

# **THE EAST SIDE**

BUSINESS IMPROVEMENT DISTRICT NO. 20

2019 OPERATING PLAN

September 27, 2018

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# **THE EAST SIDE BUSINESS IMPROVEMENT DISTRICT**

## **2019 OPERATING PLAN**

### **I. INTRODUCTION**

In 1984, the Wisconsin legislature created Sec. 66.1109 of the Statutes enabling cities to establish Business Improvement Districts (BIDs) upon the petition of at least one property owner within the proposed district. The purpose of the law is ". . .to allow businesses within those districts to develop, manage and promote the districts and to establish an assessment method to fund these activities." Upon petition from property owners within the East Side business district, the Common Council of the City of Milwaukee on 9/23/97 Resolution File Number 970779 created BID No. 20 (The East Side Business Improvement District) and adopted its initial operating plan.

The BID law requires that a BID Board "shall annually consider and make changes to the operation plan. The board shall then submit the operating plan to the local legislative body for approval." The Board of BID No. 20 (The East Side Business Improvement District) submits this 2019 BID operating plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial 1997 BID operating plan. Therefore, it incorporates by reference the earlier plans as adopted by the Common Council. In the interest of brevity, this plan emphasizes the elements, which are required by Sec. 66.1109, Wis. Stats. and the proposed changes for 2019. This plan does not repeat the background information that is contained in the initial operating plan.

### **II. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY**

No changes in the District planning or zoning have occurred since adoption of the initial operating plan.

### **III. DISTRICT BOUNDARIES**

A district map is attached in Appendix B and listing of the properties in the district is provided in Appendix C.

### **IV. PROPOSED OPERATING PLAN 2019**

#### **A. Plan Objectives**

The objectives of the BID are as follows:

- Act as a catalyst for private investment. Closely monitor new development opportunities, active recruiting of quality retail in new development and new vacancies, and marketing of area for renewed reinvestment.
- Promotion of the BID District as a desirable place to do business and to visit. Create signature events that drive traffic to the district.
- Improve the overall appearance, perception and image of the area via clean programs, landscaping, and holiday lighting programs.

#### **B. Proposed Activities**

Principal activities undertaken by the BID during 2019 include, but are not limited to:

- Continued promotion of the district via special events including the *Black Cat Alley*, *Summer Soulstice Music Festival*, and *Tomato Romp!* festival, and general marketing initiatives for the neighborhood.
- Continued staffing for East Side Architectural Review Board (created November of 2011) in coordination with City of Milwaukee.
- Increased programming for planters, trash maintenance, and graffiti removal.
- Promotion of the district as a place to do business, live, work, and recreate.
- Recruitment of new businesses, retail, and retention of existing businesses.

#### **C. Proposed Expenditures**

##### **Income for 2019**

(numbers rounded)

Expected Carryover 2018 to 2019	\$35,000
2019 Assessment	\$213,766
Other income	\$5,000
<b>Projected Income Available in 2019</b>	<b>\$253,766</b>

**Expenses for 2019**

Operating Expenses (office, contracts, district maintenance)	\$155,000
Loan Payment for 2019	\$78,150
<b>Total Expenses for 2019</b>	<b>\$233,150</b>

The BID Board will have the authority and responsibility to prioritize expenditures and to revise the district budget as necessary to match the funds actually available. Any funds unspent at the end of 2018 shall be carried over to 2019 and applied against future expenses.

**D. Financing Method**

The City of Milwaukee and the district jointly and cooperatively funded the streetscaping. The district's share of the cost of the streetscaping and the operating expenses of the district will be funded by BID assessments on taxable properties within the district.

The district entered into a Development Agreement with the City of Milwaukee in 2001. The Agreement includes the issuing of municipal bonds to finance the district's portion of the total cost. The district shall pay, each year for the term of the bonds, the amount necessary for principal, interest and other expenses on its portion of the cost. This year's annual payment is \$78,150.00. The total loan period will be for 20 years and is expected to be closed out in 2021.

