West Racine
Business Improvement District
Operating Plan
2006

Approved by the City of Racine Common Council: _____

West Racine Business Improvement District Operating Plan - 2006

Table of Contents

I. PREFACE

Under Wisconsin Act 184, signed into law in 1984, Wisconsin municipalities are authorized to create Business Improvement Districts (BIDs) upon petition of at least one owner of property used for commercial purposes within the proposed District. The State legislature created the law to provide a mechanism "...to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." In many instances, BIDs are designed to promote, develop, redevelop, manage and maintain the District. BIDs use a variety of methods to determine the special assessments—with the majority of Wisconsin BIDs based upon each parcel's assessed value. Under the BID law, properties used exclusively for residential purposes may not be assessed.

This Operating Plan, once adopted, will govern the BID. Required notices will be sent to owners of real property in the proposed district and notice of a public hearing before the plan commission will be published. Following the public hearing, plan commission designation of the proposed district and its adoption of the proposed initial operating plan, the City of Racine Common Council will consider adoption of the Plan. This BID will operate beginning June 1, 2006.

The provisions set forth shall constitute the "Operating Plan" of the West Racine BID. As used herein, "BID" shall refer to the Business Improvement District's operating and governance mechanism and "District" shall refer to the real estate located within the physical boundaries of the Business Improvement District.

II. PURPOSE FOR PETITION OF THE BID

The objectives of the District are numerous, summarized as follows:

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

B) Existing public funding sources employed to maintain and promote the District are not sufficient. To unify and enhance development efforts with new funding sources is critical.

C) The District is dynamic, including properties of many 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 Operating Plan provides an equitable mechanism for cost sharing which will benefit all businesses and properties within the District.

D) Use of the BID mechanism will help to ensure that the entire District will be promoted and developed as expeditiously as possible.

The property owners advocating the development of the BID view it as a method to build on work previously done in the area to improve West Racine, as outlined in the adopted "West Racine Neighborhood Revitalization" Plan and including the redevelopment activities underway in the 3100 block of Washington Avenue.

III. DEVELOPMENT PLAN

The following will be the BID Operating Plan for the West Racine Business Improvement District for 2006.

A. Plan Objectives

The objective of the BID is to preserve and improve the economic conditions in the BID by assembling appropriate people, organizations and funds to evaluate, facilitate and implement development projects in West Racine.

B. Plan of Action

The BID shall carry out its objectives for 2006 by initiating the following activities:

1. Implementing a West Racine marketing plan to promote new development and increase the value of existing properties by:
    a. Producing publicity and media coverage of the BID activities;
    b. Implementing a West Racine marketing plan;
    c. Enhance the viability of District marketing, promotional and community events and activities.
2. Initiating and maintaining District capital improvements in coordination with the City of Racine Public Works Department.
    a. Gateway signage;
    b. Seasonal flower/planting program;
    c. Holiday lighting;
    d. Wayfinding and directional signage program.
3. Partnering with the City of Racine to stimulate public sector financing needed for District improvements as identified within the West Racine Neighborhood Revitalization plan.
4. Create fund to support commercial building development and redevelopment.
5. Comply with BID reporting, audit and notice requirements.

6. Identify and implement 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 the District 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 experience during their shopping, business services, etc. activities.
- The BID will play an active role through marketing West Racine and the District to future businesses and customer groups, as well as offering technical training in various business topics to help grow and retain existing businesses.
- Strengthen West Racine 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, personnel, etc.
- Offer information and assistance regarding low interest financial programs to develop and improve commercial properties.
- Maintain and enhance the image of the District resulting in greater interest in the District from a patronage perspective as well as tenants.

