



# Hartland Business Improvement District

## 2019 Annual Report

### **2019 Board of Directors**

Tom Brass, BID President  
Steve Berger, BID Vice President  
Cheryl Pfundtner CPA, BID Treasurer  
Marilyn Haroldson, BID Secretary  
Jon Wojciechowski, BID Past President  
Mike Badani  
Jessie Puzach  
Jeff Pfannerstill  
Dr. Jim Muenzenberger  
David Cox/Ryan Bailey, 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 2019 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 2019 Accomplishments

### **BID Façade Improvement Grant Program**

In 2019, the Façade Improvement Grant Program continued its eleventh year of operation, offering up to \$10,000 in matching grants for façade improvements. The overall grant budget for 2019 was \$40,000. The Village of Hartland committed \$20,000 towards the Façade Improvement Grant Program.

During 2019, a total of \$45,286.93 for new projects was approved for the Façade Improvement Grant Program. At the end of 2019, \$39,957.03 was paid out in façade grants, which included \$10,000 for one project that was approved in 2018. Based on the 2019 completed projects, including the one project carried over from 2018, the Façade Improvement Grant Program stimulated \$373,525 in capital improvements within the BID district.

<u>Property Owner</u>	<u>Address</u>	<u>Project Approved</u>
1. Behrend Properties	117 Hill & 108-116 W. Capitol	Façade improvements, painting
2. Heartfelt Properties LLC	111 E. Capitol	Façade improvements, painting
3. Best Edge Marketing	133 Hill St.	Roof replacement
4. Jim Cope*	129-131 E. Capitol	Painting & tuckpointing exterior
5. Lars Nielsen*	107 E. Capitol	Façade improvements, painting
6. Hartland Village Mart-Citgo	301 E. Capitol	Parking lot resurface
7. Ocreative/Koeppel	301 Pawling Ave.	Façade improvements, new entrance
8. Carl Zeutzius & Mike Eppler	129 & 135 Cottonwood	Parking lot replacement

\*Projects will be completed in 2020

### **BID Sign and Awning Grant Program**

During 2019, a total of \$1,727 was approved for the Sign and Awning Grant Program which stimulated \$3,770 in capital improvements within the BID district, including one project approved in 2018 and 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. Avalon Graphics	115 Hill Street	Business sign
2. Keller-Williams Lake Country	200 E. Capitol Drive	Business sign
3. The Tribute Companies	352 Cottonwood Ave.	Business sign
4. Creole Café	365 Cottonwood Ave.	Business signs
5. Modern Woodmen	155 E. Capitol Drive	Business sign
6. Juli & Boutique	138 North Ave.	Business sign

### **BID Sandwich Board Sign Grant Program**

In place for six years, 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 2019.

### Streetscape Program

Summer and winter seasonal arrangements were installed on 12 downtown light poles. In 2019, live summer floral arrangements were installed on the decorative light poles after using artificial arrangements for eight years. Two large planters were decorated with large, seasonal plantings at the pedestrian crosswalk west of the Citgo station and at the BP intersection. During the winter months, 24 light poles were decorated with lit, artificial balsam garland. Twelve of those light poles had hanging LED snowflakes. Colorful ornaments and LED lights were installed on the village center tree to complement the Hartland Lights holiday event. Seasonal themed banners hung on the existing decorative light poles. New in 2019 was the addition of themed banners along Cottonwood Avenue and North Avenue. The banners represent the 4 seasons and complement the existing inventory of banners. The Hartland DPW installed the hardware and banners on 20 wooden utility poles.

Patio Petals maintained and installed the live summer floral basket arrangements and 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 2019, two additional bench sponsorships/memorials were sold in the amount of \$1,000. In total, 12 bench sponsorships/memorials have been sold since 19 benches were replaced in 2018. Each bench sponsor has a plaque installed on the bench they sponsor. The sponsorship money helps offset the BID’s portion of the bench costs.



### Wayfinding

In 2019, the BID did not add any wayfinding signs downtown. The Village of Hartland replaced all custom parking signs with the standard blue P parking signs to better direct visitors to the municipal parking lots.

### Marketing Committee 2019 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 2019, one business utilized the co-op advertising grant program that was established in 2017. This business received \$300 toward co-op advertising.



In late spring 2019, the BID rolled out the ExploreHartland.com web page. The page directs visitors to explore all things offered in Hartland, including links to the BID, Village of Hartland, Chamber of Commerce and a Hartland area event calendar. This rollout coincided with the Village of Hartland painting ExploreHartland.com on two of the three water towers in the village. The third tower will be painted in 2020.

**2019 Events**

**March Mania** – For the second year, 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.



**Hometown Celebration Parade** - The BID made a monetary contribution to support the Hartland Hometown Celebration Parade on Sunday, June 30<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. Unfortunately, due to inclement weather, the parade was cancelled this year. 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 sixth year for this family-friendly event held on Thursday, August 8<sup>th</sup>. The BID made a monetary contribution to support marketing materials and promotion of the event. The evening included activities at businesses and Nixon Park and an indoor movie at the Hartland Fire Department. Elise Miller, owner of Lake Country Bed Barn, coordinated this event with the assistance of a small committee of business owners.

**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 31<sup>st</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 sunglasses were handed out to hundreds of kids and adults.



**Hartland Lights** - The Hartland Lights event was held Friday, December 6<sup>th</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. 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 Tuesday, December 3<sup>rd</sup>. The BID donated the over-the-road banner advertising the train arrival date. Several BID businesses participated in collecting nearly 700 food items for this event. The mission of the annual Holiday Train is 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 19<sup>th</sup>, prior to the BID Board meeting. All BID members were invited to attend the Annual Meeting. A fall social was held at Beer Snobs Ale & Eats on Thursday, October 17<sup>th</sup>. BID members socialized, networked, and met business neighbors at this event. Two business owners, Elise Miller and Marlene Millevolte, received volunteer awards for their work in coordinating events.



### **Other Marketing Committee Initiatives in 2019:**

**Park kiosks** - The BID manages two large panels in the Nixon Park kiosk and continually updates information there such as event announcements and the business directory. A new kiosk was built in Centennial Park and the BID has access to hang information there. The BID made a monetary donation in 2018 to the construction of this kiosk built by a local Eagle Scout.

**Over-the-Road-Banner** – The Village of Hartland Board approved over-the-road-banners for East Capitol Drive, just west of the intersection of Maple Ave. The BID will be allowed to hang banners announcing sponsored events. The banners are hung by the Hartland DPW crew.

**Website Maintenance** – The BID Director maintains the website with current business information, event calendar and photos. Ocreative in downtown Hartland provides website protection/security annually and 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. This year the BID added an Instagram account and still utilizes Twitter. Local business owner, Elise Miller, helps with updates on these sites. The BID also uses Mail Chimp for monthly announcements to BID members and the general public.

### **Welcome New Businesses to Downtown Hartland in 2019**

In 2019, the following new businesses opened or relocated in new or existing BID district properties.

Avalon Graphics, 115 Hill St.

Creole Café, 365 Cottonwood Ave.

Juli & Boutique, 138 North Ave.

Keller Williams Lake Country, 200 E. Capitol Dr. – relocated from 249 Pawling Ave. to larger, new building on E. Capitol Drive.

## **Economic Development Committee 2019 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 2019, four loans were awarded for a total of \$80,000 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 sixth 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 2019 Accomplishments**

1. The BID has successfully completed 13 years of operation.
2. The 2019 annual budget was created and approved.
3. BID Officers were elected for terms expiring December 31, 2020. Three board members recommitted to a new three year term ending December 31, 2022.

## **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.