

BUSINESS IMPROVEMENT DISTRICT 32



**NORTH AVENUE  
FOND DU LAC**

MARKETPLACE BID 32

Advancing Economic and Environmental Innovations

**2018 PROPOSED OPERATING PLAN**

“It's now a popular spot for neighborhood folks, Downtown residents and curious others who've heard that it's the new "go-to" spot in Milwaukee.” *On Milwaukee, November 30, 2015*



1848 W. FOND DU LAC AVE.  
DECEMBER 9, 2014

MILWAUKEE, WI  
JOE KAWNICZAK

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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 received and approved a petition from property owners, which created of a Business Improvement District for the purpose of revitalizing and improving the MARKETPLACE BID 32 business area on Milwaukee's North Side. The area is bounded on North Avenue between I-43 and 27<sup>th</sup> Streets and Fond du Lac Avenue between 17<sup>th</sup> and 27<sup>th</sup> Street. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the Marketplace Business Improvement District #32.

### B. Physical Setting

The District covers the retail and commercial corridors of North Avenue from I-43 to 27<sup>th</sup> Streets and Fond du Lac from 17<sup>th</sup> to 27<sup>th</sup> Avenue. This area involves several major commercial nodes; North and Fond du Lac Avenues, Center Street, 27<sup>th</sup> and Fond du Lac Ave and Teutonia and North Avenue. It creates a great opportunity for increasing commercial development, business, and employment growth.

## II. DISTRICT BOUNDARIES

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

## III. PROPOSED OPERATING PLAN

### A. Plan Objectives

Create a viable and sustainable commercial corridor that supports pedestrian oriented commercial real estate development with job growth, local entrepreneurs, engaged business owners, beautification, blight reduction, environmental remediation and local, regional or national businesses location in MARKETPLACE BID 32.

### **KEY STRATEGIC FOCUS AREAS**

- Improve Façades on commercial corridors.
- Continue work with Wisconsin Main Street designation and technical assistance provided.
- Advance Commercial Corridors Maintenance and Streetscape Projects.

- Execute the Lindsay Heights Charette as a plan to guide commercial developments: <http://uwm.edu/community-design-solutions/wp-content/uploads/sites/314/2016/01/Lindsay-Heights-Charette-Report-1.pdf>.
- Encourage inclusive development models that incorporate community equity investment
- Initiate Safety and Security practices.
- Advance area as destination for initiatives supported by the Department of City Development.
- Advance a master plan for the BID streetscapes.
- Provide space for start-up businesses to build capacity in a vacant or underutilized property.
- Expand organizational capacity and access to business community through exploration of office space for BID activities.
- Explore the advantage of an overlay zone to encourage a pedestrian character to promote street life by regulating building orientation and design and prohibiting certain high impact automobile-oriented uses.

#### FOCUS AREAS and PROPOSED ACTIVITIES FOR 2018

1. Strengthen BID Board and governance by recruiting innovative commercial property owners
2. Increase public and façade improvements as outlined in the City of Milwaukee Agreement. Advance, monitor and celebrate façade improvements.
3. Address issues concerning safety and crime. Implement safety improvements and lighting enhancements
4. Collaborate with MKE Downtown United, City, civic leaders, developers and community- based organizations to bring investments into the target area. Work with Lindsay Heights Commercial Corridors Committee to promote commercial development projects
5. Plan and implement events and projects, supported by commercial property owners, businesses and developers, to promote a positive business climate. Implement a Fondy Night Market and *Activate the Streets* calendar of events. Engage pro-bono services for outreach and marketing.
6. Increase Environmental Sustainability Initiatives to address brownfield conditions
7. Establish an economic development committee to support sustainable commercial developments that encourage diversity of investors and niches identified in the 2011 Lindsay Heights Market analysis. Implement comprehensive property development plan to eliminate idle, blighted, nuisance and vacant properties.
8. Contract with Community Design Solutions to create a streetscape master plan for traffic calming and beautification. Identify owners and operators to participate in the plan, including the Legacy Lofts and Historic Blommer development. Oversight rests with the Streetscape and Public Safety Committee.

9. Evaluate and select office space to provide easy access for business and property owners; staff and partners
10. Begin attracting new businesses to BID 32 by improving the database of properties available for sale or lease, and work to facilitate the transfer of specific properties to responsible private ownership. Through our initial analysis, we have determined that 26% (59 sites) of BID 32 properties are owned by the City of Milwaukee.

B. Proposed Expenditures

Proposed Budget –

C. Proposed 2018 Budget Expenditures – See Appendix D

D. Financing Method

It is proposed to raise \$80,017 through BID assessments. (See Appendix D) If other resources are raised (grants, program revenue, etc.) they will also be used to fund projects outlined in the BID budget. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. Organization of BID Board

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

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

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

1. Board Size – Five to Eleven
2. Composition - At least three members shall be owners or occupants of property within the district. 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 adopt rules of order ("by laws") to govern the conduct of its meetings.

F. Relationship to the Business Association -no official business association located in the BID 32 service area to date. The BID is collaborating partner with the Lindsay Heights Commercial Corridors Committee

#### IV. METHOD OF ASSESSMENT

##### A. Assessment Rate and Method

Marketplace BID 32 assess the property in the district at a rate of 6.60/1000 of assessed value, subject to the maximum assessment of \$1,500 and a minimum assessment of \$300 for the purposes of the BID. DCD staff can assist in developing other methods to fit the proposed BID's circumstances.

## 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.

**(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 an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit 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 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.

**(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.

**History:** 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85.

## **Appendix B Annual Updates**

Over \$ 20 million dollars (Wally, Legacy Lofts, Façade Improvements, Mobile Lube Fondy Park, Innovations and Wellness Commons Phase 2, SDC Bio-retention center) will be invested in the BID Area by the end of 2017. In addition, construction for a Save-a-Lot Store to be opened at the former Lena's site will take place in 2017. In addition, this was a year of recognition for the projects in the corridor, engagement of business and property owners and significant reorganization of the BID to improve communication with property and business owners.

Three projects won MANDI awards at the LISC:

1. Wally Schmidt Tavern
2. Innovations and Wellness Commons Phase I
3. Johnsons Park Renovations

### **Engagement of Property and Business Owners**

Mailing list and surveys

Gathering for residents, business and property owners identified both a willingness to support initiatives and call for traffic calming and greater public safety

Two Input sessions hosted at St Ann Buycus campus provide input to MKE United Plan  
Façade improvements

**Activate the Streets:** Spur pedestrian traffic on North Avenue through events and engagement activities which include a summer cleanup; Fondy Park celebration and ribbon cutting; Walnut Way Harvest Day; and winter wreath hanging.

- **Catalytic Real Estate Projects:**  
BID #32 identified a number of sites where a successful development effort would be catalytic to its surrounding area in terms of stimulating the investment of resources, and driving positive economic change. In support of the identified 'Catalytic Projects' in BID #32, we use engagement efforts to determine the specific hurdles that a project may encounter, and track progress at our monthly Board meetings. By staying in close communication with project developers, we are able to mobilize all available resources which can include BID equity, or permit support.
- **Façade Improvements:**  
BID #32 works with staff from the Department of City Development, and Office of Sustainability to guide business and/ or property owners through the process of obtaining façade grants and other resources. Through our engagement efforts we promote the façade improvement opportunity, connect property owners with the City staff, and facilitate applications. It is our goal to guide as many property owners as we can to the resources, and through the process. To date, our engagement efforts have been effective in reaching property owners on a personal level, rather than through LLC's or Registered Agents.

