

**BUSINESS IMPROVEMENT DISTRICT NO. 39**

**Center Street Marketplace**

**PROPOSED OPERATING PLAN**

**2019**



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## **I. INTRODUCTION**

### **A. Background**

In 1984, the Wisconsin legislature created 66.1109 (formerly 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.)

This Business Improvement District is to revitalize Center Street on Milwaukee's Northside. The BID law requires that every district have an annual Operating Plan. This document is the annual Operating Plan for 2019 of the Center Street Marketplace district (BID #39). The plan was prepared with minimal technical assistance from the City of Milwaukee Department of City Development.

### **B. Physical Setting**

The District covers a commercial area on West Center Street from North 32nd to North 60th street, to include a property on West Appleton Avenue & Center Street.

## **II. DISTRICT BOUNDARIES**

Boundaries of the BID #39 district are shown on the map in Appendix B of this plan. A listing of the properties included in the district is provided in Appendix C.

## **III. PROPOSED OPERATING PLAN**

The objective of the BID is to: Improve the quality of life within the district. Work with the property owners and merchants to normalize the perception of Center Street.

### **A. Plan Objectives**

- Improve the Image of the target area
- Improve negative perception of crime/safety in target area
- Create a Streetscape in 2019
- Increase the number and variety of businesses in the target area
- Protect and preserve the historical significance and integrity of structures in the target area

### **B. Proposed Activities – Year 2019**

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

- a. Continue to implement and support commercial corridor cleanups and community initiatives for keeping the streets clean.
- b. Create and host “Shop Center Street MKE” 2019 – An awareness campaign
- c. Continue to focus on eliminating the blight on Center Street by identifying vacant and un kept properties and work with the property owners for mitigation.
- d. Continue to Increase safety and security by working with the MPD and community organizations to identify and continue to implement crime prevention initiatives.
- e. Continue to improve property façades via the City of Milwaukee Façade Grants and limited BID façade improvements.

- f. Assist property and business owners with marketing via the tools such as brochures, web presence, outreach campaigns, and personal strategies.
- g. Seek funding opportunities to place trash can receptacles within the BID 39 Commercial Corridor area.

C. **Proposed Expenditures – Year 2019**

Item	Expenditure
<b>Implement a BID 39 Grant Program in conjunction with the City of Milwaukee Grant/s.</b> <ul style="list-style-type: none"> <li>- The BID will invest \$500.00 per property for a max total of 4 properties for Façade or Signage</li> <li>- Continue to offer technical assistance to business and property owners seeking City Grant products.</li> </ul>	<b>\$2,000</b>
<b>Commercial Corridor Clean-up</b> <ul style="list-style-type: none"> <li>- Clean – up Crews and Community Clean up/s</li> <li>- Supplies/equipment (maintenance of trash cans)</li> <li>- Beautification Initiatives</li> </ul>	<b>\$5,000</b>
<b>Safety/Security Initiative</b> <ul style="list-style-type: none"> <li>- Create BID committee to offer a Security Camera match up to \$500.00 for a max total of 4 properties.</li> <li>- Continue the Center Street Safety Initiative through the Safety Plan. (\$500.00). Continue to message to new and current property owners by interactions and marketing material.</li> </ul>	<b>\$2,500</b>
<b>Administration</b> <ul style="list-style-type: none"> <li>- Office supplies and casual administrative services)- (\$1,500)</li> <li>- Marketing, Outreach (brochures, B2B marketing, business development &amp; outreach) – (\$500)</li> <li>- Website maintenance – hosting – (\$500)</li> <li>- Annual Audit / Financial statements &amp; insurance binder (O&amp;D) – (\$5,000)</li> <li>- Accounting services (\$3,000)</li> <li>- Legal – general representation and consultation fees – (\$1,000)</li> </ul>	<b>\$11,500</b>
<b>BID Management</b> <ul style="list-style-type: none"> <li>- BID Director (stipend of up to \$750.00 per month)</li> </ul>	<b>\$9,000</b>
<b>Shop Center Street Days - 2019</b> <ul style="list-style-type: none"> <li>- Support a committee to bring forth Shop Center Street Days 2019.</li> </ul>	<b>\$5,000</b>
<b>TOTAL</b>	<b>\$35,000</b>

## Projected Revenues

Item	Revenue
Assessments - 2019	\$38,972
Carryover funds from 2018	\$5,000
<b>TOTAL</b>	<b>\$43,972</b>

### D. Financing Method

It is proposed to raise **\$38,972** through BID assessments (see Appendix C). The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds available.

### E. Organization of BID Board

The Mayor appoints members to the district board ("board"). The board's primary responsibility is the implementation of this Operating Plan. This requires 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 be owners or occupants of property within the district.

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

- 1. Board Size – Seven**
- 2. Composition** - At least five members shall be owners or occupants of commercial property within the district. Upon any vacancies, existing board members shall first solicit business or property owners to fill vacant board positions. In the event the existing board is unable to secure new board representation, any non-owner or non-occupant may be appointed to the board. All board members 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 two members shall 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.
- 4. Compensation** – BID Director can receive a stipend of no more than \$750 per month.

