



136 North Monroe Street
Waterloo, WI 53594
Phone: (920) 478-3025
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www.waterloowi.us

A MEETING OF THE WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - AGENDA

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that a public meeting will be held to consider the following:

Date: September 19, 2023
Time: 6:00 p.m.
Location: Municipal Building, 136 North Monroe Street

- 1) CALL TO ORDER, PLEDGE OF ALLEGIANCE & ROLL CALL
- 2) MEETING MINUTES APPROVAL: August 15, 2023
- 3) UPDATES & REPORTS
 - a) Non-Metro Connections Update
 - b) Financial Reports Tax Incremental Finance Districts 2, 3 & 4, and Fund 600
 - c) Blight Blue and Whitelist
 - d) Business Association Liaison Report, (contact undetermined)
 - e) School District Liaison (contact undetermined)
- 4) OLD BUSINESS
 - a) Downtown Master Plan
 - i) BID District Proposal
 - ii) Revolving Loan Information
 - b) CDA Budget
- 5) NEW BUSINESS
 - a) Signs for recipients of Façade Grant.
- 6) CITIZEN INPUT, FUTURE AGENDA ITEMS AND ANNOUNCEMENTS (3-minute time limit)
 - a) Annual Calendar
- 7) ADJOURNMENT

Jeanne Ritter, Clerk/Deputy Treasurer

Community Development Authority: Soter, C. Kuhl, A. Kuhl, Hudson, O'Connell, Zimmermann, Haseleu and School District Superintendent Brian Henning as non-voting School District liaison
Posted, Mailed and E-mailed: 09/14/2023.

Please note it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may attend the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noted. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

WATERLOO COMMUNITY DEVELOPMENT AUTHORITY -- MEETING MINUTES: August 15, 2023

Digital audio files are archived with these written minutes additionally serving as the official record.

1. PLEDGE OF ALLEGIANCE, ROLL CALL AND CALL TO ORDER. CDA Chair O'Connell called the meeting to order at 6:00 p.m. Members present: A. Kuhl, C. Kuhl, O'Connell, Hudson, Soter and Haseleu. Remote: none Absent: Zimmerman and the non-voting member from School District. Others in Attendance or remote: E Butzine, and Clerk Ritter.
2. MEETING MINUTES APPROVAL: July 18, 2023 [A.Kuhl/O'Connell] VOICE VOTE: Motion carried.
3. UPDATES & REPORTS.
 - a. Non-Metro Connections
 - b. Financial Reports Tax Incremental Finance Districts 2, 3 & 4, and Fund 600.
 - c. Blight Blue & White list
 - d. Business Association Liaison Report. None
 - e. School District Liaison. none
4. OLD BUSINESS
 - a. Downtown Master Plan – Action Plan – Butzine to bring proposal for starting a BID District. Revolving Loan information
5. NEW BUSINESS
 - a. Façade Grant 103 N Monroe Street K. Henry Motion [Hudson/Soter] VOICE VOTE: Motion carried.
 - b. CDA Budget – Discuss next meeting.
6. CITIZEN INPUT, FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. Annual Calendar
7. ADJOURNMENT. MOTION: [C.Kuhl/A.Kuhl] VOICE VOTE: Motion carried. Time: 7:23 pm.

Attest:

Jeanne Ritter
Clerk/Deputy Treasurer



info@non-mc.com

329 W 3rd St., Fox Lake, WI 53933

920-203-3859

September 13, 2023

Community Development Authority
136 North Monroe St.
Waterloo, WI 53594

RE: September Update

CDA Board,

I have partook in many key meetings and work over the past month, including:

- Jefferson County Economic Development Consortium
 - Monthly JCEDC Board meeting → Vice Chair
 - ThriveED Executive Committee
- 333 Portland Rd.
 - 2 Potential Projects
- Project Forward
 - Update
- Dempsey Property
 - DA Update
- Clockify
 - Time track
- Downtown Action Plan
 - BID Proposal
 - Addit. Funds?
- 1 BRE Visit

Please let me know if there are any additional areas of focus you would like me to start on.

