



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

**MEETING AGENDA**

**Business Improvement District Board of Directors Meeting  
3930 N. Murray Ave.  
Village Hall – second floor  
Wednesday January 23rd, 2019 8:30 A.M.**

- 1. Call to order.**
- 2. Approval of Nov 28 and Dec 19, 2018 minutes.**
- 3. Consider Quarter 4 Financial Report.**
- 4. Review and consider strategic plan 2019 priorities.**
- 5. Discuss and consider BID workgroups, proposed work plans and annual planner.**
- 6. Consider marketing services for 2019 and Request for Qualifications proposal.**
- 7. Executive Director's Report including marketing updates.**

Dated January 15, 2019

*Should you have any questions or comments regarding any items on this agenda, please contact the Shorewood BID Director at 414.248.2532. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.*



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

**MEETING MINUTES**

**Business Improvement District Board of Directors Meeting**

**November 28, 2018 DRAFT**

**1. Call to order.**

The meeting was called to order at 8:30 a.m. Members present: Acting Chair Caroline Kreitlow, Andrew McCabe, Lisa Castagnozzi, Rachel Carter, Ned Brookes, Jake Bresette, Arthur Ircink, Tr. Ann McKaig, Adrienne Shea and Ann Herrison LePlae. BID staff present: BID Executive Director Ericka Lang and Marketing Coordinator Sarah DeNeve.

Members absent: Mike O'Brien, Elif Sen, Rebecca Reinhardt, Stephanie Sherman, and Pat Algiers.

**2. Approval of October 17, 2018 minutes.**

Ircink moved to approve the minutes, seconded by Bresette. Passed unanimously.

**3. Financial Report.**

Lang reviewed the past months expenditures and balance sheet.

**4. Marketing Report.**

DeNeve reviewed the past month activities. Members discussed the success of the Small Business Saturday and the businesses that participated in the Shop Hop.

Also discussed the Health & Wellness Open Doors event from October.

Businesses were pleased with outcome.

**5. Executive Director's Report.**

Lang discussed vacancies and a recent business interest in the 4001 Oakland space. The board agreed to send a letter to Katz Properties in support of the business and inquire with the Community Development Authority status of draft vacancy registration program..

Lang shared 2019 ideas about new committees and creating mini-workshops during each meeting. Members questioned how the BIDs goals match the village's and if the BID could have questions in the 2019 Village of Shorewood

survey.

**6. Discuss WinterFest and Annual Meeting.**

Updates were given for each event.

**7. Schedule BID staff evaluations.**

Both evaluations were scheduled December 19th.

**8. Adjourn**

The meeting was adjourned at 9:34 a.m.

Recorded by

Ericka Lang



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

**MEETING MINUTES**

**Business Improvement District Board of Directors Meeting**

**December 19, 2018 DRAFT**

**1. Call to order.**

Meeting called to order at 8:30 a.m. Members present: Chair Mike O'Brien, Vice Chair Caroline Kreitlow, Treasurer Rebecca Reinhardt, Secretary Elif Sen, Pat Algiers, Arthur Ircink, Adrienne Shea, Jake Bresette, Andrew McCabe, Stephanie Sherman, Tr. Ann McKaig and Lisa Castagnozzi.

Members absent: Anne Herrison LePlae, Ned Brookes and Rachel Carter.

**2. Annual performance evaluation and contract review of marketing coordinator.**

At 8:30 a.m. Shea moved to go into closed session under Sec. 19.85(1) Wisconsin Statutes, (c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility". Seconded by Reinhardt. Vote unanimous.

At 8:55 a.m. Sen moved back into open session, seconded by Brookes. Vote unanimous.

Reinhardt moved not to renew the contract with Sarah DeNeve for the marketing coordinator position and put the position out for Request for Qualifications, seconded by Kreitlow. Vote unanimous.

**3. Annual performance evaluation and contract review of BID executive director.**

At 8:59 McKaig moved into closed session under Sec. 19.85(1) Wisconsin Statutes, (c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility", seconded by Shea. Vote unanimous.

At 9:42 Reinhardt moved to go into open session seconded by Ircink. Vote unanimous.

Reinhardt moved to extend the Business Improvement District Executive Director contract with Ericka Lang for twelve months, seconded by Ircink. Vote unanimous.

**4. Adjournment.**

The meeting was adjourned at 9:45 a.m.

Recorded by

Ericka Lang, BID executive director & Mike O'Brien, BID president

# 2018 Actual Budget



as of 1/15/19

Shorewood Business Improvement District		Budget 2018	As of 1/15/19	Remaining 2018	Projected 2018
<b>Income</b>					
1	<b>Affiliate Membership</b>	1,200	950		950
2	<b>CDA</b>	5,000	4,455	545	5,000
3	<b>Event Revenues</b> (Vendor Fees, Primes)		1,300		1,300
4	<b>Fee Assessment</b>	114,459	114,459		114,459
5	<b>Sponsorship Revenue</b>	18,050			
6	Chill		80		80
7	Health & Wellness				
8	Fall Street Festival				
9	Shenanigans		1,600		1,600
10	Summer Saturdays		1,100		1,100
11	Toad		13,300		13,300
12	WinterFest		2,425		2,425
13	<b>Total Income</b>	<b>138,709</b>	<b>139,669</b>	<b>545</b>	<b>140,214</b>
<b>Expense</b>					
15	<b>Administrative</b>				
16	<b>Accounting</b>	1,125	2309		2,309
17	<b>BID Management Fee</b>	48,000	46000	2000	48,000
18	<b>Dues and Subscriptions</b>	990	1650		1,650
19	<b>Liability Insurance</b>	425	629		629
20	<b>Meals</b>	520	216		216
21	<b>Office Supplies</b>	500	270		270
22	<b>Postage and Delivery</b>	400	309		309
23	<b>Printing and Reproduction</b>				
24	Admin	400	2348		2,348
25	<b>Seminars &amp; Conferences</b>	500	377		377
26	Administrative - Other				
29	<b>Advertising</b>				
30	Admin		2190		2,190
31	Fall Street Festival				0
32	Health & Wellness		1333		1,333
33	Shenanigans		595		595
34	Shop Walk		100		100
35	Summer Saturdays		299		299
36	Toad		408		408
37	WinterFest			75	75