- **Street Maintenance:**  
BIDs are often tasked with supplementing the City's street cleaning efforts, and we are currently planning a Corridor Clean-up at the end of July 2017 with five neighborhood organizations that have interested in volunteering, utilizing equipment and supplies from Keep Greater Milwaukee Beautiful. Over the next few weeks we expect to work with Operation D.R.E.A.M, Running Rebels, the Prince Hall Masonic Temple, and others to coordinate a district-wide clean up event, that aims to have a lasting impact on the landscape along our corridors. The BID maintains annual contracts with a maintenance team to reduce litter and snow in the area. Responsibilities of the maintenance company includes the basic upkeep and cleanliness of the district; working with property and business owners to keep their properties neat and clean; and being a liaison between the BID and the City to ensure all partners are engaged to address cleanliness and safety issues in the community.

We are also working to maintain communication and collaboration with the Departments of City Development, and Public Works to relay information on behalf of BID #32 property owners, and propose solutions to improve our streetscapes.

- **Safety & Security:**  
By working with the Milwaukee Police Department, District #3 Community Prosecution Unit (CPU), BID #32 can assist property owners with safety and security inspections conducted by officers trained in Crime Prevention Through Environmental Design. Furthermore, as we identify barriers to public safety in BID #32, we will communicate with the CPU to develop solutions which may lead to a re-establishing funds designated for safety & security improvements.

#### **Board appointments.**

Larry Adams: co-owner, Adams Garden Park  
Jeremy Davis, co-owner, Wally Schmidt Development  
Ezzard White, Developer

#### **Incubators**

**St. Ann Intergenerational;** innovative business ideas and entrepreneurial concepts for the North Avenue/ Fond Du Lac Business commercial corridor.

said Sister Lonergan "It's great forum to grow from the inside the talent and ideas being created for businesses" she says

## Innovations and Wellness Center: Outpost Incubator Center



Walnut Way Conservation Inc. - Innovation Wellness Center

The North Avenue/Fond Du Lac Corridor gets a healthy addition due to a unified venture that began with Walnut Way Conservation Inc. Innovation Wellness Center opens its doors October 15. The first of two phases, this 2500 sq ft refurbished building has become the home to four innovative and sustainable organizations that are sorely needed in the community:

neighborhood by working closely with talented, motivated residents who are dedicated to revitalizing a long-underserved part of the city.

**Job creation:** Job creation is often the missing component in comprehensive neighborhood development. St. Ann Center will create 160 full-time jobs with benefits and 40 part-time jobs. By providing day care at the Bucyrus Campus, the Center also allows more people to go to work, knowing their loved ones are cared for. The Center works with the Milwaukee Area Workforce Investment Board, Inc. to maximize hiring from the immediate neighborhood. Of all workers hired to date, 97% live within a few blocks of the Bucyrus Campus. Phase 2 of Campus construction is expected to create 50 additional jobs to be filled by unemployed tradesmen or apprentices from the neighborhood. Also, clients of SER Jobs for Progress volunteer in the Bucyrus Campus adult day care program, a first step to employment.

**Inspiring new business and neighborhood development:** The North Avenue/Fond du Lac Marketplace Business Improvement District, in collaboration with St. Ann Center, is committed to hosting events and providing financial/technical support to established and start-up businesses that may locate on vacant abandoned or underutilized properties. In addition, ACTS Housing, with an office at the Bucyrus Campus, is helping families transition from renters to homeowners. “The Bucyrus Campus is a magnificent platform for catapulting the community forward in jobs, resources and pride of ownership,” says Bucyrus Campus COO Diane Beckley.



The **Fondy Farmers Market**, always a source of fresh foods and local artisan wares, will be relocating their offices to the Innovation Wellness Center.

### **St. Ann Center Sparks Central City Economic Development**



Since it's opening in September 2015, St. Ann Center for Intergenerational Care-Bucyrus Campus has become a living example of community building. Its central mission is to bring excellent early childhood education to the children of Milwaukee's central city, quality day care to the frail elderly and adults with disabilities, and health and wellness services to the surrounding community. Beyond that, St. Ann Center is committed to becoming a part of the fabric of the neighborhood by working closely with talented, motivated residents who are dedicated to revitalizing a long-underserved part of the city.

The Bucyrus Campus, located at 24th Street and North Avenue, is a \$21 million project, featuring an 80,000-square-foot facility on 7.5 acres. This two-block parcel sat vacant for more than 40 years on one of Milwaukee's major commercial corridors. Phase 1 of construction is now complete. Childcare and adult day care rooms are open, with a capacity to serve 220 children and 150 adults, and a dental and medical clinic are set to open in spring 2016. Phase 2 will include an indoor warm water therapy pool and an Alzheimer's care unit. As it grows, St. Ann Center's new campus will bring more than 200 jobs to the community, and an annual financial return of \$4.6 million.

"I think that this is the most exciting, transformational, community project in the city ever," said Tim Sullivan, former CEO of Bucyrus International and capital campaign chair of the Bucyrus Campus project. Currently, St. Ann Center is working with residents and grassroots organizations to form strong, active community partnerships. The shared goal is to transform the central city neighborhood from one of the poorest in the City into a model of innovation and successful economic development through:

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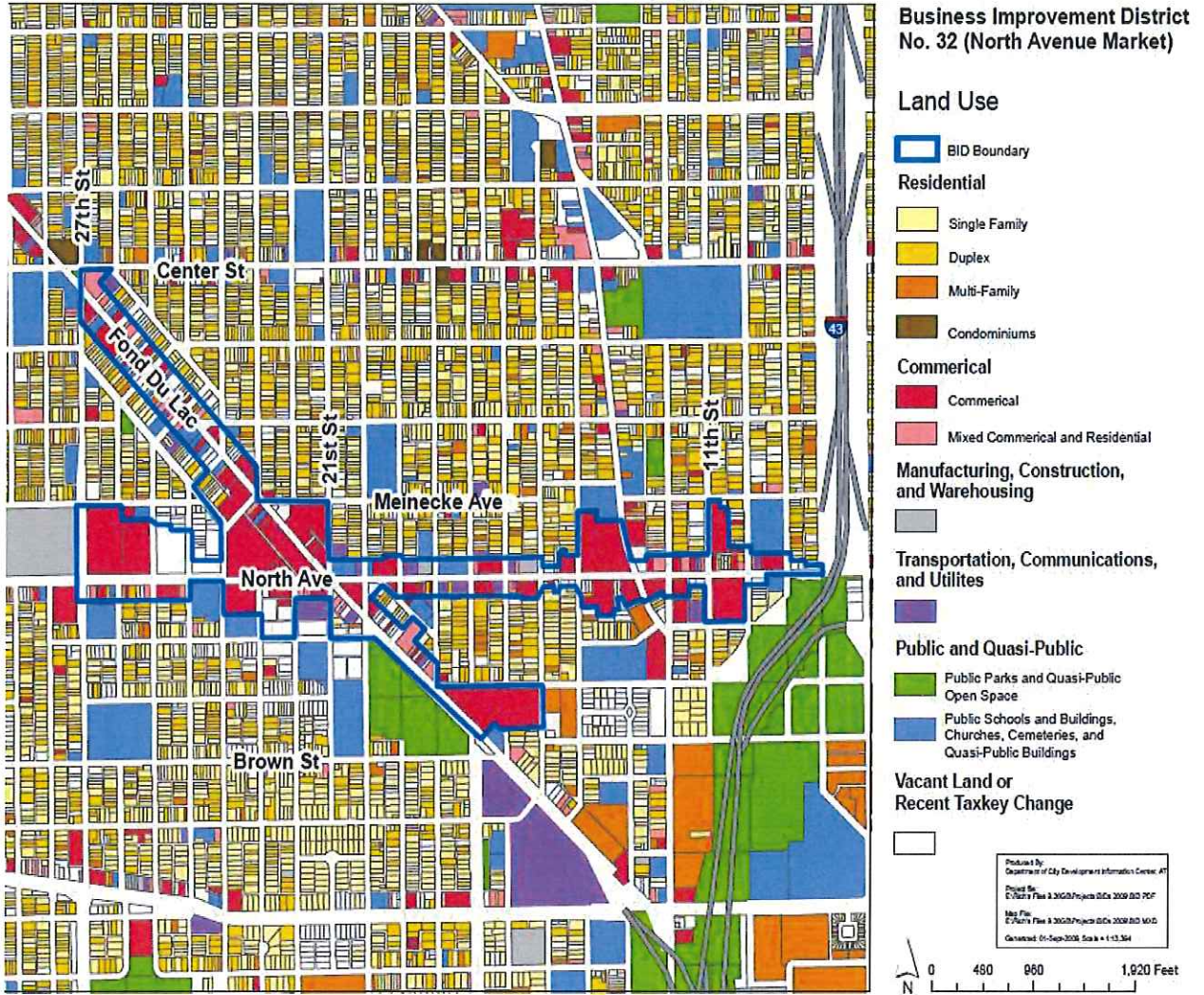
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**Support of local and minority businesses and culture:** During Phase 1 construction of the Bucyrus Campus, St. Ann Center surpassed city guidelines recommending a 25% minority workforce by hiring 33% minority workers. Among them are central city young people trained in the trades by the non-profit organization, One Hope Made Strong. Blue Skies Landscaping, a program of Walnut Way Conservation Corp, handles the Campus’ ground keeping. Community food vendors, including Coffee Makes You Black have catered special events at the Campus. “We want to be a beacon for developing the business community from within,” says Sister Edna Lonergan, OSF, St. Ann Center President. Drawing on the neighborhood’s rich culture, a 350-seat band shell, to be built in partnership with Parklawn Assembly of God Church on Campus grounds, will showcase local talents, and serve as a safe, beautiful gathering place for concerts, church services, neighborhood meetings and celebrations.



# Appendix C

## Marketplace Business Improvement District 32 Area Map



**2018 Budget and Expenditures**

**North Avenue Marketplace BID 32**

09/25/17

<b>Income</b>		<b>Notes:</b>
City of Milwaukee Assessment	\$ 80,017	
Contributions/Grants (committed)	\$ 16,600	Zilber 8/17 through 8/18 - Total \$25,000
Grants (pending)	\$ 8,000	Nonprofit Mngt Fund/LISC/Greater MKE Foundation
LISC	\$ -	
Misc Revenue/Carry Over		
Interest Income		
<b>Total Income</b>	<b>\$ 104,617</b>	
<b>Expenses</b>		
Bid Consultant - contract	\$ 40,000	74 hours per month - NG
Salary Expense	\$ 11,700	Admin - 15 hrs per week at \$15/per hour - LA
Payroll Taxes	\$ 878	
Street Maintenance	\$ 6,265	Blue Skies Landscaping (includes cost of flowers)
Neighborhood Event code/beauty/safety grants	\$ 3,000	
Marketing Expense	\$ 500	
Upkeep of 3 pocket parks	\$ 3,500	Blue Skies Landscaping
Insurance - D&O/Gen Liability/Misc	\$ 1,800	from actual financials
Telephone & Internet	\$ 1,740	\$145/month
Program Supplies/Refreshments	\$ 500	
Office Supplies/Postage	\$ 800	\$99 for drop box and other
Rent/Utilities	\$ 9,240	rent includes utilities
Conference & Meetings	\$ 200	Meetings
Travel	\$ 400	Mileage
Equipment	\$ 1,000	Potential new laptop
Legal	\$ 2,000	BID development agreements with City, if needed
Accounting/Audit	\$ 9,000	\$550/mo and \$2,400 for audit
Repairs and Maintenance	\$ 250	Equipment repairs
Publications & Subscriptions	\$ 150	
Membership Due	\$ 200	
Website Develop. & Maintenance	\$ 3,000	hosting/IT related expenses
Holiday Lights		
Repayment of Save A Lot loan	\$ 7,196	Due to City of Milwaukee - Principal and Interest (20 yr payback)
Depreciation Expense	\$ 594	
Board & Staff Development	\$ 200	
Miscellaneous Expense	\$ 504	
<b>Total Program Expenses</b>	<b>\$ 104,617</b>	
<b>Surplus (deficit)</b>	<b>\$ (0)</b>	



NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32  
 2018 OPERATING PLAN  
 APPENDIX E - LISTING OF PROPERTIES

address	rem_owner1	rem_owner2	propclass
1 920 W NORTH	NEVADA CORP DBA	MCDONALDS CORP	Special Mercantile
2 928 W NORTH	MCDONALDS CORP MUSA W AMIN &	C/O MAC PYLES	Special Mercantile
3 938 W NORTH	HUDA AMIN HW	C/O KINGS SUPERMARKET	Local Commercial
4 2320 N 11TH	M.C.P. REALTY CORP		Manufacturing
5 2315 N 10TH	CITY OF MILW		Exempt
6 1000 W NORTH	SHAUNTE S HAYNES		Local Commercial
7 1016 W NORTH	JOSEPH JULIUS CJ & P DEVELOPMENT		Residential
8 1022 W NORTH	LLC HENRY HAMILTON &		Residential
9 1022 W NORTH	JERRY HW		Residential
10 1026 W NORTH	KIRBY WILKS	C/O AA AUTO BODY	Local Commercial
11 1028 W NORTH	MICHELLE SCOTT CAROLYN R		Residential
12 1032 W NORTH	ROBINSON	C/O DAVID JOHNSON	Residential
13 1028 W NORTH	ALVIN ROBINSON		Local Commercial
14 1100 W NORTH	CITY OF MILW		Exempt
15 1104 W NORTH	AMERICAN SUB INC		Local Commercial
16 1108 W NORTH	AMERICAN SUB INC		Local Commercial
17 1112 W NORTH	AMERICAN SUB INC		Local Commercial
18 1118 W NORTH	CITY OF MILW PRINCE HALL		Exempt
19 1218 W NORTH	MASONIC BOARD S & L GLOBAL		Local Commercial
20 800 W NORTH	CONSULTING	USA LLC	Local Commercial
21 818 W NORTH	CITY OF MILWAUKEE S & L GLOBAL	C/O CITY REAL ESTATE	Exempt
22 830 W NORTH	CONSULTING GRANT-ACQUAH	USA LLC	Local Commercial
23 2300 N 12TH	REALTY LLC PRINCE HALL VILLAGE	COMMONWEALTH	Local Commercial Mercantile
24 1210 W NORTH	LLC C/O PRINCE HALL VILLAGE	CONSTRUCTION COMMONWEALTH	Apartment Mercantile
25 2207 N TEUTONIA	LLC C/O M.C.PREPARATORY	CONSTRUCTION	Apartment
26 1350 W NORTH	SCHOOL OF	WI INC	Exempt
27 1400 W NORTH	FADI R IMSEITEF		Local Commercial
28 1426 W NORTH	CITY OF MILW		Exempt

