



Hartland Business Improvement District

2018 Annual Report

2018 Board of Directors

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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 2018 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 2018 Accomplishments

BID Façade Improvement Grant Program

In 2018, 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 2018 was \$40,000. The Village of Hartland committed \$20,000 towards the Façade Improvement Grant Program.

During 2018, a total of \$17,144 was approved for the Façade Improvement Grant Program. At the end of 2018, \$4,069 was paid out in façade grants. Two projects will be completed in 2019. Based on the 2018 completed projects, including two projects carried over from 2017, the Façade Improvement Grant Program stimulated \$106,757 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 - painting
2. Behrend Properties	117 Hill & 108-116 W. Capitol.	Façade improvements
3. Wangard Partners*	505-525 Cottonwood	Façade improvements
4. Louis Kaiser	138 North Ave.	Parking lot – remove & replace
5. Jim Liebert	140 North Ave.	Parking lot – remove & replace
6. Margrit Meier*	110 Cottonwood	Façade improvements – painting

*Projects will be completed in 2019

BID Sign and Awning Grant Program

During 2018, a total of \$3,771.25 was approved for the Sign and Awning Grant Program which stimulated \$8,500 in capital improvements within the BID district. One project will be completed in 2019. 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. CJ Nails & Spa	523 Cottonwood Ave.	Business sign
2. Coda Yoga Studio	139 E. Capitol Drive	Business sign
3. Hartland Chamber of Commerce	300 Cottonwood Ave.	Business sign
4. Brass Investments	151 E. Capitol Drive	Building directory sign
5. Tabi's Lake Country	111 E. Capitol Drive	Business sign
6. Speech/Language Therapy for Kids	119 E. Capitol Drive	Business sign
7. Lake Country Bed Barn	365 Cottonwood Ave.	Business sign
8. Shore Line Cycle World	122 Cottonwood Ave.	Window decals
9. Snap Fitness*	352 Cottonwood Ave.	Business sign

*Project will be completed in 2019

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 2018.

Streetscape Program

Summer and winter seasonal arrangements were installed on 12 downtown light poles. In 2018, artificial summer floral arrangements were used for the eighth year. A large planter was added at the pedestrian crosswalk west of the Citgo station and it contained colorful, live seasonal flowers and plants. This planter matches the one located at the BP intersection. During the winter months, 24 light poles were decorated with lit, artificial balsam garland. Twelve of those light poles had new hanging LED snowflakes. New, colorful ornaments and LED lights 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.

Patio Petals maintained and installed the summer floral basket arrangements and live seasonal plantings in the planters, and installed the winter light pole decorations and holiday tree decorations. The Village of Hartland DPW assisted in decorating the holiday tree and provided the lift truck.

In 2018, the Hartland BID and the Village of Hartland partnered on replacing 19 benches throughout the downtown area. The BID and the Village split the cost of replacing the benches. All 19 benches were installed by the DPW in August. The BID put together a bench sponsorship opportunity for district businesses and 10 sponsorships were sold in the amount of \$500 each. Each bench sponsor had a plaque installed on the bench they sponsored. The sponsorship money helped offset the BID's portion of the bench costs.



Wayfinding

In 2018, the BID did not add any wayfinding signs downtown.

Marketing Committee 2018 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 2018, one business utilized the co-op advertising grant program that was established in 2017. This business received \$300 toward co-op advertising.

In 2018, the marketing committee presented to the Village of Hartland a proposal to paint an 'explorehartland.com' webpage address on the three water towers in the Village. The Village of Hartland approved the water tower design in September, 2018. The first of the three water towers will be painted in the spring of 2019. The BID is working with a BID business, Ocreative, to develop the explorehartland.com webpage. The page will direct visitors to explore all things offered in Hartland, including links to the BID, Village of Hartland and Chamber of Commerce. The webpage will go live prior to the first tower being painted.

March Mania – New in 2018, March Mania was a NCAA basketball tournament themed event held over a two week period in March. The goal of this event was to get people out repeatedly in downtown Hartland during the long winter months. Participants pulled basketball team names at several participating businesses and restaurants/bars and were eligible for prizes based on the final four teams in the tournament.

Spring Art Show – On May 11th, 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 Sunday, July 1st. 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 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 fifth year for this family-friendly event held on Thursday, August 2. 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 indoor movie at the Hartland Fire Department.

Hartland Kid’s Day – The Hartland BID was a Prime Media Sponsor for the extremely popular Hartland Kid’s Day in Nixon Park on Wednesday, July 25th. 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 sunglasses were handed out to hundreds of kids and adults.



Hartland Lights - The Hartland Lights event was held Friday, November 30th. 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. BID business owner, Marlene Millevolte, of Lake Country Fine Arts School & Gallery, organized the event again this year. A large, festive crowd filled the downtown streets on a warmer winter night for the event!



Canadian Pacific Holiday Train - The Holiday Train stopped in Hartland on Friday, December 7th. 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 Social

The BID Annual Meeting was held on Tuesday, February 13th, prior to the BID Board meeting. All BID members were invited to attend the Annual Meeting. A fall social was held at Tabi's lake country on Thursday, November 8th. BID members socialized, networked, and met business neighbors at this event.



Other Marketing Committee initiatives in 2018:

Nixon Park kiosk – A six panel kiosk was installed in the park in 2018. The BID committed funds in 2017 to cover one-third of the cost of construction of the kiosk. The BID manages two large panels in the kiosk and continually updates information there such as event announcements and the business directory.

Blog Page – The marketing committee approved an addition of a blog page to the BID website. BID member businesses are selected to submit a blog once a month that is posted on the website.

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 posts advertising boosts for events.

Welcome New Businesses to Downtown Hartland in 2018

In 2018, the BID added three properties to the district. These included 301 Pawling Avenue, home to Ocreative Design, 249 Pawling Avenue, a new multi-tenant office building including Miller Marriott Construction and Keller Williams Realty, and 133 Hill Street, home to Best Edge Marketing. In addition, the following new businesses opened in existing BID district properties.

Albright Gun Works, 230 Pawling Ave.

CJ Nails & Spa, 523 Cottonwood Ave.

Speech/Language Therapy for Kids LLC, 119 E. Capitol Drive

tabi's lake country, 111 E. Capitol Drive

Economic Development Committee 2018 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 2018, seven loans were awarded for a total of \$142,172 at 1% interest.

Available Property Listing - The available property listing is continually updated and posted on the BID and Village of Hartland websites.

Education Certificate Grant Program – This was the fifth 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 2018 Accomplishments

1. The BID has successfully completed 12 years of operation.
2. The 2018 annual budget was created and approved.
3. BID Officers were elected for terms expiring December 31, 2019. In April, 2018, one board member resigned and this seat was filled to complete the term ending December 31, 2018. Three board members recommitted to a new three year term ending December 31, 2021.

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.