

AGENDA

Neenah Central City Business Improvement District Board

Tuesday, November 21, 2023

8:00 A.M.

**Relish & Roots (Behind Clocktower)
& City Hall**



8-8:20am: New business Relish & Roots would like to treat and meet your BID board so we'll be starting the meeting there. She will have light food samples and coffee.

1. (ACTION) Approve minutes of October 17, 2023 meeting
2. Public Appearances. *(Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).*
3. Financials
 - (ACTION) Bills for Approval
 - Budget Status Report
4. Executive Committee
 - Thank yous of the month *to* the BID board
 - (ACTION) Approval of the '24 BID operating plan
5. Recruitment and Retention Committee
 - (ACTION) Ret & Recr Grant for Approval (Urban Market)
 - (ACTION) Awning Grant for Approval (Urban Market)
6. Maintenance Committee Report
 - Next Meeting December 13
 - Trees / Lighting (separate working cmte needed)
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box
 - Report from Nov. 9 Meeting
8. Announcements and future agenda items
 - Next Meeting – January 16, 2024 – Happy Holidays!

Dates To Remember:
Small Business Saturday
November 25
A Very Neenah Christmas
December 1
Luminary Night with
Cookie Crawl
December 14
Weekend Office Hours
(10a-2p)
Gift Cert available for
purchase & a gift with \$25+
gift cert purchase
December 9

BID Board Minutes
E/O Year Co-Op Partners Meeting
Tuesday, October 17, 2023
8-10am
Alta Training Center

In Attendance:

CITY: Griesbach, Haese, Kaiser, Lang, Merten, Schmidt

FNI: Bowman, Cannon, Dunning, Hanneman

BID: Bauer, Brownell, Dorn, Gillespie, Noskowiak, Rondeau, Sheikh, Wedge, Wenzel

Meeting started with “*What’s Working*” – Successes & Thank You.

Updated the existing work plan in the following areas:

- Streets
- Recycle/Trash
- Snow
- Lots
- Traffic Control
- Sidewalks
- Trees / Flowers
- Waterfront Site (west end of district)
- Banners / Décor / Displays
- Bus Depot
- Partnerships
- Marketing / PR
- Retention / Recruitment
- District Mngt
- Other

** See attached plan with updates from the meeting’s discussion.

Overall:

Stress safety & cleanliness!

Ongoing discussion needed for trees, holiday lighting, snow.

Be aware of making appropriate ‘fits’ for the district when filling vacancies for the right business mix.

BID, FNI, City need to continue to work together in unity for the benefit of the entire district and community.

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 comingle 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

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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.

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	<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. +QR code to parking signs.
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.
24.5	Addtl. Public Benches			4 new artist benches added on Main St '23.
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: <i>(remove category & replace with Arrowhead Park as project area develops)</i>	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. Treos 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.

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ITEM #	SERVICE PERFORMED	FREQUENCY	RESPONSIBLE PARTY	SCOPE OF DUTIES
39	Maintenance of Monument at Commercial & Winnebago	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. Series of artist murals added to district '22-'23.
39.5	Art / Murals			
	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?

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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 Apprec, 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 meet 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. New city sign ordinance '24.
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.

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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.
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 break ins.
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 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.

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.

- 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.

APPENDIX A

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT PROPOSED 2024 BUDGET

CENTRAL CITY BUSINESS IMPROVEMENT DISTRICT			
2024 Budget Worksheet	ESTIMATED YTD Total 2023	2023 BUDGET	2024 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			
CENTRALIZED MANAGEMENT	66,279.00	66,846.00	69,386.00
PUBLIC RELATIONS	27,984.00	28,630.00	34,155.00
RETENTION and RECRUITMENT	19,728.00	25,000.00	30,125.00
MAINTENANCE	31,275.00	36,464.00	41,175.00
TRANSFER TO SAVINGS	5,000.00	5,000.00	0.00
Total Expenses	<u>\$ 150,266.00</u>	<u>\$ 161,940.00</u>	<u>\$ 174,841.00</u>
Remaining Funds Available	\$ 14,733.00	\$ 2.00	\$ -
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	96.00
Professional	62,500.00	62,500.00	65,000.00
Office Supplies	525.00	625.00	560.00
Total - Centralized Management	<u>66,279.00</u>	<u>66,846.00</u>	<u>69,386.00</u>
PUBLIC RELATIONS			
Outside Printing	-	1,070.00	3,210.00
Advertising & Publications	3,565.00	4,000.00	4,000.00
Promotional Activities 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	<u>\$ 27,984.00</u>	<u>\$ 28,630.00</u>	<u>\$ 34,155.00</u>

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	<u>\$ 19,728.00</u>	<u>\$ 25,000.00</u>	<u>\$ 30,125.00</u>

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	<u>\$ 31,275.00</u>	<u>\$ 36,464.00</u>	<u>\$ 41,175.00</u>

