

# **BUSINESS IMPROVEMENT DISTRICT NO. 39**

**Center Street Marketplace**

## **PROPOSED OPERATING PLAN**

**2023**

*(UPDATED August 30, 2022)*



**TABLE OF CONTENTS**

**I. INTRODUCTION**

1. Background
2. Physical Setting

**II. DISTRICT BOUNDARIES**

**III. OPERATING PLAN**

1. Plan Objectives
2. Activities – Year 2023
3. Expenditures – Year 2023
4. Financing Method
5. Organization of BID Board
6. Relationship to the local business association

**IV. METHOD OF ASSESSMENT**

1. Assessment Rate and Method
2. Excluded and Exempt Property

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

1. City Plans
2. City Role in District Operation

**VI. FUTURE YEAR OPERATING PLANS**

1. Phased Development
2. Amendment, Severability and Expansion

**APPENDICES**

- Appendix A – Wisconsin Statute 66.1109 – Business Improvement Districts
- Appendix B - District Boundaries
- Appendix C - Projected Assessments
- Appendix D – Board Member List

## 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.)

This Business Improvement District is to revitalize Center Street on Milwaukee's Northside. The BID law requires that every district have an annual Operating Plan. This document is the annual Operating Plan for 2023 of the Center Street Marketplace district (BID #39). The plan was prepared with minimal technical assistance from the City of Milwaukee Department of City Development.

### B. Physical Setting

The district covers a commercial area on West Center Street from North 29<sup>th</sup> to North 60th street, to include a property on West Appleton Avenue & Center Street.

## II. DISTRICT BOUNDARIES

Boundaries of the BID #39 district are shown on the map in Appendix B of this plan. A listing of the properties included in the district is provided in Appendix C.

## III. OPERATING PLAN

The objective of the BID is to: Improve the quality of life within the district. Work with the property owners and merchants to normalize the perception of Center Street.

### A. Plan Objectives

- Improve the Image of the target area
- Improve negative perception of crime/safety in target area
- Increase the number and variety of businesses in the target area
- Protect and preserve the historical significance and integrity of structures in the target area

### B. Activities – Year 2023

Principle activities to be engaged in by the district during the 2023 year of operation will include:

- a. Continue to implement and support commercial corridor cleanups and community initiatives for keeping the streets clean.
- b. Create and host “Shop Center Street MKE/Black Wall Street” 2023
- c. Continue to focus on eliminating the blight on Center Street by identifying vacant and unkept properties and work with the property owners for mitigation.
- d. Continue to Increase safety and security and continue to implement crime prevention initiatives.
- e. Continue the BID 39 Podcast

- f. Continue to improve property façades via the City of Milwaukee Façade Grants and limited BID grants.
- g. Assist property and business owners with marketing via the tools such as brochures, web presence, outreach campaigns, and personal strategies.
- h. Continue to maintain the trash can receptacles within the BID 39 District.

**C. Proposed Expenditures – Year 2023**

Item	Expenditure
<b>Implement a BID 39 “emergency” Grant Program .</b> - The BID will segregate funds for emergency grants. - Continue to offer technical assistance to business and property owners seeking City Grant products.	<b>\$1,000</b>
<b>Commercial Corridor Clean-up</b> - Clean – up Crews and Community Cleanup/s- increased - Supplies/equipment (maintenance of trash cans) - Beautification Initiatives	<b>\$5,000</b>
<b>Safety/Security Initiative</b> - Continue to Implement the BID 39 Security initiative. Continue the Center Street Safety Initiative through the Safety Plan. Continue to message to new and current property owners by interactions and marketing material related to safe businesses. -	<b>\$1,000</b>
<b>Administration</b> - Office supplies and casual administrative services)- (\$1,000) - Marketing, Outreach (brochures, B2B marketing, business development & outreach) – (\$2,500) –To include <b>Business Quarterly Breakfast events</b> - Website maintenance – hosting – (\$1,500) - Annual Audit / Financial statements & insurance binder (O&D) – (\$4,000) - Accounting services (\$3,000) - BID Management -Director (Stipend of up to \$750.00 per month) (\$9,000)	<b>\$21,000</b>
<b>Legal –(Segregated)</b> - general representation, consultation & fees	<b>\$1,000</b>
<b>BID 39 Podcast – 2023</b> - Continue to host and promote the BID 39 Podcast for revival in 2023	<b>\$250</b>
<b>Shop Center Street Days / Black Wall Street - 2023</b> - Support initiatives to sustain and promote a marketing campaign to continue to <i>Shop on Center Street 2023 towards economic viability.</i> -	<b>\$10,000</b>
<b>TOTAL</b>	<b>\$39,250</b>



**Projected Revenues**

Item	Revenue
Assessments - 2023	\$39,000
Carryover funds from 2021	\$10,000
<b>TOTAL</b>	<b>\$49,000</b>

**D. Financing Method**

It is approved to raise approximately **\$39,000** through BID assessments (see Appendix C). The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds available.

**E. Organization of BID Board**

The mayor appoints members to the district board ("board"). The board's primary responsibility is the 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 composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

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

**1. Board Size – Seven**

**2. Composition** - At least five members shall be owners or occupants of commercial property within the district. Upon any vacancies, existing board members shall first solicit business or property owners to fill vacant board positions. In the event the existing board is unable to secure new board representation, any non-owner or non-occupant may be appointed to the board. All board members 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** – BID Director can receive a stipend of no more than \$750 per month.

**5. Meetings** - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.

**6. Record Keeping** - Files and records of the board's affairs shall be kept pursuant to public record requirements.

**7. Staffing** - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.

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

F. Relationship to the local business association

The BID shall be a separate entity from the local business association, notwithstanding the fact that members, officers, and directors of each may be shared. The Association 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 Association may, and it is intended, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

**IV. METHOD OF ASSESSMENT**

A. Assessment Rate and Method

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 related to the potential benefit provided by the BID. Therefore, a fixed assessment 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 \$1,000.00 per parcel will be applied

As of January 1, 2022, the property in the district had a total assessed value of over \$10 million dollars. This plan proposes to assess the property in the district at a rate of \$5.00 per \$1,000.00 of assessed value, subject to the maximum assessment of \$1,000.00 and minimum of \$300.00, for the purposes of the BID.

Appendix C 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) 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. 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.
3. Recognizing WI. Stat. 66.1109(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, thus the BID will only assess the percentage of real property that is not tax exempt or residential. Such properties are identified in Appendix C.

