

BUSINESS IMPROVEMENT DISTRICT NO. 26

MENOMONEE VALLEY BID

PROPOSED 2015-16 OPERATING PLAN & 2014 ANNUAL REPORT



July 30, 2015

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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. 2015-16 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 2015-16 fiscal year of operation will include:

- a. Implement the Menomonee Valley Strategic Plan, whose purpose is to develop the vision for the direction and structure of Menomonee Valley Partners for the next decade. Focus of this year will be to establish working committees that will ensure that the Menomonee Valley Strategic Plan objectives are being met and respond to the needs of the stakeholders. These committees are the Real Estate Predevelopment Committee, Business Redevelopment Committee, Branding & Marketing Committee, Workforce Development Committee, and the Transportation, Infrastructure, and Environmental Stewardship Committee.
- b. Establish a working relationship with partners such as Milwaukee<sup>7</sup> and the Milwaukee Workforce Investment Board to build better engagement and effectively align Valley businesses with workforce solutions.

- c. Collaborate with the Department of Transportation and stakeholders in and around the Valley on the I-94 East-West planning process, which will impact access to the Valley as well as directly impact property owners and businesses.
- d. Maintain effective, ongoing communication and coordination with Valley stakeholders, the real estate and development community and other government officials and business leaders involved in business recruitment and retention activities.
- e. Promote the construction of catalytic infrastructure projects to allow access to priority redevelopment areas and underutilized development sites.
- f. Recruit to the District new businesses that will provide family supporting jobs and contribute to the Milwaukee economy.
- g. Facilitate the development of business resources for companies operating throughout the district.
- h. Organize workforce programming to provide Milwaukee area youth and young adults with information on the great careers that are found in the Menomonee Valley.
- i. Provide improvements, resources and services for improving the aesthetic appearance of St. Paul Ave through the St. Paul Commercial District Initiative and the St. Paul Enhancement Grant.
- j. Complete the next phase of the Menomonee Valley Branding Project, whose purpose is to identify and build a brand for the Valley. This year the effort will focus on rebranding, the website, logo and creating an overall Valley image.
- k. Create new ways to engage Valley employees, area residents and visitors to discover and explore the opportunities directly in the Valley.
- l. Negotiate 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.
- m. Develop Business-to-Business opportunities to increase the buyer and vendor relationships amongst Valley businesses.
- n. Develop options for site improvements throughout the District.
- o. Implement a Graffiti Removal Project in the District whereby properties within the District boundary will be eligible to have graffiti removed at a minimal cost.
- p. Develop new ways to communicate safety needs throughout the Menomonee Valley making the program a success by improving the overall safety and neighborhood relations for all areas of the Menomonee Valley.
- q. Collaborate with Valley businesses to develop and provide exceptional business services to companies through resource provision, training, and direct programming along the Hank Aaron State Trail.
- r. Organize and provide support to the “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.
- s. Facilitate and create awareness of the public transportation options throughout the Menomonee Valley that optimizes vehicle, public transit, bicycle and pedestrian access, thus ensuring that Valley businesses are accessible to the surrounding workforce.
- t. 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

2015 Special Assessments.....\$ \$157,627.41

Menomonee Valley Business Association dues ..... \$800.00

**Total Income ..... \$158,427.41**

#### EXPENSES

Yearly contract with Menomonee Valley Partners, Inc., a 501 (c)(3) organization, to assist in staffing and implementation of activities outlined above..... \$125,000.00

Insurance.....\$1,300.00

Audit .....\$2,300.00

ATV.....\$5,000.00

Graffiti Removal.....\$2,000.00

Friends of the Hank Aaron State Trail Run/Walk.....\$2,000.00

Business Programming.....\$10,000.00

End of Year Meeting.....\$1,500.00

Menomonee Valley - From the Ground Up.....\$10,000.00

\* This year's investment of a \$100,000 multi-year pledge toward this project

Valley Maintenance.....\$2,000.00

BID Initiative.....\$25,000.00

**Total Expenses.....\$ 186,100.00**

**NET ASSETS at June 30, 2015 ..... \$151,769.64**

It is proposed to raise \$158,427.41 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 – Eight
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.

The primary responsibility of the BID will be the implementation of the operating plan in accordance to the needs of the district. The current 2015-26 BID Board is represented by the following members:

***Chairman:***

John Brennan  
J.M. Brennan, Inc.  
johnb@jmbrennan.com

***Vice-Chair:***

Larry Stern  
Standard Electric Supply Company  
lstern@sescowi.com

***Treasurer:***

John Jennings

Materion, Inc.