The Development Agreement will constitute a long-term commitment and the district will not be terminated until all repayments to the City have been made and adequate provision is made for the operation and management of improvements financed through the district. The Development Agreement will be in addition to the operating plan. Both parties have executed the Development Agreement.

## **V. METHOD OF ASSESSMENT**

### **A. Assessment Rate and Method**

As of January 1, 2018, the properties in the district had a total BID assessable value of \$105,183,934. This plan proposes to assess the taxable property in the district at a rate of \$5.00 per \$1,000 of assessed value with a cap at \$5,000 for the purposes of the BID. Appendix A shows the projected BID assessment for each property included in the district.

The principle behind the assessment methodology is that each property owner should contribute to the BID in proportion to the benefit derived from the BID. After consideration of assessment methods, it was determined that the assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a uniform rate applied on the assessed value of each property was selected as the basic assessment method for BID No. 20.

The variables used to determine the regular BID assessments are:

- The total assessed value of each tax key parcel within the district; and
- The specific dollar amount per \$1,000 of the assessed value of each tax key parcel.

The assessment methodology is as follows: For each of the taxable tax key parcels within the BID boundaries, the BID assessment is calculated by applying a \$5.00 per \$1000 charge against the assessed value of the parcel.

### **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) Sec. 66.1109 (1m): The district may 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) *Sec. 66.1109 (5) (a): Property known to be used exclusively for residential purposes will not be assessed. Such properties are identified as exempt properties as revised each year.*

3) *In accordance with Sec. 66.1109 (1) (b), Wis. Stats., property exempt from general real estate taxes have been included in the district. Privately owned tax exempt property, which is expected to benefit from district activities, may be asked to make a financial contribution on a voluntary basis.*

4) *In accordance with 66.1109 (5) (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.*

## **VI. 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 has played a significant role in the creation of the BID and in the implementation of its operating plan.

In particular, the City will continue to:

- Provide technical assistance to the proponents of the district through adoption of the operating plan and provide assistance as appropriate thereafter.
- Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.
- Collect BID assessments; maintain the BID assessments in a segregated account; and disburse the BID assessments to the district.
- Receive annual audits as required per Sec. 66.1109 (3) (c) of the BID law.
- On or before June 1st of each plan year, provide the Board, through the Tax Commissioner's Office, with the official City records on the assessed value of each tax key number within the district as of January 1st of each plan year for the purposes of calculating the BID assessments.
- Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

## **VII. BUSINESS IMPROVEMENT DISTRICT NO. 20 BOARD OF DIRECTORS**

The Board's primary responsibility will be implementation of this operating plan. The current BID No. 20 Board of Directors and staff is comprised as follows:

- **Robert Kashou**, *President*, business and property owner, Kashou Carpets (term through January 2021)
- **Michael Vitucci**, business owner, Izzy Hops Swig & Swish; property owner, Murray Avenue Partnership (term through January 2021)
- **Scott Blum**, business owner, Rockstar Design (term through June 2019)
- **Polly Kaplan**, *Secretary*, business and property owner, Beans and Barley Café and Market (term through November 2018)
- **Jonathan Jackson**, business owner, Milwaukee Film Festival and Oriental Theater (term through January 2021)
- **Tim Gokhman**, *Treasurer*, property owner, New Land Enterprises (term through December 2020)

## **III. FUTURE YEARS' OPERATING PLANS**

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 operating plan.

Section 66.1109 (3) (a) of the BID law requires the BID 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 project, it focuses upon 2018 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2018 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating 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. The method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

## **IX. AMENDMENT, SEVERABILITY, AND EXPANSION**

The BID has been created under the 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 operating 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 of a certain class or classes of properties, then this BID operating plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual review and approval of the operating plan and without necessity to undertake any other act. This is specifically authorized under Sec. 66.1109 (3) (b), Wis. Stats.