**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 local business association

The BID shall be a separate entity from the local business 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, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

**IV. METHOD OF ASSESMENT**

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 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 \$1,000.00 per parcel will be applied

As of January 1, 2018, the property in the district had a total assessed value of over \$10 million dollars. This plan proposes to assess the property in the district at a rate of \$5.00 per \$1,000.00 of assessed value, subject to the maximum assessment of \$1,000.00 and minimum of \$300.00, for the purposes of the BID.

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

B. 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.

1. State Statute 66.1109(1) (f) Im: 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. 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.
3. Recognizing WI. Stat. 66.1109(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, thus the BID will only assess the percentage of real property that is not tax exempt or residential. Such properties are identified in Appendix C.

## **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.

On September 27, 2005, a substitute resolution was passed (Resolution 3050706), Creating the Business Improvement District No. 39 (Center Street Marketplace) and its first year operating plan. The district is a means of formalizing and funding the public-private partnership between the City and property owners in the Center Street Marketplace (BID #39) 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 is 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 30<sup>th</sup> of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1<sup>st</sup> 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 the original initial Operating Plan.

(summation) Section 66.1109 (3) (b) of the BID law requires the board 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 2019 activities, and information on specific assessed values, budget amounts and assessment amounts are based on current conditions. If greater detail about historical or proposed subsequent years activities is necessary, **it will be provided in the required annual operating 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.

This proposed 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.

### B. Amendment, Severability and Expansion

This BID was 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.



C. Law regarding a municipality terminating a BID – Section 66.1109(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 Wis. Stat 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 did not sign the 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 of 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 on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

APPENDIX A – Wisconsin statutes  
APPENDIX B – District Boundaries  
APPENDIX C – Projected BID Assessment 2019

APPENDIX D – Board member list

## Appendix A – Wisconsin Statute for BID Creation

### 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 subds. 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.
- (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 an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit 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 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.

(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.

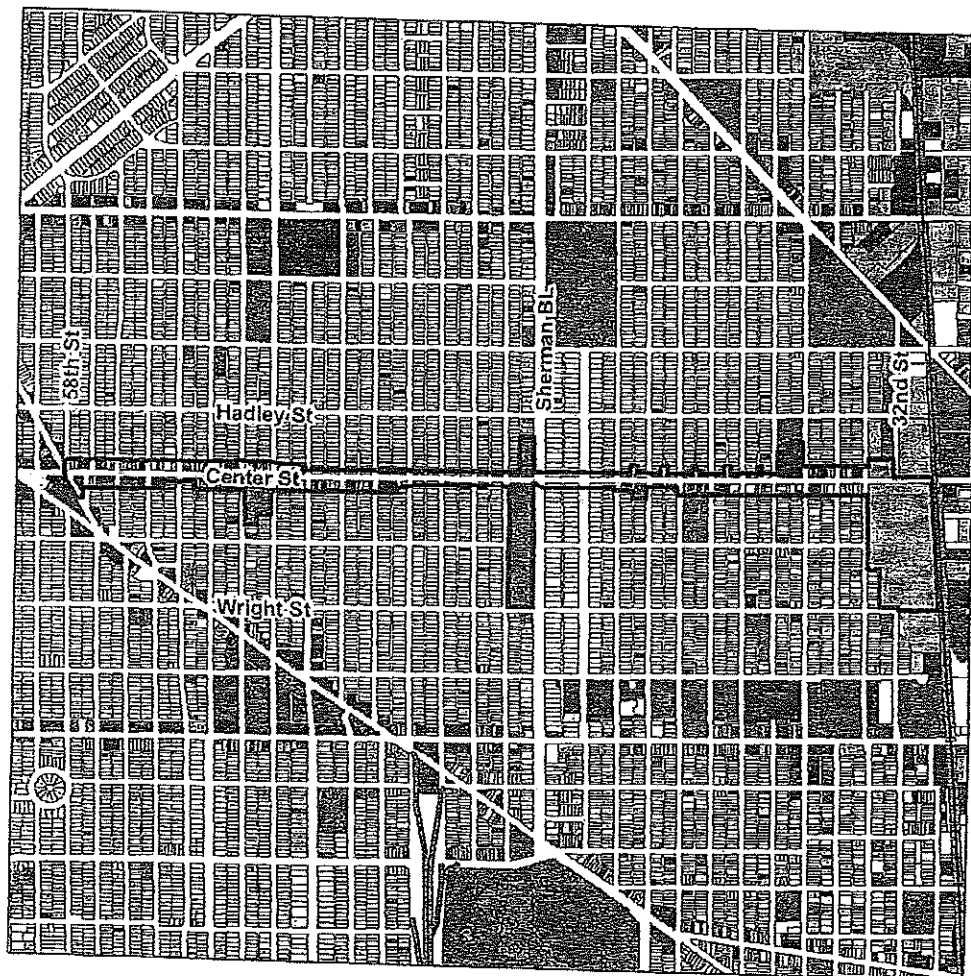
(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85.

