

BUSINESS IMPROVEMENT DISTRICT NO. 37

30th STREET INDUSTRIAL CORRIDOR

OPERATING PLAN
FOR 2022

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I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created S. 66.1109 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.)

A Business Improvement District was approved by the City of Milwaukee in 2005 for the purposes of revitalizing and improving the 30th Street Industrial Corridor on Milwaukee’s north side. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for 2022 of the 30th Street Industrial Corridor district (BID #37).

B. Physical Setting

BID #37 includes the industrial and commercial businesses located along the Canadian Pacific rail line on the North side of the City of Milwaukee.

II. DISTRICT BOUNDARIES

Boundaries of BID #37 are shown on the map in Appendix A of this plan. The boundaries were drawn to include industrial and commercial properties while excluding residential properties whenever possible. The northern boundary is Ruby Avenue and the southern boundary goes just south of Brown Street. The East and West boundaries vary throughout the district, but generally the western boundary is North 35th Street and the eastern boundary is North 27th Street. A listing of the properties included in the district is provided in the attachment.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of BID #37 is to support and advocate for the businesses within our district. Residing within the 30th Street Industrial Corridor, once one of the most impactful manufacturing corridors in the world, our goal is to create an area that will attract and retain profitable and innovative manufacturing and commercial businesses, thus creating quality jobs with family supporting wages for central city residents.

Additional plan objectives include:

- Improving the safety and security of the area
- Improving the image and environment of the area
- Providing technical assistance and economic development support to businesses
- Attracting new businesses to the area
- Encouraging entrepreneurship

- Improving connections between businesses and residents

B. Proposed Activities—2022

Principal activities to be engaged in by the district during its 15th year of operation will include:

- Marketing to assist with business recruitment and retention; also to promote the area via gatherings, promotional materials, our website and social media
- Promotional efforts and events to increase BID #37 business visibility and connect local people with local jobs;
- Continue partnerships with the City of Milwaukee, MPD, neighborhood organizations, etc. to foster greater collaborative efforts for area businesses & neighborhoods; which includes other BIDs in the area;
- Continue building Corridor Coalition consisting of over 150 different agencies working in area – leveraging the strength in numbers;
- Continued enhancements such as graffiti removal, litter clean ups and addressing illegal dumping;
- Connect businesses to one another in order to provide support
- Grant program to improve area façades, foster community building, landscaping projects, etc to ultimately improve the appearance and condition of property in the district.
- Utilize data and survey responses to support existing businesses

C. Proposed Expenditures

Infrastructure Improvements	\$16,000
Streetscape Debt Service	
Streetscape Maintenance	
Grant Programs	\$35,000
Façade & Landscape	
Safety & Security	
Economic / Community Development	
Aesthetic Enhancements	\$18,000
Graffiti Removal	
Litter Clean Ups	
Abatement of Illegal Dumping	
Art Project(s)	
Accounting/ Audit	\$7,500

Business Assistance	\$15,217
Technical assistance to businesses	
Marketing	
Office & Management	75,000
Administrative services and office/ program expenses provided by the 30th Street Industrial Corridor Corporation	
TOTAL	\$166,717

Projected Revenues

Assessments	\$166,795
Projected Carry Over Funds from 2019	\$0
TOTAL	\$166,795

Reserve Funds

Reserve Fund for Capital Improvements	\$200,000
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D. Financing Method

It is proposed to raise approximately \$166,795 through BID assessments (see Attachment). If any expenses exceed the assessments, it may be covered by 2020 carry over revenues. In addition, the BID may apply for grants for additional funding for projects. 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 the BID Board

The Mayor appoints members to the district board (“board”). The board’s primary responsibility is implementation of this Operating Plan. This requires 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 comprised 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 – The BID board shall include a minimum of five members.
2. Composition – At least three 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 except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
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 (“bylaws”) to govern the conduct of its meetings.

F. Relationship to the 30th Street Industrial Corridor Corporation

The BID shall be a separate entity from the 30th Street Industrial Corridor Corporation (The Corridor), notwithstanding the fact that members, officers and directors of each may be shared. The Corridor shall remain a private organization, not subject to the open meeting law and not subject to the public record law except for its records generated in connection with the BID board. The Corridor may, and it is intended, shall, contract with the BID to provided services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

THE GENERAL ASSESSMENT

The variables used to determine the regular annual General Assessments are:

1. Value of the property as of January 1, of the year the Assessment is calculated, as determined by the City Assessors’ Office.

2. The Gross amount of the assessment.

The assessment methodology will work as follows:

Step 1. Add up the value of all property subject to BID-37 Assessment

Step 2. Divide the amount of the assessment by the total value of the property (see 1 above) to create a valuation factor or mil rate.

Step 3. Multiply the valuation factor times the assessed value of the property to determine each BID-37 Assessment on a property by property basis.

Step 4. After compliance with the provision of Article IV, herein, the amount of regular assessment and contingent assessment for each parcel shall be submitted to the City of Milwaukee which shall include it as a separate line item on the real estate tax bill for that parcel next issued. The City shall collect such assessment with the taxes as a special charge, and in the same manner as such taxes, and shall turn over all monies so collected to BID-37 Board for distribution in accordance with BID-37 Plan by the 15th day of the month following such collection. All BID-37 Assessments shall be held by the City in a segregated account until it is released to BID-37 Board as provided herein.

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) Im: 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.
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.

V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in BID #37 and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in District Operation

The City of Milwaukee has committed to helping private property owners in the district to promote its development. To this end, the City expected to play a significant role in the creation of the Business Improvement District and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official city records of the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in this Operating Plan.

Section 66.1103 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon 2022 activities, and information on specific assessed values, budget amounts and assessment amounts are based on current conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109 (3) (b).

Board Organization: at least 5, 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. 3 year terms:

Board Member	Title	Tern Ends	BID Affiliation	Address
Ted Matkom	Chair	10/2022	Owner	3412 W Fond du Lac Ave
Cordella Jones	Member	8/20/2024	Employee	3637 W Fond du Lac Ave
Thomas Ryan	Member	2/26/2023	Owner	4201 N 27th
Kyle Stephens	Member	2/25/2023	Employee	3945 N 31st
Lynn Menafee	Member	8/3/2023	Owner	4277 N Teutonia
Que El-Amin	Member	8/20/2024	Owner	4201 N 27th Street

