



**CITY OF MILWAUKEE  
BUSINESS IMPROVEMENT  
DISTRICT # 19  
Villard Avenue  
OPERATING PLAN 2024**

## **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.

<b>Villard #19</b>	<b>Budget 2024</b>
<b><u>Income</u></b>	
Assessments for 2024	\$ 196,074.00
Balance from 2023 (projected)	\$ 150,000.00
<b><u>Total Cash Assets:</u></b>	<b>\$ 346,074.00</b>
<b>Expenses</b>	
Administrative (accounting, reporting, compliance, supervision, staffing)	\$ 80,000.00
Business Assistance Grants	\$ 60,000.00
Insurance: D&O, Property Liability	\$ 3,000.00
Street Enhancements and Beautification	\$ 50,000.00
Postage	\$ 5,000.00
Printing	\$ 8,000.00
Website Development and maintenance Adv	\$ 4,000.00
Marketing and Advertising	\$ 10,000.00
Events and Programming to include: networking, development grand openings, promotional events	\$ 20,000.00
Contingency Fund for Future Development Opportunities	\$ 106,074.00
<b>Total Expenses</b>	<b>\$ 346,074.00</b>

### D. Finance Method

It is proposed to raise \$196,074 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 \$52, 203, 093

#### 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 Commissioner's office on or before June 30<sup>th</sup> of each plan year with the official city records and the assessed value of each tax key number with the district, as of January 1<sup>st</sup> 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.

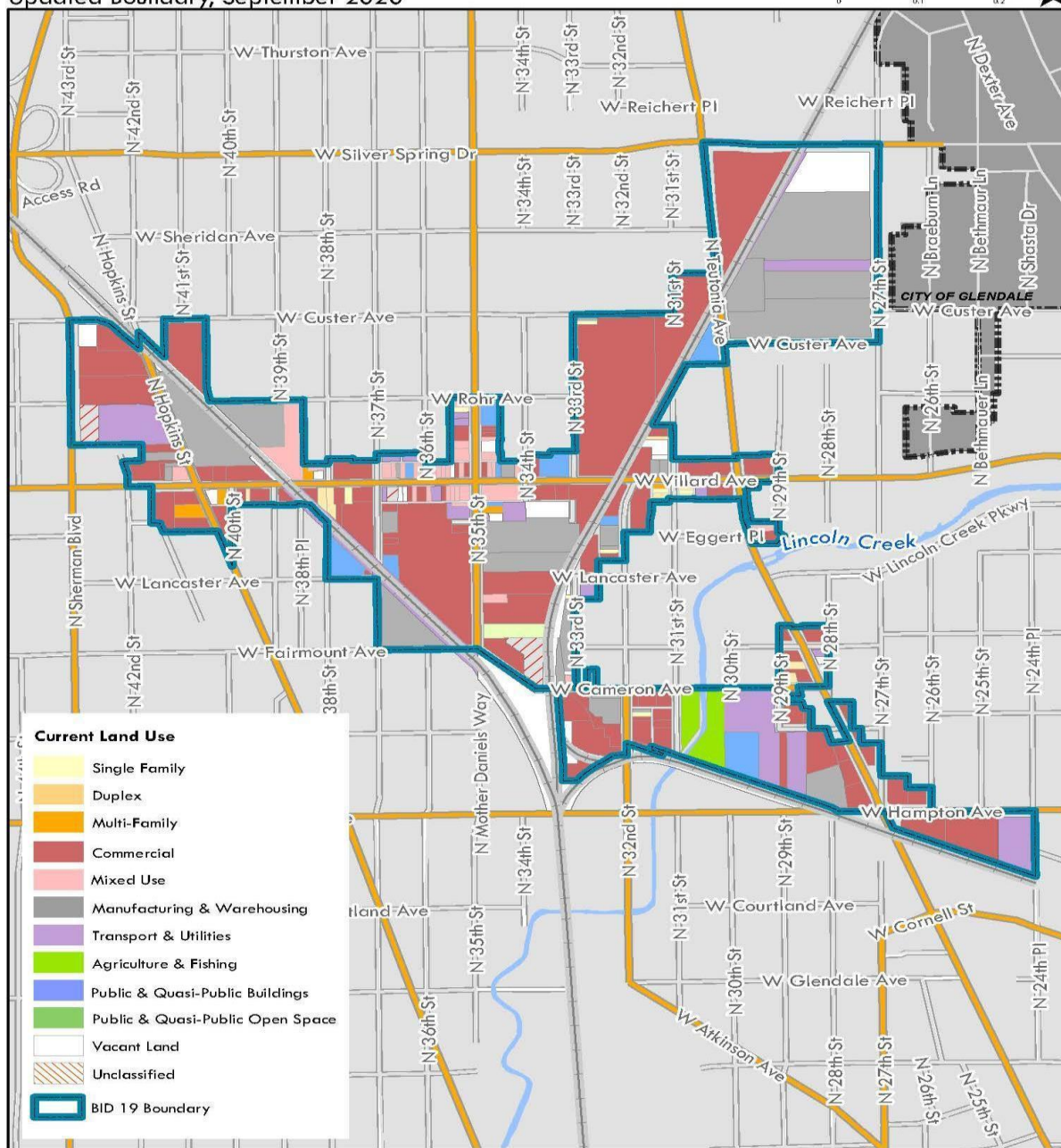
**(d)** If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as 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



