

CITY OF NEENAH
FINANCE AND PERSONNEL COMMITTEE MEETING
Monday, November 27, 2023–6:00 p.m.
Hauser Room, Neenah City Administration Building
211 Walnut Street, Neenah, Wisconsin

NOTICE IS HEREBY GIVEN, pursuant to the requirements of Wis. Stats. Sec. 19.84, that a majority of the Neenah Common Council may be present at this meeting. Common Council members may be present to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the Neenah Common Council and must be noticed as such. The Council will follow the same agenda as the committee, but will not take any formal action at this meeting.

AGENDA

1. Public Appearances
2. Approval of Minutes from the October 23, 2023 Regular Meeting and November 1, 2023 Special Meeting (minutes can be found on the City's website)
3. 2024 BID Operating Plan and Schedule of Assessments (Schmidt)(Attachments)
4. Traffic Signal Interconnect Project (Wenninger)(Attachments)
5. Write-off Bad (Uncollectible) Debts (Rashid)(Attachments)
6. Resolution 2023-29, Fee Schedule Changes (Rasmussen)(Attachments)
7. Ordinance 2023-19, Parking Citations (Kaiser)(Attachments)
8. Adjournment

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Neenah will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance, or reasonable accommodation in participating in this meeting or event due to a disability as defined under the ADA, please call the Clerk's Office (920) 886-6100 or the **City's ADA Coordinator at (920) 886-6106 or e-mail attorney@ci.Neenah.wi.us** at least 48 hours prior to the scheduled meeting or event to request an accommodation.

CITY OF NEENAH
FINANCE AND PERSONNEL COMMITTEE MEETING
Monday, October 23, 2023 – 6:00 pm
Hauser Conference Room, Neenah City Administration Building
211 Walnut Street, Neenah, Wisconsin

MINUTES

The meeting was called to order by Chairman Erickson at 6:00 pm.

Present: Chairman Erickson; Aldermen Boyette, Skyrms and Steiner; Mayor Lang, Director of Finance Rasmussen, Director of Public Works Kaiser, Clerk Nagel, and Paralegal DeWitt. Ald. Lendrum was there to collect information.

Absent/Excused: Council President Borchardt and City Attorney Rashid.

Public Appearances: None.

Minutes: Motion/Second/Carried Skyrms/ Boyette to approve the minutes from the October 9, 2023, Regular meeting. All voting aye, Steiner abstained.

Resolution 2023-28 Transportation Assessment Replacement Fee (TARF) for 2024 and Providing for a Cap on the Fee.

Motion/Second/Carried Steiner/Boyette to recommend Council to approve Resolution 2023-28 Transportation Assessment Replacement Fee (TARF) for 2024 and Providing for a Cap on the Fee, and to exempt any properties that have been issued special assessments for street construction in 2023 for five years. All voting aye.

Discussion: The Transportation Assessment Replacement Fee (TARF) was implemented in 2019 as a replacement to special assessments for street reconstruction, street resurfacing, and sidewalk/trail in-fill projects. TARF utilizes impervious area of a parcel, called impervious area unit (IAU), as a measurement of the impact on the street system. Due to the established timeline, the current TARF rate of \$23/unit is set to expire December 31, 2023. Therefore, the TARF is up for review.

At its inception, the TARF was established to collect 37% of project construction costs and current cost index pricing, as created by the city, measured over a three-year period. Due to the construction industry cost increase and the current cost index, staff recommends the IAU rate be adjusted to \$40/IAU rounding up. A residential property owner would see a quarterly rate of \$10 on the utility bill, an increase of \$4.25, for an overall cost of \$40/IAU annually. Residential properties are charged one IAU, while commercial properties are capped at 90. Commercial property owners capped at 90 will see an annual increase of \$1,530, or \$382.50 quarterly, which brings the overall quarterly charge to \$900. Due to the uncertainty of the construction industry costs, staff also recommends an annual review of TARF IAU unit to stay current with fluctuating prices.

There was discussion regarding residents who were specially assessed for road construction work this year (2023). The committee felt it appropriate to exempt properties who were specially assessed for road construction this year for the next five years. The new TARF IAU pricing of \$40/IAU will go into effect January 1, 2024.

REPORT

Council Directive 2023-03 re: Service Animals and Dog Licensing

Motion/Second/Carried Boyette/Steiner to table Council Directive 2023-03 until a legal opinion can be rendered by the City Attorney. All voting aye.

Discussion: Paralegal DeWitt advised that Atty. Rashid issued a memo recommending repealing and replacement of language for city ordinance section 3-14(d)(3). This particular section of the ordinance contradicts state statute as it exempts service dogs from the licensing requirement. The amended language would require the licensing of service dogs. Atty. Rashid also recommends the current ordinance definition of a service dog remain as is because it is an exact mirror of state statute. Unless or until state law changes its definition of a service dog, the city cannot change the ordinance because state law is the governing body over municipalities, therefore, municipal ordinances cannot be more restrictive than state statute.

Ald. Boyette discussed an e-mail she received from Representative Cabral-Guevara's legislative counsel. The e-mail advises of conflicting state statutes regarding the licensing requirement of a service dog. The e-mail advised that the Department of Justice (DOJ) recommends a temporary waiver be utilized until the state can amend the law for licensing fees exemptions for service dogs. If a temporary waiver is used, then city can amend the ordinance once the new statute is adopted.

Director Rasmussen talked about the current practice for issuing licenses for service dogs. Current practice is that there is a checkbox on the license application which an applicant can check indicating their dog is a service dog. The license fee is then waived without any questions being asked. Therefore, the recommendation from the DOJ is already in practice. Director Rasmussen clarified that all dogs must be vaccinated and licensed, however, the city waives the fee for a service dog. There are currently four service dogs licensed in the city.

Ald. Boyette insisted the practice be put in writing and asked Paralegal DeWitt for a legal opinion. Since a legal opinion is not within the professional scope of Paralegal DeWitt, Ald. Boyette wished to table the item until a legal opinion could be rendered.

Fiscal Matter: August 2023 Vouchers

Motion/Second/Carried Boyette/Skyrms to accept the August 2023 Vouchers and place them on file.

Director Rasmussen included the reports in the committee packet and answered any questions.

Fiscal Matter: September 2023 Vouchers

Motion/Second/Carried Skyrms/Boyette to accept the September 2023 Vouchers and place them on file.

Director Rasmussen included the reports in the committee packet and answered any questions. The purchase card (P-Card) policy was explained to the committee.

2nd Quarter Financials

Motion/Second/Carried Skyrms/Steiner to approve and place on file the Second Quarter Financial Statements as presented. All voting aye.

Director Rasmussen went through the 2nd Quarter Financial Report to provide a status update for the committee. The 2nd Quarter Financial Report is through June 30, 2023. Financially, the city budget is tracking at 72.77% which is on par for being three-quarters of the way through the fiscal year.

Working through the budget process, the city is tracking for an anticipated surplus in the general fund. Suggestions for the use of the anticipated surplus will be brought to the budget workshops. However, application of any surplus will come after the first quarter 2024 financials to see where the final 2023 finances land.

There was discussion on the carry forwards. Through the budget process, staff spent time working through capital projects that were budgeted but not complete, and where to apply the carry forwards of such projects. With the increasing interest rates, the city does not want to borrow money if it can be avoided. The goal is to get control of the borrowing by using the carry forwards as needed.

A change to the budget this year is the GIS Department will be consolidated under the Community Development general fund instead of split amongst all departments. IS will continue to be split amongst all departments and will remain an internal service fund.

Another change in this year's budget is the closing of TIFs 5 and 6. Staff has been going through the audit process of seven different TIFs; TIFs are required to have audits at certain times during their life cycle. Both TIF 5 and 6 had some money designated to affordable housing.

Municipal Court and Fire Department are custodial funds. Currently the Fire Department is tracking on par with the budget. The overtime expenditure is stabilizing.

Expendable Trust Funds are funds that can only be spend on designated areas. The report shows the balance.

The Investments Report is the total cash investments including water and library. The Local Government Investment Pool (LGIP), specific to Wisconsin, is showing a strong rate and is fully collateralized. The portfolio shows all the city investments and their balance.

Director Rasmussen answered questions regarding the General Fund expenditures.

Motion/Second/Carried Skyrms/Boyette to adjourn the meeting 7:05 pm. All voting aye.

Respectfully submitted,



Charlotte Nagel
City Clerk

CITY OF NEENAH
SPECIAL FINANCE AND PERSONNEL COMMITTEE MEETING
Wednesday, November 1, 2023 – 6:30 p.m.
Hauser Room, Neenah City Administration Building
211 Walnut Street, Neenah, Wisconsin

MINUTES

Present: Chairman Erickson; Aldermen Borchardt, Boyette, Steiner, and Skyrms, and Director of Finance Rasmussen.

Others Present: Alderpersons Stevenson and Lendrum, Attorney Rashid, Director of Information Systems Wenninger, and City Clerk Nagel.

Absent/Excused: Mayor Lang was excused.

Public Appearances: None.

Approval of Minutes from October 23, 2023 Regular Meeting (minutes can be found on the City's website)

Motion/Second/Carried Skyrms/Boyette to approve the minutes as written. All voting aye.

Enter into an agreement to purchase a stretch of fiber optics infrastructure, running from the Commercial and Franklin Streets to the Northeast corner of Oak Hill Cemetery, from Neenah Joint School District (NJSD) for a cost of \$15,000 with the purchase being funded from Information Systems Fiber Build Capital Equipment Account (011-1787-743-8115). (Attachment) (Wenninger)

Motion/Second/Carried Skyrms/Steiner to enter into an agreement to purchase the fiber from NJSD even though the school district was not willing to be cooperative and supportive of taxpayer dollars, contingent upon the results of the ODTR test. Motion carried in voice vote, 3-2 with Erickson and Boyette dissenting.

Director Wenninger explained the purchase and the memo to the Committee. With approval of the negotiated agreement, Director Wenninger would have ODTR completed which would give the overall condition of the fiber to be purchased. With this purchase, the city would still be responsible to build one additional mile of fiber layout in order to reach Oak Hill Cemetery, which is the goal.

There was much discussion regarding the negotiation process. The difference between the projected costs, (25% of the cost of a new build) and the price received from NJSD (\$15,000) is \$30. Therefore, staff is recommending entering into an agreement with NJSD for the fiber at \$15,000 contingent upon the ODTR test. Committee members were concerned that City of Neenah taxpayers already paid for the fiber once through the school system and now they are going to pay for it again through the city; it feels like it's being paid for twice. Atty. Rashid compared it to a dump truck that the school purchased, used it for a number of years in which it depreciated. Now there is no longer a need for that dump truck, and now they are selling it at a depreciated value. However, the feeling is understandable. There was talk on how Fox Valley

Technical College abandoned their fiber, and then the fiber was simply gifted to the city. Committee members are curious as to why NJSD is not offering the city the same.

There was also discussion on the lifespan of the fiber. The fiber was installed in 2007. When fiber was first starting to be installed in the early 2000s, it was thought that the average life span would 25-30 years; that is no longer the case. The city installed their fiber in 1998-1999 and have had no problems with the fiber which is still used today. There is more concern with external, physical damage to the fiber by a pole being struck and knocked down, verses internal issues with the fiber itself. There has also been a minimal amount of maintenance on the fiber since its initial installation.

There is cost savings to be had with the discontinued use of Spectrum at Oak Hill Cemetery and Washington Park of about \$300/month. The Spectrum service will no longer be needed if the NJSD fiber is purchased and complete the last one mile last build out to reach the cemetery. This cost savings will pay the \$15,000 fiber costs in about four years.

The Information Systems Department will be making the initial purchase through their Fiber Build Capital Equipment Account (011-1787-743-8115). Since other departments will be using the fiber, the costs will be split out across the other departments.

Discussion was had on whether this was a want or a need. Either way, the future is fiber, it's the way the world is heading. Having the fiber does set the city up for future opportunities. Waiting a year delays the future integration with Oak Hill Cemetery, traffic signal control, possibly area lift stations, and with Washington Park.

Boyette explained that she will be voting no because she feels the purchase price could be negotiated further.

Resolution No. 2023-30 Approval of Project for Winnebago County Spirit Fund Local Government Allocation. (Attachment) (Rasmussen)

Motion/Second/Carried Skyrms/Steiner for Council to approve Resolution No. 2023-30 Winnebago County Spirit Fund Local Government Allocation as presented. All voting aye.

Director Rasmussen explained the Winnebago County Spirit Fund was created in March of 2023 out of the ARPA dollars. The County Board passed a resolution to pay each municipality \$145,000. In order to receive the money, each municipality had to identify a project that had a one-time expense, with a legacy. The project could be reimbursable. Staff is recommending the resurfacing of Hunt Avenue, Brookwood Drive and Fairwood Drive project as the reimbursable, onetime expense with a legacy project to receive the Spirit Fund money. The total cost of the project was \$486,851. This area had a PASER rating of 2 and is a low to moderate income neighborhood. This neighborhood will benefit from this project for some time.

There was also discussion on additional applications for ARPA funds submitted by different city departments, i.e. Police Department for barricades, Water Utility for piping across Oak Street Bridge, Fire Department for radios and training. Hopefully the city will receive some of those monies.

**Motion/Second/Carried by Borchardt/Steiner to adjourn the meeting. All voting aye.
Meeting adjourned at 6:58 pm.**

Respectfully submitted,

Charlotte K. Nagel

Charlotte K. Nagel, WCMC
City Clerk



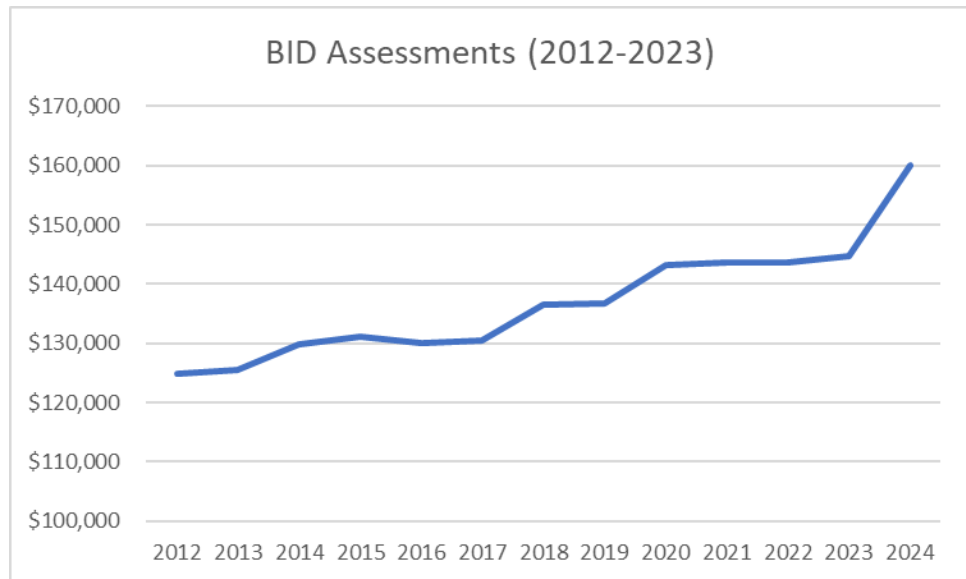
MEMORANDUM

DATE: November 28, 2023
TO: Chairman Erickson and the Finance and Personnel Committee
FROM: Brad Schmidt, Deputy Director
RE: 2024 BID Operating Plan and Schedule of Assessments

At its November 21, 2023, meeting, the Neenah Central City BID Board approved its 2024 Operating Plan and recommends Council adoption of the same. A copy of the plan is attached.

Schedule of Assessments

2013 -- \$125,560
2014 -- \$129,886
2015 -- \$131,020
2016 -- \$129,992
2017 -- \$130,379
2018 -- \$136,528
2019 -- \$136,694
2020 -- \$143,268
2021 -- \$143,534
2022 -- \$143,731
2023 -- \$144,797
2024 -- \$160,107



Net Increase in BID Assessment Collection from 2023 Level= \$15,310.

In addition to the \$160,107 in assessment collections, the BID will be carrying over \$14,733 in funds from 2023, making the final BID budget for 2024, \$174,841.

An appropriate motion would be to recommend Council adoption of Resolution No. 2023-32, approving the Neenah Central City Business Improvement District 2024 Operating Plan.

Neenah Central City Business Improvement District Year Twenty-Three Operating Plan - 2024

**** DRAFT ****

Approved

Future Neenah Board: pending 11.20.23

BID Board: pending 11.21.23

Council: pending 12.6.23

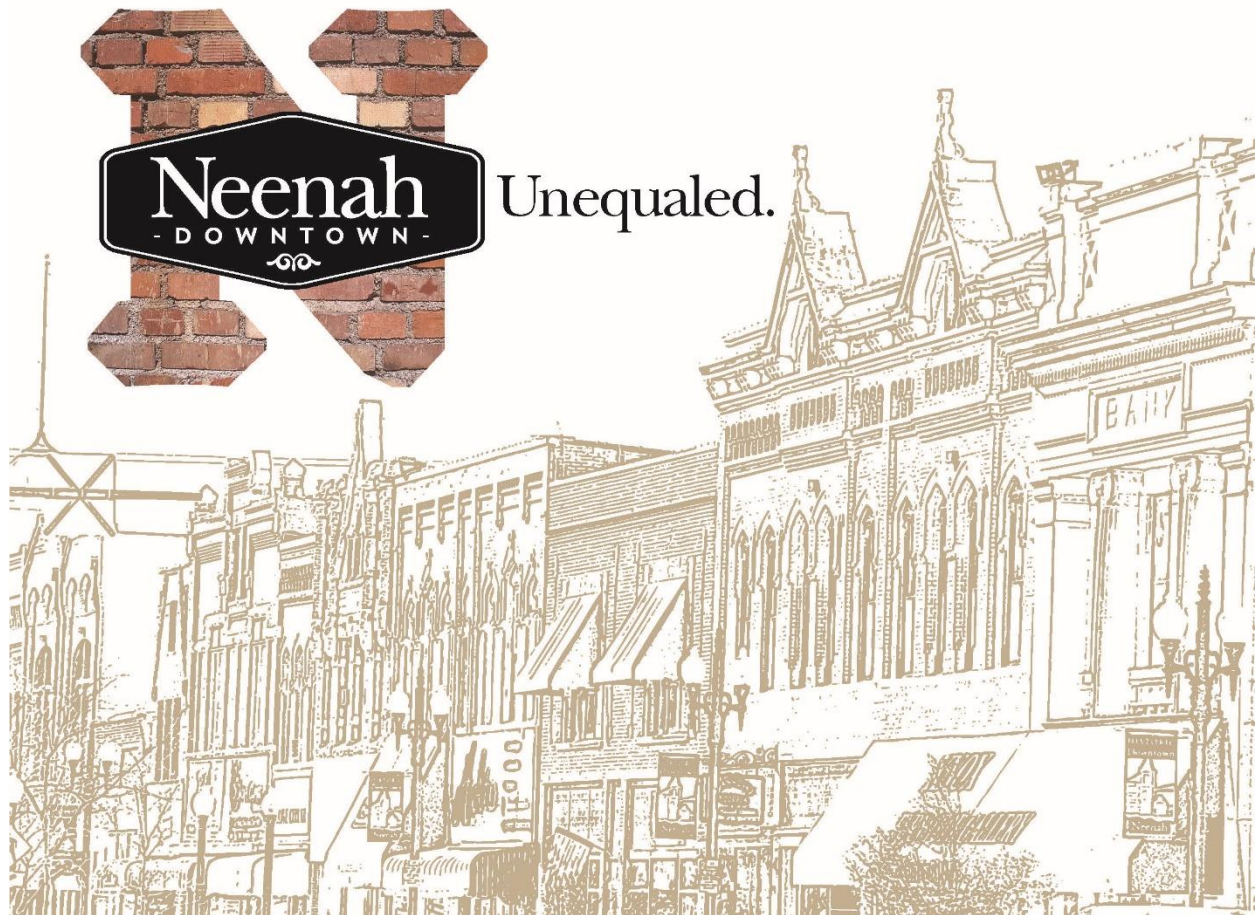


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Downtown Neenah Brand Statement

We are Neenah, Wisconsin.

Born on the banks where the Winnebago flows into the mighty Fox, we were named for running water. And that water has long since been our heart and our soul. It has fueled paper mills and steel industry, and it has fueled an unequalled culture that is truly built on water.

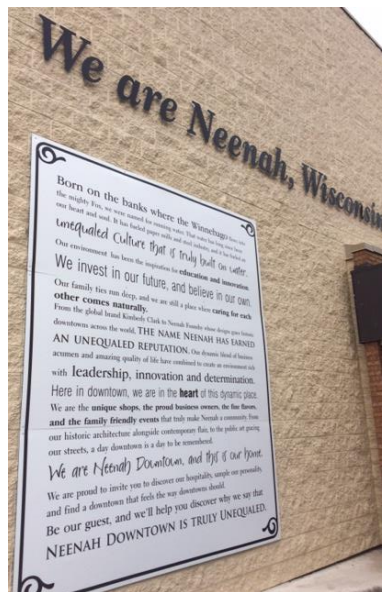
Our environment has been the inspiration for education and innovation. We invest in our future and believe in our own. Our family ties run deep, and we are still a place where caring for each other comes naturally.

From the global brand Kimberly-Clark to Neenah Foundry whose designs grace historic downtowns across the world the name Neenah has earned an unequalled reputation. Our dynamic blend of business acumen and amazing quality of life have combined to create an environment rich with leadership, innovation and determination.

And here in downtown, we are the heart of this dynamic place. We are the unique shops, the proud business owners, the fine flavors, and the family friendly events that truly make Neenah a community. From our historic architecture alongside contemporary flair to the public art gracing our streets, a day downtown is a day to be remembered.

We are Neenah Downtown, and this is our home. We are proud to invite you to discover our hospitality, sample our personality, and find a downtown that feels the way downtowns should. Be our guest, and we'll help you discover why we say that Neenah Downtown is truly Unequaled.

District Brand Statement Signage (below).



**2024
OPERATING PLAN
NEENAH CENTRAL CITY BUSINESS IMPROVEMENT DISTRICT**

I. INTRODUCTION

Under Wisconsin Act 184, signed into law in 1984, Wisconsin municipalities are authorized to create Business Improvement Districts (BIDs) upon petition of at least one property owner within the proposed district. The State Legislature created Section 66.1109 of the Wisconsin Statutes (the “BID Law”) to provide a mechanism “...to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” See Appendix E, 1983 Wis. Act 184, Section 1, legislative declaration. In many instances, BIDs are designed to promote, develop, redevelop, manage, and maintain the district. BIDs use various methods to determine assessments. A majority of Wisconsin BID’s levy is based on each parcel’s assessed value. Under the BID law, properties used exclusively for residential purposes may not be assessed.

Business improvement district assessments are quite similar to traditional special assessments wherein property owners are assessed for improvements or services that benefit them. Unlike traditional special assessments, however, business improvement district assessments can be used to finance a wide range of activities, services, and improvements. Business improvement districts in Wisconsin have been used to fund a broad scope of activity including business retention and recruitment programs, marketing and promotional activities, environmental enhancement, maintenance programs, parking utilization, services such as snow removal, façade renovations, as well as crime prevention and security activities.

In 2001, business and property owners located within the Neenah Central City Business Improvement District (the “District”) signed a petition requesting the creation of a Business Improvement District. The purpose of the District is to sustain the competitiveness of Downtown and ensure a safe, clean environment conducive to business and recreational activity. The petition was included as part of the Initial Operating Plan that was developed in accordance with the BID statutes. The Neenah Common Council approved the Plan and created the District on November 20, 2001. The BID District functions as a cooperative partnership with the City of Neenah (City) and Future Neenah, Inc. (FNI).

This 2023 Operating Plan will govern the operation and management of the BID for the next year. It is anticipated that the BID will be renewed for subsequent years with essentially the same terms and conditions (with options to modify work plans, budgets, etc.), and in the manner prescribed under section 66.1109 (3) (b) of the BID law.

