



AGENDA
COMMITTEE OF THE WHOLE

Tuesday, August 18, 2020

6:30 p.m.

Common Council Chambers, 224 East Jefferson Street

Webinar Link: <https://us02web.zoom.us/j/83742370640?pwd=MVVaZHGwNXVWaHdldDBnTEIxUFlyQT09>

Webinar ID: **837-4237-0640**

Password: **441655**

Telephone Dial: US: (312) 626-6799

- To attend a meeting, click on the link provided or dial in with the phone number provided on the meeting agenda. You may need to create a Zoom account if you access the meeting online.
- You will participate as an attendee, not a panelist. You will be muted by the meeting moderator.
- To participate/speak during a meeting when allowable, you will need to “raise your hand”. Online you will find a ‘raise hand’ option in the menu bar. Via phone, you can press *9.
- All meetings are recorded and subject to the Wisconsin Open Meetings Law.

Mayor Jeannie Hefty

Susan Kott, Alderman, 1st District

Theresa Meyer, Alderman, 1st District

Bob Grandi, Alderman, 2nd District

Ryan Heft, Alderman, 2nd District

Steve Rauch, Alderman, 3rd District

Jon Schultz, Council President, Alderman, 3rd District

Thomas Preusker, Alderman, 4th District

Todd Bauman, Alderman, 4th District

1. **Call to Order - Roll Call**

2. **Citizen Comments:** Telephone Dial: US: (312) 626-6799, Webinar ID: 837-4237-0640

3. **Approval of Minutes** (*T. Preusker*)

- A. To approve the August 4, 2020 Committee of the Whole Meeting Minutes.

4. **DISCUSSION:**

- A. A discussion regarding Budget to Actual Report through July 31, 2020.

5. **RESOLUTIONS:**

- A. **Resolution 5025(21)** - To consider approving an Extraterritorial Zoning Certified Survey Map for property located at 31319 Bushnell Road.

- 6. **ORDINANCES:** None

- 7. **MOTIONS:**
 - A. **Motion 20-981** - To approve an application for a Joint Effort Marketing Grant (JEM) for Destination Marketing.

- 8. **ADJOURNMENT** (*T. Bauman*)

Note: If you are disabled and have accessibility needs or need information interpreted for you, please call the City Clerk's Office at 262-342-1161 at least 24 hours prior to the meeting.



COMMITTEE OF THE WHOLE

ITEM NUMBER 3A

DATE: August 18, 2020

SUBJECT: MEETING MINUTES - To approve the August 4, 2020 Committee of the Whole Meeting Minutes.

SUBMITTED BY: Diahnn Halbach, City Clerk

BACKGROUND/HISTORY:

The attached minutes are from the August 4, 2020 Committee of the Whole meeting.

BUDGET/FISCAL IMPACT:

N/A

RECOMMENDATION:

Staff recommends approval of the attached minutes from the August 4, 2020 Committee of the Whole meeting.

TIMING/IMPLEMENTATION:

This item is scheduled for final consideration at the August 18, 2020 Common Council meeting.

Attachments

COW Minutes



City Clerk
300 N. Pine Street, Burlington, WI, 53105
(262) 342-1161 - (262) 763-3474 fax
www.burlington-wi.gov

CITY OF BURLINGTON
Committee of the Whole Minutes
Jeannie Hefty, Mayor
Diahnn Halbach, City Clerk
Tuesday, August 4, 2020

1. **Call to Order - Roll Call**

Mayor Hefty called the Committee of the Whole meeting to order via Zoom at 6:30 p.m. Roll Call - Present: Mayor Hefty, Alderman Susan Kott, Alderman Theresa Meyer, Alderman Bob Grandi, Alderman Ryan Heft, Alderman Steve Rauch, Alderman Jon Schultz, Alderman Tom Preusker, Alderman Todd Bauman. Excused: None.

Staff present: City Attorney John Bjelajac, Finance Director Steve DeQuaker, Assistant City Administrator/Zoning Administrator Megan Watkins, Public Works Director Peter Riggs, Police Chief Mark Anderson, and Human Resource Manager Jason Corbin.

2. **Citizen Comments:** None.

3. **Approval of Minutes** - To approve the July 21, 2020 Committee of the Whole Meeting Minutes. Motion: Alderman Rauch. Second: Alderman Kott. With all in favor, the motion carried.

4. **RESOLUTIONS:**

A. **Resolution 5023(19)** - To Petition the Secretary of Transportation for Airport Improvement Aid by the Common Council of the City of Burlington, Racine and Walworth Counties, Wisconsin.

Airport Manager, Gary Meisner, provided background information regarding the petition stating that this is the next step towards applying for State Funding for qualifying future airport improvements, which is required by the State. Meisner said there is currently no funding available as it has already been used on previous projects. Meisner then reviewed the proposed projects and stated that the items listed are more of a wish list and needs to be listed in order to qualify for the funding.

Alderman Preusker inquired about land acquisition and a runway expansion that was listed in the report. Meisner explained that there are no plans for a runway extension and that it is something the Federal Government had wanted; however, realized it's too big of a project and was tabled. Meisner further explained that land acquisition has been discussed for the purpose of more hangars. Alderman Bauman asked if approval from the Common Council is required. Meisner confirmed that all projects first go to the Airport Board and then to Council for final approval. Alderman Bauman wanted to let the public that there is nothing hidden going on at the Airport.

- B. **Resolution 5024(20)** - To authorize an agreement with the Wisconsin Department of Transportation to share the cost of replacing the Jefferson Street Bridge.

Director Riggs provided background information stating that the City applied for funding through WISDOT's Local Bridge Program in 2019 and was notified in the Spring of 2020 that the application was successful. Riggs stated that this competitive State/Federal program will cover 80% of the construction costs up to \$2,179,356 and that the City will be responsible for 20% of the costs or anything over the state/federal maximum, or non-qualifying expenses. Riggs stated that the project's total construction cost is estimated at \$2,725,195 and in order to secure this funding, the City must enter into an agreement with WISDOT, which is the purpose of the resolution. Riggs further stated that the design is expected to be completed in 2021 and the bridge would be reconstructed in 2023.

5. **ORDINANCES:** None

6. **MOTIONS:**

- A. **Motion 20-980** - To authorize staff to draft a Professional Services Agreement with GrahamSpencer for the City of Burlington's Re-Branding effort.