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32  
 2018 OPERATING PLAN  
 APPENDIX E - LISTING OF PROPERTIES

29	1730 W NORTH	SD PROPERTIES INC NORTH AVENUE		Exempt
30	1622 W NORTH	GALST LLC JAKE'S DELICATESSEN, INC		Special Mercantile Local Commercial
32	2300 N TEUTONIA	BACHAN SINGH		Local Commercial
33	1900 W NORTH	ABDUL M MOTLANI	ABDUL R MOTLANI	Local Commercial
34	1934 W NORTH	FREE WILL CHURCH	DELIVERANCÉ INC & GREATER	Local Commercial
35	1810 W NORTH	SD PROPERTIES INC		Local Commercial
36	1824 W NORTH	SD PROPERTIES INC		Exempt
37	1832 W NORTH	DKLEIN LLC GALST FOODS	C/O AUTO PARTS REAL EST LLC	Local Commercial
38	1500 W NORTH	PROPERTIES LLC 15TH AND NORTH		Special Mercantile
39	1524 W NORTH	APTS LLC GALST FOODS		Local Commercial
40	1528 W NORTH	PROPERTIES LLC		Special Mercantile
41	2249 W FOND DU LAC	FRIENDSHIP INC		Local Commercial
42	2245 W FOND DU LAC	FRIENDSHIP INC	C/O TRACEY HOOKER	Exempt
43	2239 W FOND DU LAC	CITY OF MILW		Exempt
44	2229 W FOND DU LAC	JAMES E CANADY		Local Commercial
45	2100 W NORTH	NORTH 21 LLC		Special Mercantile
46	2202 W NORTH	CITY OF MILW		Exempt
47	2228 W NORTH	CITY OF MILW NEW PARADISE		Exempt
48	2353 W FOND DU LAC	MISSIONARY	BAPTIST CHURCH, INC	Local Commercial
49	2347 W FOND DU LAC	KILBOURN COURT LLC		Local Commercial
50	2337 W FOND DU LAC	MINNETTE D WILSON		Local Commercial
51	2322 W OAK	OAK AND FONDY LLC		Special Mercantile
52	2420 W MEDFORD	CITY OF MILW		Exempt
53	2428 W MEDFORD	CITY OF MILWAUKEE		Exempt
54	2432 W MEDFORD	WILLIE B LUMPKINS CUBBYHOLE		Residential
55	2434 W MEDFORD	PROPERTIES	LLC	Residential
56	2438 W MEDFORD	ALFRED B POSTON	TERRY L POSTON	Residential
57	2440 W MEDFORD	CITY OF MILW		Exempt

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32  
 2018 OPERATING PLAN  
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58	2446 W MEDFORD	CAROL D COX MILWAUKEE LIVING	CAROLYN D COX	Residential
59	2449 W FOND DU LAC	LLC		Local Commercial
60	2425 W FOND DU LAC	PRAISE FELLOWSHIP CHURCH OF NEW LIFE CHURCH OF	GOD IN CHRIST	Exempt
61	2429 W FOND DU LAC	HOLINESS		Exempt
62	2419 W FOND DU LAC	JOHN NELSON SIMS & SPIRITUAL ISRAEL	BOBBIE RAY SIMS	Local Commercial
63	2415 W FOND DU LAC	CHURCH &	IT'S ARMY	Local Commercial
64	2407 W FOND DU LAC	CITY OF MILWAUKEE NEW PARADISE		Exempt
65	2401 W FOND DU LAC	MISSIONARY	BAPTIST CHURCH, INC	Exempt
66	2495 W FOND DU LAC	CITY OF MILW		Exempt
67	2491 W FOND DU LAC	JAMES MACK		Local Commercial
68	2487 W FOND DU LAC	L C MARTIN		Local Commercial
69	2481 W FOND DU LAC	L. C. MARTIN JAMES E OLSZEWSKI		Residential Mercantile
70	2475 W FOND DU LAC	JR	% JO PROPERTIES LLC	Apartment
71	2473 W FOND DU LAC	WILLIAM H SMITH		Local Commercial
72	2465 W FOND DU LAC	ANTOINE WILLIAMS TABERNACLE		Local Commercial
73	2459 W FOND DU LAC	COMMUNITY	BAPTIST CHURCH	Exempt
74	2451 W FOND DU LAC	DONALD R LEWIS		Local Commercial
75	2458 N 24TH	JEWEL BARROW	BESSIE L BARROW	Residential
76	2454 N 24TH	CITY OF MILWAUKEE		Exempt
77	2350 W FOND DU LAC	CITY OF MILWAUKEE	% CITY REAL ESTATE	Exempt
78	2344 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
79	2342 W FOND DU LAC	CITY OF MILWAUKEE	% CITY REAL ESTATE	Exempt
80	2338 W FOND DU LAC	CITY OF MILW		Exempt

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32  
 2018 OPERATING PLAN  
 APPENDIX E - LISTING OF PROPERTIES

81	2330 W FOND DU LAC	JOE LEE PARKER GUNNY PETROLEUMS		Local Commercial
82	2312 W FOND DU LAC	INC	DBA MARATHON CAS STATION	Special Mercantile
83	2404 N 23RD	BCP MD, LLC		Local Commercial
84	2200 W FOND DU LAC	CITY OF MILWAUKEE INTERSTATE BLOOD		Exempt
85	2134 W FOND DU LAC	BANK INC OF	WISCONSIN	Local Commercial
86	2210 W FOND DU LAC	CITY OF MILW		Exempt
87	2230 W FOND DU LAC	CITY OF MILW		Exempt
88	2452 W FOND DU LAC	KIMBRA LLC	% GENESIS	Local Commercial
89	2420 W CYPRESS	CITY OF MILWAUKEE	% CITY REAL ESTATE	Exempt
90	2454 W FOND DU LAC	CITY OF MILW		Exempt
91	2458 W FOND DU LAC	KIMBRA LLC		Residential
92	2462 W FOND DU LAC	KIMBRA LLC	% GENESIS	Local Commercial
93	2466 W FOND DU LAC	KIMBRA LLC	% GENESIS	Local Commercial
94	2476 W FOND DU LAC	KIMBRA LLC	% GENESIS	Local Commercial
95	2486 W FOND DU LAC	KIMBRA LLC J E D INVESTMENT	% GENESIS	Local Commercial
96	2490 W FOND DU LAC	CORP		Local Commercial
97	2418 W WRIGHT	CITY OF MILW		Exempt
98	2442 W FOND DU LAC	CITY OF MILW		Exempt
99	2421 W CYPRESS	CITY OF MILWAUKEE		Exempt
100	2446 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
101	2448 W FOND DU LAC	CITY OF MILW		Exempt
102	2412 W FOND DU LAC	MOHAMMAD RAFIQ	MOHAMMAD CHOUDRY	Local Commercial
103	2635 W FOND DU LAC	BASSAM AL-RAMAHI		Local Commercial
104	2623 W FOND DU LAC	FRYERZ LLC		Local Commercial