## 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.

On **September 27, 2005**, a substitute resolution was passed (Resolution 3050706), Creating the Business Improvement District No. 39 (Center Street Marketplace) and its first-year operating plan. The district is a means of formalizing and funding the public-private partnership between the City and property owners in the Center Street Marketplace (BID #39) business area 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 promote its development. To this end, the city is 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 or audited financial statements 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 30<sup>th</sup> of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1<sup>st</sup> of each Plan year, for purposes of calculating the 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 the original initial Operating Plan.

(summation) Section 66.1109 (3) (b) of the BID law requires the board 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 **2023 activities**, and information on specific assessed values, budget amounts and assessment amounts are based on current conditions. If greater detail about historical or proposed subsequent years activities is necessary, **it will be provided in the required annual operating 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.

This 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 was 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.

C. Law regarding a municipality terminating a BID – Section 66.1109(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 Wis. Stat 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 did not sign the 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 of 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 on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

APPENDIX A – Wisconsin statutes 66.1109

APPENDIX B – District Boundaries – BID 39

APPENDIX C – BID Proposed Assessment 2023

APPENDIX D – Board member list – as of 09 28 2022

APPENDIX E – City of Milwaukee BID 39 Board creation letter 09 12 2005

## Appendix A

5. It is an area within which the effect of existing detrimental conditions is to discourage private lenders from making loans for and present or prospective property owners from investing in the purchase and rehabilitation of housing.
- (2) DESIGNATION OF REINVESTMENT NEIGHBORHOODS OR AREAS. A municipality may designate reinvestment neighborhoods or areas after complying with the following steps:
- (a) Holding of a public hearing by the planning commission or by the local governing body at which interested parties are afforded a reasonable opportunity to express their views on the proposed designation and boundaries of a reinvestment neighborhood or area. Notice of the hearing shall be published as a class 2 notice, under ch. 985. Before publication, a copy of the notice shall be sent by 1st class mail to the Wisconsin Housing and Economic Development Authority, and a copy shall be posted in each school building and in at least 3 other places of public assembly within the reinvestment neighborhood or area proposed to be designated.
  - (b) Designation by the planning commission of the boundaries of a reinvestment neighborhood or area recommended by it to be designated and submission of the recommendation to the local legislative body.
  - (c) Adoption by the local legislative body of a resolution which:
    - 1. Describes the boundaries of a reinvestment neighborhood or area with sufficient definiteness to identify with ordinary and reasonable certainty the territory included in the neighborhood or area. The boundaries may, but need not, be the same as those recommended by the planning commission.
    - 2. Designates the reinvestment neighborhood or area as of a date provided in the resolution.
    - 3. Contains findings that the area to be designated constitutes a reinvestment neighborhood or area.

*History:* 1977 c. 418; 1979 c. 361 s. 112; 1985 a. 29 s. 3200 (14); 1999 a. 150 s. 479; Stats. 1999 s. 66.1107; 2001 a. 104.

### 66.1108 Limitation on weekend work.

- (1) DEFINITIONS. In this section:
- (a) "Construction project" means a project involving the erection, construction, repair, remodeling, or demolition, including any alteration, painting, decorating, or grading, of a private facility, including land, a building, or other infrastructure that is directly related to onsite work of a residential or commercial real estate development project.
  - (b) "Political subdivision" means a city, village, town, or county.
- (2) CONSTRUCTION PROJECTS; WEEKEND WORK.
- (a) A political subdivision may not prohibit a private person from working on the job site of a construction project on a Saturday. A political subdivision may not impose conditions that apply to a private person who works on a construction project on a Saturday that are inapplicable to, or more restrictive than the conditions that apply to, such a person who works on a construction project during weekdays.
  - (b) If a political subdivision has enacted an ordinance or adopted a resolution before April 5, 2018, that is inconsistent with par. (a), that portion of the ordinance or resolution does not apply and may not be enforced.

*History:* 2017 a. 243.

