

Business Improvement District #19
Villard Avenue
2019 Operating Plan

I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.6080) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDS). The purpose of the law is "to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Milwaukee has created a Business Improvement District for the purpose of revitalizing and improving the Villard Avenue Business area on Milwaukee's North Side (see Appendix B.) The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the Villard Avenue BID #19 District.

The BID proponents prepared this Plan with the technical assistance from the City of Milwaukee Department of City Development.

After several years of inactivity the Villard BID has resurged with a new Board of Directors committed to assisting the City of Milwaukee with the revitalization of Villard Avenue. In 2018 the BID Board contracted with Havenwoods Economic Development Corporation to begin managing the corridor. The first year's contract objectives were to put systems in place for consistent street clean up, hold small events such as the Jane's Walk, a neighborhood clean-up and the Villard Avenue Days to bring businesses and residents out and lastly address safety on Villard Avenue. In the last quarter of 2018, a business safety meeting will be established to build a working relationship with the 7th District police.

B. Physical Setting

The physical setting of the BID District being proposed consists of industrial and retail businesses.

II. DISTRICT BOUNDARIES

Boundaries of the BID 19 are Villard Avenue from 29th Street on the east to 42nd Street on the west, 35th Street one half blocks on the south continuing northeast to Rohr Avenue.

A listing of the properties included in the District is provided in Appendix B.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

1. To improve the overall appearance and image of the street.
2. To enhance safety and security of the District.
3. To attract new businesses and increase private investment in the District.
4. To create an environment that will attract new customers and increase shopping in the area.

B. Proposed Activities

1. Facilitate a community visioning initiative for the future of Villard Avenue
2. Improving overall appearance and image of the streets:
 - a. Providing maintenance and management of the streetscape improvements.
 - b. Encouraging design-sensitive renovations of the buildings within the District.
3. To enhance the Safety and security of the District by:
 - a. Developing regular business safety meeting to share information between Villard business owners and MPD.
 - b. Working with the business and property owners of the properties that are a nuisance.
 - c. Working with City departments, including MPD, to explore options for slowing down traffic within the District.
4. To attract new businesses and increase private investments in the District by:
 - a. Promoting private and public funding of District activities.
 - b. Generating business recruitment leads and facilitating development within the BID in order to gain new business. This will be done through a charrette process, realtor coffee events, and building tours.

- c. Creating and maintaining a Villard Avenue social media to promote progress and activities on Villard.
- 5. To create an environment that will attract new consumers and increase patronage on the BID by:
 - a. Maintaining communication with the property and business owners and operators in the BID regarding the design and implementation of BID activities.
 - b. Developing a marketing plan
 - c. Providing information regarding business, site selection, and rehabilitation resources in order to strengthen existing and new businesses and improve the overall appearance of the business

C. Proposed Expenditures

The principal expenses of the BID in 2019 will be used to fund business technical assistance, maintain projects, maintain streetscape and overall appearance, and contracted management fees. The total for anticipated expenditures for 2019 is \$147,000.00

D. Proposed Budget

[Please see the 2019 Proposed Budget on the following page]

Villard #19	Budget 2019
Income	
Assessments for 2018	\$ 63,430.22
Assessment Rollover 2016 & 2017	\$ 133,492.00
Allowance for uncollectable Assessments	\$ (6,826.00)
	\$ 190,096.22
Expenses	
Administrative (accounting, reporting, compliance)	\$ 3,000.00
Staff Support	\$ 23,500.00
Professional Services	
Audit	\$ 1,500.00
Consulting: Strategic Planning Visioning	\$ 10,000.00
Façade, Landscaping, Sign and security grants	\$ 70,000.00
D&O Insurance	\$ 1,300.00
Public Infrastructure Improvements	\$ 30,000.00
Postage	\$ 1,500.00
Printing	\$ 1,200.00
Special Events	\$ 5,000.00
Total Expenses	\$ 147,000.00

E. Financing Method

It is proposed to raise \$63,430.22 through BID assessments (see Appendix B). The BID Board has the authority and responsibility to prioritize expenditures and revise the budget as necessary to match the funds actually available.

