

**THE EAST SIDE**  
**BUSINESS IMPROVEMENT DISTRICT NO. 20**  
**2006 OPERATING PLAN**

**September 30th, 2005**

## **TABLE OF CONTENTS**

- I. INTRODUCTION
  - II. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN  
AND ORDERLY DEVELOPMENT OF THE CITY
  - III. DISTRICT BOUNDARIES
  - IV. PROPOSED OPERATING PLAN
    - 1. Plan Objectives
    - 2. Proposed Activities
    - 3. Proposed Expenditures
    - 4. Financing Method.
  - V. METHOD OF ASSESSMENT
    - A. Assessment Rate and Method
    - B. Excluded and Exempt Property
  - VI. CITY ROLE IN DISTRICT OPERATION
  - VII. BOARD OF DIRECTORS AND EXECUTIVE DIRECTOR
  - VIII. EAST SIDE ASSOCIATION
  - IX. FUTURE YEARS' OPERATING PLANS
  - X. AMENDMENT, SEVERABILITY, AND EXPANSION
- Appendix A – 2005 Assessed Values and BID No. 20 Assessments

**THE EAST SIDE BUSINESS IMPROVEMENT DISTRICT  
2006 OPERATING PLAN**

**I. INTRODUCTION**

In 1984, the Wisconsin legislature created Sec. 66.608 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.

Section 66.608 (3) (b), Wis. Stats., 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 2006 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. 66.608, Wis. Stats. and the proposed changes for 2006. 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 listing of the properties in the district is provided in Appendix A. It should be noted that 2350 N. Farwell Ave. (#3190750000) is included since it is now a commercial property and no longer residential. The property is within the existing BID boundaries.

#### **IV. PROPOSED OPERATING PLAN 2006**

##### **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 and image of the area via clean programs, landscaping, and holiday lighting programs.

##### **Proposed Activities**

Principal activities to be undertaken by the BID during 2006 include, but are not limited to:

- 1) Contract/hire Marketing/Promotion/Events staff to coordinate the development, marketing, fundraising, and management of the *East Side Open Market*, *Summer Solstice Music Festival*, and general marketing initiatives for the neighborhood.
- 2) Increased programming for planters, trash maintenance, and graffiti removal.
- 3) Promotion of the district as a place to do business, live, work, and recreate.
- 4) Recruitment of new businesses, retail, and retention of existing businesses.
- 5) Seek approval of grant funds from new DCD BID Commercial and Economic Development fund for activities included for 2006. This includes marketing and events staff, increased litter maintenance, and additional programming for landscaping in the district.

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

###### **Income for 2006** (numbers rounded)

Carryover 04 to 05

\$10,000

2005 Assessment (received 2/06)	\$178,514
DCD BID Commercial and Economic Development Fund	<u>\$25,000</u>
Projected Income Available in 2006	<b>\$213,514</b>

**Expenses for 2006**

Operating Expenses (office, salary, district maintenance, etc.)	\$122,371
Loan Payment for 2006	<u>\$64,241</u>
<b>Total Expenses for 2006</b>	<b>\$186,612</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 2006 shall be carried over to 2007 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 \$64,241. The total loan period will be for 20 years.

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, 2005, the properties in the district had a total BID assessable value of \$47,478,000. 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:

- 1) The total assessed value of each tax key parcel within the district; and
- 2) 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. 66.608 (1) (f) Im: 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. 66.608 (5) (a): Property known to be used exclusively for residential purposes will not be assessed. Such properties are identified as BID Exempt Properties in Appendix B, as revised each year.*

Real property, of which more than 66 2/3 percent of the square footage of the floor area of the building is used for residential purposes, is defined as "substantially residential property." The law authorizing the creation of BIDs

states the intention that residential space is considered a residential, and not commercial use. Therefore, the owner of any substantial residential property within the BID may certify to the BID Board the square footage of such real property used for residential and non-residential purposes. The percentage of square footage used for non-residential, as compared to the total square footage of such building, multiplied by the assessed value for the entire building on such real property, shall be the value of the real property used for multiplication against the BID assessment rate, subject to the \$5,000 per parcel cap. Calculation of floor area shall exclude basement area. Properties that receive an adjusted BID assessment in 2000 shall be assessed in 2004 only on the non-residential portion of the property as certified by the owner and accepted by the Board of Directors of BID No. 20.