Appendix A State Statutes

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

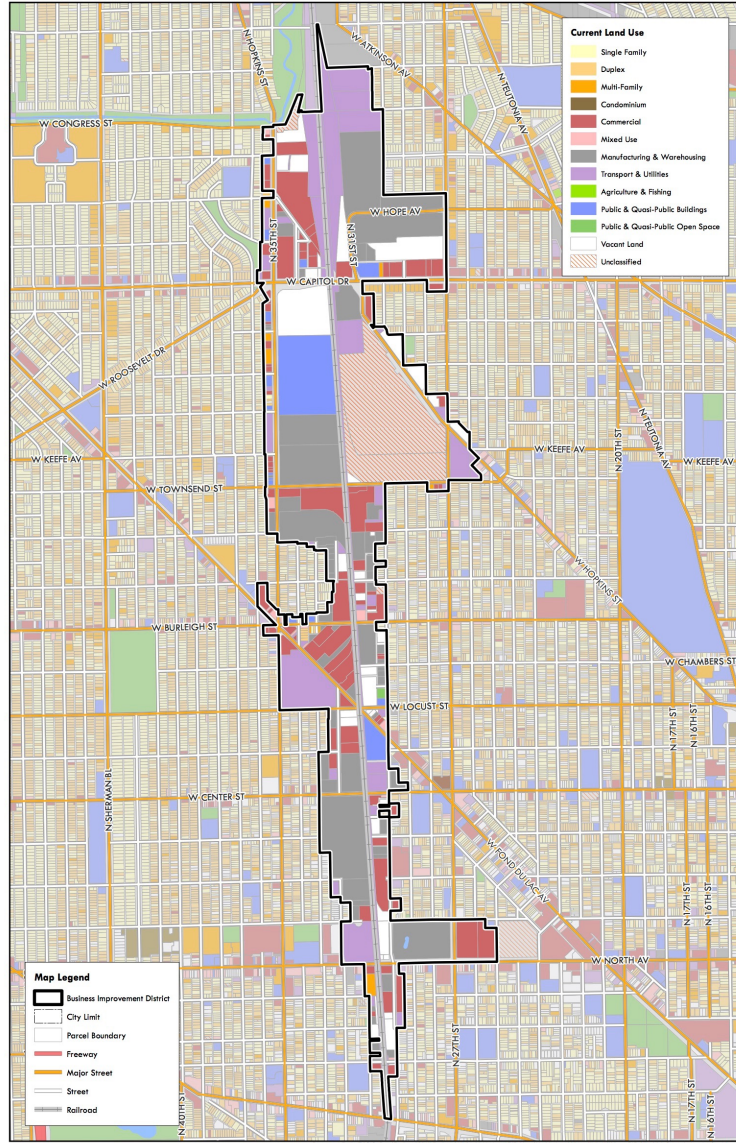
specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the 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. 65.

Appendix B Business Improvement District #37

BID NO. 37: 30TH STREET INDUSTRIAL CORRIDOR
CITY OF MILWAUKEE

Prepared by the Dept. of City Development Planning Division, 7/6/2017
Source: City of Milwaukee Information Technology Management Systems
Dept. of City Development Commercial Corridors Team



Taxkey	Address	Current Total(BID Assessble Value)	2020 Assessment
2460001000	4104 N 34TH ST	\$ 204,000.00	\$ 607.92
2460003100	3326 W CAPITOL DR	\$ 996,600.00	\$ 2,969.87
2460004000	3336 W CAPITOL DR	\$ 168,300.00	\$ 501.53
2460007000	4060 N 34TH ST	\$ 260,500.00	\$ 776.29
2460008100	4130 N 35TH ST	\$ 251,500.00	\$ 749.47
2460009100	3420 W CAPITOL DR	\$ 4,628,400.00	\$ 5,000.00
2460403100	4030 N 29TH ST	\$ 557,200.00	\$ 1,660.46
2460404000	2910 W CAPITOL DR	\$ 778,300.00	\$ 2,319.33
2460405000	2930-2936 W CAPITOL DR	\$ 261,700.00	\$ 779.87
2460412100	3100-3120 W CAPITOL DR	\$ 149,000.00	\$ 444.02
2460421000	2710 W CAPITOL DR	\$ 789,200.00	\$ 2,351.82
2460422000	2728 W CAPITOL DR	\$ 264,900.00	\$ 789.40
2460431100	3350 W HOPKINS ST	\$ 177,900.00	\$ 530.14
2460431200	3364 W HOPKINS ST	\$ 103,100.00	\$ 307.24
2460432000	3341 W HOPKINS ST	\$ 38,400.00	\$ 300.00
2460442100	3410 W HOPKINS ST	\$ 1,377,300.00	\$ 4,104.35
2460472000	4265 N 30TH ST	\$ 5,331,000.00	\$ 5,000.00
2469975100	3374 W HOPKINS ST	\$ 226,300.00	\$ 674.37
2469983000	3411 W HOPKINS ST	\$ 33,400.00	\$ 300.00
2469984000	4160 N 35TH ST	\$ 107,400.00	\$ 320.05
2469985000	4170 N 35TH ST	\$ 95,900.00	\$ 300.00
2469988210	4260-R N 35TH ST	\$ 3,800.00	\$ 300.00
2469994100	4143 N 27TH ST	\$ 5,494,500.00	\$ 5,000.00
2469995112	4041-4051 N 27TH ST	\$ 250,400.00	\$ 746.19
2469998210	4201 N 27TH ST	\$ 3,406,400.00	\$ 5,000.00
2470302000	4125-4165 N 35TH ST	\$ 42,500.00	\$ 300.00
2470319100	4065 N 35TH ST	\$ 254,200.00	\$ 757.52
2470320100	4041 N 35TH ST	\$ 584,800.00	\$ 1,742.70
2470321000	3500 W CAPITOL DR	\$ 132,000.00	\$ 393.36
2470322000	3518-3520 W CAPITOL DR	\$ 13,700.00	\$ 300.00
2470323000	3524-3526 W CAPITOL DR	\$ 148,504.00	\$ 442.54
2471301000	4247 N 35TH ST	\$ 219,400.00	\$ 653.81
2471302000	4221 N 35TH ST	\$ 130,000.00	\$ 387.40
2479997000	4335 N 35TH ST	\$ 111,400.00	\$ 331.97
2479998000	4349-4351 N 35TH ST	\$ 136,000.00	\$ 405.28
2680802000	3735 N 35TH ST	\$ 153,200.00	\$ 456.54
2681202000	3955 N 35TH ST	\$ 36,100.00	\$ 300.00
2681203000	3945 N 35TH ST	\$ 169,100.00	\$ 503.92
2681204100	3931 N 35TH ST	\$ 795,200.00	\$ 2,369.70
2681206000	3913 N 35TH ST	\$ 68,600.00	\$ 300.00

