



**CITY OF MILWAUKEE
BUSINESS IMPROVEMENT
DISTRICT # 19
Villard Avenue
OPERATING PLAN 2022**

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.)

On 9/23/1997 resolution # [970778](#) , the Common Council of the City of Milwaukee approved the creation of Business Improvement District No. 19 (“BID”) and the initial Operating Plan for the BID. The objective of the initial Operating Plan of the BID is revitalizing and improving the Old North Milwaukee business area. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the BID for 2022 which proposes a continuation of the initial BID Operating Plan. Therefore, it incorporates by reference the initial Operating Plan as adopted by the Common Council of the City of Milwaukee.

B. Physical Setting

The physical setting of the BID District consists of industrial and retail businesses.

II. DISTRICT BOUNDARIES

Boundaries of the BID district are shown on the map in Appendix B of this plan. Boundaries of the BID 19 are W. Villard Avenue from Teutonia Avenue on the East to Sherman Boulevard on the West. Hampton Avenue on the South to Silver Spring Drive on the North. A listing of the properties included in the District is provided in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

- To improve the overall appearance and image of the District
- To enhance safety and security of the District.
- To attract new businesses and increase private investment in the District.
- To create an environment that will attract new customers and increase shopping in the area.

B. Planned Activities

- Improving overall appearance and image of the streets:
- Providing maintenance and management of the streetscape improvements
- Encouraging design-sensitive renovations of the buildings within the District.
- Promote and encourage the use of the Villard BID business assistance grants
- Working with the business and property owners to eliminate nuisance issues at their properties
- Working with City departments, including MPD, to explore options to improve public safety.
- To attract new businesses and increase private investments in the District by:
- Promoting private and public funding of District activities.
- Generating business recruitment leads and facilitating development within the BID in order to gain new business.
- Utilize existing social media to promote Villard Avenue and drive local traffic to Villard Avenue.
- To create an environment that will attract new consumers and increase patronage on the BID by:
 1. Maintaining communication with the property and business owners and operators in the BID regarding the design and implementation of BID activities.
 2. Implementing the latest promotion and marketing plan.
 3. Providing information regarding business, site selection, and rehabilitation resources in order to strengthen existing and new businesses and improve the overall appearance of the business.

C. Proposed Expenditures

The Board has established priorities for expenditures based on objectives of the BID.

Villard #19	Budget 2022
<u>Income</u>	
Assessments for 2022	\$ 185,310.56
Balance from 2021 (projected)	\$ 60,000.00
Unrestricted cash equity	\$ 47,706.00
<u>Total Cash Assets:</u>	\$ 291,706.00
<u>Expenses</u>	
Administrative (accounting, reporting, compliance, supervision, staffing)	\$ 80,000.00
Business Assistance Grants	\$ 45,000.00
Insurance: D&O, Property Liability	\$ 3,000.00
Street Enhancements and Beautification	\$ 50,000.00
Postage	\$ 2,000.00
Printing	\$ 6,000.00
Website Development and maintenance	\$ 15,000.00
Events and Programming to include: business workshops, development grand openings, promotional events	\$ 15,000.00
Total Expenses	\$ 216,000.00

D. Finance Method

It is proposed to raise \$185,310 through BID assessments (see Appendix B). 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. The total property value for BID #19 is \$56,335,625

E. Organization of BID Board

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 seven 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 – 9

2. Composition – The majority 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. Board Terms. Each board member will be appointed to a term of two (2) years, with no more than half of the board seats expiring in one year. Board members' can renew term at the beginning of the year, not to serve more than three (3) terms or submit their resignations

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 once per quarter. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

F. Relationship to the Havenwoods Economic Development Corporation.

The BID shall be a separate entity from HEDC notwithstanding the fact that members, officers and directors of each may be shared. HEDC 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 HEDC may, and it is intended, contract with the BID to provide services to the BID in accordance with this plan.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

1. BID-eligible properties are assessed in the following manner:

Each tax parcel is assessed at a rate of \$4/\$1000 of assessed value. No minimum to unimproved parcels. 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. 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.

- State Statute 66.1109(1) (f) : 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.
- 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 C, as revised each year.
- 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 Havenwoods 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 Commissioners 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 assessment.
6. Encourage of the State of Wisconsin, Milwaukee County, and other units of government to support the activities of the district.

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

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

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, information on specific assessed values, budget amounts and assessment amounts are based solely on current 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. STATUTE
- B. DISTRICT BOUNDARIES MAP
- C. 2022 PROJECTED ASSESSMENTS
- D. BOARD OF DIRECTORS ROSTER

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 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.

(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.