Council President Alderman Schultz provided background information stating that this is the next step in the process of moving forward with the re-branding effort. Schultz also stated that one of the requirements of applying for the JEM Grant is to have a professional consultant on board, which is what led to a search for a qualified firm. Schultz stated that the City received 15 proposals and interviewed four firms and through extensive interviews, the interviewing committee is recommending GrahamSpencer based on their expertise and overall understanding of the scope of work. Richard Lynch stated that the interview process was very well done and very objective and feels confident that the right group was selected.

7. **ADJOURNMENT**

Motion: Alderman Schultz. Second: Motion: Alderman Heft. With all in favor, the motion carried and the meeting was adjourned at 7:04 p.m.

Minutes respectfully submitted by:

Diahnn C. Halbach
City Clerk
City of Burlington



DATE: August 18, 2020

SUBJECT: DISCUSSION: Budget to Actual Report through July 31, 2020.

SUBMITTED BY: Steven DeQuaker, Finance Director

BACKGROUND/HISTORY:

As a best practice, staff is presenting the attached Budget to Actual update through July 31, 2020 and in addition, the Room Tax Collection Report for 2020.

BUDGET/FISCAL IMPACT:

A brief overview of the report shows financials regarding budget data to actual financials through July 31, 2020.

Highlights:

- Tax Revenue is owed by the County to the City by August 20, 2020. The amount is over \$2M.
- Other state revenues are performing at or slightly above budget.
- Revenue for Room Tax dollars are approximately 73% of the amount received in 2019 - see report attached
- Revenue for Court Fines is about \$60,000 year to date compared to a budget of \$150,000.
- Public Charge revenue is running roughly half of the budgeted amount, which is performing "budget normal" so far.
- Investment income is at 30% of budget year to date. Interest rates have dropped substantially - good for borrowing, bad for revenue.
- Water & Sewer Revenues are listed individually on the Budget to Actual report.

To date we have received two grant awards for COVID-19 expenditures totaling just over \$8,200.00. This includes reimbursements for election expenses and a miscellaneous reimbursement from the general CARES fund. Both are from the funds allocated to the state by the Federal Government. We are expecting another grant reimbursement from the State CARES fund shortly.

RECOMMENDATION:

Discussion item only.

TIMING/IMPLEMENTATION:

Discussion item only

Attachments

Budget to Actual thru Jul 2020
2020 YTD Room Tax Collection

City of Burlington Fiscal Year 2020

Budget to Actuals Recap through **7/31/2020**

Prior Year 7/31/2019

CASH & INVEST	Cash In Main Bank	\$ 9,563,472.00	Operating, Tax, Revolving Loan Fund, Muni Court, Self Insurance, Façade, Savings, Projects
	Cash in Town Bank	\$ 733,108.00	CDBG Fund (Revolving Loan Federally Restricted Use)
	Cash in Other Banks	\$ 372,040.00	Hometown Bank (EMS Fund Wautoma, WI) & Johnson Bank (Savings), Greenwoods State Bank (Tax Collection)
	Cash in LGIP Invest	\$ 129,263.33	General Investments
	Cash in Investments	\$ 4,397,547.00	Includes Bond Proceeds, Debt Service Reserves, General Investments (TD Ameritrade/Clearwater)
	Total Cash	\$ 15,195,430.33	

General Fund Expenditures	Actual	2019 To Date	Budget	(Under)/Over
Administration				
Administration	\$ 278,303.64	\$ 243,708.76	\$ 493,069.00	\$ (214,765.36)
Human Resource	\$ 62,414.02	\$ 57,551.80	\$ 129,344.00	\$ (66,929.98)
Finance	\$ 160,242.90	\$ 168,819.91	\$ 249,420.00	\$ (89,177.10)
Clerk	\$ 38,211.10	\$ 37,960.15	\$ 72,750.00	\$ (34,538.90)
Elections	\$ 22,814.05	\$ 9,594.34	\$ 40,190.00	\$ (17,375.95)
Assessor	\$ 38,534.52	\$ 22,680.00	\$ 50,300.00	\$ (11,765.48)
Legal & Professional				
Mayor	\$ 123.12	\$ 233.47	\$ 2,300.00	\$ (2,176.88)
Council	\$ 40,715.65	\$ 42,639.63	\$ 92,650.00	\$ (51,934.35)
Attorney	\$ 80,934.75	\$ 46,839.68	\$ 155,000.00	\$ (74,065.25)
Municipal Court	\$ 39,353.83	\$ 39,682.05	\$ 64,863.00	\$ (25,509.17)
Public Safety				
Police	\$ 1,841,295.68	\$ 1,753,191.75	\$ 3,379,791.00	\$ (1,538,495.32)
Fire	\$ 658,735.85	\$ 635,153.48	\$ 1,175,916.00	\$ (517,180.15)
Building Inspector	\$ 73,245.27	\$ 66,312.68	\$ 148,950.00	\$ (75,704.73)
Public Works				
Streets	\$ 679,185.64	\$ 701,890.10	\$ 1,481,244.00	\$ (802,058.36)
Storm	\$ -	\$ -	\$ -	\$ -
Parks	\$ 332,907.32	\$ 303,849.73	\$ 598,194.00	\$ (265,286.68)
Pool	\$ 16,230.29	\$ 563.40	\$ 3,200.00	\$ 13,030.29
Forestry	\$ 7,291.96	\$ 14,861.00	\$ 36,000.00	\$ (28,708.04)
Trash & Recycle	\$ 323,713.93	\$ 310,585.24	\$ 650,285.00	\$ (326,571.07)
Plan & Develop				
Plan Commission	\$ 49,036.20	\$ 64,735.40	\$ 86,350.00	\$ (37,313.80)
Economic Dev	\$ 289,582.57	\$ 69,187.08	\$ 225,000.00	\$ 64,582.57
Other				
Health Officer	\$ 40,388.50	\$ 39,325.00	\$ 80,777.00	\$ (40,388.50)
Historical Society	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -
Animal Shelter	\$ 2,565.00	\$ 3,422.46	\$ 8,650.00	\$ (6,085.00)
Seniors	\$ 2,262.93	\$ 262.56	\$ 2,700.00	\$ (437.07)
Transfers Net	\$ 124,793.00	\$ -	\$ (1,372,695.00)	\$ 1,497,488.00

	Actual	2019 To Date	2020 Budget	(Under)/Over
Total Gen Fund Expend	\$ 5,203,881.72	\$ 4,634,049.67	\$ 7,855,248.00	\$ (2,651,366.28)
Gen Fund Revenue	\$ 1,315,227.78	\$ 1,565,013.99	\$ 2,064,302.00	\$ (749,074.22)
Gen Fund Revenue Tax Portion	\$ 6,509,379.52	\$ 6,563,780.59	\$ 6,437,694.00	\$ 71,685.52

