



# Hartland Business Improvement District

## 2017 Annual Report

### 2017 Board of Directors

Tom Brass, BID President  
Mike Badani, BID Vice President  
Sam Emanuele CPA, BID Treasurer  
Scott Heyerdahl, BID Secretary  
Jon Wojciechowski, BID Past President  
Steve Berger  
Dave Lamerand  
Dr. Jim Muenzenberger  
Marilyn Haroldson  
David Cox, Ex Officio Member

The mission of the Hartland BID is to provide leadership for the vitality of downtown Hartland; an area that offers a variety of commercial, retail and service businesses. The BID serves as a catalyst to improve and promote downtown Hartland through business development, marketing, economic development and business education.

The Business Improvement District attracts people to live, work, shop, conduct personal business and seek entertainment in downtown Hartland.

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The 2017 Annual Report is a summary of the highlights, accomplishments and overview of the Hartland Business Improvement District. The Hartland BID is overseen by the BID Board of Directors with four operating committees: Design Committee, Marketing Committee, Economic Development Committee and Executive Committee.

## Design Committee 2017 Accomplishments

### BID Façade Improvement Grant Program

In 2017, the Façade Improvement Grant Program continued its sixth year of operation, offering up to \$10,000 in matching grants for façade improvements. The overall grant budget for 2017 was \$40,000. The Village of Hartland committed \$20,000 towards the Façade Improvement Grant Program.

During 2017, a total of \$39,845 was approved for the Façade Improvement Grant Program. At the end of 2017, \$12,865.48 was paid out in façade grants. Three projects will be completed in 2018. Based on the 2017 completed projects, the Façade Improvement Grant Program stimulated \$29,237 in capital improvements within the BID district.

<u>Property Owner</u>	<u>Address</u>	<u>Project Approved</u>
1. Theia Vision Care	213 E. Capitol Drive	Façade improvements/landscaping
2. Hogger’s Pub	375 Cottonwood Ave.	Façade improvements/landscaping
3. Tom Brass Insurance Agency	151 E. Capitol Drive	Window replacement
4. Arkad Group	139 E. Capitol Drive	Façade improvements
5. Emergency Disaster Recovery	230 Pawling Ave.	Façade improvements/landscaping
6. Uli Alarcon (Senor Tomas)	150 North Ave.	Stamped concrete project
7. Palmer’s Steakhouse	122 E. Capitol Drive	Window replacement

### BID Sign and Awning Grant Program

During 2017, a total of \$7,158 was approved for the Sign and Awning Grant Program which stimulated \$12,254 in capital improvements within the BID district. Included in this is a donation of \$1,500 to the Hartland Ice Age Trail Committee for a 3-panel kiosk in Nixon Park to be constructed in 2018. The purpose of the program is to encourage the installation of new signs and awnings featuring printed signage advertising the business name, address and/or logo.

<u>Business or Property Owner</u>	<u>Address</u>	<u>Project Approved</u>
1. Peak Performance	130 E. Capitol Drive	Business sign
2. Bicycle Barn	130 E. Capitol Drive	Business sign
3. H + P CPAs	365 Cottonwood Ave.	Business sign
4. Hartland Service	400 Industrial Drive	Car Wash sign
5. Triangle Tap	247 W. Capitol Drive	Business sign
6. Jim Liebert	140 North Ave.	Building sign
7. TTP Academy	352 Cottonwood Ave.	Business sign
8. Theia Vision Care	213 E. Capitol Drive	Business sign
9. Emergency Disaster Recovery	230 Pawling Ave.	Business sign
10. Birch & Banyan Coffee	150 E. Capitol Drive	Sandwich board sign

11. Tom Brass Insurance	151 E. Capitol Drive	Window decals
12. On Point Fitness Club	130 E. Capitol Drive	Business sign
13. Birch & Banyan Coffee	150 E. Capitol Drive	Business sign
14. Silver Oak Properties	350-354 Cottonwood	Business sign
15. Village of Hartland/Ice Age Trail Committee		Nixon Park kiosk donation

**BID Sandwich Board Sign Grant Program**

Implemented in 2014, this grant program offers a \$50 grant to a business owner toward the purchase of a sandwich board sign that meets the design requirements. One grant in the amount of \$50 was approved in 2017.

**Streetscape Program**

Summer and winter seasonal arrangements filled 13 decorative pole baskets. In 2017, artificial summer floral arrangements were used for the seventh year. A large planter was added at the village center intersection by the BP station and it contained colorful, live seasonal flowers and plants. During the winter months, 24 light poles and 13 baskets were decorated with artificial balsam greenery and LED snowflakes. The artificial balsam greenery was restrung with bright LED lights to make them more noticeable and vibrant. LED Lights and ornaments were installed on the village center tree to compliment the Hartland Lights holiday event. Seasonal themed banners, purchased in previous years, hung on the decorative poles.

Garden Gate nursery maintained and installed the summer floral basket arrangements, and removed the winter light pole decorations and holiday tree decorations in mid-January. Patio Petals installed and maintained the planter, and installed the holiday decorations at the end of the year. The Village of Hartland DPW assisted in decorating the holiday tree and provided the lift truck.



**Wayfinding**

In 2017, the BID did not add any wayfinding signs downtown.

**Marketing Committee 2017 Accomplishments**

The Marketing committee was involved in creating opportunities for BID members to participate in downtown events, opportunities for businesses to showcase their products and services, and district promotion and advertising. In 2017, a Co-op Advertising Grant Program was added to the BID’s grant program offerings. This new program offered 50% up to \$300 per year for a member business to use toward an advertising/promotional campaign. Two businesses took advantage of this program.