66.1110 Neighborhood improvement districts.

# Appendix B – BID 39 Map



## Business Improvement District No. 39 (Center Street)

### Land Use

BID Boundary

#### Residential

Single Family

Duplex

Multi-Family

Condominiums

#### Commercial

Commercial

Mixed Commercial and Residential

#### Manufacturing, Construction, and Warehousing

#### Transportation, Communications, and Utilities

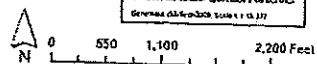
#### Public and Quasi-Public

Public Parks and Quasi-Public Open Space

Public Schools and Buildings, Churches, Cemeteries, and Quasi-Public Buildings

#### Vacant Land or Recent Taxkey Change

Prepared By:  
Department of City Development Information Center  
Page No:  
LAWYER'S FEE \$3,500/yr. \$100,000/yr. \$200,000/yr.  
1997/98  
\$100,000/yr. \$200,000/yr. \$300,000/yr.  
\$100,000/yr. \$200,000/yr. \$300,000/yr.  
\$100,000/yr. \$200,000/yr. \$300,000/yr.



# Appx C: 2019 Projected BID 39 Assmt.

addr	rem_owner1	Total
5704 W CENTER	TAREK FLEIFEL	855
5720 W CENTER	AJM MANAGEMENT LLC	338.6353
5724 W CENTER	KAREN D DARDY	275.793
5600 W CENTER	WESLEY INSURANCE AGENCY INC	625.1727
5622 W CENTER	ROBERT SCHLINSOCK	600
5502 W CENTER	PACHEFSKY PROPERTY LLC	182.5
5506 W CENTER	MICHAEL A NEMBHARDT	292.5
5512 W CENTER	TERRY L HEINEMIER	315
5518 W CENTER	TERRY HEINMEIER	270
5530 W CENTER	HATIM BADANI	350
2707 N 54TH	COMMONS DEV CO LLC	592.5
5430 W CENTER	MUNIR S AWAN	50
5302 W CENTER	ISAAC A GREEN	432.5
5306 W CENTER	MOROCCO INVESTMENTS LLC	250
5312 W CENTER	KELLY M HANSBURG	178.6423
5318 W CENTER	WILLIE DAVIS	40
5324 W CENTER	INVISIBLE REALITY	1075
5204 W CENTER	5204 CENTER LLC	255
5220 W CENTER	DOROTHY L KALLIE REVOCABLE	173.7686
5224 W CENTER	MIKE S WISNIEWSKI	604.3402
5104 W CENTER	DOUGLAS DE BONA	222.2303
5112 W CENTER	FESS PROPERTIES LLC	91.82611
5114 W CENTER	LEADER OF MILW INC	188.2604
5004 W CENTER	RENAD JARABA	382.5
5030 W CENTER	BIG WASH LLC	895
2702 N 44TH	ELOISE PERRY	591.1909
4402 W CENTER	RABI HUSSEIN	365
4620 W CENTER	STANLEY G FARQUHARSON SR &	408.8446
4012 W CENTER	TIM L BELIN	35.05991
4018 W CENTER	BLACKOUT INVESTMENTS LLC	134.0206
3612 W CENTER	DWIGHT IVORY	97.86555
3712 W CENTER	RONNIES BARBER SHOP LLC	132.75
3812 W CENTER	PAULETTE A BLAKE	132.5

3302 W CENTER	VARITAS LLC	167.5	300
3326 W CENTER	WESTFAHL PLUMBING CO INC	98	300
3412 W CENTER	ALFAOMEGA LLC	300.0333	300
3424 W CENTER	WAGHAH M FARRAH	26	300
3212 W CENTER	WIS INDUSTRIES PENSION	820	820
2672 N 35TH	NIMER H MUSAITIF	226	300
3327 W CENTER	ROBERT L MCDONALD	61.80261	300
3319 W CENTER	ARTHUR F BRANDT, TRUSTEE	9	300
3805 W CENTER	SHANEE SCRUGGS I LLC	118.5	300
3813 W CENTER	REID'S NEW GOLDEN GATE	362.5	362
3817 W CENTER	JENNIFER POTTS	142.1384	300
3821 W CENTER	BRADLEY THURMAN	215.8163	300
3825 W CENTER	MAT REALTY	86.25	300
3833 W CENTER	DIMPLE KAUR	216	300
3933 W CENTER	GENEVA E MCKINLEY	595	595
2667 N 35TH	CITY CAB LLC	175	300
3501 W CENTER	HASAN I YOUSEF	15	300
2677 N 36TH	KARLA S GRIGGS	150.1613	300
3715 W CENTER	MOSES A DREW	575	300
3723 W CENTER	MNAT PROPERTY LLC	810	810
3731 W CENTER	MARLO A TRIGGS	99.04348	300
2664 N 38TH	RAYMOND COOPER	398.5	398
4901 W CENTER	FRANCINE SHANKS	172.75	300
4905 W CENTER	ROBERT T WERNETTE, CAROL J	895.3885	895
4917 W CENTER	NADIRA AHMAD	231	300
4925 W CENTER	MICHAEL S WISNIEWSKI	196.2604	300
4929 W CENTER	NEW DIRECTION MINISTRIES	103.25	300
4933 W CENTER	4933 CENTER LLC	135.3406	300
5001 W CENTER	K & O INVESTMENTS LLC	200.3758	300
5007 W CENTER	ODEAN TAYLOR	600	600
5029 W CENTER	MATT SASS HOMES LLC	183.5294	300
4703 W CENTER	KEYSTONE ACCOUNTING	18	300
4709 W CENTER	ANNIE PERTEET	11	300
4715 W CENTER	MAGNOLIA REALTY I LLC	800	800



