

BUSINESS IMPROVEMENT DISTRICT NO. __

28 North Avenue Gateway District

PROPOSED OPERATING PLAN

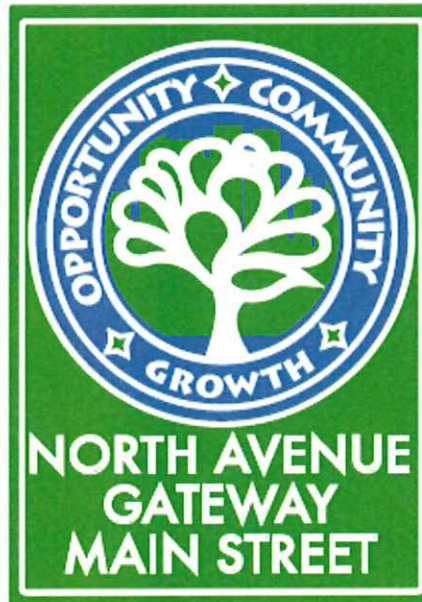


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I. INTRODUCTION

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.)

The City of Milwaukee has received a petition from property owners which requests creation of a Business Improvement District for the purpose of revitalizing and improving the North Avenue Gateway BID 28 business area on Milwaukee's North Side (see Appendix B). The BID law requires that every district have an annual Operating Plan. This document is the initial - Operating Plan for the proposed North Avenue Gateway BID 28 district. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

B. Physical Setting

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

II. DISTRICT BOUNDARIES

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

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of the BID is to:

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

B. Proposed Activities – 2017

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

- Coordinate activities with the Washington Park Partners and other community organizations
- Continued maintenance of new and existing banners and holiday lights for the district

- Work with the Alderman and other community partners to bring new businesses and property owners to the district.
- Meeting on a regular basis with Businesses and residents to coordinate concerns with MPD and Asst District Attorney's office.
- Coordinate events with Boys and Girls Club, Urban league and other Businesses in the district in collaboration with the Main street Initiative
- Street Cleaning
- Accurate Accounting and Audit
- Provide a window breakage fund to assist businesses in replacing broken windows in the district
- Provide grants to new and existing businesses to enhance the properties and attract new business operators
- Event Planning and Marketing

C. Proposed Expenditures – 2017

Proposed Budget

Items	Expenditure
Rent	\$9,600
Office Supplies	\$2,000
Grant Fund	\$8,000
Repayment of 2003 loan to the City of Milwaukee	\$9,152
Street Security and Cleaning	\$ 1,500
Window Breakage Fund	\$ 5,332
Event Planning and Marketing and Travel	\$1,653
Audit and Accounting	\$ 4,000
Management Fee	\$30,000
Total	\$71,237.00

D. Financing Method

It is proposed to raise \$71,237.00 through BID assessments (see Appendix D). The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. Organization of BID Board

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

State law requires that the board be composed of at least five members and that a majority of the board members 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 three members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years except that initially 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 – None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

F. Relationship to the New Covenant Housing Corporation

The BID shall be a separate entity. 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 low value properties, a minimum of \$150 per parcel and a maximum of \$4,500 will be applied.

As of January 1, 2016, the property in the proposed district had a total assessed value of \$14,921,700. This plan proposed to assess the property in the district at a rate of \$6.55 per \$1,000.00 of assessed value, subject to the maximum assessment, for the purposes of the BID. Appendix D 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. State Statute 66.1109(5) (a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix D, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1) (b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

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

A. City Plans

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

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in the North Avenue Gateway BID 28 business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in District Operation

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

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

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

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

B. Petition against Creation of the BID

The City may not create the Business Improvement district if, within 30 days of the City Plan Commission's hearing, a petition is filed with the City containing signatures of:

Owners of property to be assessed under the proposed initial Operating Plan having a valuation equal to more than 40% 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

Owners of property to be assessed under the proposed initial Operating Plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed Operating Plan.

VII. FUTURE YEAR OPERATING PLANS

A. Phased Development

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

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon Year One activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year One conditions. Greater detail about subsequent year's activities will be provided in the

required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

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

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109(3)(b).

