

## **Business Improvement District No. 10 – Avenues West**

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TO: City of Milwaukee  
FROM: June R. Moberly, Executive Director  
DATE: July 2009  
RE: 2008 Annual Report, Business Improvement District No. 10

Business Improvement District (BID) No. 10 contracts with the Avenues West Association, Inc. (Association) for implementation of the BID's annual Operating Plan.

The Association continues to pursue the BID goals of improving safety and security and enhancing the neighborhood's image and appearance, thus making it a more desirable location for business and residents. The 2008 Annual Report of the Association is attached to provide a broader picture of the impact of BID No. 10.

In addition to the general programs and activities of the Avenues West Association, BID No. 10:

- approved resealing of the colored concrete improvements along Wisconsin Avenue for \$6,600.
- approved and paid \$5,000 for a Facade Grant on 27<sup>th</sup> Street, to supplement a grant previously approved by Milwaukee DCD
- assumed the sponsorship and housing of the SOHI Main Street Program and staff after West End Development Corp. closed
- paid \$10,000 toward the SOHI Main Street security camera project
- coordinated a meeting with representatives of the Milwaukee Rescue Mission, Marquette University, and local merchants to reach a mutually agreeable solution to problems encountered by employees
- continued joint funding with the City for graffiti removal from commercial properties in the Avenues West neighborhood
- assisted officers of the Milwaukee Police Department, Third District, in planning and conducting a National Night Out event. Pledged \$250 to event expenses and acted as fiscal agent for the event
- continued participation in the Milwaukee BID Council
- funded contributions to several family supporting agencies in the Avenues West neighborhood
- reduced the BID board size from nine members to a minimum of seven and a maximum of nine, with a maximum of three directors simultaneously serving on the Avenues West Association board
- assured sound organizational controls and management through annual audits of both BID No. 10 and the Association, thus showing not only where the direct BID revenues went but how they were spent.

The continued emphasis of BID No. 10 on enhanced neighborhood safety, including cooperation with the Milwaukee Police Department, Marquette University Public Safety, Aurora Sinai Loss Prevention, private security firms, plus local business and landlords has proven to be an effective mechanism for continuing the neighborhood's crime reduction momentum.

Progress directly attributable to this momentum is shown by the increase in values of BID assessable properties from \$38,378,790 in January 1993 to \$87,145,200 in January 2009. These increases have taken place in a neighborhood where numerous large properties are tax exempt and are not reflected in the total values despite their own millions of dollars of property reinvestment. The neighborhood's largest tax exempt properties include Marquette University, Aurora Sinai Medical Center, Blood Center of Wisconsin, Milwaukee Center for Independence, American Red Cross, Milwaukee Rescue Mission, A T & T, and Catholic Knights.

BIDs create value within the city and are an important economic development tool. Business property owners of all sizes are demonstrating their faith in their neighborhoods by paying additional taxes to accomplish changes they believe to be important. Some property owners live in the city and some don't, but they are making their neighborhoods a better place for all by enabling positive changes – for their own properties, for their neighbors and for visitors.

For any questions regarding these or other activities of Business Improvement District No. 10, please contact June R. Moberly, Executive Director, at 933-0640.