4723 W CENTER	ATLAS OF AMERICA LLC	208.5	300
4731 W CENTER	ASK REAL EST HOLDINGS INC	404	404
2666 N 48TH	ROSEMARIE DUNHAM REVOCABLE	305	305
4801 W CENTER	3J GERMANTOWN LLP	311	311
4805 W CENTER	3J GERMANTOWN LLP	647.5	647
4813 W CENTER	IBIYEMI AKUA OLADUNJOYE OGBO	189.8161	300
4819 W CENTER	JNF PROPERTIES LLC	215.9519	300
4823 W CENTER	SKY REALTY OF WI LLC	226	300
4833 W CENTER	SHOWCASE PROPERTIES LLC	595	595
4419 W CENTER	CHRIST & DAVIS HOUSING LLC	130.9274	300
4527 W CENTER	MILAM INC	436.5	436
4519 W CENTER	JOSE ALFREDO AGUILAR	371.5	371
4619 W CENTER	LONDALE Q STRICKLING	264	300
5233 W CENTER	MICHAEL S WISNIEWSKI	189.5	300
5301 W CENTER	MAGNOLIA REALTY I LLC	765	765
5311 W CENTER	MIKE S WISNIEWSKI	640	640
5431 W CENTER	TOWER SITES INC	264	300
5631 W CENTER	MARK A NAESER	102.5698	300
5319 W CENTER	2825 N 38TH STREET LLC	645	645
5401 W CENTER	WORLD OUTREACH & BIBLE	446.087	446
5219 W CENTER	MILAM INC	1676.36	1000
3912 W CENTER	FRANKIE R JOHNSON	283.2704	300
5521 W CENTER	MKEPO LLC	3580	1000
5625 W CENTER	MKEPO LLC	300	300
5758 W APPLETON	KALS SERV INC	2885	1000
		36730.02	38697

# APPX. "O" Board Member List



City of Milwaukee  
Wisconsin

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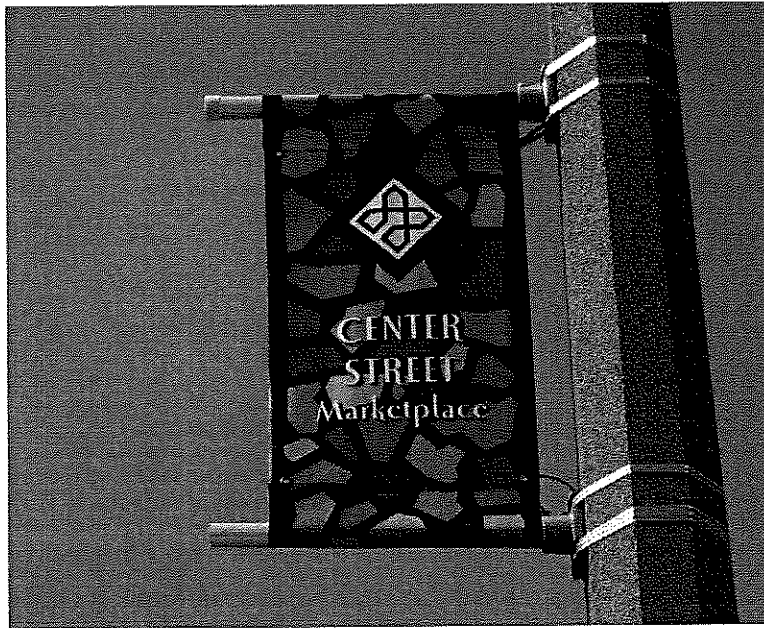
Body Name: BUSINESS IMPROVEMENT DISTRICT BOARD #39 (CENTER STREET)

Type: Board or Commission

Meeting location:

Calendar (0) Boards and Commission Members (7) Sponsored Legislation (0)

Person Name	Title	Start Date	End Date	E-mail	Web Site	Appointed By
<a href="#">Catina Harwell-Young</a>	Member	10/20/2016	10/20/2019*			
<a href="#">Jennifer Potts</a>	Member	9/28/2017	9/28/2020*			<a href="#">Mayor Tom Barrett</a>
<a href="#">Norman Johnson</a>	Member	12/12/2016	12/12/2019*			<a href="#">Mayor Tom Barrett</a>
<a href="#">Odean Taylor</a>	Member	10/3/2017	10/3/2020*			<a href="#">Mayor Tom Barrett</a>
<a href="#">Phillip Blake</a>	Member	12/3/2015	12/3/2018*			<a href="#">Mayor Tom Barrett</a>
<a href="#">Rickaw Potts</a>	Member	2/10/2017	2/10/2020*			<a href="#">Mayor Tom Barrett</a>
<a href="#">Tramerell Robinson</a>	Member	11/6/2015	11/6/2018*			<a href="#">Mayor Tom Barrett</a>



# **BID 39 – Annual Report**

**SEPTEMBER 2017 – AUGUST 2018**

***The Center of What's Happening !!***

## **BID 39 – The Center Street Marketplace**

---

Tel 414.306.3586

P.O. Box 100511  
Milwaukee, WI 53210

[www.centerstreetmarketplacebid39.org](http://www.centerstreetmarketplacebid39.org)

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*"Both 2017 & 2018 have been met with constant movement, growth, and foundation."*

## **BID 39 - At-A-Glance**

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### **Mission, Vision, & Priorities**

The sole **Mission** of the Business Improvement District #39 is "Cleaning up the Quality of Life". This mission is encapsulated within our BID Logo and serves as a reminder that having a variety of services is key, however, to have a quality of life; a safe and clean business environment is necessary. Our **Vision** encompasses not only retaining current businesses and making sure that their needs are met, but also to attract and cultivate new businesses into vacant or dormant commercial properties. Our **Priorities** are surrounded by the constant realization that small business awareness is key in a small commercial corridor. Shopping locally and having an awareness of customer needs equals sustainability and business longevity.