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32  
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		OASIS OF HOPE		
105	2617 W FOND DU LAC	PENTECOSTAL	CHURCH OF GOD INC	Exempt
		CURATIVE CARE		
106	2607 W FOND DU LAC	NETWORK INC		Exempt
107	2535 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
108	2533 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
109	2527 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
110	2525 W FOND DU LAC	ROBERT D FERGUSON		Local Commercial
		AZAREEL SANCTUARY		
111	2517 W FOND DU LAC	CHURCH	OF GOD IN CHRIST OF MILW INC	Exempt
		BETHEL BAPTIST CH		
112	2030 W NORTH	OF MILW		Exempt
		2000 W NORTH AVE		
113	2000 W NORTH	MILWAUKEE L		Local Commercial
		INTERSTATE BLOOD		
114	2126 W FOND DU LAC	BANK, INC	OF WIS	Local Commercial
		SEAWAY BANK &		
115	2102 W FOND DU LAC	TRUST CO		Special Mercantile
116	2636 W FOND DU LAC	CFSC PROPERTIES LLC	ATTN BOB WELLENSTEIN	Local Commercial
117	2600 W FOND DU LAC	TPJ CO	THOMAS P JENSEN	Local Commercial
118	2606 W FOND DU LAC	CITY OF MILW		Exempt
119	2616 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
120	2620 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
		JUNIOR COOPER &		
121	2624 W FOND DU LAC	MARTHA		Local Commercial Mercantile
122	2500 W FOND DU LAC	LLOYD COVINGTON		Apartment
123	2506 W FOND DU LAC	BACCHUS FINANCIAL	RESOURCES	Residential
		PENTECOST CHURCH		
124	2516 W FOND DU LAC	OF	GOD IN CHRIST	Local Commercial
125	2520 W FOND DU LAC	RICHARD ALLEN BUSH		Residential
		PENTECOST CHURCH		
126	2524 W FOND DU LAC	OF	GOD IN CHRIST INC	Local Commercial

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32  
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127	2528 W FOND DU LAC	RICHARD A BUSH		Residential
128	2532 W FOND DU LAC	SALEM SARSOUR		Local Commercial
129	2544 W FOND DU LAC	CITY OF MILW		Exempt
130	2552 W FOND DU LAC	LAKESHA P JACKSON ALLEN RHODES, CARL		Local Commercial
131	2496 W FOND DU LAC	RHODES, MILWAUKEE AREA	MCKINLEY RHODES &	Local Commercial
132	2328 N 27TH	WORKFORCE EEI REAL EST	INVESTMENT BOARD LLC	Special Mercantile
133	2341 N 25TH	HOLDINGS FOND DU LAC	PRIMA LLC	Special Mercantile Mercantile
134	2502 W TAMARACK	APARTMENTS LLC ST ANN CENTER	C/O HEARTLAND HOUSING INC	Apartment
135	2450 W NORTH	PROPERTIES INC	ATTN SR EDNA LONEGAN	Exempt
136	2041 W FOND DU LAC	CITY OF MILWAUKEE STRATEGIC HOLDINGS	FOND DU LAC PEDESTRIAN MALL	Exempt
137	2033 W FOND DU LAC	AND	CONFIDENT CONSULTING LLC	Local Commercial
138	2029 W FOND DU LAC	CITY OF MILW MC FOND		Exempt
139	2025 W FOND DU LAC	PROPERTIES LLC		Local Commercial
140	2019 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
141	2007 W FOND DU LAC	COLUMBIA SAVINGS & LOAN ASSN		Special Mercantile
142	2001 W FOND DU LAC	CITY OF MILW		Exempt
143	2209 N 20TH	WWG PROPERTY CITY OF MILW REDEV	INVESTMENTS LLC	Residential
144	2008 W GARFIELD	AUTH CITY OF MILW REDEV		Exempt
145	2200 N 21ST	AUTH		Exempt
146	2210 N 21ST	LILLIAN C BOYD	ALTON V BOYD	Residential
147	2210 N 21ST	CITY OF MILW		Exempt
148	2216 N 21ST	DETRICK C ADDISON		Residential
149	2222 N 21ST	CITY OF MILW		Exempt
150	2129 W NORTH	ANTONIO M JOSEPH	LATOYA N JOSEPH	Local Commercial
151	2125 W NORTH	E RANDY RADKE	JILL A RADKE	Local Commercial

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152	2121 W NORTH	C.P. CORPORATION INC		Local Commercial
153	2111 W NORTH	UNITED 1301 INVESTMENT LLC		Local Commercial
154	2101 W NORTH	ADEL INVESTMENT GROUP LLC		Local Commercial
155	2235 W NORTH	CITY OF MILW REDEV AUTH		Exempt
156	2213 W NORTH	JONG LU KIM	KYUNG SOON KIM	Local Commercial
157	2000 W FOND DU LAC	COLUMBIA SAV & LOAN ASSN		Special Mercantile
158	2635 W NORTH	VERA M LEWIS, ETHEL IVORY,	LILLIE IVORY, BETTY OWENS	Local Commercial
159	2625 W NORTH	JOHN M MULLARKEY &	MARIE A	Local Commercial
160	2621 W NORTH	CITY OF MILWAUKEE	C/O CITY REAL ESTATE	Exempt
161	2621 W NORTH	BYRON MEYER		Local Commercial
162	2613 W NORTH	MATT TALBOT	RECOVERY CENTER INC	Local Commercial
163	2609 W NORTH	CITY OF MILW		Exempt
164	2601 W NORTH	CITY OF MILW		Exempt
165	2245 N 26TH	CITY OF MILW WISCONSIN		Exempt
166	2533 W NORTH	EVANGELICAL	LUTHERAN SYNOD	Exempt
167	2529 W NORTH	CITY OF MILW		Exempt
168	2521 W NORTH	GLENN R BROWN		Residential
169	2513 W NORTH	DEXTER L BROWN		Residential
170	2509 W NORTH	CITY OF MILWAUKEE	C/O CITY REAL ESTATE	Exempt
171	2501 W NORTH	CITY OF MILWAUKEE		Exempt
172	2475 W NORTH	AUTOZONE INC	DEPT 8088	Local Commercial
173	2451 W NORTH	CITY OF MILW POPEYES NORTH		Exempt
174	2399 W NORTH	CORP	C/O BRODERSEN MGMT	Special Mercantile
175	2329 W NORTH	POPEYES NORTH CORP	C/O BRODERSEN MGMT	Local Commercial
176	1700 W FOND DU LAC	SECOND HARVESTERS OF	WISCONSIN INC	Exempt
177	1635 W NORTH	AMJAD TUFAIL	KAUSAR F CHATTHA	Local Commercial
178	1701 W NORTH	SD PROPERTIES INC		Local Commercial
179	1721 W NORTH	GERALDINE MURRY		Residential
180	1729 W NORTH	SD PROPERTIES INC		Exempt
181	1801 W NORTH	EJEAN JACKSON		Residential