## Appendix A

### 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.

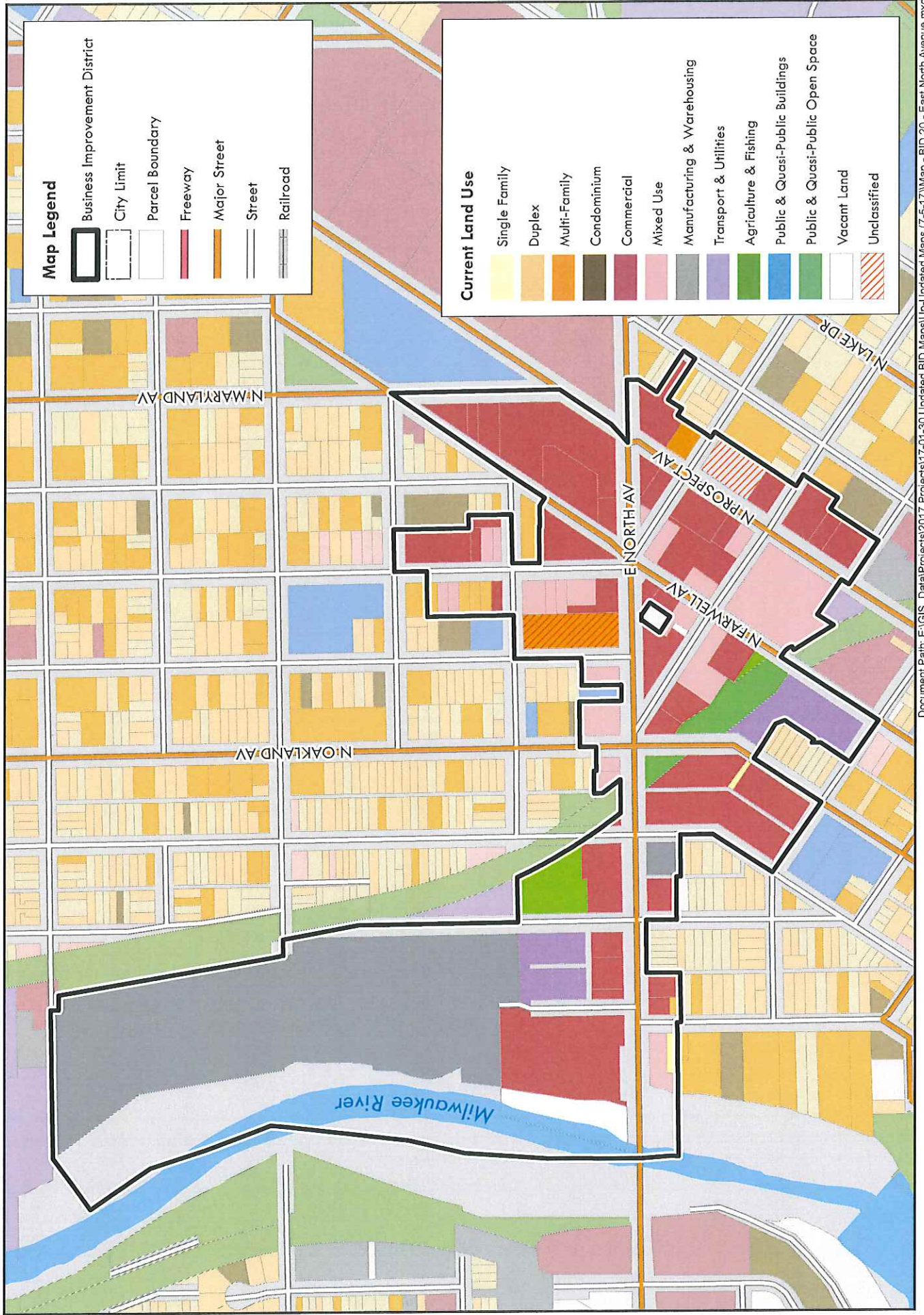
**History:** 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85; 2017 a. 59, 70, 189.