A handwritten signature in black ink, appearing to read "Everett Butzine", is written over a horizontal line.

Everett Butzine
Owner/Managing Member
Non-Metro Connections

CITY OF WATERLOO

BALANCE SHEET
AUGUST 31, 2023

412-TIF DISTRICT 2 FUND

ASSETS

412-11100	TREASURER'S CASH	498,094.63	
412-15800	DUE FROM AGENCY FUND TAXES	15,752.84	
	TOTAL ASSETS		<u>513,847.47</u>

LIABILITIES AND EQUITY

LIABILITIES

412-26100	DEFERRED REVENUE	15,752.96	
	TOTAL LIABILITIES		15,752.96

FUND EQUITY

412-34300	FUND BALANCE	544,175.56	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	(46,081.05)	
	TOTAL FUND EQUITY		<u>498,094.51</u>
	TOTAL LIABILITIES AND EQUITY		<u>513,847.47</u>

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 8 MONTHS ENDING AUGUST 31, 2023

FUND 412 - TIF DISTRICT 2 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TIF DISTRICT 2 FUND</u>					
412-41-4111-000 TAX INCREMENTS	.00	36,104.16	49,955.00	13,850.84	72.3
TOTAL TIF DISTRICT 2 FUND	.00	36,104.16	49,955.00	13,850.84	72.3
<u>INTERGOVERNMENTAL REVENUE</u>					
412-43-4364-000 STATE AID EXEMPT COMPUTERS	.00	783.20	783.00	(.20)	100.0
412-43-4366-000 STATE AID PERSONAL PROPERTY	.00	2,036.19	2,036.19	.00	100.0
TOTAL INTERGOVERNMENTAL REVENUE	.00	2,819.39	2,819.19	(.20)	100.0
<u>MISCELLANEOUS REVENUES</u>					
412-48-4800-000 MISC REVENUES	50.00	50.00	101,000.00	100,950.00	.1
TOTAL MISCELLANEOUS REVENUES	50.00	50.00	101,000.00	100,950.00	.1
TOTAL FUND REVENUE	50.00	38,973.55	153,774.19	114,800.64	25.3

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 8 MONTHS ENDING AUGUST 31, 2023

FUND 412 - TIF DISTRICT 2 FUND

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>						
412-51-5112-320	LEGIS SUPPORT PR & PUB	.00	.00	100.00	100.00	.0
412-51-5112-325	LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	150.00	.00	100.0
	TOTAL LEGISLATIVE SUPPORT	.00	150.00	250.00	100.00	60.0
<u>ATTORNEY</u>						
412-51-5130-211	ATTORNEY ATTORNEY FEES	.00	.00	1,500.00	1,500.00	.0
	TOTAL ATTORNEY	.00	.00	1,500.00	1,500.00	.0
<u>CLERK - WAGES</u>						
412-51-5142-110	CLERK SALARY/CLERK	.00	.00	12,750.00	12,750.00	.0
	TOTAL CLERK - WAGES	.00	.00	12,750.00	12,750.00	.0
<u>SPECIAL ACCTG AND AUDITING</u>						
412-51-5151-214	SPEC ACCTG & AUD PROF FEES	5,012.50	5,843.17	3,400.00	(2,443.17)	171.9
	TOTAL SPECIAL ACCTG AND AUDITING	5,012.50	5,843.17	3,400.00	(2,443.17)	171.9
<u>ENGINEERING AND ADMINISTRATION</u>						
412-53-5310-215	ENG & ADMIN PROF FEES	3,583.39	39,578.44	31,060.00	(8,518.44)	127.4
412-53-5310-380	TID 2 COMPUTER SUPPLY/MAINT	.00	153.30	303.00	149.70	50.6
	TOTAL ENGINEERING AND ADMINISTRATION	3,583.39	39,731.74	31,363.00	(8,368.74)	126.7
<u>CAPITAL PROJECT</u>						
412-57-5701-806	CAPITAL PROJ IMPROVEMENT PROG	4,643.00	14,643.00	.00	(14,643.00)	.0
	TOTAL CAPITAL PROJECT	4,643.00	14,643.00	.00	(14,643.00)	.0
<u>DEBT SERVICE</u>						
412-59-5926-001	DEBT SERVICE	.00	24,686.69	.00	(24,686.69)	.0
	TOTAL DEBT SERVICE	.00	24,686.69	.00	(24,686.69)	.0

