

BUSINESS IMPROVEMENT DISTRICT NO. 37

30<sup>th</sup> STREET INDUSTRIAL CORRIDOR

OPERATING PLAN  
FOR 2019

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## **I. INTRODUCTION**

### **A. Background**

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

A Business Improvement District was approved by the City of Milwaukee in 2005 for the purposes of revitalizing and improving the 30<sup>th</sup> Street Industrial Corridor on Milwaukee’s north side. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for 2019 of the 30<sup>th</sup> Street Industrial Corridor district (BID #37).

### **B. Physical Setting**

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

## **II. DISTRICT BOUNDARIES**

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

## **III. PROPOSED OPERATING PLAN**

### **A. Plan Objectives**

The objective of BID #37 is to revitalize the 30<sup>th</sup> Street Industrial Corridor by creating an area that will attract and retain profitable industrial, manufacturing and commercial businesses, thus creating quality jobs with family supporting wages for central city residents. Additional plan objectives include:

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

B. Proposed Activities—2019

Principal activities to be engaged in by the district during its 12th year of operation will include:

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

C. Proposed Expenditures

Infrastructure Improvements	\$16,000
Streetscape Debt Service	
Streetscape Maintenance	
Grant Programs	\$52,000
Façade & Landscape	
Safety & Security	
Program Staff	
Economic / Community Development	
Aesthetic Enhancements	\$18,000
Graffiti Removal	
Litter Clean Ups	
Abatement of Illegal Dumping	
Art Project(s)	

Accounting/ Audit	\$7,500
Business Assistance	40,000
Technical assistance to businesses	
Marketing	
Office & Management	35,000
Administrative services and office/ program expenses provided by the 30th Street Industrial Corridor Corporation	
TOTAL	\$168,500

#### Projected Revenues

Assessments	\$167,299.37
Projected Carry Over Funds from 2018	\$ 5,000
TOTAL	\$172, 299.37

#### Reserve Funds

Reserve Fund for Capital Improvements	\$280,000
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#### D. Financing Method

It is proposed to raise approximately \$167,299 through BID assessments (see Attachment). If any expenses exceed the assessments, it may be covered by 2018 carry over revenues and using the reserve for streetscape debt service. In addition, the BID may apply for grants for additional funding for projects. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

#### E. Organization of the BID Board

The Mayor appoints members to the district board ("board"). The board's primary responsibility is implementation of this Operating Plan. This requires the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable

statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be comprised of at least five members and that a majority of the board members be owners or occupants of property within the district.

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

1. Board Size – The BID board shall include a minimum of five members.
  2. Composition – At least three members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
  3. Term – Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
  4. Compensation – None
  5. Meetings – All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
  6. Record Keeping – Files and records of the board’s affairs shall be kept pursuant to public record requirements.
  7. Staffing – The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
  8. Meetings – The board shall meet regularly, at least twice each year. The board shall adopt rules of order (“bylaws”) to govern the conduct of its meetings.
- F. Relationship to the 30<sup>th</sup> Street Industrial Corridor Corporation  
The BID shall be a separate entity from the 30<sup>th</sup> Street Industrial Corridor Corporation (The Corridor), notwithstanding the fact that members, officers and directors of each may be shared. The Corridor shall remain a private organization, not subject to the open meeting law and not subject to the public record law except for its records generated in connection with the BID board. The Corridor may, and it is intended, shall, contract with the BID to provided services to the BID, in accordance with this Plan.

#### **IV. METHOD OF ASSESSMENT**

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

The annual assessment for the BID’s operating expenses will be levied against each property within the district in direct proportion to the current assessed value of each property as of the date the district held its public hearing for this 2019 Operating Plan. No property owner within the district shall be eligible to receive or be subject to any

reductions or increases in its assessment for the 2019 Operating Plan as a result of a decrease or increase in the assessed value for their property occurring after such date. In addition, the amount of assessment levied against a particular property may change from year to year if the assessed value of that property changes relative to other properties within the district.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method described previously. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$5,000 and a minimum assessment of \$300 per parcel will be applied.

