

**2019 OPERATING PLAN
BID #41**

HISTORIC

**DOWNER
AVENUE**

EASTSIDE

Prepared:
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Executive Director

TABLE OF CONTENTS

Page No.

I. INTRODUCTION 2

 A. Background

 B. Physical Setting

II. DISTRICT BOUNDARIES 2

III. PROPOSED OPERATING PLAN 2019 2

 A. Plan Objectives 2

 B. Proposed Activities - 2019 3

 C. Proposed Expenditures - 2019 3

 D. Financing Method 4

 E. Organization of BID Board - 4

IV. METHOD OF ASSESSMENT 5

 A. Annual Assessment Rate and Method 5

 B. Excluded and Exempt Property 5

V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY 6

 A. City Plans 6

 B. City Role in District Operation 6

VI. PLAN APPROVAL PROCESS 7

VII. FUTURE YEAR OPERATING PLANS 7-8

 A. Phased Development 7-8

 B. Amendment, Severability and Expansion 8

APPENDICES

 A. Wisconsin Statutes

 B. District Boundaries

 C. Year One Projected Assessments

 D. BID Board Composition

Prepared: August 5, 2018
Steph Salvia
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I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created S. 66.1109 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.)

The City of Milwaukee has received a petition from property owners, which requests creation of a Business Improvement District for the purpose of revitalizing and improving the Downer Avenue business area on Milwaukee's eastside. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the Historic Downer Avenue Business Improvement District #41.

B. Physical Setting

Boundaries of the proposed district are North Downer Avenue, between East Webster Pl on the south and East Park Place on the north, including the address range of 2551 to 2651 N Downer Avenue on the west side and the address range of 2608 to 2650 on the east side. 2525 E. Bellview Pl, at the intersection of Bellview Pl and Downer Ave is included in the Downer Ave BID Boundaries. Listings of the properties included in the district are provided in Appendix D.

II. DISTRICT BOUNDARIES

Boundaries of the proposed district are described in Appendix B of this plan. A listing of the properties included in the district is provided in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The Plan Objectives of the Downer Avenue Business Improvement District involves utilizing available funds to continue to improve the business climate for existing and new district merchants. The available funds will be utilized for continued existence of critical projects such as the graffiti removal, street maintenance, and facade improvement projects offering assistance to businesses wishing to make aesthetic improvements along the street.

Additional funds are utilized for general operating expenses of the BID. Other improvements may be made as decided by the BID members.

The priorities of the BID Board for **2019** are as stated:

1. Continue the streetscape maintenance program to ensure that the aesthetics of Downer Avenue help draw current and new patrons.
2. Maintain a unified visual identity for the business area, including but not limited to, street banners, branded bike-racks, landscaping, and Holiday lighting
3. Regularly work with Milwaukee Police Department on safety initiatives

4. Continue to organize, market, and manage, the annual Downer Classic Bike Race, Haunted Halloween, and other events as appropriate
6. Create a positive image for Downer Avenue and promote Downer Avenue to residents and potential customers through marketing including social media, radio ads, e-newsletters, and digital marketing as appropriate

Meeting these objectives will enhance the business area's competitiveness relative to other shopping areas that are also currently undergoing rehabilitation, while enhancing the surrounding neighborhood. The BID will continue to work with DCD, DPW, the City's Common Council and area merchants to achieve stated objectives.

B. Proposed Activities – 2019

Principle activities to be engaged in by the district during its 2019 year of operation will include:

- a. Continue planting, beautification, and maintenance of the streetscape
- b. Continue the graffiti removal program
- c. Promote vibrant restaurant and retail environment on Downer Avenue
- d. Continue to support the annual Downer Bike Race and other events

C. Proposed Expenditures – 2019

New Budget Plan for 2019

	Annually
Staff	\$18,540
Legacy Bank Streetscape Loan Repayment	\$36,390
Landscape/Streetscape Maintenance/Updates	\$8,250
Utilities/Holiday Lighting	\$1,000
Holiday Lighting Equip	\$4,500
Bike Race/Events	\$4,820
Website/General Marketing	\$3,500
Misc/Office expenses/Service Charges	\$1,000
BID Board of Director Insurance	\$1,000
Annual Financial Review	\$ 500
Graffiti Removal	\$ 500
Total 2019 Annual Budget	\$80,000.00

D. Financing Method

It is proposed to raise \$ 80,000.00 through BID assessments for the 2019, BID #41, operating year. 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.