2681207000	3909 N 35TH ST	\$ 33,600.00	\$ 300.00
2681208000	3901 N 35TH ST	\$ 123,800.00	\$ 368.92
2681223000	3501 W CAPITOL DR	\$ 243,900.00	\$ 726.82
2681225100	3861-3863 N 35TH ST	\$ 146,800.00	\$ 437.46
2681229000	3813 N 35TH ST	\$ 38,900.00	\$ 300.00
2681230000	3801 N 35TH ST	\$ 64,400.00	\$ 300.00
2681701000	3525 N 35TH ST	\$ 128,900.00	\$ 384.12
2690101100	2725 W CAPITOL DR	\$ 604,200.00	\$ 1,800.52
2690301100	3651 N 27TH ST	\$ 425,000.00	\$ 1,266.50
2690302110	2744 W HOPKINS ST	\$ 39,300.00	\$ 300.00
2690431000	3940 N 35TH ST	\$ 543,300.00	\$ 1,619.03
2690433000	3600 N 35TH ST	\$ 1,900,100.00	\$ 5,000.00
2690434000	3420 N 35TH ST	\$ 3,479,200.00	\$ 5,000.00
2690451000	3945 N 31ST ST	\$ 1,923,000.00	\$ 5,000.00
2699986100	3627 N 27TH ST	\$ 31,200.00	\$ 300.00
2699988000	3038-3056 W HOPKINS ST	\$ 948,200.00	\$ 2,825.64
2860001000	3270 N 32ND ST	\$ 6,900.00	\$ 300.00
2860003110	3267 N 32ND ST	\$ 220,900.00	\$ 658.28
2860004100	3257 N 32ND ST	\$ 68,500.00	\$ 300.00
2860008100	3271-3279 N 33RD ST	\$ 4,600.00	\$ 300.00
2860103110	3221-3235 N 31ST ST	\$ 191,100.00	\$ 569.48
2860110000	3147-3153 N 31ST ST	\$ 8,600.00	\$ 300.00
2860111000	3139 N 31ST ST	\$ 119,800.00	\$ 357.00
2860112000	3131 N 31ST ST	\$ 13,500.00	\$ 300.00
2860113210	3100 W BURLEIGH ST	\$ 8,679.00	\$ 300.00
2860119000	3243 N 32ND ST	\$ 72,100.00	\$ 300.00
2860120000	3235 N 32ND ST	\$ 59,500.00	\$ 300.00
2860121100	3200 W AUER AV	\$ 127,600.00	\$ 380.25
2860282000	2711 W TOWNSEND ST	\$ 79,400.00	\$ 300.00
2860283000	2721 W TOWNSEND ST	\$ 65,000.00	\$ 300.00
2860447000	3426 W BURLEIGH ST	\$ 31,100.00	\$ 300.00
2860448000	3428-3432 W BURLEIGH ST	\$ 58,990.00	\$ 300.00
2860478000	3328 W BURLEIGH ST	\$ 93,750.00	\$ 300.00
2860482100	3411 W BURLEIGH ST	\$ 326,700.00	\$ 973.57
2860485000	3416-3418 W FOND DU LAC AV	\$ 53,400.00	\$ 300.00
2860486000	3412 W FOND DU LAC AV	\$ 78,100.00	\$ 300.00
2860487000	3408-3410 W FOND DU LAC AV	\$ 47,150.00	\$ 300.00
2860647000	3200 W SENATOR AV	\$ 1,800.00	\$ 300.00
2860676000	3207-3213 W SENATOR AV	\$ 68,900.00	\$ 300.00
2860677000	3206-3232 W BURLEIGH ST	\$ 126,100.00	\$ 375.78
2860760111	3167 N 30TH ST	\$ 28,800.00	\$ 300.00
2860767110	3002 W BURLEIGH ST	\$ 310,400.00	\$ 924.99
2860768100	3118 N 31ST ST	\$ 2,600.00	\$ 300.00
2860769100	3126 N 31ST ST	\$ 59,600.00	\$ 300.00

2860770110	3130-3148 N 31ST ST	\$ 124,600.00	\$ 371.31
2860772100	3156 N 31ST ST	\$ 20,200.00	\$ 300.00
2860773100	3170 N 31ST ST	\$ 74,000.00	\$ 300.00
2860784100	3231 N 30TH ST	\$ 88,200.00	\$ 300.00
2860792100	3030 W AUER AV	\$ 20,800.00	\$ 300.00
2860793100	3232 N 31ST ST	\$ 151,000.00	\$ 449.98
2860812122	3343 N 30TH ST	\$ 186,200.00	\$ 554.88
2860812123	3315 N 30TH ST	\$ 62,400.00	\$ 300.00
2860812124	3305 N 30TH ST	\$ 50,000.00	\$ 300.00
2860812125	3329 N 30TH ST	\$ 6,700.00	\$ 300.00
2860812127	3101 W TOWNSEND ST	\$ 78,000.00	\$ 300.00
2860812128	3299 N 31ST ST	\$ 411,300.00	\$ 1,225.67
2860812129	3351 N 30TH ST	\$ 24,600.00	\$ 300.00
2860812130	3296 N 31ST ST	\$ 192,900.00	\$ 574.84
2860812131	3100 W CONCORDIA AV	\$ 750,400.00	\$ 2,236.19
2860812132	3295-R N 30TH ST	\$ 2,400.00	\$ 300.00
2860812133	3295 N 30TH ST	\$ 166,400.00	\$ 495.87
2861151000	3204 N 32ND ST	\$ 109,700.00	\$ 326.91
2861161000	3230 N 32ND ST	\$ 13,800.00	\$ 300.00
2861162000	3220 N 32ND ST	\$ 156,000.00	\$ 464.88
2869994000	3380 N 35TH ST	\$ 230,700.00	\$ 687.49
2869995000	3354 N 35TH ST	\$ 280,200.00	\$ 835.00
2869996112	3277-3285 N 32ND ST	\$ 249,500.00	\$ 743.51
2869996113	3282 N 35TH ST	\$ 1,048,100.00	\$ 3,123.34
2869997100	3295 W TOWNSEND ST	\$ 194,400.00	\$ 579.31
2869999110	3150-3154 W BURLEIGH ST	\$ 250,800.00	\$ 747.38
2870304000	3343 N 35TH ST	\$ 106,800.00	\$ 318.26
2870412000	3500-3518 W FOND DU LAC AV	\$ 417,772.00	\$ 1,244.96
2870413100	3520-3526 W FOND DU LAC AV	\$ 52,000.00	\$ 300.00
2870414100	3528 W FOND DU LAC AV	\$ 28,800.00	\$ 300.00
2870416110	3536 W FOND DU LAC AV	\$ 2,547,100.00	\$ 5,000.00
2870616000	3453 N 35TH ST	\$ 90,800.00	\$ 300.00
2870617100	3445 N 35TH ST	\$ 86,900.00	\$ 300.00
2870619000	3433 N 35TH ST, Unit]	\$ 87,800.00	\$ 300.00
2870620000	3427 N 35TH ST	\$ 14,500.00	\$ 300.00
2870621000	3421 N 35TH ST	\$ 222,600.00	\$ 663.35
2871144110	3319-3329 N 35TH ST	\$ 263,600.00	\$ 785.53
2871991000	3351-3363 N 35TH ST	\$ 112,230.00	\$ 334.45
2879970000	3417 N 35TH ST	\$ 40,800.00	\$ 300.00
2879998110	3381 N 35TH ST	\$ 562,600.00	\$ 1,676.55
2879999000	3517 W TOWNSEND ST	\$ 32,238.00	\$ 300.00
3080001110	3501-3515 W BURLEIGH ST	\$ 245,200.00	\$ 730.70
3080005100	3521-3525 W BURLEIGH ST	\$ 163,700.00	\$ 487.83
3090001110	3330 W FOND DU LAC AV	\$ 68,900.00	\$ 300.00