Enterprise Funds	Actual	2019 To Date	Budget	(Under)/Over
1 Water Utility Rev				
Water Utility Rev	\$ 1,216,140.38	\$ 1,346,958.57	\$ 2,772,195.00	\$ (1,556,054.62)
Water Utility Expense	\$ 786,096.65	\$ 755,674.67	\$ 2,400,485.00	\$ (1,614,388.35)
Net	\$ 430,043.73	\$ 591,283.90	\$ 371,710.00	\$ 58,333.73
2 Sewer Utility Revenue				
Sewer Utility Revenue	\$ 2,193,525.11	\$ 2,111,520.96	\$ 3,784,300.00	\$ (1,590,774.89)
Sewer Utility Expense	\$ 1,065,048.22	\$ 1,141,978.34	\$ 3,999,663.00	\$ (2,934,614.78)
Net	\$ 1,128,476.89	\$ 969,542.62	\$ (215,363.00)	\$ 1,343,839.89
3 Airport Revenue				
Airport Revenue	\$ 395,671.74	\$ 457,957.97	\$ 734,021.00	\$ (338,349.26)
Airport Expense	\$ 401,821.23	\$ 392,703.23	\$ 862,837.00	\$ (461,015.77)
Net	\$ (6,149.49)	\$ 65,254.74	\$ (128,816.00)	\$ 122,666.51

Select Special Revenue Funds	Actual	2019 To Date	Budget	(Under)/Over
1 Library Revenue				
Library Revenue	\$ 167,480.23	\$ 171,625.56	\$ 768,607.00	\$ (601,126.77)
Library Expend	\$ 429,827.04	\$ 430,924.37	\$ 798,342.00	\$ (368,514.96)
Net	\$ (262,346.81)	\$ (259,298.81)	\$ (29,735.00)	\$ (232,611.81)
1 EMS Revenue				
EMS Revenue	\$ 284,832.17	\$ -	\$ 632,161.00	\$ (347,328.83)
EMS Expend	\$ 206,767.89	\$ -	\$ 632,161.00	\$ (425,393.11)
Net	\$ 78,064.28	\$ -	\$ -	\$ 78,064.28
2 Park Dev Revenue				
Park Dev Revenue	\$ -	\$ 7,998.00	\$ 38,000.00	\$ (38,000.00)
Park Dev Expend	\$ 16,265.06	\$ 1,744.80	\$ 70,000.00	\$ (53,734.94)
Net	\$ 16,265.06	\$ 9,742.80	\$ 108,000.00	\$ (91,734.94)
3 Seniors Revenue				
Seniors Revenue	\$ 169.46	\$ 534.45	\$ 550.00	\$ (380.54)
Seniors Expend	\$ -	\$ -	\$ 1,500.00	\$ (1,500.00)
DeRoziar Expend	\$ -	\$ 7,208.70	\$ 8,000.00	\$ (8,000.00)
Net	\$ 169.46	\$ (6,674.25)	\$ (8,950.00)	\$ 9,119.46
DeRoziar Balance	\$ 38,335.56	\$ 37,859.81	\$ 30,335.56	\$ 8,000.00

EMS Call Recap							
Month	City EMS Calls	Response Time Avg	Town EMS Calls	Response Time Avg	Total EMS Calls	EMS Turn Out Time	Town Call %
January	104	4:44	21	8:19	125	2:01	17%
February	96	5:16	28	7:37	124	2:00	23%
March	98	5:13	27	8:10	125	1:53	22%
Qtr 1	298	5:04	76	8:02	374	1:58	20%
April	59	5:04	29	7:59	88	2:12	33%
May	96	5:13	35	8:07	131	2:08	27%
June	88	4:14	38	7:23	126	1:57	30%
Qtr 2	243	4:50	102	7:49	345	2:05	30%
July	110		40		150		27%
August	0		0		0		
September	0		0		0		
Qtr 3	110		40		150		27%
October	0		0		0	1:58	
November	0		0		0		
December	0		0		0		
Qtr 4	0		0		0	1:58	
Year To Date	651	5:04	218	8:02	869	1:58	25%
Totals	651	5:04	218	8:02	869	1:58	25%

NOTE: Response Time includes Turn Out Time

2020 Room Tax Report (8%)

Quarter 1

Name	Room Receipts	Transient	Net	Tax Collected	Tax to Chamber	Tax to Real Racine	Tax to City	Check
Hampton	\$ 232,327.09	\$ 49,518.46	\$ 182,808.63	\$ 14,624.69	\$ 5,118.64	\$ 5,118.64	\$ 4,387.41	\$ 14,624.69
AmericInn			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Skyview Inn	\$ 21,454.76	\$ 17,884.79	\$ 3,569.97	\$ 285.60	\$ 99.96	\$ 99.96	\$ 85.68	\$ 285.60
Carpe Diem Rentals	\$ 1,023.00	\$ -	\$ 1,023.00	\$ 81.84	\$ 28.64	\$ 28.64	\$ 24.56	\$ 81.84
Avalara (AirBNB)	\$ 3,219.99	\$ 277.85	\$ 2,942.14	\$ 235.37	\$ 82.38	\$ 82.38	\$ 70.61	\$ 235.37
HomeAway.com	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL Q1	\$ 258,024.84	\$ 67,681.10	\$ 190,343.74	\$ 15,227.50	\$ 5,329.62	\$ 5,329.62	\$ 4,568.26	\$ 15,227.50
Prior Year 2019	\$ 404,104.38	\$ 32,019.40	\$ 372,084.98	\$ 22,325.10	\$ 7,813.78	\$ 7,813.78	\$ 6,697.54	\$ 22,325.10