John\_Jennings@beminc.com

**Members:**

David Brien  
Potawatomi Hotel & Casino  
dbrien@paysbig.com

Art Downey  
Taylor Dynamometer  
artd@taylordyno.com

Jeff Morgan  
Allied Insulation Supply Co.  
[jmorgan@alliedinsulation.com](mailto:jmorgan@alliedinsulation.com)

Joyce Koker  
Harley-Davidson Museum  
[Joyce.Koker@harley-davidson.com](mailto:Joyce.Koker@harley-davidson.com)

**\*At the time of submission of this report the BID has interviewed and made recommendations for the appointment of one additional board members to the City of Milwaukee.**

## **V. METHOD OF ASSESMENT**

### **A. Assessment Rate and Method**

To support the District Board's budget for calendar year 2015, the City of Milwaukee shall levy in 2015 and carry into the tax rolls for inclusion in tax bills to be sent out in December 2015 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 \$1.65 per \$1,000 in assessed property value, subject to a minimum assessment per tax key number parcel of \$400 and a maximum assessment per tax key number parcel of \$4,000.

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 \$4,000 per parcel will be applied, and a minimum assessment of \$400 per parcel will be applied.

As of January 1, 2015, the property in the proposed district had a total assessed value of more than \$232.9 million. This plan proposed to assess the property in the district at a rate of \$1.65 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.

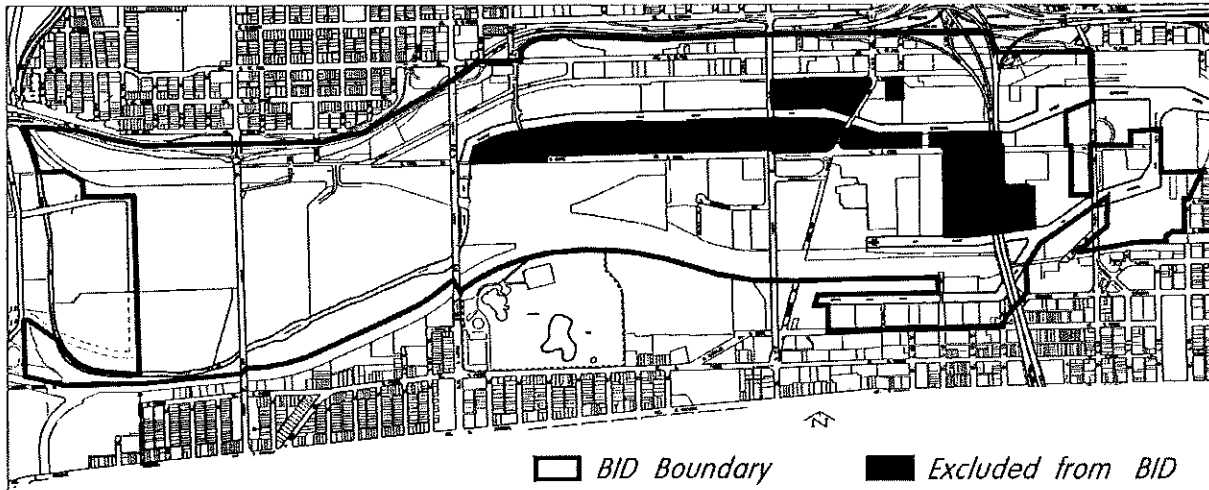
1. State Statute 66.1109(1) (f) lm: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from 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. 2015 PROJECTED ASSESSMENTS
- C. 2014 ANNUAL REPORT
- D. 2014 AUDIT