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 8 MONTHS ENDING AUGUST 31, 2023

FUND 412 - TIF DISTRICT 2 FUND

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET</u>	<u>UNDER(OVER)</u>	<u>% OF</u>
TOTAL FUND EXPENDITURES	13,238.89	85,054.60	49,263.00	(35,791.60)	172.7
NET REVENUE OVER(UNDER) EXPENDITURES	<u>(13,188.89)</u>	<u>(46,081.05)</u>	<u>104,511.19</u>		

CITY OF WATERLOO

BALANCE SHEET
AUGUST 31, 2023

413-TIF DISTRICT 3 FUND

ASSETS

413-11100	TREASURER'S CASH	28,390.67	
413-15800	DUE FROM AGENCY FUND TAXES	22,752.43	
	TOTAL ASSETS		<u>51,143.10</u>

LIABILITIES AND EQUITY

LIABILITIES

413-26100	DEFERRED REVENUE	22,752.31	
	TOTAL LIABILITIES		22,752.31

FUND EQUITY

413-34300	FUND BALANCE	68,445.42	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	(40,054.63)	
	TOTAL FUND EQUITY		<u>28,390.79</u>
	TOTAL LIABILITIES AND EQUITY		<u>51,143.10</u>

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 8 MONTHS ENDING AUGUST 31, 2023

FUND 413 - TIF DISTRICT 3 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TAXES</u>					
413-41-4111-000 TAX INCREMENTS	.00	52,149.57	72,156.00	20,006.43	72.3
TOTAL TAXES	.00	52,149.57	72,156.00	20,006.43	72.3
<u>INTERGOVERNMENTAL REVENUE</u>					
413-43-4364-000 STATE AID EXEMPT COMPUTERS	.00	319.95	320.00	.05	100.0
413-43-4365-000 STATE AID PERSONAL PROPERTY	.00	220.77	221.00	.23	99.9
TOTAL INTERGOVERNMENTAL REVENUE	.00	540.72	541.00	.28	100.0
<u>MISCELLANEOUS REVENUES</u>					
413-48-4800-000 MISC REVENUES	.00	.00	25,000.00	25,000.00	.0
TOTAL MISCELLANEOUS REVENUES	.00	.00	25,000.00	25,000.00	.0
TOTAL FUND REVENUE	.00	52,690.29	97,697.00	45,006.71	53.9

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 8 MONTHS ENDING AUGUST 31, 2023

FUND 413 - TIF DISTRICT 3 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>					
413-51-5112-325	LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	150.00	.00 100.0
	TOTAL LEGISLATIVE SUPPORT	.00	150.00	150.00	.00 100.0
<u>SPECIAL ACCTG AND AUDITING</u>					
413-51-5151-214	SPEC ACCTG & AUD PROF FEES	.00	830.67	3,400.00	2,569.33 24.4
	TOTAL SPECIAL ACCTG AND AUDITING	.00	830.67	3,400.00	2,569.33 24.4
<u>ENGINEERING AND ADMINISTRATION</u>					
413-53-5310-215	ENG & ADMIN PROF FEES	.00	1,190.50	1,000.00	(190.50) 119.1
	TOTAL ENGINEERING AND ADMINISTRATION	.00	1,190.50	1,000.00	(190.50) 119.1
<u>TRANSFER TO DEBT SERVICE</u>					
413-59-5929-000	TRANSFER TO DEBT SERVICE	.00	90,573.75	110,552.50	19,978.75 81.9
	TOTAL TRANSFER TO DEBT SERVICE	.00	90,573.75	110,552.50	19,978.75 81.9
	TOTAL FUND EXPENDITURES	.00	92,744.92	115,102.50	22,357.58 80.6
	NET REVENUE OVER(UNDER) EXPENDITURES	.00	(40,054.63)	(17,405.50)	