Quarter 2

Name	Room Receipts	Transient	Net	Tax Collected	Tax to Chamber	Tax to Real Racine	Tax to City	Check
Hampton	\$ 194,036.73	\$ 90,899.35	\$ 103,137.38	\$ 8,250.99	\$ 2,887.85	\$ 2,887.85	\$ 2,475.29	\$ 8,250.99
AmericInn 1st Qtr*	\$ 74,489.05	\$ 14,011.71	\$ 60,477.34	\$ 4,443.40	\$ 1,555.19	\$ 1,555.19	\$ 1,333.02	\$ 4,443.40
AmericInn 2nd Qtr	\$ 117,788.87	\$ 7,684.43	\$ 110,104.44	\$ 8,808.36	\$ 3,082.93	\$ 3,082.93	\$ 2,642.50	\$ 8,808.36
Skyview Inn			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Carpe Diem Rentals**	\$ (1,023.00)	\$ -	\$ (1,023.00)	\$ (81.84)	\$ (28.64)	\$ (28.64)	\$ (24.56)	\$ (81.84)
Expedia.com	\$ 25,533.92	\$ -	\$ 25,533.92	\$ 2,042.71	\$ 714.95	\$ 714.95	\$ 612.81	\$ 2,042.71
Avalara (AirBNB)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Avalara (HomeAway)	\$ 333.00	\$ -	\$ 333.00	\$ 26.64	\$ 9.32	\$ 9.32	\$ 8.00	\$ 26.64
TOTAL Q2	\$ 411,158.57	\$ 112,595.49	\$ 298,563.08	\$ 23,490.26	\$ 8,221.60	\$ 8,221.60	\$ 7,047.06	\$ 23,490.26
Prior Year 2019	\$ 569,104.51	\$ 38,032.50	\$ 531,072.01	\$ 30,864.32	\$ 10,802.51	\$ 10,802.51	\$ 9,259.30	\$ 30,864.32

Quarter 3

Name	Room Receipts	Transient	Net	Tax Collected	Tax to Chamber	Tax to Real Racine	Tax to City	Check
Hampton			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
AmericInn			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Skyview Inn			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Carpe Diem Rentals			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expedia.com			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Avalara (AirBNB)			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Avalara (HomeAway)			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL Q3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Prior Year 2019								

Quarter 4

Name	Room Receipts	Transient	Net	Tax Collected	Tax to Chamber	Tax to Real Racine	Tax to City	Check
Hampton			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
AmericInn			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Skyview Inn			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Carpe Diem Rentals			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expedia.com			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Avalara (AirBNB)			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Avalara (HomeAway)			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL Q4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Prior Year 2019								

Total Year to Date

Name	Room Receipts	Transient	Net	Tax Collected	Tax to Chamber	Tax to Real Racine	Tax to City	Check
Hampton	\$ 426,363.82	\$ 140,417.81	\$ 285,946.01	\$ 22,875.68	\$ 8,006.49	\$ 8,006.49	\$ 6,862.70	\$ 22,875.68
AmericInn	\$ 192,277.92	\$ 21,696.14	\$ 170,581.78	\$ 13,251.76	\$ 4,638.12	\$ 4,638.12	\$ 3,975.52	\$ 13,251.76
Skyview Inn	\$ 21,454.76	\$ 17,884.79	\$ 3,569.97	\$ 285.60	\$ 99.96	\$ 99.96	\$ 85.68	\$ 285.60
Carpe Diem Rentals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expedia.com	\$ 25,533.92	\$ 277.85	\$ 25,256.07	\$ 2,278.08	\$ 797.33	\$ 797.33	\$ 683.42	\$ 2,278.08
Avalara (AirBNB)	\$ 3,219.99	\$ 277.85	\$ 2,942.14	\$ 235.37	\$ 82.38	\$ 82.38	\$ 70.61	\$ 235.37
Avalara (HomeAway)	\$ 333.00	\$ -	\$ 333.00	\$ 26.64	\$ 9.32	\$ 9.32	\$ 8.00	\$ 26.64
TOTAL 2020 YTD	\$ 669,183.41	\$ 180,554.44	\$ 488,628.97	\$ 38,953.13	\$ 13,633.60	\$ 13,633.60	\$ 11,685.93	\$ 38,953.13
Prior Year 2019	\$ 973,208.89	\$ 70,051.90	\$ 903,156.99	\$ 53,189.42	\$ 18,616.29	\$ 18,616.29	\$ 15,956.84	\$ 53,189.42

* Error in Calcs plus Interest Chg for 1st Qtr; difference still due



DATE: August 18, 2020

SUBJECT: RESOLUTION 5025(21) - To consider approving an Extraterritorial Zoning Certified Survey Map for property located at 31319 Bushnell Road.

SUBMITTED BY: Megan Watkins, Assistant City Administrator | Zoning Administrator

BACKGROUND/HISTORY:

As part of the City’s Extraterritorial Plat Approval Jurisdiction Area, which includes any area within 1.5 miles of the City of Burlington, all divisions and subdivisions of land shall be reviewed by the Plan Commission and Common Council. The purpose of this is to enable the City to extend regulations to adjacent land that could affect quality of life within the city. The Extraterritorial Zoning District (ETZ) represents a city’s potential growth boundary, both with respect to its future tax base and municipal service area.

This Certified Survey Map has been submitted for review by Anthony and Laure Taylor for property located at 31319 Bushnell Road in the Town of Burlington. The applicant would like to subdivide their property. The intent of the applicants is to create Proposed Lots 1 and 2. Proposed Lot 1 will have 3.32 acres (3.12 acres excluding the right-of-way) and contains three existing structures – a residential house, a second residence, and a pole barn structure. Proposed Lot 2 will have 1.68 acres (1.51 acres excluding the right-of-way). There are currently no structures on proposed Lot 2.

It should be noted that the proposed parcels are directly adjacent to the City of Burlington’s current sewer service area. These proposed parcels are not required to hook up to the sewer or water systems until such a time that these parcels are annexed, and sewer and water are made available.

The Town of Burlington Planning and Zoning Committee approved this CSM at their June 11, 2020 meeting.

BUDGET/FISCAL IMPACT:

N/A

RECOMMENDATION:

The Plan Commission and City Staff recommend approval of this ETZ Certified Survey Map request.

TIMING/IMPLEMENTATION:

This item is for discussion at the August 18, 2020, Committee of the Whole meeting and for final consideration at the same evening Common Council meeting.