<b>Taxkey</b>	<b>Address</b>	<b>BID Assessble Value</b>	<b>BID 19 Assessment</b>
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	\$ 710,400.00	\$ 2,841.60
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	\$ 109,300.00	\$ 437.20
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	\$ 129,200.00	\$ 516.80
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	\$ 96,600.00	\$ 386.40
1920379000	5220 N 35TH ST	\$ 65,232.00	\$ 260.93
1920383000	5240 N 35TH ST	\$ 27,544.00	\$ 110.18
1920384000	5244 N 35TH ST	\$ 115,300.00	\$ 461.20
1920385000	5246-5248 N 35TH ST	\$ 62,400.00	\$ 249.60
1920386000	5252-5256 N 35TH ST	\$ 148,300.00	\$ 593.20
1920390111	5264-5278 N 35TH ST	\$ 647,000.00	\$ 2,588.00
1920411110	3328 W VILLARD AV	\$ 137,100.00	\$ 548.40
1920748110	3720 W VILLARD AV	\$ 953,400.00	\$ 3,813.60
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	\$ 64,512.00	\$ 258.05
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	\$ 510,200.00	\$ 2,040.80
1920852000	3311 W VILLARD AV	\$ 158,800.00	\$ 635.20
1920853000	3217 W VILLARD AV	\$ 401,200.00	\$ 1,604.80

1920901100	3820 W VILLARD AV	\$ 187,369.00	\$ 749.48
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	\$ 454,700.00	\$ 1,818.80
1929981111	5228-5260 N HOPKINS ST	\$ 927,900.00	\$ 3,711.60
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	\$ 739,300.00	\$ 2,957.20
1929987000	5231 N HOPKINS ST	\$ 128,100.00	\$ 512.40
1929988000	5235 N HOPKINS ST	\$ 81,000.00	\$ 324.00
1929990110	5250-5268 N SHERMAN BL	\$ 207,900.00	\$ 831.60
1929991100	5255 N HOPKINS ST	\$ 226,200.00	\$ 904.80
1929993100	5301 N HOPKINS ST	\$ 1,504,500.00	\$ 6,018.00
1929994100	5361 N HOPKINS ST	\$ 358,200.00	\$ 1,432.80
1929996110	5350 N SHERMAN BL	\$ 4,647,500.00	\$ 18,590.00
1929996120	4225 W CUSTER AV	\$ 21,600.00	\$ 86.40
1930424000	5194 N TEUTONIA AV	\$ 90,900.00	\$ 363.60
1930508120	3223 W CUSTER AV	\$ 8,400.00	\$ 33.60
1930521000	2904-2908 W VILLARD AV	\$ 1,239,200.00	\$ 4,956.80
1930541000	5525 N 27TH ST	\$ 7,298,600.00	\$ 29,194.40
1930705100	3030 W VILLARD AV	\$ 1,903,800.00	\$ 7,615.20
1930903000	5253 N 31ST ST	\$ 47,200.00	\$ 188.80
1930910100	3100-3104 W VILLARD AV	\$ 46,600.00	\$ 186.40
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	\$ 1,154,100.00	\$ 4,616.40
1939959100	5445 N 27TH ST	\$ 535,900.00	\$ 2,143.60
1939960000	5425-5435 N 27TH ST	\$ 1,445,800.00	\$ 5,783.20
1939961100	2800 W CUSTER AV	\$ 1,999,100.00	\$ 7,996.40
1939964121	5400-5406 N TEUTONIA AV	\$ 723,500.00	\$ 2,894.00
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	\$ 508,100.00	\$ 2,032.40
2070004110	5160 N 35TH ST	\$ 3,100.00	\$ 12.40
2070004210	5160-R N 35TH ST	\$ 6,000.00	\$ 24.00
2070007111	5150 N 35TH ST	\$ 839,800.00	\$ 3,359.20
2070011000	5110-5152 N 35TH ST	\$ 626,700.00	\$ 2,506.80
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	\$ 159,300.00	\$ 637.20
2070016100	5000 N 35TH ST	\$ 148,600.00	\$ 594.40
2070019000	3328 W CAMERON AV	\$ 210,000.00	\$ 840.00
2070020000	5150 N 32ND ST	\$ 126,100.00	\$ 504.40