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32  
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182	1805 W NORTH	CITY OF MILW		Exempt
183	1809 W NORTH	WILLIE D WEEKS	CAROLYN WEEKS	Local Commercial
184	1819 W NORTH	WILLIE D WEEKS	CAROLYN WEEKS	Local Commercial
185	1829 W NORTH	DKLEIN LLC	C/O AUTO PARTS REAL EST LLC	Local Commercial
186	1905 W NORTH	WILLIE B WEEKS SR		Local Commercial
187	2226 N 20TH	JT REAL ESTATE LLC		Local Commercial
188	1948 W FOND DU LAC	JT REAL ESTATE LLC		Local Commercial
189	1944 W FOND DU LAC	JT REAL ESTATE LLC		Local Commercial
190	1940 W FOND DU LAC	JT REAL ESTATE LLC		Local Commercial
191	1932 W FOND DU LAC	CITY OF MILW		Exempt
192	1928 W FOND DU LAC	NAFIZ EFE		Local Commercial
193	1924 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
194	1922 W FOND DU LAC	CITY OF MILW JOHNSON PARK		Exempt Mercantile
195	1862 W FOND DU LAC	LOFTS LLC		Apartment
196	1848 W FOND DU LAC	EYE NTOBOASE LLC MEGAN'S		Local Commercial
197	1844 W FOND DU LAC	INVESTMENTS LLC		Local Commercial
198	1840 W FOND DU LAC	EYE NTOBOASE LLC LARRY ADAMS &		Local Commercial
199	1836 W FOND DU LAC	SHARON ADAMS		Local Commercial
200	1834 W FOND DU LAC	LARRY ADAMS	SHARON ADAMS	Local Commercial
201	1826 W FOND DU LAC	CITY OF MILW		Exempt
202	1810 W FOND DU LAC	M C COLE JACK & HILDA		Local Commercial
203	1533 W NORTH	INVESTMENT INC WELLNESS	C/O HILDA KHEIRIEH	Local Commercial
204	1609 W NORTH	COMMONS LLC JACK & HILDA		Local Commercial
205	2250 N 16TH	INVESTMENT INC PRIMAX PROPERTIES		Residential
206	1515 W NORTH	LLC		Local Commercial
207	2265 N 14TH	CITY OF MILWAUKEE		Exempt



NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32  
 2018 OPERATING PLAN  
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208 1407 W NORTH	CITY OF MILWAUKEE		Exempt
209 1419 W NORTH	CITY OF MILW		Exempt
210 1427 W NORTH	NAIL F MSEITIF		Local Commercial
211 1437 W NORTH	NAIL F MSEITIF		Local Commercial
	BACHAN & PATRICIA		
212 1319 W NORTH	SINGH		Special Mercantile
213 1351 W NORTH	JOHN M STERN	C/O WINDERMERE PROPERTIES	Local Commercial
214 2250 N 14TH	CARLA R HARRIS		Residential
215 1375 W NORTH	CITY OF MILWAUKEE		Exempt
216 1373 W NORTH	CITY OF MILW		Exempt
217 1369 W NORTH	CITY OF MILW		Exempt
218 1337 W NORTH	BACHAN SINGH		Local Commercial
219 1333 W NORTH	BACHAN SINGH		Local Commercial
	BFC MANAGEMENT		
220 1205 W NORTH	LTD INC	C/O THOMAS ROEPSCH CPA	Special Mercantile
221 1115 W NORTH	CITY OF MILWAUKEE	C/O CITY REAL ESTATE	Exempt
222 1101 W NORTH	CITY OF MILWAUKEE	C/O CITY REAL ESTATE	Exempt
223 2242 N 12TH	M SAJAN I LLC		Special Mercantile
	NORTH AVENUE		
224 1003 W NORTH	DEVELOPMENT	INC	Special Mercantile
225 925 W NORTH	BACHAN SINGH		Local Commercial

## Appendix F

### Marketplace Business Improvement District 32 2018 Board of Directors

**Sharon Adams, Chair**

Walnut Way Conservation Corp, Retired  
BID area property owner  
2247 N. 17<sup>th</sup> St.  
Milwaukee, WI 53205  
[Sharonfosteradams@gmail.com](mailto:Sharonfosteradams@gmail.com)

**Joann Harris-Comodore, Vice Chair**

Residential Living Services  
2014 W. North Ave.  
Milwaukee, WI 53206  
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[Joann1rls@sbcglobal.net](mailto:Joann1rls@sbcglobal.net)

**Susan K. Eick, Treasurer**

IFF  
215 N. Water St. Suite 225  
Milwaukee, WI 53202  
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**Arthur Wilson, Secretary**

Friendship Inc.  
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**Sister Edna Lonegran**

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**Jeremy Davis**

The Tandem  
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[ideezay@gmail.com](mailto:ideezay@gmail.com)

**Ezzard White**

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**Larry Adams**

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Milwaukee, WI 53205  
414-336-5073  
[larry@hn-dev.com](mailto:larry@hn-dev.com)

**North Avenue Marketplace  
BID 32**

*2017 Accomplishments*

*2018 Plans*



**NORTH AVENUE  
FOND DU LAC**

**M A R K E T P L A C E   B I D   3 2**

**Annual Meeting**

**September 11, 2017**

**9:00 am**

**Neu Life Community  
Resource Center**

# Accomplishments 2017

## “Activate the Streets” Program

- Developed plan to focus on:
  - Catalytic Real Estate Projects
  - Façade Improvements
  - Street Maintenance
  - Safety & Security
- Accomplished through:
  - Property Owner Engagement
  - Corridor Clean Up Events
  - Business/ Vendor Support
  - Funding Received from the Zilber Family Foundation





## New Committees Formed

- Economic Development Committee
  - Chaired by Jeremy Davis
  - Tasked with support for implementation of 2016 Lindsay Heights Charette and Plan
- Streetscaping Committee
  - Co-Chaired by Larry Adams and Sr. Edna Longeran
  - Tasked with addressing the public safety issues related to street lighting and speed, in conjunction with City of Milwaukee plans for Low Impact repaving.

## Property Owner Engagement

- Mailings, Meetings, and face-to-face efforts have resulted in over 70% of the BID #32 property owners responding to our communications.
- We are developing a database solution that will contain contact information and centralize information that we receive from our district's constituents.
- Clean-up efforts have catalyzed owners, and business operators to better maintain their property
- Strengthened partnerships with resource providers who want to work with their neighboring businesses ( e.g. SDC Community Outreach Committee, Fondy Food Market, and St. Ann's Intergenerational Center)

**PARKER**





## North Avenue Greenscaping Initiative

- Identified and focusing on businesses that are strong candidates for this program.