Attachments

Res 5025(21) ETZ CSM 31319 Bushnell Rd
31319 Bushnell Rd. ETZ CSM

A RESOLUTION APPROVING A CERTIFIED SURVEY MAP FOR ANTHONY AND LAUR TAYLOR FOR PROPERTY LOCATED AT 31319 BUSHNELL ROAD IN THE TOWN OF BURLINGTON, WITHIN THE CITY'S EXTRATERRITORIAL PLAT JURISDICTION

WHEREAS, the Plan Commission of the City of Burlington has reviewed a certified survey map shown hereon, proposed and submitted by Anthony and Laure Taylor for property located at 31319 Bushnell Road in the Town of Burlington; for property described as:

BEING A REDIVISION OF LOT 1 OF CERTIFIED SURVEY MAP NO. 2248, RECORDED IN VOLUME 6 OF CERTIFIED SURVEY MAPS, PAGE 921 AS DOCUMENT NO. 1730881 IN THE OFFICE OF THE REGISTER OF DEEDS IN AND FOR RACINE COUNTY, WISCONSIN, BEING PART OF THE NORTHEAST 1/4, NORTHWEST 1/4, SOUTHWEST 1/4 AND SOUTHEAST 1/4 OF THE NORTHEAST 1/4 OF SECTION 4, TOWNSHIP 2 NORTH, RANGE 19 EAST OF THE FOURTH PRINCIPAL MERIDIAN IN THE TOWNSHIP OF BURLINGTON, COUNTY OF RACINE, STATE OF WISCONSIN AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: COMMENCE AT THE NORTH 1/4 CORNER OF SAID SECTION 4, THENCE SOUTH 01°28'07" EAST ALONG THE EAST LINE OF SAID NORTHEAST 1/4 SECTION 1964.14 FEET (RECORDED AS 1956.55 FEET); THENCE NORTH 55°49'54" WEST (RECORDED AS NORTH 55°50'42" WEST) 1396.62 FEET TO THE PLACE OF BEGINNING OF THIS DESCRIPTION; THENCE SOUTH 34°10'55" WEST 431.60 FEET (RECORDED AS SOUTH 34°10'07" WEST 431.58 FEET); THENCE SOUTH 84°30'15" WEST (RECORDED AS SOUTH 84°29'00" WEST) 356.57 FEET; THENCE NORTH 08°09'45" EAST 298.04 FEET; THENCE SOUTH 81°37'20" EAST 32.94 FEET; THENCE SOUTH 80°20'52" EAST 3.28 FEET; THENCE NORTH 09°39'08" EAST 151.86 FEET TO A POINT OF CURVATURE; THENCE NORTHEASTERLY 87.65 FEET ALONG THE ARC OF SAID CURVATURE, BEING A CURVE TO THE RIGHT, HAVING A RADIUS OF 212.00 FEET AND WHOSE LONG CHORD BEARS NORTH 21°29'50" EAST 87.03 FEET; THENCE NORTH 33°20'33" EAST 86.20 FEET; THENCE SOUTH 67°08'55" EAST; THENCE SOUTH 55°50'32" EAST 90.49 FEET; THENCE NORTH 34°09'12" EAST 33.38 FEET; THENCE SOUTH 55°49'54" EAST (RECORDED AS SOUTH 55°50'42" EAST) 200.72 FEET TO THE PLACE OF BEGINNING. CONTAINING 5.01 ACRES OF LAND, MORE OR LESS. SUBJECT TO RIGHTS OF THE PUBLIC OVER THE NORTHERLY AND WESTERLY SIDES THEREOF FOR ROAD PURPOSES (S.T.H. "142" a.k.a. BUSHNELL ROAD AND BREVER ROAD).

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Burlington, Racine County and Walworth County, State of Wisconsin, that the attached certified survey map prepared on March 17, 2020 by Robert J. Wetzel, WLS, is hereby approved.

BE IT FURTHER RESOLVED that the City Clerk shall forward a copy of this resolution to the Town of Burlington Clerk, 32288 Bushnell Road, Burlington, WI 53105; Julie Anderson, Director, Racine County Planning and Development, 14200 Washington Ave., Sturtevant, WI 53177; and Walworth County Land Use and Resource Management, 100 W. Walworth, PO Box 1001, Elkhorn, WI 53121.

Introduced: August 18, 2020
Adopted:

Jeannie Hefty, Mayor

Attest:

Diahnn Halbach, City Clerk

CERTIFIED SURVEY MAP NO. _____.

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OWNERS: ANTHONY AND LAURE TAYLOR
31319 BUSHNELL ROAD
BURLINGTON, WI 53105

PREPARED BY: B.W. SURVEYING, INC.
412 N. PINE STREET
BURLINGTON, WI 53105
JOB NO. 10036-CSM

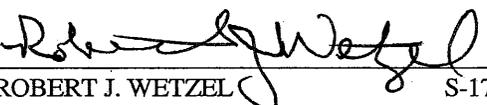
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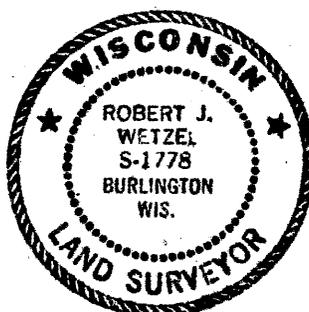
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SURVEYOR'S CERTIFICATE:

I, ROBERT J. WETZEL, DO HEREBY CERTIFY THAT AT THE DIRECTION OF ANTHONY AND LAURE TAYLOR, AS OWNERS, THAT I HAVE SURVEYED THE LAND DESCRIBED HEREON AND THAT THE MAP SHOWN IS A CORRECT REPRESENTATION OF ALL LOT LINES AND THAT I HAVE FULLY COMPLIED WITH CHAPTER 236.34 OF THE WISCONSIN STATUTES, AND THE TOWN OF BURLINGTON AND CITY OF BURLINGTON LAND DIVISION ORDINANCES.

DATED THIS 17TH DAY OF MARCH, 2020


ROBERT J. WETZEL S-1778



SHEET 1 OF 3

CERTIFIED SURVEY MAP NO. _____

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PREPARED FOR: ANTHONY AND LAURE TAYLOR
31319 BUSHNELL ROAD
BURLINGTON, WI 53105

