

Business Improvement District article – for the Chamber’s Newsletter

Downtown Sun Prairie offers a wide variety of shops, restaurants, taverns, services, arts, and entertainment. The unique spaces of Downtown Sun Prairie offer residents a local flavor to their shopping and dining experiences, downtown is the heart of our vibrant community. Historical buildings, unique décor and apparel shops, spa services, delicious cuisine from across the culinary globe, craft beverages, the Sun Prairie Historical Museum, and city services are just a few of the things downtown has to offer.

The BID was created as a public/private sector initiative to further the aims of the City’s Downtown improvement and the City’s Master Plan. Financing for BID projects and programs is derived from a special assessment of properties within the BID, a contribution from the City of Sun Prairie, and donations from outside resources.

The purpose of the Sun Prairie Business Improvement District is to provide an organizational and funding mechanism to support the mission of development, improvement, and promotion of the downtown area for the economic benefit of all businesses within the district, as well as the general social and economic benefit of the people of the City of Sun Prairie and its visitors.

The BID is governed by a Board of Directors, consistent with Wisconsin Act 184. This Board is responsible for the management of the BID. Responsibilities include implementing the operating plans and preparing annual reports on the district. The Board annually considers and makes changes to the operating plan and submits the operating plan to the City Council for approval. The Board consists of 11 members, appointed by the Mayor. The Board conducts its affairs consistent with the Open Meeting law and keeps minutes for public record.

The Goals and Policies of Sun Prairie’s BID are as follows:

1. Create collaborative opportunities for new and existing Downtown Sun Prairie businesses to learn, grow, and develop. Examples include:
 - The creation of like-minded committees for the purpose of promotion collaboration: Retail, Restaurant and Bar Owners, Special Services Businesses
 - Provide networking opportunities
2. Advocate for development that exemplifies innovation projects that enhance the work, live, play environment of Downtown Sun Prairie. Examples include:
 - Sharing information on a timely basis and celebrating Downtown businesses
3. Facilitate maintenance, upkeep, and improvement of Downtown Sun Prairie public spaces through advocacy for safety and improvement. Examples include:
 - Curbside and alley walk-way removal of snow, update seasonal planters, installation of bike racks, Spring and Fall Clean-Up
4. Create an attractive, historic, and playful Downtown environment through structure improvements and enhancements. Examples include:
 - Develop a Downtown wayfinding plan, and lighting improvement plan
5. Create and implement unique events that draw people from near and far to enjoy and patronize Downtown Sun Prairie businesses. 2017 Events include:
 - Groundhog Day Prognostication – February 2

- Artful Wine Walk – May 18
 - 6 Streets of Summer events: June 15 and 22, July 20 & 27, August 3 & 10
 - Street of Scarecrows
 - Fall Beer Crawl – September 21
 - Fall Festival – October 21
 - Tree Lighting and Fire Truck Parade – November 24
 - Ladies Night Out – December 7
6. Educate the public on the advantages of living, working, and playing in Downtown Sun Prairie.
Examples include:
- Promote shop and dine Downtown events in a variety of ways: print, outdoor, radio, social media.

Contact information:

Colleen Burke – BID Manager. Email: cburke@cityofsunprairie.com | Phone: 608.825.1191

Dan Callies – BID Board Chair. Email: eddiesalehouse@yahoo.com | Eddie's Alehouse & Eatery Business
Phone: 608.825.1515

Facebook: Downtown Sun Prairie

City of Sun Prairie website: www.downtownsunprairie.com