3090002000	3205 W BURLEIGH ST	\$ 62,200.00	\$ 300.00	
3090003000	3157 W BURLEIGH ST	\$ 34,900.00	\$ 300.00	
3090007000	3258 W FOND DU LAC AV	\$ 256,600.00	\$ 764.67	
3090008000	3232 W FOND DU LAC AV	\$ 201,900.00	\$ 601.66	
3090009100	3218 W FOND DU LAC AV	\$ 481,100.00	\$ 1,433.68	
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3090502000	2727-2747 N 32ND ST	\$ 25,000.00	\$ 300.00	
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3090507110	2819-2835 N 32ND ST	\$ 201,300.00	\$ 599.87	
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3090606111	3033 W BURLEIGH ST	\$ 732,800.00	\$ 2,183.74	
3090632000	3025-3033 N 30TH ST	\$ 128,300.00	\$ 382.33	
3090633000	3019 N 30TH ST	\$ 32,500.00	\$ 300.00	
3090634000	3011 N 30TH ST	\$ 23,100.00	\$ 300.00	
3090635100	3005 N 30TH ST	\$ 28,200.00	\$ 300.00	
3090638100	2979 N 30TH ST	\$ 75,200.00	\$ 300.00	
3090641100	2965 N 30TH ST	\$ 69,100.00	\$ 300.00	
3090642000	2947-2957 N 30TH ST	\$ 26,100.00	\$ 300.00	
3090646000	3015-3047 W CHAMBERS ST	\$ 17,700.00	\$ 300.00	
3090678111	3042 W LOCUST ST	\$ 52,300.00	\$ 300.00	
3090679000	2879 N 30TH ST	\$ 18,800.00	\$ 300.00	
3090682100	3020-3026 W FOND DU LAC AV	\$ 65,300.00	\$ 300.00	
3090684000	3030 W FOND DU LAC AV	\$ 110,000.00	\$ 327.80	
3090685000	3040-3042 W FOND DU LAC AV	\$ 48,300.00	\$ 300.00	
3090689000	3021 W LOCUST ST	\$ 900.00	\$ 300.00	
3090901000	3076 N 34TH ST	\$ 75,164.00	\$ 300.00	
3090907110	3048 N 34TH ST	\$ 16,900.00	\$ 300.00	
3090909000	3342 W FOND DU LAC AV	\$ 28,100.00	\$ 300.00	
3090910100	3048-R N 34TH ST	\$ 107,200.00	\$ 319.46	
3090916000	3225 W BURLEIGH ST	\$ 27,500.00	\$ 300.00	
3091201000	3115 W FOND DU LAC AV	\$ 611,600.00	\$ 1,822.57	
3091202000	2876 N 32ND ST	\$ 12,800.00	\$ 300.00	
3091203000	2848 N 32ND ST	\$ 16,200.00	\$ 300.00	
3091204000	2828-2836 N 32ND ST	\$ 277,100.00	\$ 825.76	
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3091206000	2748 N 32ND ST	\$ 737,400.00	\$ 2,197.45	
3091208000	3212 W CENTER ST	\$ 174,500.00	\$ 520.01	
3251441000	2328-2364 N 27TH ST	\$ 144,200.00	\$ 429.72	
3251451100	2341 N 25TH ST	\$ 1,026,000.00	\$ 3,057.48	
3260147000	2636 N 30TH ST	\$ 2,000.00	\$ 300.00	
3260148100	2644 N 30TH ST	\$ 9,300.00	\$ 300.00	

3260501110	2431 N 30TH ST	\$ 133,200.00	\$ 396.94	
3260501121	3010 W MEINECKE AV	\$ 17,200.00	\$ 300.00	
3260503100	2549 N 30TH ST	\$ 60,800.00	\$ 300.00	
3260504100	2545 N 30TH ST	\$ 79,000.00	\$ 300.00	
3260509000	3000-3010 W CLARKE ST	\$ 157,600.00	\$ 469.65	
3260510000	3020-3024 W CLARKE ST	\$ 15,900.00	\$ 300.00	
3260511000	2679 N 30TH ST	\$ 75,900.00	\$ 300.00	
3260515100	2661-2669 N 30TH ST	\$ 5,300.00	\$ 300.00	
3260525110	3026 W PEMBERTON AV	\$ 19,800.00	\$ 300.00	
3260527111	2671 N 30TH ST	\$ 79,600.00	\$ 300.00	
3260536000	3100-3112 W MEINECKE AV	\$ 205,400.00	\$ 612.09	
3260537000	3100-R W MEINECKE AV	\$ 171,300.00	\$ 510.47	
3260538100	3040-3056 W MEINECKE AV	\$ 167,700.00	\$ 499.75	
3260628113	2700 W NORTH AV	\$ 3,145,100.00	\$ 5,000.00	
3261268100	2424 N 30TH ST	\$ 91,700.00	\$ 300.00	
3261731000	2600 N 32ND ST	\$ 2,005,800.00	\$ 5,000.00	
3490706100	2028 N 31ST ST	\$ 66,800.00	\$ 300.00	
3490708000	2000 N 31ST ST	\$ 38,000.00	\$ 300.00	
3490710110	1952 N 31ST ST	\$ 108,400.00	\$ 323.03	
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3491008120	2100 N 30TH ST	\$ 56,600.00	\$ 300.00	
3491038100	3013 W NORTH AV	\$ 146,600.00	\$ 436.87	
3491040100	2221 N 30TH ST	\$ 468,500.00	\$ 1,396.13	
3491043100	2129-2161 N 30TH ST	\$ 59,800.00	\$ 300.00	
3491045110	2121 N 30TH ST	\$ 10,900.00	\$ 300.00	
3491755100	2001-2003 N 30TH ST	\$ 49,590.00	\$ 300.00	
3491759100	1945 N 30TH ST	\$ 160,000.00	\$ 476.80	
3492002100	3041 W NORTH AV	\$ 192,000.00	\$ 572.16	
3492005100	2154 N 31ST ST	\$ 8,400.00	\$ 300.00	
3492007100	2130 N 31ST ST	\$ 52,200.00	\$ 300.00	
3492008000	2124 N 31ST ST	\$ 22,984.00	\$ 300.00	
3492009100	2116 N 31ST ST	\$ 93,900.00	\$ 300.00	
		#####	\$ 166,717.21	