E. Organization of BID Board

Upon creation of the BID, 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 statutes 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 is owners or occupants of property within the district.

It is recommended that the BID board be structured and be operated as follows:

1. Board Size: Seven (7)
2. 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.
3. Term - Appointments to the board shall be for a period of three years except that initially three members shall be appointed for a period of three years, one member shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
4. Compensation – None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. 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.

F. Relationship to the Downer Area Merchants Association.

The BID shall be a separate entity from the Downer Area Merchants Association, notwithstanding 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 it is intended, contract with the BID to provide services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESSMENT

A. 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 several assessment methods, it was determined that a combination of the assessed value of a property and the linear footage of a property most directly related to the potential benefit provided by the BID for the Downer Avenue properties. Therefore, a weighted average of 50% assessed value to 50% linear footage will be used as the BID assessment methodology. The total linear footage for the district was calculated to be 2,177 linear feet. (Calculated by the City of Milwaukee using the Maps application)

As of January 1, 2018, the property in the proposed district had a total assessable value of \$17,740,921.

A sample assessment calculation is provided below:

Based Upon an Annual BID Budget of \$80,000

Assessed Value	BID special assessment per assessed value	Linear Footage on Downer	BID special assessment per Linear Footage	Weighted Average of Special Assessments
\$ 1,000,000	\$ 4,313.24	200ft	\$7349.56	\$5,929.45

BID Special Assessment per Assessed Value

$$(\$1,000,000/\$17,740,921) \times \$80,000 = \$4509.35$$

BID Special Assessment per Linear Footage

$$(200\text{ft}/2,177\text{ft}) \times \$80,000 = \$7349.56$$

Weighted Average

$$(\$4509.35 \times .50) + (\$7349.56 \times .50) = \$5929.45$$

Appendix C shows the projected BID assessment for each property included in the district.

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

1. State Statute 66.1109(1)(f)lm: 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 will benefit from development in the district.
2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed.
3. 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.

V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. 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 as 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 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 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 Downer Avenue business 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.

B. 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:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.

4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. 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 assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

VI. FUTURE YEAR OPERATING PLANS

A. 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 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes 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 evidence 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. Nothing in this Year Operating Plan shall limit the ability of the BID to undertake additional activities, consistent with State Law and City of Milwaukee ordinances.

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute 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 reestablishment.

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 66.1109(3)(b).

APPENDICES

- A. STATUTE
- B. DISTRICT BOUNDARIES
- C. PROPERTY LISTING AND ASSESSMENTS
- D. BID BOARD COMPOSITION

APPENDIX A

Wisconsin Statute section

66.1109 Business improvement districts.

(1) In this section:

- (a) "Board" means a business improvement district board appointed under sub. (3) (a).
- (b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.
- (c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.
- (d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.
- (e) "Municipality" means a city, village or town.
- (f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:
 - 1. The special assessment method applicable to the business improvement district.
 - 1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.
 - 2. The kind, number and location of all proposed expenditures within the business improvement district.
 - 3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
 - 4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.
 - 5. A legal opinion that subs. 1. to 4. have been complied with.
- (g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

- (a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.
- (b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.
- (c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.
- (d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.
- (e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(2m) A municipality may annex territory to an existing business improvement district if all of the following are met:

- (a) An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.
- (b) The planning commission has approved the annexation.
- (c) At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of a detail map showing the boundaries of the

territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.

- (d) Within 30 days after the hearing under par. (c), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.

(3)

- (a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.
- (b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.
- (c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include one of the following:
1. If the cash balance in the segregated account described under sub. (4) equaled or exceeded \$300,000 at any time during the period covered by the report, the municipality shall obtain an independent certified audit of the implementation of the operating plan.
 2. If the cash balance in the segregated account described under sub. (4) was less than \$300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.
- (cg) For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. (c) 1. and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. (c) 2. shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the nearest multiple of \$10 if the revised amount is not a multiple of \$10 or, if the revised amount is a multiple of \$5, such an amount shall be increased to the next higher multiple of \$10.
- (cr) The municipality shall obtain an additional independent certified audit of the implementation of the operating plan upon termination of the business improvement district.
- (d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.
- (4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits and reviewed financial statements required under sub. (3) (c), or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.
- (4g) A municipality may convert a business improvement district under this section into a neighborhood improvement district under s. 66.1110 if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement

district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. 66.1110 (4) (b).