Shorewood Business Improvement District		Budget 2018	As of 1/15/19	Remaining 2018	Projected 2018
38	<b>Event Supplies (Printing included)</b>	9,450			
39	Admin	2,950	29		29
40	Networking		205		205
41	Chill		92		92
42	Health & Wellness		3715		3,715
43	Fall Street Festival	2,850			
44	Shenanigans		2101		2,101
45	Shop Walk		37		37
46	Summer Saturdays		1105		1,105
47	Toad		3353		3,353
48	WinterFest (\$6,000 budg)		3039		3,039
49	<b>Management Fees (See Outside Services)</b>	18,000			
50	<b>Marketing Director Programs</b>				
51	<b>Director Fees</b>	28,000	24943		24,943
52	<b>Other Marketing</b>				
53	Wayfinding signs				
54	Printing and Reproduction		594.00		594
56	Toad		1850		1,850
57	<b>Shorewood Today</b>	11,850	11850		11,850
58	<b>Web Hosting &amp; Updating</b>	500	762		762
59	<b>Marketing Dir Programs - Other</b>	610			
60	<i>(TO DO: Move items to Outside Services)</i>				
61	Fall Street Festival				
65	<b>Other Marketing &amp; Communication</b>	1,900	996		996
66	<b>Outside Services</b>				
67	Bike criterium Midwest Cycling		11640		11,640
68	Feast				
69	Shenanigans		1250		1,250
70	Summer Saturdays		830		830
71	WinterFest		500		500
72	<b>Paypal fees (includes Elavon)</b>		128		128
79	<b>Security (TO DO: move to Outside Services)</b>		919		919
80	<b>Total Expense</b>	<b>128,970</b>	<b>128,970</b>	<b>2,075</b>	<b>131,045</b>
	Net Ordinary Income	\$ 9,739			\$ 9,169
	<i>\$1440 Farmers Mkt &amp; \$5000 HW NOT budgeted [\$2850 of \$5K bud for Feast]. NOI \$9739-\$5838=\$3901 over budget less \$2850= \$1051 over</i>				
	Other Income/Expense				
	<b>Other Income</b>				
	Investment Income				\$46,821
	Interest				\$21
	<b>Estimated 2018 carryover to 2019</b>	<b>\$ 49,588</b>			

**BID Fund Balance Estimate for December 31, 2018**

1/15/2019

<b>Bank Balances</b>	<b>Revenues</b>	<b>Expenses</b>	<b>Ending Balance</b>
Checking as of 12/31	\$5,626		\$5,323
Savings as of 12/22	\$46,842		\$52,165
Expenditures 12/22-12-31		\$1,047	\$51,118
<u>Remaining Proj Inc</u>			\$51,118
	CDA	\$545	\$51,663
			\$51,663
<u>Remaing Proj Exp</u>			\$51,663
Accounting			\$51,663
BID Management Fee		\$2,000	\$49,663
Dues and Subscriptions			\$49,663
Office Supplies			\$49,663
Admin			\$49,663
Seminars & Conferences			\$49,663
Health & Wellness Event			\$49,663
WinterFest		\$75	\$49,588
Shop Walk			\$49,588
Marketing Coord Fee			\$49,588
Shorewood Today			\$49,588
<b>ANTICIPATED FUND BALANCE 12/31/18</b>			<b>\$49,588</b>

Prepared by E. Lang

## Shorewood Business Improvement District

## Balance Sheet

01/16/19

As of January 16, 2019

Accrual Basis

	Jan 16, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking	301.38
Facade Improvement fund	5.71
Savings	40,863.75
<b>Total Checking/Savings</b>	41,170.84
<b>Accounts Receivable</b>	
Accounts Receivable	114,455.65
<b>Total Accounts Receivable</b>	114,455.65
<b>Total Current Assets</b>	155,626.49
<b>TOTAL ASSETS</b>	<b>155,626.49</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
<b>Temp Restricted Funds</b>	
<b>Facade Program Funds</b>	
Facade Program Disbursements	-948,715.91
Int - Facade Program Fd	30,455.61
Facade Program Funds - Other	825,010.00
<b>Total Facade Program Funds</b>	-93,250.30
Temp Restricted Funds - Other	3,256.00
<b>Total Temp Restricted Funds</b>	-89,994.30
<b>Total Other Current Liabilities</b>	-89,994.30
<b>Total Current Liabilities</b>	-89,994.30
<b>Total Liabilities</b>	-89,994.30
<b>Equity</b>	
Retained Earnings	135,808.47
Net Income	109,812.32
<b>Total Equity</b>	245,620.79
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>155,626.49</b>



