

# 2018 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

Income:		<u>\$130,000</u>
Assessment of Property		130,000
Expenses:		<u>\$130,000</u>
Streetscape		31,400
Flower Baskets	30,200	
Other Projects	1,200	
Promotion		25,500
Advertising/Marketing	25,500	
Administrative		73,100
Staff	70,000	
Annual Audit	2,500	
Monthly Bookkeeping	600	

### SPECIAL ASSESSMENT

The Lakeshore BID is requesting that a mill rate of **\$2.50/\$1000** be established.

### BOARD OF DIRECTORS

Maria Caravati (Equinox), Kevin Ervin (Franks Diner), Deanna Goodwin (KACVB), Scott Holloway (resident), Zohrab Khaligian (Department of Community Development & Inspections), Alex Kudrna (Orpheum Building), Paul McDonough (Clovis Point), Erin Merritt (Modern Apothecary), Don Miller (Fusion), Lou Molitor (Kenosha Area Chamber of Commerce), Ray Roberts (resident), Mike Thomey (Thomey Financial Services)