Transfer to Savings

Total Expenses	<u>\$ 5,000.00</u>	<u>\$ 5,000.00</u>	<u>\$ 174,833.00</u>
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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	<u>\$ 67,848.00</u>	<u>\$ 35,766.00</u>	<u>\$ 72,851.00</u>

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2023 Budget Status Report
As of September 30, 2023

	Balance as of 1/1/2023	ACTUAL September 2023	ACTUAL YTD Total 2023	2023 BUDGET	Budget - Actual
Beginning Balance	\$ 20,202.02		\$ 20,202.02	\$ 17,145.40	20,202.02
INCOME					
BID assessment		\$ -	\$ 144,797.11	\$ 144,797.00	(0.11)
Gift Certificate Revenue ^		\$ -	\$ 33,500.00	\$ -	(33,500.00)
Total Income		\$ -	\$ 198,499.13	\$ 161,942.40	
CENTRALIZED MANAGEMENT		32,500.00	65,760.71	66,846.00	1,085.29
PUBLIC RELATIONS		2,279.45	14,196.44	28,630.00	14,433.56
RETENTION and RECRUITMENT		-	3,563.93	25,000.00	21,436.07
MAINTENANCE		949.74	25,726.59	36,464.00	10,737.41
TRANSFER TO SAVINGS		-	-	5,000.00	
Total Expenses		\$ 35,729.19	\$ 109,247.67	\$ 161,940.00	\$ 47,692.33

Remaining Funds Available	\$ 89,251.46	\$ 2.40
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CENTRALIZED MANAGEMENT

Auto Allowance	-	-	100.00	100.00
Postage	-	21.78	50.00	28.22
Conferences and Meetings	-	106.33	525.00	418.67
Auditing	-	2,950.00	2,950.00	-
Banking Fees	-	-	96.00	96.00
Professional	32,500.00	62,500.00	62,500.00	-
Office Supplies	-	182.60	625.00	442.40
Total - Centralized Management	\$ 32,500.00	\$ 65,760.71	66,846.00	\$ 1,085.29

PUBLIC RELATIONS

Outside Printing	-	-	1,070.00	1,070.00
Advertising & Publications	280.00	910.00	4,000.00	3,090.00
Promotional Activities and Events	5.00	5,123.58	7,300.00	2,176.42
Outside Services	11.54	334.97	600.00	265.03
Secret Shopper	-	-	60.00	60.00
Gift Certificates	1,982.91	7,603.73	15,500.00	7,896.27
Brand Implementation	-	224.16	100.00	(124.16)
Total Public Relations	\$ 2,279.45	14,196.44	\$ 28,630.00	\$ 14,433.56

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 1,000.00	1,000.00
Awning / Sign Grant	-	500.00	\$ 5,000.00	\$ 4,500.00
Recruitment Tools	-	-	\$ 1,500.00	\$ 1,500.00
Retention Grant Program	-	2,563.93	\$ 15,000.00	\$ 12,436.07
Placemaking Grant Program	-	500.00	\$ 2,500.00	\$ 2,000.00

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2023 Budget Status Report
As of September 30, 2023

	Balance as of 1/1/2023	ACTUAL September 2023	ACTUAL YTD Total 2023	2023 BUDGET	Budget - Actual
Total Retention and Recruitment		\$ -	\$ 3,563.93	\$ 25,000.00	\$ 21,436.07
MAINTENANCE					
Banners		-	1,065.80	2,750.00	1,684.20
Maint.of Equip / Snow Removal		-	940.73	2,500.00	1,559.27
Waste Removal/Recycle		893.76	7,554.63	9,600.00	2,045.37
Tree Lights & Holiday Décor		-	40.81	850.00	809.19
All Other Supplies		55.98	1,065.92	650.00	(415.92)
Storage Rental		-	1,080.00	864.00	(216.00)
Flower Beds		-	13,073.29	14,250.00	1,176.71
Fixtures & Facilities		-	905.41	5,000.00	4,094.59
Total Maintenance Task Force		\$ 949.74	\$ 25,726.59	\$ 36,464.00	\$ 10,737.41
Transfer to Savings for Sign		\$ -	-	\$ 5,000.00	
Total Expenses		\$ 35,729.19	\$ 109,247.67	\$ 161,940.00	\$ 47,692.33
			Balance		
Gift Certificates Account	\$ 103,904.20	\$ (715.50)	\$ 70,454.27	\$ -	\$ -
Capital Reserve Fund	26,473.15	\$ -	18,061.81	19,473.15	1,411.34
Interest Earnings	13.80	11.15	73.85	13.82	(60.03)
Savings - Signage	13,004.45	-	13,004.45	13,078.75	74.30
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Reserve Fund Balance	\$ 42,691.40	\$ 11.15	\$ 34,340.11	\$ 35,765.72	\$ 1,425.61

^ Held in Money Market acct established 4/2023 for revenue recognized from unclaimed gift certificates