2070166000	5151-5153 N 32ND ST	\$ 8,700.00	\$ 34.80
2070167100	5135-5147 N 32ND ST	\$ 197,500.00	\$ 790.00
2070170000	5125 N 32ND ST	\$ 33,350.00	\$ 133.40
2070172000	5117 N 32ND ST	\$ 174,700.00	\$ 698.80
2070175000	3232 W LANCASTER AV	\$ 356,600.00	\$ 1,426.40
2070176110	5015 N 33RD ST	\$ 520,800.00	\$ 2,083.20
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	\$ 176,500.00	\$ 706.00
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	\$ 207,700.00	\$ 830.80
2070690000	4934 N 29TH ST	\$ 64,400.00	\$ 257.60
2070693100	4980 N TEUTONIA AV	\$ 5,700.00	\$ 22.80
2070734112	4870 N TEUTONIA AV	\$ 305,500.00	\$ 1,222.00
2070741000	2837 W STARK ST	\$ 345,300.00	\$ 1,381.20
2070742000	2845 W STARK ST	\$ 104,700.00	\$ 418.80
2070743210	4811 N TEUTONIA AV	\$ 680,300.00	\$ 2,721.20
2070744100	2724 W HAMPTON AV	\$ 660,200.00	\$ 2,640.80
2070745100	2817 W STARK ST	\$ 64,800.00	\$ 259.20
2070811000	3239 W CAMERON AV	\$ 230,400.00	\$ 921.60
2070832000	4861 N TEUTONIA AV	\$ 63,800.00	\$ 255.20
2070833000	4837-4847 N TEUTONIA AV	\$ 387,800.00	\$ 1,551.20
2070841000	5148 N TEUTONIA AV	\$ 182,600.00	\$ 730.40
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	\$ 61,900.00	\$ 247.60
2070862000	4925 N 32ND ST	\$ 278,100.00	\$ 1,112.40
2070871000	4911-4919 N 31ST ST	\$ 159,800.00	\$ 639.20
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	\$ 35,900.00	\$ 143.60
2079892111	4875 N 32ND ST	\$ 329,500.00	\$ 1,318.00
2079893110	4905 N 32ND ST	\$ 129,900.00	\$ 519.60
2079997000	5193 N TEUTONIA AV	\$ 1,004,300.00	\$ 4,017.20
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	\$ 141,700.00	\$ 566.80
2080007100	5023 N 35TH ST	\$ 1,415,900.00	\$ 5,663.60
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	\$ 186,900.00	\$ 747.60
2080021000	3809-3815 W VILLARD AV	\$ 71,100.00	\$ 284.40
2080101000	4105 W VILLARD AV	\$ 584,600.00	\$ 2,338.40
2080103000	5161 N HOPKINS ST	\$ 871,500.00	\$ 3,486.00
2080802111	5008-5024 N 37TH ST	\$ 458,300.00	\$ 1,833.20
2080863000	3841 W VILLARD AV	\$ 46,400.00	\$ 185.60
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	\$ 102,300.00	\$ 409.20
2081413000	5101 N 37TH ST	\$ 14,900.00	\$ 59.60
2081441000	3709 W VILLARD AV	\$ 552,100.00	\$ 2,208.40
2081442000	5169 N 37TH ST	\$ 193,800.00	\$ 775.20
2081461000	3621 W VILLARD AV	\$ 50,640.00	\$ 202.56
2081461000	3621 W VILLARD AV	\$ 50,640.00	\$ 202.56
2319995110	2601 W HAMPTON AV	\$ 43,200.00	\$ 172.80
2319996100	2525 W HAMPTON AV	\$ 913,600.00	\$ 3,654.40
2319999100	2475 W HAMPTON AV	\$ 382,600.00	\$ 1,530.40