D. 2006 Proposed Bid Budget

Revenue (Special Assessments)	**$18,286.60**
Expenses	
Program Operations	$11,084.00
• Public relations	
• Marketing and communications	

- Promotions and event activities
- Streetscape

Redevelopment	$5,000.00
Administrative	$2,202.60
Insurance, annual audit, permits, etc.	
Total	**$18,286.60**

All expenditures will be incurred during the current plan year. Any funds remaining in any budget line item above may be moved to another budget line item, as determined by the BID Board. 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 a manner required by the source of such funds, or if the funds have no restriction, in the manner determined by the BID Board.

E. Powers

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

1) Manage the affairs of the District;
2) Promote new investment and appreciation in value of existing investments;
3) Contract on behalf of the BID for services;
4) Develop, advertise and promote the existing and potential benefits of the District;
5) Acquire, improve, lease and sell properties within the District;
6) Undertake on its own account, in coordination with the City of Racine, public improvements, assist in development and underwrite or guarantee public improvements within the District;
7) Apply for, accept and use grants and gifts for District purposes;
8) Elect officers and engage consultant services to carry out the goals of the BID and the District.

F. Relationship to Plans for Orderly Development in the City

The creation of the BID is to facilitate development and redevelopment within the West Racine area which is consistent with the West Racine Neighborhood Revitalization Plan as approved by the Racine Common Council on August 5, 2002. The BID would also promote the orderly development of the City in general and the West Racine area in particular.

IV. DISTRICT BOUNDARIES

The District boundaries are similar to those of the West Racine Corridor District/Access Corridor Development Review Area, shown on the map attached as Appendix a. The area includes over 50 taxable parcels subject to BID assessment. Notwithstanding the above, parcels of property which are not subject to general real estate taxes and real properties used exclusively for residential purposes shall be excluded from the District by definition , even though they lie within the boundaries shown on Appendix a.

V. ORGANIZATION

A. Operating Board

The Mayor appoints members to the BID Board ("Board") with confirmation of the Common Council. Wisconsin law requires that the Board be composed of at least five (5) members with the majority of Board members owning or occupying real property in the District.

The Board's primary responsibility shall be to implement the current year's Operating Plan, to contract for the carrying out of the Operating Plan, to contract for preparation of an annual report and audit for the District, to annually consider and make changes to the Operating Plan and to submit the Operating Plan for the following year to the Common Council of the City of Racine for approval.

These responsibilities may require the Board to negotiate with providers of service and materials to carry out the Plan; to enter into various contracts; to monitor development activity; and to ensure District compliance with provisions of applicable statutes and regulations.

The BID Board shall be structured as follows:

1) Board size – 5 members.
2) Composition – At least 3 members shall be owners of property within the District. One member shall be an owner of a business within the District. One of the Alderpersons representing the District shall be an ex-officio voting member of the Board.
3) Terms – Appointment to the Board shall be for terms of three years, except for the District Alderman and except that initially 2 members shall be appointed for three-year terms, 1 member shall be appointed for a two year term and 1 member shall be appointed for a one year term, each term ending on December 31st. The District Alderman shall be appointed annually following the municipal election in April. The Board may remove by majority vote, any BID Board member who is absent from more than 3 consecutive meetings, without valid cause, and may recommend a replacement appointee to the Mayor, who will present a nominee for Common Council confirmation within 30 days.
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 pursuant to public record requirements.
7) Staffing – The Board may contract for staffing services pursuant to this plan and subsequent modifications thereof.

8) Officers – The Board shall appoint as officers a chairman, treasurer and secretary, and any two of the three officers 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

Wis. Stat. sec. 66.1109(3)(b) requires the Board to review the Operating Plan annually and to 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. Communication submitted to the Mayor and Common Council.
2. 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.
3. The Common Council will act on the BID's proposed annual Operating Plan.
4. The Mayor of the City 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 Operating 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.

VI. FINANCING METHOD

The proposed expenditures contained in Section III D above, will be financed from funds collected from the BID special assessment. It is estimated that $18,286.60 will be raised through special 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 III D.

VII. 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 prescribed by the BID law. Property exempt from paying real estate taxes or owned by government agencies will not be assessed.