30TH STREET CORRIDOR & BID #37 2021 ANNUAL REPORT

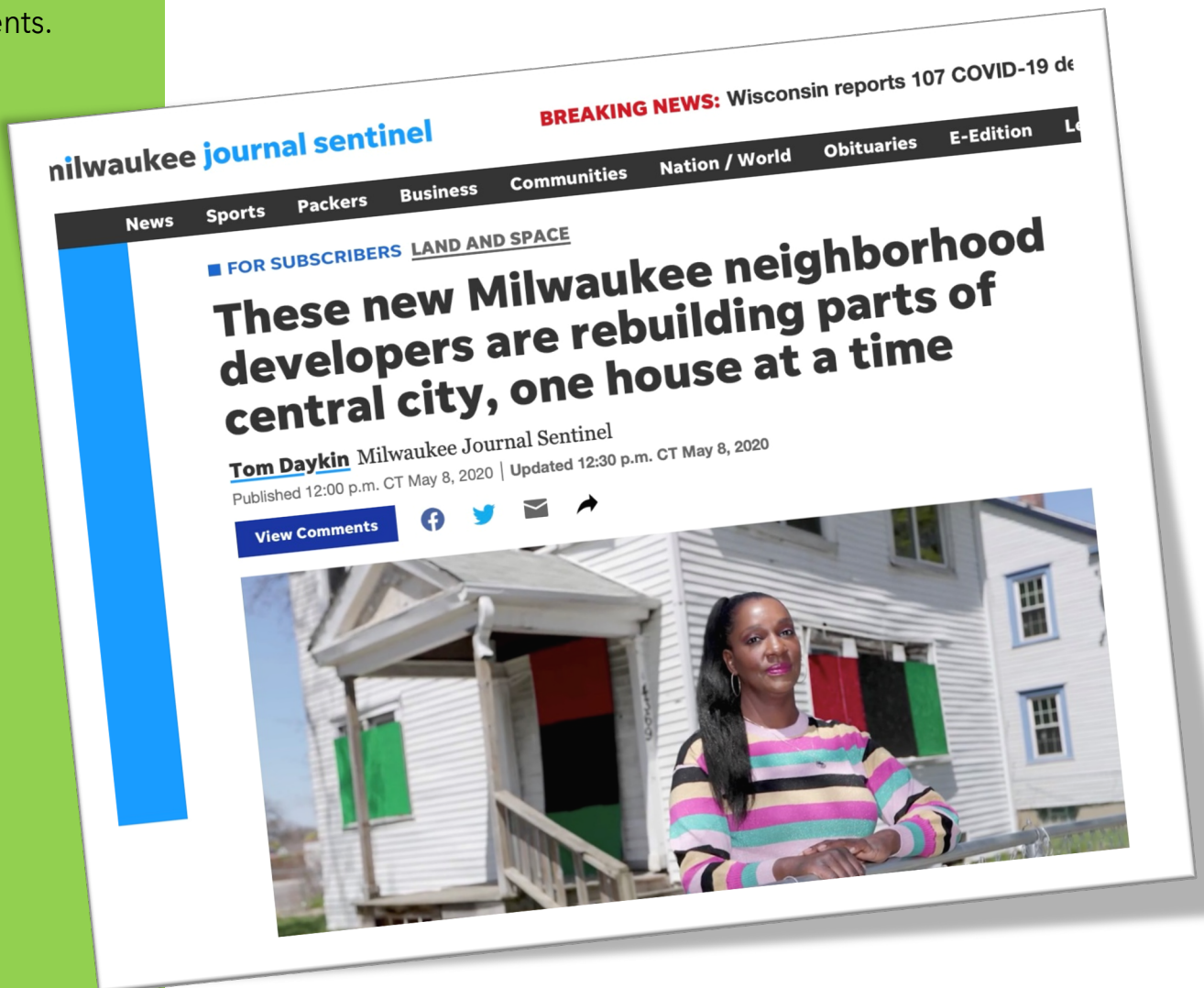
Mission:

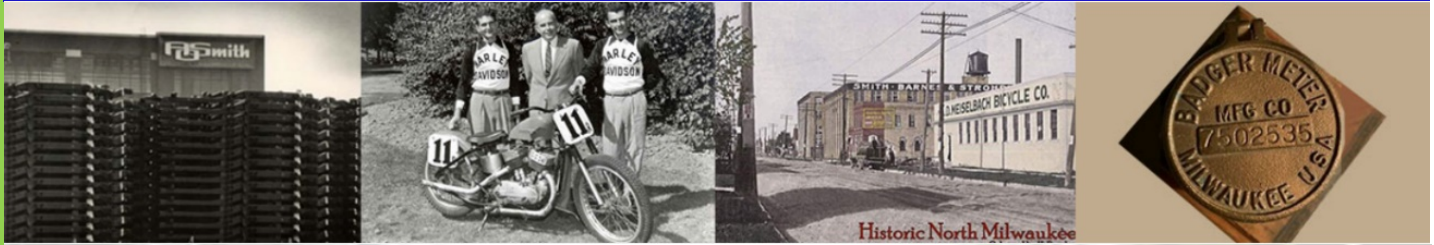
Serves as the mobilizing entity to collectively promote and spark economic resurgence for businesses and residents.



THE CORRIDOR

INDUSTRY • COMMUNITY • TOGETHER
BUSINESS IMPROVEMENT DISTRICT #37





OUR BACKGROUND:

Milwaukee was once known as the “machine shop of the world,” one of the areas with the most prodigious manufacturing output is the 30th Street Industrial Corridor. Manufacturing giants such as A.O. Smith, Master Lock, Harley Davidson, Briggs & Stratton, Badger Meter, among many others were founded here. The Corridor consists of over 880 acres of industrial infrastructure, which is housed on the railroad, with access to the Milwaukee Port, and the eastern seaboard for national and international trade.

During the great migration, tens of thousands of African Americans moved to Milwaukee to work in these factories, and prosperous, blue-collar middle class African American neighborhoods were formed. However, due to deindustrialization, among other factors, the area currently faces many challenges.

In 1991, the 30th Street Industrial Corridor Corporation (aka “The Corridor”) was founded for the purposes of supporting the remaining businesses and revitalizing this once prosperous area of Milwaukee. Our motto is “Industry and Community Together,” and it is the Corridor’s mission to serve as the mobilizing entity to collectively promote and spark economic resurgence for businesses and residents.

