

LEGISLATIVE REFERENCE BUREAU FISCAL ANALYSIS

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

FEBRUARY 22, 2010

Item 9, File #091408

File Number 091408 is a resolution authorizing the transfer and expenditure of \$130,000 from the Neighborhood Commercial District Street Improvement Fund for public way improvements in the Fond du Lac and North commercial district.

Background

1. The Neighborhood Commercial District Street Improvement Fund is a Department of City Development-administered capital fund that provides the City's matching funds for BID commercial district streetscaping projects, as well as the local match for federal Congestion Mitigation and Air Quality Improvement Program ("CMAQ") grants that fund neighborhood street construction projects. In 2009, the Neighborhood Commercial District Street Improvement Fund provided \$300,000 for streetscaping improvements along Downer Avenue (BID No. 41).
2. The 2010 Budget provides \$500,000 in new borrowing authority for this capital account, compared to \$337,000 in the 2009 Budget.
3. On November 3, 2004, the Common Council adopted File Number 040876, a resolution creating Business Improvement District No. 32 (North Avenue Marketplace), approving its initial operating plan, budget and special assessments. BID No. 32 encompasses properties located along Fond du Lac Avenue between 17th and 30th streets and along North Avenue between Interstate 43 and 27th Street.
4. The approved 2010 operating plan for BID No. 32 indicates that the BID's principal activities for this year will include:
 - Promoting the BID via radio, print media and sponsored events.
 - Developing a website.
 - Developing a community newsletter.
 - Façade upgrades of businesses in the district.
 - Security improvements and lighting enhancement.

Discussion

1. This resolution approves the transfer of \$130,000 from the Neighborhood Commercial District Street Improvement Fund parent account to appropriate subaccounts for the purpose of funding improvements in the public way within BID No. 32.
2. The transferred funds will be used to pay for new landscaping, commercial-district signage, specialty paving and other enhancements within the Fond du Lac and North commercial district.

3. The total cost of this project is \$650,000. The remainder of the funding will come from a Wisconsin DOT Transportation Enhancement Grant.
4. The estimated start date for the project is September, 2010, with an anticipated completion date of May, 2011.

Fiscal Impact

1. Adoption of this resolution will authorize the expenditure of \$130,000 in City capital funding (borrowing).
2. The current unencumbered balance in the Neighborhood Commercial District Street Improvement Fund is \$1,167,998. This resolution will reduce the balance to \$1,037,998.

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