**Shorewood Business Improvement District**  
**Profit & Loss by Class**  
 October through December 2018

01/16/19

Accrual Basis

	Admin	Feast 19	Health Wellne...	Memberships	Networking 18	Shop Walk 18	TOAD 18	WinterFest 18	TOTAL
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
Affiliate Membership	0.00	0.00	0.00	200.00	0.00	0.00	0.00	0.00	200.00
CDA	2,280.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,280.00
Sponsorship Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,100.00	2,100.00
<b>Total Income</b>	<b>2,280.00</b>	<b>0.00</b>	<b>0.00</b>	<b>200.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,100.00</b>	<b>4,580.00</b>
<b>Expense</b>									
<b>Administrative</b>									
Accounting	592.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	592.00
BID Management Fee	12,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12,000.00
Dues and Subscriptions	375.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	375.89
Meals	70.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	70.67
Miscellaneous	-23.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-23.96
Office Supplies	26.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	26.38
Postage and Delivery	228.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	228.52
Seminars & Conferences	17.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17.12
<b>Total Administrative</b>	<b>13,286.62</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>13,286.62</b>
<b>Advertising</b>	<b>1,640.00</b>	<b>0.00</b>	<b>1,258.45</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>143.75</b>	<b>45.19</b>	<b>3,087.39</b>
<b>Event Supplies</b>	<b>28.50</b>	<b>13.84</b>	<b>3,443.87</b>	<b>0.00</b>	<b>205.00</b>	<b>19.84</b>	<b>0.00</b>	<b>3,038.51</b>	<b>6,749.56</b>
<b>Marketing Director Programs</b>									
Director Fees	7,050.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,050.02
Other Marketing	594.00	0.00	0.00	0.00	996.01	0.00	0.00	0.00	1,590.01
Shorewood Today	1,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00
<b>Total Marketing Director Progra...</b>	<b>9,144.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>996.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>10,140.03</b>
<b>Outside Services</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>500.00</b>	<b>500.00</b>
<b>Total Expense</b>	<b>24,099.14</b>	<b>13.84</b>	<b>4,702.32</b>	<b>0.00</b>	<b>1,201.01</b>	<b>19.84</b>	<b>143.75</b>	<b>3,583.70</b>	<b>33,763.60</b>
<b>Net Ordinary Income</b>	<b>-21,819.14</b>	<b>-13.84</b>	<b>-4,702.32</b>	<b>200.00</b>	<b>-1,201.01</b>	<b>-19.84</b>	<b>-143.75</b>	<b>-1,483.70</b>	<b>-29,183.60</b>
<b>Net Income</b>	<b>-21,819.14</b>	<b>-13.84</b>	<b>-4,702.32</b>	<b>200.00</b>	<b>-1,201.01</b>	<b>-19.84</b>	<b>-143.75</b>	<b>-1,483.70</b>	<b>-29,183.60</b>

2017 - 2019 BID Strategic Implementatin Plan



Last updated: 1/15/2019

**Instructions:** Mark an **X** in the **Your Vote** column to identify 2019 priorities. Ranking will be discussed at the meeting. Save and forward completed form back to Ericka OR simply email me the Line numbers from the first column and I can record them. **Due 1/22**

Line	Goals	Strategies/Action Items	Tasks	Responsible Party	Due Date	Status	Notes	Your Vote
1		<b>Goal 1: Marketing &amp; Branding: Effectively and efficiently communicate the Shorewood Business District's unique value proposition to current and new customers, members, clients, users and influencers.</b>						
2		<b>Strategy 1.1: Improve our dissemination of information including on BID website and social media</b>						
3		a. Before and after pictures of successful redevelopment/façade, etc.		BID staff		Not started	Add slide show on web. Village has slide show of completed projects	
4		b. Creating the code for a "badge" of BID logo for FB, Twitter, etc. that businesses may access for their use. E.g. Sticker in storefront window	Northwoods creating badge	BID staff		??		
5		c. Revamp website		BID staff, Mktg Comm	2017	Completed Sept 2017	Went live 9/2017. June 2018 changed website provider to Go Daddy for better speed.	
6	new				Mar 2019	Update Design Theme	In 2019 Budget. Change homepage and business listings	
7								
8		<b>Stategy 1.2: Create physical identifiers within the BID at entry points and in the corridors</b>						
9		a. Street pole banners	Market Advisory Comm goal to create tagline	BID staff, Mktg Comm	?	On Hold	Village Marketing Advisory Comm working on taglines. Determined NOT 2019 priority. Two banner signs on north and south Oakland still up.	
10		b. Wayfinding/placemaking	1-Blue "P" public parking lots	Village	2017	Complete		
11			2-Wayfinding signs	Village	2018	06/2017 design complete;	In 2019 Village budget	
12	new		3-Commercial Wayfinding	BID	2019		In 2019 BID budget at Oakland & Capitol	
13	new		4- create district node names		2019		See ideas from Marketing Comm meeting	
14		c. Entry point signs	Comm district brick column markers at Oakland/Capitol entry points w/ Village logo.	Village	2019	Complete		
15			Replace Village name monument signs	Village	2018	Complete		
16	new		Replace Business Improvement District directional sign on Lake Dr at Capitol		2019			
17		d. Window decals for businesses/offices					Saying BID Member	
18		<b>Strategy 1.3: Create and launch effective events</b>						
19		a. Create and launch a recurring one day, 18 hour event in the business district to attract customers who are residents and from the region. (Somewhat modeled after Sunday Fun day on Brady St)	Discuss	BID staff, Mktg Comm				
20		b. Taste of Shorewood (late spring 2017)		BID staff, Mktg Comm		No longer event goal	GET HISTORY. WHEN STARTED? CONSECUTIVE YEARS? Success?	
21		c. Bike Race		BID staff		annual event		

