



**MAIN  
STREET**  
MARSHFIELD



**DOWNTOWN  
MARSHFIELD**

**BID PROPOSAL**

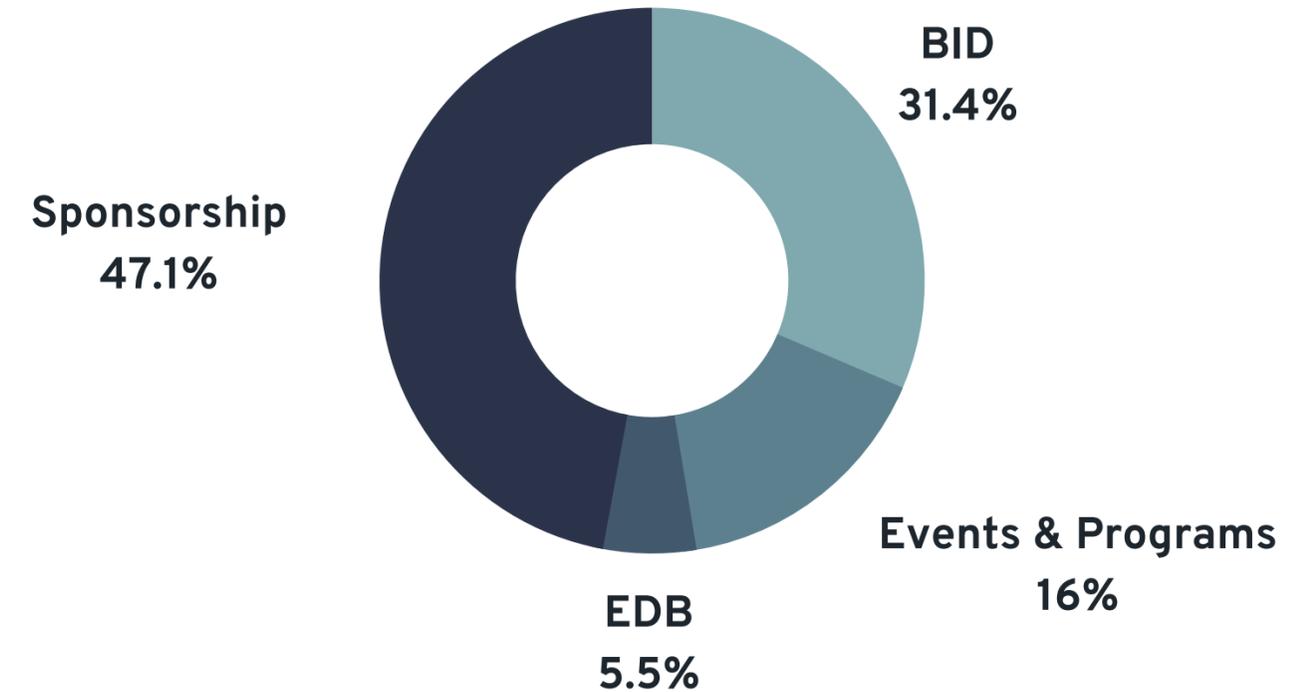
April 19th, 2023

# YEARS OF PROVEN VALUE

## 2022 SNAPSHOT:

- **1,506 volunteer hours**
  - Valued at \$41,972
- **Event growth, program growth, & increased interest in sponsorship**
  - 21 annual events
  - ~20 annual initiatives
  - 70 event & program sponsors in 2022, (54 in 2021, 34 in 2019)
- **Active partnerships resulted in infusing \$77,000 directly into downtown businesses**
  - Main Street Bounceback Grant, Façade/Interior Conversion Grant, & Small Business Marketing Grant
- **Accreditation through Wisconsin Main Street provides an additional annual average of \$26,500 in services to the BID**
  - Noteworthy and not reflected in the budget
  - Services include
    - Regional workshops on pertinent topics
    - Annual conference programming
    - Regular webinars and discussion calls
    - Online resource toolkit and best practice guide
    - Regional networking events
    - Staff and board orientation training
    - Personalized site visits (e.g. Upper Level Housing Architect Tour)
    - Personalized tech visits (e.g. Commercial interior design services for personalized window displays valued at \$7,850)