The 30th Street Corridor consists of 80 acres of industrial zoned infrastructure, home to a mix of large & small businesses, and draws employees from all over Milwaukee and the south-eastern Wisconsin region.

In 2005 The Corridor established BID #37, which works to support and advocate for business owners in the area through programs such as; crime & safety grants, façade grants, litter, dumping, & graffiti abatement.

The Corridor crosses many neighborhoods, including Lincoln Creek, Garden Homes, Sherman Park, Amani, Metcalfe Park, Walnut Hill, Miller Valley, & Washington Park. The Corridor is generally bounded by Hampton Avenue on the north, 27th Street on the east, Highland Avenue on the south, and 35th Street is west. The industrial zone includes several major employers, including Miller Coors; Harley-Davidson Motor Company, DRS Power and Control Technologies, Master Lock and others. We also have MWERC, Northwest Side CDC, Maximus, Employ Milwaukee, and more.

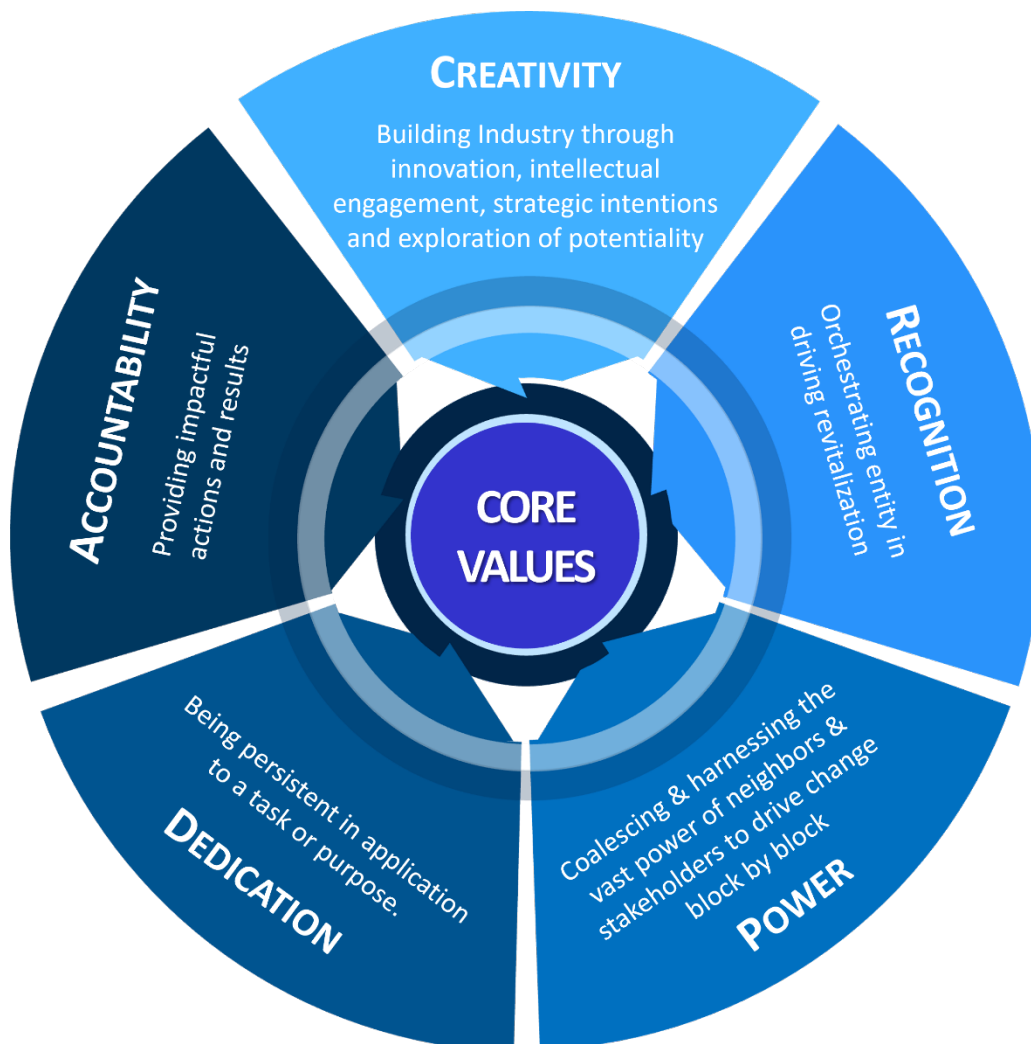
The boundaries of BID #37 are Ruby Avenue on the north, Brown Street on the south, and the east and west boundaries are generally North 35th Street on the west and North 27th Street is east.



MISSION STATEMENT:

Serves as the mobilizing entity to collectively promote and spark economic resurgence for businesses and residents.

CORE VALUES:



HIGHLIGHTS FOR 2020



- **WHEDA Tax Credits to Restore Historic Homes in Garden Homes, April 2020**

In 2015, the Corridor began convening a committed core of residents and stakeholders to begin working together to improve the neighborhood. For the past 6 years, over 250 residents and more than 50 entities have come together to forge deeper relationships and to plan for a brighter future. The result is the 2018 Garden Homes Neighborhood Strategic Action Plan.

One of the goals in the plan is to improve housing. In collaboration with the City of Milwaukee and Impact Seven, in 2020 the Corridor was awarded WHEDA low income tax credits to restore 30 blighted homes, including 11 historic homes that have stood in grave disrepair for many years. "The Garden Homes Neighborhood Initiative will rehab single family and duplex style homes to provide new housing options for local working families," said WHEDA CEO Joaquín Altoro. "This is great news as we consistently hear throughout the state and especially here in Milwaukee that there is a great need for more affordable workforce housing. This wholistic approach to redevelopment is essential to supporting the economic vitality of the neighborhood."

The Garden Homes neighborhood was envisioned in 1910 by Mayor Emil Seidel, and built in 1921 by Mayor Daniel Hoan. It is America's first municipally sponsored public housing cooperative. Garden Homes was added to the National Register of Historic Places in 1990, and the Wisconsin Historic register in 2013.



- **Black is Beautiful Beer Campaign with Good City Brewing, August 2020**

Good City Brewing and The 30th Street Industrial Corridor hosted a Black is Beautiful beer release on August 15, 2020 to celebrate and support an exciting new housing initiative in the Garden Homes area.

In partnership with Impact Seven and the Garden Homes Neighborhood Association, the 30th Street Corridor will announce a housing initiative which will revitalize 30 homes on Milwaukee's north side, including 10 Historic homes in the Garden Homes neighborhood. Envisioned by Mayor Emil Seidel and built by Mayor Daniel Hoan in 1921, Garden Homes is the first municipally sponsored housing cooperative in the United States.

