



HARBOR CENTRE
BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT

2021



As small business owners, non profit organizations, and property owners we had to adapt and innovate to make it through 2020 and 2021. For the Harbor Centre BID, 2021 has been a time to reaffirm our commitment to focus on serving our members as a granting organization, and to rebuild our relationships, communication, and structure. As we move forward and recover we are working to ensure our organization has a strong foundation to support and empower our members, creating strength and resilience throughout our district.

Through its challenges, 2021 has provided Harbor Centre BID with the opportunity to take strides in establishing and solidifying our new direction. We will use 2021 as a catalyst for continued growth and prosperity in the upcoming years.

STRATEGIC PLAN

The Harbor Centre BID created a simple strategic plan for 2021-2022 to help guide the organization to become a vibrant, collaborative business district that supports current members while welcoming new members.

Strategic Plan Themes

Structure



Partnerships

Communication



Placemaking

PLAN ADVANCEMENT

The Strategic Plan is composed of four themes, and progress was made in each theme category in 2021.

► Structure

Goals: To establish a relevant purpose and identity for the BID and to improve the BID Board and Committee structure and function

- In 2021 The Harbor Centre BID re-connected with the WEDC Connect Communities program to gain understanding, resources, and best practices from professionals and successful BIDs across the state.
- Developing a successful granting structure was an important focus of 2021. Grant structure in 2021 was a stepping-stone that will be further refined for 2022 and beyond, to ensure the grants that are offered are accessible and effective for members.
- BID committee structure, purpose and calendar was developed in 2021, to put into practice in 2022.
- Consistent agendas and minutes were developed and practiced in 2021 to establish clarity and transparency.
- In 2021, diverse representation and new members were recruited to serve on BID committees for 2022.

► Communication

Goals: To have transparent operation and communication with BID members, and to expand awareness of the Harbor Centre BID.

- Regular newsletters were developed and sent to members on a monthly (if not more) basis in 2021, and an effort began to collect updated BID email addresses to distribute newsletters and other pertinent information.
- BID addresses were examined and parcels were searched to create as complete a listing of addresses and suite numbers as possible.
- Direct mail postcards were sent to every address and suite within the BID district in 2021, as an effort to connect with every member. These direct mailers will continue, at least quarterly, moving forward.
- In October 2021 the Harbor Centre BID held a full member meeting, inviting all BID membership to an informational meeting and opportunity to network. These meetings will be held in the spring and fall moving forward.
- The Harbor Centre BID website was evaluated and work began on focusing the messaging and information available on the website in 2021.

► Partnerships

Goals: To create synergy and efficiency, and to expand support for BID members.

- In 2021 the Harbor Centre BID worked to create mutually beneficial connections with key local organizations including Visit Sheboygan, the Sheboygan County Chamber of Commerce, and the Sheboygan County Economic Development Corporation by inviting members of each of these organizations to join the BID board and committees.
- Beginning in 2021 the Harbor Centre BID planned for a series of workshops and learning opportunities for membership and beyond, each one of these to be held in partnership with other local organizations.
- The Harbor Centre BID began re-establishing mutually beneficial and long held relationships with organizations and city departments, such as the Parking Utility, to optimize programming, operations, and communicate pertinent information.
- Through the WEDC Connect Communities program, the Harbor Centre BID began connecting its members with outside opportunities for funding and professional growth.

► Placemaking

Goals: To create a beautiful and enticing business district and to increase vibrancy throughout the district.

- In 2021 the Harbor Centre BID re-focused on the flower program to identify areas of opportunity, to make the program more successful, and to plan for improvements moving forward.
- Community and member events were supported through BID grant funding in 2021, increasing vibrancy in 2021.
- Plans to establish a major investments committee were developed in 2021 to identify goals and objectives for placemaking in the district.



2021 GRANT PROGRAM

Much of BID funding was directed to supporting members through the Harbor Centre BID Grant Program. A variety of grants were given for member events, community events, and placemaking initiatives. Grant recipients ranged from BID businesses, the City of Sheboygan, and non-profit organizations.

Name of Organization	Project	Grant Award
GM's Bar	Lighthouse Mural	\$3,333.33
Above and Beyond Children's Museum	Outdoor Playground	\$10,000
John Michael Kohler Arts Center	Midsummer Festival of the Arts	\$5,000
Legend Larry's	8th Streeterly	\$7,500
Sheboygan County Interfaith Org.	Night Market	\$10,000
Seven Ages Theatrical	Shakespeare in the Park	\$1,000
Mead Public Library	Story Walk	\$490.27
City of Sheboygan	Holiday Lights	\$7,012
Mainstream Boutique	Boo-tique Crawl	\$1,200

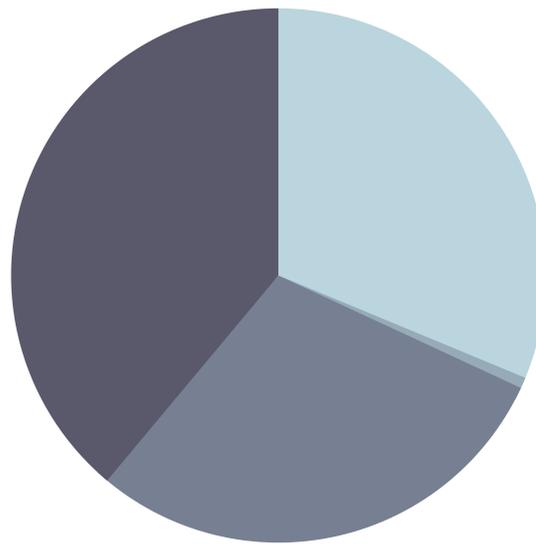
Total: \$45,535



BUDGET BREAKDOWN

TOTAL INCOME \$151,674.42
TOTAL EXPENSES \$106,352.04

Major Investments
\$41,404.00



Operations
\$33,245.77

Miscellaneous
\$700.00

Event Marketing
\$31,002.27

Ongoing BID Major Investments Include:

- Winter Holiday Decorations
\$23,700.00
- Summer Flower Program
\$6,500.00

CONTRACTED SERVICES

2021 CONTRACT COST \$25,650.00
(PART OF OPERATIONS)

In April 2021 the Harbor Centre BID contracted the services of Green Bicycle Co. to perform administrative tasks, to help us build our new direction and structure, to develop effective communication with our members, and to help us create a vision for the future. Our organization is happy to continue our relationship with Green Bicycle Co. through 2022 to continue to build an organization that effectively serves our membership.



BOARD OF DIRECTORS

The following is a listing of 2021 Harbor Centre BID Board of Directors

Paul Rudnick, President
Amy Horst, Vice-President
Marlo Testwuide, Treasurer
Eileen Simenz, Secretary
Katy Glodosky, Director
David Gass, Past President
David Haneman, Director
Jamie Haack, Director
Jane Davis-Wood, Director
Jordan Saunders, Director
Chad Pelishek, Director
Brian Doudna, Non-voting Member
Mayor Ryan Sorenson, Non-voting Member



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www.HarborCentre.com

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- ▶ [Join the Facebook Merchant Group](#)

Questions?

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