F. Organization of BID Board

Upon the creation of the BID, the Mayor appointed members to the District (Board). The Board's primary responsibility is to implement this Operating Plan. This will require the Board to negotiate with providers of services and materials to carry out the Plan; to enter 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 the BID assessments. State law requires that the Board be composed of at least five (5) members and that a majority of the Board Members be owners or occupants of property within the District.

The Board's primary responsibility is the implementation of this Operating Plan.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

1. BID-eligible properties are assessed in the following manner:

Each tax parcel is assessed at a rate of \$4/\$1000 of assessed value. No minimum to unimproved parcels.

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

B. Exclude and Exempt Property

The law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statue (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 Statue 66.1109(5)(a); Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix B, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statue 66.608(1)(b), property exempt from general real estate has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is contribution to the district on a voluntary basis.

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

A. **City Plans**

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the 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 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 developments.

The District is a means of formalizing and funding the public-private partnership between the City and property owners in the Villard Avenue 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 the District Operation**

The City of Milwaukee has committed to helping private property owners in the district promote its development. To this end, the City expected to play a significant role in the creation of the BID 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. Receive annual audits as required per sec. 66.1109(c) of the BID law.
4. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the District.

VI. Petition for Termination of the BID

The City shall consider terminating the District if the owners of property assessed under the Operating Plan having a valuation equal to more than 50% of the valuation of all property assessed under the Operating Plan, using the method of valuation specified herein, or the owners of property assessed under the Operating Plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the Operating Plan, file a petition with the City Plan Commission requesting termination of the District. On or after the date such a petition is filed, neither the Board nor the City may enter into any new obligations by contract or otherwise until the expiration of thirty (30) days after the date a public hearing is held and unless the District is not terminated. Within thirty (30) days after filing of a petition, the City Plan Commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a Class 2 notice.

Before publication, a copy of the notice with a copy of the Operating Plan and a copy of the detail map showing the boundaries of the District shall be sent by certified mail to all owners of real property within the District. Within thirty (30) days after the date of such hearing, every owner of property assessed under the Operating Plan may send a written notice to the City Plan Commission indicating, if the owner signed a petition, that the owner retracts the owner's request to terminate the District or, if the owner did not sign the petition, that the owner requests termination of the District. If, after the expiration of thirty (30) days after the date of the public hearing, by petition or subsequent notification and after subtracting any retractions, the owners of property assessed under the Operating Plan having a valuation equal to more than 50% 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% of the assessed valuation of all properties assessed under the Operating Plan have requested the termination of the District, the City shall terminate the District on the date that the obligation with the latest completion date entered into to implement the Operating Plan expires.

VII. FUTURE YEAR OPERATING PLANS

A. Phase 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 initial Operating Plan.

Section 66.1109(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 the general terms the complete development program, it focuses activities and information on specific assessed values, budget amounts and assessment amounts are based on this year's 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 will be conclusive evidence of compliance with this Plan and the BID law.

In the 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

will not be materially altered, except with the consent of the City of Milwaukee.

B. Amendment, Severability and Expansion

This BID has been created under the 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 will be amended to conform to the law without need of re-establishment.

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 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)

BID #19 (Villard Avenue) Board Member Roster

Board Organization: 7 members, at least 5 members (the majority) shall be owners or occupants of property within the BID. 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.

Board Member	<u>Title</u>	Start Date	End Date
Kimberly Boldt	Member	04/24/2017	04/24/2020
Andre Carter	Member	05/16/2017	05/16/2020
Brian Rott	Member	5/14/2018	5/14/2021
Michael Malatesta	Member	06/22/2017	06/22/2020
Chastity Berry-Rowe	Member	07/10/2017	07/10/2020
Willie Smith	Member	12/07/2017	12/07/2020
Jeannette Wright Claus	Member	5/14/2018	5/14/2021
Jeff Hanewall	Member	6/8/2018	6/20/2021

Appendix A: Wisconsin 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 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 municipality shall obtain an independent certified audit of the implementation of the operating plan.
 - 2. If the cash balance in the segregated account described under sub. (4) was less than \$300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.
- (cg)** For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. (c) 1. and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. (c) 2. shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the nearest multiple of \$10 if the revised amount is not a multiple of \$10 or, if the revised amount is a multiple of \$5, such an amount shall be increased to the next higher multiple of \$10.