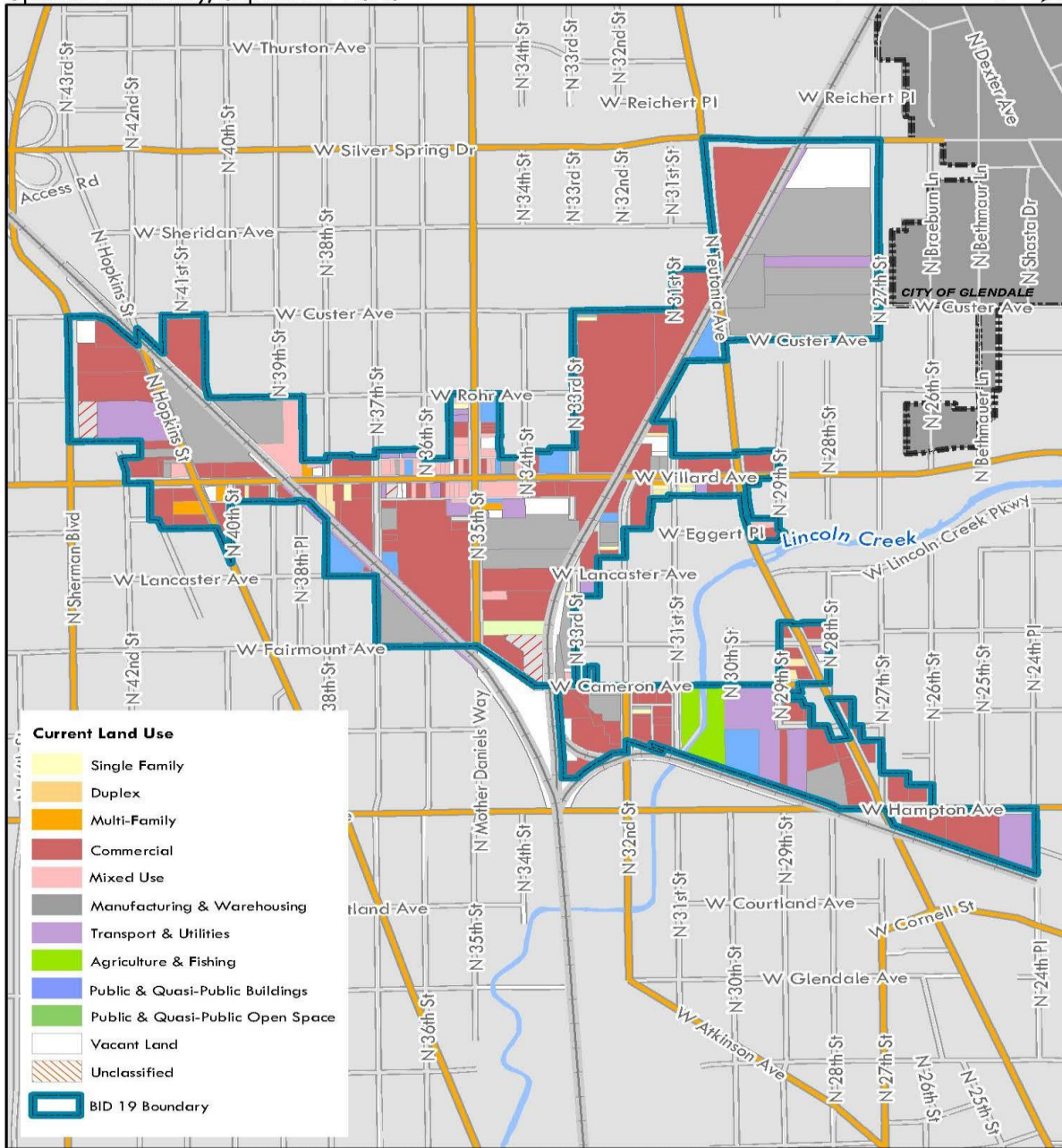
(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

(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.

VILLARD AVENUE BID #19
 Updated Boundary, September 2020

Prepared by the Department of City Development Planning Division, 9/25/2020
 Source: DCD Planning Division, Information and Technology Management Division



Document Path: S:\GIS and Data Projects\2020\20-08-28_BID19Expansion_Revision\Map - BID 19 - Villard Avenue_Adopted_September2020.mxd

