



*Business Improvement District
2009 Annual Report*

*Hartland Business Improvement District
2009 Board of Directors*

Dr. Jim Muenzenberger, B.I.D. President
Marilyn Haroldson, B.I.D. Vice President
Jon Wojciechowski, B.I.D. Secretary
Sam Emanuele, B.I.D. Treasurer
Scott Heyerdahl, BID Past President
Mike Badani
Patrick Fox
Mike Kusch
Dave Lamerand
Wally Thiel, Ex Officio Member

Executive Committee Accomplishments

- The B.I.D. has successfully completed 3 full years of operation.
- Development and approval of the 2010 annual budget.
- B.I.D. Board of Directors and officers were elected for expiring terms.
- B.I.D. Director worked for the B.I.D. approximately 10 to 15 hours per week.
- B.I.D. Marketing Director was hired and began working 12 to 15 hours per week in December.

Design Committee Accomplishments

B.I.D. Façade Improvement Grant Program

In 2009, the Façade Improvement Grant Program was implemented offering up to \$10,000 in matching grants for façade improvements. The overall budget for 2009 was \$60,000.

Façade projects approved in 2009 program are:

- Hartland Village Mart Citgo, 301 E Capitol Drive - new lighting, painting, landscaping.
- Tom Brass Insurance, 151 E Capitol Drive - landscaping improvements, awnings, painting.
- Behrend Properties, 108 W Capitol Drive - landscaping improvements, façade changes.
- EmanDemco, 130 E Capitol Drive - complete façade rehab.
- North Avenue Professional Building, 101 North Avenue - complete façade rehab.
- Zeutzius State Farm Insurance, 135 E Cottonwood Avenue - landscaping, asphalt.
- Hallmark J/Jeffery Metz, 557 Cottonwood Avenue - painting, landscaping.
- Palmer's Steakhouse, 122 E Capitol Drive - landscaping and rear parking lot improvements.
- M&I Bank, 112 E Capitol Drive - painting.
- Premier Property, 134 Cottonwood Avenue - painting.
- Family Vision Eye Care, 211 Cottonwood Avenue - complete façade rehab.
- Hair & Image Plus, 213 E Capitol Drive - complete façade rehab.
- Gary Scherper, Capitol Professional Center, 155 E Capitol Drive - painting and parking lot.
- Leibert & Shumann Professional Building, 140 North Avenue - painting.

Sign & Awning Grant Program

The B.I.D. provided matching grants up to \$750 for new signs and awnings in 2009. The purpose of the program is to encourage the installation new sign and awnings with printed signage advertising the business name, address and/or logo.

New signs or awnings approved by the B.I.D. in 2009:

- Hartland Village Mart - Citgo, 301 E Capitol Drive
- Hair & Image Plus, 213 E Capitol Drive
- LA Grooming and Pet Services, 303 Cottonwood Avenue
- Premier Property Management, 134 Cottonwood Avenue
- La Di Da Design Studio, 133 E Capitol Drive
- Capitol Plaza, 208-212 E Capitol Drive
- Trails to Bridges, 139 E Capitol Drive

Streetscape Update

- Flower Baskets - New flower pole baskets were installed on twelve downtown street poles in June 2009.
- Seasonal Lighting Promotion - The B.I.D. offered the businesses an opportunity to purchase seasonal lighting that matched the new Village of Hartland downtown street pole and Christmas tree lights.
- UWM Community Design Solutions Center hosted a Streetscape Idea workshop in February.

Marketing Committee Accomplishments

- 2009 Marketing events:
Out N About – sponsored the event.
Hometown Parade Celebration – participated in the event.
Restaurant Crawl – B.I.D. event.
Hartland Lights – sponsored event.
- Two newsletters were created and produced by the B.I.D. in April and October 2009.
- B.I.D. business directory was updated.
- Website was updated and business website links were added.
- The master B.I.D. list of businesses was updated.
- Participated in the Lake Country Community Fest with a promotional booth.
- 2008 B.I.D. Annual Award Ceremony was held in March during the annual meeting. B.I.D. annual awards were presented to the following:

Exterior Painting	Doug Goyer, 131 E Capitol Dr
Sign Award	Donna Sharkus, Unique Suites, 210 Pawling
Seasonal Streetscape	Jerry Arenas, Palmer's Steakhouse, 122 E Capitol
Facade Improvement	Scott Bittman, Crest Haven Homes, 150 E Capitol
Exterior Make Over	Peggy Andrews, Klink's Karpets, 107 North Ave
Hartland Volunteer	Beth Bachausen
Outgoing Board Member	Dick Bertrand, MSI Management

Annual Restaurant Crawl

The 2nd annual Hartland Village Center Restaurant Crawl was held on Wednesday, September 16, 2009. Over 200 participants enjoyed food and spirits featuring cuisine from 12 Hartland restaurants and eateries. The B.I.D. sponsored the event to promote the many Village restaurants and create an awareness of the many types of eating establishments in Hartland.

Hometown Celebration Parade

In June, the B.I.D. participated in the Hometown Celebration Parade. Volunteers distributed 1,500 packets that included pretzel bags from Hartland's own East Shore Pretzel Company, along with a newly updated version of the business listing brochure and a coupon book.

Economic Development Committee Accomplishments

- Business Education Seminars were held with one in March on the subject of How to Run your Business in Tough Economic Times and in June on Promoting your Business with Social Networking.
- Ranked priorities for the Village Tax Incremental District.
- The available property listing was updated.
- Business retention surveys were conducted.