## APPENDIX A: DISTRICT BOUNDARIES



**APPENDIX B: 2015 PROJECTED ASSESSMENTS, SORTED BY TAX KEY**

<b>Taxkey</b>	<b>Property Class</b>	<b>Address</b>	<b>Owner1</b>	<b>Total Assessment</b>	<b>BID #26 Assessment</b>
3611587116	Exempt	701 W ST PAUL	STATE OF WISCONSIN	0	0
3612141000	Exempt	260 N 12TH	CITY OF MILW REDEV AUTH	0	0
3612142000	Exempt	907 W HINMAN	STATE OF WISCONSIN	0	0
3612143000	Exempt	825 W HINMAN	CITY OF MILW REDEV AUTH	0	0
3970001113	Local Commercial	126 N 6TH	HD MILW LLC	11820000	4000
3980181100	Manufacturing	1118 W ST PAUL	JRB VIII LLC	62900	400
3980184100	Exempt	940 W ST PAUL	STATE OF WISCONSIN DEPT OF	0	0
3980303110	Special Mercantile	712 W CANAL	ST MARY'S CEMENT INC	1632000	2692.8
3980305112	Local Commercial	880 W CANAL	ST MARY'S CEMENT	117000	400
3980403100	Manufacturing	324 N 12TH	JRB VIII LLC	1721000	2839.65
3980405112	Exempt	1027 W ST PAUL	STATE OF WISCONSIN	0	0
3980698100	Local Commercial	1505 W ST PAUL	READCO	353700	583.61
3980700100	Local Commercial	1601 W ST PAUL	READCO	107000	400
3980702000	Local Commercial	1635 W ST PAUL	WISC INVESTMENT CO LLC	663700	1095.11
3980705110	Manufacturing	1701 W ST PAUL	STONE PROPERTIES LLC	415000	684.75
3980705120	Local Commercial	1719 W ST PAUL	GARNET ABRASIVE & WATER	191000	400
3980707000	Local Commercial	1739 W ST PAUL	PATRICIA J OLIVOTTI TRUSTEE	313000	516.45
3980713000	Local Commercial	1925 W ST PAUL	HENRY ALBERT & SANDRA ALBERT	256000	422.4
3980803112	Manufacturing	405 N 12TH	CR INTERNATIONAL INC	1112200	1835.13
3980805000	Special Mercantile	315 N 12TH	ANCHOR ENTERPRISES II	681100	1123.82
3980906111	Local Commercial	1601 W MT VERNON	GIUFFRE I LLC	1373100	2265.62
3981212110	Local Commercial	1200 W CANAL	CANAL STREET YACHT CLUB LLC	795000	1311.75
3981221100	Local Commercial	131 N 6TH ST	H D MILW LLC	677282	1117.52
3981231000	Special Mercantile	222 N EMMER	STANDARD ELECTRIC SUPPLY CO	959000	1582.35
3981232100	Manufacturing	254 N EMMER	481DA LLC	758400	1251.36
3981241000	Local Commercial	272 N 12TH	MYRIAD PROPERTY GROUP LLC	644000	1062.6
3981242000	Special	250 N 12TH	ASTOR APTS LTD PTN	3174000	4000

	Mercantile				
3981261000	Local Commercial	1205 W MT VERNON	MV3, LLC	620000	1023
3990013110	Manufacturing	1610 W ST PAUL	WISC INVESTMENT CO LLC	876000	1445.4
3990026000	Manufacturing	1500 W ST PAUL	MONITOR CORP	421200	694.98
3990213111	Local Commercial	1922 W ST PAUL	1922 WEST ST PAUL LLC	70300	400
3990215110	Manufacturing	1906 W ST PAUL	RML HOLDINGS LLC	121900	400
3990229110	Local Commercial	1816 W ST PAUL	PAIN ENTERPRISES INC	217000	400
3990231111	Exempt	1800 W ST PAUL	CITY OF MILW	0	0
3990271000	Local Commercial	1900 W ST PAUL	MELANIE SOBELMAN	291000	480.15
3990272000	Local Commercial	1902 W ST PAUL	YVONNE M ZAFFIRO REVOCABLE	22000	400
3990281100	Local Commercial	1300 W CANAL	CANAL ST LLC	1596000	2633.4
3990291000	Special Mercantile	1741 W ST PAUL	LCM FUNDS 30 ST PAUL LLC	1187000	1958.55
3990292000	Special Mercantile	1907 W ST PAUL	HENRY ALBERT &	267000	440.55
3999988100	Local Commercial	1418 W ST PAUL	CRE 2011 REO WI INDUSTRIAL L	902400	1488.96
3999990100	Manufacturing	1410 W ST PAUL AV	CR INTERNATIONAL INC	87,700	400
3999991100	Manufacturing	407 N 13th St.	CR INTERNATIONAL INC	1,019,700	1682.51
3999997100	Local Commercial	1357 W ST PAUL	1435 CORPORATION	198800	400
3999997200	Special Mercantile	324 N 15TH	READCO	547000	902.55
3999999110	Local Commercial	313 N 13TH	FOREST COUNTY POTAWATOMI	2430000	4000
4000401110	Local Commercial	2501 W ST PAUL	DOGS WORLD LLC	352000	580.8
4000774110	Special Mercantile	2326 W ST PAUL	2326 LLC	1189200	1962.18
4000784110	Local Commercial	2015 W ST PAUL	HENRY ALBERT & SANDRA ALBERT	533000	879.45
4000786110	Manufacturing	2033 W ST PAUL	2033 ASSOCIATES LLP	397900	656.54
4000788100	Local Commercial	2045 W ST PAUL	CALEDONIA PROPERTIES 2045	226000	400
4000789100	Local Commercial	2101 W ST PAUL	BRENNAN FAMILY LIMITED	700000	1155
4000789210	Special Mercantile	2301 W ST PAUL	2301 LLC	905600	1494.24
4000971000	Special Mercantile	2122 W MT VERNON	GIUFFRE VIII LLC	5171000	4000
4000972000	Special Mercantile	200 N 25TH	GIUFFRE VIII LLC	965000	1592.25