Appendix C: Projected 2022 Assessments

Taxkey	Address	BID Assessble Value	BID 19 Assessment
1920311000	3602 W VILLARD AV	\$ 17,600.00	\$ 70.40
1920314000	3618-3620 W VILLARD AV	\$ 72,800.00	\$ 291.20
1920315000	3622-3624 W VILLARD AV	\$ 30,348.00	\$ 121.39
1920316100	3628 W VILLARD AV	\$ 59,356.00	\$ 237.42
1920318100	5224 N 37TH ST	\$ 19,900.00	\$ 79.60
1920331000	5279 N 35TH ST	\$ 13,776.00	\$ 55.10
1920333000	5265 N 35TH ST	\$ 12,600.00	\$ 50.40
1920334000	5261 N 35TH ST	\$ 13,500.00	\$ 54.00
1920335000	5249 N 35TH ST	\$ 694,900.00	\$ 2,779.60
1920336000	5235-5239 N 35TH ST	\$ 67,608.00	\$ 270.43
1920337100	5229-5231 N 35TH ST	\$ 18,705.00	\$ 74.82
1920339000	3500-3502 W VILLARD AV	\$ 97,200.00	\$ 388.80
1920340000	3504-3506 W VILLARD AV	\$ 40,404.00	\$ 161.62
1920341000	3510 W VILLARD AV	\$ 65,600.00	\$ 262.40
1920342000	3514 W VILLARD AV	\$ 4,500.00	\$ 18.00
1920343000	3518 W VILLARD AV	\$ 32,750.00	\$ 131.00
1920344000	3520-3524 W VILLARD AV	\$ 44,775.00	\$ 179.10
1920345000	3526-3528 W VILLARD AV	\$ 26,800.00	\$ 107.20
1920346000	5204 N 36TH ST	\$ 116,300.00	\$ 465.20
1920372000	3400 W VILLARD AV	\$ 74,962.00	\$ 299.85
1920373100	3406 W VILLARD AV	\$ 53,300.00	\$ 213.20
1920376000	3422-3424 W VILLARD AV	\$ 28,100.00	\$ 112.40
1920377000	3426-3428 W VILLARD AV	\$ 43,350.00	\$ 173.40
1920378000	3430-3432 W VILLARD AV	\$ 85,900.00	\$ 343.60
1920379000	5220 N 35TH ST	\$ 65,232.00	\$ 260.93
1920383000	5240 N 35TH ST	\$ 23,672.00	\$ 94.69
1920384000	5244 N 35TH ST	\$ 103,700.00	\$ 414.80
1920385000	5246-5248 N 35TH ST	\$ 62,400.00	\$ 249.60
1920386000	5252-5256 N 35TH ST	\$ 133,400.00	\$ 533.60
1920390111	5264-5278 N 35TH ST	\$ 632,800.00	\$ 2,531.20
1920411110	3328 W VILLARD AV	\$ 108,000.00	\$ 432.00
1920748110	3720 W VILLARD AV	\$ 932,500.00	\$ 3,730.00
1920774000	3802 W VILLARD AV	\$ 5,900.00	\$ 23.60
1920829000	3501 W VILLARD AV	\$ 199,760.00	\$ 799.04
1920830000	3511 W VILLARD AV	\$ 40,824.00	\$ 163.30
1920831000	3513-3515 W VILLARD AV	\$ 47,450.00	\$ 189.80
1920832000	3519-3521 W VILLARD AV	\$ 32,760.00	\$ 131.04
1920833000	3523 W VILLARD AV	\$ 60,100.00	\$ 240.40
1920834000	3527 W VILLARD AV, Unit +	\$ 11,800.00	\$ 47.20
1920835000	3535 W VILLARD AV	\$ 57,344.00	\$ 229.38
1920836100	3541 W VILLARD AV	\$ 120,800.00	\$ 483.20
1920838000	3607 W VILLARD AV	\$ 19,359.00	\$ 77.44
1920848100	3323 W VILLARD AV	\$ 494,900.00	\$ 1,979.60
1920852000	3311 W VILLARD AV	\$ 143,000.00	\$ 572.00
1920853000	3217 W VILLARD AV	\$ 401,200.00	\$ 1,604.80

