BUSINESS IMPROVEMENT DISTRICT NO. 28

NORTH AVENUE GATEWAY BUSINESS IMPROVEMENTDISTRICT

2008/2009 PROPOSED OPERATING PLAN

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INTRODUCTION

1. Background

In 1984, the Wisconsin Legislature created S. 66.608 of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is "to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." (1983 Wisconsin Act 184, Section 1, legislative declaration.)

Now established the BID is obligated to submit to the City of Milwaukee a proposed operating Plan for the upcoming 2009 fiscal year. The BID law requires that every district have an annual Operating Plan. This document is the proposed Operating Plan for the Gateway BID. The BID prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

2. Physical Setting

The District covers a commercial area on North Avenue from 27th St west to Sherman Blvd.

DISTRICT BOUNDARIES

Boundaries of the proposed district are shown on the map in **Appendices** of this plan. A listing of the properties included in the district is provided in **Appendix A**.

PROPOSED OPERATING PLAN

1. Plan Objectives

- Improve the Image of the Target Area.
- Improve negative perceptions of crime/safety in the target area.
- Increase the number and variety of businesses in the target area.
- Coordinate public improvements in the Gateway District.
- Protect and preserve the historical significance and integrity of structures in the target area.

2. Proposed Activities - 2009

- Continue the "Ambassador Program" providing the following services:
 - o Coordinate and provide street cleanups on a daily bases.
 - Visit with each business owner to confer concerns
 - Interact with homeowners as an avenue to develop block clubs, neighborhood watches
- Street Security ie. Camera's, personnel etc.
- Coordinate events in the district in collaboration with the Main street Initiative
- Window Breakage Fund
- Audit
- Provide a short term Business loan fund to support business development in the BID

3. Proposed Expenditures

Items	Expenditure
BID Short Term Loan Fund	\$7,000
Ambassador Program	\$9,300
Street Security	\$6,000
Window Breakage Fund	\$6,736
Event Planning	\$3,000
Audit	\$4,000
Management Fee	\$10,000
Total	\$46,036

4. Financing Method

It is proposed that at least \$46,036 be raised through BID assessments (see Appendix D). The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

5. Organization of BID Board

The Mayor will appoint members to the district board ("board"). The board's primary responsibility will be implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statues and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operated as follows: Board Size – Seven (7)

- a. Composition at least three members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The Board shall elect its Chairperson from among its members.
- b. Term appoints to the board shall be for a period of three years except that initially two members hall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
- c. Compensation None.
- d. Meetings All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
- e. Record keeping Files and records of the board's affairs shall be kept pursuant to public record requirements.

- f. Staffing the board may employ staff and/or contract for staffing services pursuant to this plan and subsequent modifications thereof.
- g. Meetings the Board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

6. Relationship to the local business association

The BID shall be a separate entity from the local business association, not withstanding the fact that members, officers and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. The Association may, and its intended, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

METHOD OF ADSSESSMENT

1. Assessment Rate and Method

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$1,500 per parcel will be applied and a minimum of \$150 per parcel.

As of July 1st, 2008, the property in the proposed district had a total assessed value of over \$18,049,100. This plan proposed to assess the property in the district at a rate of \$.0044 per \$1000.00 of assessed value.

Appendix D shows the projected BID assessment of each property included in the district.

2. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

a. State Statute 66.1109 (1) (f) 1m: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they ill benefit from development in the district.

- b. State Statute 66.1109 (5) (a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID exempt properties in Appendix D, as revised each year..
- c. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109 (1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

1. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24th, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and ax based rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in the North Avenue Gateway District area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

2. City Role in District Operation

The City of Milwaukee has committed to helping private property owners in the district promote its development. To this end, the City expected to play a significant role in the creation of the Business Improvement District and in the implementation of the Operating Plan. In particular, the city will:

- a. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
- b. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
- c. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
- d. Receive annual audits as required per sec. 66.608 (3) © of the BID law.
- e. Provide the board, through the tax commissioner's Office on or before June 30th of each plan year, with the official City records and the asses value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.

f. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

PLAN APPROVAL PROCESS

1. Public Review Process

The Wisconsin Business Improvement district law establishes a specific process for reviewing and approving proposed districts. Pursuant to the statutory requirements, the following process will be followed:

- a. The Milwaukee City Plan Commission will review the proposed district boundaries and proposed Operating Plan and will then set a date for a formal public hearing.
- b. The City Plan Commission will send, by certified mail, a public hearing notice and a copy of the proposed Operating Plan to all owners of real property within the proposed district. In addition a Class 2 notice of the public hearing will be published in a local newspaper of general circulation.
- c. The City Plan Commission will hold a public hearing, will approve or disapprove the Plan, and will report its action to the Common Council.
- d. The Economic Development Committee of the Common Council will review the proposed BID Plan at a public meeting and will make a recommendation to the full Common Council.
- e. The Common Council will act on the proposed BID Plan.
- f. If adopted by the Common Council, the proposed BID Plan is sent to the Mayor for his approval.
- g. If approved by the Mayor, the BID is created and the Mayor will appoint members to the district board established to implement the Plan.

FUTURE YEAR OPERATING PLANS

1. Phased Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in this initial operating Plan.

Section 66.608 (3) (a) of the BID law requires the board and the City to annual review and make chances as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon Year One activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year One conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evident of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

2. Amendment, Severability and Expansion

The BID ahs been created under authority of Section 66.60 of the Statues of the State of Wisconsin. Should any court find any portion of this Statue invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID plan shall be amended to conform to the law without need of re-establishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.608 (3)(b).

- 2008 Projected Assessment
- Map of BID 28

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- 2008 Projected Assessment
- Map of BID 28

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348.00	766.00	•	1,500.00	1,500.00	1,166.00	1,478.00	1,500.00	381.00	1	871.00	376.00	245.00	150.00	515.00	497.00	641.00	1,109.00	425.00	150.00	568.00	1,500.00	792.00	•	726.00	1,500.00	1,500.00	46,036.00
\$348 \$	\$ 992\$	\$0	\$1,588 \$	\$1,606 \$	\$1,166 \$	\$1,478 \$	\$1,932 \$	\$381 \$	\$ 0\$	\$871 \$	\$376 \$	\$245 \$	\$16 \$	\$515 \$	\$497 \$	\$641 \$	\$1,109 \$	\$425 \$	\$26 \$	\$268	\$10,063 \$	\$792 \$	\$0 \$0	\$726 \$	\$4,646 \$	\$5,359 \$	\$79,416 \$
MILWAUKEE WI 53210	MILWAUKEE, WI 53208	MILWAUKEE WI 53212	MILWAUKEE, WI 53208	MILWAUKEE, WI 53208	MILWAUKEE, WI 53210	MILWAUKEE, WI 53210	MILWAUKEE, WI 53210	MILWAUKEE, WI 53210	MILWAUKEE WI 53208	MILWAUKEE, WI 53208	MILWAUKEE WI 53208	MILWAUKEE, WI 53213	MILWAUKEE, WI 53208	BROOKFIELD WI 53005	MILWAUKEE, WI 53210	MILWAUKEE WI 53206	MILWAUKEE, WI 53205	FOX POINT WI 53217	MILWAUKEE, WI 53210	MLWAUKEE, WI 53208	ORINDA, CA 94563	MILWAUKEE, WI 53209	MILWAUKEE, WI 53202	MILWAUKEE, WI 53209	MILWAUKEE, WI 53208	MILWAUKEE, WI 53208	
NEW COVENANT HOUSING CORF 2331 N 39TH ST	NORTH AVENUE COMMUNITY 3341 W NORTH AV	THE SHOWERS OF BLESSINGS 3445 N RICHARDS ST	CITY VENTURES V LLC 4240 W LISBON AV	NORTH AVENUE COMMUNITY DE 3341 W NORTH AV	NEW COVENANT 3501 COMMERC 2331 N 39TH ST	3501 W NORTH AVE LLC 2331 N 39TH ST	3501 W NORTH AVE LLC 2331 N 39TH ST	NEW COVENANT HOUS CORP IN(2331 N 39TH ST	CITY OF MILWAUKEE 4243 W NORTH AV	FREDS ORNAMENTAL DOORS 3123 W NORTH AV	DAVID J INGVOLDSTAD 3117 W NORTH AV	KURT H GREENHOLT 551 N 62ND ST	BERNARD KALLMAN TRUSTEE OF 3109 W NORTH AV	BACHAN SINGH 4455 ACRE VIEW CT	MERRIE M FELDER 2338 N GRANT BL	CHARLES HILL 2538 N 10TH ST	LIVNING WELL LLC 2110 W WALNUT ST	A J WILSON 7870 N PT WASHINGTON CT	WILLY BRAND LLC 2500 N 35TH ST	MACARTHUR LOVE 3013 W NORTH AVE	VILLANOVA GROUP LLC 21C ORINDA WAY, #201	3041 WEST NORTH AVENUE LLC 920 W SILVER SPRING DR	CITY OF MILW 809 N BROADWAY	REGINALD TROTMAN 2233 W ROOSEVELT DR		NORTH AVENUE COMMUNITY DE 3341 W NORTH AV	
3805 W NORTH	3480969000 3809 W NORTH N			3480973000 3829 W NORTH N		3481522000 3501 W NORTH 3		348999000 4227 W NORTH N					3490005000 3109 W NORTH B	3490009000 3209 W NORTH B			3491001000 2901 W NORTH L				3491106110 2727 W NORTH V		3492120000 2829 W NORTH C	3492123000 2817 W NORTH R	3490221100 3341 W. NORTH N	3492781000 3405 W. NORTH N	TOTALS
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4.5 Attendance and voting at all meetings shall be in person unless the President deems it necessary to conduct meetings and voting by telephone or proxy.