As of January 1, 2015, the property in the proposed district had a total assessed value of over \$57 million. The attachment 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. State Statute 66.1109 (5) (a): Property known to be used exclusively for residential purposes will not be assessed.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109 (1) (b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

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

### A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council

reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

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

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

#### B. City Role in District Operation

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

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

## VI. FUTURE YEAR OPERATING PLANS

### A. Phased Development

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

Section 66.1103 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon 2019 activities, and information on specific assessed values, budget amounts



and assessment amounts are based on current conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

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

**B. Amendment, Severability and Expansion**

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

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

**BID #37 Board Member Sheet**

**Board Organization:** at least 5, at least 3 members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members. 3 year terms:

Board Member	Title	Tern Ends	BID Affiliation	Address
Art Arnstein	Vice Chair	5/17/21	Owner	3100 W Concordia Avenue
Beth Sahagian-Allsop	Member	4/04/21	Owner	3374 W Hopkins
Dawn Davis	Treasurer	2/01/20	Employee	3536 W Fond du Lac Ave
John Ballogh	Member	1/31/20	Employee	2600 N. 32nd Street
Ted Matkom	Chair	10/2020	Owner	3412 W Fond du Lac Ave



**6.1109 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



- (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



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 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.

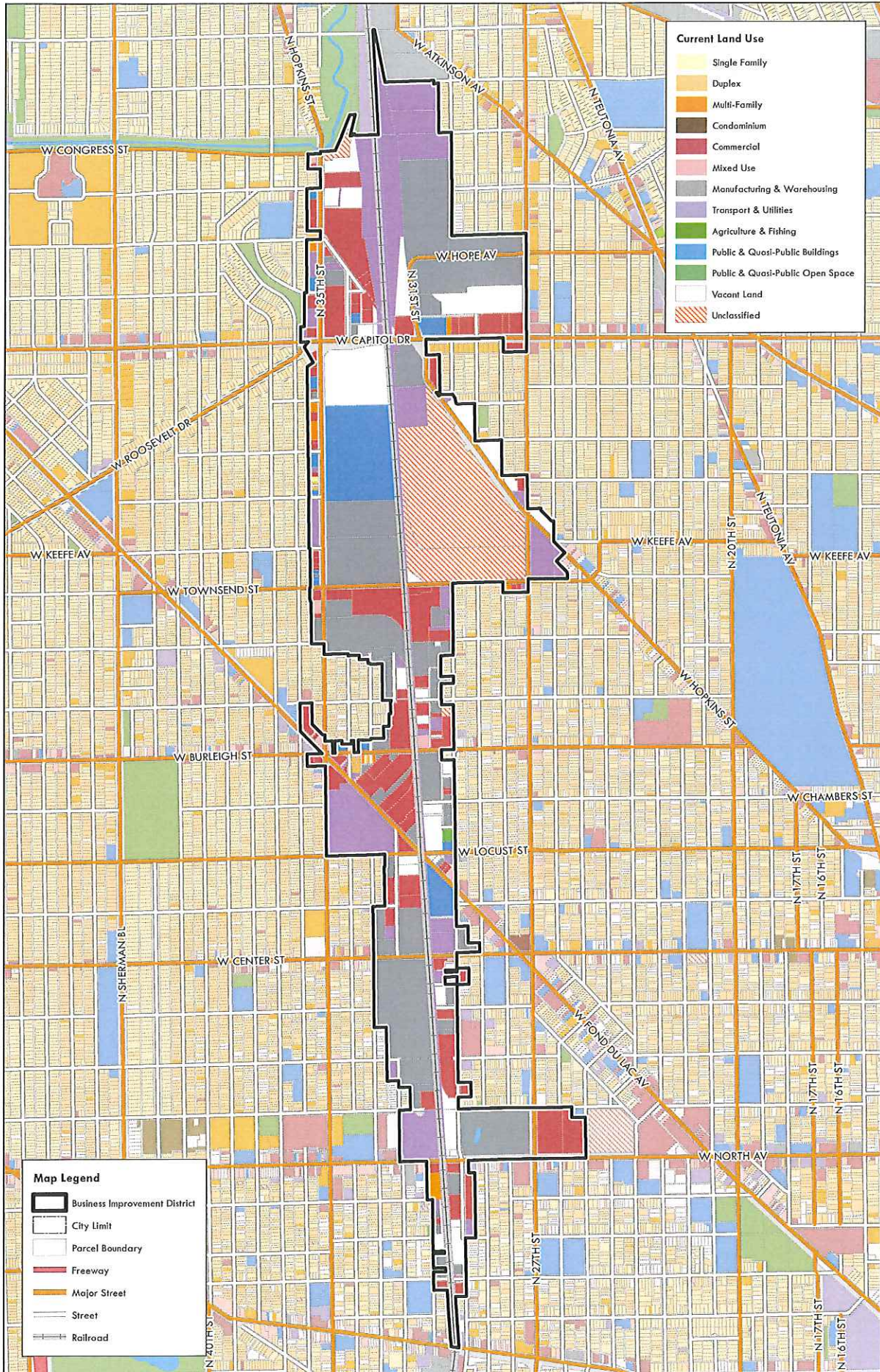




# BID NO. 37: 30TH STREET INDUSTRIAL CORRIDOR

## CITY OF MILWAUKEE

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





