

BUSINESS IMPROVEMENT DISTRICT #32

NORTH AVENUE MARKETPLACE
BUSINESS IMPROVEMENT DISTRICT

PROPOSED 2008 OPERATING PLAN

SEPTEMBER 2007

INTRODUCTION

BACKGROUND

The North Avenue Marketplace-----Business Improvement District # 32 became a formal business improvement district in 2004 as a result of a petition from property owners within the Target Area for the purposes of revitalizing and improving the Fond du Lac / North Avenue Marketplace area. The Target Area is located on North Avenue , between 27th Street Hwy I-43 , and Fond du Lac Avenue , between 17th and 30th Streets. The BID # 32 proponents prepared the Original Plan with technical assistance from the City of Milwaukee Department of City Development.

STRATEGIC GOALS

- * Improve the image of the Target Area
- * Improve the 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 North Avenue Marketplace District
- * Protect and preserve the historical significance and integrity of structures in the target area

KEY STRATEGIC FOCUS AREAS

- * Façade Improvement
- * Commercial Corridor Clean-up
- * Streetscaping and Lighting Project
- * Support Business Development
- * Safety / Security Initiatives

FOCUS AREAS FOR 2008

- * Planning and materials preparation for monthly BID meetings and designated committee aspects
- * Conduct follow-up on various basic administrative functions needed to operate effectively as an organization to plan and implement the key projects for the Target Area
- * Conduct board and organizational activities as outlined in attached Annual Plan documents to strengthen the BID to better serve businesses and promote the Target Area
- * Resolve existing and future issues concerning public improvements and safety related aspects taken on by the BID # 32 to the most advantageous solution to all parties involved

* Develop relationship with various governmental and community based organizations that serve the target area

* Plan and implement project related and grant incentive programs that support area businesses and promote a positive business climate for the area , based on Survey conducted in 2007 and based on Marketing Plan framework attached to this Plan

2008 ANNUAL PLAN FOR OPERATIONS AND PROJECTS

North Avenue Marketplace Business Improvement District (BID #32)

Strategy Framework and Possible Action Items

	Organizational Development	Community Economic Development	Project and Program Management	Public/Private Partnerships
Month 1	Original purpose for forming BID #32 BID's relationship to City government structure: <ul style="list-style-type: none"> ◆ Operating requirements ◆ Funding requirements Accountability requirements	What are other BIDs doing in the City of Milwaukee, Milwaukee County, State of Wisconsin and Nationally? <ul style="list-style-type: none"> ◆ Summary analysis 		
Month 2	Types of boards – pros/cons Dealing with the “membership issue”	What are other BIDs doing in the City of Milwaukee, Milwaukee County, State of Wisconsin and Nationally? Summary analysis		
Month 3	Board Member and Board Officer responsibilities and roles Dealing with the “membership issue”	Relationship of BID #32 to other organizations and/or project entities serving the target area <ul style="list-style-type: none"> ◆ List only the primary mission focus 		
Month	Board Member and Board	Relationship of		

4	Officer responsibilities and roles Board meeting format and reporting structure Board nomination and election processes for elected officers	BID #32 to other organizations and/or project entities serving the target area ◆ List only the primary mission focus		
Month 5	“Modified” strategic planning process ◆ Stakeholder assessment: one-on-one, focus groups, surveys	What will be BID #32’s scope and focus areas?	BID #32’s role in on-going, planned projects in the target area	
Month 6	“Modified” strategic planning process ◆ Stakeholder assessment: one-on-one, focus groups, surveys ◆ SWOT analysis ◆ Vision, mission & strategic goals development	What will be BID #32’s scope and focus areas?	BID #32’s role in on-going, planned projects in the target area	
Month 7	“Modified” strategic planning process ◆ Vision, mission & strategic goals development ◆ Key strategies ◆ Annual objectives for designated period	What will be BID #32’s scope and focus areas?	BID #32’s role in on-going, planned projects in the target area	Advocacy and political strategies for target area
Month 8	“Modified” strategic planning process ◆ Annual objectives for designated period ◆ Outcome measurement and key indicators for monitoring implementation	What will be BID #32’s scope and focus areas?	BID #32’s role in on-going, planned projects in the target area	Advocacy and political strategies for target area
Month 9	Board Policy & Procedures ◆ Conflict of interest ◆ Finance & fund	Marketing and promotion strategies	BID #32’s potential/planned programs and services to	Stakeholder relationships- government, community,

	development ♦ Decision making procedures ♦ Other policies- some procedures Board Committee structure Fund development strategy		members- planning and development	corporations, etc.
Month 10	Board Policy & Procedures ♦ Conflict of interest ♦ Finance & fund development ♦ Decision making procedures ♦ Other policies- some procedures Board Committee structure Fund development strategy	Marketing and promotion strategies	BID #32's potential/planned programs and services to members- planning and development	Stakeholder relationships- government, community, corporations, etc.
Month 11	Volunteer management aspects Fund development strategy	Begin implementation of Action Plan	Begin implementation of Action Plan	Relationship to other BIDs and EDOs/CDCs
Month 12	Volunteer management aspects Fund development strategy	Begin implementation of Action Plan	Begin implementation of Action Plan	Relationship to other BIDs and EDOs/CDCs