- (4m)** A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:
- (a)** A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.
 - (b)** On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. **(c)** and unless the business improvement district is not terminated under par. **(e)**.
 - (c)** Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.
 - (d)** Within 30 days after the date of hearing under par. **(c)**, every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.
 - (e)** If after the expiration of 30 days after the date of hearing under par. **(c)**, by petition under this subsection or subsequent notification under par. **(d)**, and after subtracting any retractions under par. **(d)**, the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.
- (5)**
- (a)** Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. 70.11 may not be specially assessed for purposes of this section.
 - (b)** A municipality may terminate a business improvement district at any time.
 - (c)** This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.
 - (d)** If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

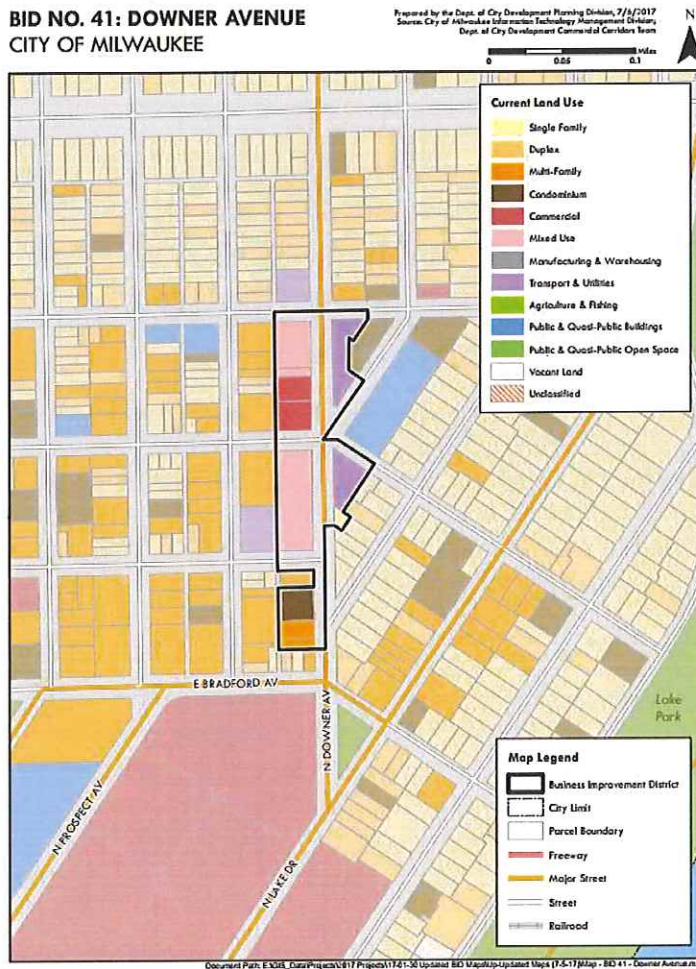
History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85; 2017 a. 59, 70, 189.

APPENDIX B

DISTRICT BOUNDARIES

Boundaries of the proposed district are North Downer Avenue, between East Webster Pl on the south and East Park Place on the north, including the address range of 2551 to 2651 N Downer Avenue on the west side and the address range of 2608 to 2650 on the east side. 2525 E. Bellevue Pl, at the intersection of Bellevue Pl and Downer Ave is included in the Downer Ave BID Boundaries. Listings of the properties included in the district are provided in Appendix C.

MAP ON FILE AT THE CITY OF MILWAUKEE



APPENDIX C

3180601000	2590 N Downer	Associated Bank	\$6198.87
3180602000	2574 N Downer	DAPL LLC	\$1679.43
3180603000	2584 N Downer	DAPL LLC	\$4297.91
3180591000	2608 N Downer	CSFB 2006-C4	\$9108.18
3180592000	2605 E Park	Downer Ave Development	\$7840.16
3190301110	2633 N Downer	DGDowner, LLC	\$8853.16
3190304000	2629 N Downer	Downer Hardware, Inc	\$1486.91
3190305000	2615 N Downer	Dominion	\$6951.46
3190307100	2601 N Downer	SCP 2006 C23-116 LLC	\$7409.26
3191361000	2551 N Downer	CSFB 2006-C4	\$13868.81
3191362000	2524 E Webster	Downer Ave Development	\$12305.84
		TOTAL	\$80,000.00