**Appendix B MAP (attached)**  
**Appendix C BID #20 Assessments (attached)**  
**Appendix D City Loan – BID 20**

# BID NO. 20: EAST NORTH AVENUE

## CITY OF MILWAUKEE

Prepared by the Dept. of City Development Planning Division, 7/6/2017  
 Source: City of Milwaukee Information Technology Management Division;  
 Dept. of City Development Commercial Corridors Team



Appendix C							
Taxkey	Address	Owner	Property Class	Total Assessed Value	Commercial %	Total BID	BID \$
3190697100	2435 N MURRAY	ROBERT D BACOS	Residential	\$ 300,000.00			
3190699000	2427 N MURRAY	2429 N MURRAY LLC	Local Commercial	\$ 254,000.00	47%	\$ 118,552	\$ 593
3190700000	2423 N MURRAY	2423 N MURRAY LLC	Local Commercial	\$ 354,000.00	46%	\$ 163,859	\$ 819
3190701000	2419 N MURRAY	TRUDY F RANALLO FKA	Residential	\$ 214,500.00			
3190702000	2415 N MURRAY	VON ZOLPER PROPERTIES LLC	Residential	\$ 237,600.00			
3190703000	2407 N MURRAY	JOSEPH S LE SAGE	Residential	\$ 273,100.00			
3190704000	1922 E THOMAS	PAUL HANNA INC	Local Commercial	\$ 270,000.00	100%	\$ 270,000	\$ 1,350
3190721000	2018 E THOMAS	JAMES D STRATTE	Local Commercial	\$ 394,000.00	100%	\$ 394,000	\$ 1,970
3190722000	2400 N MURRAY	MURRAY THOMAS LLC	Local Commercial	\$ 462,000.00	34%	\$ 157,814	\$ 789
3190723000	2406 N MURRAY	GOLDBERG FAMILY LTD	Local Commercial	\$ 314,000.00	21%	\$ 65,480	\$ 327
3190724000	2410 N MURRAY	ERZSETAL LLC	Local Commercial	\$ 240,000.00	100%	\$ 240,000	\$ 1,200
3190727100	2428 N MURRAY	WILLIAM F JUDGE & JOAN M	Local Commercial	\$ 918,000.00	100%	\$ 918,000	\$ 4,590
3190743000	2426 N FARWELL	GURDEV SINGH	Special Mercantile	\$ 755,000.00	100%	\$ 755,000	\$ 3,775
3190744000	2414 N FARWELL	HPJ PROPERTIES LLC	Local Commercial	\$ 241,000.00	100%	\$ 241,000	\$ 1,205
3190745000	2401 N MARYLAND	RESOURCE MARYLAND LLC	Local Commercial	\$ 1,588,100.00	100%	\$ 1,588,100	\$ 5,000
3190757000	2012 E NORTH	NORTH AVENUE REDEVELOPMENT	Local Commercial	\$ 1,781,000.00	100%	\$ 1,781,000	\$ 5,000
3190760110	2326 N FARWELL	NORTH AVENUE	Local Commercial	\$ 2,512,000.00	100%	\$ 2,512,000	\$ 5,000
3190764111	2303 N FARWELL	FIRSTAR BANK MILWAUKEE NA	Special Mercantile	\$ 1,231,000.00	100%	\$ 1,231,000	\$ 5,000
3190766110	2339 N MURRAY	ORLEN G WOOD	Local Commercial	\$ 1,102,000.00	30%	\$ 325,790	\$ 1,629
3190768000	2333 N MURRAY	SAMUEL J LLANAS	Local Commercial	\$ 309,000.00	38%	\$ 118,550	\$ 593
3190769000	2327 N MURRAY	MATTHEW J LINN	Local Commercial	\$ 203,000.00	51%	\$ 102,775	\$ 514
3190770100	2319 N MURRAY	MURRAY AVENUE	Local Commercial	\$ 1,338,000.00	50%	\$ 669,000	\$ 3,345