Line	Goals	Strategies/Action Items	Tasks	Responsible Party	Due Date	Status	Notes	Your Vote	
22		d. Holiday promotion/Tree lighting event		BID staff		annual event	2017 Re-imagined. 2018 2nd year Wood Square		
23		e. Others		BID staff					
24		new events '18 Shorewood Shenanigans, MAR 17				annual event	DIY pub crawl. Huge success. Repeat 3/16/2019		
25		new events '18 Summer Saturday's @ Wood Square, JUN 2, JUL 14, AUG 11		BID staff		Completed 2018. Pending 2019	June, July, Aug 2018 10AM-2PM		
26		new events '18 Open Door Health & Wellness, OCT 13		BID staff		Completed 2018. Pending 2020			
27		f. Assist businesses with their own public event organization and promotions that will drive traffic to district (events that utilize public space)	Coordinate promos around holidays, Farmers Market, other	BID staff		As needed			
28			Spring Shop Walk APR 19, SEP 13, NOV 8						
29									
30		Strategy 1.4: Increase outreach and communication with existing and new businesses							
31		a. Create print collateral about the BID that we are first point of contact to be delivered in person to existing and new businesses as they open.	Create Welcome New Business & Business Recruitment folderst (SBA, WHEDA, WBIC, MEDC)	BID staff	3/1/2018	Nearly complete	Update materials once new marketing coordinator position filled.		
32		1) Welcome new businesses		BID staff, BID board					
33		2) Welcome new businesses in person on opening/occupancy		BID staff, BID board, Village					
34		3) Have Village distribute packet on BID when first approached/visited by new business.		BID staff					
35		4) Collateral to be printed: "Who we are" piece; dining and shopping guides, and programs (facade and loan)		BID staff, Graphic designer			Discuss further. Board unsure if necessary. 10/2017		
36									
37	new	b.	Survey BID members		Feb 2019				
38		Strategy 1.5: Collaborate with the Village to market the business district to businesses and customers in and outside communities							
39		a. Develop a market target area outside of the Village; use 2014 market area and define new area.		BID staff, BID board			DISCUSS FURTHER. 5-minute area known. Collaborate Marketing Advisory.		
40		b. Advertising plan for consumer outside of Village: website, SM, Print, Radio, etc		BID staff, Mktg Comm			Discuss Visit Milwaukee, Playbills,?. This is NOT event-based.		
41			Spotlight Businesses on Social Media weekly						
42	new	Other	Build Partnerships						
43	new		Distribute print collateral to community				Brochures and event calendar at key community locations.		
44	Goal 2: Business participation in the BID: Deepen and expand engagement of members of the business community to unify and grow.								
45		Strategy 2.1: Be the communications hub for business activity							

<i>Line</i>	<i>Goals</i>	<i>Strategies/Action Items</i>	<i>Tasks</i>	<i>Responsible Party</i>	<i>Due Date</i>	<i>Status</i>	<i>Notes</i>	<i>Your Vote</i>
46		a. Website, social media	1-Solicit specials surrounding holidays and BID events via Constant Contact. Encourage participation in BID events	BID staff				
47	<i>new</i>		2-Increase social media followers	BID staff				

Line	Goals	Strategies/Action Items	Tasks	Responsible Party	Due Date	Status	Notes	Your Vote	
48		Enews	1-Increase subscribers monthly Enews via Constant Contact to businesses AND consumers.	BID staff	2019		Do campaign		
49									
50	b.	Networking B2B	Create annual calendar, every 6 weeks	BID staff, BID board	2/1/2018		In 2018 BID Board decided to focus on 2 larger events with panel discussions. Outreach Workaroup		
51			1-Identify guest speakers/topics		2019				
52									
53		<b>Strategy 2.2: Establish and maintain contact with all businesses and commercial landlords</b>							
54	a.	Business directory monitoring and updating	Purchase database management software (Filemaker)	BID staff		Ongoing	No need to purchase softwar. Using Google Excel		
55	b.	Personal contact with business owners, property owners, managers		BID staff, BID board		Ongoing.			
56									
57		<b>Strategy 2.3: Establish &amp; strengthen BID as contact point for existing &amp; potential business &amp; home-based businesses</b>							
58	a.	See 1.4a. Welcome Packet							
59	b.	Outreach to home businesses	Solicate contacts via BID events/partnerships (FM, Chill, Concerts)						
60			Enews						
61			Info on website						
62									
63		<b>Strategy 2.4: Guide and connect businesses</b>							
64	a.	Toolkit (financial programs, how to, welcome package, etc)	See 1.4a.				Resources to Milwaukee Area Develoment Corp and SBA		
65	b.	Business plan competition	DISCUSS	BID staff	2018				
66	c.	Event planning (assist private events)	DISCUSS						
67	d.	Provide venue and opportunity for networking and communication among businesses.	SEE 2.1.b.						
68	e.	Coffee/breakfast events, resurrect learn over lunch, and once a quarter happy hours.	SEE 2.1.b.	BID staff, BID board					
69	f.	Seminars on best practices; professinoal networking.	SEE 2.1.b.						
70	g.	Offer shared marketing and promotional opportunities	SEE 1.3.f						
71	h.	Create database of businesses and customers to help with cross promotion. Have tracking software, constanct contact, FB 'like' db, active sign ups in store and		Mktg Comm	summer 2017		Discuss		
72	new i.	Create B2B directory					From Marketing Comm		