# Appendix C

2309992100	3020 W CONGRESS	Exempt
2309992200	3021 W RUBY	Exempt
2309993100	3247 W GLENDALE	Exempt
2460002100	3228 W CAPITOL	Exempt
2460002200	3244 W CAPITOL	Exempt
2460003100	3326 W CAPITOL	Exempt
2460005000	4030 N 34TH	Exempt
2460412200	3100 W CAPITOL	Exempt
2460441000	4250 N 35TH	Exempt
2460442200	4220 N 35TH	Exempt
2460461000	3008 W CAPITOL	Exempt
2469886221	4101 N 31ST	Exempt
2469894000	4260 N 35TH	Exempt
2469895100	4320 N 35TH	Exempt
2469896111	4330 N 35TH	Exempt
2469898111	4350 N 35TH	Exempt
2469973100	4131 N 31ST	Exempt
2469978000	3312 W HOPKINS	Exempt
2469988100	3480 W HOPKINS	Exempt
2469988210	4260 N 35TH	Exempt
2469995200	4051 N 27TH	Exempt
2469996000	4044 N 31ST	Exempt
2470303000	4103 N 35TH	Exempt
2680002000	3715 N 35TH	Exempt
2680801000	3743 N 35TH	Exempt
2680901000	3701 N 35TH	Exempt
2681601100	3765 N 35TH	Exempt
2690252112	2900 W HOPKINS	Exempt
2690259000	3010 W HOPKINS	Exempt
2690305111	2823 W VIENNA	Exempt
2690432000	3700 N 35TH	Exempt
2690441000	3180 W TOWNSEND	Exempt
2690442000	3533 N 27TH	Exempt
2690452000	3055 W HOPKINS	Exempt
2690453000	3025 W HOPKINS	Exempt
2699990000	2871 W HOPKINS	Exempt
2700144111	2642 W HOPKINS	Exempt
2851704110	2537 W HOPKINS	Exempt
2851724120	3424 N 27TH	Exempt
2860106000	3100 W AUER	Exempt
2860109100	3161 N 31ST	Exempt
2860281000	3381 N 27TH	Exempt
2860444100	3410 W BURLEIGH	Exempt
2860445000	3418 W BURLEIGH	Exempt
2860669100	3300 W BURLEIGH	Exempt

2869991000	3201 W TOWNSEND	Exempt
2879968000	3401 N 35TH	Exempt
2879969000	3413 N 35TH	Exempt
3090670110	2929 N 30TH	Exempt
3090677100	2901 N 30TH	Exempt
3090687100	3050 W FOND DU LAC	Exempt
3090688000	3052 W FOND DU LAC	Exempt
3090914000	3237 W BURLEIGH	Exempt
3091143100	3022 W CENTER	Exempt
3091143200	2761 N 30TH	Exempt
3091146110	2825 N 30TH	Exempt
3099972000	3051 W FOND DU LAC	Exempt
3099973000	3042 W LOCUST	Exempt
3099995110	3343 W FOND DU LAC	Exempt
3260150000	2660 N 30TH	Exempt
3261040113	3014 W NORTH	Exempt
3261040114	3001 W MEINECKE	Exempt
3261045100	3010 W NORTH	Exempt
3261641000	3100 W NORTH	Exempt
3269997100	2640 N 32ND	Exempt
3490704000	2038 N 31ST	Exempt
3491006000	2929 W NORTH	Exempt
3491045130	2055 N 30TH	Exempt
3491753100	2011 N 30TH	Exempt
3491756100	2001 N 30TH	Exempt
3491756200	1961 N 30TH	Exempt
3491758100	1961 N 30TH	Exempt
3492009200	2116 N 31ST	Exempt
3492012111	2048 N 31ST	Exempt
3499992000	3040 W GARFIELD	Exempt