MARKETING PLAN FRAMEWORK FOR 2008

BID 32 MARKETING PLAN

Short-Term Plan

Crime Reduction

- Quarterly meetings with Community Liaison Officer of Seventh District
- Anti-Graffiti and Litter Removal Initiative
- Monthly communication with DPW regarding street and sidewalk sweeping
- 1st Time Homebuyers Workshops

Long-Term Plan

Building Relationships with Residents

- Immunization and Dental Day for Kids
- Healthy Cooking and Healthy Eating classes at the Farmer's Market
- Poster and Essay Contest for the Kids
- Art Fair
- Continue to partner with Walnut Way in teaching families how to garden

Business Capacity Ideas

- Wine Talk and Tasting
- Customer Appreciation Day
- Sidewalk Sales
- Walking Tours

Ongoing BID Marketing Plan

- Promote BID quarterly via radio and print media
- Develop a Website
- Develop a community newsletter - BID32 Review
- Façade upgrade of businesses along the corridor
- Security improvements and lighting enhancement incentives

PROJECTS AND GRANTS ALLOCATIONS FOR 2008

* Project Related Activities----Board Designated	30,000
* Grant Allocation for Security / Façade Improvement for Businesses	30,000
PROJECTS AND GRANTS----Total Expenditures-----	60,000

BID #	Taxkey	Property Address	Ttotal Assessment	BID Assessment Calculation	Actual 2008 BID 32 Assessment
32	3230911111	928 W NORTH	\$47,500	\$28.50	\$300.00
32	3230913000	938 W NORTH	\$49,500	\$29.70	\$300.00
32	3231276111	2320 N 11TH	\$538,900	\$323.34	\$323.34
32	3231279000	1000 W NORTH	\$26,300	\$15.78	\$300.00
32	3231285000	1026 W NORTH	\$20,400	\$12.24	\$300.00
32	3231288000	1028 W NORTH	\$19,000	\$11.40	\$300.00
32	3231322100	1100 W NORTH	\$146,000	\$87.60	\$300.00
32	3231323000	1104 W NORTH	\$3,000	\$1.80	\$300.00
32	3231324000	1108 W NORTH	\$3,900	\$2.34	\$300.00
32	3231325000	1112 W NORTH	\$75,000	\$45.00	\$300.00
32	3231326000	1118 W NORTH	\$29,700	\$17.82	\$300.00
32	3231331000	2300 N 12TH	\$37,300	\$22.38	\$300.00
32	3231364000	1200 W NORTH	\$46,000	\$27.60	\$300.00
32	3231368000	1218 W NORTH	\$34,600	\$20.76	\$300.00
32	3231419100	800 W NORTH	\$4,800	\$2.88	\$300.00
32	3231421000	830 W NORTH	\$1,900	\$1.14	\$300.00
32	3240156100	1400 W NORTH	\$62,300	\$37.38	\$300.00
32	3240162100	1426 W NORTH	\$2,800	\$1.68	\$300.00
32	3240628110	1730 W NORTH	\$400,000	\$240.00	\$300.00
32	3240667100	1622 W NORTH	\$216,000	\$129.60	\$300.00
32	3240669000	1632 W NORTH	\$39,600	\$23.76	\$300.00
32	3241417100	2300 N TEUTONIA	\$15,500	\$9.30	\$300.00
32	3241523100	1900 W NORTH	\$195,000	\$117.00	\$300.00
32	3241555100	1810 W NORTH	\$65,200	\$39.12	\$300.00
32	3241558000	1824 W NORTH	\$21,400	\$12.84	\$300.00
32	3241559000	1832 W NORTH	\$3,900	\$2.34	\$300.00
32	3242301100	1500 W NORTH	\$150,000	\$90.00	\$300.00
32	3242303000	1524 W NORTH	\$39,600	\$23.76	\$300.00
32	3242304000	1528 W NORTH	\$8,200	\$4.92	\$300.00
32	3250001000	2249 W FOND DU LAC	\$52,800	\$31.68	\$300.00
32	3250003000	2239 W FOND DU LAC	\$46,200	\$27.72	\$300.00
32	3250004000	2229 W FOND DU LAC	\$94,800	\$56.88	\$300.00
32	3250005110	2100 W NORTH	\$860,000	\$516.00	\$516.00
32	3250007000	2202 W NORTH	\$84,000	\$50.40	\$300.00
32	3250008100	2228 W NORTH	\$41,100	\$24.66	\$300.00
32	3250009100	2353 W FOND DU LAC	\$17,900	\$10.74	\$300.00
32	3250009200	2347 W FOND DU LAC	\$58,900	\$35.34	\$300.00
32	3250011100	2337 W FOND DU LAC	\$52,400	\$31.44	\$300.00
32	3250012110	2322 W OAK	\$269,000	\$161.40	\$300.00
32	3250027000	2449 W FOND DU LAC	\$19,200	\$11.52	\$300.00
32	3250033000	2419 W FOND DU LAC	\$46,900	\$28.14	\$300.00
32	3250052000	2495 W FOND DU LAC	\$4,500	\$2.70	\$300.00
32	3250053000	2491 W FOND DU LAC	\$27,000	\$16.20	\$300.00
32	3250054000	2487 W FOND DU LAC	\$47,600	\$28.56	\$300.00

