customer groups, as well as offering technical training in various business topics to help grow and retain existing businesses.

- Assist in increasing market rate rents by increasing the demand for more attractive tenants with business plans that are consistent with downtown markets.

- Strengthen downtown businesses by providing group seminars and one-on-one consultations with professional business consultants featuring a variety of topics, such as marketing, advertising, web sites, accounting, interior design, etc.

- Increase the value of downtown property by encouraging building improvements and linking property owners to favorable financing options for design enhancements. A vibrant downtown will also attract interested buyers further driving up demand and property values.

D. Budget

Except as identified herein, all expenditures will be incurred during the current plan year. Any funds remaining on any budget line item above may be moved to another budget line item, as determined by the Board of the BID. 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 restriction, in the manner determined by the Board of the BID.

E. Powers

It is intended that the board of the BID shall have all powers authorized by law, and by this Plan including, but not limited to, the following powers:

1. To manage the affairs of the district;

2. To promote new investment and appreciation in value of existing investments;

3. To contract on behalf of the BID with the Downtown Racine Corporation, and others;

4. To develop, advertise and promote the existing and potential benefits of the district;

5. To acquire, improve, lease and sell properties within the district, and otherwise deal in real estate;

6. To undertake on its own account, in coordination with the City of Racine, public improvements and/or assist in development, underwriting or guaranteeing public improvements within the district;

7. To apply for, accept, and use grants and gifts for these purposes;

8. To elect officers, hire employees and contract out work as necessary to carry out these goals; and

9. To add to the security of the district.

F. Relationship to Plans for the Orderly Development of the City

Creation of a business improvement district to facilitate downtown development is consistent with the award-winning Downtown Racine Development Plan as approved by the Racine Common Council in September 1999, and updated in 2005, as the master land-use plan for

downtown Racine. The BID would also promote the orderly development of the city in general and the downtown area in particular.

G. Public Review Process

The proposed 2024 budget and BID activities were the subject of a public information meeting on Wednesday, October 4th, 2023. At that meeting, public comments were received and subsequently considered by the BID Board in the finalization of this operating plan.

## III. DISTRICT BOUNDARIES

The district is bounded within the similar boundaries as those proposed in the Downtown Racine Development Plan. The BID area begins at the intersection of Marquette Street and Water Street; run thence easterly along Water Street to Fourth Street; run thence westerly to the Root River; run thence northerly and easterly to the shore of Lake Michigan; run thence southerly along the shore of Lake Michigan to Seventh Street extended; run thence westerly to Grand Avenue; run thence northerly to Sixth Street; run thence westerly to Marquette Street; run thence northerly along Marquette Street to the point of beginning of this description. It includes approximately 182 parcels, based on the City of Racine Assessor's Records.

## IV. ORGANIZATION

A. Operating Board.

The Mayor appoints members to the BID Board ("board"). State law requires that the board be composed of at least 5 members and the majority of the board members are owners or occupants of property within the district. Appointments by the Mayor must be confirmed by the City Council.

This board's primary responsibility is contracting for implementation of the current year's operating plan, contracting for preparation of an annual report and audit on the district, annually considering and making changes to this operating plan and submitting the operating plan for the following year to the Common Council of the City of Racine for approval, and all other powers granted in this Plan. This will require the Board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; and to ensure District compliance with the provisions of applicable statutes and regulations.

The BID Board is structured as follows:

1. Board size - Seven members and two ex officio members

2. Composition – At least four members shall be owners of property within the District. One member shall be the owner of a business within the District. The Alderman of the First District and the Executive Director of the Downtown Racine Corporation board (or designee) shall be ex officio members.

3. Terms – Appointments to the board shall be for terms of three years, each term ending on December 31st. The Alderman of the First District and the Chairman of the Downtown Racine Corporation (on the chairman's designee) shall serve on the board during their terms of office. The board may remove, by majority vote, any board member who is absent from more than three meetings without a valid excuse.

4. Compensation - None

5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings law. Minutes will be recorded and submitted to the City and the board. The Board shall adopt rules of order to govern the conduct of its meetings and meet regularly, at least annually.

6. Recordkeeping - Files and records of the board's affairs shall be kept following public records requirements.

7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this plan and subsequent modifications thereof. Unless requested otherwise by the board, any staff members or employees of contractors may attend all meeting of the board, but will not have voting authority.

8. Officers - The board shall appoint a chairman, treasurer and secretary, any two of the three of which shall have the power to execute documents on behalf of the full board, for the purposes authorized by the full board.

B. Amendments and Annual Review

Section 66.1109 (3) (b) of the BID Law requires the board to review the operating plan annually and make changes if appropriate, then submit the plan to the City for approval.

The following process for approval of the amended plan will be followed:

1. The Finance and Personnel Committee of the Common Council will review the proposed Operating Plan at a public meeting and will make a recommendation to the full Common Council.