B. Allocation of Assessments

Special assessments under this 2006 Operating Plan are hereby levied against each tax parcel property within the District that has a separate Parcel Identification Number, in the amount shown on the assessment schedule that is attached as Appendix b. 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 on January 1, 2006, except as otherwise identified. The 2006 BID assessments shown on Appendix B are allocated to each parcel based on its share of the District's total BID eligible property value. For example, a property with an assessed value of $218,000 is 2.38% of the total value in the District and would have an assessment of $436.00 (2.38% of $18,286.60). The allocation is based on a total assessed value for commercial property within the District of $9,143,300 in 2005.

C. Schedule of Assessments

The final form of this 2006 Operating Plan has attached, as Appendix b, a schedule of all the Parcel Identification 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 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 Operating Plan by the 15th day of the month following such collection. 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. 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 Wis. Stat. sec. 66.1109(3)(c), or on order of the Board for the purpose of implementing the Operating Plan.

Any BID assessment collected by the City before or after the Operating 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 and are to be used by the BID Board in the same manner as if received during the applicable Operating Plan year. This provision is intended to govern BID assessments prepaid in December prior to the applicable Operating Plan year, as well as delinquent and late payment made after the Operating Plan year.

The BID Board shall prepare and make available to the public and the City's Council annual reports describing the current status of the BID, including expenditures and revenues, at the time it submits its amended Operating Plan to the City for the following Operating Plan year. This report shall include an

independent certified audit of the implementation of the Operating Plan, which shall be obtained by the City and which shall be paid for out of the BID budget.

The presentation of this proposed Operating Plan to the City shall be deemed a standing order of the Board under Wis. Stat. sec. 66.1109(4) 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.

VIII. 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 Operating Plan. In particular, the City will:

A. Encourage the County and State governments to support the activities of the District.

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

C. Collect assessments, maintain the funds 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.

D. Obtain and review annual audits as required per Wis. Stat. sec. 66.1109(3)(c).

E. Provide the BID Board through the Assessor's Office on or before September 1 of each Operating Plan year with the official City records on assessed value

for each Parcel Identification Number within the District, as of that date in each plan year, for purposes of calculating the BID assessments.

F. Adopt this Operating Plan in the manner required by Wis. Stat. sec. 66.1109.

IX. REQUIRED STATEMENTS

The Business Improvement District law requires the Operating Plan to include several specific statements:

Wis. Stat. sec. 66.1109(1)(f)1m: Whether real property used exclusively for manufacturing purposes will be specially assessed. The West Racine BID does not currently contain any real property used exclusively for manufacturing purposes.

Wis. Stat. sec. 66.1109(5)(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. Such properties will be identified as BID exempt properties on Appendix b, as revised each year.

X. BOARD MEMBERS

On or before October 31 of each year, the BID Board shall submit to the Mayor recommendations for appointments to the BID Board for the following year.

XI. SEVERABILITY AND EXPANSION

This BID has been created under authority of Wis. Stat. sec. 66.1109.

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

Should the State 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 Operating 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 by Wis. Stat. sec. 66.1109(3)(b).

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.

