

ANNUAL MEETING AND AND BUDGET PRESENTATION

OCTOBER 9,2019

PRESENTED BY KELLY KRUSE, MARK LEVINE AND ED SCHARDING



2019 OPERATING BOARD

MARK LEVINE, CHAIRMAN
ED SCHARDING, TREASURER
DR. DEAN ROSENBERG, SECRETARY
ALDERMAN JEFF COE
JOSEPH LEGATH
ANDREW J. DODGE
MICHELE SCHIMIAN
MATT SADOWSKI
KELLY KRUSE, BID MANAGER

The plan of action for the district is to promote new development and increase the value of existing properties.



HISTORICAL ASSESSMENT ALLOCATION

2002	\$2.35
2003	\$2.00
2004	\$2.00
2005	\$2.00
2006	\$1.90
2007	\$1.95
2008	\$1.95
2009	\$1.90
2010	\$1.83
2011	\$1.88
2012	\$1.89
2013	\$1.92
2014	\$1.99
2015	\$1.99
2016	\$2.05
2017	\$2.05
2018	\$2.05
2019	\$2.10

-17.50%
0.00%
0.00%
-5.00%
2.50%
0.00%
-2.50%
-3. <i>7</i> 0%
2.20%
.5%
1.6%
3.5%
0.00%
3.0%
0.00%
0.00%
2.4%



DISTRICT	VALUATION	% CHANGE
2002	\$53,024,000	
2003	\$63,9 <i>77</i> ,100	17%
2004	\$82,598,400	22.5%
2005	\$88,188,100	6.3%
2006	\$91,370,200	3.5%
2007	\$96,186 <i>,7</i> 00	5.0%
2008	\$104,935,425	8.0%
2009	\$ 112,6 <i>77</i> ,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 <i>,7</i> 00	-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%



2020 ASSESSMENT ALLOCATION

\$2.10 PER \$1,000

Same rate as last year.



2019 DO	WNTOWN #1 BID I	BUDGET	
ncome			
	400 BID Assessments		197,578.00
	405 Tree Sponsorship		4,000.00
	Uncategorized Income		10,000.00
otal Income			211,578.00
xpense			
	500 Administrative		
		500.1 DRC Staff Management Fee	37,227.00
		500.2 Audit	3,600.00
		500.3 Visitor Outreach	3,600.00
	Total 500 Administrative		44,427.00
	501 Program Operations		
		501. 1 Promotion & Marketing	31,000.00
		501. 3 Public Service Outreach	33,500.00
		501. 7 Security	17,000.00
		501. 8 Streetscape	55,935.00
		501. 9 Maintenance/Labor	12,000.00
	Total 501 Program Operations		149,435.00
	502 Capital Improvements		
		502.4 Maintenance & Related Equ	3,000.00
		502.5 Street Amenities	11,000.00
	Total 502 Capital Improvements		14,000.00
	700 Uncategorized Expenses		
		740 Public Sanitation	500.00
		760 Business Recruitment	250.00
		700 Uncategorized Expenses - Other	
	Total 700 Uncategorized Expe	nses	750.00
	302 Capitol Equipment		
		302.1 Capitol Equipment Reserve	2,500.00
otal Expense			211,112.00



MARKETING

Highlighting our events to attract visitors as well as residents to downtown.

Utilizing more digital platforms and created a new website.

Utilized multiple media platforms: The Journal Times, Belle City, Racine County Eye, Kenosha News, WRJN, rack cards, visitor guides, Facebook ads and more.

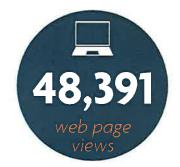














STREET-SCAPE BANNERS, FLOWERS & HOLIDAY LIGHTS









OPERATION CLEAN AND SAFE

Sidewalk and curb cleaning program along primary downtown streets, weed spraying, graffiti removal, Public Service Ambassador program and private security.









BUSINESS DEVELOPMENT







5K EVENTS.ORG



PLUSH



BUSINESS DEVELOPMENT



MARCI'S ON MAIN



OS PROJECT



CHIT CHAAT



BUSINESS DEVELOPMENT



JOEY'S YARDARM



DOVER FLAG



TABLE



BUSINESS DEVELOPMENT



EGG PLANT CAFE



ABREZO



ROOT CITY



BONEFIDE NUTRITION



BUSINESS DEVELOPMENT









FASHION LUX

CBD AMERICAN SHAMAN

AUTHENTIQUE

2 SWIFT SUITS



QUESTIONS AND PUBLIC INPUT