3190770200	1930 E NORTH	FORMAN-SMYSER FAMILY LLC	Special Mercantile	\$ 1,718,000.00	100%	\$ 1,718,000	\$ 5,000
3190790000	1832 E NORTH	MICHAEL VITUCCI	Local Commercial	\$ 600,000.00	68%	\$ 410,077	\$ 2,050
3191371000	2305 N PROSPECT	W.A.CO. SANTA ANA, LLC	Special Mercantile	\$ 19,427,000.00	100%	\$ 19,427,000	\$ 5,000
3191372000	2311 N PROSPECT	COLUMBIA ST MARYS INC	Special Mercantile	\$ 19,651,000.00	100%	\$ 19,651,000	\$ 5,000
3191373000	2311 N PROSPECT	COLUMBIA ST MARYS INC	Special Mercantile	\$ 2,687,000.00	100%	\$ 2,687,000	\$ 5,000
3191421000	2320 N CRAMER	CITY OF MILWAUKEE	Exempt	\$ -			
3191422000	1910 E NORTH	HSI EAST LIBRARY RESIDEN'L L	Mercantile Apartment	\$ 16,209,000.00			
3191423000	1910 E NORTH	HSI EAST LIBRARY RESIDEN'L L	Local Commercial	\$ 401,000.00	100%	\$ 401,000	\$ 2,005
3191431000	2310 N OAKLAND	RI 1800 LLC	Mercantile Apartment	\$ 6,160,000.00	7%	\$ 457,496	\$ 2,287
3200302112	1514 E THOMAS	WISCONSIN PAPERBOARD CORP	Manufacturing	\$ 6,589,600.00	100%	\$ 6,589,600	\$ 5,000
3201523100	1726 E NORTH	LATHROP HOLDINGS LLC	Local Commercial	\$ 357,000.00	51%	\$ 180,704	\$ 904
3201524000	2303 N OAKLAND	JAMES & SUE WIECHMANN	Local Commercial	\$ 625,000.00	13%	\$ 78,146	\$ 391
3201525000	1700 E NORTH	ALLAN & JEANANN WIRTH REV	Special Mercantile	\$ 1,291,000.00	100%	\$ 1,291,000	\$ 5,000
3201531100	2340 N NEWHALL	ESV LLC	Local Commercial	\$ 1,191,000.00	100%	\$ 1,191,000	\$ 5,000
3201532110	1614 E NORTH	MCDONALDS CORP	Special Mercantile	\$ 512,000.00	100%	\$ 512,000	\$ 2,560
3201534100	2333 N NEWHALL	WISCONSIN PAPERBOARD CORP	Manufacturing	\$ 303,400.00	100%	\$ 303,400	\$ 1,517
3201535100	1530 E NORTH	ROBERT C SCHMIDT, JR	Local Commercial	\$ 513,000.00	100%	\$ 513,000	\$ 2,565
3201537100	1518 E NORTH	MANDEL NORTHTOWN II LLC	Local Commercial	\$ 735,000.00	100%	\$ 735,000	\$ 3,675
3201539000	1504 E NORTH	DR. MOLAR REAL EST LLC	Local Commercial	\$ 726,000.00	55%	\$ 399,021	\$ 1,995
3201540000	2320 N CAMBRIDGE	MANDEL NORTHTOWN II LLC	Local Commercial	\$ 32,500.00	100%	\$ 32,500	\$ 163
3201721000	2340 N CAMBRIDGE	TRANSFORMATION	Local Commercial	\$ 311,600.00	100%	\$ 311,600	\$ 1,558
3201722000	2326 N CAMBRIDGE	WISCONSIN ELECTRIC POWER CO	Exempt	\$ -			
3209948113	1436 E NORTH	CITY OF MILWAUKEE	Exempt	\$ -			
3209948125	1436 E NORTH	CAMBRIDGE COMMONS LLC	Exempt	\$ -			
3550101000	1507 E NORTH	MICHAEL D LEE REV TRUST	Local Commercial	\$ 172,400.00	100%	\$ 172,400	\$ 862
3550102000	2212 N CAMBRIDGE	MICHAEL D LEE REV TR 2012	Residential	\$ 164,500.00			
3550103000	1515 E NORTH	DP DOUGH MKE HOLDINGS	Local Commercial	\$ 328,000.00	100%	\$ 328,000	\$ 1,640