parcel id	property address	owner	mailing address	city	st/zip
10291004	1020 WEST BLVD	1020 WEST LLC	6949 MARINER DR	RACINE	WI 53406
10294000	1029 GROVE AVE	1020 WEST LLC	6949 MARINER DR	RACINE	WI 53406
12777000	3212 WASHINGTON AVE	3212 WASHINGTON	4931 INDIAN HILLS DR	RACINE	WI 53406
10288000	3120 KINZIE AVE	ANSPAUGH JAMES & SAR	6320 PHEASANT CREEK TR	RACINE	WI 53406
10291001	1034 WEST BLVD	ARB ENTERPRISES	1226 LATHROP AVE	RACINE	WI 53405
10158000	3015 WASHINGTON AVE	AZARIAN SAM + SONS MA	726 WATER ST	RACINE	WI 53403
12774000	3200 WASHINGTON AVE	BENDTSEN BENDT L	3200 WASHINGTON AVE	RACINE	WI 53405
10293000	1031 GROVE AVE	BERG WAYNE & JULIE	1031 GROVE AVE	RACINE	WI 53405
11893008	1244 WEST BLVD	BERKLEY ROBERT G FAM	1244 WEST BLVD	RACINE	WI 53405
12674000	3300 WASHINGTON AVE	BETTER WAY MINISTRIES	3811 N 4TH ST	MILWAUKEE	WI 53212
12769000	1116 GROVE AVE	BISOTTI FRANK & PALMA	4319 CANTERBURY LA	RACINE	WI 53403
10380000	3305 WASHINGTON AVE	C C + C A PARTNERSHIP	3305 WASHINGTON AVE	RACINE	WI 53405
10312001	3113 KINZIE AVE	CARADINE RICHARD & VE	1415 JEFFERSON ST	RACINE	WI 53404
11881000	3121 WASHINGTON AVE	CITY OF RACINE	730 WASHINGTON	RACINE	WI 53403
12000000	3207 WASHINGTON AVE	COUGAR PROPERTIES	5640 TAHOE DR	RACINE	WI 53406
12025003	3201 WASHINGTON AVE	COUGAR PROPERTIES LL	5640 TAHOE DR	RACINE	WI 53406
12836001	3122 WASHINGTON AVE	COUGAR PROPERTIES LL	5640 TAHOE DR	RACINE	WI 53406
12689001	3326 WASHINGTON AVE	DI PASQUALE GARY S	1212 LATHROP AVE	RACINE	WI 53405
10291002	910 WEST BLVD	FLYNN KEVIN & TINA	910 WEST BLVD	RACINE	WI 53405
12673000	1136 HAYES AVE	FRANKS DAVID M + DEBO	1138 HAYES AVE	RACINE	WI 53405
12677000	3312 WASHINGTON AVE	GANZEL RICHARD J + NAI	1419 HARRINGTON DR	RACINE	WI 53405
12779000	3220 WASHINGTON AVE	GATEWAY PROPERTIES (	5640 TAHOE DR	RACINE	WI 53406
10383000	3319 WASHINGTON AVE	GETHSEMANE SCAND EV.	3319 WASHINGTON AVE	RACINE	WI 53405
10292000	1037 GROVE AVE	GROVE INC.	1037 GROVE AVE.	RACINE	WI 53405
12770000	1120 GROVE AVE	GROVE LAND COMPANY	C/O WEGNER VISION CLINI	RACINE	WI 53405
12678000	3316 WASHINGTON AVE	HAZEN DAVID J	1935 ROOSEVELT AVE	RACINE	WI 53406
12025004	3205 WASHINGTON AVE	HERITAGE GROUP	P O BOX 081241	RACINE	WI 53408
12776000	3208 WASHINGTON AVE	HERITAGE GROUP	PO BOX 081241	RACINE	WI 53408
12825000	1101 GROVE AVE	HERITAGE GROUP	P O BOX 081241	RACINE	WI 53408
11893005	1242 WEST BLVD	HINSMAN RICHARD E + VI	1242 WEST BLVD	RACINE	WI 53405
10382000	3313 WASHINGTON AVE	HUTCHINSON ERNEST V	3442 INDIANA ST	RACINE	WI 53405
10405001	3309 WASHINGTON AVE	HUTCHINSON ERNEST V	3442 INDIANA ST	RACINE	WI 53405
12775000	3204 WASHINGTON AVE	INFUSINO RENTALS	4320 WOODVIEW LANE	RACINE	WI 53404
10379000	3301 WASHINGTON AVE	INFUSINO'S PIZZA CARRY	3301 WASHINGTON AVE	RACINE	WI 53405
12001000	3209 WASHINGTON AVE	JENSEN RENTALS	280 GREEN BAY RD	KENOSHA	WI 53144
12836004	1122 WEST BLVD	JETCO PROPERTIES	PO BOX 20	BOISE	ID 83726
12002000	3213 WASHINGTON AVE	KELLEY ROBERT J + RITA	5650 PARK RIDGE DR	RACINE	WI 53402-9790
12778000	3216 WASHINGTON AVE	KOZAK EDWARD L + CHAI	9110 - 184TH AVE	BRISTOL	WI 53104
10291003	918 WEST BLVD	PATEL MAHESHKUMAR	2421 DOVER LN	RACINE	WI 53406
10385000	1216 HAYES AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
11882000	1219 GROVE AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
11893006	1218 WEST BLVD	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
12004000	1215 HAYES AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
12005000	1214 GROVE AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
12771000	1124 GROVE AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
12772000	1128 GROVE AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
12773000	1132 GROVE AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
12780000	1131 HAYES AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
12781000	1129 HAYES AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
12782000	1125 HAYES AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403