The provisions set forth herein shall constitute the “Operating Plan” of the Neenah Central City BID. As used herein, “BID” shall refer to the business improvement district’s operating and governance mechanism and “District” shall refer to the real estate located within the physical boundaries of the business improvement district, as provided herein.

A. Purpose of the BID

Since its inception, the objectives of the BID have been and continue to be to attract merchants and entrepreneurs that will increase customer traffic downtown, better enabling the Downtown District to compete for customers with suburban, residential, and commercial areas, and to position it as a destination point. Key focus areas are management, retention, recruitment, marketing, public relations and physical maintenance of the District. These are proposed because

1. Use of the BID mechanism to create a broad based entity focused on achieving specified goals and objectives, and led by a volunteer Board of Directors will help ensure that a sustainable management, retention, recruitment, marketing and maintenance program will continue on a long-term basis.
2. The District includes a variety of properties in differing types and sizes. Existing public funding sources used to maintain and promote the District in the past have not been sufficient. Unified development efforts will have to be financed with new private resources as well as existing public and private dollars. A system of shared costs,

responsibilities, and programs will provide for long-term results that would otherwise not be obtainable. An example of the benefit of this effort will be the District supplementing the maintenance provided by the City in order to increase the appearance and cleanliness of Downtown. The City will continue to provide its current level of maintenance and service. The City, FNI, and the District have developed a Cooperation Agreement to address the common goal of maintaining a clean, safe, and vibrant central business district. This agreement defines roles and responsibilities among the parties, improves communication, makes efficient use of time and resources, and encourages success. The Cooperation Agreement will be extended for a two-year renewal, through December 31, 2025, with the adoption of the 2023 Operating Plan. Future renewal is subject to the mutual agreement of all parties. A retreat of all parties involved (City/FNI/BID) was last held October 17, 2023 to update this Cooperative Agreement. At that time, action was taken to replace this working document with an Agreement that more accurately reflects the partnership and shared duties/responsibilities. All parties agreed to meet every other year in similar fashion to renew this Cooperative Agreement. (Appendix L)

3. The BID law provides a mechanism whereby private property owners can work together in conjunction with the City of Neenah and Future Neenah, Inc. to develop and maintain the District. The goals and objectives of the 2040 Comprehensive Plan, the 2022 Neenah Next Downtown Plan, the 2013 Market Analysis & Branding Study, the Waterfront Design and Development Master Plan, the 2008 Glatfelter Mill Redevelopment Master Plan, the 2014 parking study, and other programs that promote the economic vitality of the Downtown will be consulted in the management of the BID.
4. The continued use of the BID mechanism helps to ensure that the entire District will be promoted, managed and developed as expeditiously and cost effectively as possible, further ensuring that efforts to showcase and benefit the District continue into the future.
5. There have been more than 1000 BID's formed in North America, including 85+ BIDs in Wisconsin. BIDs are a critical ingredient in commercial area revitalization and have proven to be successful by funding improvements and services that enhance the overall vitality of a business district. Success is measured by higher occupancies, sales, and property values.

II. DEVELOPMENT PLAN

This shall be the Business Improvement District Operating Plan for the Neenah Central City Business Improvement District, for the year 2024.

A. Plan Objectives

The BID seeks to protect public and private investments in Downtown Neenah, and to attract new investment to the District. The BID exists to promote the orderly development and physical maintenance of the District, including implementation of the Downtown element of Neenah's 2040 Comprehensive Plan, and to develop, redevelop, maintain, operate and promote the District efficiently and effectively. The BID shall work to preserve and improve economic, cultural, and social conditions within the District by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides the necessary funding to plan, evaluate, facilitate and implement District development projects, planning activities, services and promotional activities that will help to acquire and grow sustainable consumer markets that Downtown Neenah can attract and serve, thus strengthening its competitiveness in the regional marketplace.

B. Plan of Action For 2024

The BID shall carry out its objectives by renewing the contract with FNI to carry out the administrative and management of the Plan of Action. It will be the task and responsibility of the BID Board and its standing committees to define and direct the implementation of the Plan of Action. The 2024 Plan of Action of the BID Board, as established by its four standing committees, is identified in the attached Appendix G.

C. Benefits

Funds collected by the BID under this plan will be spent for the benefit of the District.

Activities will:

1. Help District property owners secure and retain quality tenants.
2. Assist property owners and prospective tenants with governmental processes.
3. Assist property owners in retaining existing tenants by providing programs and services to troubleshoot, problem solve, and educate.
4. Assist property owners in recruiting new businesses to the District by using various proactive methods such as:
 - Track market trends, strengths, and weaknesses in order to target those new business sectors that should be recruited in the District.
 - Implement a marketing strategy and material to assist in attracting new businesses.
 - Continue to refine a database that tracks all property available within the BID. Use the database for informing potential new business of these locations.
5. Offer information and referral for financial assistance in developing and improving property.
6. Assist property owners in promoting not only their property, but also the District as a whole.
7. Address parking issues and concerns by working with City officials and recommending improvements to the Downtown Parking System.
8. Address safety issues through cooperative work with business owners and City officials in order to develop new programs aimed at keeping the BID safe for customers, owners, pedestrians, and residents.

Help increase the value of property in the District by:

1. Improving the image of the District.
 - Continue to implement and update the marketing and branding study to attract new customers, businesses, and pedestrian traffic to the area.
 - Continue to educate business and property owners, Downtown employees, and customers on parking availability, rules, and regulations.
2. Encouraging property owners and tenants to make improvements and enhancements to buildings in the District.
 - Continue to support the City's efforts at securing funding for continuation of the façade grant program.
 - Encourage and promote any new building improvements through the use of marketing campaigns, newsletters and media.
3. Expanding promotional and retail events that increase pedestrian traffic in the District.
 - Promote events such as Farmers Market, the Christmas Event, Ultimate Ladies Day, Shattuck Park Summer Concert Series, etc.
 - Work cooperatively with event organizers to develop new events and grow existing events that create public awareness of what businesses are located within the BID and encourage people to come to the District.

Help tenants and existing businesses in the District become stronger by:

1. Developing vacant property and land.
2. Working with business owners in finding and obtaining tenants/owners to purchase/lease available space.
3. Assisting in marketing the BID to the general public and to private developers.
4. Working with area businesses and City officials to develop solutions for undesirable property.
5. Monitoring the enforcement of codes on properties that are neglected due to absentee owners.

D. BID Organization and Operating Board

The Mayor of the City of Neenah, as outlined below, shall appoint the BID Board ("Board"), with input from the current BID Board membership, Future Neenah, Inc., City Officials and the property/business owners in the District. Appointments to the Board shall be made before the commencement of the Plan Year for which the Operating Plan was adopted.

This Board's primary responsibility shall be to implement the current year's Operating Plan, to contract for the carrying out of the Operating Plan, contracting for preparation of an annual report and audit or review on the District, annually considering and making changes to the Operating Plan and submitting the Operating Plan for the following Plan Year to the Common Council of the City of Neenah for approval. These responsibilities may require the Board to negotiate with providers of service and materials to carry out the Plan; to enter into various contracts; to monitor development activity; and, to ensure District compliance with provisions of applicable statutes and regulations.

The BID Board shall be structured as follows:

1. Board size—11
2. Composition – The Board shall be made up of representatives from the following groups/interests:
 - Six (6) owners of property within the District.
 - One (1) representative from each of the following three (3) downtown business sectors:
 - Service/retail
 - Hospitality
 - Office
 - One (1) community representative with no direct property ownership or business interests within the District. This appointee shall be a City of Neenah resident.
 - One (1) representative of the City of Neenah administration, appointed by the Common Council.

Board appointments are made by the Mayor and confirmed by the Common Council. Any Board member who no longer meets the eligibility requirements associated with his/her particular appointment category (i.e. sale of property, employment change, etc.) shall be replaced. The Board shall recommend a replacement appointee to the Mayor, who will present a nominee for Council confirmation within 30 days.

3. Term — Appointments to the Board shall be for a period of three (3) years, on staggered terms, each ending on December 31 of the year of expiration except that the City of Neenah administration representative shall be appointed for a one year term at the annual April organizational meeting of the Common Council. The Board may remove by majority vote, any BID Board member who is absent from more than 3 meetings, without valid cause, and may recommend a replacement appointee to the Mayor, who will present a nominee for Council confirmation within 30 days.
4. Compensation —None.
5. Meetings — All meetings of the Board shall be conducted in strict adherence to the Wisconsin Open Meeting Law, Chapter 426, Laws of 1975. Minutes will be recorded and submitted to the City and the Board. The Board shall adopt Roberts Rules of Order to govern the conduct of its meetings, and shall meet regularly, at least annually.
6. Recordkeeping — Files and records of the Board’s affairs shall be kept pursuant to public record requirements.
7. Staffing — The Board will contract for services pursuant to this Plan and subsequent modifications thereof. Unless requested otherwise by the Board, any staff members or employees of contractors may attend all meetings of the Board, but will not have voting authority.
8. Officers — The Board shall appoint a Chairman, Vice-Chairman, Treasurer and Secretary, any two of the four of which shall have the authority to execute documents on behalf of the full Board, for the purposes authorized by the full Board, including the authorization for the writing of checks.
9. For purposes of this section “person” means an individual owner of a parcel, or a representative of an entity owner of such parcel. No one individual, and no more than one representative of any entity, may hold more than one Board position. If, during the course of a term, a Board member’s situation changes, so that they no longer fit the definition for that seat, such as by selling their parcel, they shall resign within 10 days of selling their parcel.
10. Future Neenah, Inc. shall have a representative on the BID Board. Depending on that representative’s status, they may or may not be a voting member per the provisions of Section D. 2. above.

E. Annual Review

This Operating Plan, when adopted, shall be the governing plan for the Plan Year. Approval by the City's Common Council of such Plan shall be conclusive evidence of compliance of such Plan with the BID Law, Section 66.1109 (3) (b).

The BID Law allows the BID to annually present amendments to its Plan. The following process for approval of the amended Plan will be followed.

1. The proposed Operating Plan for the following Plan Year will be drafted by FNI as the administrative arm of the BID with input from the BID and FNI Boards as well as the City, then submitted to the BID Board and the FNI Board for review and input.
2. The Plan may be re-drafted and submitted to the BID Board for approval based on comments by the BID and FNI Boards.
3. The BID Board will review the proposed BID Plan and make a recommendation to the Common Council.
4. The Common Council will act on the proposed BID Operating Plan for the following Plan Year.
5. Mayoral appointment and Council confirmation of new members to the BID Board will be made 30 days prior to the expiration of outgoing Board members terms. It is anticipated that the BID Board will continue to revise and develop the master Operating Plan for later Plan Years, in response to changing development needs and opportunities in the District, within the purpose and objectives defined herein. Included in these changes for later Plan Years will be changes in the BID budget and assessments.

F. Relationship to Plans for the Orderly Development of the City

Under Wisconsin Statutes Section 66.1109 (1)(f)(4), this Operating Plan is required to specify how the creation of a Business Improvement District promotes the orderly development of the City. The District will enhance the cleanliness, safety, development, and marketability of the Downtown, consequently, encouraging commerce in the City. Further, increased business activity in the City will increase sales tax revenues and property tax base. Orderly development of the City is consistent with the City of Neenah's 2040 Comprehensive Plan, 2022 Neenah Next Downtown Plan, the Waterfront Design and Development Master Plan, the 2008 Glatfelter Mill Redevelopment Master Plan, and will promote the orderly development of the City in general and the Downtown in particular.

G. Powers

The BID, and the Board managing the BID, shall have all the powers authorized by law, and by this Plan, and shall have all powers necessary or convenient to implement the Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract on behalf of the BID with Future Neenah Incorporated to implement the Operational Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To acquire, improve, lease and sell properties within the District, and otherwise deal in real estate.
6. To undertake on its own account, public improvements and/or to assist in development, underwriting or guaranteeing public improvements within the District.
7. To apply for, accept, and use grants and gifts for the benefit of the District. This will be accomplished by utilizing FNI's 501 (c) 3 not-for-profit status.
8. To elect officers, hire employees and contract out work as necessary to achieve its goals.
9. To insure the security of the District.
10. To elect Officers to assist in carrying out the day-to-day work authorized by the BID Board, including authorizing the payment of invoices, bills, claims and contracts on behalf of the Board, and to adopt By-Laws governing the conduct of the BID Board, its Officers and the day-to-day operation of the BID Board and Board meetings.

H. Budget

All of the estimated expenditures of the BID are shown on Appendix A, the Budget. All of the expected expenditures will be financed by the collection of BID assessments and with other revenues generated by City participation, gifts, donations, in-kind services, grant applications, etc.

The BID will continue to contract with FNI for staff/administrative/management/implementation services. Funds collected through BID assessments shall be used to pay for this contract in order to implement a full-fledged, successful and sustainable downtown management program. The BID Board and FNI will cooperatively and jointly raise additional funds through public and private sources to cover the remaining funds needed for any other projects not identified herein.

Except as identified herein, all expenditures will be incurred during the Plan Year. Any funds remaining on any line item above may be moved to another budget line item, as determined by the BID Board. Any unused funds remaining at the end of the year shall be deposited into contingency funds or designated for specific uses in the following Plan Year. If any additional funds are received by the BID, whether from gifts, grants, government programs, or other sources, they shall be expended for the purposes identified herein, and in the manner required by the source of such funds, or, if the funds have no restrictions, in the manner determined by the BID Board and in keeping with the objectives of the BID Operating Plan. All physical improvements made with these funds shall be made in the District. The location of other expenditures shall be as determined by the BID Board, but for the benefit of the District.

In 2007, the BID Board created a Capital Reserve Account. Each year, the Board may approve a specific amount of the District's assessment or reserve to be set-aside and deposited in the Account. The Account is for long term capital needs or projects that may require extraordinary funding during a budget year. Also included are segregated funds for snow emergency and sign/public art savings.

III. DISTRICT BOUNDARIES

The District is defined by the current configuration of those tax key parcels, listed in Appendix B, attached hereto and incorporated herein by this reference, reflecting the parcels as they preexisted and/or existed in the City of Neenah's Assessor's records as of November 1, 2023.

The District is generally bounded on the North by the Southern Water Canal, on the East by Oak and Walnut Streets, on the West by Millview Drive and Main Street, and extending South along Commercial Street to Jackson Street. Properties zoned for commercial use by the City of Neenah on both sides of boundary streets are included in the District. The District includes 81 taxable parcels subject to BID assessment. Notwithstanding the above, parcels of property that are not subject to general real estate taxes, and real properties used exclusively for residential purposes shall be excluded from the District by definition, even though they lie within the boundaries shown on Appendix B. Land parcels exempt from general real estate taxes, but which have taxable real estate improvements upon them, may have those improvements assessed.

IV. FINANCING METHOD

The proposed expenditures outlined in the Appendix A, Budget, will be financed with funds collected from the BID assessment. Monies collected from the BID assessment will also be used to contract for services from FNI in accordance with the Contract for Services between the BID and FNI.

V. METHOD OF ASSESSMENT

A. Parcels Assessed

All taxable property used for commercial purposes will be assessed. Properties used exclusively for residential purposes will not be assessed as required by the BID Law. Mixed-use properties containing some residential use will be fully assessed by the District. All real property used exclusively or in part for manufacturing will be assessed at this time. Property exempt from paying real estate taxes or owned by government agencies will not be assessed, as required by BID law.

B. Levy of Assessment

Special assessments under this Operating Plan are hereby levied, through the adoption of this Operating Plan by the City of Neenah against each taxable property within the District, in the amount shown on the assessment schedule, which is attached as Appendix C.

The assessments shown in Appendix C were calculated at the rate of \$2.95 per \$1000 of assessed value, with no parcel assessed more than \$7000.00 and no parcel assessed less than \$750.00. Property values used to calculate the BID assessment represent the assessed value of real property, as certified by the City of Neenah Assessor, as of January 1, 2023.

The principal behind the assessment methodology is that each non-exempt parcel's owner should pay for District development in proportion to the benefits derived. Obviously, not every parcel in the District will benefit equally, nor should each parcel, regardless of size or value, contribute in exact ratio of property value. It is assumed that a minimum and maximum benefit can be achieved for each parcel, thus minimum and maximum BID assessments have been established. The Operating Plan projects that in the future, the annual maximum assessment per tax parcel, if increased, will not be adjusted by more than the prevailing Consumer Price Index for that given period.

C. Schedule of Assessments

Appendix C provides a Schedule of Assessments of all non-exempt and non-taxable parcels within the BID, based on the formula described above.

D. Assessment Collection and Dispersal

The City of Neenah will make available a list of all of the non-exempt parcels assessed amounts which can be paid early, prior to being placed on the tax bill. Any assessments that remain unpaid shall be included as special assessments levied herein as a separate line item on the real estate tax bill for each parcel. The City shall collect such assessment with the taxes as a special assessment and in the same manner as such taxes, and shall turn over all funds so collected to the BID Board for distribution in accordance with the BID Plan.

All BID assessments shall be shown on the real estate tax bill as due and owing in full with the first installment of taxes (January 31), and shall carry the same penalties and interest if not so paid.

The City shall hold funds collected for BID assessments in a segregated account. Any BID assessments collected by the City before or after the Plan Year for which the assessments were made are to be used by the BID Board in the manner as if received during the applicable Plan Year. This provision is intended to govern BID assessments prepaid by December prior to the applicable Plan Year, and/or delinquent and late payments made after the Plan Year.

The BID Board shall prepare and make available to the public and City Council annual reports (app F) describing the current status of the BID, including expenditures and revenues (app A), at the time it submits its amended Plan to the City for the following year. Following the end of the fiscal year, an independent certified audit or review as specified by WI State Statute 66.1102 Sub. (3) (c) shall be obtained by the Board, and will be paid out of the BID Budget.

Disbursement of BID funds shall be made in accordance with the approved BID Operating Plan and Budget. Disbursements for contracted services, such as those provided by Future Neenah, Incorporated, shall be made on a reimbursement basis. Invoices and documentation of services performed shall be submitted to the BID Board for approval of payment or reimbursement.

The presentation of the proposed Plan to the City shall be deemed a standing order of the Board under 66.1109 (4) Wis. Stats. to disburse the BID assessments in the manner provided herein. This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or accounting method. Other than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

E. Annual Report

The Board will prepare an annual report (app F) as required by sec 66.1109(3)(c) of the WI Statutes. The report will include the required audit or review. The BID will be solely responsible for payment of any funds specified for the BID Audit or Review and related to BID activities for Audit or Review.

VI. CITY ROLE IN DISTRICT OPERATIONS

The City of Neenah is committed to helping owners and occupants in the District promote the objectives outlined in this Operating Plan, while maintaining autonomy in the preparation and adoption of its annual budget. Historically, the City has made significant annual investments in the Central Business District for maintenance, upkeep, and infrastructure. The City will continue providing quality services, capital improvements, funds for maintenance, facade renovation, enhancement of the waterfront, and staff support for economic development. Details are provided in appendix L. In furtherance of its continued commitment, the City shall:

1. Assist with implementation and refinement of the Cooperation Agreement.
2. Encourage the County, State, and Federal Governments to support activities of the District.
3. Actively monitor and when appropriate, apply for outside funds, which could be used in support of the District.
4. Collect assessments and maintain a segregated account.
5. Provide disbursement of BID Funds to service providers in accordance with the BID Operating Plan and Budget.
6. Contract with a firm to conduct the Audit or Review.
7. Provide a cost estimate for said audit no later than October 1 for the following year.
8. Provide a separate monthly financial statement to the BID Board.
9. Review annual audits or reviews as required per 66.1109 (3)of the BID Law.
10. Provide to the BID Board, through the Assessor's Office, no later than November 15th each Plan Year, the official City records on assessed value for each tax key number within the District, as of that date in each Plan Year, for the purposes of calculating the BID assessment.
11. Adopt this Plan in the manner required by the BID Law.
12. Appoint and confirm new BID Board members as required herein.

VII. REQUIRED STATEMENTS

The Business Improvement District Law requires the Plan to include several specific statements.

66.1109 (1) (f) (1m): The District will contain property used exclusively for manufacturing purpose, as well as properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed that they will benefit from development in the District.

66.1109 (5) (a): Property known to be used exclusively for residential purposes will not be assessed under the initial and future years Operating Plan.

66.1109 (1) (f) 5: A legal opinion from Neenah City Attorney, indicating that the Operating Plan complies with all applicable provisions of Section 66.1109(1)(f)(1-4), is attached as Appendix D.

VIII. RELATIONSHIP

A. Future Neenah, Incorporated

The BID shall be a separate entity from Future Neenah Incorporated (FNI), notwithstanding the fact that officers and directors may be

in part shared. FNI shall remain a private not-for-profit organization. Any contracting with FNI to provide services to BID shall be exempt from the requirements of 62.15, Stats, because such contracts shall not be for the construction of improvements or provision of materials. If the BID does contract for the construction of improvements or provisions of material, it shall follow the requirements of such statutes to the extent applicable to assure open, competitive procurement of contracts and purchases. Further, the annual accounting required under section 66.1109 (3)(c), Stats, shall be deemed to fulfill the requirements under 62.15 (14) Stats. Ownership of assets of Future Neenah, Incorporated shall remain solely with Future Neenah, Incorporated.

B. Binding Clause

The adoption of this Operating Plan is subject to the BID Board renewal of the contract for services with Future Neenah, Incorporated to carry out this Operating Plan; and if said contract is not renewed, then this Plan shall be null and void.

IX. SEVERABILITY AND EXPANSION

The Business Improvement District has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin.

Should any court find any portion of the BID Law or this Plan invalid or unconstitutional, said decision will not invalidate or terminate the Business Improvement District, and this Operating Plan will be amended to conform to the law without need of re-establishment.

Should any Legislature amend the statute to narrow or broaden the purposes of a Business Improvement District so as to, among other things, exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Neenah as part of, and when it conducts its annual budget approval, and without necessity to undertake any other act.

All of the above is specifically authorized under Section 66.1109 (3) (b) of the BID Law.

If it is determined by a court or administrative body that a parcel(s) of property not subject to general real estate taxes may not be included within the District, then such parcel(s) shall be excluded from the definition of the District.

All appendices are hereby incorporated by reference.

A. Measures of Success

The success of the BID is ultimately determined by the level of satisfaction of those who create it and who control the life of the BID. This measure of success is anecdotal and is indicated by efforts or lack thereof to dissolve the BID.

Other anecdotal information useful in understanding the success of the BID would measure the level of customer satisfaction with the goods and services provided in Downtown Neenah. This information can be attained through various surveys and questionnaires.

Efforts to track sales are burdensome because independent retail and hospitality providers are often unwilling to provide such information.

In addition to the anecdotal evidence suggested above, the following measures will be established and evaluated as quantifiable measures of success:

1. Vision 2040

The downtown element of the City of Neenah's 2040 Comprehensive Plan contains action steps for both public and private sectors. Many of these actions are identified in this Operating Plan. The accomplishment of these objectives shall indicate one measure of success for the BID.

In addition to the City of Neenah’s Comprehensive Plan, other planning tools offer benchmarks of success. The achievement of goals from the 2022 Neenah Next Downtown Plan, the 2013 Downtown Market and Branding Analysis, the Waterfront Master Plan, the 2008 Glatfelter Mill Redevelopment Master Plan, the 2023 Arrowhead District Plan and the 2014 Parking Study could serve a function in the evaluation of the BID implementation plan. The BID partnered with community development toward the development of a Downtown plan in 2022.

2. Commercial Facilitation

One measure that can easily be quantified is the number of businesses, both existing and new, that receive help, either financial or advocacy services, by the BID. (See Appendix F, 2023 Annual Report for commercial facilitation success in the past year.)

3. Commercial Valuations

One measure of success is related to the growth in value of private property in Downtown Neenah. Quantifiable valuation measures are calculated annually to measure success over time. (See Appendix C)

4. Occupancy Rates and Business Inventory

In addition to City of Neenah statistics, private sources offer insight as to the success of the BID. For these measures, 2002 data will serve as baseline.