## 2022 ORGANIZATION REVENUE



**MAIN STREET**  
MARSHFIELD

*Energize & strengthen Downtown*

# DOWNTOWN COMMUNICATION



# DOWNTOWN ADVOCACY



# DOWNTOWN IMPROVEMENTS



# DOWNTOWN PROMOTION

### Current

- Business relationships
  - In-person visits
- District-exclusive e-newsletter
- District-exclusive Facebook group
- District-exclusive resource guide
- Event participation & benefits guides
  - Third Thursdays
  - Halloweek
  - Small Business Saturday
  - Holiday Parade
- Surveys
  - Post-event
  - Development needs
  - Strategic planning/community

### Where We'd Like to Go

- Event participation & benefits guides
  - Cabin Fever
  - Hub City Days
  - More connection to plaza/MACCI events

### Current

- City of Marshfield
  - Administration
  - Development Services
  - EDB
  - Library
  - Parks & Rec
  - PD & Fire
  - Public Works
  - Streets Department
- Centergy
- MACCI
- Marshfield Area Community Foundation
- Marshfield Schools
- SBDC
- SCORE
- UWSP-Marshfield
- UW-Extension
- Visit Marshfield
- WEDC
- Wood County
  - Planning & Zoning
  - Health Department
- Major employers

### Where We'd Like to Go

- Increase updates
- Increase partnerships
- Collaborate on shared strategic plan goals

### Current

- Grants
  - Façade Improvement
  - Interior (Residential or Restaurant) Conversion
  - Small Business Marketing Grant
- Programs
  - PROW Sidewalk Use Program
  - Tech visits (e.g. 2021 downtown branding, 2023 window display)
  - Restaurant consultant visit
  - Façade renderings
  - On-site architectural visits - upper level residential
  - Coffee & Connections training
  - Seasonal Planters
- Resource connection
  - Bounceback Grant, CDI Grant, Kiva Loan, SizeUp WI
  - Traffic enforcement, crime watch

### Where We'd Like to Go

- Adopt-a-Parking Lot Program
  - Flower gardens, weeding, litter pickup
- Dumpster Enclosures maintained in every parking lot
- Window display assistance program
- Lights in every street tree
- New rear entrance incentive program
- Bike & ped support: painted bike lanes, comfortable access from Maple/Chestnut
- National Fitness Campaign court

### Current

- Downtown Awards, WI Main Street Awards
- Cabin Fever
- Third Thursdays
  - Piloted branded "open" flags
- Farmers Market
- Hub City Days - Movie in the Plaza, Bike Cruise-In, Shop Hop, Car Show, Craft Show, Family Zone, Brew Fest, Beer Garden, Live Music
- Halloweek - Kids Scavenger Hunt, Window Display Contest, Pumpkin Promenade, Trick-or-Treat, Fall Beer Walk
- Holiday Events - Small Business Saturday, Tree Lighting, Holiday Parade, Holiday Window Display Contest, Holiday Wine Walk
- Award-Winning Holiday Gift Guide
- General community e-newsletter
- District branding photography
- Downtown kiosk maps at Steve J. Miller & Wenzel Family Plaza
- Facebook, Instagram, Shrpa
- Website - Business directory, event gallery, available properties

### Where We'd Like to Go

- Increase marketing
  - More posts to social media, newsletter
  - Ads / Ad trades
  - Website update



# EVENTS & PROGRAMS

	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
<b>Event/Prog. Net Income</b>				
Revenue	\$76,876	\$28,755	\$88,894	\$97,641
Expenses	\$50,344	\$23,753	\$66,068	\$68,834
Net Income	<b>\$26,532</b>	<b>\$5,002</b>	<b>\$22,826</b>	<b>\$28,807</b>