APPENDIX D

BID Board Composition 2018 Historic Downer Avenue BID#41

<u>Name</u>	<u>Position</u>	<u>Business/Property</u>
Michael DeMichele	President	Building Owner 2651 N. Downer
Michael O'Connor	Treasurer	Building Owner 2615 N. Downer
Megan Graham	Secretary	Business Owner 2524 E. Webster
Wen-Tyan Soo	Chair	Business Owner 2580 N. Downer
Eric Wagner	Chair	Business Owner 2608 N. Downer
Daniel Goldin	Chair	Business Owner 2559 N Downer
Tom Johnston	Chair	City of Milwaukee Resident

Annual Report (Sept.2017 – Aug. 2018)

Downer BID#41

Historic Downer Avenue is one of Milwaukee's most popular East Side business districts. The commercial corridor itself is only about two-blocks long, consisting of mixed-use buildings that are home to a variety of specialty shops like a grocery and fine wine store, casual restaurants, an independent book-store, and even a movie theater that is over 100 years old. We have a walkability score of 86 = very walkable!

The BID also partners with the Downer Area Merchants Association (DAMA.) Although the BID is a separate entity from DAMA, the members, officers and directors of each may be shared. The Association, on occasion, contracts with the BID to provide services.

Total Assessed Value of Properties within District

- The BID's total assessment went up from \$17,029,438 to \$17,487,500
- This BID has seen continual increases in assessment for the past few years as vacancy rates decrease. This may be due to more engagement from an active board, along with an increase in events and marketing.

Core Programs

- Beautification- While we are a small district comprised of two blocks of commercial space, we service several raised planters and about 20 concrete pots.
- We currently spend @\$4,000 on Holiday lighting and equipment to make our District feel as festive as possible. In the beginning of each year, our BID Board also hosts a Holiday happy hour at one of our restaurants. We celebrate our year-end and welcome the New Year. This year we had over 25 other business owners and area leaders (Alderman, MPD, partners, City employees) attend our happy hour celebration.
- We are still servicing a streetscaping debt from our original streetscape loan in 2007. Nearly 1/3 of our total Operating budget each year is used to continue this debt service.
- In comparison with other parts of the City, we experience very low crime rates except for pan-handlers, entries to autos or car thefts.
- Downer currently contracts one part-time Executive Director position.
- Our BID usually has 7 regular meetings, a public meeting to discuss our annual Operating Plan, and our Holiday Happy Hour that I discussed above.

Economic Development

- This year two businesses, Stone Creek Coffee and Salon Nova, took advantage of Whitebox Grants (\$60,000 awarded,) Façade Grants (\$55,000 awarded,) and RIF Grants (\$35,000 pending.)
- This year Downer Avenue had 1 new business open. Stone Creek Coffee opened on the corner of Park Place and Downer Avenue in a long-time vacant property that formerly housed a bank. This opening was a game changer for our district given the wonderful welcoming activation of the north end of our corridor.

Annual Report

(Sept.2017 – Aug. 2018)

- We still have a handful of vacancies in our district but this has decreased considerably over the past few years. Currently we have 4 spaces that are being marketed by MLG – [HERE](#) is the market sheet.
- Our BID is highly engaged with nearly all members now working cohesively on events and communications. (Usually just the CVS doesn't participate) We also are in regular contact with our area neighborhood groups such as Historic Water Tower, Lake Park Friends, and Murray Hill Neighborhood Association.

Marketing & Branding

- Recognition – There have been several articles written about the Downer Ave. and our amazing merchants. Here are a few links: [JSOnline](#), [Downer Revival](#), [Milw Business Journal](#), [Milwaukee Record](#)
- Social media breakdown- we currently have a [website](#) that is hosted by OnMilwaukee. We are also on [Facebook](#) (with 879 followers – shooting for 1,000 by next year) We post a couple of times per week but do daily posts when we are promoting an event. We also have a small e-newsletter list of a few hundred subscribers. News is sent out a few times per year in anticipation of upcoming events. We do a lot of cross-promotion with Friends of Lake Park to encourage folks to visit both the commercial corridor and the nearby park and Light House!