1920901100	3820 W VILLARD AV	\$ 133,835.00	\$ 535.34
1920902110	3901 W ROHR AV	\$ 224,600.00	\$ 898.40
1920903000	3904-3922 W VILLARD AV	\$ 39,000.00	\$ 156.00
1920904000	4010 W VILLARD AV	\$ 59,700.00	\$ 238.80
1920905000	5206 N HOPKINS ST	\$ 100,000.00	\$ 400.00
1920911111	4033 W CUSTER AV	\$ 298,700.00	\$ 1,194.80
1929981111	5228-5260 N HOPKINS ST	\$ 727,700.00	\$ 2,910.80
1929982000	4108 W VILLARD AV	\$ 90,477.00	\$ 361.91
1929983000	5219 N HOPKINS ST	\$ 61,300.00	\$ 245.20
1929984000	4120 W VILLARD AV	\$ 44,300.00	\$ 177.20
1929986100	4134 W VILLARD AV	\$ 737,100.00	\$ 2,948.40
1929987000	5231 N HOPKINS ST	\$ 116,500.00	\$ 466.00
1929988000	5235 N HOPKINS ST	\$ 81,000.00	\$ 324.00
1929990110	5250-5268 N SHERMAN BL	\$ 202,800.00	\$ 811.20
1929991100	5255 N HOPKINS ST	\$ 209,500.00	\$ 838.00
1929993100	5301 N HOPKINS ST	\$ 1,504,500.00	\$ 6,018.00
1929994100	5361 N HOPKINS ST	\$ 39,500.00	\$ 158.00
1929996110	5350 N SHERMAN BL	\$ 1,081,600.00	\$ 4,326.40
1929996120	4225 W CUSTER AV	\$ 21,600.00	\$ 86.40
1930424000	5194 N TEUTONIA AV	\$ 90,900.00	\$ 363.60
1930501111	5300 N 33RD ST	\$ 2,447,800.00	\$ 9,791.20
1930508120	3223 W CUSTER AV	\$ 8,400.00	\$ 33.60
1930521000	2904-2908 W VILLARD AV	\$ 1,160,600.00	\$ 4,642.40
1930531000	2727 W SILVER SPRING DR	\$ 327,400.00	\$ 1,309.60
1930532000	5525 N 27TH ST	\$ 4,164,500.00	\$ 16,658.00
1930705100	3030 W VILLARD AV	\$ 1,766,600.00	\$ 7,066.40
1930903000	5253 N 31ST ST	\$ 81,800.00	\$ 327.20
1930910100	3100-3104 W VILLARD AV	\$ 42,400.00	\$ 169.60
1930912000	3110 W VILLARD AV	\$ 63,400.00	\$ 253.60
1930913110	3120 W VILLARD AV	\$ 143,700.00	\$ 574.80
1931113110	3101 W CUSTER AV	\$ 1,171,700.00	\$ 4,686.80
1939959100	5445 N 27TH ST	\$ 522,400.00	\$ 2,089.60
1939960000	5425-5435 N 27TH ST	\$ 1,429,800.00	\$ 5,719.20
1939961100	2800 W CUSTER AV	\$ 2,171,900.00	\$ 8,687.60
1939964121	5400-5406 N TEUTONIA AV	\$ 671,500.00	\$ 2,686.00
1939968100	2935 W SILVER SPRING DR	\$ 1,863,600.00	\$ 7,454.40
2069985000	2610 W HAMPTON AV	\$ 39,300.00	\$ 157.20
2069987000	4806 N TEUTONIA AV	\$ 498,900.00	\$ 1,995.60
2070004110	5160 N 35TH ST	\$ 3,500.00	\$ 14.00
2070004210	5160-R N 35TH ST	\$ 6,600.00	\$ 26.40
2070007111	5150 N 35TH ST	\$ 927,100.00	\$ 3,708.40
2070011000	5110-5152 N 35TH ST	\$ 700,400.00	\$ 2,801.60
2070012000	5070 N 35TH ST	\$ 350,000.00	\$ 1,400.00
2070013000	5048-5050 N 35TH ST	\$ 54,855.00	\$ 219.42
2070014000	5024-5040 N 35TH ST	\$ 69,000.00	\$ 276.00
2070015000	5008 N 35TH ST	\$ 46,400.00	\$ 185.60
2070016100	5000 N 35TH ST	\$ 140,000.00	\$ 560.00

