

2014 OPERATING PLAN & BUDGET
Kenosha Lakeshore Business Improvement District

MISSION STATEMENT

To create a livable, vibrant space which is sensitive to our historic roots, with significant activities and jobs that make it a destination for the region.

GOALS & OBJECTIVES

Reduce Vacant Commercial/Residential Properties

Create a Comprehensive Advertising & Marketing Campaign

Promote Cooperation with the City to Beautify the BID, Update Infrastructure and Preserve Historic Heritage

Promote Cooperation & Communication in the BID

BUDGET

<u>Income:</u>		<u>\$81,000</u>
Assessment of Property		80,000
Adopt a Flower Basket		500
Miscellaneous		500
<u>Expenses:</u>		<u>\$81,000</u>
Streetscape		29,000
Plantings	25,000	
Other	4,000	
Promotion		19,700
Bowls & Books Sponsorship	1,000	
Advertising/Marketing	18,700	
(includes newsletters and all web services)		
Administrative		32,300
Staff	25,000	
Annual Audit	3,500	
Monthly Bookkeeping	2,400	
Insurance	900	
Miscellaneous	500	

SPECIAL ASSESSMENT

The Lakeshore BID is requesting that a mill rate be established to achieve the special assessment of \$80,000 listed above.

BOARD OF DIRECTORS

Maria Caravati (Equinox), Deanna Goodwin (KACVB), Scott Holloway (Soap Box), Mark Johnson (Schlax/Christensen & Lee), Zohrab Khaligian (Department of Community Development & Inspections), Jon Kim (US TKDO), Bonnie Mirkiewicz (Forever Grateful), Paul McDonough (Clovis Point), Lou Molitor (Kenosha Area Chamber of Commerce), Mike Thomey (Thomey Financial Services)