American Subs

Galst Foods

Jake's Deli

Auto Parts & Service

Mobil Express

Columbia Savings & Loan

Furniture to Go/ Boost Mobile

Rainbow Foods

- Team including DCD Commercial Corridors, ECO, and BID #32 are working one-on-one with each candidate to complete applications and projects.



## Marketing

- Website content and database in development to include information on properties that vacant, City owned, for sale, and for lease.
- Identified need for correcting and submitting information (free of cost) through Google for web presence of businesses that are open and operating.

*Advancing Economic and Environmental Innovations*







More to come....

Through year-end we have more plans  
to focus on:

Developing Schedule for 2018 (including  
engagements, events, and Committee  
deadlines)

Extension of North Avenue  
Greenscaping Initiative

Administrative/ IT upgrades

Website Launch



1848 W. FOND DULAC AVE. - MILWAUKEE, WI  
DECEMBER 9, 2014 JOE LAWNITZAK

More to come....

In 2018 we have more plans to focus on:

Public Safety, Traffic Calming and Streetscape

Support of Real Estate Development as identified in the Lindsay Heights Charette Plan

Propose overlay district to advance walkable predestriatin active streets

*Creating A Destination to Live, Work and ENJOY*



**NORTH AVENUE  
FOND DU LAC**

**M A R K E T P L A C E B I D 3 2**

**Thank you!**

**Questions?**



**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32**

**FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2016**

**(With Summarized Totals for the Year Ended December 31, 2015)**

*RitzHolman*  
CPAs

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32**

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Independent Auditor's Report

Board of Directors  
North Avenue Marketplace Business Improvement District #32

We have audited the accompanying financial statements of North Avenue Marketplace Business Improvement District #32 which comprise the balance sheet as of December 31, 2016, and the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements.

**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.

**Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

**Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of North Avenue Marketplace Business Improvement District #32 as of December 31, 2016, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

*Ritz Holman LLP*  
*Serving businesses, nonprofits, individuals and trusts.*

330 E. Kilbourn Ave., Suite 550 t. 414.271.1451  
Milwaukee, WI 53202 f. 414.271.7464  
ritzholman.com


Board of Directors  
North Avenue Marketplace Business Improvement District #32

**Report on Summarized Comparative Information**

We have previously audited North Avenue Marketplace Business Improvement District #32's 2015 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated April 3, 2017. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2015, is consistent, in all material respects, with the audited financial statements from which it has been derived.

**Other Matter(s)**

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The schedule of functional expenses is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the basic financial statements. The information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the basic financial statements as a whole.

  
RITZ HOLMAN LLP  
Certified Public Accountants

Milwaukee, Wisconsin  
August 6, 2017



**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32  
BALANCE SHEET  
DECEMBER 31, 2016  
(With Summarized Totals for December 31, 2015)**

	<u>2016</u>	<u>2015</u>
<b>ASSETS</b>		
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash in Banks	\$ 27,431	\$ 27,422
Due from Fondy North Economic Development Corporation	---	1,000
Prepaid Expenses	---	10,329
Security Deposit	700	1,100
<b>Total Current Assets</b>	<u>\$ 28,131</u>	<u>\$ 39,851</u>
<b>Fixed Assets</b>		
Equipment	\$ 5,735	\$ 4,596
Less: Accumulated Depreciation	(4,653)	(4,554)
<b>Net Fixed Assets</b>	<u>\$ 1,082</u>	<u>\$ 42</u>
<b>Intangible Assets</b>		
Website	\$ 4,140	\$ 4,140
Less: Accumulated Amortization	(4,140)	(3,588)
<b>Net Intangible Assets</b>	<u>\$ ---</u>	<u>\$ 552</u>
<b>TOTAL ASSETS</b>	<u>\$ 29,213</u>	<u>\$ 40,445</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Accounts Payable	\$ 2,301	\$ 400
Payroll Liabilities	730	---
<b>Total Current Liabilities</b>	<u>\$ 3,031</u>	<u>\$ 400</u>
<b>NET ASSETS</b>		
Unrestricted	\$ 26,182	\$ 28,045
Temporarily Restricted	---	12,000
<b>Total Net Assets</b>	<u>\$ 26,182</u>	<u>\$ 40,045</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u>\$ 29,213</u>	<u>\$ 40,445</u>

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

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32**  
**STATEMENT OF ACTIVITIES**  
**FOR THE YEAR ENDED DECEMBER 31, 2016**  
**(With Summarized Totals for the Year Ended December 31, 2015)**

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>2016 Total</u>	<u>2015 Total</u>
<b>REVENUE</b>				
City of Milwaukee BID Assessment	\$ 78,841	\$ ---	\$ 78,841	\$ 81,920
Contributions	---	---	---	23,000
Program Service Fees	100	---	100	85
Interest Income	13	---	13	21
Miscellaneous Revenue	---	---	---	1,560
Net Assets Released from Restrictions	10,000	(10,000)	---	---
Total Revenue	<u>\$ 88,954</u>	<u>\$ (10,000)</u>	<u>\$ 78,954</u>	<u>\$ 106,586</u>
<b>EXPENSES</b>				
Program Services	\$ 71,948	\$ ---	\$ 71,948	\$ 99,785
Management and Supporting Services	20,869	---	20,869	27,525
Total Expenses	<u>\$ 92,817</u>	<u>\$ ---</u>	<u>\$ 92,817</u>	<u>\$ 127,310</u>
<b>CHANGE IN NET ASSETS</b>	\$ (3,863)	\$ (10,000)	\$ (13,863)	\$ (20,724)
Net Assets, Beginning of Year	<u>30,045</u>	<u>10,000</u>	<u>40,045</u>	<u>60,769</u>
<b>NET ASSETS, END OF YEAR</b>	<u>\$ 26,182</u>	<u>\$ ---</u>	<u>\$ 26,182</u>	<u>\$ 40,045</u>

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

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED DECEMBER 31, 2016**  
**(With Summarized Totals for the Year Ended December 31, 2015)**

	<u>2016</u>	<u>2015</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ (13,863)	\$ (20,724)
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities		
Depreciation and Amortization	651	1,443
(Increase) Decrease in Due from FNEDC	1,000	(1,000)
(Increase) Decrease in Prepaid Expenses	10,329	1,860
(Increase) Decrease in Security Deposit	400	(700)
Increase (Decrease) in Accounts Payable	1,901	(3,025)
Increase (Decrease) in Payroll Liabilities	730	---
	<u>\$ 1,148</u>	<u>\$ (22,146)</u>
Net Cash Provided (Used) by Operating Activities		
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Fixed Assets	\$ (1,139)	\$ ---
	<u>\$ (1,139)</u>	<u>\$ ---</u>
Net Cash Used by Investing Activities		
Net Increase (Decrease) in Cash and Cash Equivalents	\$ 9	\$ (22,146)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	<u>27,422</u>	<u>49,568</u>
CASH AND CASH EQUIVALENTS AT END OF YEAR	<u>\$ 27,431</u>	<u>\$ 27,422</u>

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

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32**

**NOTES TO THE FINANCIAL STATEMENTS**

**DECEMBER 31, 2016**

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2016**

**NOTE A - Summary of Significant Accounting Policies**

**Organization**

The Organization is exempt from income tax under Section 501(a) of the Internal Revenue Code as an affiliate of a government unit. The North Avenue Marketplace Business Improvement District #32 (BID #32) was created by the Common Council of the City of Milwaukee pursuant to Wisconsin statutes and started operations in January 2005. The mission of the North Avenue Marketplace Business Improvement District #32 is to create a vibrant environment where businesses and residents in the Fond du Lac - North Avenue area can thrive and grow. BID #32 accomplishes this mission by developing programs aimed at the promotion, management, maintenance and development of the district.