2070019000	3328 W CAMERON AV	\$ 191,000.00	\$ 764.00
2070020000	5150 N 32ND ST	\$ 124,400.00	\$ 497.60
2070166000	5151-5153 N 32ND ST	\$ 32,600.00	\$ 130.40
2070167100	5135-5147 N 32ND ST	\$ 181,500.00	\$ 726.00
2070170000	5125 N 32ND ST	\$ 33,350.00	\$ 133.40
2070172000	5117 N 32ND ST	\$ 157,300.00	\$ 629.20
2070175000	3232 W LANCASTER AV	\$ 343,100.00	\$ 1,372.40
2070176110	5015 N 33RD ST	\$ 228,900.00	\$ 915.60
2070204000	5046-5064 N 33RD ST	\$ 26,300.00	\$ 105.20
2070274000	3226-3228 W CAMERON AV	\$ 21,762.00	\$ 87.05
2070281120	3308 W CAMERON AV	\$ 26,400.00	\$ 105.60
2070282000	3235 W CAMERON AV	\$ 64,400.00	\$ 257.60
2070287100	3101 W CAMERON AV	\$ 114,000.00	\$ 456.00
2070290100	3125 W CAMERON AV	\$ 52,700.00	\$ 210.80
2070291000	4940 N 32ND ST	\$ 42,900.00	\$ 171.60
2070294000	4920 N 32ND ST	\$ 49,300.00	\$ 197.20
2070295000	4900-4918 N 32ND ST	\$ 106,200.00	\$ 424.80
2070296000	4875 N 31ST ST	\$ 121,200.00	\$ 484.80
2070297100	4901-4905 N 31ST ST	\$ 72,300.00	\$ 289.20
2070641100	2812 W FAIRMOUNT AV	\$ 158,800.00	\$ 635.20
2070654000	5003 N TEUTONIA AV	\$ 77,200.00	\$ 308.80
2070677000	4979 N TEUTONIA AV	\$ 96,500.00	\$ 386.00
2070681100	4957 N TEUTONIA AV	\$ 80,000.00	\$ 320.00
2070688000	2830 W STARK ST	\$ 188,800.00	\$ 755.20
2070690000	4934 N 29TH ST	\$ 58,500.00	\$ 234.00
2070693100	4980 N TEUTONIA AV	\$ 5,700.00	\$ 22.80
2070734112	4870 N TEUTONIA AV	\$ 298,300.00	\$ 1,193.20
2070741000	2837 W STARK ST	\$ 368,800.00	\$ 1,475.20
2070742000	2845 W STARK ST	\$ 62,100.00	\$ 248.40
2070743210	4811 N TEUTONIA AV	\$ 652,900.00	\$ 2,611.60
2070744100	2724 W HAMPTON AV	\$ 699,300.00	\$ 2,797.20
2070745100	2817 W STARK ST	\$ 71,500.00	\$ 286.00
2070811000	3239 W CAMERON AV	\$ 190,900.00	\$ 763.60
2070832000	4861 N TEUTONIA AV	\$ 35,500.00	\$ 142.00
2070833000	4837-4847 N TEUTONIA AV	\$ 387,800.00	\$ 1,551.20
2070841000	5148 N TEUTONIA AV	\$ 169,900.00	\$ 679.60
2070842000	5140 N TEUTONIA AV	\$ 98,100.00	\$ 392.40
2070851000	4959 N 33RD ST	\$ 7,700.00	\$ 30.80
2070852000	3300 W CAMERON AV	\$ 35,100.00	\$ 140.40
2070861000	3225 W CAMERON AV	\$ 60,900.00	\$ 243.60
2070862000	4925 N 32ND ST	\$ 278,100.00	\$ 1,112.40
2070871000	4911-4919 N 31ST ST	\$ 196,500.00	\$ 786.00
2070881000	4910 N TEUTONIA AV	\$ 267,600.00	\$ 1,070.40
2070991000	5168 N 34TH ST	\$ 59,225.00	\$ 236.90
2070992000	5165 N 34TH ST	\$ 37,300.00	\$ 149.20
2079892111	4875 N 32ND ST	\$ 382,000.00	\$ 1,528.00
2079893110	4905 N 32ND ST	\$ 129,900.00	\$ 519.60

2079997000	5193 N TEUTONIA AV	\$ 973,900.00	\$ 3,895.60
2079998000	3025-3031 W VILLARD AV	\$ 128,200.00	\$ 512.80
2080001000	5173-5175 N 35TH ST	\$ 34,500.00	\$ 138.00
2080002100	5161-5171 N 35TH ST	\$ 20,400.00	\$ 81.60
2080006000	5151 N 35TH ST	\$ 138,600.00	\$ 554.40
2080007100	5023 N 35TH ST	\$ 1,514,400.00	\$ 6,057.60
2080010000	5138 N 37TH ST	\$ 50,900.00	\$ 203.60
2080012000	5158-5166 N 37TH ST	\$ 21,800.00	\$ 87.20
2080013000	5174 N 37TH ST	\$ 46,300.00	\$ 185.20
2080018100	3727 W VILLARD AV	\$ 168,400.00	\$ 673.60
2080021000	3809-3815 W VILLARD AV	\$ 63,200.00	\$ 252.80
2080101000	4105 W VILLARD AV	\$ 537,100.00	\$ 2,148.40
2080103000	5161 N HOPKINS ST	\$ 367,100.00	\$ 1,468.40
2080802111	5008-5024 N 37TH ST	\$ 499,300.00	\$ 1,997.20
2080863000	3841 W VILLARD AV	\$ 46,100.00	\$ 184.40
2081301100	3903 W VILLARD AV	\$ 88,800.00	\$ 355.20
2081304100	3927 W VILLARD AV	\$ 118,100.00	\$ 472.40
2081412100	3712-3734 W LANCASTER AV	\$ 101,500.00	\$ 406.00
2081413000	5101 N 37TH ST	\$ 14,900.00	\$ 59.60
2081441000	3709 W VILLARD AV	\$ 521,400.00	\$ 2,085.60
2081442000	5169 N 37TH ST	\$ 178,600.00	\$ 714.40
2319995110	2601 W HAMPTON AV	\$ 42,300.00	\$ 169.20
2319996100	2525 W HAMPTON AV	\$ 927,000.00	\$ 3,708.00
2319999100	2475 W HAMPTON AV	\$ 410,200.00	\$ 1,640.80

