

FN 110863

BUSINESS IMPROVEMENT DISTRICT NO. 26

MENOMONEE VALLEY BID

PROPOSED 2011-12 OPERATING PLAN



September 26, 2011

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I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Milwaukee has received a petition from property owners that requests creation of a Business Improvement District for the purpose of revitalizing and improving the Menomonee Valley business area , which is located in the heart of Milwaukee's (see Appendix A). The BID law requires that every district have an annual Operating Plan. This document serves as the Operating Plan for the proposed Menomonee Valley district. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

B. Physical Setting

The Menomonee Valley is primarily an industrial area, located west of Downtown Milwaukee and the Historic Third Ward. Its general boundaries are I-94 on the north, the confluence of the Menomonee and Milwaukee Rivers on the east, Bruce St. and the Soo Line Railroad tracks on the south, and U.S. 41 on the west.

C. District Boundaries

Boundaries of the Menomonee Valley Business Improvement District (“district”) are shown on the map in Appendix A of this plan. A listing of the properties included in the district is provided in Appendix B.

II. OPERATING PLAN OBJECTIVES

A. 2011-12 Plan Objectives

The objective of the BID is to contribute to the redevelopment of the Menomonee Valley and provide important business services to the businesses within the district.

B. Principle activities to be engaged in by the district during its 2011-12 fiscal year of operation will include:

- a. Recruiting to the District new businesses that will provide family supporting jobs and contribute to the Milwaukee economy.
- b. Facilitating the development of business resources for companies operating throughout the district.
- c. Facilitating the planning of and fundraising for the *Menomonee Valley - From the Ground Up* effort, a collaboration of the City of Milwaukee, State of Wisconsin, Menomonee Valley Partners, Inc., and the Urban Ecology Center. The component projects of *From the Ground Up* include transforming a 24-acre remnant brownfield parcel into a natural area of the Hank Aaron State Trail and converting an abandoned building into a third Urban Ecology Center branch that will serve neighborhood schools and residents, as well as Valley employers and their employees. The BID has made a \$100,000 multi-year pledge toward this project.

- d. Negotiating on behalf of the District with the City of Milwaukee, Wisconsin Department of Natural Resources, Department of Transportation, and other local, state and federal agencies having jurisdiction in regards to the Menomonee Valley.
- e. Developing Business-to-Business opportunities to increase the buyer and vendor relationships amongst Valley businesses.
- f. Increasing capacity of the Business Resource Committee and to build workforce strategies to increase the linkages to community and workforce organizations.
- g. Developing options for site improvements throughout the District.
- h. Implementing a Graffiti Removal Project in the District whereby properties within the District boundary will be eligible to have graffiti removed at a minimal cost.
- i. Developing safety clusters areas to improve the overall safety and neighborhood relations of all areas of the Menomonee Valley.
- j. Increasing capacity for the Workplace Health & Wellness Committee by providing exceptional workplace wellness services to Valley companies through resource provision (Wellness Expo), training, and direct programming along the Hank Aaron State Trail.
- k. Organizing and providing support to the 12 "Stew Crew" teams of volunteers from Valley companies in their efforts to keep Valley public areas well maintained and remove invasive species along the Hank Aaron State Trail.
- l. Provide improvements, resources and services particularly toward the aesthetic appearance of St. Paul Ave, through the St. Paul Commercial District Initiative and the St. Paul Enhancement Grant.
- m. Facilitating and creating awareness of the public transportation options for the Menomonee Valley to ensure Valley businesses are accessible to the surrounding workforce.
- n. Administrative activities including, but not limited to, securing an independent certified audit, securing insurance for the activities of the District Board, and complying with the open meeting law, Subchapter V of Chapter 19 of the Wisconsin Statutes.