PREPARED BY: B.W. SURVEYING, INC
412 N. PINE STREET
BURLINGTON, WI 53105
(262)-767-0225
JOB NO. 10036

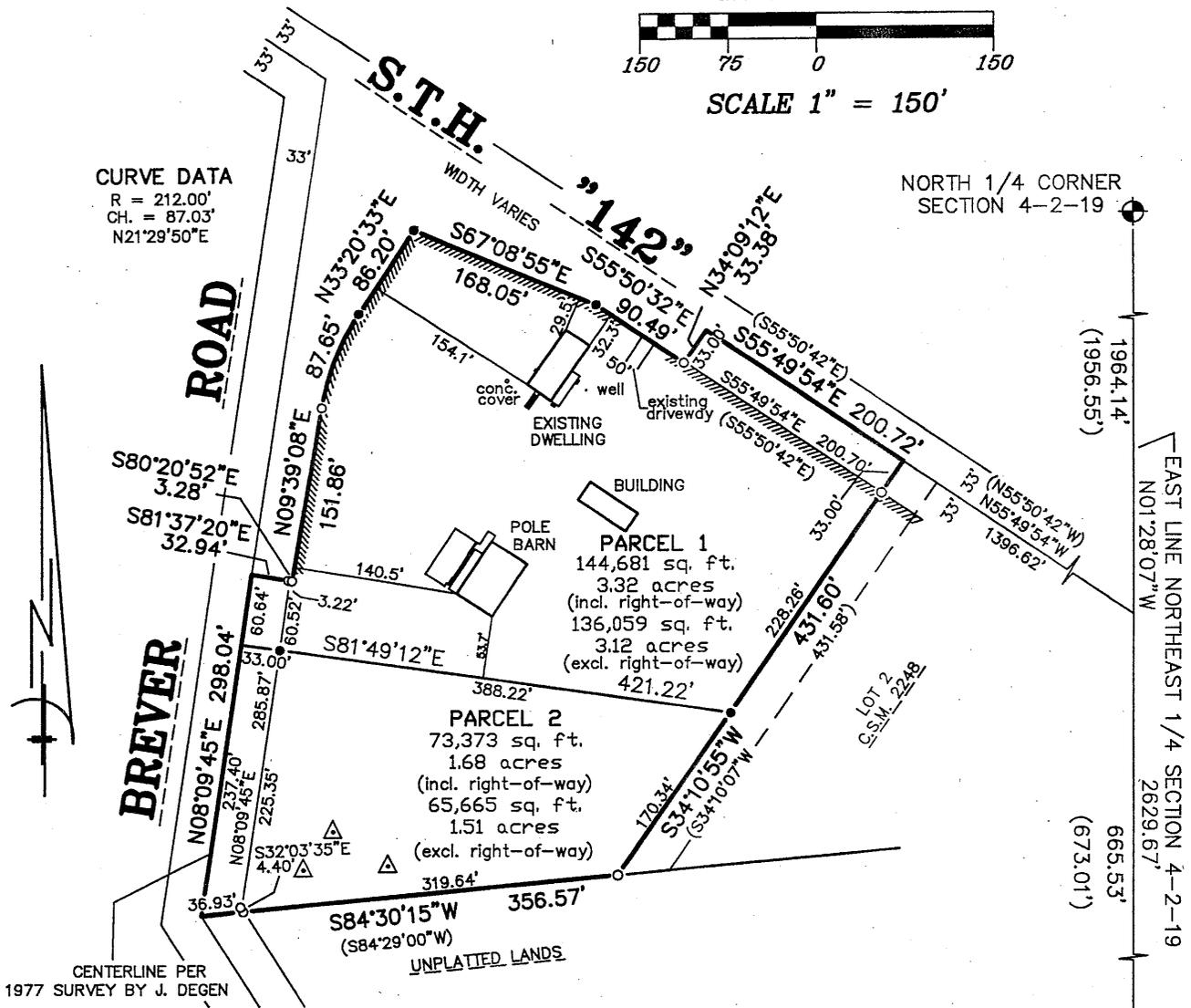
ZONED A-2

TAX PARCEL NO. 002-02-19-04-005-010

GRAPHIC SCALE



SCALE 1" = 150'



Robert J. Wetzel
ROBERT J. WETZEL S-1778
MARCH 17, 2020

CERTIFIED SURVEY MAP NO. _____.

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OWNER'S CERTIFICATE:

WE, ANTHONY AND LAURE TAYLOR, AS OWNERS, HEREBY CERTIFY THAT WE CAUSED THE LAND DESCRIBED ON THIS MAP TO BE SURVEYED, DIVIDED, AND MAPPED AS REPRESENTED HEREON. WE ALSO CERTIFY THAT THIS MAP IS REQUIRED BY s.236.34 TO BE SUBMITTED TO THE FOLLOWING FOR APPROVAL OR OBJECTION: TOWNSHIP OF BURLINGTON, CITY OF BURLINGTON, RACINE COUNTY, WISCONSIN.

ANTHONY TAYLOR

LAURE TAYLOR

STATE OF WISCONSIN)
COUNTY OF RACINE) ss

PERSONALLY CAME BEFORE ME THIS _____ DAY OF _____, 20____, THE ABOVE NAMED ANTHONY AND LAURE TAYLOR, TO ME KNOWN TO BE THE PERSONS WHO EXECUTED THE FOREGOING INSTRUMENT AND ACKNOWLEDGE THE SAME.

NOTARY PUBLIC
COUNTY OF RACINE, STATE OF WISCONSIN
MY COMMISSION EXPIRES:

TOWN OF BURLINGTON TOWN BOARD APPROVAL:

THIS CERTIFIED SURVEY MAP IS HEREBY APPROVED BY THE TOWN OF BURLINGTON TOWN BOARD ON THIS 11th DAY OF June, 2020

Ralph Rice
RALPH RICE TOWN CHAIRMAN

Janne Rennie
~~ABELHEID STREIF~~ TOWN CLERK
Jeanne Rennie

CITY OF BURLINGTON APPROVAL (EXTRATERRITORIAL):

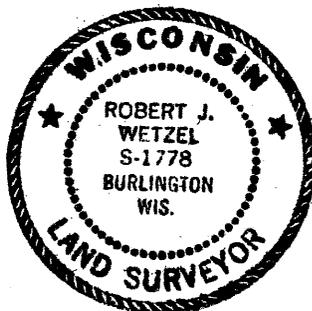
THIS CERTIFIED SURVEY MAP IS HEREBY APPROVED BY THE CITY OF BURLINGTON COMMON COUNCIL ON THIS _____ DAY OF _____, 20____.

JEANNIE HEFTY MAYOR

DIAHNN HALBACH CLERK

DATED THIS 17TH DAY OF MARCH, 2020

Robert J. Wetzel
ROBERT J. WETZEL S-1778





DATE: August 18, 2020

SUBJECT: MOTION 20-981 - To approve an application for a Joint Effort Marketing Grant (JEM) for Destination Marketing.

SUBMITTED BY: Carina Walters, City Administrator

BACKGROUND/HISTORY:

Staff is seeking support to move forward with a re-branding effort and filing the JEM grant. To accomplish this, the City of Burlington has met with David Spiegelberg of the Department of Tourism regarding the Joint Effort Marketing Grant (JEM) or Destination Marketing grant. Projects must include a partnership of at least three municipalities or communities who all benefit from increasing visitor expenditures as a result of the project. There are two facets within this grant: a development option and marketing option.

The Destination Marketing grant is a 3-year cycle that allows the City to refine and define its vision for a rebrand. In year 2, a marketing brand and message would be identified and year 3 is implementation. Guidelines for the grant include: reimbursement up to \$39,550 for the first year of the grant, and possible grants for subsequent years.