\$ 185,310.56

VILLARD AVENUE BID #19 ROSTER 2022

<u>BOARD MEMBER</u>	<u>TITLE</u>	<u>START DATE</u>	<u>END DATE</u>	<u>BUSINESS</u>
Andre Carter	Board Director	5/16/2017	05/16/2020	Owner of Carter's Christian Academy and buildings.
Brian Rott	Board Director	5/14/2018	5/14/2021	Owner of Quasimondo Physical Theater building & business
Michael Malatesta	Board Director	06/22/2017	06/22/2020	Owner of several BID parcels
Jeanette Wright-Claus	Board Director	5/14/2018	5/14/2021	Resident/ Homeowner/Art proprietor
Jeff Hanewall	Board Director	6/8/2018	6/20/2021	Building Owner



Villard Avenue BID

Annual Report

Sept. 2020- Sept. 2021





Annual Report 2021

Core Strategy 1: Design



Enhance the physical and visual assets of Villard Avenue

Key Partners: BID #19, Havenwoods EDC, GLCCC, MCTS

DISTRICT DESIGN/STREET BEAUTIFICATION ACTIVITIES

STREET CLEANING/MAINTENANCE

For the 2nd consecutive year, we hired a street team to maintain the BID streets from Teutonia to Sherman Blvd, and also on 35th, 37th, and Hopkins Street, in addition to the BID expansion area Teutonia from Silver Spring Drive to Hampton Avenue which is approximately 30 blocks including side streets.

Other contractor responsibilities are: 1) Portering (cleaning), 2) maintaining 60 tree wells including mulching, edging, and trimming 3) installation and removal of 12 hanging basket planters 4) watering 5) installation and removal of holiday wreaths.

VISUAL VIBES ON VILLARD PUBLIC ART INITIATIVE

To continue with expanding our public art footprint in our BID, we teamed up with Wallpapered City to install six large building murals on Villard Avenue and 35th Street in partnership with building owners, with themes that stood out from our community visioning meetings. This became the City of Milwaukee's largest public art installment on the far Northwest side. In addition to the murals, we expanded our bus shelter art project to four additional bus stops for a total of eight public art bus shelters in the district.

FACADE GRANTS

Due to economic hardships, Facade grants were less than what we issued last year, but we were still able to award three facade grants. One to JJ's Fish and Chicken for new signs, and two security camera grants to Uptown Bar and Grill, and Miracles Training Center.





Annual Report 2021

Core Strategy 2:

Economic Vitality

To attract new capital, financial incentives, catalyze development, and create a supportive environment for innovators that drive local economies.

Partners: Dept. City Development, BIZ Starts, WWBIC, NWSCDC, MEDC , SBA, Biz Starts, and financial institutions.

BUSINESS RECRUITMENT & RETENTION ACTIVITIES

BUSINESS RECRUITMENT

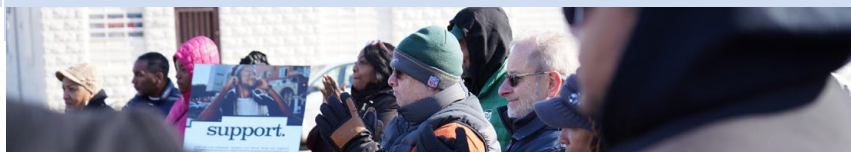
Since our last report, some new businesses have opened including the Villard Commons which was under construction over the last year. BODIES Event Management & rentals expanded to a second location within the BID. The Jamaican Fiyahside Restaurant expanded from being a tenant to being a building owner and also stayed in the BID.

NEW BUSINESSES SET TO OPEN THIS YEAR: Voluptuous Appearance Boutique LLC, Uptown Bar & Grill, Marineland Pets, Natural Apple Yoni Steam.

PENDING CATALYTIC PROJECTS: We anticipate a development RFP to be distributed for the former Villard Library, the historic Villard theater, and the Hopkins Plaza. These RFP's will be closely aligned with the results from the Charrette.