**Poker Pub Walk** – New in 2017, the poker pub walk was held on February 22nd. The goal of this event was to get people out downtown Hartland during the long winter months. Participants picked up playing cards at several restaurants/bars and were eligible for downtown Hartland gift certificate prizes based on their final card hands.

**Spring Art Show** – On May 12<sup>th</sup>, the downtown business district hosted the ‘Chillin’ on the Trail, A Walk of Art’ show organized by Lake Country Fine Arts School & Gallery. The evening showcased many works of Ice Age Trail themed art at several businesses. The artwork was created by students from local grade schools.



**Hometown Celebration Parade** - The BID made a monetary contribution to support the Hartland Hometown Celebration Parade on July 2nd. As part of sponsorship, the BID received a float space in the parade. The Waukesha/Milwaukee County chapter of the Ice Age Trail Alliance created an Ice Age themed float. Representatives from the BID and Ice Age Trail Alliance handed out candy and Ice Age Trail information during the parade. The event is held in downtown Hartland and brings many families and business participants to the community to enjoy the festivities.



**Hartland’s Neighborhood Night Out** – This was the fourth year for this family-friendly event held on Thursday, August 3. The BID made a monetary contribution to support marketing materials and promotion of the event. The evening included a restaurant walk, activities at businesses and Nixon Park and an outdoor movie in the park.

**Hartland Kid’s Day** – The Hartland BID was a Prime Media Sponsor for the extremely popular Hartland Kid’s Day in Nixon Park on July 26<sup>th</sup>. With sponsorship, the BID had a booth and shared it with representatives from the Ice Age Trail Alliance. Downtown Hartland and Ice Age Trail Alliance information and children’s bubbles were handed out to hundreds of kids and their parents.



**Hartland Lights** - The Hartland Lights event was held December 1<sup>st</sup>. The BID participated in planning the event and provided financial support for advertising and promotion, sound equipment rental, and a portion of the trolley service. A large, festive crowd filled the downtown streets for the event!



**Canadian Pacific Holiday Train** - The Holiday Train stopped in Hartland on December 3<sup>rd</sup>. The BID made a monetary contribution to the Hartland Chamber of Commerce to help pay for expenses related to the event. The mission of this event was to collect food and monetary donations for local food pantries.

### Annual Meeting and BID Member Socials

The BID Annual Meeting was held on Tuesday, February 9<sup>th</sup>, prior to the BID Board meeting. All BID members were invited to attend the Annual Meeting. A Spring Social was held at Nixon Park at the new Lake Country Beer Garden on June 8<sup>th</sup>. A Fall Social was held at Birch & Banyan Coffee on October 12<sup>th</sup>. BID members socialized, networked, and met business neighbors at these events.



### Other Marketing Committee initiatives in 2017:

**Website Maintenance** – The BID Director maintains the website with current business information, event calendar and photos. Ocreative in downtown Hartland provides website technical services when necessary.

**Business Directory and Master BID List** - The BID directory and master list are continually updated. The directory lists business contact information and is updated on the website and in print form, when needed. The master list consists of property owner and tenant information.

**Social Media** – The BID continues to make a concerted effort to have a constant presence on social media, namely Facebook. The BID Director manages the Facebook page and postings.

## Welcome New Businesses to Downtown Hartland in 2017

Allstate Insurance, Tom Gordy Agency, 129 E. Capitol Drive

Alterations by Joan Miglautsch, 155 E. Capitol Drive

Anchor Point Realty, 155 E. Capitol Drive

Bicycle Barn, 130 E. Capitol Drive

Birch & Banyan Coffee, 150 E. Capitol Drive

Emergency Disaster Recovery, 230 Pawling Avenue

Hogger's Pub, 375 Cottonwood Avenue

Hometown Pharmacy, 109 E. Capitol Drive

On Point Fitness Club, 130 E. Capitol Drive

Theia Vision Care, 213 E. Capitol Drive

Triangle Tap, 247 W. Capitol Drive

## Economic Development Committee 2017 Accomplishments

**BID Loan Pool Program** - The program provides capital up to \$25,000 at low interest rates and very affordable terms to foster business development and is available to all new and existing businesses within the Downtown Hartland Business Improvement District area. First Bank Financial Centre is the financial institution that has committed capital in the amount of \$450,000 to this venture. In 2017, nine loans were awarded for a total of \$184,200 at 1% interest.

**Available Property Listing** - The available property listing is continually updated and posted on the BID and Village of Hartland websites, as well as social media. In addition, the BID Director maintained the property listings on the LocateInWisconsin.com website.

**Education Certificate Grant Program** – This was the fourth year for this program that was designed to encourage every entrepreneur to commit to a well-rounded education and business foundation by furthering their understanding of the operation of a small business. Certificate recipients are awarded a grant to be applied to the operation of their business in the Hartland Business Improvement District and a free one-year membership to the Hartland Chamber of Commerce. Four required classes must be completed at the WCTC Small Business Center.

## Executive Committee 2017 Accomplishments

1. The BID has successfully completed 11 years of operation.
2. The 2017 annual budget was created and approved.
3. BID Board of Directors and Officers were elected for terms expiring December 31, 2018.

## Ice Age Trail Community

The Village of Hartland became Wisconsin's first Ice Age Trail Community in July, 2015. The BID, in partnership with the Village of Hartland and the Ice Age Trail Alliance, helped in planning and promoting events associated with this designation and the trail that runs through the village. An Ice Age Trail Community Committee was formed by the Village of Hartland in July, 2016 and one representative from the BID serves on this committee. The BID committed \$1,500 to this committee for the construction of a new 3-panel kiosk in Nixon Park.