4009990000	Local Commercial	321 N 25TH	ALMACEN DEVELOPMENT LLC	262000	432.3
4009991110	Local Commercial	305 N 25TH	ALMACEN DEVELOPMENT LLC	404000	666.6
4009991215	Special Mercantile	2612 W GREVES	2612 GREVES LLC	1070000	1765.5
4009995115	Local Commercial	2401 W ST PAUL	RAYMOND F KUBACKI	600000	990
4009995118	Special Mercantile	2001 W MT VERNON	GIUFFRE I LLC	561000	925.65
4009998111	Manufacturing	2615 W GREVES	DIEDRICH ACQUISITIONS LLC	1079800	1781.67
4010409111	Exempt	3002 W CANAL	CITY OF MILWAUKEE	0	0
4011401113	Exempt	2702 W GREVES	STATE OF WISCONSIN	0	0
4019999110	Manufacturing	123 N 27TH	THIELE TANNING CO	602600	994.29
4230001000	Local Commercial	600 S 44TH	JOHN F STIMAC JR	514800	849.42
4230014000	Manufacturing	3880 W MILWAUKEE	MULHANEY PROPERTIES LLC	1524400	2515.26
4230016000	Special Mercantile	3883 W MILWAUKEE	CALEFFI NORTH AMERICA INC	2600000	4000
4230021000	Manufacturing	3630 W WHEELHOUSE	VALTAY LLC	2933700	4000
4230031000	Special Mercantile	3800 W CANAL	HSI INDUSTRIAL I LLC	7542600	4000
4230032000	Manufacturing	3757 W MILWAUKEE RD	INGETEAM INC	7476200	4000
4230042000	Manufacturing	3754 W MILWAUKEE	CAM-JWM LLC	8064000	4000
4230051000	Manufacturing	3880 W WHEELHOUSE RD	53RD STREET IP LLC C/O INTERSTATE PARTNERS LL	3453000	4000
4239999017	Exempt	400 S 44TH	THE SE WI PROFESSIONAL	0	0
4240311100	Manufacturing	3301 W CANAL	PALERMO PROPERTIES , LLC	15172500	4000
4240321000	Manufacturing	185 S 33RD CT	BRIOHN VENTURES III LLC	0	0
4240322000	Manufacturing	3340 W ROUNDHOUSE RD	TRIONY MILWAUKEE LLC	5373000	4000
4249998111	Manufacturing	3001 W CANAL	REXNORD INDUSTIES LLC	9327800	4000
4250001000	Local Commercial	2005 W POTAWATOMI	FOREST COUNTY POTAWATOMI	806300	1330.4
4250002000	Local Commercial	2011 W POTAWATOMI	FOREST COUNTY POTAWATOMI	175800	400
4250003000	Local Commercial	2017 W POTAWATOMI	FOREST COUNTY POTAWATOMI	160000	400
4260022100	Manufacturing	210 S EMMBER	ALDRICH CHEMICAL CO INC	1077500	1777.88
4260033120	Manufacturing	219 S EMMBER	EMMPACK FOODS INC	2774900	4000
4260061110	Local Commercial	1513 W CANAL	EMMPAK FOODS INC	532000	877.8
4260071113	Manufacturing	1901 W CANAL	EMMPAK FOODS INC	2608500	4000
4260072110	Local	1850 W POTAWATOMI	FOREST COUNTY	195000	400