## VILLARD AVENUE BID #19 ROSTER 2024

<b><u>BOARD MEMBER</u></b>	<b><u>TITLE</u></b>	<b><u>START DATE</u></b>	<b><u>END DATE</u></b>	<b><u>BUSINESS</u></b>
Brian Rott	Board President	6/8/2022	6/8/2025	Owner of Quasimondo Physical Theater building & business
Michael Malatesta	Board Vice President	7/6/2021	7/6/2024	Owner of several BID parcels
Jim Stachowiak	Board Secretary	12/1/2021	12/1/2024	CEO and President of Stainless Foundry located at 5110 N. 35th Street
Andre Carter	Board Director	4/23/2021	4/23/2024	Owner of Carter's Christain Academy Upper & Lower Campuses located at 5268 N. 35th Street. Also owner of several other commercial properties.
Audrey Morrow	Board Director	2/24/2023	2/24/2026	U.S Bank Performance Excellence Specialist
Kamesha Taylor	Board Director	4/19/2022	4/19/2025	Owner of Children's Knowledge Learning Center 2 and Blessed By Design Boutique located at 5161 N. Hopkins St.



# Villard Avenue BID

Annual Report  
Sept. 2022 - Sept. 2023







# Annual Report 2023



## Core Strategy 1: Design

### Enhance the physical and visual assets of Villard Avenue

Key Partners: BID #19, Havenwoods EDC, GLCCC, City of Milwaukee DCD, US DOT

#### DISTRICT DESIGN / STREET BEAUTIFICATION ACTIVITIES

##### STREET CLEANING / MAINTENANCE

For the fourth consecutive year, we have enlisted a dedicated street maintenance team comprising the Great Lakes Community Conservation Corps and The Green Team Landscaping. Their primary focus is on upkeeping the BID streets spanning from Teutonia to Sherman Blvd, as well as 35th, 37th, and Hopkins Street. Furthermore, they are responsible for the maintenance of the BID expansion area along Teutonia, stretching from Silver Spring Drive to Hampton Avenue, encompassing approximately 30 blocks, including adjacent side streets. The contractor's duties encompass: 1) Portering (cleaning), 2) tending to 60 tree wells through mulching, edging, and trimming, 3) installing and removing 12 hanging basket planters, 4) watering, and 5) installing and removing holiday wreaths.

##### FACADE GRANTS

This year, we've revamped our façade grant initiative, now offering a 50% reimbursement match, with a cap of \$5,000 per storefront. We're pleased to announce that several businesses within the Villard BID have been recipients of this grant.

##### RAISE GRANT AWARDED TO THE CITY OF MILWAUKEE FOR VILLARD AVENUE

With an assist from the Villard Avenue BID Directors, The U.S Department of Transportation awarded a \$14.3 million grant to the City of Milwaukee to redesign W Villard Avenue. The BID's role in obtaining this grant was through extensive issue awareness, advocacy for the BID and providing pertinent information for a winnign grant proposal. This includes raised bike lanes, raised intersections, curb extensions, bus bulbs, lighting and signal improvements, a pedestrian plaza, and other streetscaping enhancements. These changes will mean big things for the Villard Avenue Business Improvement District (BID). The impact of this grant has the potential to be very transformative, and we're looking forward to seeing the exciting possibilities it could do for the Villard BID.



# Annual Report 2023

## Core Strategy 2:

## Economic Vitality

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

Key Partners: BID #19, Havenwoods EDC, City of Milwaukee DCD, WWBIC, NWSCDC

### BUSINESS RECRUITMENT & RETENTION ACTIVITIES

#### **BUSINESS RECRUITMENT**

The Villard BID assisted in the recruitment with many emerging businesses with facade grants, technical assistance and advocacy in permitting, zoning, and licensing. A few were Apple Wellness, Brunch All Day Cafe, a redevelopment project at 3501 W Villard Avenue, a funeral home at 4120 W Villard Avenue, business assistance with Tony's BBQ, and support to a project at 3400 W Villard Avenue.

#### **NEW BUSINESSES SET TO OPEN THIS YEAR**

In the upcoming months, we look forward to welcoming new establishments to Villard Avenue. Among these, a funeral home is poised to open its doors at 4120 W Villard Avenue, while a brunch restaurant is set to grace the space at 3426 W Villard Avenue.

#### **PENDING CATALYTIC PROJECTS**

Exciting developments are on the horizon, including a project at 3501 W Villard Avenue led by Charles McCoy. This undertaking is set to introduce 10 new apartment units alongside six business storefronts, promising a vibrant addition to our community. Additionally, we're eagerly anticipating the revitalization of the historic Villard Theater, an endeavor that holds great potential for the district.

#### **BUSINESS ASSISTANCE**

We have a commitment to supporting local businesses in the Villard BID. We have been conducting personalized one-on-one meetings with businesses, informing them about the resources available and guiding them on how best to access these invaluable tools along Villard Avenue. This hands-on approach is geared towards ensuring the success and growth of businesses within our district.