2. The Common Council will act on the BID's proposed annual operating plan.

3. The Mayor of Racine will appoint new members to the BID Board at least 30 days prior to the expiration of outgoing board members' terms.

The BID will continue to review, revise (if necessary), and develop the operating plan annually, in response to changing development needs and opportunities in the district, within the purpose and objectives defined herein.

The BID Plan will continue to apply the assessment to raise funds to meet the next annual budget. However, the method of assessment shall not be materially altered, except with the consent of the City of Racine Common Council.

## V. FINANCING METHOD

The proposed expenditures contained in Section II D, above, will be financed from funds collected from the BID assessment. It is estimated that $267,000.00 will be raised through assessments. Any other funds, which may be made available to the BID for the purposes contained herein, shall be collected and expended as identified in Section II D.

## VI. METHOD OF ASSESSMENT

### A. Parcels Assessed

All tax parcels within the district required to pay real estate taxes, including those taxed by the state as manufacturing, and all parcels used exclusively for manufacturing, will be assessed. Real property, used exclusively for residential purposes may 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.

### B. Allocation of Assessment

Special assessments under this 2024 Operating Plan are hereby levied against each tax parcel of property within the District that has a separate tax key number, in the amount shown on the assessment schedule that is attached as Appendix A. The assessment is based on the assessed value of the parcels (land and improvements) as shown in the record of the City Assessor's office, except as otherwise identified below.

The BID assessments shown on Appendix A are allocated to each parcel based on the parcel's share of the of the District's total BID eligible property value. The Operating plan calls for $2.20 per $1,000 assessed property which results in the BID receiving $267,000 in their 2024 budget.

### C. Schedule of Assessments

The final form of this 2024 Operating Plan has attached, as Appendix A, a schedule of all the tax key numbers within the BID, which are being assessed, and their assessment using this formula.

### D. Assessment Collection

The City of Racine shall include the special assessment levied herein as a separate line item on the real estate tax bill for each parcel. The City shall collect such assessment with the taxes as a special charge, and in the same manner as such taxes, and shall turn over all moneys so collected to the BID Board for distribution in accordance with the BID plan. All BID assessments shall be shown on the tax bill as due and owing with the first installment of taxes. The City shall hold all funds collected by the City of Racine for the BID assessments in a segregated account until it is released to the BID Board.

Any BID assessment collected by the city before or after the plan year for which the assessments were made shall be delivered to the BID Board by the 15th of the month following the month during which such sums were collected, or as soon thereafter as practical, and are to be used by the BID Board in the same manner as if received during the applicable plan year. This provision is intended to govern BID assessments prepaid in December prior to the applicable Plan year, as well as delinquent and late payments made after the Plan year.

The BID Board shall prepare and make available to the public and the City Council annual reports describing the current status of the BID including expenditures and revenues, at the time it submits its amended Plan to the city for the following plan year. This report shall include an independent certified audit of the implementation of the operating plan, which shall be obtained by the board, and which shall be paid for out of the BID budget.

The presentation of this proposed plan to the city shall be deemed a standing order of the Board under 66.1109(4) Wis. Stats. to disburse the BID assessments in the manner provided herein.

This section shall be sufficient instruction to the city to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or accounting method. Disbursements made under this plan shall be shown in the city's budget as a line item. Other than as specified herein, the disbursement procedures shall follow standard city disbursement policy.

## VII. CITY ROLE

The City of Racine is committed to helping private property owners in the district promote its development. To this end, the city intends to play a significant role in the creation of the Business Improvement District and in implementation of the development plan. In particular, the city will:

1. Encourage the county and state governments to support the activities of the district.

2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.

3. Collect assessments, maintain in a segregated account, and disburse the funds of the district to the BID along with an identification of those BID assessments included in the disbursement.

4. Review annual audits as required per 66.1109 (3) (c) of the BID law.

5. Provide the BID Board through the Assessor's Office on or before September 1 of each plan year, with the official city records on assessed value for each tax key number within the district, as of that date in each plan year, for purposes of calculating the BID assessments.

6. Adopt this plan in the manner required by the BID law.

## VIII. REQUIRED STATEMENTS

The Business Improvement District law requires the plan to include several specific statements.

66.1109 (1) (f)1m: The district will contain property used exclusively for manufacturing purpose, as well as properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed that they will benefit from development in the district.

66.1109(5) (a): Property used exclusively for residential purposes may not be assessed, and such properties will be identified as BID Exempt Properties on Appendix A, as revised each year.

## IX. BOARD MEMBERS

On or before December 1st of each year, the Downtown Racine Corporation shall submit to the Mayor, recommendations for appointments to the BID Board for the following year.