- 3) *In accordance with the interpretation of the City Attorney regarding Sec. 66.608 (1) (b), Wis. Stats., property exempt from general real estate taxes have been excluded from 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.*

## **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:

- 1) Provide technical assistance to the proponents of the district through adoption of the operating plan and provide assistance as appropriate thereafter.
- 2) Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.
- 3) Collect BID assessments; maintain the BID assessments in a segregated account; and disburse the BID assessments to the district.
- 4) Receive annual audits as required per Sec. 66.608 (3) (c) of the BID law.
- 5) 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.
- 6) 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 AND EXECUTIVE DIRECTOR**

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

- ❖ **Peg Silvestrini**, President, property owner, business owner, North Avenue
- ❖ **Bob Domrois**, Treasurer, representative of manufacturing interest, North Avenue
- ❖ **John Sidoff**, property owner, business owner, Farwell and North Avenue
- ❖ **Eric Wagner**, business owner, Farwell and North Avenues, Prospect and Ivanhoe Avenues
- ❖ **Geralyn Flick**, business owner, Murray Ave.
- ❖ **Jeff Sherman**, business owner, North Ave.
- ❖ **Paul Miller**, Vice-President, property owner, business owner, Prospect Avenue location
- ❖ **Jim Plaisted** -- Executive Director

## **VIII. EAST SIDE ASSOCIATION**

The BID shall be a separate entity from the East Side 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 the BID Board. In accordance with this plan, the Association may contract with the BID to provide services to the BID.

## **IX. 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 66.608 (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 2006 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2005



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.

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

The BID has been created under the authority of Section 66.608 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 re-establishment.

Should the legislature amend the statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties 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. 66.608 (3) (b), Wis. Stats.

## Appendix A

Properties included in BID #20

Address	Tax Key	2005 Reassessments	BID Assessment
2427 N. Murray	3190699000	\$180,000	\$900
2423 N. Murray	3190700000	\$238,000	\$1,190
1922 E. Thomas	3190704000	\$223,000	\$1,115
2018 E. Thomas	3190721000	\$313,000	\$1,565
2400 N. Murray	3190722000	\$424,000	\$2,120
2406 N. Murray	3190723000	\$189,000	\$945
2410 N. Murray	3190724000	\$94,600	\$473
2430 N. Murray	3190727100	\$555,000	\$2,775
2426 N. Farwell	3190743000	\$377,700	\$1,889
2414 N. Farwell	3190744000	\$234,000	\$1,170
2401 N. Maryland	3190745000	\$849,900	\$4,250
2361 N. Maryland	3190746100	\$2,172,400	\$5,000
2301 N. Prospect	3190752100	\$658,500	\$3,293
2040 E. North Ave	3190754000	\$73,500	\$368
2034 E. North Ave	3190755100	\$84,000	\$420
2012 E. North Ave	3190757000	\$1,170,000	\$5,000
2330 N. Farwell	3190760100	\$1,590,000	\$5,000
2303 N. Farwell	3190764111	\$1,269,000	\$5,000
2343 N. Murray	3190766000	\$409,000	\$682
2339 N. Murray	3190767000	\$325,000	\$1,625
2333 N. Murray	3190768000	\$192,000	\$960
2327 N. Murray	3190769000	\$148,000	\$740
2319 N. Murray	3190770100	\$843,000	\$4,215
1930 E. North	3190770200	\$662,000	\$3,310
1832 E. North	3190790000	\$365,000	\$1,825
1800 E. North	3190793000	\$897,000	\$4,485
1514 E. Thomas	3200302112	\$2,419,900	\$5,000

1726 E. North	3201523100	\$160,000	\$800
2303 N. Oakland	3201524000	\$383,000	\$230
1700 E. North	3201525000	\$276,000	\$1,380
2342 N. Newhall	3201531100	\$1,105,000	\$5,000
1614 E. North	3201532110	\$765,000	\$3,825
2333 N. Newhall	3201534100	\$146,700	\$734
1530 E. North	3201535100	\$318,000	\$1,590
1518 E. North	3201537100	\$251,000	\$1,255
1504 E. North	3201539000	\$347,000	\$1,735
2320 N. Cambridge	3201540000	\$10,400	\$52
1436 E. North	3209948115	\$731,500	\$3,658
1507 E. North Ave	3550101000	\$205,800	\$1,029
1515 E. North Ave	3550103000	\$277,000	\$1,385
1431 E. North Ave	3550139110	\$374,000	\$1,870
2202 N. Bartlett	3550431116	\$3,302,600	\$5,000
1617 E. North	3550432000	\$349,000	\$1,745
1609 E. North	3550448100	\$274,000	\$1,370
2252 N. Prospect	3560215100	\$2,773,000	\$5,000
2150 N. Prospect	3560229000	\$752,000	\$3,760
2178 N. Prospect	3560230000	\$177,000	\$885
2170 N. Prospect	3560231100	\$749,000	\$3,745
2211 N. Prospect	3560278000	\$488,100	\$2,441
2201 N. Prospect	3560279000	\$941,000	\$1,568
2214 N. Farwell	3560281100	\$613,000	\$3,065
2216 N. Farwell	3560282000	\$1,733,000	\$5,000
2238 N. Farwell	3560283000	\$1,400,000	\$2,333
2217 N. Prospect	3560284000	\$1,635,000	\$5,000
2017 E. North	3560285000	\$394,000	\$1,970
2043 E. North	3560286000	\$354,000	\$1,770
2034 E. Ivanhoe Pl.	3560287000	\$639,000	\$3,195
1901 E. North	3560289111	\$1,649,000	\$5,000
2227 N. Farwell	3560290100	\$494,800	\$2,474
2219 N. Farwell	3560296120	\$658,000	\$3,290
2201 N. Farwell	3560297000	\$937,200	\$1,562