### 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 subs. 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

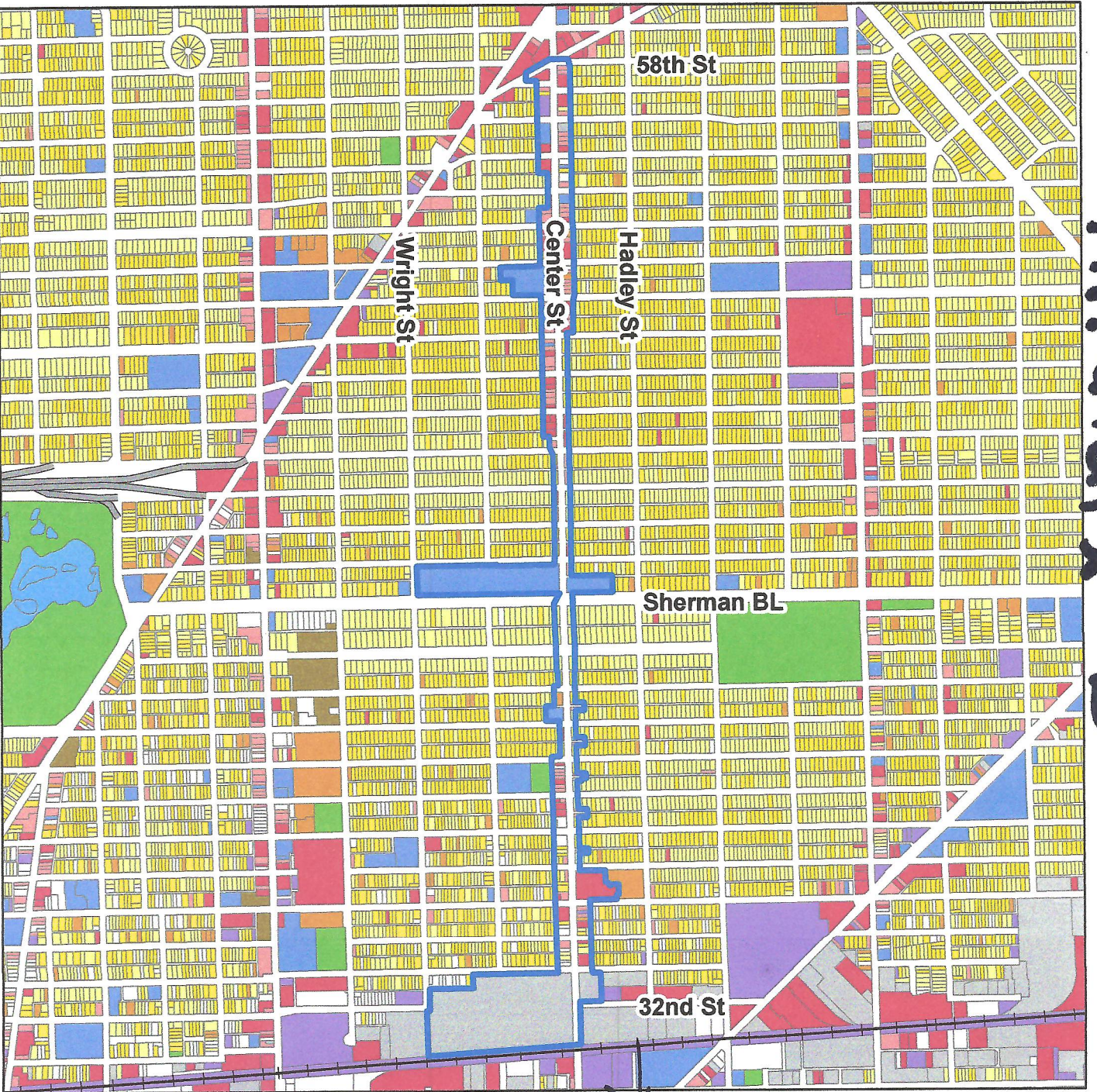


more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation 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.
- (2m) A municipality may annex territory to an existing business improvement district if all of the following are met:
- (a) An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.
  - (b) The planning commission has approved the annexation.
  - (c) At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. 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 a detail map showing the boundaries of the territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.
  - (d) Within 30 days after the hearing under par. (c), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.
- (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 one of the following:
    - 1. If the cash balance in the segregated account described under sub. (4) equaled or exceeded \$300,000 at any time during the period covered by the report, the
















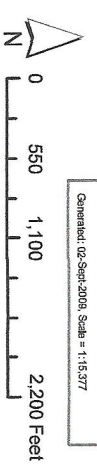
# Appendix B



## Business Improvement District No. 39 (Center Street)

### Land Use

-  BID Boundary
- Residential**
  -  Single Family
  -  Duplex
  -  Multi-Family
  -  Condominiums
- Commercial**
  -  Commercial
  -  Mixed Commercial and Residential
- Manufacturing, Construction, and Warehousing**
  - 
- Transportation, Communications, and Utilities**
  - 
- Public and Quasi-Public**
  -  Public Parks and Quasi-Public
  -  Open Space
  -  Public Schools and Buildings, Churches, Cemeteries, and Quasi-Public Buildings
- Vacant Land or Recent Taxkey Change**
  - 



Produced By:  
Department of City Development Information Center, AT  
Project File:  
E:\envs\fls 3\30291\proj\envs 2009\910\ P0F  
Map File:  
E:\envs\fls 3\30291\proj\envs 2009\910\ M0  
Generated: 02-Sep-2006, Scale = 1:15,377







# Appendix C

Taxkey	Address	Owner1	0.005
3060799000	5704-5708 W CENTER ST	TAREK FLEIFEL	853.5
3060800000	5720 W CENTER ST	AJM MANAGEMENT LLC	337.4
3060801000	5724 W CENTER ST	AJM MANAGEMENT LLC	300
3060824000	5600 W CENTER ST	WESLEY INSURANCE AGENCY INC	618.66
3060826000	5622 W CENTER ST	MOHAMMED QASED JARABA	603
3061113000	5502 W CENTER ST	PACHEFSKY PROPERTY LLC	300
3061114000	5506-5510 W CENTER ST	MICHAEL A NEMBHARDT	300
3061115000	5512-5516 W CENTER ST	BRENDA F JOHNSON	315.75
3061116000	5518-5522 W CENTER ST	TERRY HEINEMEIER	300
3061117000	5530 W CENTER ST	HATIM BADANI	350
3061201000	2707 N 54TH ST	COMMONS DEV CO LLC	581.25
3061205000	5430 W CENTER ST	MUNIR S AWAN	300
3061230000	5302 W CENTER ST	ISAAC A GREEN	432.5
3061231000	5306-5310 W CENTER ST	KALEENA MONTGOMERY	300
3061232000	5312-5314 W CENTER ST	MCKENNA REAL ESTATE LLC	300
3061233000	5318 W CENTER ST	WILLIE DAVIS	300
3061366100	5204 W CENTER ST	5204 CENTER LLC	300
3061368000	5220 W CENTER ST	BERRADA PROPERTIES 98 LLC	300
3061369000	5224-5232 W CENTER ST	MIKE S WISNIEWSKI	609.45
3061395000	5100-5102 W CENTER ST	FESS PROPERTIES LLC	0
3061396000	5104-5108 W CENTER ST	DE BONA HOLDINGS LLC	300
3061397000	5112 W CENTER ST	FESS PROPERTIES LLC	300
3061398000	5114-5116 W CENTER ST	LEADER OF MILW INC	300
3061401000	5128-5130 W CENTER ST	DLK LEGACY INVESTMENTS LLC	300
3070213000	5004 W CENTER ST	5004 W CENTER STREET LLC	426.5
3070217100	5030 W CENTER ST	BIG WASH LLC	896
3070906110	2703 N SHERMAN BL	MAESTRO PROPERTIES GROUP LLC	0
3070907000	2702 N 44TH ST	A&L HUSSEIN LLC	588.12
3070934000	4402-4412 W CENTER ST	RABI HUSSEIN	467.5
3070992000	4620-4630 W CENTER ST	CENTER STREET FOODS LLC	403.855
3080367000	4012-4014 W CENTER ST	TIM L BELIN	300
3080368000	4018-4020 W CENTER ST	BLACKOUT INVESTMENTS LLC	300
3080399000	3912-3914 W CENTER ST	CHARLES MCCOY	334.32