APPENDIX A

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT PROPOSED 2024 BUDGET

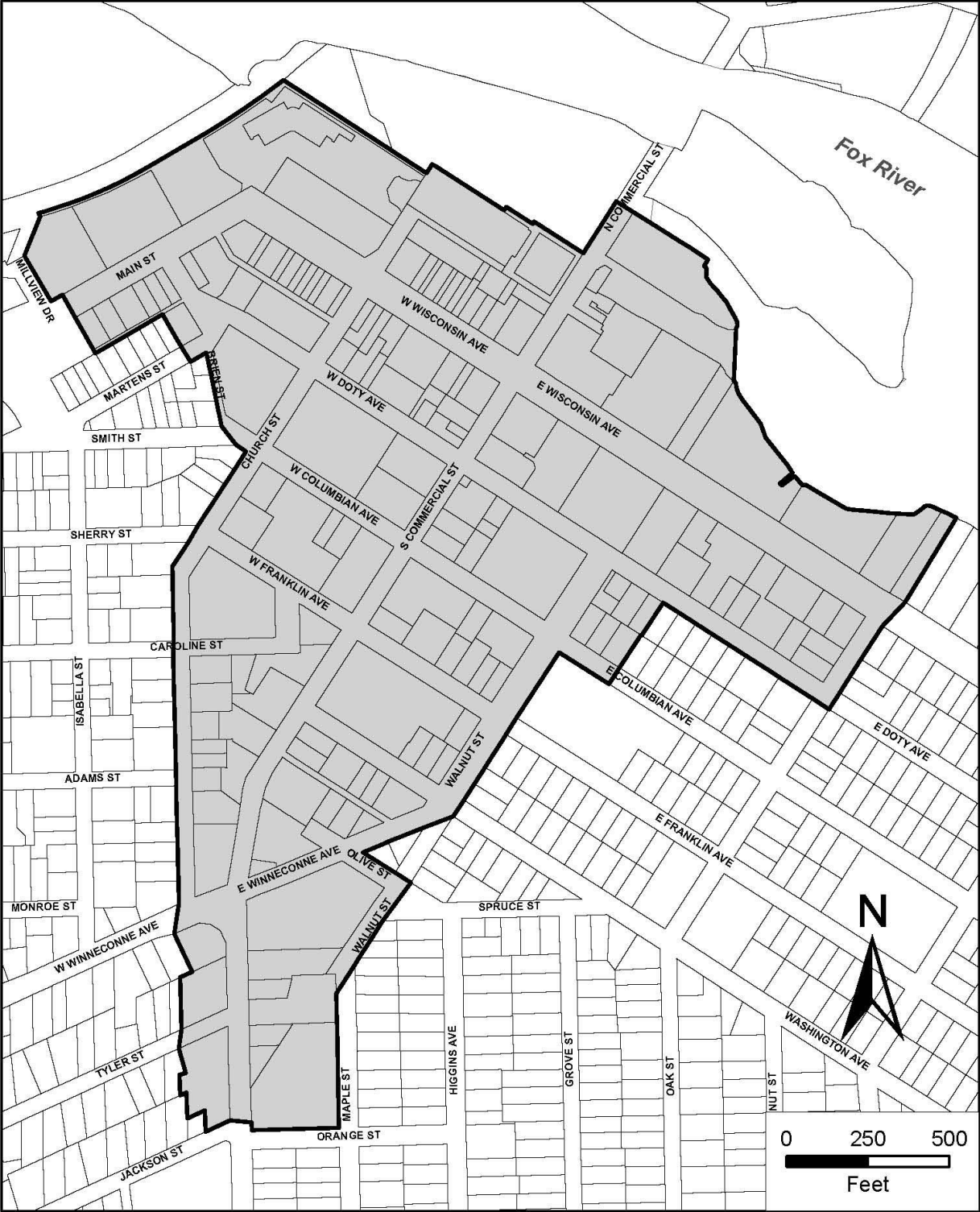
CENTRAL CITY BUSINESS IMPROVEMENT DISTRICT				
2024 Budget Worksheet				
	ESTIMATED			
	YTD Total	2023	2024	
	2023	BUDGET	BUDGET	
Beginning Balance	\$ 20,202.00	\$ 17,145.00		14,733.00
INCOME				
BID assessment	\$ 144,797.00	\$ 144,797.00		160,108.00
Total Income	\$ 164,999.00	\$ 161,942.00		174,841.00
CENTRALIZED MANAGEMENT				
PUBLIC RELATIONS	66,279.00	66,846.00		69,378.00
RETENTION and RECRUITMENT	27,984.00	28,630.00		34,155.00
MAINTENANCE	19,728.00	25,000.00		30,125.00
TRANSFER TO SAVINGS	31,275.00	36,464.00		41,175.00
	5,000.00	5,000.00		0.00
Total Expenses	\$ 150,266.00	\$ 161,940.00		\$ 174,833.00
Remaining Funds Available	\$ 14,733.00	\$ 2.00		\$ 8.00
CENTRALIZED MANAGEMENT				
Auto Allowance	50.00	100.00		75.00
Postage	50.00	50.00		55.00
Conferences and Meetings	156.00	525.00		400.00
Auditing	2,950.00	2,950.00		3,200.00
Banking Fees	48.00	96.00		48.00
Professional	62,500.00	62,500.00		65,000.00
Office Supplies	525.00	625.00		600.00
Total - Centralized Management	66,279.00	66,846.00		69,378.00
PUBLIC RELATIONS				
Outside Printing	-	1,070.00		3,210.00
Advertising & Publications	3,565.00	4,000.00		4,000.00
Promotional Activites and Events	8,220.00	7,300.00		9,220.00
Outside Services	375.00	600.00		750.00
Secret Shopper	-	60.00		-
Gift Certificates	15,600.00	15,500.00		16,750.00
Brand Implementation	224.00	100.00		225.00
Total Public Relations	\$ 27,984.00	\$ 28,630.00		\$ 34,155.00

APPENDIX A

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT PROPOSED 2024 BUDGET

RETENTION and RECRUITMENT			
Misc. Expenditures	-	1,000.00	\$ 500.00
Awning / Sign / Sandw Bd Grant	3,064.00	5,000.00	6125
Recruitment Tools	-	1,500.00	1500
Retention Grant Program	12,564.00	15,000.00	20000
Placemaking Grant Program	1,000.00	2,500.00	2000
Potential grant requ to 12.31.23	3,100.00		
Total Retention and Recruitment	\$ 19,728.00	\$ 25,000.00	\$ 30,125.00
MAINTENANCE			
Banners	2,050.00	2,750.00	4100
Snow Removal	1,415.00	2,500.00	2830
Recycling	10,195.00	9,600.00	10605
Tree Lights & Holiday Décor	1,000.00	850.00	4250
All Other Supplies	1,190.00	650.00	1200
Storage Rental	1,440.00	864.00	1440
Flower	13,075.00	14,250.00	14250
Fixtures & Facilities	910.00	5,000.00	2500
Total Maintenance Task Force	\$ 31,275.00	\$ 36,464.00	\$ 41,175.00
Transfer to Savings	\$ 5,000.00	\$ 5,000.00	
Total Expenses	\$ 150,266.00	\$ 161,940.00	\$ 174,833.00
Capital Reserve Fund	18,062.00	\$ 19,473.00	\$ 23,062.00
Interest Earnings	82.00	14.00	85.00
Savings - Signage	13,004.00	13,079.00	13,004.00
Maintenance Savings *	3,200.00	3,200.00	3,200.00
Gift Certificate Revenue	33,500.00	-	33,500.00
Reserve Fund Balance	\$ 67,848.00	\$ 35,766.00	\$ 72,851.00

APPENDIX B
MAP OF DISTRICT BOUNDARIES
CENTRAL CITY BUSINESS IMPROVEMENT DISTRICT



**APPENDIX C
Schedule of Assessments**

Tax Key No.	Address	Owner	Type	Asm. Value	B.ID. Tax Amount
02-0066-00-00	533 S. COMMERCIAL ST	GALLOWAY COMPANY	C	305,000	899.75
02-0087-00-00	521 S. COMMERCIAL ST	GB MINIMART LLC, A WISCONSIN L	C	365,000	1,076.75
02-0090-00-00	501 S. COMMERCIAL ST	KT REAL ESTATE HOLDINGS LLC	C	384,000	1,132.80
08-0016-01-00	500 S. COMMERCIAL ST	OAK STREET INVESTMENT GRADE NE	C	1,680,500	4,957.48
08-0019-00-00	512 S. COMMERCIAL ST	BRIGHT STAR PROPERTIES LLC	C	174,500	750.00
08-0022-00-00	526 S. COMMERCIAL ST	COMMUNITY CR. UNION WINNEBAGO	C	600,000	1,770.00
08-0027-00-00	600 S. COMMERCIAL ST	COMMERCIAL STREET PROPERTY LLC	C	1,288,500	3,801.08
10-0033-00-00	251 E. WISCONSIN AVE	GORDON E. STILLINGS	C	280,000	826.00
10-0034-00-00	247 E. WISCONSIN AVE	NEENAH DOWNTOWN REDEVELOPMENT	C	81,500	750.00
10-0035-00-00	241 E. WISCONSIN AVE	KANE LODGE #61	X		
10-0036-00-00	231 E. WISCONSIN AVE	CITY OF NEENAH	X		
10-0037-00-00	219 E. WISCONSIN AVE	NICOLET NATIONAL BANK	C	651,000	1,920.45
10-0039-00-00	211 E. WISCONSIN AVE	MIX RESTAURANT LLC	C	242,000	750.00
10-0040-00-00	205 E. WISCONSIN AVE	WPA NEENAH SPE, LLC	C	206,000	750.00
10-0054-00-00	244 E. DOTY AVE	NEENAH DOWNTOWN REDEVELOPMENT	C	51,000	750.00
10-0058-00-00	123 E. WISCONSIN AVE	WPA NEENAH SPE, LLC	C	7,819,000	7,000.00
10-0065-00-00	111 E. WISCONSIN AVE	INVESTMENT CREATIONS, LLC, A W	C	1,015,000	2,994.25
10-0067-00-00	101 E. WISCONSIN AVE	INVESTMENT CREATIONS, LLC, A W	C	215,000	750.00
10-0069-00-00	116 S. COMMERCIAL ST	INVESTMENT CREATIONS, LLC	C	947,000	2,793.65
10-0076-00-00	100 W. WISCONSIN AVE	ASSOCIATED BANK NA	C	2,300,000	6,785.00
10-0076-01-00	106 W. WISCONSIN AVE	INVESTMENT CREATIONS, LLC	C	210,000	750.00
10-0079-00-00	108 W. WISCONSIN AVE	MIX RESTAURANT LLC	C	340,000	1,003.00
10-0081-00-00	110 W. WISCONSIN AVE	OLD NEENAH, LLC	C	436,500	1,287.68
10-0084-00-00	124 W. WISCONSIN AVE	NEENAH MARKETPLACE LLC	C	780,000	2,301.00
10-0084-04-00	116 W. WISCONSIN AVE	HISTORIC NEENAH PROPERTIES, LL	C	405,000	1,194.75
10-0087-00-00	126 W. WISCONSIN AVE	HISTORIC NEENAH PROPERTIES, LL	C	575,500	1,697.73
10-0089-00-00	130 W. WISCONSIN AVE	INVESTMENT CREATIONS, LLC	C	285,000	840.75
10-0090-00-00	132 W. WISCONSIN AVE	BLACK & TAN HOLDINGS LLC	C	367,500	1,084.13
10-0090-01-00	134 W. WISCONSIN AVE	GREENERICHTER, LLC	C	562,000	1,657.90
10-0092-00-00	120 S. CHURCH ST	CITY OF NEENAH	X		
10-0094-00-00	129 W. DOTY AVE	CITY OF NEENAH	X		
10-0095-00-00	127 W. DOTY AVE	CITY OF NEENAH	X		
10-0096-00-00	119 W. DOTY AVE	CITY OF NEENAH	X		
10-0098-00-00	117 W. DOTY AVE	WISCONSIN TELEPHONE	X		
10-0100-00-00	117 S. COMMERCIAL ST	WISCONSIN TELEPHONE	X		
10-0101-00-00	108 W. DOTY AVE	FIRST UNITED METHODIST CHURCH	X		
10-0102-00-00	200 S. CHURCH ST	FIRST PRESBYTERIAN CHURCH	X		
10-0105-00-00	109 W. COLUMBIAN AVE	BOYS BRIGADE ASSOC	X		
10-0107-00-00	211 WALNUT ST	CITY OF NEENAH	X		
10-0112-00-00	115 E. DOTY AVE	CITY OF NEENAH	X		
10-0113-00-00	109 E. DOTY AVE	FIRST NAT'L BANK NEENAH	C	269,000	793.55
10-0113-01-00	206 S. COMMERCIAL ST	INVESTMENT CREATIONS, LLC	C	130,000	750.00
10-0113-02-00	220 S. COMMERCIAL ST	JAZ OF THE FOX VALLEY LLC	C	239,500	750.00
10-0113-03-00	210 S. COMMERCIAL ST	JAZ OF THE FOX VALLEY LLC	C	152,500	750.00
10-0114-00-00	200 S. COMMERCIAL ST	CITY OF NEENAH	X		

**APPENDIX C
SCHEDULE OF ASSESSMENTS**

Tax Key No.	Address	Owner	Type	Asm. Value	B.ID. Tax Amount
10-0117-00-00	112 E. COLUMBIAN AVE	CITY OF NEENAH	X		
10-0131-00-00	213 E. DOTY AVE	CITY OF NEENAH	X		
10-0132-00-00	207 E. DOTY AVE	CITY OF NEENAH	X		
10-0133-00-00	205 E. DOTY AVE	CITY OF NEENAH	X		
10-0134-00-00	216 WALNUT ST	CITY OF NEENAH	X		
10-0135-00-00	214 WALNUT ST	CITY OF NEENAH	X		
10-0136-00-00	206 E. COLUMBIAN AVE	CITY OF NEENAH	X		
10-0137-00-00	210 E. COLUMBIAN AVE	CITY OF NEENAH	X		
10-0340-00-00	125 N. COMMERCIAL ST	NEENAH DOWNTOWN REDEVELOPMENT	C	210,000	750.00
10-0343-00-00	N. COMMERCIAL ST	COMMUNITY DEVELOPMENT AUTHORIT	X		
10-0346-01-00	2 NEENAH CTR	NEENAH DOWNTOWN REDEVELOPMENT	C	3,400,000	7,000.00
10-0350-00-00	3 NEENAH CTR	NEENAH DWNTWN RDV CORP-3 CNTR	C	3,700,000	7,000.00
10-0360-01-00	1 NEENAH CTR	NEENAH DWNTWN RDV CORP-1 CNTR	C	3,900,000	7,000.00
10-0360-02-00	200 E. WISCONSIN AVE	CITY OF NEENAH	X		
10-0363-00-00	210 E. WISCONSIN AVE	CITY OF NEENAH	X		
10-0364-00-00	240 E. WISCONSIN AVE	NEENAH-LIBRARY	X		
10-0365-00-00	250 E. WISCONSIN AVE	CITY OF NEENAH	X		
10-0366-00-00	E. WISCONSIN AVE	CITY OF NEENAH	X		
10-0378-00-00	135 N. CHURCH ST	COMMUNITY DEVELOPMENT AUTHORIT	X		
10-0378-01-00	120 N. COMMERCIAL ST	ALTA RESOURCES CORP	C	15,644,500	7,000.00
10-0379-00-00	122 N. COMMERCIAL ST	COMMUNITY DEVELOPMENT AUTHORIT	X		
10-0384-00-00	112 N. COMMERCIAL ST	ALTA REALTY, LLC	C	51,500	750.00
10-0390-00-00	101 W. WISCONSIN AVE	ALTA REALTY, LLC	C	578,500	1,706.58
10-0392-00-00	109 W. WISCONSIN AVE	KNOX HOLDINGS, LLC	C	594,500	1,753.78
10-0393-01-00	110 CANAL ST	CITY OF NEENAH	X		
10-0394-00-00	113 W. WISCONSIN AVE	DCF INVESTMENTS, LLC	C	399,500	1,178.53
10-0394-01-00	116 CANAL ST	CITY OF NEENAH	X		
10-0395-00-00	119 W. WISCONSIN AVE	RAMOS ENTERPRISES LLC	C	464,500	1,370.28
10-0396-00-00	120 CANAL ST	CITY OF NEENAH	X		
10-0397-00-00	121 W. WISCONSIN AVE	WISC. AVE. PROPERTIES, LLC	C	311,000	917.45
10-0398-00-00	123 W. WISCONSIN AVE	WISC. AVE. PROPERTIES, LLC	C	300,500	886.48
10-0399-00-00	125 W. WISCONSIN AVE	IRA RESOURCES FBO ROBERT S. WE	C	250,000	750.00
10-0400-00-00	127 W. WISCONSIN AVE	OLD NEENAH, LLC	C	178,500	750.00
10-0401-00-00	129 W. WISCONSIN AVE	INVESTMENT CREATIONS, LLC	C	340,500	1,004.48
10-0402-00-00	133 W. WISCONSIN AVE	AJP PROPERTIES LLC	C	183,000	750.00
10-0403-00-00	135 W. WISCONSIN AVE	FUTURE NEENAH DEV CORP	X		
10-0404-00-00	145 W. WISCONSIN AVE	HISTORIC NEENAH PROPERTIES, LL	C	892,500	2,632.88
10-0416-00-00	109 N. CHURCH ST	CITY OF NEENAH	X		
10-0438-00-00	120 MAIN ST	NEENAH DOWNTOWN REDEVELOPMENT	C	13,500,000	7,000.00
10-0442-00-00	200 MAIN ST	WOLFGANG INVESTMENTS LLC	C	237,000	750.00
10-0443-00-00	206 MAIN ST	STEVEN ERATO V	C	137,000	750.00
10-0444-00-00	208 MAIN ST	COMMUNITY DEVELOPMENT AUTHORIT	X		
10-0445-00-00	210 MAIN ST	PAULA J. PITSCHE	C	222,500	750.00
10-0447-01-00	220 MAIN ST	COMMUNITY DEVELOPMENT AUTHORIT	X		
10-0464-00-00	300 W. DOTY AVE	JAMES W. MARTIN	C	157,000	750.00

**APPENDIX D
LEGAL OPINION**

(drop in from city atty)



Dept. of Legal & Administrative Services
Office of the City Attorney
211 Walnut St. • P.O. Box 426 • Neenah WI 54957-0426
Phone 920-886-6106 • Fax: 920-886-6109
e-mail: DRashid@neenahwi.gov
DAVID C. RASHID
CITY ATTORNEY

**APPENDIX D
LEGAL OPINION**

November 20, 2023

Mr. Alex Wenzel
President, Neenah Central City BID Board
c/o Department of Community Development & Assessment
211 Walnut Street
Neenah, WI 54956

RE: Neenah Central City Business Improvement District ~ Year Twenty-Three
Operating Plan -- 2024

Dear Mr. Wenzel:

This letter is in response to a BID board request for a legal opinion as to the legal sufficiency and statutory compliance of the 2024 Operating Plan for the Neenah Central City Business Improvement District. I have reviewed the 2024 Operating Plan for said district as well as the appendices attached thereto in relation to their compliance with the provisions of Section 66.1109 (1) (f) 1 – 4, Wis. Stats. It is my opinion that the 2024 Operating Plan is in full compliance with all the provisions of Section 66.1109 (1) (f) 1 – 4, Wis. Stats. This opinion is provided in accordance with the requirements of Section 66.1109 (1) (f) 5, Wis. Stats.

Should you have any questions concerning this letter, or the matter in general, please don't hesitate to contact me at your convenience.

Cordially,

David C. Rashid
City Attorney

CC: Brad Schmidt, Dep. Director of Community Development (via e-mail)

APPENDIX E

Wisconsin State *BID* Statute

66.1109 Business improvement districts.

(1) In this section:

(a) "Board" means a business improvement district board appointed under sub. (3) (a).

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

(e) "Municipality" means a city, village or town.

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

2. The kind, number and location of all proposed expenditures within the business improvement district.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

5. A legal opinion that subs. 1. to 4. have been complied with.

(g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(2m) A municipality may annex territory to an existing business improvement district if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.

(b) The planning commission has approved the annexation.

(c) At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of a detail map showing the boundaries of the territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.

(d) Within 30 days after the hearing under par. (c), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.

(3)

(a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business

improvement district, including expenditures and revenues. The report shall include one of the following:

1. If the cash balance in the segregated account described under sub. (4) equaled or exceeded \$300,000 at any time during the period covered by the report, the municipality shall obtain an independent certified audit of the implementation of the operating plan.
 2. If the cash balance in the segregated account described under sub. (4) was less than \$300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.
- (cg) For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. (c) 1. and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. (c) 2. shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the nearest multiple of \$10 if the revised amount is not a multiple of \$10 or, if the revised amount is a multiple of \$5, such an amount shall be increased to the next higher multiple of \$10.
- (cr) The municipality shall obtain an additional independent certified audit of the implementation of the operating plan upon termination of the business improvement district.
- (d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.
- (4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits and reviewed financial statements required under sub. (3) (c), or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.
- (4g) A municipality may convert a business improvement district under s. 66.1110 if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. 66.1110 (4) (b).
- (4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:
- (a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.
 - (b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).
 - (c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.
 - (d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.
 - (e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.
- (5)
- (a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. 70.11 may not be specially assessed for purposes of this section.
 - (b) A municipality may terminate a business improvement district at any time.
 - (c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.
 - (d) If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

APPENDIX F

2023 ANNUAL REPORT

The Neenah Central City Business Improvement District (BID) has successfully completed 22 full years of operation. We are pleased to report that as we review the accomplishments of this past year, many challenges and opportunities were addressed, and new partnerships were formed. Significant progress was made toward attaining the four goals and objectives of the BID, while also ensuring the long-term sustainability of the Neenah City Central Business Improvement District.

Served the Downtown as the central administrative hub:

- Continued implementation of a multi-party Cooperative Agreement between the BID, FNI and the City of Neenah to address volunteer and staffing solutions for maintenance and programming in the district. (Next meeting '25.) Most recent partner meeting was held Oct 17, 2023.
- Hosted BID annual meeting with a walk-in format including info sharing and continental breakfast at Future Neenah office – Spring 2023.
- Staff attended the Fox Cities Convention and Visitors Bureau Annual Meeting which included a presentation of the Destination Next Master Plan findings.
- Worked cooperatively and met with BID representatives from surrounding communities.
- Continued investment in the Downtown community of over \$144,797.
- Future Neenah awarded Catherine Fleischer of Elements Unleashed the 2022 Downtown Business of the Year, The Plaza at Gateway Park the 2022 Neenah with Pride Award, and Maintenance Man Mike and wife Kim the Champion Award.
- Conducted a review of the BID's 2022 financials.
- Continued distribution of "Neenah To Know" email blasts to district businesses.
- Future Neenah carried on its 40-year history of supporting the Downtown and BID through administrative support.

Sustained the competitiveness of Downtown through an ongoing program of marketing:

Enhanced the availability of BID information on the web:

- Media Management: Instagram account for Downtown Neenah. #downtownneenah (2,019 followers on Nov. 1 * a 9% increase over 2022)
- From 1/1/23 to 11/1/23, the FNI website had 36,762 users. The top requested BID pages were in order from most popular: Business List, Downtown, Ladies Day, Dining/Entertainment, Shopping.
- Utilized Future Neenah's 'MailChimp' email blast program (1,495 subscribers) to promote Downtown events and activities such as the Ladies Day, Warm Your Heart, Shop & Stroll, Cookie Crawl with Luminaries, Summer Madness Sale and Gift Certificate Sales.
- Utilized Facebook to implement a Small Business Saturday promotion the week prior to Nov. 25. Also paid to 'boost' exposure of posts.