This journey began in 2015 when the Burlington Common Council approved its 2016-2018 Strategic Plan. One of the Strategic Priorities outlined Economic Development which incorporated thriving retail areas and the overall reduction of empty storefront buildings. The city's empty storefronts have dramatically reduced; however, have not been completely eliminated. This is key as thriving downtowns increase tourism. In 2016, as a part of this Strategic Priority, the City and Racine County Economic Development Corporation (RCEDC) completed a Downtown Strategic Plan facilitated by Wisconsin Economic Development Corporation (WEDC) that outlined priorities for the city through its merchants. An outcome of the WEDC Downtown Strategic Plan spurred several committees each comprised of business owners and city staff that included various degrees of success. The four committees emerged as:

- An Organization Committee responsible for researching other municipal counterparts to identify/educate business owners on various forums featuring topics of interest and vet a Business Improvement District.
- A Design Committee charged with improving the overall downtown aesthetics including processes as the City has a Historic Preservation Commission.
- An Economic Vitality charged with identifying property owners to address deferred maintenance and create marketing materials.
- A promotions Committee to engage existing organizations and market downtown to enhance and increase tourism and economic development.

In 2018, Racine County, Real Racine, The City of Burlington and the Village of Waterford, hired Roger Brooks to “secret shop” each of the communities and to provide an overall assessment specific to Tourism and Marketing. In the City of Burlington, Roger Brooks outlined approximately seventy-three (73) areas of improvement from branding to wayfinding signage. Based on the momentum of the Destination Assessment, the Re-Branding Committee was formed. This community minded group composed of local businesses utilized Roger Brooks’ Step-By Step Guide to Branding ultimately vetting four possible Branding themes for the City of Burlington. The “City of Trails” rose to the top in which the committee held a public meeting and had over 30 signatures from the local business supporting the endeavor. The recommendation of the Branding Committee has been presented to the City of Burlington Park Board and Common Council; however, questions still remain. With the guidance of Graham Spencer, a clear, concise message for future messaging can be developed and the market can be tested.

BUDGET/FISCAL IMPACT:

Should the City receive 4 letters of support, the total grant awarded dollars for year one will be \$39,995 and the City's portion would be approximately \$40,000. These dollars will come from the Economic Development Fund.

Should the City not receive the JEM Grant, the Common Council would still need to determine if the project would continue. The common Council could allocate the extra room tax towards the project.

RECOMMENDATION:

Staff recommends approval to submit an application for a Joint Effort Marketing Grant (JEM) for Destination Marketing. For your convenience, a copy of the original application, which was presented to you at the March 17, 2020 Committee of the Whole meeting, is attached. An updated application is in the process of being drafted. This will be finalized and submitted by 8/31/2020.

TIMING/IMPLEMENTATION:

This item is for discussion at the August 18, 2020 Committee of the Whole meeting, and due to timing, is scheduled for final consideration at the same evening Common Council meeting.

Attachments

JEM Grant Application



Heidi Schultz
Department of Tourism
201 W. Washington Ave.
P.O. Box 8690
Madison, WI 53708

April 1, 2020

Re: Destination Marketing (JEM Grant) Year 1

Ms. Schultz,

The City of Burlington aka “Chocolate City” is excited to file a Joint Effort Marketing Grant (JEM) to the Wisconsin Department of Tourism regarding the city’s re-branding effort. The goal of the Destination Marketing Grant will serve the City by refining the work of various studies completed by the City, Burlington Area Chamber of Commerce, the Promotions/ Re-Branding grass roots Committee and Racine County and Real Racine’s (Racine County Convention and Visitors Bureau) opportunity Assessment completed by Roger Brooks, International to finalize a branding, and creating a marketing effort. By engaging a consultant, the identified re-brand or “City of Trails,” will need refinement in the philosophy, theme, and foundation that will pave the way for our future marketing effort. The marketing effort will ripple to our neighboring communities to include Racine County, the Towns of Burlington and Lyons, and the Village of Rochester and Village of Waterford, who have provided letters of support in this exciting endeavor. Each of these communities have a connection to Burlington either by the Seven Waters Bike Trail, Fox River Waterway Trail, White River State Trail touch and/or are in close proximity to the trail(s) for pedestrian/ bicycle access; whereas, regionally economic development may organically occur.

This journey began in 2015 when the Burlington Common Council approved its 2016-2018 Strategic Plan. One of the Strategic Priorities outlined Economic Development which incorporated thriving retail areas and the overall reduction of empty storefront buildings. The City’s empty storefronts have dramatically reduced; however, have not been completely eliminated. This is key as thriving downtowns increase tourism. In 2016, as a part of this Strategic Priority, the City and Racine County Economic Development Corporation (RCEDC) completed a Downtown Strategic Plan facilitated by Wisconsin Economic Development Corporation (WEDC) that outlined priorities for the City through its merchants. An outcome of the WEDC Downtown Strategic Plan spurred several committees each comprised of business owners and city staff that included various degrees of success. The four committees emerged as:

- An Organization Committee responsible for researching other municipal counter parts to identify/ educate business owners on various forums featuring topics of interest and vet a Business Improvement District.
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As the re-branding effort is a public/private collaboration, the City has increased its room tax collection from 6% to 8%, the Burlington Chamber of Commerce and Real Racine and local merchants have committed funding over the next several years to ensure the implementation of the re-brand is a joint undertaking. This includes the funding of Way Finding Signage necessitated to brand the City. We anticipate approximately \$500,000 over five years in additional revenue to assist with signage and wayfinding signage and perhaps minor capital infrastructure relating to the rebranding.

Project Objective:

The City of Burlington’s current brand is “Chocolate City, USA” that was trademarked in 1987 (trademark expired in 2007) in conjunction with the announcement of the Chocolate Festival a.k.a. ChocolateFest. ChocolateFest is held annually over Memorial Day weekend. As articulated above, the City is looking to rebrand ourselves recognizing that branding is more than one event a year. Although Nestle is still committed to the City and its businesses, Nestle has continuously re-branded its line to articulate they are more than chocolate and as business evolution occurs, they too have expanded their food production lines. Nestle is a strong supporter of the community and will continue to do so. Nestle is also in support of the City’s branding effort. Branding must be infused with the local government, businesses and residents with a consistent delivery throughout the year. The community recognizes Chocolate City, will forever be interwoven with the community; however, goals of the re-branding effort are to:

1. Drive Tourism/Economic Development (Increase Prosperity, pride, vibrant for decades to come)
2. Attract Young, Active Families to Visit and Live in Burlington

The objective of the branding project is to finalize a brand that will communicate our story, our promise and what we want the traveling public to believe about our destination. Much data has been collected to date and a preliminary brand of “City of Trails” has been explored; however, now we need the research to advise how to finalize the brand, develop a plan, identify metrics to measure success of the future marketing efforts, create the outline of how input will be gathered, and how the data collected will be measured. These required research elements will be identified by the following four (4) step process outlined by the JEM application.