- (cr)** The municipality shall obtain an additional independent certified audit of the implementation of the operating plan 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 and reviewed financial statements 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.
- (4g)** A municipality may convert a business improvement district under this section into a neighborhood improvement district under s. 66.1110 if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. 66.1110 (4) (b).
- (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.
- (d) If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85; 2017 a. 59, 70, 189.

Appendix B: Property List and Assessments

rem_taxkey	Assessment	addr
1920311000	\$ 86.37	3602 W VILLARD
1920312000	\$ -	3608 W VILLARD
1920313000	\$ 147.89	3614 W VILLARD
1920314000	\$ 346.00	3618 W VILLARD
1920315000	\$ 162.92	3622 W VILLARD
1920316100	\$ 255.07	3628 W VILLARD
1920318100	\$ 79.60	5224 N 37TH
1920331000	\$ 52.98	5279 N 35TH
1920332000	\$ -	5273 N 35TH
1920333000	\$ 50.40	5265 N 35TH
1920334000	\$ 54.00	5261 N 35TH
1920335000	\$ 1,348.00	5249 N 35TH
1920336000	\$ 289.74	5235 N 35TH
1920337000	\$ -	5229 N 35TH
1920337100	\$ 67.29	5229 N 35TH
1920338000		5221 N 35TH
1920339000	\$ 460.00	3500 W VILLARD
1920340000	\$ 148.84	3504 W VILLARD
1920341000	\$ 247.60	3510 W VILLARD
1920342000	\$ 18.00	3514 W VILLARD
1920343000	\$ 135.20	3518 W VILLARD
1920344000	\$ 161.35	3520 W VILLARD
1920345000	\$ 101.00	3526 W VILLARD
1920346000	\$ 364.80	5204 N 36TH
1920372000	\$ 285.78	3400 W VILLARD
1920373100	\$ 288.40	3406 W VILLARD
1920375000	\$ -	3418 W VILLARD
1920376000	\$ 106.40	3422 W VILLARD
1920377000	\$ 148.60	3426 W VILLARD
1920378000	\$ 310.80	3430 W VILLARD
1920379000	\$ 293.12	5220 N 35TH
1920383000	\$ 104.66	5240 N 35TH
1920384000	\$ 301.60	5244 N 35TH
1920385000	\$ 271.20	5246 N 35TH