Events:

- Hosted 9th Warm Your Heart event on Feb. 11 to drive traffic in the district during the shoulder season with 305 in attendance.
- Hosted 18th Annual Ultimate Ladies Day with 220 in attendance.
- Future Neenah Farm Market sponsor. To effectively translate market traffic (19,000 attendees) to district shoppers, we used a gift certificate sale opening day of the market (see stats below).
- Sponsored Ice Sculpture Garden at Future Neenah's A Very Neenah December Event. Businesses participated with a window display.
- The BID alley between Town Council and Future Neenah was decorated for the holidays – Valentines Day, 4th of July, Halloween, Christmas.
- Hosted a third annual Spring Fling event May 6 with scratch & win tickets plus Mother's Day brunch prize drawings. For the second year, businesses, organizations, and individuals adopted 35 tree beds to decorate. NEW for 2023: Artist painted benches were added to the district on Main Street. Issued 158 scratch and win tickets. 63 = Won a prize from our Neenah swag prize table, 31 = Won a \$10 Downtown Neenah gift certificate, 64 = Won a \$5 Downtown Neenah gift certificate
- Hosted preholiday "Let's Go Downtown" shopping event with 300 in attendance on November 9.
- Hosted second Spring 'N' Scavenger Hunt in the district March 24 - April 7, 2023. 8 winners received Dairy Queen cake prizes.
- Hosted the 10th annual Summer Madness Sale, *Great Places, Great Prices, Great Fun*, on August 3-5 (3 days).
- Did 2 'summer gap' time promotions to fill slower times.
- 16 Businesses participated in Future Neenah's third annual Wine Walk Event on October 1. There were 350 paid attendees. Attendees received \$5 in cork cash (gift certificates) as an incentive to make downtown purchases.
- Hosted a successful 7th annual Downtown Neenah Employee Appreciation Day on June 28.
- Sixth annual luminary pop-up event with a cookie crawl on December 14, 2023. 350 cookie passports sold out in :40.
- Future Neenah hosted 2 summer street dances with bands on Wisconsin Avenue. Including fireworks at Boogie & the Yo-Yoz to celebrate the City's 150th and Future Neenah's 40th anniversaries.
- Did a 201 WEST and Solaris new resident welcome night at an evening concert in Shattuck Park.

Community & Business Partnerships:

- City's year two pilot of BIRD Scooters. 8,853 Rides and 20,554 Miles.
- Bus stop relocation meeting with Valley Transit consultants.
- Quarterly meetings with our Community Development partners. Partnered on a story in Business View Magazine.

APPENDIX F
2023 ANNUAL REPORT
Continued...

Market analysis and branding study. Year 10 of implementation:

- Purchased Downtown Neenah branded event table covers and pens.

Destination Advertising/Marketing:

- Partnered with the Convention & Visitors Bureau:
 - One-page co-op ad in the upcoming 2024 Convention & Visitors Bureau Guide with participating businesses and Downtown Neenah editorial copy featuring our brand/logo.
 - Kiosk display at Fox River Mall during the month of January.
- Quarter page ad in the quarterly Future Neenah Magazine (circulation 6,000 & online).
- Supported the Little Lake Trestle Loop whenever possible. The trail loop brings trail users directly into our Downtown. Future Neenah hosted a Log Your Loops challenge for the five-year anniversary of the trestle loop to encourage traffic and awareness of the recreational trail. 1,250 people registered to Log their Loops and 329 completed 50+ loops.
- Worked with district photographer Adam Shea to update downtown photo inventory with models inside downtown businesses.
- Purchased Q4 television advertising with channel 5. (in addition to free live promos throughout the year).

2023 Gift Certificate Program:

Sales Promotion Results:

- January 21 sale to boost post-holiday shoulder season sale at Downtown Businesses. 136 bundles Sold. District impact of \$6,800+. 14 customers were new to the program.
- June 10: 155 bundles Sold. District impact of \$7,750+ (a significant increase over '21 & '22 at 114 and 116)

Rewards Promotion Results:

- September 9 Ladies Day Rewards: 178 customers redeemed over \$16,193 in receipts. 27 businesses were represented.
- November 3 & 4: 513 rewards distributed with sales receipts totaling \$42,245. 35 businesses were represented. Distributed popular holiday happenings flier with BID business open houses/events to rewards customers.

Overall Program:

Through October 31, 2023: Certificates valued at \$60,175 were issued.

Examined & pursued opportunities for business assistance, retention & recruitment:

- Worked in conjunction with the City of Neenah Dept of Community Development toward completed Downtown Plan with RDG.
- Toured and connected business prospects looking to relocate to the BID.
- Because the aesthetics of the district are so important to our image, in 2023 the district continued the \$500 sign / awning grant to repair, replace or remove business signs or awnings that were in disrepair and the \$100 sandwich board sign grant. As of November 1, 2023, seven grants were issued or pending (1 sign & 2 awning & 1 sandwich board) with 1 potential yet to possibly apply. Continued the placemaking grant to create attractive destinations (up to \$500 on a 1to1). 2 apps received – one for exterior patio seating and one for murals.
- 5 new businesses were recruited to the district. 6 business closed. 2 relocated within the district. 2 expanded. 1 new business announced a spring '24 opening.
- Promoted Retention & Recruitment Grant Program. See Appendix F. 3 applications granted in 2023.
- Downtown Neenah 'Snapshot' on the City's website.
- Promoted the façade improvement grant program and assisted businesses with the application process. Since program inception, 39 grant applications have been received. \$211,660 has been granted toward projects valued at \$471,955. Currently 2 projects are pending. See Appendix K.
- Construction completed on district development:
 - 1 mixed use (201 WEST) opened 3/1/23

Analyzed, improved and responded to maintenance issues:

- Banners. The BID, City and an anonymous donor partnered to purchase 150th anniversary banners.
- Maintained alley lighting for safety.
- Worked with Shattuck and NHS students for volunteer clean up days. NHS students improved the green space by Marketplace dumpsters.
- Executed a single year contract to professionally plant and maintain flowers in hanging lamp post planters.
- City of Neenah resurfaced the Marketplace parking lot and replaced sidewalks in the district as needed.
- Purchased new lamp post lighted snowflake decor for winter.

APPENDIX F
2023 ANNUAL REPORT
Continued...

- New art murals in the district: Doors on the Shattuck Pavilion, Investment Planners Patio, Future Neenah Bike Parking Patio.
- Restained benches on East WI Avenue.
- Ongoing research of most effective snow removal practices. Updated the snow removal map and routes. Renewed contract with service for snows in excess of 2”.
- Annual walking inspection tour of the district including the entire board of directors.
- Worked with the City of Neenah to maintain seasonal décor such as white tree lighting on Wisconsin Avenue, red tree lighting in Gateway Park and lamp post garland.
- Fall – added hay bales, pumpkins and fall décor to lamp posts at bump outs.
- Contracted with Sparkle Wash for power washing of Church Street, 2 bump outs and all automated trash cans.
- Work with city to replace tree lighting every other year. 2023 was a full replacement year.
- Worked with City toward getting WIFI and cameras & promoting to public and businesses. NeenahFi.

Downtown Refuse & Recycling:

- Contracted for recycling services with LRS for a two-year contract to 12/31/24.
- Removed over 5,000 yards of recycling from 3 common use refuse stations. Added additional recycle dumpster to Marketplace Corral
- Proactive corral monitoring and maintenance by staff Cannon. BID added informational magnetic signs to dumpsters. City added signs to corral doors.

Retention & Recruitment Grant Program Results:

Project #	Year	Property Owner	Business Name	Address	Grant Approved	Grant Awarded	Total Project Value	Status
1	2005	Cy & Vong Thounsavath	Art Affair	108 W. WI Ave.	\$5,000.00	\$5,000.00	\$25,000.00	complete
2	2005	James Busch	The Saint James	211 E. WI Ave.	\$5,000.00	\$5,000.00	\$250,000.00	complete
3	2005	Kyle & Debbie Rasmus	Cannova's	113 W. WI Ave.	\$5,000.00	\$5,000.00	\$40,000.00	complete
4	2007	Lester Fink	Mom & Pop Place	119 W. WI Ave.	\$5,000.00	\$5,000.00	\$45,000.00	complete
5	2007	Lester Fink	Mom & Pop Place	117 W. WI Ave.	\$5,000.00	\$4,076.69	\$15,000.00	complete
6	2008	Umer Sheikh	Investment Creations	107 Church Street	\$5,000.00	\$5,000.00	\$85,000.00	complete
7	2008	Jim & Sheila Hackstock	Appearances	206 S. Commercial	\$1,000.00	\$1,287.88	\$4,000.00	complete
8	2009	Cy & Vong Thounsavath	uncorked	108 W. WI Ave.	\$5,000.00	\$5,000.00	\$31,660.00	complete
9	2009	Ron Phillips	Vintage	131 W. WI Ave.	\$2,042.00	\$2,042.00	\$4,084.00	complete
10	2009	Ron Phillips	Lucy's Closet	129 W. WI Ave.	\$5,000.00	\$5,000.00	\$11,236.10	complete
11	2009	Jim Fletcher	Five Generations	134 W. WI Ave.	\$5,000.00	\$5,000.00	\$16,000.00	complete
12	2009	Ron Phillips	Vintage	131 W. WI Ave.	\$2,571.54	\$2,571.54	\$5,143.08	complete
13	2009	Amy Marrazzo	Red Radish	447 S. Commercial	\$5,000.00	\$5,000.00	\$12,469.00	complete
14	2010	Sherry Haskett	Cheveux	206 W. WI Ave.	\$2,487.50	\$2,487.50	\$4,975.00	complete
15	2010	Umer Sheikh	Investment Creations	130 W. WI Ave.	\$5,000.00	\$5,000.00	\$23,968.00	complete
16	2010	Sherry Haskett	Cheveux	206 W. WI Ave.	\$950.00	\$950.00	\$2,135.00	complete
17	2010	John Skyrms	Historic Neenah Prop	128 W. WI Ave.	\$5,000.00	\$5,000.00	\$15,900.00	complete
18	2011	John Skyrms	Historic Neenah Prop	145 W. WI Ave.	\$5,000.00	\$5,000.00	\$21,235.05	complete
19	2012	Kyle & Debbie Rasmus	Cannova's	113 W. WI Ave.	\$4,317.00	\$3,596.33	\$10,789.00	complete
20	2012	TaylorGreene, LLC	Greene's Pour House	134 W. WI Ave.	\$5,000.00	\$5,000.00	\$17,595.00	complete
21	2012	Umer Sheikh	Investment Creations	124 W. WI Ave.	\$5,000.00	\$5,000.00	\$27,694.50	complete
22	2012	John Powell	Holt's Jewelry	121 W. WI Ave.	\$1,108.33	\$1,075.00	\$3,225.00	complete
23	2013	Shelly Stone	Signature Events	125 W. WI Ave.	\$4,500.00	\$4,450.00	\$13,350.00	complete
24	2013	Future Neenah, Inc.	Future Neenah, Inc.	135 W. WI Ave.	\$5,000.00	\$5,000.00	\$16,501.00	complete
25	2014	Umer Sheikh	Investment Creations	116 S. Commercial	\$5,000.00	\$5,000.00	\$41,450.00	complete
26	2014	Bill Casper	Ignite Nutrition	202 W. WI Ave.	\$5,000.00	\$2,219.00	\$6,657.00	complete
27	2014	Adria Ramos	Mom & Pop Place	117/119 W. WI Ave.	\$1,894.00	\$1,894.00	\$5,682.00	complete
28	2014	Umer Sheikh	Investment Creations	124 W. WI Ave.	\$1,917.00	\$1,917.00	\$6,750.00	complete
29	2015	Bill Casper	Ignite Nutrition	202 W. WI Ave.	\$2,781.00	\$2,781.00	\$9,035.00	complete
30	2015	John Skyrms	Great Harvest	116 W. WI Ave.	\$5,000.00	\$5,000.00	\$16,994.00	complete
31	2016	Umer Sheikh	Red Door Mercantile	130 W. WI Ave.	\$1,752.08	\$1,652.08	\$4,956.25	complete
32	2016	Warren Tran	Pastry Pixie	214 W. WI Ave.	\$5,000.00	\$5,000.00	\$16,200.00	complete
33	2016	Leeann Wasinger	Tailored Hide	447 S. Commercial	\$2,127.90	\$1,363.25	\$6,383.70	complete
34	2017	Morgan Wiswall	The Natural Boutique	125 W. WI Ave.	\$3,390.00	\$3,390.00	\$12,180.00	complete
35	2017	Umer Sheikh	Polka Dot Umbrella	114.5 W. WI Ave.	\$3,333.00	\$3,333.00	\$30,350.00	complete
36	2017*	Mary Powell	Vacant/Open Space	123 W. WI Ave.	\$5,000.00	\$5,000.00	\$26,315.00	complete
37	2017**	Mary Powell	Apt.	121 W. WI Ave.	\$2,500.00	\$2,500.00	\$23,208.78	complete
38	2018	Umer Sheikh	Jessie's Beauty & Barber	103 Church Street	\$633.00	\$633.00	\$1,900.00	complete
39	2018	Umer Sheikh	My Sole Loves	124 W. WI Ave.	\$1,500.00	\$1,476.67	\$4,500.00	complete
40	2018	Umer Sheikh	Investment Creations	124 W. WI Ave.	\$766.00	\$766.00	\$2,300.00	complete
41	2018	Umer Sheikh	Chase Bank	111 E. WI Ave	\$5,000.00	\$5,000.00	\$100,000.00	complete
42	2021	Bill Casper	The Hang Up	204 W. WI Ave.	\$2,533.33	\$2,300.95	\$6,902.85	complete
43	2021	Robert Wedge	Apt.	125 1/2 W. WI Ave.	\$5,000.00	\$5,000.00	\$26,000.00	complete
44	2021	JAZ of the Fox	J. Anthony Jewelers	220 S. Commercial Street	\$1,445.00	\$1,445.00	\$4,335.00	complete
45	2021	Ramos Enterprises	Vacant/Open Space	117/119 W. WI Ave.	\$2,848.00	\$2,689.22	\$8,067.66	complete
46	2021	Mix Restaurant LLC	Sante	108 W. WI Ave.	\$833.33	\$833.33	\$2,500.00	complete
47	2021	U. Sheikh/Old Neenah LLC	Bill Paul	112 W. WI Ave.	\$2,337.00	\$2,333.33	\$7,000.00	complete
48	2021	Historic Neenah Properties	Great Harvest	116 W. WI Ave.	\$2,000.00	\$2,000.00	\$6,000.00	complete
49	2022	Cy & Vong Thounsavath	Sante	108 W. WI Ave.	\$1,766.67	\$1,766.67	\$5,300.00	complete
50	2022	Umer Sheikh	Anthology	106 W. WI Ave.	\$5,000.00	\$5,000.00	\$13,399.00	complete
51	2022	Leeann Wasinger	The Tailored Hide	447 S. Commercial	\$4,466.33	\$4,466.33	\$16,500.00	complete
52	2023	Debbie Rasmus	Apt.	113 W. WI Ave.	\$2,500.00	\$2,500.00	\$22,400.00	complete
53	2023	Matt Brehmer	Brehmer Law	117 W. WI Ave.	\$5,000.00	\$5,000.00	\$25,000.00	complete
54	2023	Nicole Lindquist	Bona Fide	201 W. WI Ave.	\$5,000.00	\$5,000.00	\$85,000.00	complete
		<i>*paid out in June 2018</i>		Total Approved	\$192,300.01			
		<i>**paid out in March 2019</i>		Total Grants Awarded		\$186,796.77		
				Total Project Value			\$1,244,225.97	

APPENDIX G

Work Plans of Standing Committees

MAINTENANCE TASK FORCE **2024 WORK PLAN PRIORITIES**

- Implement 2-year contract for comingle removal.
- Manage garbage/trash and recycling. BID contracts for comingle recycling services in 3 corrals and the City contracts for garbage/trash.
- Address new/emerging maintenance issues that may arise with ongoing west end development including Arrowhead zone..
- Coordinate efforts and manage snow removal process. Businesses=under 2”; Future Neenah Staff=common areas such as bumpouts, crosswalks and garbage corrals; Service Company=over 2”; City=public areas and parking lots. Investigate if BID budget allows for removal of all snow.
- Continue schedule of steam cleaning of sidewalks, corrals, and cans with professional company.
- Upkeep of black & wooden district fixtures (cans & tables) including washing, painting, removing rust.
- Promote full utilization and maintenance of district green areas, especially tree and flower bed areas, through private contracted services.
- Work toward greater beautification of tree bed areas now that we are utilizing hanging baskets. Third annual tree bed décor in spring.
- Promote the placemaking grant to create attractive destinations within the district.
- Continue ongoing clean-up work as needed to maintain a clean, attractive, inviting business district, and perform seasonal maintenance tasks (i.e. monitor dumpster corrals, sidewalk sweeping/scrubbing, snow removal, weed control, and leaf pickup).
- Continue implementation of on-going banner program and seasonal banner and bracket rotation plan.
- Work jointly with the City of Neenah on the holiday program of banners, lighting and décor. Create a lighting plan.
- Stress personal business responsibility for property maintenance and upkeep of common areas.
- Showcase cleanliness of district prior to major community events, parade, marathon, etc.
- Continue to implement the updated Market Analysis and Branding Study as it pertains to maintenance during year 12. Such items may include but are not limited to: Uniform maintenance personnel in branded attire to demonstrate the value of Future Neenah and the BID at work. Incorporate branding system graphics and elements in streetscape furnishings, seasonal décor, wayfinding signage/markers interpretive elements and Navigate Neenah-Menasha. Work to enhance and maintain the district’s common areas, public spaces, and special features.

RECRUITMENT AND RETENTION COMMITTEE **2024 WORK PLAN PRIORITIES**

- Continue sign, sandwich board and awning grant programs to accept requests for either/both in 2024 for uniformity and aesthetics. Increase funding available for awnings and signs due to increased cost.
- Order additional professional photos of the district for recruitment, retention and promotional purposes including interiors and exteriors and the new housing development.
- Work with Community Development on implementing the new downtown plan.
- Host a joint meeting with the BID PR and Marketing Committee.
- Promote Recruitment & Retention and Facade Grants and the small business loan program to new and existing businesses.
- Augment those important retention tools such as snow and recycling as needed.
- Ambassador visits both in and outside of the district.
- Continue to work with the BID to implement the updated Market Analysis and Branding Study as it pertains to retention & recruitment for year 12. Such items may include but are not limited to: Sharing information collected in the market analysis with businesses so they can track our market trends. Also, use this information as a benchmark and update it on a bi-annual basis with newest Claritas data and by repeating the business survey. Collect testimonials from property owners to use in collateral materials.
- Continue to monitor the need for refinements to parking and trash management policies with the City. Utilize data gathered by the LPR (license plate reader) systems. Advocate for parking solutions including a new ramp.
- Educate. Conduct workshops/seminars & provide other educational opportunities and information.
- Continue exit interviews with businesses that leave the BID due to business closure or relocation.
- Host open house as needed to fill vacancies if needed. Work with City, developers, businesses, and residents to capitalize on West end developments to benefit the district.

APPENDIX G
Work Plans of Standing Committees

MARKETING & PUBLIC RELATIONS COMMITTEE
2024 WORK PLAN PRIORITIES

Initiatives are ongoing to enhance the overall image and marketability of the District, as a way to attract a wide array of consumers, promote BID shops, restaurants, and other attractions and leverage the many positive changes in the District. New businesses and new investment opportunities are working together to create an exciting business mix.

Public Relations to raise awareness of the District and its unique shopping, dining, business and entertainment opportunities.

Update Map and Directory (print & online) to help consumers find their way around and to locate specific businesses incorporating the new brand system.

Welcome any new employee groups and residents that may join the district with West End developments.

Collaborative Marketing among a diverse group of merchants and vendors in an effort to leverage marketing funds and resources.

Website & Social Media that maintains current information on area businesses and contact information. Integrate elements of brand. Effectively manage and promote the use of website in conjunction with the FNI web site. Continue to grow Instagram numbers. Obtain a social media plan.

Communication, including periodic District mailings or e blasts to keep businesses and property owners informed and updated on projects and initiatives. Continue use of newsletter format to distribute info to district businesses. Connect with residents of new developments to foster 24/7 live, work, play environment.

Support of Special Events (both new and existing) that bring attention to the District and encourage visitors to shop, dine and play (including The Plaza and both residential developments). Fill spring gap that has fewer activities.

Navigate Neenah-Menasha work to connect the loop with and to the district and our activities.

Work to implement the Market Analysis and Branding Study as it pertains to marketing and PR for year 12. Ideas to include, but not limited to: Enhance the presence of Downtown Neenah in social media applications including promotions such VIE (very important employee) or Facebook Friday. Engage Downtown employees with an ongoing event or loyalty rewards

Brand Identity (Continued): Activities may include but are not limited to: Create a limited-time marketing grant program offering a rebate to businesses utilizing branding system graphics in marketing materials and advertisements. Provide branded elements for businesses to utilize such as: tags, store hours signs, window clings, branded merchandise (logoed shirts). Track brand usage investments made by Downtown area businesses. Promote public art projects.

Promote gift certificate program to increase district sales. Work toward online sales capability.

EXECUTIVE COMMITTEE
2024 WORK PLAN PRIORITIES

The Executive Committee of the Board will undertake activities in 2024 to strengthen the BID and improve service to businesses by:

- Partner with the city to promote any new parking and residential developments.
- Work to implement the Market Analysis and Branding Study during year 12.
- Monitor long term savings for continued investment.
- Assist with implementation of the recommendations in the City's 2040 comp plan and RDG's 2023 plan.
- Remain involved with district development especially as it pertains to the district's western corridor.
- Do an annual compensation review for centralized management.
- Analyze BID priorities and allocate budget accordingly.

APPENDIX H

NEENAH CENTRAL CITY BUSINESS IMPROVEMENT DISTRICT 2024 MAYORAL BID BOARD APPOINTEES

Name	Company	Category	Term (years)	Term Expiration
Alex Noskowiak	Bergstrom Corporation	Property Owner	3	12/31/26
George Brownell	Associated Bank	Property Owner	3	12/31/25
Bob Gillespie	Knox Furniture Gallery of Neenah	Property Owner	3	12/31/24
Umer Sheikh	Investment Creations	Property Owner	3	12/31/25
Leeann Wasinger	The Tailored Hide/The Gift Gallery	Property Owner	3	12/31/24
Robert Wedge	Landlord 125 W WI Ave.	Property Owner	3	12/31/24
Christine Rondeau	Investment Planners	Business (Office/Professional)	3	12/31/24
Alex Wenzel	Lions Tail Brewing Co.	Business (Hospitality)	3	12/31/25
Tori Dorn	Fibre	Business (Service/Retail)	3	12/31/26
Michelle Bauer		Community Representative	3	12/31/25
John Skyrms	Third District Alderperson	City of Neenah Representative	1	4/1/24

**APPENDIX I
RESOLUTION**

(insert after Dec. 6 council meeting)

**APPENDIX J
REVIEW**



**Neenah Central City
Business Improvement District
(A Component Unit of the
City of Neenah)**

Financial Statements

December 31, 2022

**Neenah Central City Business Improvement District
(A Component Unit of the City of Neenah)**

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December 31, 2022

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Independent Accountants' Review Report on Other Legal and Regulatory Requirements	9



Independent Accountant's Review Report

To the Board of Directors of
Neenah Central City Business Improvement District

We have reviewed the accompanying financial statements of the Neenah Central City Business Improvement District (the District), a component unit of the City of Neenah, Wisconsin, as of and for the year ended December 31, 2022 and the related notes to the financial statements, which collectively comprise the District's basic financial statements as listed in the table of contents. A review includes primarily applying analytical procedures to management's financial data and making inquiries of District management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

Accountants' Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

We are required to be independent of the District and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements related to our review.

Accountants' Conclusion

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

Report on Other Legal and Regulatory Requirements

We have also issued our report dated May 5, 2023 on our tests of its compliance with Wisconsin State Statutes Section 66.1109. The purpose of that report is to describe the scope of our testing of compliance and the results of that testing and not to provide an opinion on compliance.