3080923000	3612-3616 W CENTER ST	DWIGHT IVORY	300
3080954000	3712-3714 W CENTER ST	RONNIES BARBER SHOP LLC	300
3080986000	3812-3814 W CENTER ST	PAULETTE A BLAKE	300
3090816100	3302 W CENTER ST	33TH & CENTER PROPERTY LLC	300
3090821000	3326 W CENTER ST	WESTFAHL PLUMBING CO INC	300
3090856000	3412-3414 W CENTER ST	ALFAOMEGA LLC	302.505
3090859000	3424-3426 W CENTER ST	WAGIHAN M FARRAH	300
3261401100	2672 N 35TH ST	RAMAHI 2672 LLC	300
3261436110	3327-3329 W CENTER ST	ROBERT L MCDONALD	300
3261439000	3319 W CENTER ST	ARTHUR F BRANDT, TRUSTEE	300
3271075000	3801-3803 W CENTER ST	CHRISTIAN CHURCH OF GOD INC	300
3271076000	3805-3809 W CENTER ST	SHANEE SCRUGGS I LLC	300
3271077000	3813 W CENTER ST	REID'S NEW GOLDEN GATE	362.5
3271078000	3817-3819 W CENTER ST	JENNIFER POTTS	300
3271079000	3821-3823 W CENTER ST	BRADLEY THURMAN	300
3271082100	3833 W CENTER ST	DIMPLE KAUR	300
3271407000	3933 W CENTER ST	KEERAH CARTER TOD	461
3271501000	2667-2669 N 35TH ST	CITY CAB LLC	300
3271502000	3501-3509 W CENTER ST	THE CITY CAB LLC	300
3271541000	2677-2679 N 36TH ST	KARLA S GRIGGS	300
3271582000	3715-3719 W CENTER ST	MOSES A DREW	594
3271583000	3723-3729 W CENTER ST	MNAT PROPERTY LLC	875
3271584100	3731-3733 W CENTER ST	MARLO A TRIGGS	300
3271584200	2664-2674 N 38TH ST	MICHELLE L RODGERS	399
3280301000	4901-4903 W CENTER ST	FRANCINE SHANKS	300
3280302000	4905-4915 W CENTER ST	ROBERT T WERNETTE, CAROL J	896.94
3280303000	4917-4921 W CENTER ST	THE LOVE-SHAW BUILDING LLC	300
3280304000	4925-4927 W CENTER ST	MICHAEL S WISNIEWSKI	300
3280305000	4929-4931 W CENTER ST	<b>NEW DIRECTION MINISTRIES</b>	0
3280306000	4933-4935 W CENTER ST	V&N NASH REAL ESTAT GROUP LLC	300
3280334000	5001-5005 W CENTER ST	5001 LLC	300
3280335000	5007-5009 W CENTER ST	ODEAN TAYLOR	598
3280337000	5029-5031 W CENTER ST	V&N NASH REAL ESTATE-GROUP LLC	300
3280338000	5033-5035 W CENTER ST	SAMER A ALI	300

3280403000	4703 W CENTER ST	KEYSTONE ACCOUNTING	300
3280404000	4709-4711 W CENTER ST	ANNIE PERTEET	300
3280405000	4715-4719 W CENTER ST	MAGNOLIA REALTY I LLC	798.5
3280406000	4723-4727 W CENTER ST	ATLAS OF AMERICA LLC	300
3280407000	4731-4737 W CENTER ST	ASK REAL EST HOLDINGS INC	404
3280408000	2666 N 48TH ST	ANDERSON INV HOLDINGS 2666 N 48TH ST L	305
3280421000	4801 W CENTER ST	MILWORTH PROPERTY MANAGEMENT LLC	310.5
3280422000	4805-4811 W CENTER ST	MILWORTH PROPERTY MANAGEMENT LLC	578.25
3280423000	4813-4817 W CENTER ST	IBIYEMI AKUA OLADUNJOYE OGBO	300
3280424000	4819-4821 W CENTER ST	JNF PROPERTIES LLC	300
3280425000	4823-4827 W CENTER ST	BONNITA J RAMOS	300
3280426000	4833 W CENTER ST	KELLY S LANDRY	597
3281632000	4419-4421 W CENTER ST	BRAD CHRISTIAN	300
3281662000	4527 W CENTER ST	MILAM INC	441
3281663000	4519-4521 W CENTER ST	FREDDY'S TACOS LLC	367
3281694000	4619-4621 W CENTER ST	BJB INVESTMENT VENTURES LLC	300
3290417100	5233 W CENTER ST	MICHAEL S WISNIEWSKI	300
3290442000	5301-5309 W CENTER ST	MAGNOLIA REALTY I LLC	770.75
3290443000	5311-5317 W CENTER ST	MIKE S WISNIEWSKI	641.5
3291101100	5431 W CENTER ST	TOWER SITES INC	300
3291133000	5631 W CENTER ST	MARK A NAESEER	300
3291801000	5319-5331 W CENTER ST	2825 N 38TH STREET LLC	686
3291816000	5401-5413 W CENTER ST	GREATER PRAISE COMMUNITY	483.91
3291911000	5219-5225 W CENTER ST	MILAM INC	1000
3261731000	2600 N 32ND ST	MASTER LOCK	1000
3091281000	2758 N 33RD ST	COMMUNITY WITHIN THE CORRIDOR, LP	1000
3291105100	5521 W CENTER ST	MIKEPO LLC	1000
3291131100	5625 W CENTER ST, Unit F	MIKEPO LLC	300
3291154000	5758 W APPLETON AV	KALS SERV INC	1000
			39590.16