3550139110	1431 E NORTH	MLRB LLC	Local Commercial	\$ 362,000.00	100%	\$ 362,000	\$ 1,810
3550140000	2215 N CAMBRIDGE	MLRB LLC	Residential	\$ 105,200.00			
3550401000	1723 E NORTH	MILWAUKEE COUNTY	Exempt	\$ -			
3550411000	2137 N OAKLAND	ROBERT K GREEN	Residential	\$ 157,100.00			
3550431116	2202 N BARTLETT	PIERCE MILWAUKEE LLC	Manufacturing	\$ 1,202,400.00	100%	\$ 1,202,400	\$ 5,000
3550432000	1617 E NORTH	COLLEGE/FALLS STORAGE LLC	Local Commercial	\$ 577,000.00	100%	\$ 577,000	\$ 2,885
3550448100	1609 E NORTH	E&K LAND LLC	Local Commercial	\$ 1,282,000.00	100%	\$ 1,282,000	\$ 5,000
3560213000	2244 N PROSPECT	JBC 34 LLC	Mercantile Apartment	\$ 2,135,000.00			
3560215100	2252 N PROSPECT	DOS LOCOS LLC	Local Commercial	\$ 3,692,000.00	100%	\$ 3,692,000	\$ 5,000
3560229000	2140 N PROSPECT	COAL DOG LLC	Local Commercial	\$ 1,045,000.00	100%	\$ 1,045,000	\$ 5,000
3560278000	2211 N PROSPECT	TOWN DOGS LLC	Local Commercial	\$ 919,000.00	100%	\$ 919,000	\$ 4,595
3560279000	2201 N PROSPECT	2203NPROSPECT LLC	Local Commercial	\$ 2,217,000.00	34%	\$ 748,417	\$ 3,742
3560281100	2214 N FARWELL	GEORGE & SOFIA	Local Commercial	\$ 640,000.00	100%	\$ 640,000	\$ 3,200
3560282000	2216 N FARWELL	ORIENTAL BUILDING SPE LLC	Local Commercial	\$ 2,269,000.00	100%	\$ 2,269,000	\$ 5,000
3560283000	2238 N FARWELL	NEW LAND INVESTMENTS NO 7	Local Commercial	\$ 1,652,000.00	34%	\$ 567,749	\$ 2,839
3560285000	2017 E NORTH	2017 EAST NORTH, LLC	Local Commercial	\$ 421,600.00	100%	\$ 421,600	\$ 2,108
3560286000	2043 E NORTH	BFD PROPERTIES LLC	Local Commercial	\$ 1,996,000.00	100%	\$ 1,996,000	\$ 5,000
3560287000	2034 E IVANHOE	EDUCATORS CR UNION-IVANHOE	Special Mercantile	\$ 4,125,000.00	100%	\$ 4,125,000	\$ 5,000
3560289111	1901 E NORTH	2B REAL ESTATE LLC	Local Commercial	\$ 2,089,000.00	100%	\$ 2,089,000	\$ 5,000
3560290100	2227 N FARWELL	NORTH FARWELL, LLC	Local Commercial	\$ 627,300.00	100%	\$ 627,300	\$ 3,137
3560296120	2219 N FARWELL	GOLDBERG RUEHL PROPERTIES	Local Commercial	\$ 934,000.00	100%	\$ 934,000	\$ 4,670
3560297000	2201 N FARWELL	SPECTRUM HOLDINGS INC	Local Commercial	\$ 1,326,400.00	36%	\$ 472,890	\$ 2,364
3560298110	1854 E KENILWORTH	SPECTRUM HOLDINGS INC	Local Commercial	\$ 63,900.00	100%	\$ 63,900	\$ 320
3560300000	2159 N FARWELL	MILWAUKEE COUNTY	Exempt	\$ -			
3560301000	1801 E NORTH	SYDNEY C CHARNEY ESTATE ETAL	Local Commercial	\$ 242,000.00	100%	\$ 242,000	\$ 1,210
3560302000	1819 E KENILWORTH	SYDNEY C CHARNEY ESTATE ETAL	Local Commercial	\$ 1,902,000.00	100%	\$ 1,902,000	\$ 5,000
3560310100	2169 N FARWELL	ROBERT H & SANDRA L D KASHOU	Local Commercial	\$ 540,000.00	100%	\$ 540,000	\$ 2,700
3560311000	2159 N FARWELL	MAGNETIC NORTH ES LLC	Local Commercial	\$ 216,000.00	100%	\$ 216,000	\$ 1,080
3560312111	2121 N FARWELL	PIERCE MILWAUKEE LLC	Manufacturing	\$ 741,700.00	100%	\$ 741,700	\$ 3,709
3560609100	2200 N PROSPECT	KHALID AHMED	Special Mercantile	\$ 575,000.00	100%	\$ 575,000	\$ 2,875
3560611100	2214 N PROSPECT	PROSPECT II LLC	Mercantile Apartment	\$ 2,515,000.00	7%	\$ 167,751	\$ 839
3561471000	2170 N PROSPECT	DOWN DOG1 LLC	Local Commercial	\$ 656,000.00	100%	\$ 656,000	\$ 3,280
3561472000	2009 E KENILWORTH	TRUST OF MORRIS KATZ	Local Commercial	\$ 1,179,000.00	100%	\$ 1,179,000	\$ 5,000
3561495000	2185 N PROSPECT	BOARD OF REGENTS OF UW	Local Commercial	\$ 3,532,000.00	100%	\$ 3,532,000	\$ 5,000
3561521000	1857 E KENILWORTH	1857 E KENILWORTH LLC	Mercantile Apartment	\$ 13,259,000.00	7%	\$ 906,916	\$ 4,535
3562271000	2217 N PROSPECT	WAKATIPU RUGBY CLUB, LLC	Local Commercial	\$ 1,569,000.00	100%	\$ 1,569,000	\$ 5,000
3562272000	2217 N PROSPECT	GEORGETOWN LLC	Mercantile Apartment	\$ 7,667,000.00			
						\$ 105,183,934.27	\$ 213,766.93