III. PROPOSED DISTRICT BUDGET

INCOME

2011 Special Assessments.....	\$126,204.37
Menomonee Valley Business Association dues	\$1,000.00

Total Income **\$127,204.37**

EXPENSES

Yearly contract with Menomonee Valley Partners, Inc., a 501 (c)(3) organization, to assist in staffing and implementation of activities outlined above.....	\$80,000.00
Contribution to Valley Employee Resource Calendar.....	\$7,000.00
Expenses for supplies, insurance, audit and events	\$5,000.00
Graffiti Removal.....	\$2,000.00
Friends of the Hank Aaron State Trail Run/Walk.....	\$2,000.00

Health & Wellness Initiative.....	\$3,000.00
Menomonee Valley - From the Ground Up.....	\$10,000.00
* This year's investment of a \$100,000 multi-year pledge toward this project.	
St. Paul Commercial District Initiative.....	\$25,000.00
* Funding will be matched (3:1 ratio) through the Industrial Business Initiative	
Total Expenses.....	\$134,000.00

NET ASSETS at June 30, 2011 **\$82,008.06**

It is proposed to raise **\$127,204.37** through BID assessments and fees collected(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.

IV. ORGANIZATION OF DISTRICT BOARD

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

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operate as follows:

1. Board Size – Seven
2. Composition – The majority of members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years.
4. Compensation – None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.

8. Meetings - The board shall meet regularly, at least twice each year. The board shall follow rules of order ("by laws") to govern the conduct of its meetings.

The BID shall be a separate entity from Menomonee Valley Partners, Inc. (MVP), notwithstanding the fact that members, officers and directors of each may be shared. MVP 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. MVP may, and it is intended, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

V. METHOD OF ASSESSMENT

A. Assessment Rate and Method

To support the District Board's budget for calendar year 2011, the City of Milwaukee shall levy in 2011 and carry into the tax rolls for inclusion in tax bills to be sent out in December 2011 special assessments on all properties in the District subject to special assessment. Property that is not tax-exempt shall be included in the property subject to special assessment. The District Board uses a special assessment formula, whereby each tax key number parcel is assessed the rate of \$1.50 per \$1,000 in assessed property value, subject to a minimum assessment per tax key number parcel of \$350 and a maximum assessment per tax key number parcel of \$2,500.

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 rate based on the assessed value of the property was selected as the basic assessment methodology for this BID.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$2,500 per parcel will be applied, and a minimum assessment of \$350 per parcel will be applied.

As of January 1, 2011, the property in the proposed district had a total assessed value of more than \$156.2 million. This plan proposed to assess the property in the district at a rate of \$1.50 per \$1,000.00 of assessed value, subject to the maximum and minimum assessments, for the purposes of the BID.

Appendix B shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

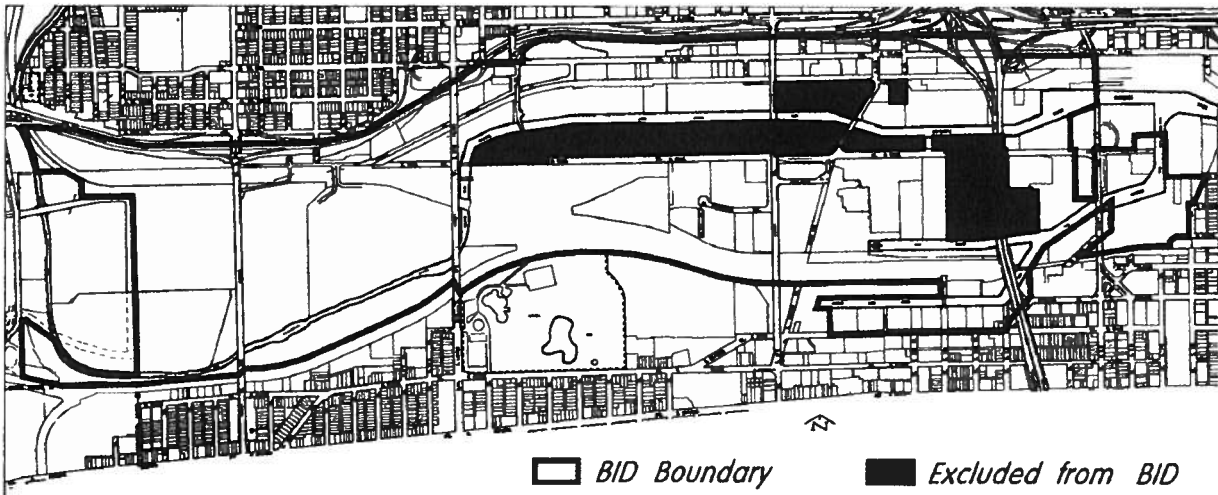
1. State Statute 66.1109(1) (f) 1m: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.