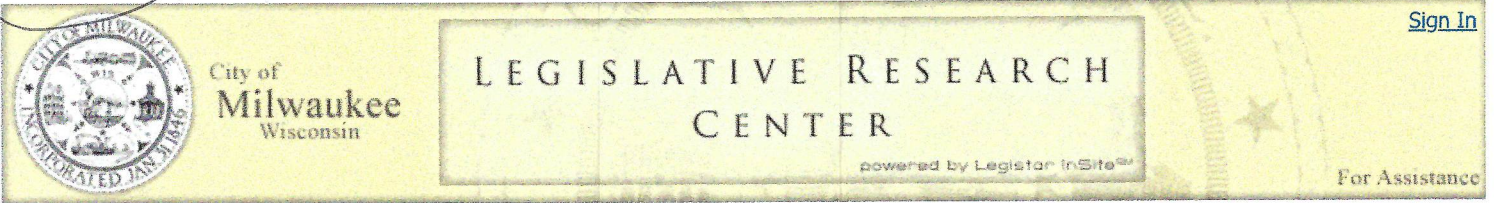


## Appendix D

### BID 39 Board Member list as of - Updated 09 28 2022

	BID 39 Board Members	Term start - End	Role & Notes*	Email
1	Rickey Potts	5/21/2020 - 5/21/2023	Chair Re-elected 08/2022	<a href="mailto:Rpzclpr45@yahoo.com">Rpzclpr45@yahoo.com</a>
2	Philip Blake	3/10/2020 – 3/10/2023	Treasurer Re-elected 08/2022	<a href="mailto:Philip90@yahoo.com">Philip90@yahoo.com</a>
3	Tremereil Robinson	5/20/2020 – 5/20/2023	Past Secretary Board Member	<a href="mailto:tammie@centerstreetmarketplacebid39.org">tammie@centerstreetmarketplacebid39.org</a> <a href="mailto:catinacan@outlook.com">catinacan@outlook.com</a>
4	Catina Harwell-Young	10/20/2016 - 10/20/2019	*Reappointed on 11/11/2020 City of MKE CED file 200952 Board Member	<a href="mailto:mikal@urbane-communities.com">mikal@urbane-communities.com</a>
5	Mikal Wesley	5/5/2021-5/5/2024	Went before CED waiting for swearing in	<a href="mailto:Mr.mccoy23@23@gmail.com">Mr.mccoy23@23@gmail.com</a>
6	Charles McCoy	8/2022 (appx.)		
7	Vacant			
			<b>Staff</b>	
	Dr. Jennifer Potts 414-306-3586	None	Executive Director	<a href="mailto:Jennifer@centerstreetmarketplacebid39.org">Jennifer@centerstreetmarketplacebid39.org</a>

BID 39 Board Members: RP Potts (Chair), Philip Blake (Treasurer), Tremereil Robinson , Mikal Wesley (Board Member), Catina Harwell-Young (Board Member), Charles McCoy (Board member), Staff: Dr. Jennifer Potts (Executive Director)



[Common Council Home](#)
[Legislation](#)
[Calendar](#)
[Common Council](#)
[Boards and Commissions](#)
[Boards and Commission Members](#)

[f](#)
[t](#)
[+](#)
[Share](#)

[Details](#)
[Description](#)
[Reports](#)

Body Name: BUSINESS IMPROVEMENT DISTRICT BOARD #39 (CENTER STREET)

Type: Board or Commission

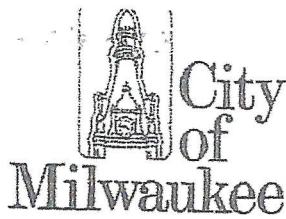
Meeting location:

[Calendar \(0\)](#)
[Boards and Commission Members \(8\)](#)
[Sponsored Legislation \(0\)](#)

[8 records](#)
[Group](#)
[Export](#)
[Term: Current](#)

Person Name	Title	Start Date	End Date	E-mail	Web Site	Appointed By
<a href="#">Catina Harwell-Young</a>	Member	10/20/2016	10/20/2019*			<a href="#">Mayor Tom Barrett</a>
<a href="#">Jennifer Potts</a>	Member	9/28/2017	9/28/2020*			<a href="#">Mayor Tom Barrett</a>
<a href="#">Mikal Wesley</a>	Member	5/5/2021	5/5/2024*			<a href="#">Mayor Tom Barrett</a>
<del><a href="#">Nerman Johnson</a></del>	<del>Member</del>	<del>12/12/2016</del>	<del>12/12/2019*</del>	<i>no longer on board</i>		<del><a href="#">Mayor Tom Barrett</a></del>
<del><a href="#">Odean Taylor</a></del>	<del>Member</del>	<del>10/3/2017</del>	<del>10/3/2020*</del>	<i>no longer on board</i>		<del><a href="#">Mayor Tom Barrett</a></del>
<a href="#">Phillip Blake</a>	Member	3/10/2020	3/10/2023*			<a href="#">Mayor Tom Barrett</a>
<a href="#">Rickey Potts</a>	Member	5/21/2020	5/21/2023*			<a href="#">Mayor Tom Barrett</a>
<a href="#">Tremereil Robinson</a>	Member	5/20/2020	5/20/2023*			<a href="#">Mayor Tom Barrett</a>





Department of City Development

Housing Authority  
Redevelopment Authority  
City Plan Commission  
Historic Preservation Commission  
NIDC  
September 12, 2005

Rocky Marcoux  
Commissioner

Martha L. Brown  
Deputy Commissioner

To the Honorable Common Council  
Community Economic Development Committee  
City of Milwaukee

Appendix E

Dear Committee Members:

On September 12, 2005 the City Plan Commission held a public hearing regarding a petition to the City of Milwaukee to create the Business Improvement District Number Thirty-Nine (Center Street). The district would generally include business properties along West Center Street between North 33<sup>rd</sup> Street and West Appleton Avenue. The map for the BID was revised to remove two industrial properties located east of North 33<sup>rd</sup> Street that were also located within the boundary for BID No. 37.

Section 66.1109 of the State statutes allows businesses within such a district to develop, manage and promote the district, and to establish an assessment method to fund these activities.

Business Improvement District No. 39 will be used to improve the image of the area, to improve negative perceptions of crime/safety, to increase the number and variety of businesses in the area, to coordinate public improvements and to protect and preserve the historical significance and integrity of structures in the area.

Based on this information, the commission felt that the establishment of the business improvement district would be a positive step for the general area and therefore at its September 12, 2005 meeting approved the establishment of BID No. 39 based on the revised map.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: R. Manuel

File:

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**

**FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2021**

**(With Summarized Totals for the Year Ended December 31, 2020)**

**with Accountant's Review Report**



**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**

**TABLE OF CONTENTS**

	<b><u>Page</u></b>
Independent Accountant's Review Report .....	1 - 2
Statement of Financial Position.....	3
Statement of Activities .....	4
Statement of Functional Expenses .....	5
Statement of Cash Flows .....	6
Notes to the Financial Statements .....	7 - 11

## INDEPENDENT ACCOUNTANT'S REVIEW REPORT

To the Board of Directors  
Center Street Marketplace BID #39  
Milwaukee, Wisconsin

We have reviewed the accompanying financial statements of Center Street Marketplace BID #39 (a nonprofit organization), which comprise the statement of financial position as of December 31, 2021, and the related statements of activities, functional expenses and cash flows for the year then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

### **Accountant's Responsibility**

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

We are required to be independent of Center Street Marketplace BID #39 and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements related to our review.

### **Accountant's Conclusion**

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

#### ***Ritz Holman LLP***

*Serving business, nonprofits, individuals and trusts.*

330 E. Kilbourn Ave., Suite 550  
Milwaukee, WI 53202

t. 414.271.1451  
f. 414.271.7464  
ritzholman.com



## Summarized Comparative Information

We previously reviewed Center Street Marketplace BID #39's December 31, 2020 financial statements and in our conclusion dated July 7, 2021, stated that based on our review, we were not aware of any material modifications that should be made to the December 31, 2020 financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America. We are not aware of any material modifications that should be made to the summarized comparative information presented herein as of and for the year ended December 31, 2020, for it to be consistent with the reviewed financial statements from which it has been derived.

