



# Hartland Business Improvement District

## 2016 Annual Report

### 2016 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.

135 Cottonwood Ave, Hartland, WI 53029  
262-367-6560 • [www.downtownhartland.com](http://www.downtownhartland.com) • [hartlandbid@att.net](mailto:hartlandbid@att.net)

The 2016 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 2016 Accomplishments

### BID Façade Improvement Grant Program

In 2016, 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 2016 was \$40,000. The Village of Hartland committed \$20,000 towards the Façade Improvement Grant Program.

During 2016, a total of \$20,410 was approved for the Façade Improvement Grant Program which stimulated \$54,817 in capital improvements within the BID district.

<u>Property Owner</u>	<u>Address</u>	<u>Project Approved</u>
1. Fox Bros. Piggly Wiggly	505 Cottonwood Ave	New brat stand
2. Citgo/Hartland Village Mart	301 E. Capitol Drive	Concrete work/landscaping/parking lot
3. Hartland Professional Bldg.	140 North Ave	Concrete work
4. Birch & Banyan Coffee	150 E. Capitol Drive	Painting/Façade improvements

### BID Sign and Awning Grant Program

During 2016, a total of \$2,702 was approved for the Sign and Awning Grant Program which stimulated \$5,404 in capital improvements within the BID district. 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. The Specific Chiropractic Center	557 Cottonwood Ave	Business sign
2. Behrend Property LLC	220 E. Capitol Drive	Business sign
3. Hartland Family Chiropractic	211 Cottonwood Ave	Business sign
4. Premier Partners	134 Cottonwood Ave	Business sign
5. H+P CPAs	365 Cottonwood Ave	Window decals
6. Silver Oak Properties	350-354 Cottonwood Ave	Building light pole banners
7. Birch & Banyan Coffee	150 E. Capitol Drive	Business sign

### 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 2016.

### Streetscape Program

Summer and winter seasonal arrangements filled 13 decorative pole baskets. In 2016, artificial summer floral arrangements were used for the sixth year, making the investment pay for itself in savings. During the winter

months, 24 light poles and 13 baskets were decorated with artificial balsam greenery and LED snowflakes. Bright LED lights were strung on the holiday tree to compliment the Hartland Lights holiday event. Seasonal themed banners, purchased in previous years, hung on the decorative poles.

Garden Gate Nursery maintained landscaping around the two Downtown Hartland welcome signs. Garden Gate maintained and installed the summer floral basket arrangements, 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.



## Wayfinding

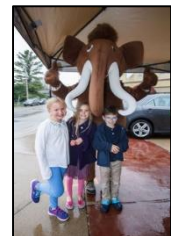
In 2016, the BID did not add any wayfinding signs downtown.

## Marketing Committee 2016 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.

**Poker Pub Walk** – New in 2016, the poker pub walk was held on February 25<sup>th</sup>. 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 15<sup>th</sup>, the downtown business district hosted a 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 school children in the magnet schools at Hartland-Lakeside schools.



**Hometown Celebration Parade** - The BID made a monetary contribution to support the Hartland Hometown Celebration Parade on June 26<sup>th</sup>. 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 third year for this family-friendly event held on August 4, 2016. The BID made a monetary contribution to support printing costs for event promotional materials. The evening included a restaurant crawl, 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 27<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, children's bubbles and tattoos were given out to hundreds of kids and their parents.



**Hartland Lights** - The Hartland Lights event was held December 2<sup>nd</sup>. The BID participated in planning the event and provided financial support for advertising and promotion, sound equipment rental, and a small 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 6<sup>th</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. Beer Snobs Ale & Eats hosted a Spring Social on Wednesday, April 20<sup>th</sup> and a

Fall Social on Thursday, November 10<sup>th</sup>. BID members socialized, networked, and met business neighbors at these events. The Spring Social included a welcome from Tom Brass, BID President, and recognition of BID businesses, programs and volunteers.



### Other Marketing Committee initiatives in 2016:

**Website Maintenance** – The BID website got a new look with more vibrant colors and an updated homepage. The site was made more user friendly across all forms of electronic media. Ocreative in downtown Hartland provided these services.

**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 made a concerted effort to have a constant presence on social media, namely Facebook. The BID hosted two social media workshops for members at Digital Media Lab in Hartland.

**Holiday Mailer** – A holiday mailer containing an upcoming event schedule was mailed to over 4,700 area residents in late November. Included on the mailer was an opportunity for recipients to win a \$100 BID gift certificate that was good at any participating district business.

### Welcome New Businesses to Downtown Hartland in 2016

Evancer Resource Group, 140 North Avenue

Kelly Farber LCSW, 155 E. Capitol Drive

Lake Country Skin Spa, 140 Cottonwood Avenue

Lisa Sauer Piano Studio, 300 Cottonwood Avenue #1

Novo Counsel, 139 Cottonwood Avenue

Ohana Group, 145 North Avenue, Suite G

Shore Line Cycling World, 103 North Avenue

The Specific Chiropractic Center, 557 Cottonwood Avenue

TTP Academy, 352 Cottonwood Avenue

## Economic Development Committee 2016 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 \$300,000 to this venture. In 2016, three loans were awarded for a total of \$75,000 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](http://LocateInWisconsin.com) website.

**Education Certificate Grant Program** – This was the third 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 2016 Accomplishments

1. The BID has successfully completed 10 years of operation.
2. The 2016 annual budget was created and approved.
3. BID Board of Directors and Officers were elected for terms expiring December 31, 2017.

## 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 the committee for the construction of a new 6-panel kiosk in Nixon Park.