CITY OF WATERLOO

BALANCE SHEET
AUGUST 31, 2023

414-TIF DISTRICT 4 FUND

ASSETS

414-11100	TREASURER'S CASH	77,801.64	
414-15800	DUE FROM AGENCY FUND TAXES	16,037.30	
	TOTAL ASSETS		<u>93,838.94</u>

LIABILITIES AND EQUITY

LIABILITIES

414-26100	DEFERRED REVENUE	16,037.30	
	TOTAL LIABILITIES		16,037.30

FUND EQUITY

414-34300	FUND BALANCE	76,292.22	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	1,509.42	
	TOTAL FUND EQUITY		<u>77,801.64</u>
	TOTAL LIABILITIES AND EQUITY		<u>93,838.94</u>

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 8 MONTHS ENDING AUGUST 31, 2023

FUND 414 - TIF DISTRICT 4 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TIF DISTRICT 4 FUND</u>					
414-41-4111-000 TAX INCREMENTS	.00	36,235.70	50,137.00	13,901.30	72.3
TOTAL TIF DISTRICT 4 FUND	.00	36,235.70	50,137.00	13,901.30	72.3
<u>INTERGOVERNMENTAL REVENUE</u>					
414-43-4364-000 STATE AID COMPUTERS	.00	238.03	239.00	.97	99.6
414-43-4365-000 STATE AID PERSONAL PROPERTY	.00	683.07	683.00	(.07)	100.0
TOTAL INTERGOVERNMENTAL REVENUE	.00	921.10	922.00	.90	99.9
TOTAL FUND REVENUE	.00	37,156.80	51,059.00	13,902.20	72.8

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 8 MONTHS ENDING AUGUST 31, 2023

FUND 414 - TIF DISTRICT 4 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>					
414-51-5112-325 LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	150.00	.00	100.0
TOTAL LEGISLATIVE SUPPORT	.00	150.00	150.00	.00	100.0
<u>SPECIAL ACCTG AND AUDITING</u>					
414-51-5151-214 SPEC ACCTG & AUD PROF FEES	.00	830.66	3,400.00	2,569.34	24.4
TOTAL SPECIAL ACCTG AND AUDITING	.00	830.66	3,400.00	2,569.34	24.4
<u>ENGINEERING AND ADMINISTRATION</u>					
414-53-5310-215 ENG & ADMIN PROF FEES	4,333.34	34,666.72	26,000.00	(8,666.72)	133.3
TOTAL ENGINEERING AND ADMINISTRATION	4,333.34	34,666.72	26,000.00	(8,666.72)	133.3
TOTAL FUND EXPENDITURES	4,333.34	35,647.38	29,550.00	(6,097.38)	120.6
NET REVENUE OVER(UNDER) EXPENDITURES	(4,333.34)	1,509.42	21,509.00		

CITY OF WATERLOO

BALANCE SHEET
AUGUST 31, 2023

600-COMMUNITY DEVELOP AUTHORITY

ASSETS

600-11100	TREASURER'S CASH	40,785.16	
600-15800	DUE FROM AGENCY FUND TAXES	587.80	
	TOTAL ASSETS		<u>41,372.96</u>

LIABILITIES AND EQUITY

LIABILITIES

600-26100	DEFERRED REVENUE	(1,532.20)	
	TOTAL LIABILITIES		(1,532.20)

FUND EQUITY

600-34300	FUND BALANCE	17,235.57	
600-34310	PROFESSIONAL SVCS CARRYOVER	25,000.00	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	669.59	
	TOTAL FUND EQUITY		<u>42,905.16</u>
	TOTAL LIABILITIES AND EQUITY		<u>41,372.96</u>