## X. DOWNTOWN RACINE CORPORATION

The BID shall be a separate entity from the Downtown Racine Corporation (DRC), notwithstanding the fact that officers and directors of each may be shared. DRC shall remain a private, not-for-profit organization, not subject to the open meetings law, and not subject to the public records law except for its records generated in connection with its contract with the BID Board. It is intended that the City of Racine shall contract with DRC to provide services to the BID, in accordance with the plan. Any contracting with DRC to provide services to the BID shall be exempt from the requirements of 62.15, Stats., because such contracts shall not be for public construction or provision of materials for public construction. If the BID does contract for public construction or provision of materials for public construction, it shall follow the requirements of such statutes to the extent applicable to assure open, competitive procurement of contracts and purchases. Further, the annual accounting required under 66.1109 (3) (c), Stats. Shall be deemed to fulfill the requirements of 62.15 (14) Stats. The BID Board and the city shall comply with the provisions of 66.60 before the city inserts assessments for this BID plan onto the tax bills for the parcels assessed hereunder, only to the extent required by law, to create a lien on the parcel assessed.

## XI. SEVERABILITY AND EXPANSION

This Business Improvement District has been created under authority of Section 66.1109 of the statutes of the State of Wisconsin.

Should any court find any portion of the BID Law or this Plan invalid or unconstitutional, said decision will not invalidate or terminate the Business Improvement District and this Business Improvement District Plan should be amended to conform to the law without the need to reestablishment.

Should the legislature amend the statute to narrow or broaden the purposes of a Business Improvement District so as to, among other things, exclude or include as assessable properties of a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Racine as and when it conducts its annual budget approval without necessity to undertake any other act.

All of the above is specifically authorized under Section 66.1109 (3) (b) of the BID Law.

If it is determined by a court or administrative body, that a parcel of property not subject to general real estate taxes may not be included within the district, then such parcels shall be excluded from the definition of the district.

## BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

| DISTRICT | VALUATION | % CHANGE |
|---|---|---|
| 2002 | $53,024,000 | |
| 2003 | $63,977,100 | 17% |
| 2004 | $82,598,400 | 22.5% |
| 2005 | $88,188,100 | 6.3% |
| 2006 | $91,370,200 | 3.5% |
| 2007 | $96,186,700 | 5.0% |
| 2008 | $104,935,425 | 8.0% |
| 2009 | $112,677,500 | 7.4% |
| 2010 | $114,099,400 | 1.2% |
| 2011 | $113,313,100 | -.69% |
| 2012 | $113,069,100 | -.21% |
| 2013 | $110,102,900 | -2.6% |
| 2014 | $103,849,000 | -5.6% |
| 2015 | $98,388,700 | -5.2% |
| 2016 | $96,436,900 | -2.0% |
| 2017 | $94,902,500 | -1.6% |
| 2018 | $89,416,400 | -6.1% |
| 2019 | $94,080,500 | +5.0% |
| 2020 | $96,058,600 | +2.0% |
| 2021 | $96,380,900 | +1.0% |
| 2022 | $96,880,200 | +1.0% |
| 2023 | $121,620,000 | +10.5% |

BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

# 2024 ASSESSMENT ALLOCATION

# $2.20 PER $1,000

No change from last year.

# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

| | BID BUDGET Jan - Dec 24 |
|---|---|
| Ordinary Income/Expense | |
| Income | |
| 400 BID Assessments | 267,000.00 |
| 405 Tree Sponsorship | 4,500.00 |
| Total Income | 271,500.00 |
| Expense | |
| 500 Administrative | |
| 500.1 DRC Staff Management Fee | 50,000.00 |
| 500.2 Audit | 4,405.00 |
| 500.3 DRC Rent Fee | 3,600.00 |
| Total 500 Administrative | 58,005.00 |
| 501 Program Operations | |
| 501. 1 Promotion & Marketing | 32,000.00 |
| 501. 3 Public Service Outreach | 17,500.00 |
| 501. 5 DRC Sponsorships | 3,000.00 |
| 501. 7 Security | 17,000.00 |
| 501. 8 Flowers | 64,746.00 |
| 501. 9 Maintenance Labor | 19,000.00 |
| Total 501 Program Operations | 153,246.00 |
| 502 Capital Improvements | |
| 502.4 Maintenance & Related Equ | 4,000.00 |
| 502.5 Street Amenities | 30,500.00 |
| 502.6 Capital Reserve | 20,000.00 |
| Total 502 Capital Improvements | 54,500.00 |
| 700 Other Expenses | |
| 740 Public Sanitation | 2,000.00 |
| 760 Business Development | 1,000.00 |
| Total 700 Other Expenses | 3,000.00 |
| Total Expense | 268,751.00 |
| Net Ordinary Income | 2,749.00 |
| Net Income | 2,749.00 |