Core Events

- Hosted- Our major event is the Downer Classic Bike Races. We are one of the largest races during the Tour of America's Dairyland bringing 700 riders from around the world representing 20 countries. This event draws nearly 30,000 people to our District during this one-day event. Nearly every business in the District participates in some way. The bars and restaurants obviously have dining and drink specials but even the Hardware store participates with a Dogg Wash and hot dog stand. The local church, St. Mark's holds a corn roast and our Physical Therapy business, Athletico, offers sports massage to our racers. Lake Park Dental even sponsored a climbing wall for kids. Outside partnerships bring the event full circle with Fyxation offering bike tune ups, Bens Cycles offering up the best prize monies for the racers, and Bike Fed selling tour swag. ([Here is our marketing/sponsor piece](#)) DAMA is our fiscal agent for this event and they contract the BID Director to produce it. Over
- This year we also hosted a new Girls Night Out event in conjunction with Boswell Book Sellers who brought a best-selling author of the Sex and the City book celebrating 25 years. Merchants offered specials on all things Sex and the City including sparkly cupcakes at Stone Creek Coffee and shoes in the shape of high heels at Sendiks. The event, unfortunately, was not very well attended, maybe due to weather. But we are encouraged by all of the communication and participation in our District. Our businesses are really motivated to work together!
- Our final event of the year will be our Annual Haunted Halloween which draws several hundred people. For this event all of the neighborhood kids come and trick or treat, the businesses compete in a pumpkin-carving contest, and chalk artists decorate our sidewalks in Halloween themed art.

DOWNER AVENUE BUSINESS IMPROVEMENT DISTRICT #41
FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2017
(With Summarized Totals for the Year Ended December 31, 2016)

DOWNER AVENUE BUSINESS IMPROVEMENT DISTRICT #41

TABLE OF CONTENTS

	<u>Page</u>
Independent Auditor's Report.....	1 - 2
Statement of Assets, Liabilities and Net Assets - Cash Basis.....	3
Statement of Support, Revenue and Expenses - Cash Basis.....	4
Notes to the Financial Statements	5 - 7

Independent Auditor's Report

Board of Directors
Downer Avenue Business Improvement District #41

Report on the Financial Statements

We have audited the accompanying financial statements of Downer Avenue Business Improvement District #41, which comprise the statement of assets, liabilities and net assets - cash basis as of December 31, 2017, and the related statement of support, revenue and expenses - cash basis and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the cash basis of accounting as described in Note A; this includes determining that the cash basis of accounting is an acceptable basis for the preparation of the financial statements in the circumstances. Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Organization's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

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Board of Directors
Downer Avenue BID No. 41

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the assets, liabilities, and net assets of Downer Avenue Business Improvement District #41 as of December 31, 2017, and its revenue and expenses for the year then ended in accordance with the cash basis of accounting as described in Note A.

Basis of Accounting

We draw attention to Note A of the financial statements, which describes the basis of accounting. The financial statements are prepared on the cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

Report on Summarized Comparative Information

We have previously audited Downer Avenue Business Improvement District #41's December 31, 2016, financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated July 19, 2017. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2016, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Ritz Holman LLP
RITZ HOLMAN LLP
Certified Public Accountants

Milwaukee, Wisconsin
June 19, 2018

DOWNER AVENUE BUSINESS IMPROVEMENT DISTRICT #41
STATEMENT OF ASSETS, LIABILITIES AND NET ASSETS - CASH BASIS
DECEMBER 31, 2017
(With Summarized Totals for December 31, 2016)

	2017	2016
ASSETS		
CURRENT ASSETS		
Cash	\$ 18,276	\$ 16,115
Total Current Assets	\$ 18,276	\$ 16,115
TOTAL ASSETS	\$ 18,276	\$ 16,115
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Current Portion of Loan Payable	\$ 27,415	\$ 23,952
Total Current Liabilities	\$ 27,415	\$ 23,952
OTHER LIABILITIES		
Loan Payable	\$ 205,090	\$ 226,927
Less Current Portion of Loan Payable	(27,415)	(23,952)
Total Other Liabilities	\$ 177,675	\$ 202,975
Total Liabilities	\$ 205,090	\$ 226,927
NET ASSETS		
Unrestricted		
Operating	\$ (186,814)	\$ (210,812)
Total Net Assets	\$ (186,814)	\$ (210,812)
TOTAL LIABILITIES AND NET ASSETS	\$ 18,276	\$ 16,115

The accompanying notes are an integral part of these financial statements.