1852 E. Kenilworth	3560298110	\$329,000	\$1,645
1801 E. North	3560301000	\$135,300	\$677
1819 E. Kenilworth	3560302000	\$1,203,000	\$5,000
1835 E. Kenilworth	3560303100	\$944,800	\$4,724
2169 N. Farwell	3560310100	\$469,000	\$2,345
2159 N. Farwell	3560311000	\$178,000	\$890
2121 N. Farwell	3560312111	\$827,100	\$4,136
2200 N. Prospect	3560609100	\$641,200	\$3,206
2214 N. Prospect	3560611100	\$950,000	\$4,750
2350 N. Farwell	3190750000	\$222,000	\$1,110
<b>Totals</b>		<b>\$48,519,000</b>	<b>\$178,514</b>

## Appendix B

### 2006 Approved Budget

Ordinary Income/Expense	<u>2006 BID Budget</u>
Income	Approved
Assessment Receipts	178,514.00
DCD Grant	25,000.00
Reimbursed Expenses: Clear Channel	900.00
<b>Total Income</b>	<b>204,405.00</b>
<b>Expense</b>	
<b>Contract Labor</b>	
Holiday Lighting	1,500.00
Consultant/Marketing and Events	20,000.00
Graphics for kiosks	2,000.00
Planter Maintenance	8,000.00
Crosswalk striping maint	2,000.00
Street Cleaning	8,000.00
Contract Labor - Other	500.00
<b>Employee Benefits</b>	
Health/Dental Insurance	0.00
<b>Equipment Purchase</b>	0.00
<b>Insurance</b>	
Disability Insurance	350.00
DNO	2,121.00
Liability Insurance	1,520.00
<b>Internet Service</b>	400.00
<b>Loan Payment: City</b>	64,241.00
<b>Miscellaneous</b>	200.00
<b>Office Supplies</b>	150.00
<b>Payroll Expenses</b>	
Postage and Delivery	200.00
Printing and Reproduction	300.00
Publications	100.00
Rent	6,000.00
Salaries & Wages	54,180.00
Seminar Fees	200.00
<b>Supplies</b>	
Landscaping	2,000.00
Office	350.00



1	3190699000	900	9W
2	3190700000	1,190	9W
3	3190704000	1,115	9W
4	3190721000	1,565	9W
5	3190722000	2,120	9W
6	3190723000	945	9W
7	3190724000	473	9W
8	3190727100	2,775	9W
9	3190743000	1,889	9W
10	3190744000	1,170	9W
11	3190745000	4,250	9W
12	3190746100	5,000	9W
13	3190750000	1,110	9W
14	3190752100	3,293	9W
15	3190754000	368	9W
16	3190755100	420	9W
17	3190757000	5,000	9W
18	3190760100	5,000	9W
19	3190764111	5,000	9W
20	3190766000	682	9W
21	3190767000	1,625	9W
22	3190768000	960	9W
23	3190769000	740	9W
24	3190770100	4,215	9W
25	3190770200	3,310	9W
26	3190790000	1,825	9W
27	3190793000	4,485	9W
28	3200302112	5,000	9W
29	3201523100	800	9W
30	3201524000	230	9W
31	3201525000	1,380	9W
32	3201531100	3,825	9W
33	3201532110	5,000	9W
34	3201534100	734	9W
35	3201535100	1,590	9W
36	3201537100	1,255	9W
37	3201539000	1,735	9W
38	3201540000	52	9W
39	3209948115	3,658	9W
40	3550101000	1,029	9W
41	3550103000	1,385	9W
42	3550139110	1,870	9W
43	3550431116	5,000	9W
44	3550432000	1,745	9W
45	3550448100	1,370	9W
46	3560215100	5,000	9W
47	3560229000	3,760	9W
48	3560230000	885	9W
49	3560231100	3,745	9W
50	3560278000	2,441	9W
51	3560279000	1,568	9W
52	3560281100	3,065	9W

53	3560282000	5,000	9W
54	3560283000	2,333	9W
55	3560284000	5,000	9W
56	3560285000	1,970	9W
57	3560286000	1,770	9W
58	3560287000	3,195	9W
59	3560289111	5,000	9W
60	3560290100	2,474	9W
61	3560296120	3,290	9W
62	3560297000	1,562	9W
63	3560298110	1,645	9W
64	3560301000	677	9W
65	3560302000	5,000	9W
66	3560303100	4,724	9W
67	3560310100	2,345	9W
68	3560311000	890	9W
69	3560312111	4,136	9W
70	3560609100	3,206	9W
71	3560611100	4,750	9W

178,514