### **Total assessed properties within the district**

BID 39 is settled within a busy commercial corridor in the heart of Milwaukee's central city. Currently, the properties located within the BID district exceed 10 million dollars in value. However, there is a large amount of mixed use properties within the BID 39, thus, with the facets of Wisconsin Statute 66.1109, BID 39 realized a decrease in assessment opportunities. In 2017, the BID 39 board implemented austerity measures, including a board vote to close the brick and mortar office to utilize assessment funds with a strong focus on the current property and business owners, to include a hard push to market and raise awareness of the benefits of shopping locally. The projected BID assessment for 2018 was \$47,403, whereas the projected assessment for 2019 is \$38,697, a notable decrease.

### **Strategic Highlights**

In 2017, the BID39 Board of Directors connected with the current businesses, prospective business owners, new businesses, and the community. We have hosted wraparound events for the small business owners and have provided outreach and opportunities for marketing, grant applications and education. We have actively marketed the BID message to all property and business owners by the way of the BID 39 Newsletter, Personalized letters to property owners, Flyers, Brochures, as well as in person meetings with business owners and community stakeholders.

**Business/Community mixture**

With the dynamics of BID 39 we have laid the foundation for the local community to patronize the businesses and support their efforts. Since BID 39 hosts developmental opportunities for board members to engage stakeholders and participate in community events, there is a wide array of activities, some are:

- Small business seminars with the African American Chamber of Commerce.
- Business building seminars with the Wisconsin Veterans Chamber of Commerce (as a member organization).
- Walking interactions with BID businesses to understand their needs and offer resources.
- Utilizing fully developed marketing materials, including brochures and sell sheets for BID 39s current vacant property stock.

BID 39 Board members business/community engagement efforts:

- Purchased 3 new Wrought Iron Trash Cans (totaling 10) - 2017
- Participated in the MKE Business Now Summit – 2017 & 2018
- Hosted over 5 BID 39 Neighborhood & Commercial Corridor Cleanups in 2017 & 2018.
- Co-Sponsored “The Great American Cleanup for our businesses 2017 & 2018
- Contracted w/ Riverworks for Ambassador commercial corridor upkeep – 2017 & 2018.
- Co-sponsored the Justice for Emani Back to school block party in 2018 on 38<sup>th</sup> & Center
- Co-sponsored the Ms. Cynthia’s back to school resource fair – 38<sup>th</sup> Street – August 2017 & 2018.
- Supported Farina’s back to school bash in 2018 – an activation of a formerly vacant city owned lot on 37<sup>th</sup> and Center.
- Participation in many neighborhood level block club meetings to garner interest and patronization of the small businesses nestled in our commercial corridor. To include The Middle Ground, Inc., and Center Peace Block Club Association.
- BID 39 continues to be an active participant in the MPD Crime and Safety meetings – 2017 – 2018.
- Hosted MPD at the BID office for Safety Plan Rollout and CPTED information - 2017

- An active participant in Community based neighborhood meetings (Metcalfe Park, the bridge, 38<sup>th</sup> Street block club, Sherman Park, Center Peace and the Next-door Sherman Park web based communication portal).
- Organized and held Center Street to Main Street Training sessions – 2017
- Hosted BID 39 Small Business Saturday initiative – November 2017 (Champion)
- Hosted BID 39 Customer Appreciation Days – July 2017
- Rolled out the BID 39 Safety Plan – 2017 (with resource material for each business).
- Hosted Small Business Seminar (Speaker Series) workshops at the BID office (MPD, Towne Bank, AACW, Venus Consulting, McCray Accounting, C'. Renee Consulting and Great Impressions – 2017).
- Marketed the BID 39 Assets on WNOV and Riverworks Radio (2017-2018).
- Sponsored the "Sherman Park Rising" City Mural on 47<sup>th</sup> And Center – 2017

### **BID 39 Core Programs**

BID 39 does not have any employees, all board members are volunteers. The BID Executive Director was formerly an employee for 1 year, however, with the diminished assessment, the board voted to dissolve the employee/employer relationship, albeit the payroll – adding a small stipend to the budget.

Public Art Initiatives – In 2017 Tia Richardson garnered a contract from the City of Milwaukee to create a public art piece on 47<sup>th</sup> & Center entitled "Sherman Park Rising". Ms. Richardson, along with many stakeholders, including the BID 39 board, participated in a series of sessions to determine what a safe Sherman Park looks like. All in all, the artwork was unveiled to rave media reviews and participation from elected officials, the community, business owners, and dignitaries. Subsequently, Ms. Richardson was hired to create another mural on the opposite (North) side of the street in a vacant City of Milwaukee owned property. Both art projects have a positive bright impact on the commercial corridor.