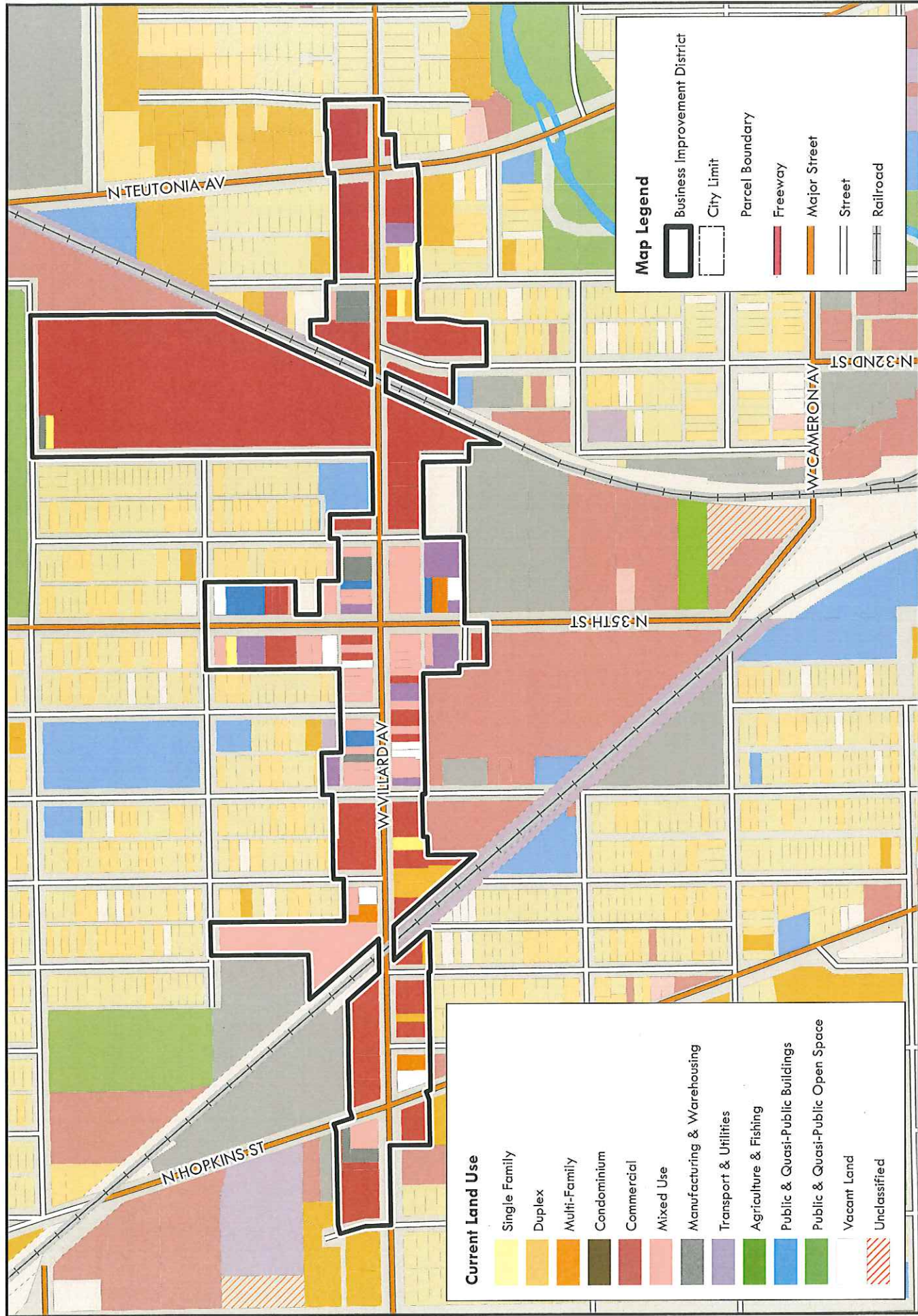
1920386000	\$ 504.00	5252 N 35TH
1920390110	\$ 1,836.00	5264-5268 N 35TH ST
1920390111	\$ 1,840.00	5264-5278 N 35TH ST
1920392000	\$ -	5278 N 35TH
1920411110	\$ 428.00	3328 W VILLARD
1920748110	\$ 3,692.00	3720 W VILLARD
1920773000	\$ -	5211 N 38TH
1920774000	\$ -	3802 W VILLARD
1920775000	\$ -	3812 W VILLARD
1920829000	\$ 752.26	3501 W VILLARD
1920830000	\$ 177.07	3511 W VILLARD
1920831000	\$ 248.00	3513 W VILLARD
1920832000	\$ 243.63	3519 W VILLARD
1920833000	\$ 354.80	3523 W VILLARD
1920834000	\$ 47.20	3527 W VILLARD
1920835000	\$ 375.85	3535 W VILLARD
1920836100	\$ 484.00	3541 W VILLARD
1920838000	\$ 79.78	3607 W VILLARD
1920839000	\$ 320.40	3611 W VILLARD
1920840000	\$ 18.00	3615 W VILLARD
1920841100	\$ -	3619 W VILLARD
1920848100	\$ 1,980.00	3323 W VILLARD
1920852000	\$ 788.00	3311 W VILLARD
1920853000	\$ 1,572.00	3217 W VILLARD
1920901100	\$ 768.81	3820 W VILLARD
1920903000	\$ 156.00	3904 W VILLARD
1920904000	\$ 240.80	4010 W VILLARD
1920905000	\$ 456.00	5206 N HOPKINS
1929982000	\$ 402.52	4108 W VILLARD
1929983000	\$ 416.00	5219 N HOPKINS
1929984000	\$ 296.00	4120 W VILLARD
1929985000	\$ 208.40	4124 W VILLARD
1929986100	\$ 2,876.00	4134 W VILLARD
1930424000	\$ 320.00	5194 N TEUTONIA
1930501111	\$ 9,540.00	5300 N 33RD
1930508110	\$ -	5374 N 33RD
1930508120	\$ 42.00	3223 W CUSTER
1930521000	\$ 4,588.00	2904 W VILLARD
1930705100	\$ 6,744.00	3030 W VILLARD
1930909000	\$ -	5219 N 31ST
1930910100	\$ 191.60	3100 W VILLARD
1930912000	\$ 428.00	3110 W VILLARD
1930913110	\$ 1,484.00	3120 W VILLARD
2070001000	\$ -	5174 N 35TH
2070002100	\$ -	5168 N 35TH