**THE CORRIDOR**  
INDUSTRY • COMMUNITY • TOGETHER  
BUSINESS IMPROVEMENT DISTRICT #37

**BID #37 Annual Meeting**

Come meet our Staff & Board of Directors!  
Learn about services and grants we provide to  
businesses as well as our plans to increase safety.  
COMMON COUNCIL PRESIDENT ASHANTI HAMILTON WILL BE PRESENT  
Other Elected Officials and Milwaukee Police Department Representatives Invited  
\*CONTINENTAL BREAKFAST WILL BE PROVIDED\*

Thursday, Sept. 13th, 2018  
8:00am-9:30am  
Century City Tower  
4201 N. 27th Street



**WINNING IN A GLOBAL ECONOMY**

THE CORRIDOR MILWAUKEE 7

How M-7 Positions SE Wisconsin to Secure Corporate Investment

Presented by: Jim Paetsch  
Vice President, M7 Corporate Relocation & Expansion

November 10, 2017 8:30am-10am  
DOORS OPEN AT 8AM  
Century City Business Tower  
4201 N. 27th Street

Jim Paetsch and his team at M7 played an integral part in helping to attract European and American corporations.

# 30th Street Corridor & BID #37 2018 Annual Report

You are Cordially Invited to attend.

**RESTORING THE SOUL OF Garden Homes**

SATURDAY FEB. 24TH, 2018 11:30AM-2:30PM

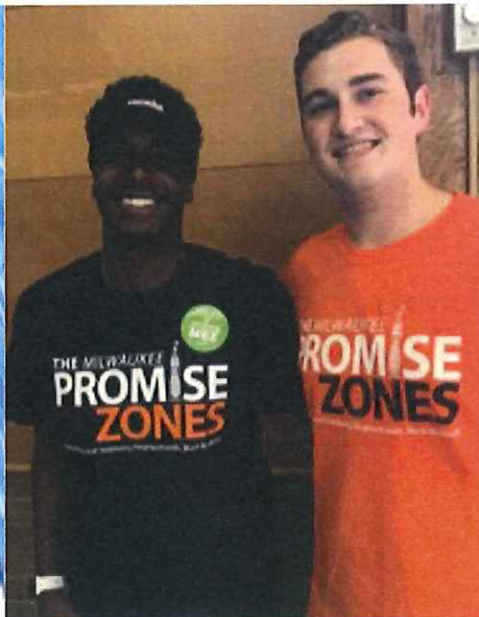
Lighthouse Youth Center  
2475 W. Roosevelt Dr.  
Milwaukee, Wisconsin

**GARDEN HOMES PARK**  
MILWAUKEE COUNTY PARK SYSTEM

Join us as we discuss the implementation of our 2018 Garden Homes Neighborhood Plan! It's time to put all of our hard work and planning into ACTION! Please join us as we work to IMPLEMENT the Garden Homes Neighborhood Plan!

**RSVP REQUIRED** LUNCH WILL BE SERVED

THE CORRIDOR



The 30th Street Industrial Corridor Corp. invites you to...

**CORRIDOR Cocktails**

WEDNESDAY FEBRUARY 28th 2018 4:30PM-6:30PM

Century City Towers  
4201 N. 27th Street  
Milwaukee, Wisconsin

The Corridor and BID #37 invites our businesses and partners to join us for a happy hour of cocktails, conversation and networking! We will introduce our fantastic new board, and introduce our new 2018-2020 Strategic Plan!

**DRINKS & COCKTAILS WILL BE SERVED**  
RSVP IS REQUIRED

FOR MORE INFORMATION OR TO RSVP PLEASE CONTACT DEBORAH KING  
EMAIL: [deborah@corridor-india.org](mailto:deborah@corridor-india.org) PHONE: 414-508-3415



### **Background:**

The 30th Street Industrial Corridor Corporation ("The Corridor") was founded in 1991. It was founded as a spinoff to the Sherman Park Community Association to support economic development in the area. The 30th Street Corridor (880 acres of industrial zoned infrastructure) is home to a mix of businesses, large and small, and draws employees from all over Milwaukee and the southeastern Wisconsin region.