Line	Goals	Strategies/Action Items	Tasks	Responsible Party	Due Date	Status	Notes	Your Vote
73	<b>Goal 3: Business recruitment and retention: Attract, retain and facilitate the development of a unique mix of sustainable businesses in coordination with the Village and CDA</b>							
74	<b>Strategy 3.1: Support continued redevelopment of small, medium and large business locations as appropriate to the evolution of Shorewood</b>							
75	a.	Establish criteria for and create a new Village programs that may include business relocation grant or white box grant.	Work with CDA	BID staff, BID board, CDA	2018		CDA working on processes in 2018. Guarentee loan program idea on hold	
76	b.	Promote existing economic development programs.	Promote Façade & loan programs: VMM, ST Mag, SM	BID staff		ongoing	Put in Shorewood Today magazine as resource, periodically via Constant Contact and Village Managers Memo Discuss.	
77	c.	Continue to communicate with commercial real estate professionals and developers via a familiarization tour of the Shorewood market		BID staff, CDA, Village				
78								
79	<b>Strategy 3.2: Establish measurable accountability for staff &amp; board to overall attraction/ retention objjs</b>							
80			Create outreach db to track efforts	BID staff			Tracking required for CDA reimbursement	
81			-List successful/trending SE WI businesses					
82			ID growing businesses from Comm Broker					
83								
84	<b>Strategy 3.3: Create and utilize tools to promote Shorewood to existing and potential new businesses</b>							
85	a.	Categorize businesses to improve tenant mix.	Maintain business db categories & ID commercial nodes and gaps					
86	b.	Establish a base line						
87	1)	Compare to the villages/BIDs (see 2009						
88	2)	Analyze success of existing						
89	3)	Reference local, regional, national trends and best practices.	BID staff attend related conferences and other					
90	4)	Develop a wish list of businesses.	See 3.2					
91	<b>Strategy 3.4: Develop and work a face-to-face contact process</b>							
92			Continue participation in CDA retail committee	BID staff		Committee does not exist	Committee no longer meets	
93			Continue contact via event poster distribution			ongoing		
94	<b>Strategy 3.5: Strengthen communication with commercial landlords</b>							
95			Obtain contact information to send Enews	BID staff		ongoing		
96			Outreach to owners per situational impact.			ongoing		

# Shorewood Business Improvement District Annual Calendar- 2019

1/15/2019

Date	Event	Description
Jan 23, 2019	Monthly Meeting	Yearend Financials consider 2019 Calendar of events & sponsorships Update BID staff job descriptions Quarterly update Strategic Implementation Plan BID ED & Marketing Reports Approve meeting minutes
Feb XX	Marketing Comm	
Feb 20, 2019	Monthly Meeting	Website update Financials & sponsorship updates Shorewood Shenanigans update Presentation for Art Fair by Amdur Productions BID ED & Marketing Reports Approve meeting minutes
Mar 20, 2019	Monthly Meeting	Financials & sponsorship updates 2018 Audit review BID ED & Marketing Reports Approve meeting minutes
Apr 17, 2019	Monthly Meeting	Quarter 1 Financials consider Quarterly update Strategic Implementation Plan BID ED & Marketing Reports Approve meeting minutes
May XX	Marketing Comm	
May XX	Executive Comm	Discuss village budget (infrastructure, holiday pole decorations, streetscaping) Review by laws and officer roles

Date	Event	Description
May 15, 2019	Monthly Meeting	Financials & sponsorship updates Nominate Board Members BID ED & Marketing Reports Approve meeting minutes
Jun 19, 2019	Monthly Meeting	Financials & sponsorship updates Officer election/executive committee BID ED & Marketing Reports Approve meeting minutes
Jul 17, 2019	Monthly Meeting	Quarter 2 Financials consider Quarterly update Strategic Implementation Plan BID ED & Marketing Reports Approve meeting minutes
Jul XX	Marketing Comm	
Aug 21, 2019	Monthly Meeting	Financials & sponsorship updates BID ED & Marketing Reports Approve meeting minutes
Aug	Executive Comm	2019 budget review & 2020 budget proposal
Sep 18, 2019	Monthly Meeting	Financials & sponsorship updates Operating Plan Draft 1 Budget 2020 Draft 1 BID ED & Marketing Reports Approve meeting minutes
Oct 16, 2019	Monthly Meeting	Operating Plan Adopt Budget 2020 Draft 2 Quarter 3 Financials consider Quarterly update Strategic Implementation Plan BID ED & Marketing Reports Approve meeting minutes



Date	Event	Description
Nov 20, 2019	Monthly Meeting	Financials & sponsorship updates BID ED & Marketing Reports Approve meeting minutes
Dec XX	Executive Meeting	Prepare for staff evaluations
Dec 18, 2019	Monthly Meeting	Financials & sponsorship updates BID staff contract evaluations BID ED & Marketing Reports Approve meeting minutes Schedule Annual Meeting for January 2020