2. State Statute 66.1109(5) (a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix B, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1) (b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

APPENDICES

- A. DISTRICT BOUNDARIES**
- B. 2011 PROJECTED ASSESSMENTS**

APPENDIX A: DISTRICT BOUNDARIES



APPENDIX B: 2011 PROJECTED ASSESSMENTS, SORTED BY TAX KEY

TaxKey	Property Owner	Address	Total Assessed Value	BID #26 Assessment
3611587116	STATE OF WI DEPT OF TRANS	701 W ST PAUL	0	0
3611615120	STATE OF WISCONSIN	901 W HINMAN	0	0
3611617200	CITY OF MILWAUKEE	651 W ST PAUL	0	0
3970001113	HD MILW LLC	126 N 6TH	12368000	2500
3980181100	JRB VIII LLC	1118 W ST PAUL	57700	350
3980184100	STATE OF WISCONSIN DEPT OF	940 W ST PAUL	0	0
3980303110	ST MARY'S CEMENT INC	712 W CANAL	1632000	2448
3980305112	ST MARY'S CEMENT	880 W CANAL	117000	350
3980403100	JRB VIII LLC	324 N 12TH	1890800	2500
3980405112	STATE OF WISCONSIN	1027 W ST PAUL	0	0
3980409121	STATE OF WIS- DEPT OF TRANS	260 N 12TH	0	0
3980698100	READCO	1505 W ST PAUL	353700	530.55
3980700100	READCO	1601 W ST PAUL	107000	350
3980702000	WISC INVESTMENT CO LLC	1635 W ST PAUL	690700	1036.05
3980705110	STONE PROPERTIES LLC	1701 W ST PAUL	402400	603.6
3980705120	GARNET ABRASIVE & WATER	1719 W ST PAUL	191000	350
3980707000	PATRICIA J OLIVOTTI TRUSTEE	1739 W ST PAUL	327000	490.5
3980713000	HENRY ALBERT & SANDRA ALBERT	1925 W ST PAUL	256000	384
3980803112	CR INTERNATIONAL INC	405 N 12TH	1115200	1672.8
3980805000	ANCHOR ENTERPRISES II	315 N 12TH	705900	1058.85
3980903100	City of Milwaukee	1313 W MT VERNON	0	0
3980906111	GIUFFRE I LLC	1601 W MT VERNON	1373100	2059.65
3981212110	ANDREW G MUELLER	1200 W CANAL	540100	810.15
3981231000	STANDARD ELECTRIC SUPPLY CO	222 N EMMBER	992000	1488
3981232100	481DA LLC	254 N EMMBER	786300	1179.45
3981241000	MYRIAD PROPERTY GROUP LLC	272 N 12TH	661000	991.5
3981242000	ASTOR APTS LTD PTN	250 N 12TH	2353000	2500
3981261000	JOSEPH A SANTORO REAL	1205 W MT VERNON	620000	930
3990013110	WISC INVESTMENT CO LLC	1610 W ST PAUL	744000	1116
3990026000	MONITOR CORP	1500 W ST PAUL	561800	842.7
3990213111	1922 WEST ST PAUL LLC	1922 W ST PAUL	70300	350
3990215110	LUCILLE L LIEBNER	1906 W ST PAUL	129400	350
3990229110	PAIN ENTERPRISES INC	1816 W ST PAUL	217000	350
3990231111	GUERRERO PROPERTIES LLC	1800 W ST PAUL	35000	350
3990271000	MELANIE SOBELMAN	1900 W ST PAUL	291000	436.5

