



## City of Racine, Wisconsin

### AGENDA BRIEFING MEMORADUM

<b>AGENDA DATE:</b>	November 7, 2022 – Finance and Personnel November 15, 2022 – Common Council
<b>SUBJECT:</b>	Communication sponsored by Alder Taft for review and approval of the 2023 Operating Plan for Business Improvement District No. 3, Uptown, and to authorize the Finance Director to place the assessments on the tax bills.
<b>PREPARED BY:</b>	Jeff Hintz, CNU-A, Planning Manager, Department of City Development
<b>SUMMARY:</b>	The Uptown Business Improvement District seeks approval of its budget and Operating Plan for 2023.
<b>BACKGROUND:</b>	<p>The Uptown Business Improvement District was established in August of 2007 as a mechanism to assist with redeveloping the Uptown commercial corridor with the goals of promoting safety and safety awareness, maintaining and enhancing the image of the Uptown District, increasing the value of Uptown property by encouraging building improvements, and providing marketing tools for business growth. This year, the Business Improvement District is requesting \$40,189.20 through special assessments to help offset some of the costs of the following initiatives:</p> <ul style="list-style-type: none"><li>• <i>Marketing/Promotions</i></li><li>• <i>Streetscape</i></li><li>• <i>Maintenance and Security</i></li><li>• <i>Grants for Business Startup and Growth</i></li></ul> <p>Further detail regarding the estimated costs and assessment calculations can be found in the attached Operating Plan created by the Uptown Business Improvement District.</p>
<b>RECOMMENDATION:</b>	That the 2023 Operating Plan for the Uptown Business Improvement District, No. 3, be approved. Further that the Finance Director be authorized and directed to include the District/s special charges on the 2022 property tax bills of the affected parcels.
<b>FISCAL NOTE:</b>	It is estimated that \$40,189.20 will be raised through bid assessments that will be placed into the Uptown Business Improvement District's revenue account.