# Annual Report 2023

## 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: BID #19, Havenwoods EDC, City of Milwaukee DCD, NWSCDC

### DISTRICT PROMOTIONAL ACTIVITIES

#### EVENTS

Promotion on Villard Avenue reached new heights this year, as we orchestrated a diverse array of events and initiatives to invigorate the community. The cornerstone of our promotional efforts was the highly successful 3rd Annual Vibes on Villard Concert Series. This vibrant summer concert series unfolded outdoors over a span of six weeks, serving as a dynamic platform for local artists to showcase their talents. In addition to the musical performances, the event also provided a spotlight for local merchandising and food vendors, fostering a sense of community and supporting local businesses.

The Growing Milwaukee Open House, a city-led initiative focused on housing efforts and zoning codes was also hosted at the Villard Square Library. Additionally, the NWSCDC Annual Promise Zone Bike Ride offered an active exploration of the neighborhood.

Halloween brought another exciting addition to our promotional calendar with the inaugural 1st Annual Trick or Treat on Villard Square event. This family-friendly Halloween extravaganza brought together local businesses, residents, and families for a spooktacular celebration, reinforcing the sense of community spirit that defines Villard Avenue.

In tandem with these lively events, our annual real estate event continued to serve as a vital platform for showcasing the potential and opportunities within our district. We also maintained a dynamic online presence, actively promoting our district through social media channels such as LinkedIn, Facebook, and Instagram. Complementing these efforts, we redeveloped our website, ensuring that it serves as an informative and engaging hub for residents, visitors, and prospective investors alike.

#### PRESS

The Villard BID received live news coverage during the Vibes on Villard Concert Series as well as a radio interview with WMSE 91.7 FM. Villard BID news articles are listed below.

- Transportation: Milwaukee Wins \$14 Million Grant To Rebuild, Reimagine Villard Avenue » Urban Milwaukee
- <https://www.jsonline.com/story/money/real-estate/commercial/2023/09/07/this-milwaukee-street-gets-14-million-makeover-spurring-development/70701088007/>
- Marketing push ramps up to sell shuttered Villard Avenue theater - Milwaukee Business Journal (bizjournals.com)
- Vibes On Villard Announces Third Season - Shepherd Express





# Annual Report 2023

## 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: BID #19, Havenwoods EDC, MPD District 4, MPD District 7

### PUBLIC SAFETY ACTIVITIES

This year, our dedication to public safety in the Villard Avenue Neighborhood remained steadfast. We continued to build upon the foundation laid by the Villard Avenue VISION ZERO Public Safety Initiative, introduced in 2021, with a focus on refining and optimizing existing strategies. Our belief in the catalytic potential of this program for our community and the broader city remains unwavering. Modeled after the internationally acclaimed Vision Zero traffic safety approach, Villard's VISION ZERO employs the four-pillar model encompassing Equity, Engineering, Educational Outreach, and Enforcement to comprehensively address public safety in a fair and equitable manner within the district.

This year, we also collaborated with Milwaukee's Department of Public Works to update lighting infrastructure and increase street lighting on Villard Avenue. This resulted in the replacement of low-level amber lighting with updated, brighter white lighting. While this project is partially completed, DPW crews are continuing their work on it.

A pivotal event in 2023 was the Crime Prevention Meeting convened in May at the Villard Library. This gathering served brought meaningful discussions to Villard. One significant proposal emerged: the introduction of regular walks with Community Liaison Officers (CLOs) from Districts 4 and These walks represent a dynamic approach to strengthening ties between our district's businesses and the Milwaukee Police Department. This initiative seeks to bridge communication gaps, identify specific needs, and cultivate a culture of trust and collaboration. We understand that the journey towards a safer community is ongoing, and we are actively researching and considering various initiatives to complement our efforts. Together, we aim for 2023 to be a year of continued progress in enhancing safety and security in the Villard Avenue Neighborhood. Your input and ideas are instrumental as we work towards a safer, more secure future for all.