Hosted at Good City Brewing's Century City building located near 30th and Capitol, the August 15 event will include a presentation on the initiative as well as a special tapping and release of Black is Beautiful, an Imperial Stout that Good City brewed in collaboration with breweries across the country in support of racial equity. Proceeds from Good City's Black is Beautiful will go towards supporting the Garden Homes housing initiative. "We are honored to partner with and support the historic Garden Homes neighborhood as we all work together towards seeking the good of the entire city of Milwaukee," says Good City co-founder David Dupee.

Good City Brewing donated over \$5,000 to the 30th Street Corridor for this effort.

- **COVID 19 Pandemic Adjustments**

The COVID-19 shutdown hit our organization seemingly without warning. We went from an active schedule of meetings and projects to nothing, overnight. After the initial shock, we recognized that we had to recalibrate and change how we did business. Some of the steps we took included:

1. Informing our businesses of resources from federal, state and local entities. Connecting our businesses and residents to PPE.
2. Informed residents of local resources including food pantries, job opportunities, and mental health check ins.
3. Hosting meetings on Zoom and other online platforms. For our neighborhood meetings, we experienced a serious digital divide, particularly for the elderly. We coached the on how to download the app to their phones and to connect. Even with all of our efforts, we lost contact.
4. On November 2, 2020 we held a Data Chat with Data You can Use to talk about the effects of COVID-19 on Garden Homes

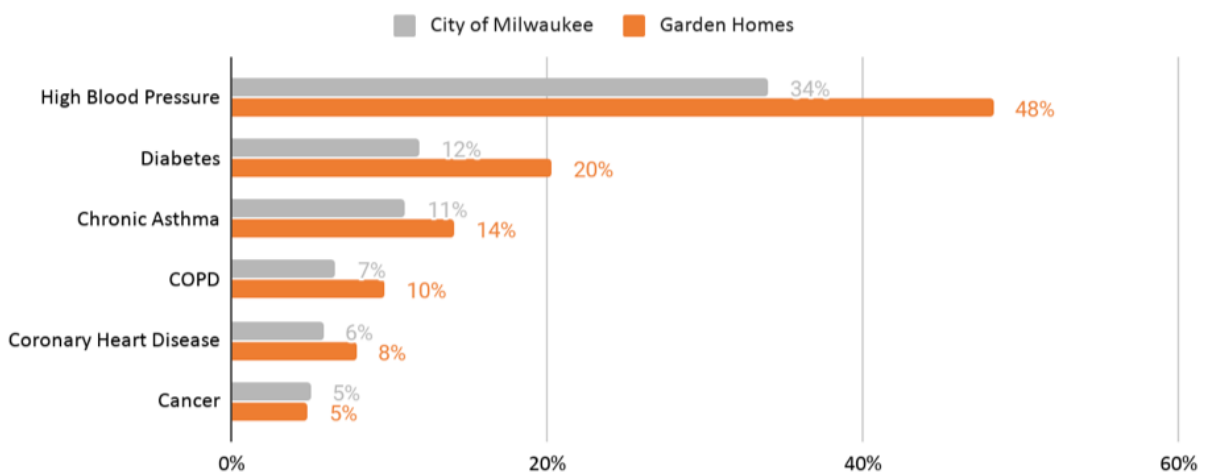
We are still adjusting to this reality. Cautiously getting back out there.

Health Conditions in the Garden Homes Neighborhood A data digest from Data You Can Use

While we should all be taking extreme precautions to avoid the spread of COVID-19, some factors put people in certain areas at greater risk. The Centers for Disease Control and Prevention (CDC) has identified certain things that put people at higher risk for severe illness.¹ These include people of any age who have serious **underlying medical conditions** such as asthma, high blood pressure, diabetes, COPD, and those who are immunocompromised including those being treated for cancer.

For some of these conditions, people in the Garden Homes neighborhood have prevalence rates that are higher than the average rate for the City of Milwaukee. The chart below shows the rate in Garden Homes (orange) and for the City of Milwaukee (gray).

High blood pressure, diabetes, asthma, and COPD put residents of the Garden Homes neighborhood at greater risk for COVID-19 than the City as a whole.



In Garden Homes, prevalence rates for high blood pressure, diabetes, asthma, and COPD are higher than the city averages and people may need to use extra precautions to avoid severe illness.

While people of all ages should follow the CDC guidelines, **older people** may be at risk for more severe complications from COVID-19. In Garden Homes, 18% of the residents are age 55 or older, which is about the same as the proportion of older adults in the City of Milwaukee as a whole (19%).

- **Industrial Land Usage Study, Kick Off November, 2020**

Milwaukee's Industrial Business Improvement Districts



The City of Milwaukee commissioned a study intended to build a shared vision for future land-use decisions regarding manufacturing, distribution and other industrial uses. The Department of City Development budgeted \$50,000 for the effort and hired a consulting team led by Philadelphia-based Interface Studio to complete the analysis. It's intended to serve as an update to a 2004 industrial land analysis and expand on the 2014 Growing Prosperity plan.

The report will take an in-depth look at the city's seven industrial business improvement districts and provide a series of recommendations for each. The studied areas include Granville, Havenwoods, Riverworks, the 30th Street Corridor, Menomonee Valley, Harbor District and Airport Gateway. The districts are home to the majority of the city's industrial jobs and a total of 2,160 businesses.

The 30th Street Corridor's Executive Director participated on the team that helped to develop this study.