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

The Corridor crosses many neighborhoods, including Lincoln Creek, Garden Homes, Sherman Park, Amani, Metcalfe Park, Walnut Hill, Miller Valley and Washington Park. The Corridor is generally bounded by Hampton Avenue on the north, 27th Street on the east, Highland Avenue on the south and 35th Street on the west. The industrial zone includes several major employers, including MillerCoors; Harley-Davidson Motor Company; DRS Power and Control Technologies, Inc.; and Master Lock.

The boundaries of BID #37 are Ruby Avenue on the North, Brown Street on the South, and the East and West boundaries are generally North 35<sup>th</sup> Street on the West and the eastern boundary is North 27<sup>th</sup> Street. The 30th Street Corridor is generally bounded by Hampton Avenue on the North, Highland Avenue on the South, and 27th to 35th Street East and West.

Several catalytic development projects have been completed in the corridor's area the past few years including: the building of the Century City Business Park on the former Tower Automotive site, the Bishop's Creek mixed use redevelopment project at the northern border of the corridor and the residential redevelopment of the former Esser Paint Factory at the southern end.

### **Our Approach:**

Traditionally, economic development involves brick and mortar, real estate agents, banks and brokers. However, as an economic development organization in an industrial corridor surrounded by residents, we understand that our approach cannot be limited to businesses.

Milwaukee's 30th Street Industrial Corridor was once one of the most successful manufacturing hubs in the world, anchored by giant corporations such as A.O. Smith. The surrounding neighborhoods that grew as a result of this economic boom once had the highest standard of living for Black people in the United States. However, due to the closing of many of those factories and economic divestment, the neighborhoods have devolved into an area with record crime, high unemployment, and is currently one of Milwaukee's most challenging areas to live in. It is nearly impossible to attract and retain businesses in a negative environment.

One of the Corridor's neighborhoods, the Garden Homes Neighborhood, is 97% African American, 55% of the residents make less than \$25,000 per year, the unemployment rate is 13%, and 40% of the residents are under 17 years of age; 66% are renters, and 21% of the housing stock is vacant. How can we seek to revitalize an area without addressing these issues?

Through it all, however, the neighborhoods remain asset rich. They include great schools, world class businesses, longstanding powerhouse religious institutions, community based organizations, strong political leadership and a diverse group of skilled and educated residents, including many homeowners.

Community development relates to economic development because home ownership (increased tax base), workforce development (for surrounding businesses who are in dire need of skilled workers), crime and safety, the ability to attract and retain businesses is all related to the community surrounding the businesses.

### **Objectives:**

The objective of BID #37/the Corridor to revitalize the 30<sup>th</sup> Street Industrial Corridor by creating an area that will attract and retain profitable industrial, manufacturing and commercial businesses, thus creating quality jobs with family supporting wages for central city residents.

Additional objectives include:

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

### **Results:**

In 2018 we continued to support BID #37 businesses with the abatement of graffiti, dumping, and litter. We paid numerous facade, safety and security grants. We strengthened our relationship with the City of Milwaukee Departments, the Milwaukee Police Department, the Milwaukee County Sheriff's Department and the Office of Violence Prevention. We participate in monthly meetings with DRS with City of Milwaukee DCD Commissioner, MPD and stakeholders in order to retain them in our area. In 2018 Century City Business Park after several years vacant, finally retained a tenant who is committed to being a partner in our efforts to revitalize the entire area, and to employ people from the neighborhoods. Two restaurants are also opening in the area soon. Century City Business Tower (4201 N. 27th Street) is now the home of JobCenter of Wisconsin, Maximus, M-WERC, as well as the Corridor and a number of other smaller companies.

## *Garden Homes Neighborhood Plan*

In 2015, the 30th Street Industrial Corridor Corporation committed to helping convene the residents and stakeholders in Garden Homes to undergo a process that would lead to a restorative and revitalization of the assets of Garden Homes. For over 3 years, over 200 residents, 50 entities and dozens of leaders from the neighborhood have come together to forge deeper relationships and to plan for a brighter future.