3990272000	YVONNE M ZAFFIRO REVOCABLE	1902 W ST PAUL	22000	350
3990281100	CANAL ST LLC / Sigma	1300 W CANAL	1671000	2500
3990291000	GUERRERO PROPERTIES LLC	1741 W ST PAUL	1228000	1842
3990292000	HENRY ALBERT &	1907 W ST PAUL	177000	350
3999988100	ROBERT F ZELLMER	1418 W ST PAUL	865400	1298.1
3999990100	CR INTERNATIONAL INC	1410 W ST PAUL AV	91200	350
3999991100	CR INTERNATIONAL INC	407 N 13TH	1017200	1525.8
3999997100	1435 CORPORATION	1357 W ST PAUL	276600	414.9
3999997200	READCO	324 N 15TH	566000	849
3999999110	FOREST COUNTY POTAWATOMI	313 N 13TH	2555000	2500
4000401110	DOGS WORLD LLC	2501 W ST PAUL	346800	520.2
4000774110	2326 LLC	2326 W ST PAUL	1146200	1719.3
4000784110	HENRY ALBERT & SANDRA ALBERT	2015 W ST PAUL	557000	835.5
4000786110	2033 ASSOCIATES LLP	2033 W ST PAUL	323800	485.7
4000788100	ARUNDEL LLC	2045 W ST PAUL	355000	532.5
4000789100	BRENNAN FAMILY LIMITED	2101 W ST PAUL	731000	1096.5
4000789210	2301 LLC	2301 W ST PAUL	905600	1358.4
4009990000	ALMACEN DEVELOPMENT LLC	321 N 25TH	262000	393
4009991110	ALMACEN DEVELOPMENT LLC	305 N 25TH	404000	606
4009991215	2612 GREVES LLC	2612 W GREVES	1070000	1605
4009995115	RAYMOND F KUBACKI,	2401 W ST PAUL	934000	1401
4009995117	GIUFFRE VIII LLC	200 N 25TH	2000000	2500
4009995118	GIUFFRE I LLC	2001 W MT VERNON	587000	880.5
4009998111	DIEDRICH ACQUISITIONS LLC	2615 W GREVES	1035800	1553.7
4010409111	CITY OF MILWAUKEE	3002 W CANAL	0	0
4011401112	RED STAR PROPERTY LLC	2702 W GREVES	2230000	2500
4019999110	THIELE TANNING CO	123 N 27TH	606200	909.3
4230001000	JOHN F STIMAC JR	600 S 44TH	514800	772.2
4230013000	CAM-JWM, LLC/Charter Wire	3754 W. Milwaukee Rd.	8797400	2500
4230014000	MULHANEY PROPERTIES LLC	3880 W MILWAUKEE	1610100	2415.15
4230016000	CALEFFI NORTH AMERICA INC	3883 W MILWAUKEE	2600000	2500
4230021000	VALTAY LLC	3630 W WHEELHOUSE	3260200	2500
4230031000	HSI INDUSTRIAL I LLC	3800 W CANAL	7974300	2500
4230032000	Ingeteam	3757 W. Milwaukee Rd.	1800000	2500
4239999017	THE SE WI PROFESSIONAL	400 S 44TH	0	0
4240311000	PALERMOS PROPERTIES LLC	3301 W CANAL	0	0
4240401000	PALERMOS PROPERTIES LLC	3301 W CANAL	8069400	2500
4249998110	REXNORD INDUSTRIES LLC	3001 W CANAL	9472600	2500
4259983122	FCPC PLANKINTON YARDS	2301 W CANAL	1323000	1984.5