CITY OF WATERLOO

DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING AUGUST 31, 2023

FUND 600 - COMMUNITY DEVELOP AUTHORITY

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET</u>	<u>OVER(UNDER)</u>	<u>% OF</u>
<u>TAXES</u>					
600-41-4111-000 LOCAL TAX-GENERAL FUND	.00	1,532.20	2,120.00	(587.80)	72.3
TOTAL TAXES	.00	1,532.20	2,120.00	(587.80)	72.3
<u>PUBLIC CHARGES FOR SERVICE</u>					
600-46-4674-000 MBC BUILDING RENTAL	.00	2,765.00	2,400.00	365.00	115.2
TOTAL PUBLIC CHARGES FOR SERVICE	.00	2,765.00	2,400.00	365.00	115.2
TOTAL FUND REVENUE	.00	4,297.20	4,520.00	(222.80)	95.1

CITY OF WATERLOO

DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING AUGUST 31, 2023

FUND 600 - COMMUNITY DEVELOP AUTHORITY

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>SPECIAL ACCTG COSTS</u>						
600-51-5151-399	SPECIAL ACCTNG COSTS - MISC	.00	.00	300.00	300.00	.0
	TOTAL SPECIAL ACCTG COSTS	.00	.00	300.00	300.00	.0
<u>MAUNESHA BUSINESS CENTER</u>						
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	73.47	324.49	1,000.00	675.51	32.5
600-51-5162-222	MAUNESHA BUSINESS HEAT	9.90	717.64	1,060.00	342.36	67.7
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	59.54	417.25	1,250.00	832.75	33.4
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	55.00	425.00	660.00	235.00	64.4
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	.00	463.23	250.00	(213.23)	185.3
	TOTAL MAUNESHA BUSINESS CENTER	197.91	2,347.61	4,220.00	1,872.39	55.6
<u>ENGINEERING AND ADMINISTRATION</u>						
600-53-5310-215	ENG & ADMIN PROF FEES	.00	1,280.00	.00	(1,280.00)	.0
	TOTAL ENGINEERING AND ADMINISTRATION	.00	1,280.00	.00	(1,280.00)	.0
	TOTAL FUND EXPENDITURES	197.91	3,627.61	4,520.00	892.39	80.3
	NET REVENUE OVER(UNDER) EXPENDITURES	(197.91)	669.59	.00		

BLIGHT LIST updated 07.06.2023

Street	Property #	Open Date	Owner of Property	Who Complained /follow up with	Desired Outcome	Link to Ordinance	Notes	Action	Who is following up	NMC Time spent
E Madison	130	7/6/2023	Mark Hurley	PD/DPW			Building		SB	
Washington St	516	7/6/2023	James Marshall	PD/DPW			Junk		PD	
VanBuren	450	7/6/2023	D&D Saari Trust	PD/DPW			Tree		DPW	
Knowlton	448	7/6/2023	Jacob Woods	PD/DPW			Boat		PD	
Harrison	348	7/6/2023	Bryan Rowin	PD/DPW			Junk		PD	
Jackson	359	7/6/2023	Daskam Trust	PD/DPW			Junk		PD	
Jackson	595	7/6/2023	Shyla Davis	PD/DPW			Tree		DPW	
Knowlton	334	7/6/2023	Bradley Bauer	PD/DPW			House Repairs		SB	
Jackson	507	7/6/2023	Jennifer Hughes	PD/DPW			Vehicles		PD	
N Monroe	115	7/6/2023	Scott Hartwig	PD/DPW			Vehicles		PD	
Washington St	164	7/6/2023	Daniel Sokolowski	PD/DPW			Tree		DPW	
Jefferson	144	7/6/2023	Patricia Schickert	PD/DPW			Junk/Vehicles		PD	
Pierce	408	7/6/2023	Jerry Stenjem	PD/DPW			Tree		DPW	
E Madison	466	7/6/2023	Theodore Stenberg	PD/DPW			Building		SB	
Hickory	127	7/6/2023	Keenan Hering	PD/DPW			Tree		DPW	
Beech Road	126	7/6/2023	Jennifer Kick	PD/DPW			Tree		DPW	
Grove	140	7/6/2023	RJB Rentals LLC	PD/DPW			Vehicle		PD	
Portland Road	208	7/6/2023	Gordon Yelk	PD/DPW			Junk		PD	
Portland Road	1034	7/6/2023	Amber Wilcox	PD/DPW			Tree		DPW	
Mill	140	7/6/2023	John Iwanski	PD/DPW			Vehicle		PD	
Cleveland	527	7/6/2023	Robert Gingles	PD/DPW			Vehicle		PD	
Anna St	312	7/6/2023	Sandra Ludwig	PD/DPW			Tree		DPW	
Anna Ct	838	7/6/2023	Gabriel Lira de La Rosa	PD/DPW			Vehicle		PD	
Anna Ct	902	7/6/2023	Benito Mena	PD/DPW			Vehicle		PD	
Anna St	319	7/6/2023	Mark Pratt	PD/DPW			Vehicle		PD	
Jills Ct	1075	7/6/2023	William Rudolph	PD/DPW			Vehicle		PD	
Lum Ave	920	7/6/2023	Kenneth Frandle	PD/DPW			Junk		PD	
Sunrise Ct	975	7/6/2023	Grant Fulford	PD/DPW			Tree		DPW	
Goehl Road	625	7/6/2023	Jacob Lawless	PD/DPW			Boat		PD	
Lexington	1090	7/6/2023	Philip Neidner	PD/DPW			Boat		PD	