**BUSINESS IMPROVEMENT DISTRICT #19  
MILWAUKEE, WISCONSIN**

**FINANCIAL STATEMENTS**

**DECEMBER 31, 2022 AND 2021**



BUSINESS IMPROVEMENT DISTRICT #19  
MILWAUKEE, WISCONSIN

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**KRAUSE & ASSOCIATES, S.C.**  
CERTIFIED PUBLIC ACCOUNTANT

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1214 BRIDGE STREET  
P.O. Box 368  
GRAFTON, WISCONSIN 53024

TELEPHONE: (262) 377-9988  
FAX: (262) 377-9617

Independent Accountant's Review Report

Board of Directors  
Business Improvement District #19  
Milwaukee, Wisconsin

We have reviewed the accompanying financial statements of the Business Improvement District #19, which comprise the statements of financial position as of December 31, 2022 and 2021, and the related statements of activities, cash flows and functional expenses for the years then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

**Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

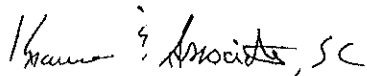
**Accountant's Responsibility**

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

We are required to be independent of Business Improvement District #19 and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements related to our review.

**Accountant's Conclusion**

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.



Krause & Associates, SC  
Grafton, Wisconsin  
September 20, 2023

BUSINESS IMPROVEMENT DISTRICT #19  
STATEMENTS OF FINANCIAL POSITION  
DECEMBER 31, 2022 AND 2021

	<u>2022</u>	<u>2021</u>
<u>ASSETS</u>		
Cash and cash equivalents	\$ 165,402	\$ 128,572
Contributions and grants receivable	<u>-</u>	<u>5,000</u>
 TOTAL ASSETS	 <u>\$ 165,402</u>	 <u>\$ 133,572</u>
 <u>LIABILITIES AND NET ASSETS</u>		
LIABILITIES		
Accounts payable	\$ 1,748	\$ 10,481
 TOTAL LIABILITIES	 1,748	 10,581
NET ASSETS		
Without donor restrictions	<u>163,654</u>	<u>123,091</u>
 TOTAL NET ASSETS	 <u>163,654</u>	 <u>123,091</u>
 TOTAL LIABILITIES AND NET ASSETS	 <u>\$ 165,402</u>	 <u>\$ 133,572</u>

The accompanying notes are an integral part of these financial statements.

BUSINESS IMPROVEMENT DISTRICT #19  
STATEMENTS OF ACTIVITIES  
FOR THE YEAR ENDED DECEMBER 31, 2022 AND 2021

	<u>2022</u>	<u>2021</u>
REVENUE		
City of Milwaukee assessment income	\$ 187,058	\$ 182,326
Contributions and grants	<u>16,500</u>	<u>29,975</u>
Total revenue	<u>203,558</u>	<u>212,301</u>
EXPENSES		
Program services	137,187	114,174
Supporting services:		
Management and general	25,808	26,892
Fundraising	<u>-</u>	<u>-</u>
Total expenses	<u>162,995</u>	<u>141,066</u>
Changes in net assets	40,563	71,235
Net assets, beginning of year	<u>123,091</u>	<u>51,856</u>
Net assets, at end of year	<u>\$ 163,654</u>	<u>\$ 123,091</u>

The accompanying notes are an integral part of these financial statements.

BUSINESS IMPROVEMENT DISTRICT #19  
STATEMENTS OF FUNCTIONAL EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2022 AND 2021

	2022			
	<u>Program</u>	<u>Management and General</u>	<u>Fundraising</u>	<u>Total</u>
OPERATING EXPENSES				
Contract services	\$ 60,500	\$ 19,500	\$ -	\$ 80,000
Advertising	5,605	-	-	5,605
Insurance	-	1,265	-	1,265
Office and administrative	4,190	3,943	-	8,133
Marketing and website	9,027	-	-	9,027
Professional fees	-	1,100	-	1,100
Program	3,076	-	-	3,076
Projects and programming:				
Business grants	1,535	-	-	1,535
Concert series	14,300	-	-	14,300
Public art	10,800	-	-	10,800
Streetscape and landscaping	27,088	-	-	27,088
Utilities	<u>1,066</u>	<u>-</u>	<u>-</u>	<u>1,066</u>
Total expenses	<u>\$ 137,187</u>	<u>\$ 25,808</u>	<u>\$ -</u>	<u>\$ 162,995</u>

	2021			
	<u>Program</u>	<u>Management and General</u>	<u>Fundraising</u>	<u>Total</u>
OPERATING EXPENSES				
Contract services	\$ 56,400	\$ 14,000	\$ -	\$ 70,000
Insurance	-	1,265	-	1,265
Office and administrative	7,514	1,879	-	9,393
Professional fees	2,700	7,049	-	9,749
Program	4,561	-	-	4,561
Projects and programming:				
Business grants	988	-	-	988
Concert series	5,475	-	-	5,475
Streetscape	35,170	-	-	35,170
Maintenance and projects	3,478	-	-	3,478
Utilities	<u>719</u>	<u>-</u>	<u>-</u>	<u>719</u>
Total expenses	<u>\$ 114,174</u>	<u>\$ 26,892</u>	<u>\$ -</u>	<u>\$ 141,066</u>

The accompanying notes are an integral part of these financial statements.