32	3250056000	2475 W FOND DU LAC	\$89,100	\$53.46	\$300.00
32	3250057000	2473 W FOND DU LAC	\$43,200	\$25.92	\$300.00
32	3250058000	2465 W FOND DU LAC	\$185,700	\$111.42	\$300.00
32	3250061100	2451 W FOND DU LAC	\$42,900	\$25.74	\$300.00
32	3250400000	2344 W FOND DU LAC	\$1,900	\$1.14	\$300.00
32	3250403100	2330 W FOND DU LAC	\$194,000	\$116.40	\$300.00
32	3250408100	2312 W FOND DU LAC	\$732,700	\$439.62	\$439.62
32	3250448100	2404 N 23RD	\$62,700	\$37.62	\$300.00
32	3250548000	2134 W FOND DU LAC	\$1,800	\$1.08	\$300.00
32	3250935000	2452 W FOND DU LAC	\$27,700	\$16.62	\$300.00
32	3250939000	2462 W FOND DU LAC	\$31,100	\$18.66	\$300.00
32	3250940000	2466 W FOND DU LAC	\$1,800	\$1.08	\$300.00
32	3250941000	2476 W FOND DU LAC	\$7,200	\$4.32	\$300.00
32	3250942000	2486 W FOND DU LAC	\$1,800	\$1.08	\$300.00
32	3250943000	2490 W FOND DU LAC	\$48,500	\$29.10	\$300.00
32	3250953000	2442 W FOND DU LAC	\$42,100	\$25.26	\$300.00
32	3250957110	2412 W FOND DU LAC	\$16,200	\$9.72	\$300.00
32	3251001110	2635 W FOND DU LAC	\$200,000	\$120.00	\$300.00
32	3251011000	2525 W FOND DU LAC	\$28,000	\$16.80	\$300.00
32	3251015000	2509 W FOND DU LAC	\$2,700	\$1.62	\$300.00
32	3251211000	2000 W NORTH	\$85,000	\$51.00	\$300.00
32	3251227000	2126 W FOND DU LAC	\$60,000	\$36.00	\$300.00
32	3251229100	2102 W FOND DU LAC	\$1,183,000	\$709.80	\$709.80
32	3251397100	2600 W FOND DU LAC	\$48,800	\$29.28	\$300.00
32	3251402100	2624 W FOND DU LAC	\$36,500	\$21.90	\$300.00
32	3251407100	2652 W FOND DU LAC	\$26,400	\$15.84	\$300.00
32	3251409100	2674 N 27TH	\$2,000	\$1.20	\$300.00
32	3251425000	2500 W FOND DU LAC	\$111,900	\$67.14	\$300.00
32	3251427000	2516 W FOND DU LAC	\$32,700	\$19.62	\$300.00
32	3251429000	2524 W FOND DU LAC	\$21,600	\$12.96	\$300.00
32	3251431000	2532 W FOND DU LAC	\$56,900	\$34.14	\$300.00
32	3251433100	2544 W FOND DU LAC	\$73,300	\$43.98	\$300.00
32	3251435000	2552 W FOND DU LAC	\$43,100	\$25.86	\$300.00
32	3251439000	2496 W FOND DU LAC	\$32,300	\$19.38	\$300.00
32	3251441000	2328 N 27TH	\$2,085,000	\$1,251.00	\$1,251.00
32	3251451100	2341 N 25TH	\$3,128,400	\$1,877.04	\$1,500.00
32	3500803100	2033 W FOND DU LAC	\$290,000	\$174.00	\$300.00
32	3500805000	2025 W FOND DU LAC	\$65,200	\$39.12	\$300.00
32	3500808100	2007 W FOND DU LAC	\$18,800	\$11.28	\$300.00
32	3500885000	2129 W NORTH	\$66,000	\$39.60	\$300.00
32	3500886000	2125 W NORTH	\$33,000	\$19.80	\$300.00
32	3500890100	2111 W NORTH	\$294,000	\$176.40	\$300.00
32	3500891000	2101 W NORTH	\$45,900	\$27.54	\$300.00
32	3500917110	2213 W NORTH	\$110,000	\$66.00	\$300.00
32	3501506100	2000 W FOND DU LAC	\$361,000	\$216.60	\$300.00
32	3502001000	2635 W NORTH	\$1,800	\$1.08	\$300.00
32	3502003100	2625 W NORTH	\$52,800	\$31.68	\$300.00
32	3502005000	2621 W NORTH	\$11,000	\$6.60	\$300.00
32	3502024000	2529 W NORTH	\$29,400	\$17.64	\$300.00
32	3502030000	2501 W NORTH	\$43,300	\$25.98	\$300.00