info@non-mc.com

329 W 3rd St. Fox Lake, WI 53933

(920) 203-3859

September 11, 2023

Waterloo City Hall
Attn: CDA
136 North Monroe Street
Waterloo, WI 53594

Re: Downtown Business Improvement District Creation

Dear CDA:

Non-metro Connections is interested in submitting a proposal for Downtown Business Improvement District (BID) creation for the City of Waterloo, and as such, is submitting the following for your consideration.

1. Business Improvement District Information

A Business Improvement District (BID) offers several benefits to the local community and businesses within its boundaries. BIDs are special districts established to promote economic development, enhance the physical environment, and improve the overall quality of life in a specific commercial or business area. Here are some of the key benefits of a BID:

1. **Economic Development:** BIDs play a crucial role in stimulating economic growth within a designated area. They can attract new businesses, encourage business expansion, and increase property values, which can lead to higher tax revenues for the local government.
2. **Enhanced Services:** BIDs typically provide additional services beyond what the municipality offers, such as cleaning, landscaping, and maintenance of public spaces. These improvements make the area more attractive to businesses, residents, and visitors.

3. **Marketing and Promotion:** BIDs often engage in marketing and promotional activities to attract customers and visitors to the district. They may organize events, festivals, and advertising campaigns to increase foot traffic and sales for local businesses.

4. **Safety and Security:** BIDs may invest in enhanced security measures, such as increased lighting and surveillance, to make the area safer for businesses and patrons. This can reduce crime and vandalism, further enhancing the district's appeal.

5. **Community Building:** BIDs can foster a sense of community within the district by bringing businesses and residents together through events, networking opportunities, and collaborative initiatives.

6. **Infrastructure Improvements:** BIDs may fund infrastructure upgrades, such as street improvements, sidewalk repairs, and public art installations, to create an attractive and welcoming environment.

7. **Voice for Businesses:** BIDs often provide a platform for businesses to collectively voice their concerns and needs to local government authorities. This can lead to more responsive and business-friendly policies and regulations.

8. **Increased Property Values:** As a BID invests in the district's physical environment and amenities, property values in the area may rise, benefiting property owners and potentially increasing their return on investment.

9. **Tourism and Destination Development:** BIDs can contribute to the growth of tourism by creating a vibrant and appealing district that attracts visitors, leading to increased revenue for businesses and the community.

10. **Sustainability Initiatives:** Some BIDs incorporate sustainability practices into their operations, which can have positive environmental and economic impacts.

It's important to note that the specific benefits of a BID can vary depending on its goals, funding mechanisms, and the needs of the local community. BIDs are typically funded through assessments on property owners within the district or other revenue sources, allowing them to tailor their activities to address the unique challenges and opportunities of their area.