	Commercial		POTAWATOMI		
4260111000	Special Mercantile	1611 W CANAL	FOREST COUNTY POTAWATOMI	52664500	4000
4260131000	Local Commercial	104 S EMMBER	PFC INC	100000	400
4260132000	Special Mercantile	1207 W CANAL	ZIEGLER BENCE PARTNERS 5 LLC	8600000	4000
4260133000	Manufacturing	320 S EMMBER	EMMPACK FOODS INC	941600	1553.64
4269948120	Local Mercantile	320 S 19TH ST	FOREST COUNTY POTAWATOMI	32944000	4000
4269958112	Local Commercial	301 S 19TH ST	FOREST COUNTY POTAWATOMI	386700	638.06
4269958200	Local Commercial	1916 W POTAWATOMI	FOREST COUNTY POTAWATOMI	14900	400
4269965112	Local Commercial	500 S MUSKEGO	SOO LINE RAILROAD COMPANY	325000	536.25
4269985000	Manufacturing	1400 W BRUCE	MID-CITY FOUNDRY CO	319200	526.68
4269986000	Special Mercantile	1304 W BRUCE	GRAYMONT WESTERN LIME INC	738000	1217.7
4270101100	Local Commercial	754 W VIRGINIA	754 PARKING LLC	125000	400
4270103100	Special Mercantile	800 W VIRGINIA	LCM FUNDS 21 BOTTLING	29900	400
4270104100	Special Mercantile	840 W VIRGINIA	AHMED A KAHIN	300000	495
4270203111	Local Commercial	131 S 7TH	JOHN STOLLENWERK	352800	582.12
4270203120	Exempt	833 W CANAL	STATE OF WI	0	0
4270207100	Local Commercial	754 W VIRGINIA	BERNARD KLEIN	118800	400
4270210112	Local Commercial	904 W BRUCE	SOO LINE RAILROAD COMPANY	57400	400
4270401110	Special Mercantile	920 W BRUCE	ARCHER-DANIELS-MIDLAND CO	625000	1031.25
4270406110	Special Mercantile	1135 W CANAL	WISCONSIN ELECTRIC POWER CO	0	0
4270409121	Special Mercantile	1201 W CANAL	RNC CANAL ST PROPERTY LLC	1861000	3070.65
4270411120	Local Commercial	1104 W BRUCE	SOO LINE RAILROAD COMPANY	294300	485.6
4270418100	Special Mercantile	470 S 11TH	LAFARGE NORTH AMERICA	638000	1052.7
4270422100	Special Mercantile	902 W BRUCE	KARL H ZIELKE	19900	400
4270422200	Local Commercial	904 W BRUCE	DOMINGO MUNOZ	58000	400
4270425000	Local Commercial	1102 W BRUCE	AKSS, LLC	611000	1008.15
4270426000	Local	1134 W BRUCE	BERNARD KLEIN	206200	400

	Commercial				
4270427000	Special Mercantile	1230 W BRUCE	BRUCE STREET PROPERTIES LLC	604000	996.6
4270521211	Special Mercantile	615 W OREGON	BUILDING 41 LLC	30000	400
4270531100	Local Commercial	143 S 6TH ST	H D MILW LLC	761500	1256.48
4270541000	Local Commercial	841 W CANAL	JOHN STOLLENWERK MILWAUKEE	412200	680.13
4270542111	Special Mercantile	643 W CANAL	LONE STAR INDUSTRIES AKA	2381000	3928.65
4270571100	Local Commercial	530 S 11TH	JNA INVESTMENT	367000	605.55
4310312000	Exempt	500 S 35TH	CITY OF MILWA REDEV AUTH	0	0
			<b>Total</b>	<b>\$232,919,382.00</b>	<b>\$157,627.41</b>

Appendix C: Annual Report  
Business Improvement District #26  
2014-15 Annual Report

The Menomonee Valley Business Improvement District (BID #26) Board of Directors adopted its 2014-15 Operating Plan in August of 2014. In this program year the following administrative actions occurred:

**Board of Directors**

In the 2014-15 year, Business Improvement District #26 reappointed John Jennings to the board for another term. The leadership of the BID #26 is as follows; John Brennan – President, Larry Stern – Vice-President, John Jennings – Treasurer, N/A – Secretary, David Brien – Member at Large, Art Downey – Member at Large, and Jeffery Morgan – Member at Large.