BUSINESS IMPROVEMENT DISTRICT #19  
STATEMENTS OF CASH FLOWS  
FOR THE YEAR ENDED DECEMBER 31, 2022 AND 2021

	<u>2022</u>	<u>2021</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Changes in net assets	\$ 40,563	\$ 71,235
Adjustments to reconcile changes in net assets to net cash provided by operating activities		
(Increase) decrease in contributions and grants receivable	5,000	(5,000)
Increase (decrease) in accounts payable	<u>(8,733)</u>	<u>5,121</u>
Net cash provided by (used in) operating activities	<u>36,830</u>	<u>71,356</u>
Net increase (decrease) in cash and cash equivalents	36,830	71,356
Cash and cash equivalents at beginning of year	<u>128,572</u>	<u>57,216</u>
Cash and cash equivalents at end of year	<u>\$ 165,402</u>	<u>\$ 128,572</u>
Supplemental cash flow information:		
In-kind contributions received	<u>\$ -</u>	<u>\$ -</u>
Cash paid for interest	<u>\$ -</u>	<u>\$ -</u>

The accompanying notes are an integral part of these financial statements.

BUSINESS IMPROVEMENT DISTRICT #19  
NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2022 AND 2021

**A - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

A summary of the significant accounting policies consistently applied in the preparation of the accompanying financial statements follows.

**1. Organization and business activity**

The Business Improvement District #19 (BID) was created by the City of Milwaukee. The primary purpose of the BID is to allow businesses within the district to develop, manage and promote their districts and to establish an assessment to fund these activities. The BID was organized for the purpose of revitalizing and improving the Villard Avenue commercial business area on Milwaukee's northwest side. Business Improvement Districts are authorized by Wisconsin Statutes Section 66.1109.

**2. Cash and cash equivalents**

The BID considers all cash and highly liquid financial instruments with original maturities of three months or less to be cash and cash equivalents.

**3. Contributions and grants receivable**

The BID records unconditional promises to give that are expected to be collected within one year at net realizable value. Unconditional promises to give expected to be collected in future years are initially recorded at fair value using present value techniques incorporating risk-adjusted discount rates designed to reflect the assumptions market participants would use in pricing the asset. In subsequent years, amortization of the discounts is included in contribution revenue in the statements of activities. The BID determines the allowance for uncollectable promises to give based on historical experience, an assessment of economic conditions, and a review of subsequent collections. Contributions and grants receivable are written off when deemed uncollectable. At December 31, 2021, management determined that no allowance for uncollectible contributions receivable was required. All contributions receivable amounts are due within 12 months of the year end.

**4. Net assets**

The BID follows the accrual method of accounting wherein revenues and expenses are recorded in the period earned or incurred. Net assets, revenues, gains, and losses are classified based on the existence or absence of donor or grantor imposed restrictions.

BUSINESS IMPROVEMENT DISTRICT #19  
NOTES TO FINANCIAL STATEMENTS - CONTINUED  
DECEMBER 31, 2022 AND 2021

A - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

**4. Net assets - continued**

Accordingly, net assets and changes therein are classified and reported as follows:

*Net Assets Without Donor Restrictions* – Net assets available for use in general operations and not subject to donor (or certain grantor) restrictions.

*Net Assets With Donor Restrictions* – Net assets subject to donor- (or certain grantor-) imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity.

The BID reports contributions restricted by donors as increases in net assets without donor restrictions if the restrictions expire (that is, when a stipulated time restriction ends or purpose restriction is accomplished) in the reporting period in which the revenue is recognized. All other donor-restricted contributions are reported as increases in net assets with donor restrictions, depending on the nature of the restrictions. When a restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

**5. Revenue and Revenue Recognition .**

Revenue is recognized from rental and programs when the services are provided. All services are transferred at a point in time. Contributions are recognized when cash, securities or other assets, an unconditional promise to give, or notification of a beneficial interest is received. Conditional promises to give, that is, those with a measurable performance or other barrier, and a right of return, are not recognized until the conditions on which they depend have been substantially met. As of December 31, 2022 and 2021, the BID has no conditional contributions.

**6. Donated services and in-kind contributions**

Volunteers contribute significant amounts of time to our program services, administration, and fundraising and development activities; however, the financial statements do not reflect the value of these contributed services because they do not meet recognition criteria prescribed by generally accepted accounting principles. Contributed goods are recorded at fair value at the date of donation. The BID records donated professional services at the respective fair values of the services received.