In 2018, Art Saves Lives (Nick Hansen) has been involved in several neighborhood level initiatives within the BID District by promoting photos and awareness of the benefits of art at structured events such as back to school events, and the Justice for Emani Robinson event as well.

Small Business Saturday. BID 39 championed Small Business Saturday in November 2017. We received an award from Linda McMahon, the SBA Administrator for our efforts, outreach, and enlightenment about the small businesses in operation on Center Street from 32<sup>nd</sup> to 60<sup>th</sup>

streets. Since there are over 95 operating businesses in the BID 39 commercial corridor, it was befitting for our board to take a highlighted stance and engage business owners during this national event.

A spring egg hunt in April 2018 was held on 37<sup>th</sup> and Meinecke within the Sherman Park Area. Volunteers from the community, the middle ground, Inc., Center Peace Neighborhood Association, the MPD as well as a staff volunteer from the Downtown BID #21, The event was held in Scholars Park, a location that hosts a BID 39 sponsored Little Free Library. There were over 100 children and adult participants. The day was rainy, but the turnout was great.

BID 39 applied for a "Reasons for Hope MKE grant" from the Greater Milwaukee Foundation. The grant was awarded in the amount of \$3,500.00. We were able to place 4 additional Little Free Libraries in the Sherman Park Community. Each Library is kept up by a host of community volunteers, retired educators, parents, and BID Board Members. BID 39 has worked with many commercial property owners for submittal of City of Milwaukee Façade and Signage grant applications.

### **Economic Development**

Within the previous 12 months, BID 39 has had more than 11 new business openings, some are; Pink Selfies, Tanya's Hair Braiding, Little Wobblers, Dream Foods, Motor Cars on 33<sup>rd</sup> and Center, The Purple daycare; infants, toddlers, and school age scholar's daycare, Vernita Salon, the Plug Mart, a new Metro PCS on Sherman and Center, and a new African hair braiding business on 53<sup>rd</sup> and Center. We have had a dormant city owned vacant cleaners demolished in July 2018 through the City of Milwaukee. There are several businesses on the horizon for opening in 2018 – 2019 to include Maven Hair on 35<sup>th</sup> and Center, a daycare on 39<sup>th</sup> and Center (formerly vacant for over 4 years), and Freddy's Pizza and Taco's on 45<sup>th</sup> and Center. Many properties are being remodeled of which were formerly vacant and eyesores. In early 2018 the BID sent a strong letter to each vacant and/or abandoned commercial property owner, including the City of Milwaukee to elicit the plans for the vacant properties, to include if the BID could offer support or assistance. From that concerted outreach, movement occurred.

Currently (September 2018), there are over **95** active businesses within the BID 39 commercial corridor, **24** vacant buildings to include city owned properties and **10** vacant lots (some city owned). The vacant lots within the district are activated as much as possible (neighborhood & community events, a peace garden, an orchard, and the Metcalfe pocket park lot).

**Grants** – In 2017, BID 39 issued \$3,700 worth of grants to business owners for improvements such as signage and window replacement. In 2016, the BID issued \$10,811 worth of grants, using the BID assessment funds. Our Executive Director has provided technical assistance to business owners to apply for (with success) the City of Milwaukee façade, signage, and white box grants. While in 2019, the goal is to match funds from the BID assessments with the City of Milwaukee façade and signage grant funds in the amount of \$2,000 (\$500 for 4 properties).

**Debt Service** – to date, BID39 has no debt service

**Security Programs** – BID 39 spearheaded a “Safe Business Zone” safety program in 2017, continuing through the current date. We worked with the City of Milwaukee Police Department to host crime prevention meetings at the former BID office. We also crafted the BID 39 Safety plan of which was rolled out to each business. The Safety Kit included (Crime Prevention Training by Environmental Design models and the contact information for the MPD district liaison for individualized CPTED sessions. We also included “safe business” information for posting within the business as well as tools for marketing for the windows. Notably, information was included regarding how to respond to negative events and keep customers and employees safe such as during a robbery, fire, or natural disaster, or an active shooter engagement. During Shop Center Street MKE, our BID assured security was provided within the commercial corridor for the 1-day event.

## **Marketing & Branding**

BID 39 boasts several marketing strategies for the entire corridor, as well as individual businesses. We keep our website current, have procured individualized business T-shirts (that are worn by the businessowners often – building capacity as well as a BID team spirit), Individualized business Cards, Window Signage, the BID Facebook page, as well as the Instagram (#SHOPCENTERSTREETMKE) blast.

From 2017 – 2018, BID 39 distributed **over 2,000 flyers & postcards** to market and promote the businesses in the district. We also handed out over **500 copies of our business list** at outreach events.

In 2017. BID 39 received a neighborhood stars award from the Summit Park Neighborhood Association for our efforts in the community for beautification, outreach, and availability.

Dusk to Dawn – in 2018 our BID engaged with Dawn Powell, a gardening, flower, and community activist powerhouse during Shop Center Street MKE. For every businessowner that



signed up for personalized T-shirts, we posted 10 potted plants in businesses to highlight spring and freshness.

BID advocacy – The African American Chamber of Commerce, the Wisconsin Veterans Chamber of Commerce, UEDA, C. Renee Consulting, as well as a plethora of organizations both for profit, and nonprofit are actively engaging their customer/client base regarding the need to shop locally and support small businesses, such as those in the Central City.