## Shorewood Business Improvement District

### *Draft Proposal for 2019*

#### **Committee & Work Group Structure**

**A. Executive/Finance Committee:** Comprised of the President, Vice-President, Secretary and Treasurer, the executive committee meets as authorized by the Board as a whole to act on matters in short term between meetings. CDA chair is an ad hoc, non-voting member of the finance committee. Meeting frequency: 2-3 times per year

The Executive Committee will be responsible for:

- a) BID staff review and oversight per the contract terms
- b) Drafts the proposed budget and Operating Plan for consideration by the Board as a whole each October
- c) Review by-laws annually

**B. Marketing and Communications:** Comprised of sub-set of board members and members of the business community.

Meeting frequency: 1 per quarter

The MAC committee assists with:

- a) Execution of the BIDs annual plan for marketing and communications. This would include but not be limited to:
  - o Website, events, promotions,
  - o social media execution- business spotlights and video usage, and
  - o public relations initiatives
- b) Execution of marketing related items identified as priorities within the Strategic Plan

**C. BID Outreach:** Comprised of sub-set of board members.

Meeting frequency: 1 per quarter

The BID outreach committee will focus on:

- a) networking amongst Shorewood businesses
- b) assisting with business participation in events (other than sponsorships)
- c) planning for seminars, lunch and learns, or breakfast education gatherings
- d) business recruitment and retention efforts on behalf of the Village and BID
- e) Outreach to in home businesses for affiliate memberships

**D. Strategic Plan Committee.** Comprised of the full BID board as a committee-of-the-whole to review the Strategic Implementation Plan.

Meeting 2-3 times per year

#### **E. Bike Criterium**

Assist with sponsorships and business outreach and engagement.

Meet twice to organize tasks with check-ins with BID ED.

#### **F. Feast**

Assist with planning and implementation of event.

Meet monthly up until event.

**Business Improvement District Board of Directors Committees/Work Groups 2019**

as of 1/15/2019

	<b>Members</b>	<b>Executive Comm</b>	<b>Outreach</b>	<b>Marketing</b>	<b>Bike Race</b>	<b>Feast</b>	<b>Strategic of the Whole</b>
1	Adrienne Shea						
2	Andrew McCabe						
3	Anne Herrison- LePlae						
4	Arthur Ircink			X			
5	Becky Reinhardt	X					
6	Caroline Kreitlow	X					
7	Elif Sen	X					
8	Jake Bresette			X			
9	Lisa Castagnozzi			X			
10	Mike O'Brien	X					
11	Ned Brookes, DMD						
12	Pat Algiers			X			
13	Rachel Carter						
14	Stephanie Sherman			X			
15	Tr. Ann McKaig						



## **Request for Qualifications Marketing Coordinator**

The Shorewood Business Improvement District seeks Requests for Qualifications from individuals or firms seeking to provide marketing services to the Shorewood Business Improvement District.

### **Village of Shorewood Profile**

The Village of Shorewood was established on the western shores of Lake Michigan over 100 years ago. Bordered on the east by the steep bluffs and the sandy shores of Lake Michigan, on the south by the City of Milwaukee and the University of Wisconsin-Milwaukee (UWM) and on the west by the Milwaukee River, the Village of Shorewood encompasses approximately 1.5 square miles. Shorewood's traditional development pattern, accessible business districts and charming neighborhoods create an outstanding walkable community. Approximately 80% of the Village is zoned as residential with a stable population of 13,724.

Shorewood is a socially and economically diverse community. The Village features a full spectrum of housing from tiny cottages to substantial homes on Lake Michigan's Gold Coast. Its housing stock consists of 2,713 single family houses, 1,772 duplex units, and 2,003 apartment units. Much of the original development of Shorewood occurred in the 1920s.

The Shorewood School District consistently ranks among the best in the metropolitan area. Neighboring UWM and downtown cultural and entertainment attractions offer valuable leisure opportunities.

The Village of Shorewood has a Trustee/Manager form of government with a six-member Board of Trustees elected at large for three year terms to determine matters of policy. The Village President, also elected at large to a three year term, presides at Village Board meetings. The Board appoints the Village Manager who is responsible for directing the day-to-day operations of the Village.

In 1993, The Village created the Community Development Authority (CDA) to engage in activities intended to "improve the functional unity, appearance, livability, and economic well-being of the Village of Shorewood." The CDA works proactively to facilitate development and growth of the commercial district.

### **The Shorewood Business Improvement District**

Shorewood's business district consists primarily of two intersecting streets. North Oakland Avenue spans the north and south boundaries of the Village. East Capitol Drive, a major regional arterial, runs between the Milwaukee River, which is the west boundary of the Village, and Lake Michigan. The district has

approximately 22,000 feet of street frontage. Most of its buildings were constructed in the early and mid-century with numerous areas of spot and infill development.

In 1994, based upon the recommendation of its newly established Community Development Authority (CDA), the Shorewood Village Board created a tax incremental district corresponding to the North Oakland area of the business district to address stagnant conditions in the business district. In 2006, the Village of Shorewood expanded the tax incremental district to incorporate the entire business district. Since then, considerable redevelopment activity has occurred in the North Oakland and E. Capitol area, including street reconstruction with decorative lighting and full streetscape amenities, implementation of a facade grant program, and redevelopment of a number of properties.

The Shorewood Business Improvement District (BID) was established by the Village of Shorewood in November 1999. The Shorewood BID includes virtually all commercial/retail properties within the community. ~~The District has a 2010 assessed valuation of over \$159,000,000.~~ The BID has an approved 2017<sup>9</sup> budget of approximately ~~\$152,406~~~~\$140,000~~.