1) Strategic Planning:

By enlisting a consultant, they will be able to synthesize the following studies to identify a clear, concise message or philosophy through strategic research and creative process to establish a fresh brand for the City of Burlington, as a destination location centered around the concept of “City of Trails.”

- 2016-2018 City of Burlington Strategic Plan
- 2016 Burlington Downtown Planning, (WEDC)
- 2016 Burlington Assessment, Wisconsin Department of Tourism

- 2018 Burlington and Waterford Assessment Findings and Suggestions Report, Roger Brooks International
- 2019 Branding Committee PowerPoint Presentation

Within each of the studies, careful consideration to incorporate the community of elected officials, business leaders, the Chamber of Commerce, Real Racine, Racine County Economic Development (RCEDC) Corp. were involved. There has been close to 100 volunteers at every stage of the various studies with common themes within each document.

The studies initiated by either the City, County, or Chamber of Commerce each have a baseline of information that state the City of Burlington is unique, having Nestle chocolate factory within its borders aka, "Chocolate City, USA", a quaint, historic downtown with small community character or hometown feeling nestled between two rivers, a stunning Riverwalk, complimented by a healthy international business climate. With downtown businesses reinventing themselves, the City also needs to reinvent its strategy on identifying why people visit Burlington, how to execute on a Brand, get visitors and residents to shop in Burlington, offer amenities that make people want to invest in, raise a family and want to visit. Each study highlighting the elements of vibrant dining experiences, changing business hours past 6 p.m., pedestrian friendly experiences that allows pets, removing excess/ outdated signage, unique experience of the silent and non-silent opportunities. In its core essence, the studies all indicate to increase quality jobs, increase tax base, establish a thriving retail area, support our businesses, market a consistent strong message that resonates with residents and visitors alike.

As it relates to the branding, the Consultant may determine a refinement of the "City of Trails" is necessary to make the City of Burlington unique in its philosophy. The City desires a clear brand or brand strategy that is consistent or universally applied throughout its marketing platforms - online or offline - and is seeking to create a new or refreshed brand to raise its competitiveness in the travel market. This brand identify will be infused through the Chamber of Commerce, Real Racine, Racine County, local businesses and offered events. The existing logo is estimated to be at least 20 years old. Following the finalization of the logo, the first task will be to replace existing wayfinding signage and park signage and park trail signage.

The consultant will be asked to develop a plan to evaluate past and current knowledge base, input from key stakeholders and the traveling public to answer the questions above.

Staff and Project Team

The Consultant will work with the City Administrator and a sub-set of the community members engaged in the Branding Committee, Burlington elected officials, Park Board Commissioners, the Chamber of Commerce, and Real Racine and Strategic Planning process.

2) Baseline Data Analysis:

We anticipate when we have a clear vision, philosophy, this message can assist with developing baseline metrics; however, we anticipate if "City of Trails" is the Brand, we can begin to further expand our pedestrian, passive trails, water way trails as the City of Burlington is dissected by the Whiteriver and Fox Rivers adding ample opportunity for further recreational growth. Although the consultant will be responsible for metrics, it could be determined a measure success is seeing more bikers, walkers, kayaker's touring the community, thus infusing more dollars into the local economy. We also anticipate, that by becoming a destination for recreation, more families could move into the City, our Hotels/Motels would see greater activity. We can monitor growth by home sales and brand perception through social media.

The consultant will be charged with identifying the metrics that will be used to measure success of the marketing efforts that will follow this research project, as well as the method and timing for this process.

3) Qualitative Research:

The consultant would need to identify and create an outline of how input from current and potential visitors about perceptions and possible insights about the Burlington Area will be collected.

Perhaps, an angle is the community component leverage, we anticipate businesses seeking input from customers, a brief survey could be distributed to businesses and hotels to identify why tourists are visiting the community. We can create a “suggestion box” to solicit input on how the branding and activities created by the branding were successful. We anticipate data collection by the Burlington Area Chamber of Commerce and local merchants. This may be harder to qualify; however, we believe digital marketing and survey will have a role to play in qualitative and quantitative data collection.

4) Quantitative Research:

The Consultant will create an outline of how the size of opportunities and strengths of beliefs as uncovered in the qualitative process will be measured. The community will measure success, if the stores see an increase of sales, the weekly Farmers Market sees an uptick in visitors and sales and the hotels/motels see less vacancies throughout the year. The stakeholders believe by creating a strong brand i.e. “City of Trails” and collaboratively delivering on the brand through social and digital media, special events and campaigns the City will see the overall goals of the re-brand being met. We anticipate these measures will drive tourism/ economic development, see a population growth rate increase; whereas, active families will want to visit and live in our region.

Throughout the project process, the consultant will be expected to provide the following research deliverables:

1. Documented notes and outcomes from any strategic planning sessions and activities related to the data analysis.
2. Documented notes and outcomes of qualitative and quantitative research
3. Executive Summary of the research findings that identifies the Burlington Area's point-of-difference and points of parity (brand promise);
 - The summary defines target markets and audiences;
 - The summary recommends strategies that translate the research outcome into actionable marketing efforts; and
 - defines benchmarks and tracking methods.

Although the JEM Grant has four (4) step specific research criteria outlined within the JEM application, the City is also expecting the consultant to complete the following deliverables as part of the overall project.

The Consultant will also be asked following the completion of the research to be creative utilizing the existing materials and based on the research completed in the data analysis would be to create at least 3 visual elements associated with the new brand including an official logo, Wayfinding Signage, tagline, signature font, color palette and identity standards. The consultant will also review the work from the Brand Committee who had preliminary logo designs created for the “City of Trails.” This data should also be utilized to focus on a clear marketing strategy that measures the impact of visitors on the local economy.

Upon completion and necessary approval of the finalization of the brand, logo, the consultant will be asked to review the current inventory of wayfinding signage, parking, wayfinding signs, municipal parking lot signs and recreational signage to allow the consultant to review and identify the most appropriate locations for the above signs that will be purchased as a result of the approved visual elements with respect to branding. A detailed budget of expenses as a result of purchased signage should be attached. This document should allow the City to go out to bid for signage costs and installation.