



Downtown Janesville Business Improvement District

What is a Business Improvement District?

Business Improvement Districts (BIDs) are geographically defined areas specially assessed to contribute to programs aimed at promotion, management, maintenance and development of that district. Assessments are restricted to commercial and industrial properties within a municipality that are subject to real estate tax. Tax-exempt properties or those used exclusively as residences cannot be included in the assessment district. There are over 85 BIDs operating in Wisconsin currently.

How will a BID improve downtown Janesville?

The goal of the Downtown Janesville BID is to provide leadership and management for revitalizing the downtown area, thereby creating a safer and more welcoming downtown to attract visitors, embrace new businesses, and foster the growth of existing businesses. The BID will complete the following proposed activities in 2018:

- Beautification efforts throughout the downtown
- Seasonal decorations and banners
- Increased snow removal services
- Creation of two signature downtown events
- Informational materials for new and existing businesses
- Promotion of available real estate
- Downtown branding
- Dedicated staff time to execute these activities

How will the BID be funded?

Tax parcels within the defined BID area, including commercial, manufacturing, and mixed-use properties, will be specially assessed based on location. Properties within Zone One (the most central downtown area) will be assessed at \$2.25/\$1,000 of value. Properties in Zone Two will be assessed at \$1.50/\$1,000 of value. Properties in Zone Three will be assessed at \$1.00/\$1,000 of value. Properties in all three zones are expected to realize benefits from the BID, but the tiered system ensures that the areas experiencing the greatest benefits pay proportionally more of the cost based on the level of direct services received. See page two for a map of the proposed zones.

How will the BID operate?

An independent BID Board, consisting of nine individuals, will oversee implementation of the BID Operating Plan for three year terms. The BID Operating Plan includes a part-time downtown manager position in 2018. The BID Board and staff will work closely with downtown property and business owners, Downtown Janesville, Inc., AriseNow, and the City of Janesville to align ongoing and future efforts to position downtown Janesville as a vibrant neighborhood where commerce, culture, entertainment, and history intersect.

Who is the main contact?

Downtown Janesville, Inc (DJI) interviewed and hired Emily Arthur as the BID Executive Director in January 2018. To contact Emily, or for questions about the Downtown Janesville BID, please call 608.728.3322 or email bid@downtownjanesville.com.

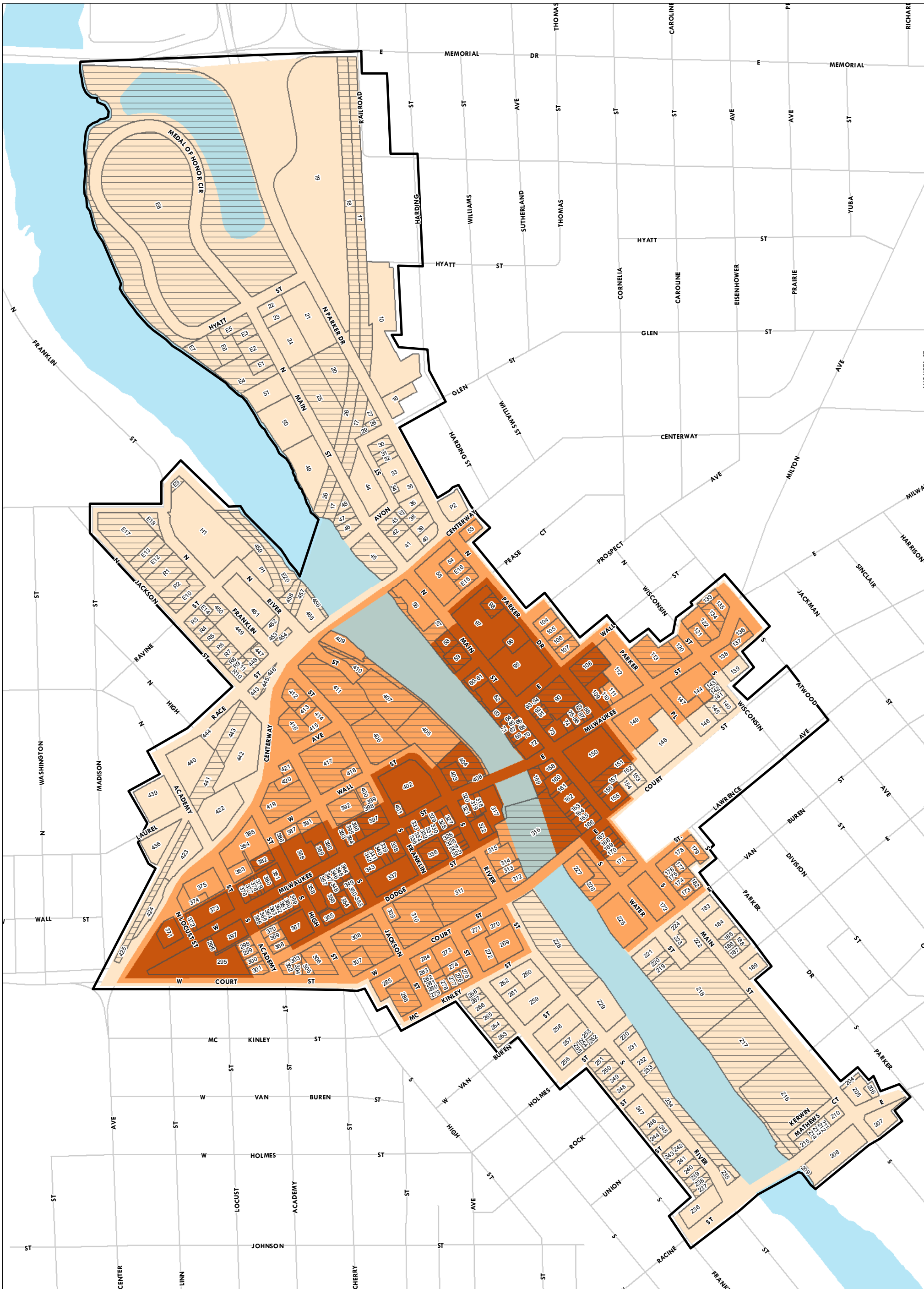
Who makes up the BID Board of Directors?

Three-year term:	Bekki Kennedy	Shawn Reents	James Grafft
Two-year term:	Mick Gilbertson	Joe Quaerna	Mike Faust
One-year term:	Jim Alverson	Pat McDonald	Dave Marshick









Where can I find more information?

To learn more about BIDs in Wisconsin, please visit the following helpful links:

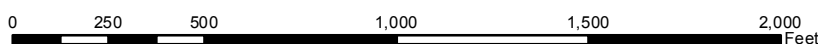
- [Wis. Stat. 66.1109 – Business Improvement Districts](#)
- [University of Wisconsin-Extension’s Local Government Center – Business Improvement Districts](#)
- [Wisconsin’s Business Improvement Districts Facebook Page](#)



Downtown BID Assessment Map - DRAFT

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|--|---|---|--|
|  BID Assessment Boundary |  Zone 3 Boundary |  Parcels W/in BID Assessment Zones |  DDA Boundary |
|  Zone 1 Boundary | |  All Other BID Parcels | |
|  Zone 2 Boundary | |  Tax Exempt or Residential | |

Downtown Janesville



CITY OF JANESVILLE
Wisconsin's Park Place

Date: 5-12-2017 D. Sarver, Economic Development
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