BUSINESS IMPROVEMENT DISTRICT #19  
NOTES TO FINANCIAL STATEMENTS - CONTINUED  
DECEMBER 31, 2022 AND 2021

A - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

**7. Capital and infrastructure improvements**

Capital and infrastructure improvements are not capitalized; rather they are expensed as incurred as they are considered part of the City of Milwaukee's public infrastructure.

**8. Allocation of functional expenses**

The financial statements report certain categories of expenses that are attributed to more than one program or supporting function. Therefore, expenses require allocation on a reasonable basis that is consistently applied. The expenses that are allocated include contract services, professional fees, office expenses, supplies, and other, which are allocated on the basis of estimates of time and effort.

**9. Income taxes**

The BID is exempt from income tax as an affiliate of a governmental unit pursuant to Section 501(a) of the Internal Revenue Code.

The BID evaluates its tax positions and assesses their uncertainty, if any, through review and application of various sources of tax authority including statutes, regulations, rulings, court cases and widely held administrative practices.

**10. Use of estimates**

The preparation of the financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates, and those differences could be material.

**11. Subsequent Events**

Management has evaluated subsequent events for recognition and disclosure in the financial statements through September 20, 2023, which is the date that the financial statements were available to be issued.

BUSINESS IMPROVEMENT DISTRICT #19  
NOTES TO FINANCIAL STATEMENTS - CONTINUED  
DECEMBER 31, 2022 AND 2021

A - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

**12. New Accounting Standards**

In February 2016, the FASB issued ASU 2016-02, *Leases (Topic 842)*, which supersedes existing guidance in *Topic 840, Leases*. The FASB subsequently issued the following additional ASUs, which amend and clarify Topic 842: ASU 2018-01, *Land Easement Practical Expedient for Transition to Topic 842*; ASU 2018-10, *Codification Improvements to Topic 842, Leases*; ASU 2018-11, *Leases (Topic 842): Targeted Improvements*; ASU 2018-20, *Narrow-scope Improvements for Lessors*; ASU 2019-01, *Leases (Topic 842): Codification Improvements*; ASU 2020-05, *Leases (Topic 842): Lessors—Certain Leases with Variable Lease Payments*; and ASU 2021-09, *Leases (Topic 842): Discount Rate for Lessees That Are Not Public Business Entities*. Topic 842 amends both lessor and lessee accounting with the most significant change being the requirement for lessees to recognize right-of-use (ROU) assets and lease liabilities on the statements of financial position for operating leases.

The BID adopted the leasing standards effective January 1, 2022, using the modified retrospective approach with January 1, 2022 as the initial date of application. The BID elected to use all available practical expedients provided in the transition guidance. These allowed the BID to not reassess the identification, classification and initial direct costs of lessor agreements and to use hindsight in lessee and lessor agreements for determining lease term and right-of-use asset impairment. The BID has implemented Topic 842 and has had no effect on these financial statements.

B – LIQUIDITY AND AVAILABILITY

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the statements of financial position date of December 31, 2022 and 2021, comprise the following:

	<u>2022</u>	<u>2021</u>
Cash and cash equivalents	\$ 165,402	\$ 128,572
Contributions and grants receivable	<u>-</u>	<u>5,000</u>
Total	<u>\$ 165,402</u>	<u>\$ 133,572</u>

BUSINESS IMPROVEMENT DISTRICT #19  
NOTES TO FINANCIAL STATEMENTS - CONTINUED  
DECEMBER 31, 2022 AND 2021

C – CONCENTRATION OF RISK

The BID receives property assessment income from the City of Milwaukee, and grant income. The BID's operations rely on the availability of the property assessment income. For the years ended December 31, 2022 and 2021, 92% and 99% of the BID's revenue was been from the City of Milwaukee through BID assessments and specific grants.

D – ASSESSMENT INCOME

In order to provide revenues to support the BID's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified are of Milwaukee's Villard Avenue Business area. The assessment is calculated based on assessed values of the properties every fall. The assessment is levied on the district properties was \$4 per \$1,000 of assessed property value.

E – RELATED PARTY TRANSACTIONS

The BID has an agreement with Havenwoods Economic Development Corporation, Inc. (HEDC) for BID administration, project management, outreach and mailings as approved annually in the BID Operating Plan. The BID transferred \$80,000 and \$70,000 to HEDC as payment for the agreement during the years ended December 31, 2022 and 2021.