4260022100	ALDRICH CHEMICAL CO INC	210 S EMMBER	1151100	1726.65
4260033120	EMMPACK FOODS INC	219 S EMMBER	2844600	2500
4260061110	EMMPAK FOODS INC	1513 W CANAL	532000	798
4260071113	EMMPAK FOODS INC	1901 W CANAL	2734400	2500
4260111000	FOREST COUNTY POTAWATOMI	1611 W CANAL	364500	546.75
4260131000	PFC INC	104 S EMMBER	100000	350
4260132000	ZIEGLER BENCE PARTNERS 5 LLC	1207 W CANAL	8600000	2500
4260133000	EMMPACK FOODS INC	320 S EMMBER	1080200	1620.3
4269940111	FOREST COUNTY POTAWATOMI	305 S 16TH	809200	1213.8
4269947111	FOREST COUNTY POTAWATOMI	338 S 17TH	12052000	2500
4269948112	FOREST COUNTY POTAWATOMI	320 S 19TH	12052000	2500
4269965112	SOO LINE RAILROAD COMPANY	500 S MUSKEGO	325000	487.5
4269985000	MID-CITY FOUNDRY CO	1400 W BRUCE	308600	462.9
4269986000	WESTERN LIME CORPORATION	1304 W BRUCE	738000	1107
4270101100	GEORGE A DAMMAN CHARITABLE	754 W VIRGINIA	206000	350
4270103100	LCM FUNDS 20 LLC	800 W VIRGINIA	34500	350
4270104100	AHMED A KAHIN	840 W VIRGINIA	634900	952.35
4270203111	JOHN STOLLENWERK	131 S 7TH	352800	529.2
4270203120	STATE OF WI	833 W CANAL	0	0
4270207100	BERNARD KLEIN	754 W VIRGINIA	118800	350
4270210112	SOO LINE RAILROAD COMPANY	904 W BRUCE	57400	350
4270401110	PAUL E OLSEN	920 W BRUCE	625000	937.5
4270406110	WISCONSIN ELECTRIC POWER CO	1135 W CANAL	0	0
4270409121	RNC CANAL ST PROPERTY LLC	1201 W CANAL	1316000	1974
4270411120	SOO LINE RAILROAD COMPANY	1104 W BRUCE	294300	441.45
4270418100	HURON TRANSPORTATION INC	470 S 11TH	638000	957
4270422100	KARL H ZIELKE	902 W BRUCE	19900	350
4270422200	DOMINGO MUNOZ	904 W BRUCE	58000	350
4270425000	AKSS, LLC	1102 W BRUCE	611000	916.5
4270426000	BERNARD KLEIN	1134 W BRUCE	206200	350
4270427000	BRUCE STREET PROPERTIES LLC	1230 W BRUCE	604000	906
4270521211	BUILDING 41 LLC	615 W OREGON	30000	350
4270541000	JOHN STOLLENWERK MILWAUKEE	841 W CANAL	412200	618.3
4270542111	LONE STAR INDUSTRIES AKA	643 W CANAL	2381000	2500
4270571100	JNA INVESTMENT	530 S 11TH	367000	550.5
4270572100	JIMENEZ LLC	1000 W BRUCE	466200	699.3
4270573000	JIMENEZ LLC	920 W BRUCE	194100	350
4270574000	COMMUNITY WAREHOUSE INC	521 S 9TH	0	0
4280516110	BUILDING 41 LLC	220 S 6TH	274100	411.15
4280512114	BUILDING 41 LLC	339 W PITTSBURGH	2282300	2500

3990243112	WISC INVESTMENT CO LLC	1712 W ST PAUL	744000	1116
4009999221	Milwaukee Metropolitan Sewage District	199 N. 25	0	0
4000972000	GIUFFRE I LLC	224 N. 25th	965000	1447.5
4260072110	FOREST COUNTY POTAWATOMI	1721 W. Canal st.	195000	350
4269958200	FOREST COUNTY POTAWATOMI	1916 W. Potawatomi Circle	14900	350
4270531100	H D MILW LLC	143 S. 6th	761500	1142.25
3981221100	H D MILW LLC	131 N. 6th	677282	1015.92
		Totals	\$156,206,982	\$126,204.37