Baker Tilly US, LLP

Madison, Wisconsin
May 5, 2023

Neenah Central City Business Improvement District
(A Component Unit of the City of Neenah)

Statement of Net Position
December 31, 2022

Assets

Assets

Current assets:	
Cash and investments	\$ 77,058
Assessment receivable	<u>144,797</u>
Total current assets	<u>221,855</u>
Noncurrent assets:	
Capital assets	11,000
Less accumulated depreciation	<u>(9,350)</u>
Total noncurrent assets	<u>1,650</u>
Total current and noncurrent assets	<u>223,505</u>

Liabilities, Deferred Inflows of Resources and Net Position

Liabilities

Current liabilities:	
Accounts payable	<u>14,165</u>
Total current liabilities	<u>14,165</u>

Deferred Inflows of Resources

Unearned revenue	<u>144,797</u>
Total deferred inflows of resources	<u>144,797</u>

Net Position

Net investment in capital assets	1,650
Unrestricted	<u>62,893</u>
Total net position	<u>\$ 64,543</u>

See notes to financial statements

Neenah Central City Business Improvement District
(A Component Unit of the City of Neenah)

Statement of Revenues, Expenses and Changes in Net Position - Actual and Budget
Year Ended December 31, 2022

	<u>Actual</u>	<u>Budget (Original and Final)</u>	<u>Variance</u>
Operating Revenues			
Assessments	\$ 143,731	\$ 143,731	\$ -
Total operating revenues	<u>143,731</u>	<u>143,731</u>	<u>-</u>
Operating Expenses			
Auto allowance	-	125	125
Postage	45	45	-
Conferences and meetings	509	450	(59)
Auditing	3,700	3,700	-
Banking fees	96	96	-
Office supplies	721	300	(421)
Professional	60,000	60,000	-
Outside printing	640	1,100	460
Advertising and publications	3,195	3,000	(195)
Promotional activities and events	5,456	7,800	2,344
Outside services	540	2,550	2,010
Misc expenditures	5,025	6,000	975
Secret shopper	-	90	90
Gift certificates	13,604	15,000	1,396
Brand implementation	70	200	130
Awning grant	2,834	2,500	(334)
Recruitment tools & workshops	1,000	2,500	1,500
Grant program	11,233	12,500	1,267
Banners	1,998	2,800	802
Maintenance of equipment	557	3,000	2,443
Waste removal/recycle	10,307	9,600	(707)
Tree lights and holiday décor	365	400	35
All other supplies	514	500	(14)
Storage rental	864	720	(144)
Flower beds	12,905	14,500	1,595
Fixtures and facilities	5,310	7,280	1,970
Placemaking grant	456	5,500	5,044
Signs	72	-	(72)
Depreciation	550	-	(550)
Total operating expenses	<u>142,566</u>	<u>162,256</u>	<u>19,690</u>
Operating income (loss)	<u>1,165</u>	<u>(18,525)</u>	<u>19,690</u>
Nonoperating Revenues			
Investment income	<u>4</u>	<u>-</u>	<u>4</u>
Total nonoperating revenues	<u>4</u>	<u>-</u>	<u>4</u>
Change in net position	1,169	(18,525)	19,694
Net Position, Beginning	<u>63,374</u>	<u>63,374</u>	<u>-</u>
Net Position, Ending	<u>\$ 64,543</u>	<u>\$ 44,849</u>	<u>\$ 19,694</u>

See notes to financial statements

Neenah Central City Business Improvement District
(A Component Unit of the City of Neenah)

Statement of Cash Flows
Year Ended December 31, 2022

Cash Flows From Operating Activities	
Received from customers	\$ 143,731
Paid to suppliers for goods and services	<u>(141,563)</u>
Net cash flows from operating activities	<u>2,168</u>
Cash Flows From Investing Activities	
Investment income	<u>4</u>
Net cash flows from investing activities	<u>4</u>
Net change in cash and cash equivalents	2,172
Cash and Cash Equivalents, Beginning	<u>74,886</u>
Cash and Cash Equivalents, Ending	<u><u>\$ 77,058</u></u>
Reconciliation of Operating Income to Net Cash Flows From Operating Activities	
Operating income	\$ 1,165
Adjustments to reconcile operating income to net cash provided from operating activities:	
Depreciation expense	550
Change in assets, liabilities and deferred inflows or resources:	
Assessments receivable	(1,066)
Accounts payable	453
Unearned revenues	<u>1,066</u>
Net cash flows from operating activities	<u><u>\$ 2,168</u></u>
Noncash Activities	
None	

See notes to financial statements

Neenah Central City Business Improvement District (A Component Unit of the City of Neenah)

Notes to Financial Statements
December 31, 2022

1. Summary of Significant Accounting Policies

The accounting policies of the Neenah Central City Business Improvement District (the District) conform to accounting principles as applicable to governmental units. The accepted standard-setting body for establishing governmental accounting and financial reporting principles is the Government Auditing Standards Board (GASB).

Description of Reporting Entity

This report contains the financial information of the Neenah Central City Business Improvement District, which is a component unit of the City of Neenah, Wisconsin (the City). The financial activities of the District are not material to the City and therefore have not been included in the City's financial statements.

The District was created under the provisions of Wisconsin Statute Section 66.1109. It is the purpose of that section to authorize municipalities to create one or more business improvement districts to allow businesses within those districts to develop, manage and promote the districts and to establish an assessment method to fund these activities.

The District is a legal entity separate and distinct from the City. The District is governed by an 11-member board appointed and approved by the common council. The members serve staggered, three-year terms. A majority of the board members shall own or occupy real property in the District.

Basis of Accounting/Measurement Focus

The accounting and financial reporting treatment applied to the District is determined by its measurement focus. The transactions of the District are accounted for on a flow of economic resources measurement focus. With this measurement focus, all assets, deferred outflows of resources, liabilities and deferred inflows of resources associated with the operations are included on the statement of net position. Net position (i.e., total assets net of total liabilities) is segregated into net investment in capital assets, restricted and unrestricted components.

The statement of net position and statement of revenues, expenses and changes in net position are reported using the accrual basis of accounting. Under the accrual basis of accounting, revenues are recognized when earned and expenses are recorded when the liability is incurred or economic asset used. Revenues, expenses, gains, losses, assets and liabilities resulting from exchange and exchange-like transactions are recognized when the exchange takes place. Assessments are levied upon all property within the District and are recognized as revenues in the year for which they are levied. Unbilled receivables are recorded as revenues when services are provided.

The District distinguishes operating revenues and expenses from nonoperating items. Operating revenues and expenses generally result from providing services in connection with the District's principal ongoing operations. The principal operating revenues of the District are charges to the District members. Operating expenses for the District include professional services, operation and maintenance, business development and promotions. All revenues and expenses not meeting this definition are reported as nonoperating revenues and expenses.

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Neenah Central City Business Improvement District (A Component Unit of the City of Neenah)

Notes to Financial Statements
December 31, 2022

Special Assessment Method

The District is authorized to levy special assessments to fund its operations. The method of levy is based on assessed valuation of all real property within the District except property used exclusively for residential and manufacturing purposes.

Capital Assets

Capital assets are defined by the District as assets with an initial cost of more than \$5,000 and an estimated useful life in excess of one year. All capital assets are valued at historical cost or estimated historical cost if actual amounts are unavailable. Donated capital assets are recorded at their estimated fair value at the date of donation.

Depreciation of all exhaustible capital assets is recorded as an expense in the Statement of Revenues, Expenses and Changes in Net Position, with accumulated depreciation reflected in the Statement of Net Position. Depreciation is provided over the assets' estimated useful lives using the straight-line method of depreciation. The estimated useful lives by type of asset are as follows:

Land improvements	20 years
Machinery and equipment	15 years

Deferred Inflows of Resources

A deferred inflow of resources represents an acquisition of net position that applies to a future time period and, therefore, will not be recognized as an inflow of resources (revenue) until that future time.

Equity Classifications

Equity is classified as net position and displayed in three components:

- a. **Net Investment in Capital Assets** - Consists of capital assets including restricted capital assets, net of accumulated depreciation and reduced by the outstanding balances (excluding unspent debt proceeds) of any bonds, mortgages, notes or other borrowings that are attributable to the acquisition, construction or improvement of those assets.
- b. **Restricted Net Position** - Consists of net position with constraints placed on their use either by 1) external groups such as creditors, grantors, contributors or laws or regulations of other governments or 2) law through constitutional provisions or enabling legislation.
- c. **Unrestricted Net Position** - All other net position that do not meet the definition of restricted or invested in capital assets, net of related debt.

When both restricted and unrestricted resources are available for use, it is the District's policy to use restricted resources first, then unrestricted resources as they are needed. The District did not have equity in restricted net position as of year-end.

Claims and Judgments

Claims and judgments are recorded as expenses when the related liabilities are incurred.

Operating Plan Budget

The budgetary information is derived from the annual operating plan budget and is presented using the same basis of accounting as described in Note 1.

**Neenah Central City Business Improvement District
(A Component Unit of the City of Neenah)**

Notes to Financial Statements
December 31, 2022

2. Deposits and Investments

For purposes of the statement of cash flows, the District considers all highly liquid investments with an initial maturity of three months or less when acquired to be cash equivalents.

Investment of District funds is restricted by state statutes. Available investments are limited to:

- a. Time deposits in any credit union, bank, savings bank, trust company or savings and loan association.
- b. Bonds or securities of any county, city, drainage district, technical college district, village, town or school district of the state. Also, bonds issued by a local exposition district, a local professional baseball park district, a local professional football stadium district, a local cultural arts district, the University of Wisconsin Hospitals and Clinics Authority or the Wisconsin Aerospace Authority.
- c. Bonds or securities issued or guaranteed by the federal government.
- d. The local government investment pool.
- e. Any security maturing in seven years or less and having the highest or second highest rating category of a nationally recognized rating agency.
- f. Securities of an open-end management investment company or investment trust, subject to various conditions and investment options.
- g. Repurchase agreements with public depositories, with certain conditions.

The District has not adopted an investment policy.

The District's deposits at year-end were comprised of the following:

	<u>Carrying Value</u>	<u>Bank Balance</u>	<u>Associated Risks</u>
Deposits	\$ 77,058	\$ 77,058	Custodial credit risk

Deposits in each local and area bank are insured by the FDIC in the amount of \$250,000 for time and savings accounts (including NOW accounts) and \$250,000 for demand deposit accounts (interest bearing and noninterest bearing). In addition, if deposits are held in an institution outside of the state in which the government is located, insured amounts are further limited to a total of \$250,000 for the combined amount of all deposit accounts.

Bank accounts are also insured by the State Deposit Guarantee Fund in the amount of \$400,000. However, due to the nature of this fund, recovery of material principal losses may not be significant to individual municipalities. This coverage has not been considered in computing custodial credit risk.

Custodial Credit Risk

Deposits - Custodial credit risk is the risk that in the event of a financial institution failure, the District's deposits may not be returned to the District.

The District does not have any deposits exposed to custodial credit risk.

**Neenah Central City Business Improvement District
(A Component Unit of the City of Neenah)**

Notes to Financial Statements
December 31, 2022

3. Capital Assets

	Beginning Balance	Additions	Deletions	Ending Balance
Capital assets being depreciated:				
Land improvements	\$ 11,000	\$ -	\$ -	\$ 11,000
Total capital assets	<u>11,000</u>	<u>-</u>	<u>-</u>	<u>11,000</u>
Less accumulated depreciation for:				
Land improvements	<u>(8,800)</u>	<u>(550)</u>	<u>-</u>	<u>(9,350)</u>
Total accumulated depreciation	<u>(8,800)</u>	<u>(550)</u>	<u>-</u>	<u>(9,350)</u>
Net capital assets being depreciated	<u>\$ 2,200</u>			<u>\$ 1,650</u>



Independent Accountants' Review Report on Other Legal and Regulatory Requirements

To the Board of Directors of
Neenah Central City Business Improvement District

We have reviewed the financial statements of the Neenah Central City Business Improvement District (the District), a component unit of the City of Neenah, Wisconsin as of and for the year ended December 31, 2022 and have issued our report thereon dated May 5, 2023. We conducted the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA.

In connection with our review, nothing came to our attention that caused us to believe that the District failed to comply with Wisconsin State Statutes Section 66.1109, insofar as it relates to accounting matters. However, our review was not directed primarily toward obtaining knowledge of such noncompliance. Accordingly, had we performed additional procedures, other matters may have come to our attention regarding the District's noncompliance with the above-referenced statutes, insofar as it relates to accounting matters.

This report is intended solely for the information and use of the District's Board and management and is not intended to be and should not be, used by anyone other than these specified parties.

Baker Tilly US, LLP

Madison, Wisconsin
May 5, 2023

APPENDIX K FAÇADE IMPROVEMENT PROGRAM

NEENAH FAÇADE IMPROVEMENT PROGRAM										
App. #	Calendar Year	Owner/Agent	Business Name	Address	Action/Grant Approved	Grant Awarded	Owner Contribution	Total Project Value	Status	Improvements
1	2002/ 2005	Patrick and Sherry Haskett	Cheveux	206 W. Wisconsin Ave.	\$3,041.03	\$3,041.03	\$3,041.03	\$6,082.06	complete	Rear siding replacement, storm window replacement, install rear awning, replace light fixtures, move gas meter, replace front entrance floor
2	2002	Sally Callaway Dey	Sassy Sal's	133 W. Wisconsin Ave.	\$2,182.50	\$2,182.50	\$2,182.50	\$4,365.00	complete	Tuckpoint front façade masonry
3	2003	James Busch	The Saint James	211 E. Wisconsin Ave.	\$10,000.00	\$10,000.00	\$10,000.00	\$24,000.00	complete	Concrete and masonry work to extend front entrance, construct entrance roof
4	2004	Isaac Pabst	Scharpf's Office Supply	130 W. Wisconsin Ave.	\$2,500.00	\$2,500.00	\$2,500.00	\$5,000.00	complete	Replace 6 upper story windows, exterior and interior trim
5	2005	Les Fink	Erika's Bridal	117-119 W. Wisconsin Ave	\$10,000.00	\$10,000.00	\$10,000.00	\$21,506.40	complete	Replace storefront windows, trim, 3 doors, sill
6	2005	Cy and Vong Thounsavath	Art Affair	108 W. Wisconsin Ave.	\$2,386.00	\$2,386.00	\$2,386.00	\$4,772.00	complete	Remove shutters, repair and paint front and rear lower facades.
7	2006	Fox Meadows LLP	Paper City Pub	212 W. Wisconsin Ave.	\$7,000.00	\$7,000.00	\$7,000.00	\$14,000.00	complete	Restoration of lower façade glass
8	2006	Harry Kelderman	Soccer Locker	127 W. Wisconsin Ave.	\$7,237.75	\$7,237.75	\$7,237.75	\$14,475.50	complete	Tuckpointing, glass replacement upper story window replacement
9	2006	Downtown Neenah Properties	Planet Perk	124 W. Wisconsin Ave.	\$1,000.00	NA	NA	NA	withdrawn	Replace west door
10	2006	Downtown Neenah Properties	Great Harvest	116 W. Wisconsin Ave.	\$997.50	\$997.50	\$997.50	\$1,995.00	complete	Front door repairs
11	2006	Downtown Neenah Properties	Smile Creations	126 W. Wisconsin Ave.	NA	NA	NA	NA	app. withdrawn	
12	2007	Patrick and Sherry Haskett	Cheveux	206 W. Wisconsin Ave.	\$6,958.97	\$6,958.97	\$7,441.03	\$14,400.00	complete	Upper story façade renovation
13	2007	Robert and Peter Gillespie	Knox Furniture	111 W. Wisconsin Ave.	\$2,952.50	\$2,952.50	\$2,952.50	\$5,905.00	complete	Upper story window replacement
14	2007	David Priest	Cannova's	113-115 W. Wisconsin Ave.	\$3,592.50	\$3,592.50	\$3,592.50	\$7,185.00	complete	Upper story window replacement
15	2008	Umer Sheikh/Investment Creations		200 W. Wisconsin Ave. / 107 S. Church St.	\$20,000.00	\$18,753.00	\$18,753.00	\$37,506.00	complete	Upper and lower story windows, EIFS, cleaning of brick
16	2008	Pinnacle Photo and Portraits/ Edward Scanlon	Pinnacle	433 S. Commercial St.	\$10,000.00	\$8,118.00	\$8,118.00	\$16,236.00	complete	Paint trim and cedar shakes, replace windows
17	2008	Gordon Stillings	Stillings and Buchinger Law Office	251 E. Wisconsin Ave.	\$5,000.00	\$3,925.00	\$11,562.61	\$11,562.61	complete	Reconstruct 2 stone columns, replace front steps (railing also installed)
18	2008	Daniel Goggin	Goggin Law Office	429 S. Commercial St.	\$5,500.00	\$4,686.00	\$4,686.00	\$9,372.00	complete	Replacement of windows
19	2008	Bill Casper	Hang Up	202/204 W. Wisconsin Ave	\$10,000.00					Replacement of windows
20	2009	Gina Vendola	Cranked	200 Main Street	\$7,500.00	\$6,439.33	\$6,439.32	\$12,878.65	complete	Masonry repairs, window and door replacement
21	2009	Keith Miller/Thounsavath	UnCorked Bistro	108 W. Wisconsin Ave.	\$2,700.00	\$2,690.47	\$2,690.48	\$5,380.95	complete	Door and awning replacement
22	2009	Ron Phillips/Mike Law	Cook/Vintage	129-131 W. Wisconsin	\$7,800.00	na	na	na	app. withdrawn	Window replacement
23	2009	Shannon Zambrano	Five Generations	134 W. Wisconsin Av	\$10,000.00	na	na	na	withdrawn	Masonry repairs
24	2010	Dr. Chris Abel & Dr. Carrie Richter-Abel	Neenah Family Chiropractic	116 W. Columbian Ave.	\$3,500.00	\$2,072.50	\$2,072.50	\$4,145.00	complete	Painting/staining
25	2010	Kelly Mjaanes, Sandi Johnson, Sue Brautigam/Warren Tran	The French Flea	214 W. Wisconsin Ave.	\$275.00	NA	NA	NA	withdrawn	Replacement of awning

26	2010	Stacy Frakes/John Powell	Holt's Jewelry	121 W. Wisconsin Ave.	\$4,000.00	\$3,700.00	\$3,700.00	\$7,400.00	complete	Replacement of awning and lower façade tile
27	2011	Winnebago Community Credit Union	Winnebago Community Credit Union	526 S. Commercial St.	App. Denied	NA	NA	NA	app. denied	Entrance
28	2012	Morgan Wiswall	125 W. Wisconsin Ave.	125 W. Wisconsin Ave.	\$8,135.50	\$8,135.50	\$8,135.50	\$17,796.00	complete	Window and door replacement
29	2014	Future Neenah, Inc.	Future Neenah, Inc.	135 W. Wisconsin Ave	\$10,000.00	\$10,000.00	\$16,859.00	\$26,859.00	complete	Windows, door, cornice, bulkhead
30	2015	Bill Casper	Ignite Nutrition	204 W. Wisconsin Ave.	\$1,150.00	\$1,150.00	\$1,450.00	\$2,600.00	complete	door and window replacement
31	2015	Investment Creations	Historic ERA	116 S. Commercial St.	\$10,000.00	\$10,000.00	\$10,000.00	\$20,975.00	complete	Doty Avenue entrance
32	2016	Historic Neenah Properties	Great Harvest	116 W. Wisconsin Ave.	\$10,000.00	\$10,000.00	\$10,000.00	\$48,275.00	complete	Storefront entrance/windows
33	2017	Mix Restaurant	Copperstill	211 E. Wisconsin Ave.	\$10,000.00	\$10,000.00	\$10,000.00	\$21,000.00	complete	Trim replacement
34	2018	Wisconsin Avenue Properties		121-123 W Wisconsin Ave	\$15,000.00	\$15,000.00	\$15,000.00	\$30,000.00	complete	window replacement
35	2019	Investment Creations	Chase Building	111 E. Wisconsin Ave	\$30,000.00	\$30,000.00	\$30,000.00	\$60,000.00	complete	window installation
36	2020	Investment Creations	Bill Paul Ltd.	114 W. Wisconsin Ave.	\$750.00	\$708.59	\$708.59	\$1,417.18	complete	window replacement
37	2020	Bill Paul Ltd.	Bill Paul Ltd.	110-114 W. Wisconsin Ave	\$7,500.00	\$7,432.95	\$7,432.95	\$14,865.90	complete	awning replacement
38	2020	Knox Furniture	Knox Furniture	109 W. Wisconsin Ave	\$7,500.00					tuckpointing
39	2021	Pike Products/Bedrock Coffee	Bedrock Coffee	214 W. Cecil Street	\$9,300.00	\$7,764.88	\$7,764.88	\$15,529.76	complete	Painting, door replacement
40	2021	Eric Soda Agency	Eric Soda Agency	1220 S. Commercial St.	\$10,000.00					Exterior improvements
41	2022	Bob Wedge	125 W. Wisconsin Ave.	125 W. Wisconsin Ave.	\$8,500.00					Window replacement
42	2022	Investment Creations	106 W. Wisconsin Ave.	106 W. Wisconsin Ave.	\$10,000.00					Door and window replacement
				Total Grant (01, 02, 04, 05, 08, 09, 12, 13, 14, 15,16,17,18,19,20,21,22)	\$325,397.00					
				Total Approved	\$293,959.25					
				Total Granted	\$219,424.97					
				Total Owner Contrib.	\$226,938.76					
				Total Project Value	\$471,955.25					
				Total Projects	32					
				Balance Available	\$105,972.03	9/30/2022				

2023 Updates Coming - Kasimor

APPENDIX L
CO-OP PARTNERS WORK PLAN
(e/o year updated)

City of Neenah/BID/FNI Cooperation Agreement Original Approval 10/1/03

Amended 2011, March 2013, March 2015, October 2017, May 2019, Oct 2021, Oct 2023

PARTNERS WORK PLAN

ITEM #	SERVICE PERFORMED	FREQUENCY	RESPONSIBLE PARTY	SCOPE OF DUTIES
	Street Sweeping:			
1	Machine Sweeping Streets & Alleys	Fridays-beginning at 2 a.m. Complete sweeping before 7am to avoid traffic from open biz	DPW	The BID Maintenance Committee will work with the businesses and City for how best to have leaves, debris, cigarette butts etc pushed into the street by Thursday p.m. or as sweeper is scheduled.
2	Special Purpose/Special Event	As needed/or requested	FNI/City + Event Host	The City and FNI/BID will coordinate scheduled street sweepings to coincide with special events when feasible. Special events permit will include an enforceable requirement for cleanup/garbage pickup at events like parades & marathon. (Pick up candy, wrappers from candy tossed from floats, etc.) – reiterate this. Event hosts need to communicate with biz and downtown residents!
	Refuse Collection:			
3	Schedule & Route of Vendor & City	As Scheduled	DPW; Private	Garbage collected by City from 3 centralized dumpster locations. Commercial collection - there's a fee structure in place for trash.
4	Recycling		BID/FNI/Private/DPW	BID/FNI currently coordinates a centralized co-mingle recycling dumpster program. Current recycling contract runs to 12/31/24. Florescent bulb recycling ended due to use of more LEDs. Investigate shredding options. Stress NO plastic bags & flatten boxes in recycling. Instructional magnets purch for bins. Needed in multi language? 3 rd recycle dumpster added to mktpl lot
5	Maintenance/Repair of Corrals	Seasonal, as needed	City/DPW	Monitor gates in winter with snow /ice.