### **Core Events**

On June 30, 2018, the BID hosted **Shop Center Street MKE** after months of planning through the committee structure. The day's events were supported by all 3 Aldermen who represent the BID 39 District (Alderman Stamper, Alderman Rainey, and Alderman Murphy). The BID targeted the business and local community not only for pinpointed marketing of our district, but also to bring an increased awareness of the types of businesses that are currently operating in the district. The event was met with open arms by our proponents.

The event was well received with **over 1000 hits via Social Media** Outlets (Facebook, Twitter, and Instagram). The social media guru is Rosha Bruster; the owner of the Style Hub. We also work with Robin Pitts, from the Divine Executive Solution company to maintain and host our website. The BID utilized 3 sites during Shop Center Street MKE (37<sup>th</sup>, 47<sup>th</sup>, and 53<sup>rd</sup> streets). There were well over **500 individuals** that stopped by and shopped during the event (**#SHOPCENTERSTREETMKE**). The Board members garnered spots on WNOV, Riverwest Radio, Local News stations (Channel 4 & others), The Milwaukee Community Journal, the Neighborhood News Service, as well as a plethora of marketing material (signage boards, business t-shirts, business door knockers, business poster boards as well as postcards and flyers in each operating establishment). A press release was created by all 3 BID 39 Aldermen encouraging the community to support the event (Alderman Stamper, Alderman Rainey, and Alderman Murphy).

### **Collaborative Initiatives**

BID 39 formed a relationship with City Year in 2018. Many City Year employees volunteered time in the BID 39 commercial corridor to help with outreach and marketing initiatives on several different days. This partnership gave the City Year employees a wherewithal of urban business opportunities, as well as the locations where the schoolchildren live that receive City

Year services. BID 39 has been active with the initiatives of the Greater Milwaukee Foundation and LISC related to small business strategies and BID development.

### **New Committee & looking ahead**

The BID board, at the annual meeting in August 2018<sup>1</sup> voted to form a committee to host Shop Center Street MKE- 2019. There will be 3 distinct committees: **Leadership; Fund Development; and Marketing, Promotion, & Outreach**. BID 39 currently has all 7 board member seats filled. Each board member is positioned to guide the committees through the planning and outreach phases for Shop Center Street MKE – 2019. Each committee's membership will be comprised of local neighbors, business owners, and community members.

#### **Officers & Board Members:**

R.P. Potts, Chairperson  
Philip Blake, Treasurer  
O'dean Taylor, Board Member  
Tremereil Robinson, Board Member  
Norman Johnson, Board Member  
Catina Harwell-Young, Board Member

#### **Executive Director:**

Dr. Jennifer Potts

#### **Location:**

**BID 39 – The Center Street Marketplace**  
P.O. Box 100511  
Milwaukee, WI 53210  
Tel 414.306.3586  
[www.centerstreetmarketplacebid39.org](http://www.centerstreetmarketplacebid39.org)



**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**

**FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2017**

**(With Summarized Totals for the Year Ended December 31, 2016)**

CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39

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Independent Auditor's Report

Board of Directors  
Center Street Marketplace Business Improvement District #39

We have audited the accompanying financial statements of Center Street Marketplace Business Improvement District #39 which comprise the balance sheet as of December 31, 2017, and the related statements of activities 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 accounting principles generally accepted in the United States of America; this includes 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.

**Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Center Street Marketplace Business Improvement District #39 as of December 31, 2017, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

**Ritz Holman LLP**  
*Serving business, nonprofits, individuals and trusts.*

330 E. Kilbourn Ave., Suite 550      t. 414.271.1451  
Milwaukee, WI 53202                      f. 414.271.7464  
ritzholman.com


Board of Directors  
Center Street Marketplace Business Improvement District #39

### **Report on Summarized Comparative Information**

We have previously audited Center Street Marketplace Business Improvement District #39's December 31, 2016 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated October 3, 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.

### **Supplementary Information**

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The schedule of functional expenses is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the basic financial statements. The information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the basic financial statements as a whole.

  
RITZ HOLMAN LLP  
Certified Public Accountants

Milwaukee, Wisconsin  
August 23, 2018

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**BALANCE SHEET**  
**DECEMBER 31, 2017**  
(With Summarized Totals for December 31, 2016)

	<u>2017</u>	<u>2016</u>
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and Cash Equivalents	\$ 1,498	\$ 10,544
Prepaid Expenses	2,826	1,883
Security Deposit	650	650
Total Current Assets	<u>\$ 4,974</u>	<u>\$ 13,077</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 4,974</u></u>	<u><u>\$ 13,077</u></u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts Payable	\$ ---	\$ 523
Total Liabilities	<u>\$ ---</u>	<u>\$ 523</u>
<b>NET ASSETS</b>		
Unrestricted	\$ 4,974	\$ 12,554
Total Net Assets	<u>\$ 4,974</u>	<u>\$ 12,554</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u><u>\$ 4,974</u></u>	<u><u>\$ 13,077</u></u>

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

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**STATEMENT OF ACTIVITIES**  
**FOR THE YEAR ENDED DECEMBER 31, 2017**  
**(With Summarized Totals for the Year Ended December 31, 2016)**