Appendix D

Amortization schedule - Customer

(Updated 5/9/12)

Note: This amortization schedule is based on payment due date.

**BID #20 (revised)**

Principal **\$885,950.00**  
 Interest Rate 5.890%  
 Amortization **20**  
 Calculated Pmt. **\$76,552.84**  
 Actual Pmt. varies

Exhibit C beginning loan balance  
 Quoted interest rate  
 Level P&I pymt. to reamortize-  
 reduced to \$64,241 in '05  
 increased to \$78,150 in '08

#	Year	Date Paid	Beg. Balance	Payment	Interest	Principal	Ending Balance
1	2001	3/29/01	\$787,950.00	\$69,500.00	\$15,470.09	\$54,029.92	\$733,920.09
2	2002	2/28/02	\$733,920.09		\$43,227.89		\$733,920.09
2a	2002	2/28/02	\$98,000.00	\$69,500.00	\$2,886.10	\$23,386.01	\$808,534.08
3	2003	2/27/03	\$808,534.08	\$69,500.00	\$47,622.66	\$21,877.34	\$786,656.74
4	2004	3/25/04	\$786,656.74	\$69,500.00	\$46,334.08	\$23,165.92	\$763,490.82
5	2005	4/18/05	\$763,490.82	\$69,500.00	\$44,969.61	\$24,530.39	\$738,960.43
6	2006	4/7/06	\$738,960.43	\$64,241.00	\$43,524.77	\$20,716.23	<b>\$718,244.20</b>
7	2007	4/27/07	\$718,244.20	\$64,241.00	\$42,304.58	\$21,936.42	<b>\$696,307.78</b>
8	2008	4/16/08	\$696,307.78	\$78,150.00	\$41,012.53	\$37,137.47	\$659,170.31
9	2009	7/22/09	\$659,170.31	\$78,150.00	\$38,825.13	\$39,324.87	\$619,845.44
10	2010	4/28/10	\$619,845.44	\$78,150.00	\$36,508.90	\$41,641.10	\$578,204.33
11	2011	4/27/11	\$578,204.33	\$78,150.00	\$34,056.24	\$44,093.76	\$534,110.57
12	2012	5/7/12	\$534,110.57	\$78,150.00	\$31,459.11	\$46,690.89	\$487,419.68
13	2013	5/7/13	\$487,419.68	\$78,150.00	\$28,709.02	\$49,440.98	\$437,978.70
14	2014	4/7/2015	\$437,978.70	\$78,150.00	\$25,796.95	\$52,353.05	\$385,625.65
15	2015	5/20/2016	\$385,625.65	\$78,150.00	\$22,713.35	\$55,436.65	\$330,189.00
16	2016	3/9/2017	\$330,189.00	\$78,150.00	\$19,448.13	\$58,701.87	\$271,487.13
17	2017	4/5/2018	\$271,487.13	\$78,150.00	\$15,990.59	\$62,159.41	\$209,327.72
18	2018		\$209,327.72	\$78,150.00	\$12,329.40	\$65,820.60	\$143,507.12
19	2019		\$143,507.12	\$78,150.00	\$8,452.57	\$69,697.43	\$73,809.69
20	2020		\$73,809.69	\$78,157.08	\$4,347.39	\$73,809.69	\$0.00
				<u>\$1,491,939.08</u>			