  
RITZ HOLMAN LLP  
Certified Public Accountants

Milwaukee, Wisconsin  
September 7, 2022

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**STATEMENT OF FINANCIAL POSITION**  
**DECEMBER 31, 2021**  
**(With Summarized Totals for December 31, 2020)**  
**(See Accountant's Review Report)**

ASSETS		2021	2020
CURRENT ASSETS			
Cash and Cash Equivalents		\$ 1,461	\$ 1,082
Total Current Assets		\$ 1,461	\$ 1,082
TOTAL ASSETS		\$ 1,461	\$ 1,082
LIABILITIES AND NET ASSETS			
NET ASSETS			
Without Donor Restrictions		\$ 671	\$ 1,082
With Donor Restrictions		790	---
Total Net Assets		\$ 1,461	\$ 1,082
TOTAL LIABILITIES AND NET ASSETS		\$ 1,461	\$ 1,082

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



**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**STATEMENT OF ACTIVITIES**  
**FOR THE YEAR ENDED DECEMBER 31, 2021**  
**(With Summarized Totals for the Year Ended December 31, 2020)**  
**(See Accountant's Review Report)**

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>2021</u>	<u>2020</u>
REVENUE				
Tax Assessments	\$ 38,412	\$ ---	\$ 38,412	\$ 38,654
Build Health Grant	9,210	790	10,000	---
Total Revenue	<u>\$ 47,622</u>	<u>\$ 790</u>	<u>\$ 48,412</u>	<u>\$ 38,654</u>
EXPENSES				
Program Services	\$ 37,712	\$ ---	\$ 37,712	\$ 25,367
Management and General	10,321	---	10,321	12,862
Total Expenses	<u>\$ 48,033</u>	<u>\$ ---</u>	<u>\$ 48,033</u>	<u>\$ 38,229</u>
CHANGE IN NET ASSETS	\$ (411)	\$ 790	\$ 379	\$ 425
Net Assets, Beginning of Year	<u>1,082</u>	<u>---</u>	<u>1,082</u>	<u>657</u>
NET ASSETS, END OF YEAR	<u><u>\$ 671</u></u>	<u><u>\$ 790</u></u>	<u><u>\$ 1,461</u></u>	<u><u>\$ 1,082</u></u>

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

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
**FOR THE YEAR ENDED DECEMBER 31, 2021**  
(With Summarized Totals for the Year Ended December 31, 2020)  
(See Accountant's Review Report)

	Program Services	Management and General	2021	2020
Salaries and Wages	\$ 11,110	\$ 1,235	\$ 12,345	\$ 7,000
Professional Fees	---	5,650	5,650	10,100
Grants to Other Organizations	100	---	100	2,350
Supplies	4,674	519	5,193	2,452
Telephone	1,807	201	2,008	3,371
Postage	395	44	439	271
Printing	---	---	---	545
Subscriptions	32	---	32	185
Technology	1,626	---	1,626	1,114
Storage	---	---	---	10
Safety and Security	---	---	---	407
Donations for Community Cleanup	1,008	---	1,008	1,935
Travel	1,350	1,351	2,701	332
Meetings	---	---	---	387
Insurance	---	498	498	468
Membership Dues	486	---	486	217
Marketing	2,288	---	2,288	527
Community Clean Up	3,626	---	3,626	6,191
Build Health and Sherman Park Grants	9,210	---	9,210	---
Other Expense	---	823	823	367
<b>TOTALS</b>	<b>\$ 37,712</b>	<b>\$ 10,321</b>	<b>\$ 48,033</b>	<b>\$ 38,229</b>

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



**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED DECEMBER 31, 2021**  
**(With Summarized Totals for the Year Ended December 31, 2020)**  
**(See Accountant's Review Report)**

	2021	2020
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ 379	\$ 425
Net Cash Provided by Operating Activities	\$ 379	\$ 425
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	1,082	657
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$ 1,461	\$ 1,082

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

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**

**NOTES TO THE FINANCIAL STATEMENTS**

**DECEMBER 31, 2021**

**(See Accountant's Review Report)**



**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2021**  
**(See Accountant's Review Report)**

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

**Organization**

Center Street Marketplace Business Improvement District #39 (the "Organization") was organized under Wisconsin State Statute 66.608. This statute provides for the formation of Business Improvement Districts (BIDs) upon the petition of at least one property owner in the district. The purpose of a BID is to allow businesses within the district to develop, manage and promote their districts and to establish an assessment to fund these activities. The Organization's mission is to revitalize and improve the Center Street Marketplace District, located on Center Street on Milwaukee's Northside.

Center Street Marketplace Business Improvement District #39 is exempt from tax as an affiliate of a governmental unit under Section 501(a) of the Internal Revenue Code.

**Accounting Method**

The financial statements of the Organization have been prepared on the accrual basis of accounting.

**Basis of Presentation**

The Organization reports information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions. At December 31, 2021, the Organization had only net assets without donor restrictions.

**Cash and Cash Equivalents**

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

**Contributions and Grant Revenue**

Contributions received and unconditional promises to give are measured at their fair values and are reported as increases in net assets. Contributions are considered available for the Organization's general programs unless specifically restricted by the donor. Contributions received with restrictions that are met in the same reporting period are reported as revenue without donor restrictions and increase net assets without donor restrictions. Conditional promises to give are not recognized until they become unconditional. A conditional contribution is one that has both a barrier that must be overcome and an agreement requiring advance payment to be returned or future payment not to be obligated when the barrier is not overcome. Amounts received for which the donor has limited the use of the asset or designated the gift as support for future periods are considered restricted support and included in net assets with donor restrictions. When a donor restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions. When the restriction on a contribution is met in the same reporting period as the contribution is received, the contribution is reported in net assets without donor restrictions.

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2021**  
**(See Accountant's Review Report)**

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

**Contributions and Grant Revenue (continued)**

Net assets restricted for acquisition of building or equipment are reported as net assets with donor restrictions until the specified asset is placed in service when the net assets are released to net assets without donor restrictions.

When a donor requires the investment of a contribution and restricts the use of investment income, the investment income is reported as net assets with donor restrictions until appropriated for the designated time or use when the net assets are released to net assets without donor restrictions.