50

12833000	3124 WASHINGTON AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
12836003	3102 WASHINGTON AVE	RACINE	730 WASHINGTON AVE	RACINE	WI 53403
10301001	900 WEST BLVD	RACINE BOARD OF REAL	900 WEST BLVD	RACINE	WI 53405
10155001	1201 WEST BLVD	RACINE EDUCATION ASS	1201 WEST BLVD	RACINE	WI 53405
11878000	3113 WASHINGTON AVE	REDEVELOPMENT AUTH	730 WASHINGTON AVE	RACINE	WI 53403
11879000	3117 WASHINGTON AVE	REDEVELOPMENT AUTH	730 WASHINGTON AVE	RACINE	WI 53403
11880000	3119 WASHINGTON AVE	REDEVELOPMENT AUTH	730 WASHINGTON AVE	RACINE	WI 53403
11893007	3101 WASHINGTON AVE	REDEVELOPMENT AUTH	730 WASHINGTON AVE	RACINE	WI 53403
11893003	1254 WEST BLVD	SCHNEIDER JOHN U +	1254 WEST BLVD	RACINE	WI 53405
10134000	3027 WASHINGTON AVE	SERVICE EMPLOYEES IN	3027 WASHINGTON AVE	RACINE	WI 53405
12676000	3308 WASHINGTON AVE	SMITH FRANK M + CAROL	3308 WASHINGTON AVE	RACINE	WI 53405
12689002	1139 BLAINE AVE	SOLBERG RANDALL P + D	1139 BLAINE AVE	RACINE	WI 53405
12025001	3217 WASHINGTON AVE	SPANGENBERG JAMES T	1238 HAYES AVE	RACINE	WI 53405
10157000	3009 WASHINGTON AVE	TCF BANK WISCONSIN FS	PO BOX 170995	MILWAUKEE	WI 53217-0995
10159000	1310 DEANE BLVD	TCF BANK WISCONSIN FS	P O BOX 170995	MILWAUKEE	WI 53217-0995
12831000	3114 WASHINGTON AVE	TENUTA TONY + CESARE	3114 WASHINGTON AVE	RACINE	WI 53405
12836002	3118 WASHINGTON AVE	TENUTA TONY + CESARE	3114 WASHINGTON AVE	RACINE	WI 53405
12836005	3108 WASHINGTON AVE	TENUTA TONY + CESARE	3114 WASHINGTON AVE	RACINE	WI 53405
12025002	3221 WASHINGTON AVE	V + X	3223 WASHINGTON AVE	RACINE	WI 53405
10156000	3001 WASHINGTON AVE	WEBER ANTHONY T + JUI	3001 WASHINGTON AVE	RACINE	WI 53405
12675000	3306 WASHINGTON AVE	WILSON ROBIN L + DIANE	3306 WASHINGTON AVE	RACINE	WI 53405

21