**Finances**

- a. The BID contracted with Scribner Cohen to provide an audit. The BID assessment for 2014 totaled \$121,246.00. Per its Operating Plan, the BID paid \$80,000 to Menomonee Valley Partners, Inc. for staffing the BID programs; \$ 2,100.00 in audit expenses; \$6,758.00 The Menomonee Valley Resource Calendar; \$1,983.14 for the Milwaukee Brewer Outing; \$479.66 for Valley Career Days; \$430.97 for Annual BID Member Meeting; the third disbursement of \$10,000 towards its 10-year \$100,000 pledge to UEC/MVP Project Inc.; Health & Wellness for \$795.00; \$1,281.54 Directors & Officers Insurance. Dues collected from the Menomonee Valley Business Association totaled \$400.00. The Board voted to make a contribution of \$2,000 to the Friends of the Hank Aaron State Trail in support of the 13<sup>th</sup> Annual Hank Aaron State Trail Run/Walk. The BID completed its 2014-15 fiscal year with \$127,779.30 in its account. **The total amount of expenses were \$105,828.31.**
- b. The BID also contracted through Menomonee Valley Partners, Inc. with Scribner Cohen to do ongoing bookkeeping services.

**ACTIVITIES OF MENOMONEE VALLEY PARTNERS, INC. AS STAFF TO THE BID**

In June 2014, BID #26 renewed its ongoing partnership with Menomonee Valley Partners, Inc. (MVP) through entering into a one-year agreement, through which the BID will contribute \$80,000 in funding towards MVP's programmatic activities benefitting the BID and its members. MVP facilitated various programs to improve the district in key areas, including safety, hospitality and maintenance, economic development, transportation, physical improvements and marketing and special events.

Menomonee Valley Partners board adopted a new strategic plan to guide us through the work ahead. Our focus is on facilitating high-quality redevelopment; recruiting high-yield, high quality employers; connecting employers to a regional, job-ready workforce; providing effective transportation and infrastructure; and maintaining the Valley as a thriving, sustainable, urban district.

Below you will find the accomplishments and highlights of the past year through the lenses of our 6 strategic goals.

**Encourage and facilitate high-quality redevelopment of vacant parcels and underutilized properties, with a current focus on the East End of the Valley and the St. Paul Avenue corridor.**

- The City of Milwaukee and MVP engaged in an intensive planning process that was completed in early 2015 to shape the vision for the Menomonee Valley's future, Valley 2.0. The goal was to develop a strong plan for the Menomonee Valley's continued sustainable growth. The plan was adopted in early 2015. Plan priorities include the following areas:
  - **East Valley Gateway Food & Beverage Cluster** -- develop underutilized waterfront parcels, attracting FaB manufacturers, and opening the waterfront for public use.
  - **St. Paul Ave. Design/Décor Showroom District** – build on its current emerging cluster.
  - **Pierce & Bruce Industrial District** – strengthen the district to encourage industrial retention, expansion and job creation.
  - **I-94 Valley Gateway** –keep Valley stakeholders (businesses, workers and visitors) engaged in the decision making process on gateway signage.
  - **Valley Connections** – enhance road, bike, pedestrian, and waterway infrastructure that connects the Valley to surrounding neighborhoods.
- **Plum Moving Media** purchased three foreclosed buildings on St. Paul Avenue. This was exciting news for St. Paul Avenue with the refocused energy to build on the merging home décor & design showroom district.
- The water-focused R&D office park at **Reed Street Yards** continued to develop as the City Plan Commission approved the second building on the site. The 52,000 square-foot building includes a rooftop patio and a 75-vehicle parking lot that minimizes impact on the pedestrian experience.

**Recruit and retain high-yield, high-quality employers.**

- **Potawatomi Hotel & Casino** celebrated the grand opening of its 381 room hotel in August. The hotel was built to LEED standards and boasts expansive views of downtown. The hotel also created 300+ new jobs for the Milwaukee economy.
- **Rishi Tea**, a manufacturer of certified organic teas, moved into the Valley in September. Rishi Tea employs 50+ people.
- **Lohmann & Rauscher** (formerly Solaris), a manufacturer of compression garments, relocated to the Valley in the spring of 2015. It is home to more than 70 employees.
- **Charter Wire** announced plans to expand its facility by adding 70,000 square-feet to its production floor.
- **Standard Electric Supply Co.** will be expanding its building on the Menomonee River and adding 15-20 jobs. Sales of adjacent City-owned property were approved to help this long-time Valley tenant expand and hire more workers.
- **Sign-A-Rama** announced they will be building a new 14,000-square-foot facility in the Menomonee Valley Industrial Center, doubling its space and adding about seven new jobs.