KEY: BID = Business Improvement District, CD = Community Development,
 DPW = Department of Public Works,
 FNI = Future Neenah, Inc., PD = Police Department, PR = Parks & Recreation

PARTNERS WORK PLAN

ITEM #	SERVICE PERFORMED	FREQUENCY	RESPONSIBLE PARTY	SCOPE OF DUTIES
6	Clean-Up of Corrals	As needed/requested	DPW; FNI/BID	Power wash of corrals by Sparklewash annual as needed. City to do large item pick up. BID/FNI to perform ongoing upkeep. Public dumping issues esp. after weekends have resulted in overflow charges. Possibly add cameras as a deterrent – City IT working toward WIFI for cameras. (or a ‘dummy’ camera) – New signs do work to an extent.
7	Dumpster Change out/Replacement	Annually	FNI/BID/DPW	As requested.
8	Grease-Trap Barrels Change out /Clean Up	As needed/requested Minimally Annually	BID/FNI/DPW	Oil dry drying agent applied when grease barrels overflow. Has been an issue this year. Grease receptacle needed in Marketplace corral?
9	Sidewalk Trash Receptacles	Weekly city automated truck pick up	FNI/BID/DPW	City presently using automated pick up cans. Cans purchased on a BID / City cost share.
	Snow Removal:			
10	Snow Removal – Municipal Lots & Ramps	As needed	City/DPW	Option to offer overnight snow emergency parking in the Church Street Ramp (especially near bars where guests may Uber home).
11	Snow Removal - Streets	As needed	City/DPW	Snow amount, timing of snowfall and size of available crew dictates removal method.
12	Snow Removal off Curb into Streets	As needed	BID/FNI	FNI/BID maintenance contractor and City to coordinate removal of snow from sidewalk/curb into street on a timely basis. Snow throw onto sidewalk from trucks a concern in areas where no terrace is present. Mound on curb between street and sidewalk hard for customers to climb and frozen solid to remove with regular equipment.
13	Snow Removal – Sidewalks	As needed	FNI/BID	BID/FNI to provide snow removal by use of a private maintenance contractor on a tiered priority list of areas. Routes reflect high traffic foot areas. Over 2” in coordination with City removal from parking lots and public area. Include City Maintenance in annual BID fall snow removal memo. Keep lines of communication open among all parties. Personal Responsibility – Continue to stress business engagement for snow removal <i>Can BID afford to remove all snow???</i>

Snow changes: ++ of 201 WEST, new art benches on Main Street, new library bumpout, more curb cuts needed, bus stop no longer on Church Str.

PARTNERS WORK PLAN

ITEM #	SERVICE PERFORMED	FREQUENCY	RESPONSIBLE PARTY	SCOPE OF DUTIES
	<i>Snow Removal – Sidewalks continued...</i>			or fines to make business more resp for removing their own snow up to the 2” threshold. City fine is \$105 for snow related complaints within 24 hours. Desire to re-evaluate 24 hour period to possibly reduce timeframe to lesser amount of hours or to begin assessing snow removal fine. Could permits such as outdoor seating be pulled for snow noncompliance? Send photos of offending sidewalks to property owners. City supplies 6 salt boxes. Critical pedestrian areas should be evaluated differently. South side continues to be a challenge with no sun. Solely residential developments such as Solaris are not assessed and responsible for their own snow. Sidewalks outside The Plaza are heated.
	Municipal Parking Lots:			
14	Permit Program Management	On-going	City/Finance,PD,CD	Parking mngt modifications & added supply are vital to the continued success of the Downtown distr. Investigating future needs for another ramp.
15	Parking Enforcement	Daily/weekdays	PD BID/FNI to monitor	LPR system in place. 1 st citation for re-parking is a warning, not a ticket. Additional signage is needed to create awareness of after hours & weekend free ramp parking even a block out on WI and Commercial.
16	Removal of Illegally Parked/Abandoned Vehicles	Complaint based	PD	
17	Graffiti Removal	Within 24 hours	FNI/BID; DPW	Personal/private property owner’s responsibility. FNI to report graffiti on public spaces. Neenah Police Dept. responsible for regularly communicating information related to incidents in to BID leadership. BID will in turn communicate information outward to businesses. Recent upsurge in graffiti. Thx to Alderman Lendrum for removing some graffiti.
18	Landscape Area Maintenance	As needed	PR	Public spaces exclusive of Wisconsin Ave flowerbeds. Canal lot needs to be sealed, striped. Marketplace resurfaced in 2023. NHS volunteers cleaned space behind Greene’s - summer '23.

PARTNERS WORK PLAN

ITEM #	SERVICE PERFORMED	FREQUENCY	RESPONSIBLE PARTY	SCOPE OF DUTIES
	Traffic Control:			
19	Pedestrian Crossings	As needed	PD/DPW	BID/FNI to monitor for safety and report back esp. in regard to events. Flashing crosswalk added by Gateway. Spot patrols have been done to reduce future pedestrian incidents. 200 block crossings need to be a priority with The Plaza but parking would be lost with the installation of a new bumpout. Changes in foot traffic flow due to residential developments. Traffic calming options vary from speed humps, speed bumps, table tops.
20	Traffic Signal Maint.	As needed	DPW	
	Sidewalks:			
21	Sweeping	Core Weekly, seasonal. Coordinate with street sweeper schedule.; Outer – As needed	FNI/BID	There is a tiered priority schedule of areas to be cleaned within the district. Personal respons. -- Stress business engagement & pride in ownership in regard to cleanliness and snow removal. Fall leaves – blow into gutter Thursday pm or garbage trucks can pick up yard waste bags from corrals. Ongoing “Roundup” of weeds. BID will be works w/ SparkleWash for cleaning of sidewalks.
22	Repair & Replacement	Annual based on need	DPW	BID to monitor conditions for lg cracks or shifts. 2023 replacements done.
23	Sandwich Board & Other Private Advertising	Enforcement compl based	CD/BID	BID R&R has offered sandwich board sign grants in the past. City issued permits, code enforcement is responsibility of city.
24	Sidewalk Occupancy Permits- Ex: Benches/flowerpots/trash cans	Permit requests reviewed as received	DPW, CD	Streetscape ordinance is in place. Covid expansion of outdoor seating area. 4 new artist benches added on Main St '23.
24.5	Addtl. Public Benches			
25	Sidewalk Cafes/Outdoor Food & Beverage	Permit requests reviewed as received	CD, City Council	New ordinance in place for licensing and regulation. Mobile vending ordinance revised '23 due to bus transfer relocation.
	Trees and Flowers:			
26	Tree Plantings & Maintenance	As needed	PR	Back of sidewalk to building is property owner responsibility. Sidewalk to street City respons. Trees damaged in summer '23 storms.
27	Watering Trees	Routine sched. long term	PR	City responsible for watering trees as needed.

PARTNERS WORK PLAN

ITEM #	SERVICE PERFORMED	FREQUENCY	RESPONSIBLE PARTY	SCOPE OF DUTIES
28	Flower Planting/Maintenance	Routine care as needed	FNI/BID	BID/FNI contracts with professional landscape service for planting, watering, and maintenance of flowers in hanging planters on lamp posts. <u>Some tree curb surrounds are crumbling/cracked.</u> Investigate options for flowers on Main Street entrance corridor – on ground planters for color?
29	Pruning	Scheduled as needed	PR	Trees aging growing larger – more difficult to light & impedes sight line to businesses. Roots from trees sprout shooters.
30	Mulch	Scheduled as needed	BID/FNI	BID leveled mulch once after vacating beds to use hanging planters.
31	Tree Lights <i>Tree: decorative lighting and planting plan for a separate, larger discussion.</i>	Annual	City;BID	City/BID to share equally the bi-annual light purchase costs equally. DPW installation. FNI to coordinate placement. Remove lights every other year to allow for tree growth. BID/FNI to do red lights in Gateway Park trees. Mr. Bergstrom to light community Christmas tree.
32	Tree Light Controller Boxes, Electrical System Maintenance			Annual / Ongoing Maintenance. BID worked with Historical Society to get 2 traffic boxes at Church & WI wrapped. Outlet covers and GFCI repaired / replaced annually as needed by city.
	Glatfelter Mill Site: (remove category & replace with Arrowhead Park as project area develops)	As needed, On-going scheduled routine care.	City/BID/FNI	Site fully under development now with The Plaza & apartments at 201 W WI
33	Gateway Park	Ongoing development	PR/DPW/BID/FNI	Low frequency/higher cost (City) vs hi frequency/lower cost (BID) maintenance. Ongoing monitoring of this relationship w/ future projects. Treeos does snow.
	Banners, Public Decorations/Displays:			
34	Purchase/Ownership	Initial purch/season chgs	FNI/BID	Banners replaced as needed.
35	Installation	4X / yr. Seasonal changes	DPW	
36	Hardware	New purchase, repair/repl	DPW; FNI/BID	BID buys repl parts (brackets, etc), City installs. Purchased in cycle to ensure regular replacement.
37	Banner and Snowflake Cleaning/Storage	As needed	BID/FNI; DPW	New lit flakes ordered in '23.
38	Policy Management	On-going	DPW, CD; FNI/BID	Banner and Decoration policy now in place.

PARTNERS WORK PLAN

ITEM #	SERVICE PERFORMED	FREQUENCY	RESPONSIBLE PARTY	SCOPE OF DUTIES
39	Maintenance of Monument at Commercial & Winneconne.	On-going	BID/FNI; Dairy Queen	DQ maintains landscaping. BID seals/paints every 3 yr. Last sealed in 2020. Start planning/saving now for when/if the monument needs to be replaced.
39.5	Art / Murals			Series of artist murals added to district '22-'23.
	Bus Depot	<i>Transfer location moved to Doty Ave in spring '23</i>		
40	Cleaning	Daily	Valley Transit	BID picks up cigarette butts. City owns bldg. VT cleans.
41	Routine Maintenance	As needed	City/DPW; Valley Transit	BID to monitor and communicate any issues with Valley Transit. See #13 above. Addtl coord. needed to address handicapped bus access during snow removal season. BID removes snow, City monitors for ice build up.
42	Locking/Building security	Daily	Valley Transit	Camera with WIFI coming
43	Capital Upgrades	As needed	Valley Transit	Desire for restrooms still present, but perhaps could be included in a future ramp with bus depot? Concerns present that this intersection not the safest/most conducive location for bus stop.
	Partnership Building:			
44	Joint Meetings	E/O Year or as needed	City; FNI	City/BID/FNI reps met again in 2021 – partners appreciate format and want to keep to every other year meeting frequency. Will meet again in 2023.
45	Pre-Construction Conferences; Detour Route Planning & Signing; Communication to Property Owners/Businesses	Regularly scheduled with projects	DPW; BID/FNI	Reference successful joint effort of City/BID/FNI with 2010 W WI Ave reconstruction & 2013 S. Commercial Street Road Constr. Public works good at notification of periodic short term constr. Monthly email newsletter. 2023 had very short notice of Marketplace lot and sidewalk work.
46	Communication & Contact Protocol	To be documented and implemented	City; FNI/BID	Share information, i.e., prioritized list of BID sidewalk snow removal, list of business owners and tenants, district-wide e-mail addresses. Keep City Maintenance & public works in the loop as well. New lit info sign on Keller Plaza a nice addition. Can we access lit sign on city hall?

PARTNERS WORK PLAN

ITEM #	SERVICE PERFORMED	FREQUENCY	RESPONSIBLE PARTY	SCOPE OF DUTIES
	Marketing/Public Relations:	On-Going	City; FNI/BID	Explore use of joint resources, including City newsletter, FNI website, Neenah Magazine, etc.
47	District & Destination Advertising	As Needed	FNI/BID	Wayfinding Signage off of I-41 completed 2018, Partner with Visitors Bureau (annual guide & mall kiosk display) Wayfinding kiosk added at Marketplace bump out 2020.
48	Maintain Web Site and Social Media Presence	On-Going	FNI/BID	Work with City Hall on cross calendar population of events.
49	Host annual BID events	Annually	FNI/BID	Warm Your Heart, Ultimate Ladies Day, Employee Appreciation, Summer Madness, Small Business Saturday, Luminary Pop-Up, Shop n. Stroll, Fill spring activity gap in '24
50	Sponsor partner events with FNI & Other Entities	Annually	FNI/BID	A Very Neenah Christmas, Farmers Market, Historical Society PowWow, The Plaza, '23 new DORA with street concerts
51	Directory Updates	Annually	FNI/BID	Website updated monthly (or more frequently) to reflect business changes, print guide and scanned version of print guide updated yearly. Reformatted in 2019 and 2023-24..
52	Secret Shopper Program (<i>phase out – interest is low</i>)	On-Going	FNI/BID	Biz entitled to one free shop per year as requested
53	Gift Certificate Program	On-Going	FNI/BID	Explore every other year if moving to gift cards is more efficient than certificate program. New printing co in '23.
	Business Retention/Recruitment:	On-Going	City; FNI/BID	** Promote the Right Business Mix! ** FNI & Comm Dev now meets quarterly.
54	Ret. & Recr. Grant Program	On-Going	FNI/BID	Investigate incr. \$ match to due rising constr&materials costs.
54.5	Revolving Grant Programs	On-Going	FNI/BID	Awning, Sign, Sandw Bd, Placemaking – Based on needs each year
55	Exit Interviews	As Needed	FNI/BID	
56	Promote Façade Impr. Grants, Awning Grants	On-Going	City; FNI/BID	Funds still available from federal program
57	Ambassador Visits	As Needed	FNI/BID	
58	Recr. New Businesses & Retain Existing Businesses including second floor and office spaces	On-Going	CD; FNI/BID	Promote SBA loan program and other financial incentives including grant programs. Hold open houses in spring as needed. Discussed flow for handling conversations surrounding business inquiries in Neenah, regular communication between FNI/City good, perhaps a way to solidify communication flows for future.

PARTNERS WORK PLAN

ITEM #	SERVICE PERFORMED	FREQUENCY	RESPONSIBLE PARTY	SCOPE OF DUTIES
59	Market Analysis & Branding Study	As Needed	FNI, BID, Volunteer Steering Cmte., CD	In '13, update study done in 2003. Esri data updated Jan. 2023. Note City has this software. BID contracted with Element in 2019 to create a web landing page, info folder and to update the directory brochure. 2023 – community development completed downtown plan.
	Centralized District Management:			
60	Meeting Agendas & Minutes	On-going	City; FNI; BID	Comm Dev staff to take meeting Board minutes, FNI staff all other cmtes. City to post and publicly distribute Bd. agendas, FNI posts cmtes.
61	Meetings	Monthly/Quarterly/As Needed	City; FNI/BID	Annual meeting format changed to a more fun / engaging format. Was virtual '21..
62	Bill Payment & Reimb.	On-Going	FNI; Finance	FNI Acct. = Packet Assembly City reimbursement to FNI is now annually.
63	Create Ann. Op Plan	Annually	City;FNI/BID	
64	Manage Gift Cert. Program	On-Going	FNI/BID	
65	Information Services	On-Going	FNI	BID page on Website, mo. newsletter, periodic emails, Facebook, Instagram. Work with NPD on how to best communicate issues like shoplifting or breakins.
66	Manage Bills & Budget	On-Going	Finance;FNI/BID	City no longer sends out letters regarding the BID Assessment fee and reminding business owners to pay it before it rolls onto taxes if they prefer. This has not been a problem and Future Neenah has not received any complaints. With a change in state statue, the BID does not need an annual audit, a review is sufficient thereby saving those extra fees that an audit brings. BID bd to request an audit in 3 yr cycles.
67	Overhead – office, phone, computer, software, building	On-Going	FNI/BID	

Overall stress safety & cleanliness!

APPENDIX M

Your **Business Improvement District (BID)** Investment At Work

Public Relations & Marketing	Maintenance	Retention & Recruitment	Administration
Downtown Directory Brochure	Keep district clean: sweep, weed, etc.	Grant Programs:	Office/Staff People/Information Services/ Acct.
BID Activities:	Purchase Banners	Retention & Recruitment Grant	Host BID annual meeting
Warm Your Heart (February)	Contract Flowers	Facade Grant Program	Communicate w/BID Newsletters & Email Updates
Ultimate Ladies Day (Sept)	Contract Centralized Recycling	Awning, Sign & Sandwich Board Grant, Placemaking Programs	Annual Operating Plan
Spring Fling (May)	Snow removal over 2"	Available Space Open House & Ads	Agendas & Minutes
Employee Apprec (June)	Seasonal decor: lights, bows, garland, fall bales / stalks	Recruit New & Retain Existing Businesses	Bi-annual Co-op Meetings w/City, BID & Future Neenah
Small Business Saturday (November)	Purchase & maintain: benches, picnic tables, trash cans		Represent Downtown Neenah
Summer Madness Sale (August)	Welcome monument at entrance to district		
Luminary Night with Cookie Crawl (December)	Contract for Power Washing		
Shop & Stroll (November)			

Public relations & marketing continued...



M E M O R A N D U M

DATE: Monday, November 20, 2023
TO: Chairperson Erickson and Members of the Finance and Personnel Committee
FROM: Joseph L. Wenninger, Information Systems Director
RE: Traffic Signal Interconnect Project

I am looking for Finance and Personnel Committee approval to enter into an agreement with Elexco, Inc. to perform the necessary fiber optics work to connect the traffic controls at Bell/Commercial, Bell/Marathon and Bell/Industrial to the City's network at a cost not to exceed \$30,000. Funding will be provided through Information Systems Capital Equipment Smart Cities Budget.

As part of the Smart Cities Initiative, City staff has been connecting Traffic Signal Control Boxes to the City's network when the opportunities arise. This enables Traffic Engineer Merten to more efficiently manage the signal controllers from a master controller in his office. To date the City has connected four Traffic Signal Control Boxes, so this will increase the total to seven.

I enlisted the services of MCE to assist City staff with the engineering and bid process for this project. MCE distributed the bid documents to the list of reputable contractors that they utilize throughout the state of Wisconsin, receiving three proposal responses.

Below is a tabulation of the qualified Bid Responses:

<u>Contractor</u>	<u>Bid Amount</u>
Elexco Inc.	\$29,850.00
United Electric	\$36,035.40
Holtger Brothers	\$58,880.00
CableCom	Declined
Tak Communications	Declined

Based on MCE's review of the proposals and the City's prior history with Elexco, Inc. staff concurs with MCE's recommendation to proceed with Elexco, Inc. I have attached MCE's tabulation and recommendation letter for your review.

If you have any questions regarding this request please feel free to reach out to me prior or during the November 27, 2023 Finance and Personnel Committee meeting. Thanks.



November 20, 2023

TO: Joe Wenninger
Director of Information Services
City of Neenah
211 Walnut St
Neenah, WI 54956

RE: CITY OF NEENAH TRAFFIC LIGHT CONNECTIONS PROJECT BID TABULATION AND
RECOMMENDATION OF AWARD

Bids were received on Friday November 17th for the City of Neenah Traffic Light Connections Project. Below is the tabulation of the received Bids.

Below is a tabulation of the qualified Bid Responses:

<u>Contractor</u>	<u>Bid Amount</u>
Elexco Inc.	\$29,850.00
United Electric	\$36,035.40
Holtger Brothers	\$58,880.00
CableCom	Declined
Tak Communications	Declined

MCE has reviewed the response from the lowest bidder, Elexco Inc., and found it to be in compliance with the Bidding Terms and Conditions and illustrative of their ability to successfully complete this project. MCE has worked with this contractor on previous projects and has no reason to disqualify them based on previous experiences. Therefore, MCE has determined that Elexco Inc. is qualified to perform this work per the RFQ documents. MCE recommends award of the City of Neenah Traffic Light Connections Project to **Elexco Inc. 423 E. Bronson Road Seymour, WI 54165** for the total amount of **\$29,850.00**

Thank you for entrusting MCE with this project design, and bidding support. We look forward to entering the construction phase of the project.

Sincerely,

Dan Becker
President
Multimedia Communications & Engineering, Inc.



MEMORANDUM

DATE: November 21, 2023

TO: Finance & Personnel Committee (Alder Erickson, Ch., Alder Skyrms, V. Ch., Alder Borchardt, Pres., Alder Boyette, Alder Steiner), Mayor Lang, Dir. Rasmussen, Clerk Nagel.

From: City Attorney David Rashid

RE: Write-off of bad (uncollectible) debts

Periodically (usually every two to three years) finance personnel recommends that the City Attorney review the list of debts deemed “bad” or uncollectible, for the purpose of writing off such obligations from the City’s books.

Attached please find a list received by our Coordinator of Payroll-A/P-A/R, Patie Freimuth, detailing unpaid debts owing the City as of November 2023.

Upon my review, I’m in agreement with Coordinator Freimuth that said debts, totaling \$8,278.09, are unlikely to ever be successfully collected, and the pursuit of any further collection is not cost-effective to the City.

As such, I recommend that such debts now be deemed uncollectible, and accordingly be permitted to be “written off” the City’s accounts receivable ledgers.

An appropriate recommendation would be for the Common Council to deem the above-mentioned debts, in the aggregate amount of: \$8,278.09, to be uncollectible, and then further treated as such by the Finance Department.

Past Due Accounts to Write Off.

Customer	Invoice Number	Description	Date of Invoice	Amount Unpaid
Dion Sprewer	36417	Traffic Signal Knockdown	10/19/17	2,821.48
Avery Koehler	36415	Traffic Signal Knockdown	10/19/17	2,313.97
Thomas Westphal	38339	Traffic Signal Knockdown	05/19/21	1,648.69
Stacy Beyers	38866	Hit Fire Hydrant	04/18/22	785.51
Jess Darrin Dawson	38971	Hit Guardrail	06/23/22	708.44
	Total Debt			\$ 8,278.09



Finance Department
211 Walnut St. • Neenah WI 54957-0426
Phone 920-886-6140 • Fax: 920-886-6150
E-mail: vrasmussen@neenahwi.gov
Vicky K. Rasmussen, CPA
Director of Finance

M E M O R A N D U M

DATE: November 27, 2023

TO: Mayor Lang, Chairman Erickson and Members of the Finance and Personnel Committee

FROM: Vicky Rasmussen, Director of Finance

RE: Changes to the Fee Schedule

During the budget process, I requested each department to perform an in-depth review their fee schedules and check for appropriateness and competitiveness. This included ensuring that all costs were covered within the fee and evaluating fees with comparable municipalities in the area.

Included with this memo is Resolution 2023-29 and the proposed fee schedule that shows the suggested changes. The edits are all highlighted in red. Suggestions range from changing the dollar amount of a fee, adding fees to the schedule that are currently charged but weren't on the list, removing fees that no longer exist, or updating descriptions. As shown in the fee schedule, the changes span through many departments.

A representative for each department suggesting fee changes will be present at the Finance and Personnel Committee meeting on Monday, November 27, 2023. Please feel free to reach out to myself or applicable staff if you have any questions or concerns beforehand.



RESOLUTION NO. 2023-29

RESOLUTION FOR AMENDING THE 2024 FEE SCHEDULE OF THE CITY OF NEENAH

WHEREAS, by Resolution #7185, the Common Council adopted a uniform fee schedule; and

WHEREAS, administrative responsibilities have increased resulting in the current fee changes; and

WHEREAS, various fees are being charged that are not individually listed on the schedule or need to be removed.

NOW THEREFORE, BE IT RESOLVED by the Common Council of the City of Neenah that the uniform fee schedule established by Resolution #7185 is amended by adding the highlighted language and removing the stricken language as stated in the attached fee schedule.

Adopted, approved and recorded this 6th day of December 2023.

Recommended by: Finance and Personnel Committee

CITY OF NEENAH, WISCONSIN

Moved: _____

Jane B. Lang, Mayor

Passed: _____

Charlotte K. Nagel, City Clerk

FEES FOR SERVICES SCHEDULE

Res. No. 7185 adopted April 5, 2006 effective with the new Code of Ordinances of the City of Neenah, May 1, 2006.