**Accounting Method**

The financial statements of North Avenue Marketplace Business Improvement District #32 have been prepared on the accrual basis of accounting.

**Contributions**

All contributions are considered available for the Organization's general programs unless specifically restricted by the donor. Amounts received that are designated for future periods or restricted by the donor are reported as temporarily or permanently restricted support and increase the respective class of net assets. Contributions received with temporary restrictions that are met in the same reporting period are reported as unrestricted support and increase unrestricted net assets. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Investment income that is limited to specific uses by donor restrictions is reported as increases in unrestricted net assets if the restrictions are met in the same reporting period as the income is recognized.

**Basis of Presentation**

The Organization reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. Assets of the restricted classes are created only by donor-imposed restrictions.

At December 31, 2016, the Organization consisted of all unrestricted net assets.

**Cash and Cash Equivalents**

For purposes of the statement of cash flows, cash and cash equivalents include all highly liquid debt instruments with original maturities of three months or less.

**Estimates**

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent 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.

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2016**

**NOTE A - Summary of Significant Accounting Policies (continued)**

**Fixed Assets**

Fixed assets are recorded at cost. Depreciation is provided over the estimated useful lives of the assets using the straight-line method. The Organization capitalizes fixed assets costing a minimum of \$500.

**Reclassifications**

Certain reclassifications have been made to the 2015 financial statement presentation to correspond to the current year's format. Net assets and changes in net assets are unchanged due to these reclassifications.

**NOTE B - Comparative Financial Information**

The financial information shown for 2015 in the accompanying financial statements is included to provide a basis for comparison with 2016 and presents summarized totals only. The comparative information is summarized by total only, not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity to generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2015 from which the summarized information was derived.

**NOTE C - Concentration of Risk**

North Avenue Marketplace Business Improvement District #32 receives property assessment income from the City of Milwaukee. The Organization's operations rely on the availability of these funds. Approximately 100% of the Organization's revenue was from the City of Milwaukee for the year ended December 31, 2016.

**NOTE D - Assessment Income**

In order to provide revenues to support the Organization's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified area of North and Fond du Lac Avenues between 17<sup>th</sup> and 27<sup>th</sup> Street. The assessment is calculated based on assessed values of the properties as of every fall. The assessment levied on properties was \$6.60/1,000 for every dollar of assessed property value with a minimum assessment of \$300 and a maximum of \$1,500 for the year ended December 31, 2016.

**NOTE E - Advertising**

The Organization uses advertising to promote its programs among the audiences it serves. Advertising costs are expensed as incurred. Advertising expense for the year ended December 31, 2016, was \$180.

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32  
NOTES TO THE FINANCIAL STATEMENTS  
DECEMBER 31, 2016**

**NOTE F - Management Arrangement**

Under an arrangement with The Fondy North Economic Development Corporation (FNEDC), the Organization has provided the staff to perform the duties customary to the position of Managing Director. Under this contract, which is renewed annually, the administrative fee per annum will be \$73,000. This agreement was put in place on July 1, 2012. In June 30, 2016, both parties agreed to end the agreement effective August 31, 2016. Expenses paid to FNEDC for the year ended December 31, 2016, were \$58,667.

As of December 31, 2016, the Organization owes FNEDC \$-0- for reimbursed expenses.

**NOTE G - Intangible Assets**

The intangible asset of \$4,140 presented on the balance sheet as of December 31, 2016, consists of the following:

<u>Amortized Asset</u>	<u>Gross Value</u>	<u>Accumulated Amortization</u>	<u>Residual Value</u>	<u>Life</u>
Website	\$4,140	\$4,140	\$-0-	5 years

**NOTE H - Operating Lease**

The Organization leases space in Milwaukee, Wisconsin, for which it entered into a two-year operating lease in May 2016. Total lease expense was \$7,200 as of December 31, 2016.

The following is a schedule by year of the future minimum payment required under the lease as of December 31, 2016:

<u>Year</u>	<u>Amount</u>
2017	\$ 8,400
2018	<u>2,800</u>
Total	<u>\$11,200</u>

**NOTE I - Subsequent Events**

The Organization has evaluated events and transactions occurring after December 31, 2016, through August 6, 2017, the date the financial statements were available to be issued, for possible adjustments to the financial statements or disclosures. The Organization has determined that no subsequent events need to be disclosed.

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32**  
**SCHEDULE OF FUNCTIONAL EXPENSES**  
**FOR THE YEAR ENDED DECEMBER 31, 2016**  
**(With Summarized Totals for the Year Ended December 31, 2015)**

	Program Services	Management and Supporting Services	2016 Total	2015 Total
Professional Fees	\$ 54,195	\$ 18,065	\$ 72,260	\$ 97,967
Salaries	1,761	587	2,348	---
Payroll Taxes	188	63	251	---
Occupancy	5,400	1,800	7,200	5,100
Utilities	---	---	---	964
Equipment Rental and Maintenance	---	---	---	345
Insurance	247	82	329	701
Office Supplies	1,516	---	1,516	3,032
Telephone and Internet	326	109	435	3,922
Postage	---	---	---	83
Printing and Copying	---	---	---	68
Advertising	180	---	180	2,800
Depreciation	488	163	651	1,443
Travel	489	---	489	261
Conference and Meetings	45	---	45	1,362
Membership Dues	---	---	---	100
Publications and Subscriptions	---	---	---	501
Food and Refreshments	28	---	28	2,767
Workshops	---	---	---	625
Business Development and Maintenance	---	---	---	69
Website Development and Maintenance	1,794	---	1,794	325
Community Outreach	800	---	800	---
Newsletter	2,000	---	2,000	---
Other Expenses	2,491	---	2,491	4,877
<b>Totals</b>	<b>\$ 71,948</b>	<b>\$ 20,869</b>	<b>\$ 92,817</b>	<b>\$ 127,312</b>



**BID #32 (North Avenue Market Place) Board Member Sheet**

**Board Organization:** 5-11, at least 3 members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.

<u>Board Member</u>	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
Joann Harris-Comodore	Vice-Chair/Secretary	11/18/2016	11/18/2019
Sharon Adams	Treasurer	11/08/2016	11/08/2019
Susan K. Eick	Chairperson	11/30/2016	11/29/2019
Sister Edna Lonegram	Member	09/28/2016	9/28/2019
Arthur Wilson	Member	09/21/2016	9/21/2019
Ezzard White	Member	04/26/2017	04/26/2020
Jeremy Davis	Member	04/27/2017	04/27/2020
Larry Adams	Member	06/23/2017	06/23/2020