**Connect Valley employers to a regional, job-ready workforce to meet their needs and position local workers to be competitive for upcoming employment opportunities.**

- In partnership with Milwaukee Public Schools our 2014-15 season of Menomonee Valley Career Days was very successful. We worked with five schools to bring in over 100 area high school youth to tour and meet with local manufacturing and engineering professionals.
- The Menomonee Valley hosted a series of CEO Roundtables, an effort to engage Valley CEO's and business owners in the redevelopment process and to ensure that their needs are being met in Menomonee Valley strategic goals.
- Catrina Crane was promoted from Business Resource Manager to Program Director – Workforce Development. MVP's new strategic plan includes an increased focus on connecting Valley employers to a regional, job-ready workforce and positioning nearby residents to be competitive for upcoming employment opportunities with Valley companies. Catrina has spent nine years with MVP building strong relationships both with Valley employers and partners in the surrounding neighborhoods and is poised to be a strategic convener of stakeholders as it pertains to workforce.
- Menomonee Valley Partners is working in collaboration with the Milwaukee Area Workforce Investment Board and the Milwaukee7 to explore the workforce landscape, better understand the key players, and how MVP can provide value.
- Staff is meeting with workforce advisors and agencies throughout the region to learn what services exist and how MVP can be a valuable partner.

**Maintain a thriving, sustainable, urban district, which is home to manufacturing, entertainment and recreation.**

- Hundreds of volunteers participated in the Menomonee Valley Earth Day Annual Clean-Up! Volunteers helped to pick up trash, pull weeds, and marveled at the growth of Three Bridges Park. Over 300 bags of garbage were collected.
- Thanks to the continued partnership of area businesses that participate in our Stew Crew program, we are able to keep the areas of the Hank Aaron State Trail beautiful all year long. Team members from eight area businesses each volunteer 2-3 hours a month cleaning, weeding and maintaining their adopted area.
- The Valley hosted an Artist in Residence program. Our artist Eddee Daniel, a fine art photographer and writer, spent a year capturing the industry, nature and community of the Valley and putting it on canvas. Several Valley gallery nights were hosted in the Valley to showcase his work.
- The Menomonee Valley participated in the Wisconsin Bike to Work Week by setting up commuter stations along the Hank Aaron State Trail at the Valley Passage, near the Urban Ecology Center and Three Bridges Park to welcome bikers and share more information about the trail and the park.
- The Friends of the Hank Aaron State Trail's 15<sup>th</sup> Annual Hank Aaron State Trail Run/Walk drew nearly 1,600 participants. It was a great day and provided the opportunity for many runners and walkers to explore Three Bridges Park.

- The Menomonee Valley Business Association continues to be a great networking and resource tool for Valley businesses. These events are held five times a year and provide an opportunity to educate Valley businesses on local services.
- The 2015 Menomonee Valley Employee Calendar showcased the work of our Artist in Residence, Eddee Daniel. The piece was more artistic in nature this year and showed employees the beauty that the Valley boasts.
- The Menomonee Valley Public Safety committee continues to meet quarterly. In 2014-15, a bigger effort was made to strengthen the relationship with District 3. The police district conducted CEPTED interviews for all businesses by request and conducted reports on the Valley's open/public areas. The tours served very useful for District 3 to understand the span of the Menomonee Valley and its policing needs.
- The amount of graffiti on buildings decreased from last year. We found ourselves reporting graffiti on public infrastructure such as the bridges fairly often. We have a great relationship with the Department of Neighborhood Services which helped us to maintain the area and remove the graffiti in a timely fashion.

**Provide for effective transportation access and other infrastructure with a current focus on the reconstruction of I-94.**