32	3502051100	2475 W NORTH	\$523,100	\$313.86	\$313.86
32	3502057000	2451 W NORTH	\$250,000	\$150.00	\$300.00
32	3503241000	2329 W NORTH	\$434,000	\$260.40	\$300.00
32	3510901112	1700 W FOND DU LAC	\$0	\$0.00	\$300.00
32	3512101000	1609 W NORTH	\$8,900	\$5.34	\$300.00
32	3512102111	1615 W NORTH	\$83,700	\$50.22	\$300.00
32	3512104100	1635 W NORTH	\$140,000	\$84.00	\$300.00
32	3512145110	1701 W NORTH	\$17,100	\$10.26	\$300.00
32	3512603100	1729 W NORTH	\$12,500	\$7.50	\$300.00
32	3512639000	1809 W NORTH	\$18,300	\$10.98	\$300.00
32	3512641100	1819 W NORTH	\$73,800	\$44.28	\$300.00
32	3512642110	1829 W NORTH	\$96,000	\$57.60	\$300.00
32	3512655000	1905 W NORTH	\$45,000	\$27.00	\$300.00
32	3512670100	2226 N 20TH	\$50,400	\$30.24	\$300.00
32	3512672000	1948 W FOND DU LAC	\$1,800	\$1.08	\$300.00
32	3512673000	1944 W FOND DU LAC	\$2,400	\$1.44	\$300.00
32	3512674000	1940 W FOND DU LAC	\$1,200	\$0.72	\$300.00
32	3512676000	1928 W FOND DU LAC	\$41,200	\$24.72	\$300.00
32	3512689000	1848 W FOND DU LAC	\$57,500	\$34.50	\$300.00
32	3512690000	1844 W FOND DU LAC	\$35,100	\$21.06	\$300.00
32	3512691000	1840 W FOND DU LAC	\$1,800	\$1.08	\$300.00
32	3512692000	1836 W FOND DU LAC	\$98,300	\$58.98	\$300.00
32	3512693100	1834 W FOND DU LAC	\$13,000	\$7.80	\$300.00
32	3512698100	1810 W FOND DU LAC	\$103,000	\$61.80	\$300.00
32	3521948100	1515 W NORTH	\$639,155	\$383.49	\$383.49
32	3521952000	1527 W NORTH	\$1,000	\$0.60	\$300.00
32	3521954100	1533 W NORTH	\$52,800	\$31.68	\$300.00
32	3521959000	1419 W NORTH	\$2,100	\$1.26	\$300.00
32	3521960000	1427 W NORTH	\$47,100	\$28.26	\$300.00
32	3521961000	1437 W NORTH	\$900	\$0.54	\$300.00
32	3522011110	1319 W NORTH	\$1,400,000	\$840.00	\$840.00
32	3522042110	1351 W NORTH	\$89,000	\$53.40	\$300.00
32	3522049000	1337 W NORTH	\$4,300	\$2.58	\$300.00
32	3522050000	1333 W NORTH	\$3,500	\$2.10	\$300.00
32	3522065100	1205 W NORTH	\$260,000	\$156.00	\$300.00
32	3522087111	2242 N 12TH	\$882,500	\$529.50	\$529.50
32	3522089112	1003 W NORTH	\$724,000	\$434.40	\$434.40
32	3522127100	925 W NORTH	\$4,300	\$2.58	\$300.00

TOTAL **\$43,541.01**