



City of Racine, Wisconsin
AGENDA BRIEFING MEMORADUM

AGENDA DATE:

August 18, 2023 – Planning, Heritage, and Design Commission
 September 19, 2023 – Common Council

SUBJECT:

Consideration of a request from the West Racine Alliance for the creation of a Business Improvement District for the West Racine commercial area.

PREPARED BY: Jeff Hintz, CNU-A – Assistant Director, City Development Department

SUMMARY: A Business Improvement District (BID) is a financial tool that the applicant for this request (West Racine Alliance or WRA) has proposed to be created for the purposes of preserving and improving the economic conditions by assembling appropriate people, organizations, and funds to evaluate, facilitate and implement development projects in West Racine.

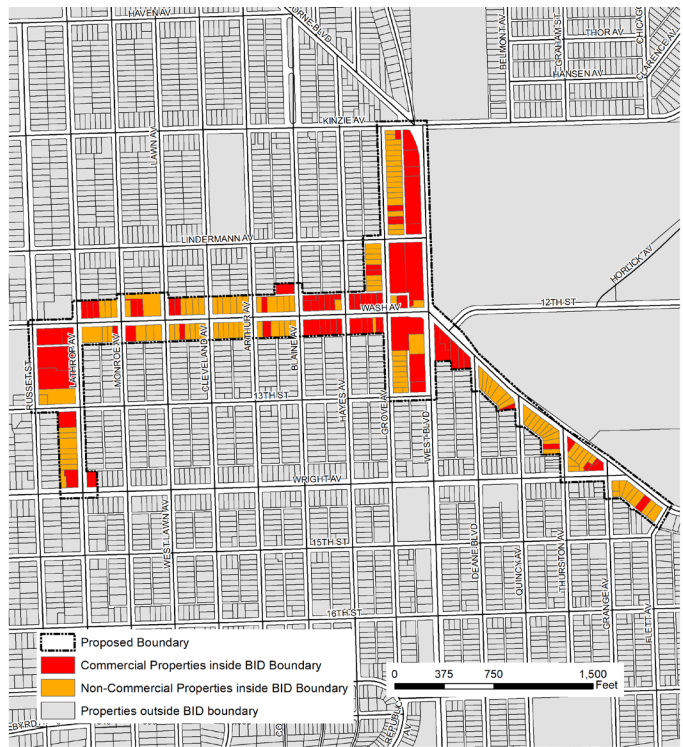
Each BID uses an operating plan which outlines how funds will be allocated and used. This is done annually and approved by the Common Council.

BACKGROUND & ANALYSIS: A BID is funded by voluntary assessment and generates funds to be allocated as outlined in an operating plan. Municipalities on behalf of a BID, collect assessments and direct them to a BID. Because of this, the process to create a BID is handled by local municipalities.

To petition to create a BID, an owner of property within the proposed boundary must apply (petition) the municipality to create the BID. Owners of property within the BID are provided via certified mail, a boundary map, information about the hearing, and the proposed plan for which the BID would operate.

The WRA proposed BID operating plan and the boundary as shown in the map

on the right. The orange properties (assessed as residential or exempt) would not be subject to the assessment, as only commercial properties (those shown in red) are commercially assessed. Commercial properties also include multi-unit residential properties with four or more dwelling units for assessment purposes.



To create a BID, a specific process must be followed and is guided by [State Statute](#). The timeline for this particular application by the WRA is shown below.

Timeline of actions to date:

- July 13 – mailed notice of the hearing and plan by certified mail to all property owners in the proposed boundary.
- July 14 and 17 – notice of the public hearing published in the Journal Times
- August 14 – Public hearing at Planning, Heritage, and Design Commission on the proposed Business Improvement District
- September 13 – The 30-day waiting period for appeals to the initial operating plan of the BID expires (Petition received on September 13)
- September 19 – possible consideration of the BID by the Common Council

If 40% or more of the assessed valuation of all the property to be assessed (in a BID) has filed a petition protesting the business improvement district or the initial operating plan, the BID cannot be created. In this instance, owners of property subject to 42.2% of the total valuation have petitioned in opposition to the creation of the district and the initial operating plan.

RECOMMENDED ACTION: That the request be received and filed.

FISCAL NOTE: N/A.