Contributions of assets other than cash are recorded at their estimated fair value at the date of the gift. Donated services are recognized as contributions if the services create or enhance nonfinancial assets or the services require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Organization. Accordingly, the value of contributed time that does not meet these requirements has not been determined and is not reflected in the accompanying financial statements.

**Functional Expenses**

The Organization allocates costs directly to program or management when appropriate. Certain expenses are attributable to one or more programs or supporting functions of the Organization. Those expenses include telephone and occupancy, which are allocated based on estimates of time and specific usage.

**Estimates**

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

**NOTE B - Accounting Changes**

*Accounting Standards Update 2020-07, Presentation and Disclosures by Not-for-Profit Entities for Contributed Nonfinancial Assets (Topic 958)* will be effective for fiscal years beginning after June 15, 2021. The amendments in this update are required and provide new presentation and disclosure requirements about contributed nonfinancial assets to nonprofits, including additional disclosure requirements for recognized contributed services. Contributed nonfinancial assets will be required to be reported as a separate line in the statement of activities. A financial statement note will be required to provide disaggregated contributed nonfinancial assets by category including: the type of contributed nonfinancial asset; qualitative information about the monetization or utilization of the nonfinancial assets; the policy about the monetization or utilization of nonfinancial assets; a description of restrictions, valuation, and the market used to determine the fair value. The amendments, required to be presented retrospectively to all periods presented, will not change the recognition and measurement requirements for those assets.



**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2021**  
**(See Accountant's Review Report)**

**NOTE B - Accounting Changes (continued)**

*Accounting Standards Update 2016-02, Leases (Topic 842)* will be effective for fiscal years beginning after December 15, 2021. This update requires the recognition of lease assets and lease liabilities on the statement of financial position measured at the present value of lease payments and requires disclosure of key information about the leasing arrangements.

*Accounting Standards Update 2020-08, Receivables – Nonrefundable Fees and Other Costs (Topic 310-20)* will be effective for fiscal years beginning after December 15, 2021. The amendments in this update represent changes to clarify the codification. An organization shall apply the amendment prospectively. This amendment impacts the effective yield of an existing individual callable debt security.

*Accounting Standards Update 2016-13, Financial Instruments - Credit Losses (Topic 326)* will be effective for fiscal years beginning after December 15, 2023. The main objective of this update is to provide financial statement users with more decision-useful information about the expected credit losses on financial instruments and other commitments to extend credit held by a reporting entity at each reporting date. To achieve this objective, the amendments in this update replace the incurred loss impairment methodology in current GAAP with a methodology that reflects expected credit losses and requires consideration of a broader range of reasonable and supportable information to inform credit loss estimates, including exploring more forward-looking alternatives.

**NOTE C - Comparative Financial Information**

The financial information shown for 2020 in the accompanying financial statements is included to provide a basis for comparison with 2021 and presents summarized totals only. The comparative information is summarized by total only, not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity to generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2020, from which the summarized information was derived.

**NOTE D - Liquidity**

The Organization has \$1,461 of financial assets available to meet cash needs for general expenditure within one year of the statement of financial position date consisting of cash. The Organization does not have a formal policy related to liquidity, however, the intent is to utilize the property assessment revenue which is received annually in February, in the year it is received in accordance with the annual operating plan.

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2021**  
**(See Accountant's Review Report)**

**NOTE E - Assessment Income and Concentration of Revenue**

In order to provide revenues to support the Organization's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified area of the Center Street area neighborhood. The assessment is calculated based on assessed values of the properties as of every fall. The assessment levied on properties was \$5/\$1,000 for every dollar of assessed property value with a minimum assessment of \$300 and a maximum assessment of \$1,000 for the year ended December 31, 2021.

Approximately 79% of the Organization's revenue was property assessment income from the City of Milwaukee for the year ended December 31, 2021. The other 21% of the Organization's revenue was a Build Health Grant of \$10,000, received from Sherman Park Community Association Inc. The unexpended portion of the grant amounted to \$790 as of December 31, 2021, and is reported as net assets with donor restrictions.

**NOTE F - Related Parties**

The executive director is married to a board member.

**NOTE G - Subsequent Events and Contingencies**

The Organization has evaluated events and transactions occurring after December 31, 2021, through September 7, 2022, the date the financial statements are available to be issued, for possible adjustments to the financial statements or disclosures.

The COVID-19 pandemic, whose effects first became known in January 2020, is having a broad and negative impact on commerce and financial markets around the world. The United States and global markets experienced significant declines in value resulting from uncertainty caused by the pandemic. The Organization is closely monitoring its liquidity and is actively working to minimize the impact of these declines. The extent of the impact of COVID-19 on the Organization's operational performance will depend on certain developments, including the duration and spread of the outbreak and its impacts on the Organization's customers and vendors, all of which at present, cannot be determined. Accordingly, the extent to which COVID-19 may impact the Organization's financial position and changes in net assets and cash flows is uncertain and the accompanying financial statements include no adjustments relating to the effects of this pandemic.



# **BID 39 – Annual Report**

**AUGUST 2021 - AUGUST 2022**

***The Center of What's Happening !!***

**BID 39 – The Center Street Marketplace**

---

Tel 414.306.3586

P.O. Box 100511 Milwaukee, WI  
53210

[www.centerstreetmarketplacebid39.org](http://www.centerstreetmarketplacebid39.org)

---



*“The BID continues the path forward”*

## **BID 39 - At-A-Glance**

---

### **Mission, Vision, & Priorities**

The sole **Mission** of the Business Improvement District #39 is “Cleaning up the Quality of Life”. This mission is encapsulated within our BID Logo and serves as a reminder that having a variety of services is key, however, to have a quality of life; a safe and clean business environment is necessary. Our **Vision** encompasses not only retaining current businesses and making sure that their needs are met, but also to attract and cultivate new businesses into vacant or dormant commercial properties. Our **Priorities** are surrounded by the constant realization that small business awareness is key in a busy commercial corridor. Shopping locally and having an awareness of customer needs continually rises to the top as a priority need in order to achieve equity, sustainability, and business longevity.