APPENDICES

- A. ASSESSMENTS FOR 2016**
- B. MAP OF NORTH AVENUE GATEWAY DISTRICT BOUNDARIES**
- C. 2016 ANNUAL REPORT**

BUSINESS IMPROVEMENT DISTRICT #28

ANNUAL REPORT

2016- 2017

GLASS REPLACEMENT: The BID has set up a fund to provide glass replacement assistance to several local businesses, paying up to 50% up to a maximum of \$750 for replacing glass as a result of vandalism in the district. There have been consistent requests for glass replacement as compared to prior years.

SECURITY: The BID will be establishing a new regular forum with representatives from the DA's office and the 3rd District Community Police Dept. and Washington Park Partners to be kept informed of activity along the BID

NEW BANNERS : The Bid purchased new year-round banners and Holiday banners for the bid. The Bid is looking to purchase new permanent metal banners that will better withstand the weather and look more presentable. We are looking to purchase Holiday wreaths for annual utilization and are currently looking at estimates for purchase this fall.

COMMUNITY EVENTS: The BID in conjunction with radio station 860 and homer Blow held the annual kids event in June 2016. The event was coordinated with a promoter and was a success. We are looking forward to continued community involvement in the future.

We purchased new book bags to give away to the kids in the community. It was a resounding success last year and we are pleased to continue the event again this year. We distribute the bags along the businesses in the Bid for distribution. Because of the success of this event we plan to continue the event annually.

BUSINESS GRANT INITIATIVE: The BID is continuing this initiative in conjunction with the Neighborhood Improvement District. The NID has allocated funds to assist new and existing businesses with façade improvements and other one-time initiatives designed to enhance the stability of the Business. The BID has committed to match any initiative approved by the NID up to 50% of the approved cost up to the allocation set aside by the BID for businesses located along the North Avenue Gateway. This year we are anticipating assisting at least five businesses this year.

NEW BUSINESSES ATTRACTED TO AREA: We worked with a new business owner who has just opened a healthy foods grocery store the Boulevard Commons building on the corner of 42nd and North. We also have a Dominos pizza restaurant opening in September in the same building. The Bid will continue to work with new business owners to assist in getting vacant commercial properties back on the tax rolls.

We are looking to have a local artist paint the brick walls and add a permanent stage for summer performances.

STREET CLEANING ALONG THE BID: The Neighborhood Ambassador Program was initiated by the city of Milwaukee designed to put people to work and give them valuable work experience. The BID, in conjunction with the City and through a contract with River Works worked to ensure that the streets were cleaned and continues to be a valuable asset to the BID operation.

WEBSITE DEVELOPMENT AND MARKETING FOR BUSINESSES ALONG THE BID: The BID has completely redesigned the website and is currently working with a website developer to continue to refine the website specifically designed to market existing and attract new businesses.

STRATEGIC LONG TERM PLANNING FOR THE BID.

The Bid is looking to work with developers, city staff, the alderman and other interested parties to develop a long range plan to develop the vacant City owned commercial properties.

FINANCIAL POSITION OF THE BID: Since the creation of the BID, The North Avenue Gateway Business Improvement District # 28 has utilized bid funds in excess of \$651,000. Business Owners have been the beneficiaries of the funding in helping to support, Signage, grant funds to help with capital improvements for the businesses, Streetscape initiatives including, new lighting, garbage cans, banners and assisting in putting on North Avenue events which were held this year. The BID currently carries a healthy balance in its bank account. The BID has an independent financial and programmatic audit completed each year and has passed without any findings, either financial or programmatic. The BID directors have been and continue to be good stewards of the funds.

BID #28 (North Avenue Gateway) Board Member Sheet

Board Organization: 7, at least 3 members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.

<u>Board Member</u>	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
Johnny Moutry, Jr.	Member	2/26/2015	2/26/2018
Kelly Felder	Member	2/19/2015	2/19/2018
Leondis Fuller	Member	12/20/2013	12/20/2016
Marie Gordon	Member	2/23/2015	2/23/2018
Saleh Salem	Member	6/4/2015	6/4/2018
Serina Aguilar-Chavez	Member	1/17/2014	1/17/2017
Salah Ayesh	Member	9/21/2016	9/21/2019