BUSINESS ASSISTANCE

Due to the pandemic, we had to pivot away from our business education workshops that we had in partnership with BIZ STARTS. As an alternative, we created Villard Avenue Connections. It is a virtual speaker series offering a series of virtual workshops to help local businesses owner and entrepreneurs gain tools, resources, and knowledge to better launch, grow and scale-up their businesses. This year's topics included: How to get BID & CITY grants, Financial Wellness, and How Proper insurance protects business owners.





Annual Report 2021

Core Strategy 3: Promotion

To position the Villard Avenue BID as the center of the community's economic activity, while creating a positive image that showcases the community assets.

Key Partners: HEDC, DCD, Historic Milwaukee Inc, NWSCDC, Jane's Walk, MPL, UWM, MCTS

DISTRICT PROMOTIONAL ACTIVITIES

2021 DISTRICT PROMOTION PROJECTS/EVENTS COMPLETED

This year, we engaged in several projects, and events to showcase and promote the BID's assets. Our most notable promotional project that we hosted was our inaugural summer concert series "**Summer Vibes on Villard.**" The summer concert series was designed to be held outdoors, but we forged a partnership with a local entertainment lounge in our district to have an inclement weather location. It was a true fusion of live music and the coming together of our community to promote a safe summer and take a stand against reckless driving while showcasing local bands and supporting local entrepreneurs. We are proud to share that the event received a Common Council resolution honoring the event's success.

BID CORE EVENTS

- Annual Jane's Walk "Take 5 Tour" 2021
- Annual BIG Clean MKE- Earth Day Storefront Clean-Up
- Doors Open MKE- 2021 Featured App Tour

SOCIAL MEDIA PROMOTION

We increased our social media presence by adding a YouTube channel in addition to our Facebook, Instagram, LinkedIn, and twitter accounts.

CO-SPONSORED EVENTS

- NWSCDC Annual Promise Zone Bike Ride
- NWSCDC Pop-Up Farmers Market
- MPL Villard Square Scavenger Hunt
- Teens Grow Greens Business Pitch Mentor
- Healthy Streets Summit Presenter
- UWM SARUP class guest speaker
- UWM Diverse Ideas
- MCTS Finding Beauty at the bus stop panelist

2021 SOCIAL MEDIA ANALYTICS

- Facebook increased from 275 to 390 likes plus 423 followers
- Twitter increased from 35-59 followers
- Instagram increased from 127-190 followers
- We promoted many of our businesses and business directory
- We also cross promoted events of our partners

PRESS MENTIONS:

<https://www.wpr.org/milwaukee-native-looks-modernize-citys-affordable-housing-options> <https://milwaukeeenns.org/2020/10/21/were-on-our-way-up-the-rebirth-of-villard-avenue-continues>
<https://urbanmilwaukee.com/2021/09/14/whats-it-worth-1896-bicycle-factory-has-quite-a-history/>



Annual Report 2021



Core Strategy 4: Public Safety

Increase public safety on Villard by partnering with Milwaukee law enforcement and Dept. of Public Works to address concerns about personal safety and traffic safety.

Key Partners: MPD, Safe & Sound, DNS, 414 Life, DPW, BID Businesses, WI Bike Fed.

PUBLIC SAFETY ACTIVITIES

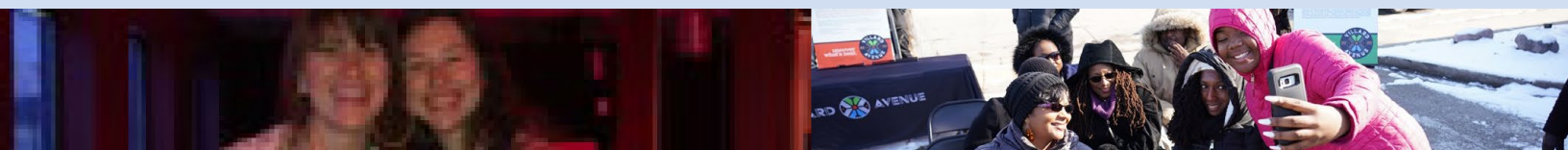
Public Safety 2021

Public safety is still a very concerning issue in the Villard Avenue Neighborhood, but we have spent a significant portion of the year researching, and designing the "**Villard Avenue VISION ZERO Public Safety Initiative.**" We believe that this program will be catalytic for our community, and has the potential to be catalytic for our city. The program is modeled after the international evidence-based Vision Zero traffic safety model that has proven to be effective.

However, Villard's VISION ZERO uses the 4 pillar (Equity, Engineering, Educational Outreach, and Enforcement) model to approach and address public safety as a whole in an equitable way in the district. We rolled the program out in beta mode in spring 2021, and officially rolled out the program in August 2021 when our first DPW-led engineering project was near completion.