- A series of workshops were hosted June – November to capture important insights and thoughts that should be implemented in the Menomonee Valley 2.0 plan. These discussions focused on five geographic regions of the Menomonee Valley.
  - I-94 Reconstruction area: The east leg of the I-94 reconstruction, planned for 2019, may present challenges and opportunities for connections between the interstate, Menomonee Valley, and neighborhoods to the north and south. This breakout will focus on leveraging the opportunities of the reconstruction to improve the surrounding area.
  - St. Paul Avenue: St. Paul Avenue serves as a gateway to the Valley from both I-94 and the Third Ward. This breakout will focus on the redevelopment vision for St. Paul Avenue between the Milwaukee Intermodal Station and 25<sup>th</sup> Street.
  - Mt. Vernon Waterfront Sites: More than 10 acres of waterfront property is tucked away on Mt. Vernon Ave, challenged by lack of access and infrastructure. This breakout will focus on a redevelopment vision for these properties.
  - East Gateway: Canal Street immediately east of the 6<sup>th</sup> Street bridge is a major gateway to the Menomonee Valley. This breakout will focus on the vision for developing this gateway.
  - Pierce and Bruce Street district: The Pierce and Bruce Street district, between the I-43 high rise bridge and 16<sup>th</sup> Street, has challenges from land use conflicts and inadequate access between the Valley and surrounding neighborhood and new opportunities related to the proposed Burnham Canal project. This breakout will focus on developing a vision for the future of this district.
- The Menomonee Valley – From the Ground Up Campaign is complete. The \$25 million dollar campaign came to a close towards the final days of 2014 thanks to the help of anonymous donor's \$755,000 Hank Aaron Challenge Grant. This project transformed a 24-acre brownfield into an active urban park, state trail and outdoor classroom. The installation of three new bike and pedestrian bridges link nearby residents to Valley jobs.

- The 6<sup>th</sup> Street Ramp and staircase was completed to provide pedestrian and bicycle access from 6<sup>th</sup> Street to Reed Street Yards and to connect the riverwalk along South Menomonee Canal.
- The Canal St. bus continues to remain a useful transit option for Valley employees and visitors.
- The I-94 Project team continued to meet and monitor steps being taken on the North-South Connector Study. WisDOT met with the group of Valley stakeholders and provided 3D renderings of the options for the east leg of the corridor. Valley stakeholders have been able to discuss key concerns and share that information with the proper individuals.

**Ensure MVP has the organizational capacity to achieve its long-term goals.**

- A primary focus on 2014 was to study lessons learned from the Valley's revitalization over the last 15 years in order to share replicable tools and processes. Thanks to the Public Policy Forum the completed study has compiled the ingredients to help guide future Valley developments and areas with similar challenges.
- Corey Zetts was promoted from Associate Director to Executive Director. Corey has been instrumental in the recruitment of new businesses to the Valley, creation of Three Bridges Park, completion of the Hank Aaron State Trail, and establishment of the Menomonee Valley branch of the Urban Ecology Center.
- Karina Ward was hired as the Program Director of Economic Development. The strategic plan includes a heavy focus on planning, predevelopment, and business recruitment. Karina will target the redevelopment of St. Paul Avenue and growth of its design and décor cluster and redevelopment of vacant land on the Valley's east end and growth of the food and beverage manufacturing cluster. Karina holds her Master's Degree in Community and Regional Planning and most recently led a chamber of commerce in Iowa.
- After completing our strategic plan, our goal is to strengthen our existing committees and form new ones to help us accomplish the work ahead. A major emphasis of our 2015 planning is working to build the following committees:
  - Real Estate Predevelopment Committee - facilitates development of potential sites in the valley, overseeing site investigation, environmental testing, site planning, and identification of potential funding sources for redevelopment.
  - Business Recruitment Committee - collaborates with the City, Milwaukee-7, real estate brokers and others in the real estate community to recruit businesses from the industry clusters identified in the Valley 2.0 Plan.
  - Workforce Development Committee - works to connect Valley employers to the workforce development resources necessary to help meet workforce needs now and in the future and position local workers to be competitive for upcoming employment opportunities.
  - Transportation, Infrastructure and Environmental Stewardship Committee - promotes transportation infrastructure throughout the Valley that optimizes vehicle, public transit, bicycle and pedestrian access. The committee also assures environmental stewardship of all the Valley's public spaces and natural resources.

**Appendix D: Certified Audit (attached)**



## BID #26 (MVP) Board Member Sheet

**Board Organization:** 8 members; majority members owner/occupants of property w/in district; non-owner/occupant must be city resident; Term=3 years.

<u>Board Member</u>	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
David Brien	Member	**Reappointed 10/13/2015; No oath taken	
Jeff Morgan	Member	10/2/2013	10/2/2016
John Brennan III	Member	1/18/2013	11/8/2016
John Jennings	Member	12/16/2014	1/29/2018
Larry Stern	Member	**Reappointed 10/13/2015; No oath taken	
T. Arthur Downey	Member	10/15/2013	10/15/2016
Joyce Koker	Member	9/22/2015	9/22/2018