There are 260 active businesses in Shorewood, approximately 140 of them are first floor storefronts. Shorewood has various successful entertainment and restaurant nodes along Oakland Ave including Wisconsin's only two-story grocery store Metro Market that draws from outside of the North Shore. Nearly one-third of Shorewood's businesses are related to health, wellness and fitness as well as notable representation of beauty-related businesses.

### **Shorewood Business Improvement District Goals**

In 2016, the BID board of directors conducted a strategic planning process to guide the organization for 2017-22. The plan's mission statement announces that *"the Shorewood Business Improvement District creates a thriving local & destination hub by branding and communicating both development and promotion to its stakeholders in the private and public sectors"*.

The plan defined three areas of focused goals for the organization:

- 1) Marketing and Branding: Effectively and efficiently communicate the Shorewood Business District's unique value proposition to current and new customers, members, clients, users and influencers.
- 2) Business Participation in the Business Improvement District: Deepen and expand engagement of members of the business community to unify and grow.
- 3) Business Recruitment and Retention: Attract, retain and facilitate the development of a unique mix of sustainable businesses.

### **Scope of Services**

In all aspects of the scope of services, it is expected that the successful candidate(s) will have a strong track record of working across various constituencies. For this position, this includes working with the BID board of directors and the Executive Director to carry out the 2017-2022 Strategic Plan, Operating Plan, ~~coordination with the Village-wide "Marketing Shorewood" committee, interaction with the Village Board and Community Development Authority,~~ and the BID constituency of commercial property owners and businesses. The position requires strong interpersonal skills for success.

The scope for the position includes but is not limited to:

**I. Positioning** – Assist the Shorewood BID in consistently and effectively defining itself to the public. To include but not limited to the following components

- a. Electronic/Social Media – manage all aspects of electronic marketing and communications with general public and local constituency. To include but not be limited to social media (Facebook, Twitter, Instagram, etc.), electronic newsletters, press releases, and website general design and key content.
- ~~b. Website redevelopment – in coordination with the Executive Director and selected vendor, redevelop the BID website~~
- ~~e.b.~~ Promotional brochures, sponsorship forms, branding materials – design layout, content review, printing and distribution ~~vendor relationships~~.
- c. ENewsletters – assist with monthly communications to two key constituencies: consumers and BID business and property owners.
- d. Marketing Plan- create and implement annual marketing plan including specific strategies and plans per event, holidays and primary promotions.

**II. “Top of Mind Recognition”** – Position the organization to be recognized as one of the premier neighborhood ~~shopping and~~ entertainment districts and destination for health, wellness and fitness services in southeastern Wisconsin. To make Shorewood’s business district not only a local destination ~~for shoppers~~ but a regional attraction for high-end, quality retailers and professional services that can draw customers from all corners of southeastern Wisconsin.

**III. Public Relations** – Creating and issuing press releases, maintaining relationships with media outlets to pitch Shorewood BID staff, board members, and constituents as interview subjects. Work to get Shorewood BID into various media outlets. This includes but is not limited to: web news publishers, radio talk shows, newspaper articles, local magazines, and television news.

**IV. Special Events** - The Shorewood BID is well known for its special events that occur throughout the year. In past years, we produce or assist production of three events per year: St. Patrick’s Day Shorewood Shenanigans, The Tour of America’s Dairyland Shorewood Criterium Bike Race in mid-June, ~~Taste of Shorewood dining event in late Spring~~, and our annual Holiday event and promotions. In 2019 a new street festival was added in September called Shorewood Feast. In coordination with the Executive Director, it is expected the Marketing Coordinator position will manage all aspects of special events and work with the BID Marketing Committee to develop events to drive traffic to and promote Shorewood’s businesses. Duties for special events will include but not limited to: management of event budget, sponsor development, ~~filing event permits with Village~~, recruitment of volunteers, oversee volunteers at the event, coordination of advertising, print promotion materials, social media campaigns and event public relations. Also, follow up surveys with participating stakeholders on the events.

**Statement of Qualifications**

Qualified firms, teams, or individuals should demonstrate the following:

- Public relations and communications experience with an emphasis on social and electronic media

- Experience working with not-for-profit organizations and/or governmental agencies
- Proven ability to organize, manage, and promote events. Understanding and knowledge of special events and national examples of successful central business district events.
- Experience in sponsorship solicitation
- Ability to provide detailed and accurate information concerning Project activities and outcomes on an ongoing basis
- Willingness to work closely with client and to continuously review effectiveness of the marketing program within the context of the goals of the board of directors and BID marketing committee

**Time Commitment and Budget:** The Shorewood BID board of directors has determined that these duties will take a 600-700 hour annual commitment. The budget for this contract is \$28,000. Terms are negotiable.

### Submission Requirements

1. Cover letter expressing interest in the project signed by the applicant
2. Overall qualifications of the team or individual.
3. Brief description of your understanding and approach for the scope as described above
4. Financial requirements to meet the scope of services
5. Description of specific experience with clients and comparable experiences to the BID scope, including graphic art and campaign related samples.
6. Three client references.