### **Total assessed properties within the district**

BID 39 is settled within a busy commercial corridor in the heart of Milwaukee’s central city on the Northside – from 29<sup>th</sup> and Center Street through 60<sup>th</sup> and Center Street, with several businesses adjacent to Center Street. Currently, the properties located within the BID district exceed 9 million dollars in value. The BID utilizes the assessment funds to focus on current property and business owner viability; of which is shone through via “Shop Center Street” and other outreach opportunities. The BID also has recruited some dynamic businesses into the commercial corridor through the sustained work of each board member. Our Shop Center Street event places a push to market and raise awareness of the benefits of shopping locally. The projected BID assessment for 2023 is approximately \$39,000.00 of which is stable from 2022.

### **Strategic Highlights**

In 2022 (through the current month of August) the BID39 Board of Directors are connected to the current businesses, prospective business owners, new businesses, and the community. We provide outreach and opportunities for marketing, grants, and education. We have actively marketed the BID message to all property and business owners by the way of the BID 39 Website, YouTube, and Facebook page, face to face interactions, as well as creative and timely flyers and brochures regarding business building opportunities as well as sensitive issues that arise.

### **Business/Community mixture & Engagement**

With the dynamics of BID 39 we have laid the foundation for the local community to patronize the businesses and support their efforts. Since BID 39 hosts developmental opportunities for board members to engage stakeholders and participate in community events, there is a wide array of activities, some are:

- Small business seminars with the Veteran's Chamber of Commerce and the Wisconsin Black Chamber of Commerce, information sharing and resource generating.
- High level participation with neighborhood associations to include the Middle Ground, Inc., Center Peace Block Club, Metcalfe park as of August 2022, and the Sherman Park Community Association.
- Went to Amani Neighborhood to present information related to BIDs and collaboration.
- Utilizing fully developed marketing materials, including brochures and sell sheets for BID 39s current vacant city property stock.
- Participate in the Sherman Park Eco initiatives.
- Hosted BID 39 Small Business Saturday initiative in 2022 – (Champion)
- Participated in the Wisconsin Veterans Chamber of Commerce Resources & Information sharing events including Veterans Light up the Arts at the Milwaukee Art Museum.
- Committed to sharing knowledge and resources for safe driving strategies within our city and commercial corridor.

### **BID 39 Core Programs**

BID 39 does not have any employees, all board members are volunteers. The BID Executive Director was formerly an employee in past years, however, with the diminished assessment, the board voted to dissolve the employee/employer relationship, albeit the payroll – adding a small stipend to the budget for the Executive Director.

**Small Business Saturday.** BID 39 championed Small Business Saturday in 2022. The BID co-hosted an event at iConz, a new BID business that is new to the commercial corridor,. The BID sponsored refreshments, promotional material, as well as sharing resources for the event in order to drive new business to the establishment. The turnout was wonderful, and the business is positioned for sustainability on Center Street.

## **Economic Development**

There are several businesses on the horizon for opening in the near future or have recently opened to include Freddy's Pizza and Taco's on 45<sup>th</sup> and Center, Fess Properties has located their headquarters on 51<sup>st</sup> and Center, DLK Legacy is developing their purchased property (54<sup>th</sup> & Center) and the **Community within the Corridor**; a bold new project that will consist of over 197 multi-family housing units and more than 60,000 square feet of commercial and community space on 32<sup>nd</sup> and Center through their work with the groundbreaking in 2022 the commercial corridor will thrive with new resources, as well as the BID office will also be housed in the new development commercial space. Also, "Heiress Networking lounge" will be located at 4919 West Center Street has opened.

**Grants** - 2022 BID 39 has connected business owners to the City of Milwaukee to utilize the Façade, Signage and Whitebox grants for business improvement. Our Executive Director and Chairperson has provided technical assistance to business owners to apply for (with success) for the grant products. BID 39 is a major contributor to the WEDC Badger Bounceback Grants totaling appx. 70 grant letters, as well as owner interviews and site visits as of August 2022

**Debt Service** – to date, BID39 has no debt service.

## **Rapid Implementation**

The BID is the recipient of a Rapid Implementation project that will bring safety measures to many intersections in the commercial corridor. The City of Milwaukee has also granted Artists Working in Education a grant to create street in a couple of the rapid implementation projects.

## **Grant – Build Health Challenge – Sherman Park**

BID 39 received a grant in the amount of \$5,000.00 from the Build Health Challenge – Sherman Park. Funds were utilized to market the businesses, as well as strategically placing trash receptacles in the corridor that are decent and new.

## **Marketing & Branding**

BID 39 boasts several marketing strategies for the entire corridor, as well as individual businesses. We migrated our website in August 2022 to a newer version of Wordpress. We certainly use Facebook for marketing, including boosting posts.



The BID has provided multiple levels of Window Signage, the BID Facebook page, YouTube as well as the Instagram (**#SHOPCENTERSTREETMKE**) blast. The BID also sponsors events within the Business District that have a focal point on maintain the streets (cleanup projects), and flyer distribution as well as local events that add value to our commercial corridor and image.

### **COVID 19**

With the detrimental effects of COVID 19, BID 39 pivoted to offer increased technical support, PPE, messaging, and 1:1 consulting with businesses and property owners. The BID continues to purchase and supply our small businesses with cleaning products, disinfectant, as well as masks and items to continually mitigate the COVID virus. The BID is also a high-level connector to resources for the community, including residents and business owners throughout the City of Milwaukee.

### **BID 39 / UWM Façade Improvement Project**

The BID worked with UWM Community Design to bring forth a Façade improvement project for Sabir's Karate and Fitness, located at 4817 W. Center Street. The newly designed renderings are a snapshot of what the future will hold for Sabir's. Currently, the BID is working with the owner to suggest funding from the City of Milwaukee.

### **BID 39 Podcast Series**

BID 39 maintained a Podcast series starting in 2021. The Podcast is well received and has been a platform to share relevant and timely information with the proponents of our BID. With the BID locating in the Community within the Corridor, the Podcast a great addition to the BIDs forward movement.

### **Officers & Board Members:**

R.P. Potts, Chairperson

Philip Blake, Treasurer

Tremerell Robinson, Board Member

Catina Harwell-Young, Board Member

Mikal Wesley, Board Member (Community within the Corridor – Que El Amin and Ray Boynes)

Charles McCoy, Board Member

1 Vacancy w/o current nominations

**Executive Director:**

Dr. Jennifer Potts

**Location:**

**BID 39 – The Center Street Marketplace**

P.O. Box 100511 Milwaukee, WI 53210

Tel 414.306.3586

[www.centerstreetmarketplacebid39.org](http://www.centerstreetmarketplacebid39.org)



Approved by the BID 39 Board of Directors on August 31, 2022. / Jp