5.0 Hearings

- 5.1 Prior to submitting its annual operating plan to the Common Council of the City of Milwaukee, the Board shall hold a public hearing on the proposed plan. Written notice of the hearing shall be mailed to all owners of property within the BID at least one week prior to the hearing. The notice shall state that copies of the operating plan are available from the Board on request.
- 5.2 In addition to the annual hearing on the operating plan, the Board may hold public hearings or informational meetings when it decides such hearings will be in the public interest.

6.0 Financial

- 6.1 The Board shall open such bank account, checking account, or other accounts with a financial institution in the City of Milwaukee, as the Board may deem necessary or advisable.
- 6.2 The officers shall be the authorized signers of checks or withdrawal orders in connection with any such account. The signatures of two (2) officers shall be required on any check or for any withdrawal.
- 6.3 The Secretary shall certify the names and signatures of the current officers to the financial institution and the financial institution shall be fully protected in relying on any such certification by the Secretary until it receives written notice of change in such office or signing authority.
- 6.4 All invoices for goods supplied or services rendered to the BID shall be approved for payment by the Chair and payment will be made by procedures established by the Chair and the Treasurer.

7.0 **Board Membership**

- 7.1 A Board member may resign by submitting a written resignation to the Secretary.
- 7.2 A Board member may be removed from the Board for cause by a two-thirds vote of the membership of the Board after notice and opportunity for a hearing are afforded the member in question. A Board member who fails to attend more than 4 meetings per year, without good cause, may be removed from the Board.
- 7.3 Upon a vacancy being created on the Board, the Board shall notify the Mayor and petition the Mayor to appoint a replacement.
- 7.4 A Board member who has submitted a written resignation or whose term has expired shall continue to serve on the Board, if otherwise able, until a successor is confirmed by the Common Council.

8.0 Amendment

8.1 These bylaws may be amended, to the extent not in conflict with section 66.608 Wisconsin Statutes or the operating plan, by an amendment adopted by two-thirds vote of the Board, provided advance notice of the amendment was previously forwarded to each member of the Board, at least one week before the meeting.

9.0 Parliamentary Authority

9.1 The rules contained in the current edition of Robert's Rules of Order shall govern the Board in all cases which are applicable and in which they are not inconsistent with these bylaws, the operating plan, and any statutes applicable.

EXHIBIT TWO

BUSINESS IMPROVEMENT DISTRICT

OFFICERS

James Hiller: Chair

Lou Yaeger: Secretary

Irwin Bostwick: Vice-Chair

Paul Rubitsky: Treasurer

BUSINESS IMPROVEMENT DISTRICT

BOARD MEMBER	TERM EXPIRES
Irvin Bostwick	1/27/10
Carlton Butts *	12/10/10 *
James Hiller	12/10/10
Bruce Martin	2/5/10
Paul Rubitsky	1/27/10
Barbara Sage	2/5/10
Lou Yaeger	1/27/10
*Appointment pending confirmation by the Common Council/Mayor's office.	