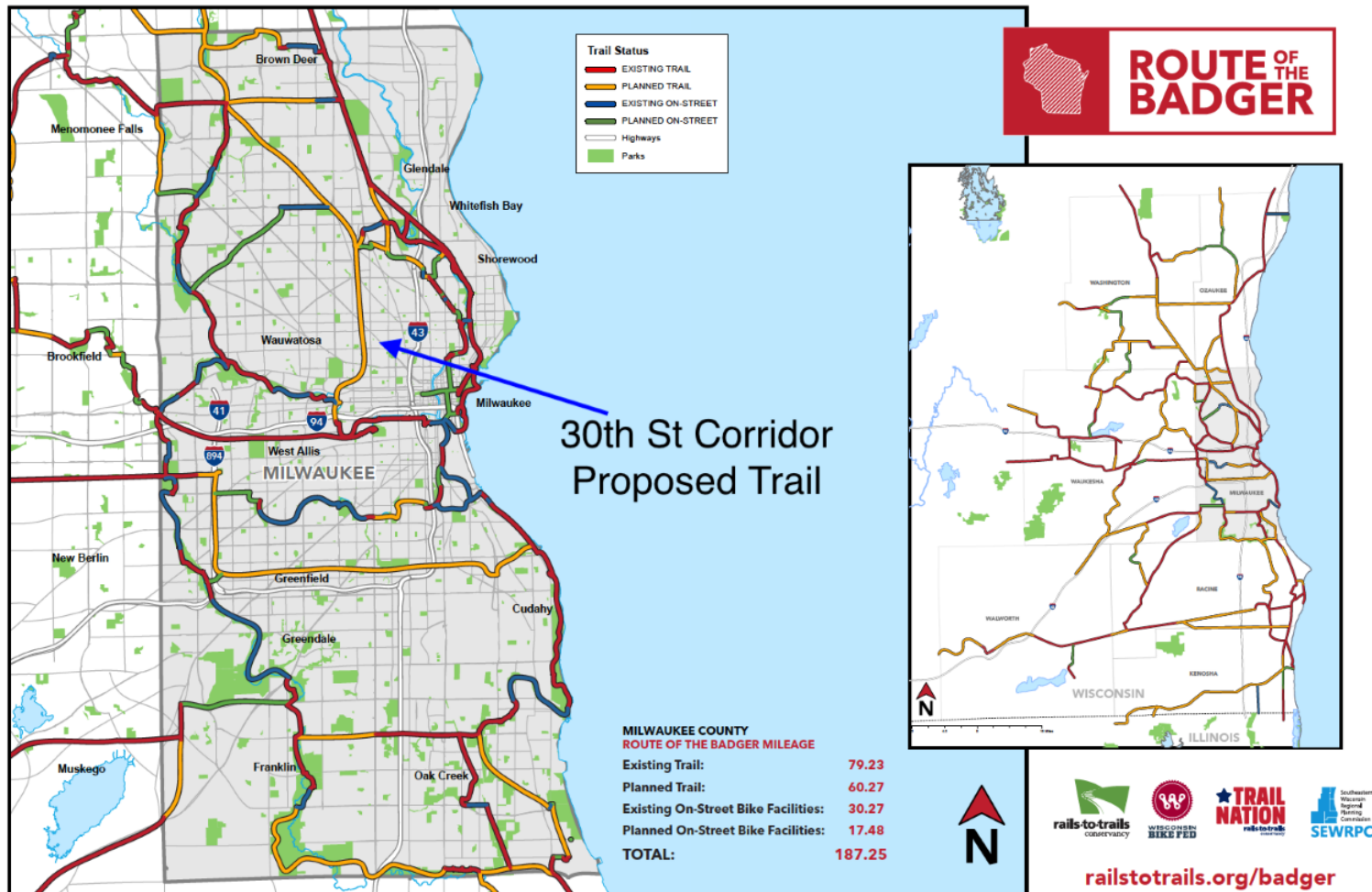
More information on the draft plan is available on the project website, MKEIndustrial.com.

- **Shared Use Bike Trail in the 30th Street Corridor, Feasibility Study Released Dec 2020**

The 30th Street Industrial Corridor Corporation, in collaboration with the City of Milwaukee, Milwaukee County, Rail-to-Trails Conservancy (RTC) and seven regional partners, released findings and recommendations from a study outlining the path forward for the development of the 30th Street Corridor Shared-Use Trail. The Preliminary Feasibility Study answers critical technical questions and defines next steps for the construction of the 6.7-mile trail corridor, which could unlock additional economic and social opportunities for Milwaukee by providing equitable trail access for all.

The 30th Street Corridor Shared-Use Trail would be built along a low-traffic, active-freight rail line that serves businesses along the corridor. When complete, the project will offer underserved neighborhoods vital connections to job and education centers, supermarkets, green space and popular city landmarks, as well as access to the Oak Leaf Trail, the Hank Aaron State Trail and a future extension of the Beerline Trail. By creating safe spaces for residents to be active outdoors, the project can save the city and residents more than \$22.4 million in direct health-care costs, projects RTC's 2017 BikeAble Study. The 30th Street Corridor trail will also serve as an important link to the Route of the Badger, a developing 700-miles-plus world-class trail system in Southeast Wisconsin that aims to stimulate economic opportunity, promote healthier lifestyles and bridge gaps in communities along the route, for a more socially equitable and vibrant region.

“We view this project as a catalytic component of our efforts to revitalize Milwaukee’s 30th Street Corridor. Though it will provide huge social and health benefits to the residents, we are determined that the economic impact benefits Black Milwaukee as well,” said Cheryl Blue, executive director of The 30th Street Industrial Corridor Corporation.



The 2017 BikeAble study indicates that the mostly Black neighborhoods lining the 30th Street Industrial Corridor disproportionately lack access to biking and walking facilities. The new trail access would open up transportation options in a community where reliable transportation can be difficult to come by.

“The COVID-19 pandemic has highlighted the importance of trails and outdoor spaces and how they improve our lives. This trail has the potential to strengthen neighborhoods in and around the 30th Street Corridor and provide more equitable access to outdoor recreational spaces—reducing health disparities and moving forward the city’s goals in racial equity. This is a challenging project, but the city is committed to working with partners and the community to continue to ensure this project benefits residents and businesses,” said Milwaukee Mayor Tom Barrett.

The neighborhoods along the 30th Street Industrial Corridor thrived historically as a hub for manufacturing jobs. They were hard hit by globalization and discriminatory policies and practices that led to a 40% reduction of local job opportunities that were accompanied by increased crime rates and declining property values. Despite these socioeconomic challenges, community stakeholders, including nonprofit organizations, business associations, resident groups and local government agencies are working together to build momentum for positive change in the corridor.

“Completing a trail along the 30th Street Industrial Corridor is the most important trail investment that can be made in the Milwaukee region in terms of creating more equitable trail access for all,” said Willie Karidis, RTC’s Route of the Badger project manager. “The trail will help take Milwaukee residents with safe access to a trail from 25,000 to 200,000 people and generate enormous economic, social and health opportunities for Southeast Wisconsin.”

The Preliminary Feasibility Study also underlines the importance of a community process to define how the trail could best meet the residents’ needs. The next step will be to work with neighborhood leadership to craft and implement an equitable development plan on the intersectional issues at play in the neighborhoods around the 30th Street Corridor. The process will ensure that the future shared-use trail project is a driver of broad and long-term benefits for current residents.

The 30th Street Corridor Shared-Use Trail Preliminary Feasibility Study report was created in partnership with jurisdictional agencies and nongovernmental organizations in and around Milwaukee, including: the City of Milwaukee, Havenwoods Economic Development Corporation, Milwaukee County, the Milwaukee Metropolitan Sewerage District (MMSD), Near West Side Partners, the Northwest Side Community Development Corporation (NWSCDC), Rails-to-Trails Conservancy (RTC), The 30th Street Industrial Corridor Corporation, the Urban Ecology Center, the Villard Avenue Business Improvement District and the Wisconsin Department of Transportation (WisDOT).



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