2. Scope of Work

1. BID Formation Plan: Create a comprehensive plan to create a BID in Waterloo. This includes identifying stakeholders, financial analysis, BID boundary, and creating a work plan for the BID.
2. BID Formation: Develop and implement a strategic plan to establish the BID, including legal and governance structure, boundaries, and assessments.
3. BID Formation Assessment Methodology:
 - a. A boundary description (The proposed BID must be contiguous).
 - b. Evidence that the area complies with local zoning regulations (areas zoned primarily as residential cannot be included).
 - c. An owner of real property used for commercial purposes and located in the proposed BID has petitioned the municipality for creation of a BID
 - d. The Planning Commission has designated a proposed business improvement district and adopted its proposed initial operating plan
 - e. Hold public hearing at least 30 days before the creation of the BID and adoption of the initial operating plan, published as a class 2 notice
 - f. Before publication, send notice by certified mail to all owners of real property within the proposed BID indicating
 - i. Boundaries of the proposed BID
 - ii. A copy of proposed operating plan
 - iii. Detailed map showing the proposed BID boundaries
 - g. Within 30 days following the hearing no protests from
 - i. Owners representing >40% of valuation of BID, based on Operating Plan specified valuation method, or
 - ii. Owners representing >40% of assessed valuation of BID
 - h. City Council votes to approve proposed initial operating plan
 - i. A governing board of the BID, appointed by the Waterloo Mayor and confirmed by the Waterloo City Council
 - j. An annual work plan and budget and the method of assessment to the Plan Commission, which the Council (after a public hearing) adopts by Resolution
4. Management and Operations: Develop a comprehensive management plan including staffing, budgeting, and ongoing operations of the BID.
5. Advocacy and Engagement: Develop and implement strategies to advocate for and engage with stakeholders, including businesses, residents, property owners, and other community groups.

3. Schedule

Consultant will start services promptly (09/25/23). Consultant estimates services will take approximately 6 month to complete.

4. Payment

<u>Project Budget</u>		<u>Cost</u>		
	BID Formation Plan	\$ 10,000		
	BID Formation	\$ 2,500		
	BID Formation Assessment Methodology	\$ 5,000		
	Management and Operations	\$ 1,500		
	Advocacy and Engagement	\$ 1,000		
		\$ 20,000	Total	
		\$ 5,000	Up-front Payment	
	*Remainder billed monthly			

Thank you for reviewing this proposal and your consideration.

Sincerely,



Everett Butzine

Waterloo Community Development Authority -- Annual Calendar

Preferred meeting night: 3rd Tuesday of month at 6:00 pm

Recurring monthly review and action (1) CDA Implementation Plan Progress; (2) Grant Application Tracking

JANUARY <ul style="list-style-type: none">- evaluate CDA Progress Measures- finalize prior year Annual Report
FEBRUARY <ul style="list-style-type: none">- notify Mayor of member reappointment interest- align/modify CDA Progress Measures as needed- submit Annual Report to City Council
MARCH <ul style="list-style-type: none">- notify Mayor of member reappointment interest- Push to closeout incomplete prior year items
APRIL <ul style="list-style-type: none">- Mayoral appointments- Push to closeout incomplete prior year items
MAY <ul style="list-style-type: none">- CDA election of Chair and Vice Chair- evaluate CDA Progress Measures
JUNE <ul style="list-style-type: none">- start future year budget submittal- review of tax increment finance district progress
JULY <ul style="list-style-type: none">- review of tax increment finance district progress- future year budget planning- align CDA Progress Measures with budget planning- reaffirm or jettison all active programs and projects
AUGUST <ul style="list-style-type: none">- future year budget submittal to Finance, Insurance & Personnel Committee, including tax incremental finance funds
SEPTEMBER <ul style="list-style-type: none">- evaluate CDA Progress Measures
OCTOBER <ul style="list-style-type: none">- <u>s</u>trength, <u>w</u>eaknesses <u>o</u>pportunities & <u>t</u>hreats (SWOT) exercise
NOVEMBER <ul style="list-style-type: none">- community outreach
DECEMBER <ul style="list-style-type: none">- community outreach- review staff draft, Annual Report to City Council- update calendar