This document contains updated fee information through January 18, 2023, Resolution No. 2023-01:

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
GENERAL FEES				
Notary Service	No Charge		§137.01(9)	Res. No. 7170
Copies/Open Records Requests	2¢ per page		§19.35(3)	Res. No. 7170
Digital to Physical Record/Other Media	Actual Cost	Materials/Reproduction	§19.35(3)(a)	Res. No. 7170
Maps	Actual Cost of Reproduction		§19.35(3)(a)	Res. No. 7170
Mail & Shipping of Records Request	Actual Cost of Mailing		§19.35(3)(d)	Res. No. 7170
Prepayment of Records Request	Cost of reproduction	Only if total charge exceeds \$5	§19.35(3)(f)	Res. No. 7170
Cost to Locate Records	\$25.00/hr	If locate cost exceeds \$50	§19.35(3)(c)	Res. No. 7170
CLERK				
LICENSES				
Liquor				
Class A Malt	\$200 -\$250	Annual – expires 6/30 (pro-rated)	§125.25(4)	Ord. No. 1234
Class A Liquor	\$400	Annual – expires 6/30 (pro-rated)	§125.51(2)(d)	Ord. No. 1234
Class B Malt	\$100	Annual – expires 6/30 (pro-rated)	§125.26(4)	Ord. No. 1234
Class B Liquor	\$350 -\$400	Annual – expires 6/30 (pro-rated)	§125.51(3)(e)	Ord. No. 1234
Reserve Class B	\$10,000	One time Initial fee (plus annual Class B fee)	§125.51(3)(e)(2)	Ord. No. 1234
Class B (wine only) Winery	\$350	Annual – expires 6/30 (pro-rated)	§125.51	Res. No. 2015-34
Class C Wine	\$100	Annual – expires 6/30 (pro-rated)	§125.51	Ord. No. 1234
Provisional Class B	\$15	One time fee	§125.185(3)	Ord. No. 1234
Temp Class B (Picnic)	\$10	Per event	§125.51(10)	Ord. No. 1234
Temporary Extension of Licensed Premise	\$10	Per Day	§125.10	Ord. No. 2019-15 Code Sec. 4-106 Res. No. 2019-15
Publication Fee-renewal	\$22	Annual due 4/15	§125.04(3)(g)	-----
Publication Fee-new app	\$65	Initial – due upon application	§125.04(3)(g)	Res. No. 7309
Change of Agent	\$10	Due upon application	§125.04(6)(b)	-----
Late Fee – April 15 filing deadline for renewals expiring 6/30	\$50	Per Year		Res. No. 2019-17 Code Sec. 4-65(m)
Late Fee – beginning June 15 filing deadline for renewals expiring 6/30	\$20	Per Day		Res. No. 2019-17 Code Sec. 4-65(f)
Beverage Operator	\$60	Two year license – expires 6/30 Includes fee for picture	§125.17(1)	Ord. No. 1234 Ord. No. 1345 increase to \$60 effective 1/1/2007
Duplicate Beverage Operator	\$10	Per license	§125.17	-----
Temporary Beverage Operator	\$10	Per event	§125.17(4)	Ord. No. 1234
Provisional Beverage Operator	\$15	Per license	§125.185	Ord. No. 1234
Misc. Licenses				
Cigarette	\$100	Annual – expires 6/30	§134.65(2)(b)	Ord. No. 1234
Amusement Device	\$75/machine	Annual – expires 6/30		Code §4-172 Res. No. 2023-01
Dance Hall	\$25	Annual – expires 6/30	§59.56(12)(b)	Ord. No. 858
Pawnbrokers License	\$210	Annual – expires 12/31	§134.71	Code Section 4-64 Res. No. 7238

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
Secondhand Article Dealers	-\$27.50	Annual – expires 12/31	§134.71 (11)(b)	Code Sec. 4-64 Res No 7238
Secondhand Jeweler Dealers	\$80.00 \$30.00	Annual – expires 12/31	§134.71 (11)(c)	Code Sec. 4-64 Res No 7238
Taxi Cab	\$50 yearly fee	Annual – expires 6/30	§349.24	Ord. No. 1223 / Res. 2019-09
	each add'l	\$0 No fee, Report Vehicle by VIN	Annual – expires 6/30	§349.24 Ord. No. 1223 / Res 2019-09
Escort License or Registration	\$500	Annual – expires 6/30		Code Sec. 4-65 Ord. No. 2014-9 Res. No. 2014-10
Escort Service Licenses	\$500	Annual – expires 6/30		Ord. No. 2014-9 Res. No. 2014-10
PERMITS				
Blasting	No Charge	Per Project		Code Sec. 11-119
Carnival/Circus	\$25	Per day		Ord. No. 369
Christmas Tree Lot	\$25	Annual – Expires 12/26		Ord. No. 858
Fireworks Stand	\$25	Annual – Expires 7/5		Ord. No. 963
Open Burning	\$17	Annual – exp 12/31		Res. No. 2021-19
Street Use Permits	\$75 except the fee for school sponsored events shall be \$0	Per event – plus costs per code		Ord. No. 858 Res. No. 7353 Res. No. 2011-7 Res. No. 2011-25 Sec. 14-129(e) & (f)
Solicitor Permit – New	\$25	1 st Year – Expires 12/31	§59.55	Ord. No. 858
Solicitor Permit - renewal	\$15	Annually – Expires 12/31	§59.55	Ord. No. 858
Mobile Food Vendor	\$100	Per Mobile Food Vendor vehicle or cart		Sec. 4-353(a)
BID Surcharge	\$50	Per Mobile Food Vendor or Transient Merchant located in the BID District		Sec. 4-64 & 4-353(a)
Wrestling/Boxing	\$50 per wrestling event plus cost for providing two supervisors, who shall have police authority for the wrestling match. Estimated cost \$50-100 per hour per officer.	Event	§444.02	Ord. No. 980 Vol IV Res. No. 7309
MISC. FEES				
Voter Registration Certificate	\$5			Ord. No. 858
Voter Registration Certificate	\$2	Seniors – over age 65		Ord. No. 858
Voter Registration List	\$25.00 plus \$5 per 1,000 voters	Includes Voter History	§6.36(6)	Set by State Elections Board Res. No. 7242
INFORMATION SYSTEMS				
ASSESSMENT DEPT:				
Reports (Hard Copies)				
Street Listing	\$35.00			
Commercial Listing	\$35.00			

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
Personal Property Labels	\$25.00			
Alpha Property Listing By Owner	\$35.00			
Alpha Property Listing By Street Name	\$35.00			
Both Property Listings	\$60.00			
Assessment Workbook	\$100.00			
Both Property Listing and Workbook	\$150.00			
Vacant Land Listing	\$20.00			
Multi-Unit Listing				
2 Units & Up	\$35.00			
4 Units & Up	\$20.00			
Files (emailed)				
Assessment Roll	\$50.00			
Assessment Roll				
Legal Description				
Tax Roll				
Zoning				
Mailing Addresses	\$30.00			
Market Drive Public Data File (CD)	\$250.00			
Personal Property Labels	\$25.00			
FINANCE:				
Tax Roll	\$50.00			

COMMUNITY DEVELOPMENT

WEIGHTS AND MEASURES

Annual Permit Processing Fee	\$50	Annual	§ 98.04	Res. No. 2021-19
Scales 0 to 30 lbs.	\$30 (per unit)	Annual	§ 98.04	Sec. 4-30 Res. No. 2011-16
Scales 31 to 1000 lbs	\$40 (per unit)	Annual	§ 98.04	Res. No. 2012-35 Sec. 4-30
Weight Sets	\$10	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
Follow-up Inspection Fee (1 st)	\$100	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
Follow-up Inspection Fee (2 nd)	\$200	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
Penalty Nonregistered Device	Fee x 2	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
Timing Devices	\$10	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
Meters (Taxi)	\$50	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
Electric Pill Counters	\$10	Annual	§ 98.04	Res. No. 2012-35 Sec. 4-30

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
Gas Pumps (Retail)	\$40	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
HS Pumps (Diesel)	\$55	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
Vehicle Tank/Bulk Plant Meter	\$100	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
Linear (Fabric, Wire, Rope Meters)	\$10	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
Farmer's Market Annual Fee (includes 7 or more devices)	\$150	Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
Scanners		Annual	§ 98.04	Res. No. 2011-16 Res. No. 2012-35 Sec. 4-30
1 to 3 scanners (total)	\$75			Res. No. 2011-16
4 or more (total)	\$130			Res. No. 2012-35
Aluminum Can Recycle Machine	\$100	Annual	§ 98.04	Sec. 4-30 Res. No. 2011-16 Res. No. 2012-35
Late Payment Fee	\$100	Annual	§ 98.04	Sec. 4-30 Res. No. 2011-16 Res. No. 2012-35
Misc. Specialized Devices	\$50/Hour	Annual	§ 98.04§ATCP 92.04	Sec. 4-30 Res. No. 2011-16 Res. No. 2012-35
PLUMBING				Plumbing Code
New Plumbing: 1 & 2 Family	\$50 + \$0.03 sq ft all areas	If no square footage available – base on fixture count: \$8 per fixture (Minimum \$30)		Ch. 21, Art. V Res. No. 2017-04
New Plumbing: Multi-family	\$50 + \$0.05 sq ft all areas	If no square footage available – base on fixture count: \$8 per fixture (Minimum \$30)		Ch. 21, Art. V Res. No. 2017-04
New Plumbing: Commercial/Industrial	\$50 + \$0.08 per sq ft for first 5,000 sq ft and \$0.02 per sq ft over 5,000 sq ft	If no square footage available – base on fixture count: \$8 per fixture (Minimum \$50)		Ch. 21, Art. V Res. No. 2017-04
New/replacement Sanitary Sewer, Storm Sewer, or Water Services Lateral: Residential	New: \$100 Replacement: \$50			Ch. 21, Art. V Res. No. 2017-04
New/replacement Sanitary Sewer, Storm Sewer, or Water Services Lateral: Commercial	Commercial: \$50 + \$10 per inch diameter			Ch. 21, Art. V Res. No. 2017-04
Repair of Building Drain, Sanitary Sewer Lateral, Storm Sewer Lateral or Water Service Repipe Basement	\$25			Ch. 21, Art. V Res. No. 2011-17
Cap Sewer	\$25			Ch. 21, Art. V Res. No. 2011-17
Well License Renewal	\$30			Ch. 21, Art. V Res. No. 2017-04
Replacement Water Heater	\$30	Minimum permit fee \$30 or \$8 per fixture if water		Ch. 21, Art. V

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
ELECTRICAL				
New Electrical: 1 &2 Family and additions	\$50 + \$0.03 sq ft all areas	Heater is included as part of the plumbing project If no square footage available: \$30 for all work between \$1 and \$300 in cost \$30 + \$5/\$100 for all work between \$301 - \$1,000 in cost \$65 + \$12/\$1,000 for all work between \$1001 - \$10,000 in cost \$173 + \$3/\$1,000 for all work between \$10,001 - \$100,000 in cost \$443 + \$1/\$1,000 for all work over \$100,000 in cost		Res. No. 2017-04 Electrical Code Ch. 21, Art. III Res. No. 2017-04
New Electrical: Multi-family and additions	\$50 + \$0.05 sq ft all areas	If no square footage available: \$30 for all work between \$1 and \$300 in cost \$30 + \$5/\$100 for all work between \$301 - \$1,000 in cost \$65 + \$12/\$1,000 for all work between \$1001 - \$10,000 in cost \$173 + \$3/\$1,000 for all work between \$10,001 - \$100,000 in cost \$443 + \$1/\$1,000 for all work over \$100,000 in cost		Ch. 21, Art. III Res. No. 2017-04
New Electrical: Commercial/Industrial and additions	\$50 + \$0.08 per sq ft for first 5,000 sq ft and \$0.02 per sq ft over 5,000 sq ft	If no square footage available: \$30 for all work between \$1 and \$300 in cost \$30 + \$5/\$100 for all work between \$301 - \$1,000 in cost \$65 + \$12/\$1,000 for all work between \$1001 - \$10,000 in cost \$173 + \$3/\$1,000 for all work between \$10,001 - \$100,000 in cost \$443 + \$1/\$1,000 for all work over \$100,000 in cost		Ch. 21, Art. III Res. No. 2017-04
Electrical Service	\$50 + \$10 per 100 amp			Ch. 21, Art. III Res. No. 2017-04
BUILDING				
New Construction: Residential/Duplex/Condo	\$100 + \$0.18 per sq ft all areas	Minimum \$200		Ch. 21, Art. II Res. No. 2017-04
New Construction: Multi-family	\$100 + \$0.25 per sq ft all areas	Minimum \$200		Ch. 21, Art. II Res. No. 2017-04
New Construction: Commercial/Industrial	\$100 + \$0.20 per sq ft all areas	Minimum \$200		Ch. 21, Art. II Res. No. 2017-04
New Construction: Community Facility	\$100 + \$0.20 per sq ft all areas	Minimum \$200		Ch. 21, Art. II Res. No. 2017-04
New Construction: Garage	\$10 + \$0.10 per sq ft	Minimum \$50		Ch. 21, Art. II Res. No. 2017-04
New Construction: Residential: Accessory Building (small sheds, decks, gazebos)	\$30	Over 24" above grade		Ch. 21, Art. II Res. No. 2017-04
New Construction: Commercial: Accessory Building (small sheds, decks, gazebos)	\$60			Ch. 21, Art. II Res. No. 2017-04
Addition and Remodel: 1 & 2 Family	\$10 + \$0.10 per sq ft	Minimum \$50		Ch. 21, Art. II Res. No. 2017-04

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
Addition and Remodel: Multi-family	\$100 + \$0.20 per sq ft all areas	If no square footage available, based on project cost: \$50 + \$5 per \$1000 for work between \$1 and \$5,000 in cost \$60 + \$2.50 per \$1,000 for work over \$5,000 in cost (minimum cost of \$50 still applies) Minimum \$200		Ch. 21, Art. II Res. No. 2017-04
Addition and Remodel: Commercial/Industrial	\$100 + \$0.20 per sq ft all areas	If no square footage available, based on project cost: \$35 + \$5 per \$1000 for work between \$1 and \$5,000 in cost \$60 + \$2.50 per \$1,000 for work over \$5,000 in cost (minimum cost of \$200 still applies) Minimum \$200		Ch. 21, Art. II Res. No. 2017-04
Addition and Remodel: Community Facility		If no square footage available, based on project cost: \$35 + \$5 per \$1000 for work between \$1 and \$5,000 in cost \$60 + \$2.50 per \$1,000 for work over \$5,000 in cost (minimum cost of \$200 still applies) Minimum \$200		Ch. 21, Art. II Res. No. 2017-04
Addition and Remodel: Garage	\$10 + \$0.10 per sq ft	If no square footage available: \$35 + \$5 per \$1000 for work between \$1 and \$5,000 in cost \$60 + \$2.50 per \$1,000 for work over \$5,000 in cost (minimum cost of \$200 still applies) Minimum \$50		Ch. 21, Art. II Res. No. 2017-04
HEATING, VENTILATION & AC				Mechanical Code
Fireplaces/Stove- wood or gas/garage heaters installation	\$30			Ch. 21, Div. IV Res. No. 2017-04
1 & 2 Family and additions	\$50 + \$0.03 sq ft all areas	If no square footage available, based on project cost: \$100 for all work up to \$2,000 in cost \$100 plus \$5 per \$1,000 for all work over \$2,000		Ch. 21, Div. IV Res. No. 2017-04
Multi-family and additions	\$50 + \$0.05 sq ft all areas	If no square footage available, based on project cost: \$100 for all work up to \$2,000 in cost \$100 plus \$5 per \$1,000 for all work over \$2,000		Ch. 21, Div. IV Res. No. 2017-04
Commercial/Industrial and additions	\$50 + \$0.08 per sq ft	If no square footage available, based on project cost: \$100 for all work up to \$2,000 in cost \$100 plus \$5 per \$1,000 for all work over \$2,000		Ch. 21, Div. IV Res. No. 2017-04
Replacement 1 & 2 Family	\$50 for first piece + \$10 each add'l piece (per dwelling unit)	If no square footage available, based on project cost: \$100 plus \$5 per \$1,000 for all work over \$2,000		Ch. 21, Div. IV Res. No. 2017-04

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
Replacement Commercial/Industrial	\$100 for all work up to \$2,000 in cost \$100 plus \$5 per \$1,000 for all work over \$2,000	\$100 for all work up to \$2,000 in cost \$100 plus \$5 per \$1,000 for all work over \$2,000		Ch. 21, Div. IV Res. No. 2017-04
MISCELLANEOUS PERMIT FEES				Building Code
Apiary Registration Fee	\$30.00	Per Apiary		Sec. 3-41(c) Res. No. 2017-14 Res. No. 2021-19 Res. No. 2021-19
Building Inspections Re-inspection Fee	\$75			
Code Enforcement Re-inspection Fees	\$50 – 2 nd notice \$100 – 3 rd notice \$100 – 4 th notice etc.			
Commercial Plan Review				
Building Plan	\$125			Ch. 21, Div. II Res. No. 2011-17
HVAC	\$125			Ch. 21, Div. II Res. No. 2011-17
Demolition: Garage/Shed	\$30 plus bond	\$500 Bond/Check for building <25,000 cu. Ft. \$1,000 Bond/Check for building 25,000-50,000 cu. Ft. \$2,000 Bond/Check for building over 50,000 cu. Ft.		Ch. 21, Div. II Res. No. 2017-04
Demolition: Residential	\$100 plus bond	\$500 Bond/Check for building <25,000 cu. Ft. \$1,000 Bond/Check for building 25,000-50,000 cu. Ft. \$2,000 Bond/Check for building over 50,000 cu. Ft.		Ch. 21, Div. II Res. No. 2017-04
Demolition: Commercial/Industrial	\$200 plus bond	\$500 Bond/Check for building <25,000 cu. Ft. \$1,000 Bond/Check for building 25,000-50,000 cu. Ft. \$2,000 Bond/Check for building over 50,000 cu. Ft.		Ch. 21, Div. II Res. No. 2017-04
Erosion Control Residential	\$175			Ch. 22, Art. IV Res. 7309 Res. No. 2017-04
Erosion Control Commercial Industrial	\$300 per acre			Ch. 22, Art. IV Res. No. 2017-04
Community Facility				
Fence: Residential	\$20			Ch. 21, Div. II Res. No. 2017-04
Fence: Commercial	\$50			Ch. 21, Div. II Res. No. 2017-04
Foundation Repair	\$40			Ch. 21, Div. II Res. No. 2017-04
Mobile Home Park	\$100			Ch. 21, Div. II Res. No. 2011-17
Moving Permit	\$200 plus bond	\$10,000-\$25,000 bond and insurance required		Res. No. 2017-04
Newspaper Vending Machines Permit	\$25	Initial Fee; Permit must be renewed yearly at no charge and expires December 31st		Res. 7292 Code §14-146 Res. No. 2011-17
Parking Lot	\$200			Ch. 21, Div. II Res. No. 2017-04
Pools – Above Ground	\$30			Ch. 21, Div. II Res. No. 2017-04
Pools – In Ground	\$100			Ch. 21, Div. II Res. No. 2017-04

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
Sandwich Board Signs	\$25	Annual – expires March 31st		Code Sec 4-29 Res. No. 2017-04
Signs – Wall Signs	\$75			Res. No. 2021-19
Signs – Pole/ground Signs	\$125			Res. No. 2021-19
Accessory Use (Solar, Wind, etc.)	\$10 per KW-PV 450 – Geo or HW (Minimum \$30)			Res. No. 2017-04
Street Furniture	\$15	Annual		Ch. 14, Art. VII Res. No. 7367 Res. No. 2011-17

Assessment Fees (Building Permits)			
New Construction (Single-Family/Two-Family Residential)	\$100/unit	Per Building Permit	
New Construction (Commercial/Multi-Family)	\$300	Per Building Permit	
New Construction (Industrial)	\$300	Per Building Permit	
New Construction (Community Facility/Institutional)	\$300	Per Building Permit	
New Construction (Accessory Structure)	\$ 25	Per Building Permit	
Addition/Renovation (Single-Family/Two-Family Residential)	\$ 25	Per Building Permit	
Addition/Renovation (Commercial/Multi-Family)	\$100	Per Building Permit	
Addition/Renovation (Industrial)	\$100	Per Building Permit	
Addition/Renovation (Community Facility/Institutional)	\$100	Per Building Permit	
Addition/Renovation (Accessory Structure)	\$25	Per Building Permit	

LICENSE RENEWALS

Heating – Warm Air	\$20
Heating – Hot Water	\$20
Heating – Steam	\$20

PLANNING & ZONING FEES

			Zoning Code
Rezoning/ Text Amendment Application	\$400 \$500	Per Application	Ch. 26/Res. No. 2017-21
Variance/Appeal Application	\$250 \$350	Per Application	Ch. 26/Res. No. 2017-21
Special Use Application	\$400 \$500	Per Application	Ch. 26/Res. No. 2017-21
Annexation Review(Not including R1 Zoning)	\$400	Per Review	Ch. 26/Res. No. 2017-21
Site Plan Review (Minor)	\$150 \$200	Per Review	Ch. 26/Res. No. 2017-21
Site Plan Review (Major)	\$300 \$400	Per Review	Ch. 26/Res. No. 2017-21
Site Plan Review (Parking Lot)	\$100	Per Review	
Site Plan Review (Change of Use)	\$150	Per Review	
Site Plan Review (Telecommunication Tower)	\$3,000	Per Review	Ch. 26/Res. No. 2017-21

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
Site Plan Review (Landscape Plan)	NA	Per Review		Ch. 26/Res. No. 2017-21
Certified Survey Map Review	\$125 \$150	Per Map		Res. No. 2021-19
Extraterritorial CSM	\$125 \$150	Per Review		Res. No. 2021-19
Preliminary Plat Review	\$150 + \$35/lot	Per Review		Ch. 26/Res. No. 2017-21
Final Plat Review	\$100+\$10/lot	Per Map		Res. No. 2021-19
Official Street Map Amendment/ Street Vacation	\$400 \$500	Per Map		Ch. 26/Res. No. 2017-21
P.D.D. Review	\$500	Per Approval		Ch. 26/Res. No. 2017-21
T.N.D. Review	\$500	Per Approval		
Tourist Housing Permit	\$50 no annual fee	Per License		Ch. 26/Res. No. 2017-21
Home Occupational License	\$50	Per License		Ch. 26/Res. No. 2017-21
Rooming House License (Annual)	\$50			Ch. 26/Res. No. 2017-21
Flood Plain Permits:		Per Permit		Ch. 26/Res. No. 2017-21
Land Use Permit – Residential	\$50 \$100	Per Permit		Ch. 26/Res. No. 2017-21
Land Use Permit – Commercial	\$400 \$200	Per Application		Ch. 26/Res. No. 2017-21
Map Amendment Application	\$200 \$500	Per Letter		Ch. 26/Res. No. 2017-21
Waiver Letter	\$25	Per Approval		Ch. 26/Res. No. 2017-21
Project Plan Approval	\$300 \$400	Per Approval		Ch. 26/Res. No. 2017-21
PDD Review/Master Plan Approval	\$500	Per Approval		Ch. 26/Res. No. 2017-21
Comprehensive Plan Amendment	\$400 \$500	Per Amendment		Res. No. 2021-19
Zoning Verification/Research (Standard)	\$25 \$50	Per Verification (Standard)		Ch. 26/Res. No. 2017-21
Zoning Verification/Research (Enhanced)	\$100	Per Verification (Enhanced)		Ch. 26/Res. No. 2017-21

DOCUMENT SALES

Zoning Code	\$3		§19.35	Res. No. 7170
Building Code	\$3		§19.35	Res. No. 7170
Other Codes	\$2		§19.35	Res. No. 7170
Comp Plan	\$10		§19.35	Res. No. 7170
Maps				Res. No. 7170
1" = 1.000' or basemap	50¢		§19.35	Res. No. 7170
1" = 500' map	\$2.25		§19.35	Res. No. 7170
Any Topo map	\$1.25		§19.35	Res. No. 7170
Other maps	15¢/sq ft		§19.35	Res. No. 7170
Photocopies				Res. No. 7170
Single Sheet	25¢		§19.35	Res. No. 7170