DOWNER AVENUE BUSINESS IMPROVEMENT DISTRICT #41
STATEMENT OF SUPPORT, REVENUE AND EXPENSES - CASH BASIS
FOR THE YEAR ENDED DECEMBER 31, 2017
(With Summarized Totals for the Year Ended December 31, 2016)

	Unrestricted	
	2017	2016
REVENUE		
City of Milwaukee BID Assessment	\$ 80,000	\$ 77,301
Other Revenue	388	1,335
Total Revenue	\$ 80,388	\$ 78,636
EXPENSES		
Program Services		
Contract Services	\$ 16,701	\$ 14,954
Program Expense	15,642	10,774
Event Expense	4,502	4,048
Marketing and Programming	1,768	3,969
Total Program Services	\$ 38,613	\$ 33,745
Management and General		
Professional Fees	\$ 1,575	\$ 1,500
Contract Services	2,500	2,239
Office Supplies	391	231
Postage	---	---
Printing	---	75
Publications and Subscriptions	---	307
Auto and Travel	---	1
Utilities	1,420	855
Interest Expense	11,517	14,575
Insurance Expense	374	374
Other Expenses	---	274
Total Management and General	\$ 17,777	\$ 20,431
Total Expenses	\$ 56,390	\$ 54,176
CHANGE IN NET ASSETS	\$ 23,998	\$ 24,460
Net Assets, Beginning of Year	(210,812)	(235,272)
NET ASSETS, END OF YEAR	\$ (186,814)	\$ (210,812)

The accompanying notes are an integral part of these financial statements.

DOWNER AVENUE BUSINESS IMPROVEMENT DISTRICT #41

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2017

DOWNER AVENUE BUSINESS IMPROVEMENT DISTRICT #41
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2017

NOTE A - Summary of Significant Accounting Policies

Organization

Downer Avenue Business Improvement District #41's (the "Organization") purpose is to improve the business climate and streetscape for existing and new district merchants and to ensure a safe, clean environment conducive to business activity.

Accounting Method

The financial statements of the Organization have been prepared on the cash basis of accounting.

Cash and Cash Equivalents

For purposes of the statement of cash flows, cash and cash equivalents include all highly liquid debt instruments with original maturities of three months or less.

Basis of Presentation

The Organization reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. Assets of the restricted classes are created only by donor-imposed restrictions.

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

NOTE B - Comparative Financial Information and Reclassifications

The financial information shown for 2016 in the accompanying financial statements is included to provide a basis for comparison with 2017. The comparative information is summarized by total only, not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity to generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2016, from which the summarized information was derived.

For comparability, certain 2016 amounts have been reclassified to conform with classifications adopted in 2017. The reclassifications have no effect on reported amounts of net assets or changes in net assets.

**DOWNER AVENUE BUSINESS IMPROVEMENT DISTRICT #41
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2017**

NOTE C - Loan Payable

The Organization has a loan payable to support operations. The loan has a maturity date of September 29, 2019, and an interest rate of 5.75%. A balloon payment is due at the maturity date. The loan is guaranteed by a business owned by one of the directors. Future payments on the loan are required as follows:

<u>Year Ending December 31,</u>	<u>Amount</u>
2018	\$ 27,415
2019	<u>177,675</u>
Total	<u>\$205,090</u>

NOTE D - Assessment Income

In order to provide revenues to support the Organization's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified area of the city. The assessment is calculated based on assessed values of the properties as of every fall.

NOTE E - Streetscape Improvements

Streetscape improvements are not capitalized; rather they are expensed as incurred as they are considered part of the City of Milwaukee's public infrastructure.

NOTE F - Income Taxes

The Organization is a quasi-public entity which is exempt from federal and Wisconsin income taxes. The Organization evaluates its tax positions and assesses their uncertainty, if any, through review and application of various sources of tax authority including statutes, regulations, rulings, court cases, and widely held administrative practices.

NOTE G - Subsequent Events

The Organization has evaluated events and transactions occurring after December 31, 2017, through June 19, 2018, the date the financial statements are available to be issued, for possible adjustments to the financial statements or disclosures. The Organization has determined that no subsequent events need to be disclosed.