	Unrestricted	
	2017	2016
REVENUE		
Tax Assessments	\$ 48,069	\$ 43,908
Other Contributions	3,642	---
Total Revenue	\$ 51,711	\$ 43,908
EXPENSES		
Program Services	\$ 48,652	\$ 67,850
Management and General	10,639	15,018
Total Expenses	\$ 59,291	\$ 82,868
CHANGE IN NET ASSETS	\$ (7,580)	\$ (38,960)
Net Assets, Beginning of Year	12,554	51,514
NET ASSETS, END OF YEAR	\$ 4,974	\$ 12,554

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



**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED DECEMBER 31, 2017**  
(With Summarized Totals for the Year Ended December 31, 2016)

	<u>2017</u>	<u>2016</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ (7,580)	\$ (38,960)
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities		
(Increase) Decrease in Prepaid Expenses	\$ (943)	\$ (1,883)
(Increase) Decrease in Security Deposit	---	(650)
Increase (Decrease) in Accounts Payable	<u>(523)</u>	<u>523</u>
Net Cash Used by Operating Activities	\$ (9,046)	\$ (40,970)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	<u>10,544</u>	<u>51,514</u>
CASH AND CASH EQUIVALENTS AT END OF YEAR	<u>\$ 1,498</u>	<u>\$ 10,544</u>

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

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**

**NOTES TO THE FINANCIAL STATEMENTS**

**DECEMBER 31, 2017**

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2017**

**NOTE A - Summary of Significant Accounting Policies**

**Organization**

Center Street Marketplace Business Improvement District #39 (the "Organization") was organized under Wisconsin State Statute 66.608. This statute provides for the formation of Business Improvement Districts (BIDs) upon the petition of at least one property owner in the district. The purpose of a BID is to allow businesses within the district to develop, manage and promote their districts and to establish an assessment to fund these activities. The Organization's mission is to revitalize and improve the Center Street Marketplace District, located on Center Street on Milwaukee's Northside.

Center Street Marketplace Business Improvement District #39 is exempt from tax as an affiliate of a governmental unit under Section 501(a) of the Internal Revenue Code.

**Accounting Method**

The financial statements of the Organization have been prepared on the accrual 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. At December 31, 2017, the Organization had only unrestricted net assets.

**Contributions**

All contributions are considered available for the Organization's general programs unless specifically restricted by the donor. Amounts received that are designated for future periods or restricted by the donor are reported as temporarily or permanently restricted support and increase the respective class of net assets. Contributions received with temporary restrictions that are met in the same reporting period are reported as unrestricted support and increase unrestricted net assets. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Investment income that is limited to specific uses by donor restrictions is reported as increases in unrestricted net assets if the restrictions are met in the same reporting period as the income is recognized.

**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.

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2017**

**NOTE B - Comparative Financial Information**

The financial information shown for 2016 in the accompanying financial statements is included to provide a basis for comparison with 2017 and presents summarized totals only. 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.

**NOTE C - Concentration of Revenue**

The Organization receives property assessment income and grants from the City of Milwaukee. The Organization's operations rely on the availability of these funds. Approximately 93% of the Organization's revenue was from the City of Milwaukee for the year ended December 31, 2017.

**NOTE D - Related Parties**

The executive director is married to a board member.

**NOTE E - Operating Lease**

In June 2016, the Organization signed a lease for office space under an operating lease that expired on June 30, 2017 and was continued on a month to month basis thereafter until it was terminated on November 30, 2017. Rent expense was \$7,609 for the year ended December 31, 2017.

**NOTE F - 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 Center Street area neighborhood. The assessment is calculated based on assessed values of the properties as of every fall. The assessment levied on properties was \$5/1,000 for every dollar of assessed property value with a minimum assessment of \$300 and a maximum assessment of \$1,000 for the year ended December 31, 2017.

**NOTE G - Subsequent Events**

The Organization has evaluated events and transactions occurring after December 31, 2017, through August 23, 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.

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**SCHEDULE OF FUNCTIONAL EXPENSES**  
**FOR THE YEAR ENDED DECEMBER 31, 2017**  
(With Summarized Totals for the Year Ended December 31, 2016)

	Program Services	Management and General	2017	2016
Salaries and Wages	\$ 16,644	\$ 1,849	\$ 18,493	\$ 14,075
Payroll Taxes	863	96	959	1,523
Professional Fees	---	6,382	6,382	9,054
Contract Services	900	---	900	172
Façade Grants	3,700	---	3,700	10,811
Supplies	2,782	309	3,091	9,687
Telephone	1,291	143	1,434	1,508
Postage	456	51	507	555
Printing	234	26	260	554
Publications and Subscriptions	---	---	---	763
Technology	111	12	123	1,107
Occupancy	7,070	786	7,856	4,847
Safety and Security	265	---	265	240
Equipment Rental and Maintenance	3,596	400	3,996	4,972
Travel	385	43	428	1,764
Conferences, Conventions and Meetings	1,354	151	1,505	796
Insurance	1,230	137	1,367	1,208
Membership Dues	490	55	545	170
Marketing	1,575	175	1,750	11,218
Community Clean Up	5,490	---	5,490	7,774
Other Expense	216	24	240	70
<b>TOTALS</b>	<b>\$ 48,652</b>	<b>\$ 10,639</b>	<b>\$ 59,291</b>	<b>\$ 82,868</b>