## The East Side BID #20 Annual Report (Activities Sept.2017 – Aug. 2018)

**The East Side Business Improvement District is responsible for the management, promotion, and staffing for the commercial area. The services include marketing, events, litter maintenance, graffiti removal, landscaping, holiday lighting, and business recruitment, and economic development.**

### Core Programs

- We currently contract with weekly cleaning services in our District to make sure it's always looking its best for our 100+ businesses. This includes the maintenance of over 100 street planters which were given a fresh coat of colorful paint this year.
- We decorate the entire district with Holiday lighting from November to help drive traffic into the district during the cold winter months.
- We are currently servicing a loan through the City which should be paid off by the year 2020.
- Our crime rates are relatively low in comparison with the rest of the City- the current problems consisting of aggressive pan handling, entries to autos and some robberies.
- We have one full time Executive Director and one part-time Events Coordinator
- The Board currently meets at least 7 times per year but plan on moving to bi-monthly meetings. We also provide staff for the East Side Architectural Review Board which meets twice monthly as necessary.

### Economic Development

- This year several new businesses have opened including AXE MKE, Sipp and Purr, Shred 415, Jett's pizza, and Fusion Poke. Additionally, a large space on the corner of North Ave., Farwell Ave., is being replaced by the City's first food hall called the Crossroads Collective which will be home to eight micro-restaurants.
- We have several other development plans in the works including the Joseph Property Development's 80-unit apartment building in the 2200 block of N. Farwell Ave.

### Marketing & Branding

- We have a strong Social media presence. We have nearly 13,000 Facebook followers; we post several times per week. Twitter has over 9,500 followers. Tweets are sent a few times per week. Instagram has over 1,300 followers and we post there several times per week as well.
- We utilize a number of outlets from radio to print to online media to market our district. These include OnMilwaukee, Urban Milwaukee, 102.1 Radio, 88Nine Radio Milwaukee, WUWM and others. This year we designed and installed new banners on 20 street lamps to brand our district.
- This year we designed and hung 20 new street banners to help brighten up the district.



## The East Side BID #20 Annual Report (Activities Sept.2017 – Aug. 2018)

### Core Events

- The BID produces three major events per year including East Side Madness during March for the basketball playoffs, Summer Soulstice Music Festival in June, and The Tomato Romp in September benefiting the Riverwest Food Pantry. Summer Soulstice attracts over 10,000 attendees to the District!

### Partner/Collaborative Initiatives

- Partnerships: The BID is an active partner with Black Cat Alley (BCA) street art project. This year BCA was able to install 4 new murals, a garden, and one sculpture. All funding for BCA comes from commercial partners.
- We also have an extensive list of sponsors and media partners that we work with on various events including: Beer Capitol, Gruber Law, Educators Credit Union, Maglio, Bauhaus Brew Labs, Badge Liquor, US Bank, 88Nine, Urban Milwaukee and OnMilwaukee.