Other 2021 Safety Activity/Programs:

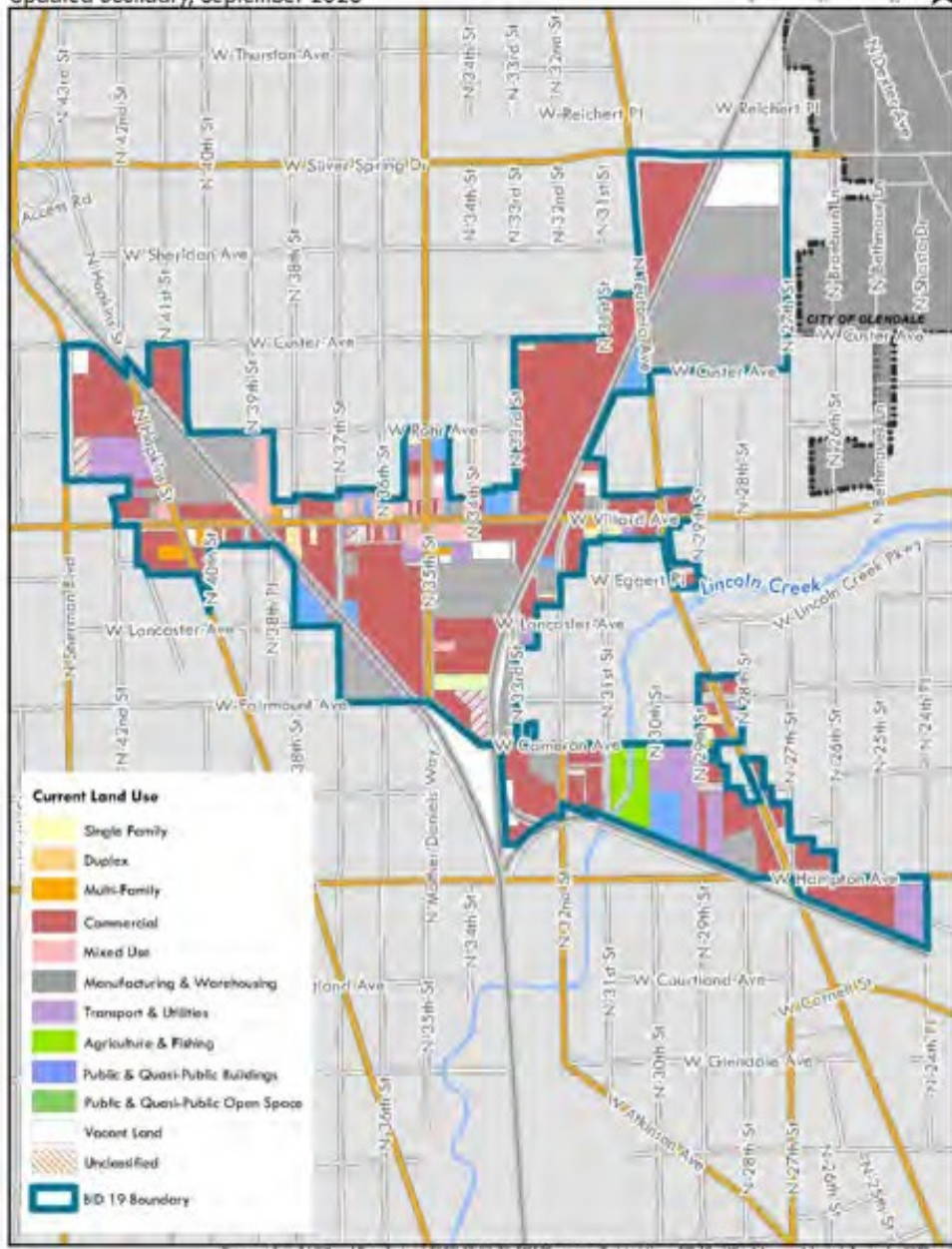
- MPD Operation Green Light Camera Pilot Program installed on 4 intersections on Villard
- Speed studies: Two speed meters were placed on Villard at two separate times to gather speed data to inform our enforcement, engineering, and educational outreach activities
- Public Safety Meetings- 2 virtual safety meetings were held in the district during 2021. There will be one more in October 2021
- Security Grants- We awarded 2 security camera grants in 2021, one for Miracles Training Center, and one for Uptown Bar and Grill.
- Created a resident-led PSA for our campaign against reckless driving
- Hosted a teen poster art contest to campaign against reckless driving





VILLARD AVENUE BID #19
Updated Boundary, September 2020

Prepared for the Department of City Development Planning, October 9, 2020
Source: GIS Planning, Planning Information and Technology Management Division



Villard Avenue Business Improvement District (BID 19) 2021



Business Improvement District #19
Villard Avenue #UncoverWhatsNext