2070004110	\$ 12.40	5160 N 35TH
2070004210	\$ 23.60	5160 N 35TH
2070020000	\$ 848.00	5150 N 32ND
2070101000	\$ -	3045 W VILLARD
2070102000	\$ -	5184 N 31ST
2070103000	\$ -	5180 N 31ST
2070137000	\$ -	3101 W VILLARD
2070138000	\$ -	5187 N 31ST
2070139000	\$ -	5183 N 31ST
2070891000	\$ -	5186 N 35TH
2070892000	\$ -	5186 N 35TH
2070893000	\$ -	5186 N 35TH
2070992000	\$ 132.40	5165 N 34TH
2079997000	\$ 3,768.00	5193 N TEUTONIA
2079998000	\$ 512.00	3025 W VILLARD
2080001000	\$ 191.60	5173 N 35TH
2080002100	\$ 81.60	5161 N 35TH
2080006000	\$ -	5151 N 35TH
2080014100	\$ -	3621 W VILLARD
2080015000	\$ -	3633 W VILLARD
2080017000	\$ -	3721 W VILLARD
2080018100	\$ 752.00	3727 W VILLARD
2080019100	\$ -	3735 W VILLARD
2080020000	\$ -	3801 W VILLARD
2080021000	\$ 302.69	3809 W VILLARD
2080101000	\$ 2,120.00	4105 W VILLARD
2080863000	\$ 195.20	3841 W VILLARD
2080864000	\$ -	5178 N 39TH
2081301100	\$ 412.00	3903 W VILLARD
2081303000	\$ -	3919 W VILLARD
2081304100	\$ 432.00	3927 W VILLARD
2081332000	\$ -	5190 N HOPKINS
2081333000	\$ -	4001 W VILLARD
2081441000	\$ 2,060.00	3709 W VILLARD
	\$ 63,430.22	

BID NO. 19: VILLARD AVENUE

CITY OF MILWAUKEE

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



Annual Report (Sept.2017 – Aug. 2018)

Mission Statement/Vision/Priorities

The mission for the Villard Avenue BID is to return this once thriving commercial corridor into a community shopping destination.

The long term priorities are to fill the vacant storefronts, reduce the number of city owned properties, create jobs and attract up and coming entrepreneurs to Villard Avenue. The immediate objectives for 2018 were to:

- Address the chronic litter issue
- Host one large event on the street,
- Create an inventory and dossier for each BID assessed property
- Establish working partnerships with city departments to address blight and crime
- Establish a business block watch

Financial Relationships w/ other entities (CDCs, non-profits, associations)

The Villard Avenue BID contracted with Havenwoods Economic Development Corporation to implement the BIDs objectives.

Total Assessed Value of Properties within District

- The total assessed value is 16,308,700

Core Programs

- Currently the entire Villard Avenue BID is being serviced equating to approximately 14 blocks of street cleaning happening weekly.
- The BID brought back the Villard Avenue Days event. It was a one day event attracting approximately 100 people and had 8 businesses participate. The event took place from 32nd Street to 37th Street on Villard Avenue.
- The BID participated in the Jane's Walk with 5 businesses participating
- The BID participated in a community clean up on Villard Avenue to kick off the summer
- The BID participated in a neighborhood walk through with city department to begin enforcement initiatives on blight and vacancies on the street. Departments attending included DNS, DPW, and MPD.
- The BID had one part time employee
- The BID Board met a minimum of 12 times Economic Development
- The vacancy rate is between 20 and 30 percent. 18% of the vacant buildings are owned by the City of Milwaukee.