# BID HISTORY

<u>Year</u>	<u>Amount</u>	<u>BID Rate</u>	<u>Est. Assessment</u>	<u>Inflation (1.5%)</u>
2023	\$66,000	\$1.36	\$48,529,412	\$82,515
2022	\$66,000	\$1.36	\$48,529,412	\$81,296
2021	\$66,000	\$1.35	\$48,888,889	\$80,094
2020	\$66,000	\$1.25	\$52,800,000	\$78,911
2019	\$66,000	\$1.35	\$48,888,889	\$77,745
2018	\$66,000	\$1.35	\$48,888,889	\$76,596
2017	\$66,000	\$1.35	\$48,888,889	\$75,464
2016	\$66,000	\$1.35	\$48,888,889	\$74,349
2015	\$66,000	\$1.37	\$48,175,182	\$73,250
2014	-	-	-	\$72,167
2013	\$66,000	\$1.37	\$48,175,182	\$71,101
2012	\$64,500	\$1.47	\$43,877,551	\$70,050
2011	\$64,500	\$1.29	\$50,000,000	\$69,015
2010	\$64,598	\$1.47	\$43,944,218	\$67,995
2009	\$64,598	\$1.46	\$44,245,205	\$66,990
2008	\$66,000	\$1.49	\$44,295,302	\$66,000
2007	\$65,000	\$1.45	\$44,827,586	
2006	\$62,800	\$1.40	\$44,857,143	
2005	\$48,800	\$1.52	\$32,105,263	
2004	\$46,980	\$1.52	\$30,907,895	
2003	\$37,325	\$1.44	\$25,920,139	



# CITY MILL RATE COMPARISON

<u>CITY</u>	<u>RATE</u>
De Pere	\$2.00
Appleton	\$2.50
Beloit	\$3.88
Menomonie	\$1.80
Chippewa Falls	\$1.61
Rice Lake	\$2.75
Sheboygan	\$2.05
Tomahawk	\$2.00
Marshfield - Current	\$1.36



# BID PROPOSAL

- **Change from a flat BID amount to a fixed mill rate**
- **Increase rate over a 5-year period**
- **Reassess after 5 years or any major change to BID**



# BID PROPOSAL

<u>Year</u>	<u>Rate</u>	<u>Delta</u> %	<u>Amount</u>	<u>Delta</u> %
2023	\$1.36	-	\$66,000	-
2024	\$1.40	103.28%	\$68,189	103.32%
2025	\$1.45	103.57%	\$70,758	103.77%
2026	\$1.50	103.45%	\$73,448	103.80%
2027	\$1.55	103.33%	\$75,849	103.27%
2028	\$1.60	103.23	\$78,252	103.17%

# INCREASE BREAKDOWN

Average Yearly Increase/Property	\$18.85
Average Yearly Increase/Property Owner	\$23.56

## Property Breakdown

<u>Average/Year</u>	<u>Number</u>	<u>% of Total</u>
<= \$20	110	84.62%
\$21 -\$50	11	8.46%
\$51 -\$100	5	3.85%
\$100 -\$150	2	0.77%
> \$150	3	2.31%

## Property Owner Breakdown

<u>Average/Year</u>	<u>Number</u>	<u>% of Total</u>
<= \$20	83	79.81%
\$21 -\$50	11	10.58%
\$51 -\$100	5	4.81%
\$100 -\$150	2	1.92%
> \$150	3	2.88%



**BOARD/VOLUNTEER SERVING AT CABIN FEVER FEST**



**BOARD MEMBERS EDIT DOWNTOWN RESOURCE GUIDE**



**STAFF CLEANS WINDOWS DURING TECH VISIT**



**BOARD/VOLUNTEER EVENT TEAR DOWN AT THE DOWNTOWN AWARDS**