The Shorewood BID Board of Director's will consider all candidates for selection as follows:

- **January 24th<sup>th</sup>, 2019:** Posting of approved RFQ.
- **February 14th<sup>th</sup>, 2019:** Qualification submittal deadline.
- **February 20<sup>th</sup>, 2019:** Recommendation of up to three candidates for consideration by the BID Board of Directors following review of qualification materials by BID Board Sub-Committee.
- **By February 27<sup>th</sup>, 2019:** BID Board of Directors and/or executive committee selects candidate following candidate interviews.
- **By March 6, 2019:** Board of Directors and/or executive committee completes negotiation of contract with selected candidate.

Proposals and related material must be received by the Village of Shorewood Business Improvement District by February 14th, 2019 at 4:00 PM. Two reproducible copies and an electronic copy of the Statement of Qualification and related material must be submitted. Electronic copies may be emailed to the BID director with subject line "Marketing Coordinator Submission-Applicant Name" in one combined PDF document. The envelope should be clearly labeled "BID Marketing Coordinator" proposal. Please mail materials to:

Ericka Lang, BID Executive Director  
 c/o Village of Shorewood  
 3930 N. Murray Avenue  
 Shorewood, Wisconsin 53211  
 director@shorewoodwi.com

Should you have any questions, please contact:  
 Ericka Lang at 414-248-2532



## Marketing Update – BID Board meeting – January 15, 2019

### 1. Constant Contact Emails Dec 15-Present

Time Sent	Campaign Name	Total Sent	Open Rate	Total Unique Opens	Mobile Open Rate
2019/01/15,	BID Board Meeting Jan 23, 2019	309	35.30%	108	35.80%
2019/01/09,	2019 Sponsorships Call 1	1567	39.50%	593	41.80%
2018/12/17,	BID Awards 2018- Reminder	290	37.50%	105	25.60%
2018/12/05,	December Newsletter 2018	1573	36.90%	557	38.60%
2018/12/03,	BID Awards 2018	291	50.00%	141	30.40%
2018/12/01,	WinterFest Postponed 2018	1574	32.70%	495	49.70%
2018/11/26,	November 28 BID Board Meeting Notice 2	309	38.70%	117	39.30%
2018/11/26,	2019 Shorewood Today Advertising	371	36.50%	128	25.70%
2018/11/23,	Smallbizsaturday_Consumers	1549	21.70%	320	48.50%
2018/11/22,	Happy Thanksgiving	1550	22.10%	326	53.30%
2018/11/21,	WinterFest & Shop Hop 18	1550	36.50%	540	43.40%
2018/11/21,	November 28 BID Board Meeting 2018	47	59.60%	28	26.70%
2018/11/20,	Smallbizsaturday	279	32.80%	88	30.60%
2018/11/16,	December Specials Request for Social Medi	280	32.20%	88	20.20%

### 2. Instagram Posts

	As of 1/16/19	Date	Likes	Subject
Posts	111	WinterFest: 12/9	29	Santa at event
Followers	370	12/9	8	rescheduled poster
Following	534	12/1	20	rescheduled poster
		11/26	26	poster

### 3. Facebook reach Dec 19 – Jan 15

	<u>Current</u>	<u>Past Month</u>
Total Page Likes:	1,416	1,397
Page views:	109	175
Page likes:	7	17
Post Reach:	1,928	6,967

### 4. Shorewood Today, Spring Edition – Delivery March 2

FEATURE STORY	Impact of Shopping Local
NEWS	North Shore Funeral Home- 80 years
BUSINESS SPOTLIGHT	Chemistry In Place
NEW BUSINESS	PowerCycle
OUT & ABOUT	WinterFest
EVENTS	Shenanigans
RESOURCE	Sign Up for News Letter



## 5. Facebook Posts 11/29 – Present

Published	Post	Reach 	Engagement
01/13/2019 11:28 AM	 Great idea from one of our BID members!	386 	62 1 
01/10/2019 12:22 PM	 Jake Bresette, owner of Shorewood's Lake Effect Surf Shop is out there	347 	36 20 
01/03/2019 1:25 PM	 Great showcase on Just Goods.	662 	71 36 
01/02/2019 3:12 PM	 We are very sad to see The Chocolate Factory leave Shorewood.	1.3K 	534 50 
12/24/2018 10:06 PM	 Happy Holidays from the Shorewood BID!	664 	148 45 
12/18/2018 11:02 AM	 This is a great story, made even better for featuring Shorewood's own	783 	32 29 
12/13/2018 3:41 PM	 The spotlight shines bright on Shorewood's culinary gems lately!	849 	92 56 
12/12/2018 5:58 PM	 Some love for one of Shorewood's oldest! Mazel Tov, Benji's!	498 	26 21 
12/09/2018 5:38 PM	 <a href="#">Santa's here! Get down here until 7:30! #shorewoodwinterfest</a>	702 	31 18 
12/09/2018 12:40 PM	 Tonight! See you at 5:30 for music, free doughnuts, hot cider hot cocoa,	687 	25 14 
12/07/2018 1:16 PM	 Part 4 is here! And it's all about the BID! Enjoy!	216 	8 5 
12/06/2018 2:14 PM	 Don't forget! See this SUNDAY! 35 degrees and clear, we'll take it!	287 	9 7 
12/01/2018 11:38 AM	 RESCHEDULED due to rain! The event is now NEXT SUNDAY,	305 	13 7 
12/01/2018 11:31 AM	 Look what's going on at Three Lions in Shorewood! Santa's galore!	1.1K 	317 48 
11/29/2018 2:15 PM	 Thank you to our VERY generous sponsors for making WinterFest 2018	440 	21 19 