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
Multiple Sheets	25¢ plus 15¢ per sheet		§19.35	Res. No. 7170
Color Copies	\$2 per 11x17		§19.35	Res. No. 7170
FINANCE				
LICENSES				
Cat (if spayed or neutered)	\$8	Annual		Res. No. 2021-19
Cat (if not spayed or neutered)	\$13	Annual		Res. No. 2021-19
Dog (if spayed or neutered)	\$8	Annual		Res. No. 2021-19
Dog (if not spayed or neutered)	\$13	Annual		Res. No. 2021-19
Late Fee – dog/cat	\$5	Annual After 3/31 (license fee plus a \$5 state imposed fee)		Res. No. 7309
Dangerous Animal License	\$50	Per Dangerous Animal		Sec. 3-16(b)(3)
PERMITS				
Fire Permit	\$17	Annual		Res. No. 2021-19
Parking – Day Pass Tier 1	\$2 -\$3	Daily (Permit Locations)		Res. No. 2017-11
Parking – Day Pass Tier 2	\$4 -\$6	Daily (3 Hour & 4 Hour Locations)		Res. No. 2017-11
Parking – Tier 1	\$22 -\$25	Monthly (All Permit Locations Unless Otherwise Noted)		Res. No. 2017-05
Parking – Tier 2	\$34 -\$40	Monthly (Marketplace Lot)		Res. No. 2017-05
Parking Ramp	\$22 \$30	Monthly		
Real Estate Status Report	\$40	Per Report – normal turn around		Res. No. 2021-19
	\$60	Per Report - Rush		
Special Assessment Installment Plan	Prime Rate as of 3/1/2017 plus 3%	Annual Rate	§66.0715	Code Sec. 13-2 Council Motion 03/16/22
FIRE				
Fire Code				
Petroleum Tank Installation Permit	\$100	First Tank		Ch. 7
	\$50	Each Additional Tank		Ch. 7
	\$1,700	Maximum Fee		Ch. 7
Petroleum Tank Closure Permit	\$20	Per 1,000 Gallon Tank Capacity, \$240 maximum		Ch. 7
	\$80	Minimum Fee		Ch. 7
Fire Protection Permit (Sprinkler Permit)				
Any Underground Main	\$75			Ch. 7
Any Above Ground Piping (20+ Heads)	\$75	Including Additions		Ch. 7
Each Riser	\$25			Ch. 7
Each Floor Above the First Floor	\$25			Ch. 7
Re-inspection Fee	\$100	Per inspection starting with the 2 nd inspection		Sec. 7-34
				Res. No. 2013-34
Smoke Detector Installation	\$30	Per Detector		§101.14 & §101.145
HEALTH				
July 2012 Consolidated with Winnebago County Health Department. All Health related fees were removed from the City of Neenah Fee Schedule.				
the jurisdiction of the Community Development Department (see above). WEIGHTS AND MEASURES were moved under				
LIBRARY				
Fees are established by the Library Board				
PARK & RECREATION				
Fees are established by the Park & Recreation Commission and maintained by the Department				
POLICE				
Fingerprints				
				Res. No. 7170

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
Child ID	No Charge		§19.35(3)(e)	Res. No. 7170
Fingerprinting for Employment				
Neenah Resident	No Charge		§19.35(3)(e)	Res. No. 7170
Non-Resident	\$10.00		§19.35(3)(a)	Res. No. 7170
Probation & Parole Registration	No Charge		§19.35(3)(e)	Res. No. 7170
Sex Offender Registration	No Charge		§19.35(3)(e)	Res. No. 7170
Photocopy Charges				
Photograph Reprints	50¢		§19.35(3)(a)	Res. No. 7170
Digital Reprints	\$1.00/sheet \$2.00/glossy sheet			
Photograph for ID	\$5.00			
Accident Reports				
11 x 17 – Double Sided	\$1.00		§19.35(3)(a)	Res. No. 7170 Res. No. 7309
8-1/2 x 11 – Double Sided	50¢		§19.35(3)(a)	Res. No. 7170
Incident Reports				
1 st Page	25¢		§19.35(3)(a)	Res. No. 7170
Additional Pages	15¢		§19.35(3)(a)	Res. No. 7170
1 Page	25¢		§19.35(3)(a)	Res. No. 7170
2 Pages	40¢		§19.35(3)(a)	Res. No. 7170
3 Pages	55¢		§19.35(3)(a)	Res. No. 7170
4 Pages	70¢		§19.35(3)(a)	Res. No. 7170
5 Pages	85¢		§19.35(3)(a)	Res. No. 7170
6 Pages	\$1.00		§19.35(3)(a)	Res. No. 7170
7 Pages	\$1.15		§19.35(3)(a)	Res. No. 7170
8 Pages	\$1.30		§19.35(3)(a)	Res. No. 7170
9 Pages	\$1.45		§19.35(3)(a)	Res. No. 7170
10 Pages	\$1.60		§19.35(3)(a)	Res. No. 7170
Other Charges				
Video (VHS or CD)	Actual Cost of Tape (estimated at \$10.00)		§19.35(3)(a)	Res. No. 7170 Res. No. 7309
Audio Cassette	Actual Cost of Tape (Estimated at \$5.00)		§19.35(3)(a)	Res. No. 7170 Res. No. 7309

PUBLIC WORKS				
AUTOMATED COLLECTION CART FEES				
Change cart size (Existing Property Owner)	\$25.00 per cart	Each		Ch 12, Res 2019-06
Additional Recycling Cart (Residential)	\$25.00 per cart	Annual		Ch 12, Res 2019-06
Additional Refuse Cart (Residential)	\$205.00 \$220 per cart	Annual		Ch 12, Res 2023-01
NEW DEVELOPMENT				
Oversize Sanitary Interceptor Sewer Fee	\$1,000.00	Acre		Code §17-107
Public Storm Water Infrastructure	\$9,000.00	Acre		Code §13-7
Carpenter Tree Fund	\$100.00-150.00	Lot		Res. No. 7309
Stormwater Management, Erosion Control, Erosion Plan Review and Inspection, Residential	\$200.00	Subdivision plus \$150/lot		Ch. 22, Art. IV Res. No. 7309
Erosion Plan Review and Inspection, Commercial, Industrial	\$275	Up to one acre, \$200 for each additional acre		Ch. 22, Art. IV Res. No. 7309
Post Construction Storm Water Plan Review and Inspection	\$500	Up to one acre, \$200 per additional acre		Ch. 22, Art. IV Res. No. 7309

FEE TYPE	FEE	BASIS	STATUTE NO.	ORD/RES/CODE
Storm Water Utility Credit Review	\$200	Per Credit Application		Ch. 17, Div. 2 Res. No. 7309

ENGINEERING DESIGN & INSPECTION (RECONSTRUCTION)

Street Reconstruction	Hourly Rate Included in Assessment Rate			
Sanitary Sewer and Storm Sewer Repair and Replacement	Charged to Utilities			

GARAGE SERVICES (EQUIPMENT ONLY)

Equipment rates on files with the Public Works Superintendent

CITY OF NEENAH GARAGE SERVICES (GENERAL) (LABOR & EQUIPMENT)

Drop-Off Center One Time Use Card	\$40 \$15			
Drop-Off Center First Additional Card	\$30			
Drop-Off Center Second Additional Card	\$45			
Bulky Item Collection-Curbside	\$15	Per Item		
Residential Dumpster Rental (1 CY)	\$85	Per Collection		
Residential Dumpster Collection (2 CY)	\$130 \$95	Per Collection		
Grass & Weed Removal (1 hr minimum charge)	\$80.00	Hour + \$25 Admin. Fee		
Special Collections (1 hr minimum charge)	\$80.00	Hour + \$25 Admin. Fee		Res. No. 7309
Snow Removal (1 hr minimum charge)	\$80.00	Hour + \$25 Admin. Fee		

GENERAL LABOR ("NON-CITY" WORK)

Actual Hourly Rate x 1-1/2 plus 70%
Admin., Fringe Benefits, Overhead

MECHANIC LABOR TO ENTERPRISE FUNDS & UTILITIES

Small Equipment	\$68.00	Hour		Res. No. 7309
Medium Equipment	\$79.00	Hour		Res. No. 7309
Large Equipment	\$88.00	Hour		Res. No. 7309

MISCELLANEOUS PERMIT FEES

Natural Lawn Application Fee	\$25.00	Per Event		Ord. No. 1389 Sec. 10-5(c)(1) Res. No. 7334
Application for Appeal - Natural Lawn Revocation	\$25.00	Per Event		Ord. No. 1389 Sec. 10-35(d)(f) Res. No. 7334
Bond for Due Process Hearing - Lawn Declared Public Nuisance	\$25.00	Per Event		Ord. No. 1389 Sec. 10-36(f)(2) Res. No. 7334

STREET / RIGHT OF WAY EXCAVATION PERMIT

Administration Fee	\$200.00	Each			Ch. 14, Div. II Res. No. 7309	
	2023	2024	2025	2026	2027	
4" or 6" Sidewalk or Apron (Incl. Colored)	\$16.00	\$16.50	\$17.00	\$17.50	\$18.00	Sq. Ft. Ch. 14, Div II, Res.2023-01
Curb and Gutter	\$72.50	\$75.00	\$77.50	\$80.00	\$82.50	Lin. Ft. Ch. 14, Div II, Res.2023-01

FEE TYPE	FEE					BASIS		STATUTE NO.	ORD/RES/CODE
Concrete Pavement - Final Patch	\$20.00	\$20.50	\$21.00	\$21.50	\$22.00	Sq. Ft.		Ch. 14, Div II, Res.2023-01	
Asphalt Pavement/Oil & Chip - Final Patch	\$12.00	\$12.50	\$13.00	\$13.50	\$14.00	Sq. Ft.		Ch. 14, Div II, Res.2023-01	
Terrace or Grass Turf Area	\$2.50	\$2.60	\$2.70	\$2.80	\$2.90	Sq. Ft.		Ch. 14, Div II, Res.2023-01	
2023-2027									
Street Degradation Base Fee	\$4.00					Sq. Ft.		Ch. 14, Div II, Res.2023-01	
Permit Fee	\$200.00					Each		Ch. 14, Div II, Res.2023-01	
New Gas Service/Abandon/Maintenance	\$50.00					Each		Ch. 14, Div II, Res.2017-33	
Curb Cut	\$50.00					Each		Ch. 14, Div II, Res.2017-33	
Tunnel/Bore/Directional Bore	\$.50					Lin. Ft.		Ch. 14, Div II, Res.2017-33	
New Poles/Guywires/Sm Peds/Boxes	\$30.00					Each		Ch. 14, Div II, Res.2017-33	
New Overhead Wires	\$.15					Lin. Ft.		Ch. 14, Div II, Res.2017-33	
New or Repl Manholes/Handholes	\$75.00					Each		Ch. 14, Div II, Res.2017-33	
Large Cabinets/Peds/Huts/Vaults/VRADs	\$200.00					Each		Ch. 14, Div II, Res.2017-33	
Trees	\$300.00					Each		Ch. 14, Div II, Res.2017-33	
Marker Post/Post Mounted Signs	\$5.00					Each		Ch. 14, Div II, Res.2017-33	
Failure to Obtain Permit	\$200.00					Each		Ch. 14, Div II, Res.2017-33	
STREET / RIGHT OF WAY EXCAVATION PERMIT – LARGE SCALE PROJECT									
Monitoring/Inspection	Actual Cost – Total Estimate Held in Escrow at Start of Project							Ch. 14, Res.2021-13	
Permit Fee	\$200					Each		Ch. 14, Res.2021-13	
Tunnel/Bore/Directional Bore	\$.10					Lin. Ft		Ch. 14, Res.2021-13	
Overhead Wire	\$.05					Lin. Ft		Ch. 14, Res.2021-13	

WATER DEPARTMENT

Fees are established by the Public Service Commission of Wisconsin (PSC)



Department of Public Works
211 Walnut St. • P.O. Box 426 • Neenah WI 54957-0426
Phone 920-886-6241 • e-mail: gkaiser@ci.neenah.wi.us
GERRY KAISER, P.E.
DIRECTOR OF PUBLIC WORKS

M E M O R A N D U M

DATE: November 7, 2023
TO: Mayor Lang and Members of the Finance & Personnel Committee
FROM: Gerry Kaiser, Director of Public Works
RE: 2024 Fee Schedule Changes – Parking Utility

Below are the changes requested to the Fees for Services Schedule for the Parking Utility. The last adjustments to parking permit charges were made in 2017 (Resolutions 2017-05 and 2017-11). The past two years, the Parking Utility would have operated at a significant deficit without the inclusion of ARPA funds to cover administrative costs. Changes to the parking citation charges are also being requested since permit charges and citation charges need to be coordinated. However, the citation charges are handled through the parking ordinance rather than the Fees for Services Schedule, so they will be addressed separately.

Staff proposes the following adjustments to the permit charges.

Permits

Permit Type	Current Charge	Proposed Charge
Day Pass – Tier 1	\$2/day	\$3/day
Day Pass – Tier 2	\$4/day	\$6/day
Monthly Parking - Tier 1	\$22/month	\$25/month
Monthly Parking - Tier 2	\$34/month	\$40/month
Monthly Parking – Ramp	\$22/month	\$30/month

Note: Tier 2 spaces are permit spaces located in the Silver Lot (Marketplace Lot). All other permit spaces, outside of the ramp, are Tier 1 spaces.



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DIRECTOR OF PUBLIC WORKS

M E M O R A N D U M

DATE: November 7, 2023
TO: Mayor Lang and Members of the Finance & Personnel Committee
FROM: Gerry Kaiser, Director of Public Works
RE: 2024 Fee Schedule Changes – Public Works

Below are brief explanations of the changes requested by Public Works to the Fees for Services Schedule.

- 1) Additional Refuse Cart, Increase to \$220/year from \$205/year. The main reason behind the change in the fee is the increase in the tipping fee at the Winnebago County Landfill from 2023 to 2024.
- 2) Residential Dumpster Rental. Reduce the rate for collection of a 2 CY container from \$130 per collection to \$95 per collection. In reviewing the 2023 rate, it was noticed that the collection time used for a 1 CY collection was different than the collection time used for a 2 CY collection. Those should have been the same. The proposed rate includes the 2024 tipping fee increase.
- 3) Drop-off Center Additional Cards. These charges have not previously been listed in the fee schedule, but they have been charged for several years. The charge for the first additional card is \$30. The charge for the second additional card is \$45.
- 4) Drop-off Center One-Time Use Card. This charge has not previously been listed in the fee schedule, but it has been charged for several years. The 2023 charge for a one-time use card was \$10. We propose to increase the charge in 2024 to \$15 to coincide with the amount charged for a second additional drop-off card.
- 5) Bulky Item Collection. In 2023, a \$15 charge was instituted for a curbside bulky item collection (furniture, carpeting, lumber). This charge was not previously included in the fee schedule.

Liquor Licenses	Neenah	Menasha	Grand Chute	Appleton	Fox Crossing	Fond du Lac	Green Bay	Average	Allowable	Statute
Class A Malt	\$ 200	\$ 225	\$ 250	\$ 255	\$ 300	\$ 255	\$ 400	\$ 269	Open	125.25(4)
Class A Liquor	\$ 400	\$ 350	\$ 500	\$ 500	\$ 400	\$ 500	\$ 400	\$ 436	\$50-\$500	125.51(2)(d)
Class B Malt	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100.00	125.25(4)
Class B Liquor	\$ 350	\$ 375	\$ 500	\$ 500	\$ 500	\$ 500	\$ 400	\$ 446	\$50-\$500	125.51(3)(e)
Reserve Class B	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	10,000	\$ 10,000.00	125.51(3)(e)(2)
Class B (wine only) Winery	\$ 350							0 Licenses Issued		
Class C Wine	\$ 100	\$ 100	\$ 100		\$100 + \$55 Publication Fee	\$100 + \$55 publication fee	\$ 100	0 Licenses Issued		
Provisional Class B	\$ 15		\$ 15					0 Licenses Issued		
Temp Class B (Picnic)	\$ 10	\$ 10	\$ 10	\$10 per event + \$7 investigation fee	\$10 per event	\$ 10	\$ 10	Statute		
Temporary Extension of Licensed Premise	\$ 10									
Publication Fee-renewal	\$ 22		\$ 55	\$ 20			\$ 25			
Publication Fee-new app	\$ 65		\$ 55	\$ 60	\$ 55	\$ 55	\$ 25			
Change of Agent	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	Statute		
Late Fee - April 15 filing deadline for renewals expiring 6/30	\$ 50									
Late Fee - beginning June 15 filing deadline for renewals expiring 6/30	\$ 20									
Beverage Operator	\$ 60	\$ 50	\$85 new, \$70 renewal	\$ 67	\$ 62	\$ 65	\$ 50	\$ 59		
Duplicate Beverage Operator	\$ 10	\$ 15	\$ 10							
Temporary Beverage Operator	\$ 10		\$ 10		\$ 10	\$ 5				

Provisional Beverage Operator	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15					
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Misc. Licenses

Cigarette	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 150	\$ 100			134.65(2)(b)
Amusement Device	\$75/machine	\$10/machine	Don't Recommend or License	\$15/machine + \$7 investigation fee; 15 machines and over - \$250	\$150 (12 month term), \$75 (6 month term)	\$45/machine	\$5?			
Dance Hall	\$ 25		\$ 100		\$ 50					
Pawnbrokers License	\$ 210		\$ 210	\$ 217	\$ 210	\$100 + \$200 bond	\$ 210	In line with others	\$ 210	134.71(11)(a)
Secondhand Article Dealers	\$ 27.50	\$ 200	\$ 27.50	\$97 / \$82	\$ 27.50	\$105 + \$500 bond	\$ 27.50	0 Licenses Issued	\$ 27.50	134.71(11)(b)
Secondhand Jeweler Dealers	\$ 30	\$ 200	\$ 30	\$97 / \$82	\$ 30	\$105 + \$500 bond	\$ 30	1 License Issued	\$ 30	134.71(11)(c)
Taxi Cab-First Taxi	\$50 yearly fee		\$ 57	\$ 57		\$ 55	\$ 50	In line with others		
Taxi Cab-Each Additional	\$0 No fee, Report Vehicle by VIN		\$25 company license, \$5 each additional vehicle	\$30/vehicle if licensed as a service + \$7 investigation fee						
Escort License or Registration	\$ 500		\$ 500	\$ 500	\$500 + \$25 per registrant		\$ 500	No Licenses on file		
Escort Services Licenses	\$ 500		507 each individual	\$500 per employee working for escort service + \$7 investigation fee	\$500 + \$25 per registrant		\$ 500	No Licenses on file		



M E M O R A N D U M

DATE: November 21, 2023
TO: Mayor Lang and Members of the Finance & Personnel Committee
FROM: Gerry Kaiser, Director of Public Works
RE: Ord. 2023-19, Parking Citations

Parking citation charges have not been changed since 2017 (Ord. 2017-06). The citation charges were established at that time to coordinate with the parking permit charges to minimize the possibility of incentivizing violations. Attached Ordinance 2023-19 updates the portion of the parking ordinance related to citations charges.

Staff proposes the following adjustments to the citation charges.

Citations

Citation Type	Current Charge	Proposed Charge
Class A	\$150	\$150
Class B		
First Offense	\$16.00	\$20.00
Second Offense	\$20.00	\$25.00
Third Offense	\$28.00	\$35.00
Fourth Offense +	\$44.00	\$55.00
Class C		
First Offense	Warning	Warning
Second Offense	\$16.00	\$20.00
Third Offense	\$20.00	\$25.00
Fourth Offense	\$28.00	\$35.00
Fifth Offense	\$44.00	\$55.00

- Class A violations are handicapped parking zones.
- Class B violations cover parking orientation, no parking zones, loading zones, interfering with a parking officer, overnight parking, snow emergencies, and parking on private property.
- Class C violations include heavy vehicle parking, time limit zones, permit parking zones and re-parking within a time limit zone.

Staff requests that Committee recommend that Council approve Ordinance 2023-19.



AN ORDINANCE: By the Finance & Personnel
Committee
Re: Amending Article III – Stopping, Standing and
Parking

ORDINANCE NO. 2023-19
Introduced: _____
Committee/Commission Action: _____

AN ORDINANCE

The Common Council of the City of Neenah, Wisconsin, do ordain as follows:

Section 1. Sections 16-149 and 16-150 of the Code of Ordinances of the City of Neenah is amended by deleting the stricken language and adding the highlighted language to read as follows:

Sec. 16-149. Penalty for stopping and parking violations.

- (a) *Class A.* Any person who violates Section 16-91(h) shall pay to the City a forfeiture of \$150.00 within ten days of when the citation was issued.
- (b) *Class B.* Penalties for violating Code Sections 16-7(f), 16-90(a) through 16-90(b)(3), 16-90(c) through 16-90(f), 16-91(a) through 16-91(d), 16-92 or 16-131 shall be as follows:
 - (1) *First offense.* Any person to whom was issued their first citation of any given violation shall forfeit ~~\$16.00~~ \$20.00 to the City within ten days of when the citation was issued.
 - (2) *Second offense.* Any person to whom was issued a second citation for the same violation shall forfeit ~~\$20.00~~ \$25.00 to the City within ten days of when the citation was issued.
 - (3) *Third offense.* Any person to whom was issued a third citation for the same violation shall forfeit ~~\$28.00~~ \$35.00 to the City within ten days of when the citation was issued.
 - (4) *Fourth and subsequent offenses.* Any person to whom was issued a fourth citation or any citation thereafter for the same violation shall forfeit ~~\$44.00~~ \$55.00 to the City within ten days of when the citation was issued.
 - (5) *Effective period of offenses.* Each citation issued shall constitute an offense of that specified violation of the Code subsection indicated in the citation for a 365-day period following the date of issuance of said citation.

- (c) *Class C.* Penalties for violating Code Sections 16-90(b)(4) through 16-90(b)(6), 16-90(g) or 16-91(e) through 16-91(g) shall be as follows:
- (1) *First offense.* Any person to whom was issued their first citation of any given violation shall be issued a written warning.
 - (2) *Second offense.* Any person to whom was issued a second citation for the same violation shall forfeit ~~\$16.00~~ \$20.00 to the City within ten days of when the citation was issued.
 - (3) *Third offense.* Any person to whom was issued a third citation for the same violation shall forfeit ~~\$20.00~~ \$25.00 to the City within ten days of when the citation was issued.
 - (4) *Fourth offense.* Any person to whom was issued a fourth citation or any citation thereafter for the same violation shall forfeit ~~\$28.00~~ \$35.00 to the City within ten days of when the citation was issued.
 - (5) *Fifth and subsequent offenses.* Any person to whom was issued a fifth citation or any citation thereafter for the same violation shall forfeit ~~\$44.00~~ \$55.00 to the City within ten days of when the citation was issued.
 - (6) *Effective period of offenses.* Each citation issued shall constitute an offense of that specified violation of the Code subsection indicated in the citation for a 365-day period following the date of issuance of said citation.

Sec. 16-150. Penalties for unpaid citations.

- (a) If the forfeiture resulting from a citation issued pursuant to Section 16-149 is not paid within ten days following issuance of said citation, a forfeiture of \$10.00 shall be added to the amount due.
- (b) If the forfeiture resulting from a citation issued pursuant to Section 16-149 is not paid within 28 days following issuance of said citation, a forfeiture of \$50.00 shall be added to the amount due and suspension of the owner or operator's vehicle registration pursuant to Wis. Stats. § 345.28 will result.
- (c) When a vehicle is the subject to ten or more outstanding, unpaid parking citations issued in accordance with this article, the vehicle may be considered in chronic violation of the parking ordinances until such time that all outstanding parking citations are paid in full. Further, upon a subsequent violation, a vehicle considered in chronic violation of the parking ordinance pursuant to this section may be towed and impounded at the owner's expense.

Section 2. Severability. In the event any section, subsection, clause, phrase or portion of this ordinance is for any reason held illegal, invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remainder of this ordinance. It is the legislative intent of the Common Council that this ordinance would have been adopted if such illegal provision had not been included or any illegal application had not been made.

Section 3. Repeal and Effective Date. All ordinances or parts of ordinances and resolutions in conflict herewith are hereby repealed. This ordinance shall take effect from and after its passage and publication.

Motion: _____

Adopted: _____

Published: _____

Approved:

Jane B. Lang, Mayor

Attest:

Charlotte K. Nagel, City Clerk