Since 2015, partners in the neighborhood have come together to do community clean ups, resource fairs, BBQs and to install a rain/adventure garden in Garden Homes park, that won one of Mayor Barrett's Design Awards. In 2016, the Corridor contracted with Christopher Boston to lead the group into a deeper process. In 2017, a steering committee was formed, which began meeting twice a month in order to create a process for the neighborhood. On September 9, 2017 a "Garden Homes Soul Cafe" was held on a Saturday, over 5 hours, 9am to 2pm, and nearly 100 people attended. The group was very diverse, representing the Milwaukee Police Department, residents, businesses, churches and organizations. Each attendee was allowed to give their input around ways to improve the neighborhood around seven topic areas: 1) neighborhood pride; 2) housing; 3) education and intergenerational opportunities; 4) health and wellness; 5) economic development; 6) jobs and 7) safety.

All of the raw data from the September 9th meeting was combined in draft format, and on October 28, 2017 at All Saints Catholic Church, Steering Committee members facilitated groups that created action goals for each topic area. The 2018 Garden Homes Neighborhood Action Plan was released in January 2018. Please see our website for a copy of the plan, and the video documenting our process: [www.thecorridor-mke.org](http://www.thecorridor-mke.org).

The Neighborhood plan also created sub-committees for its seven focus areas: neighborhood pride, housing, education and intergenerational activities, health and wellness, economic development, employment and safety. Each committee selected a chair and scheduled meetings. The task of each group was to implement the strategies outlined in the plan, and to add others if deemed appropriate. Representatives from the steering committee were on each sub-committee and reported out to the steering committee each month. There is a calendar of events for the Garden Homes effort on our webpage.

### *Stakeholder Engagement:*

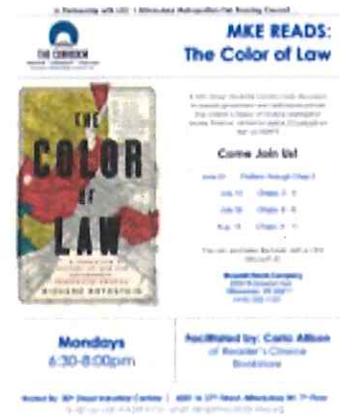
During 2018 BID #37 continued to build relationships with various stakeholders in an effort to engage collaboratively to move the area forward. We continue to build a broad-based coalition of residents, churches, community based organizations, elected officials and businesses to engage together to help move this area of Milwaukee forward. In 2018, we hosted/co-hosted over 20 community events (BID #37 Annual Meeting, Jim Paesch, Quarterly Citywide BID/NID meeting, Corridor Cocktails, Neighborhood Cleanups,

Neighborhood Bike Ride, Family Fest, etc. In addition, our partners in this initiative have hosted a number of events as well, many of which were outcomes in our neighborhood plan. They include rain barrel installation workshops by Clean Wisconsin, Home Ownership workshops by Housing Resources, Inc., Praise for Peace Gospel Fest in Garden Homes Park hosted by Crossing Jordan Ministries Church, among others.

Crime spiked in the area during the summer of 2018, so we worked closely with the Milwaukee Police Department, The Sheriff's Department, The Office of Violence Prevention and President Hamilton's office on ways to curb violence. We hosted a Prayer Walk, Alderman Hamilton hosted a walk, and the city repaired some of the unoccupied homes in the area.

We presented on our work in Garden Homes at Data Day sponsored by Data You Can Use at UWM's Zilber School of Public Health.

We participated in the citywide reading of "The Color of Law" and hosted a book group.



Our Boards created sub-committees for each of our focus areas: Economic Development & Jobs, Housing, Education, Health & Safety and have nominated community members to participate on those committees.

*Milwaukee Promise Zones:*

The Milwaukee Common Council, under the leadership of Common Council President Hamilton created an initiative entitled the Milwaukee Promise Zones. The goal of this initiative is to inundate several "needy" neighborhoods throughout the city with resources, jobs and services. The 5 neighborhoods are: Garden Homes, Harambee, Washington Park, Woodlands and the Near South Side. BID #37/The Corridor is serving as the lead agency for the Garden Homes Neighborhood, and also as the Convening Partner for the entire initiative. Partners of the MPZ initiative include:



- 30th Street Industrial Corridor Corp
- City of Milwaukee Common Council
- Department of Neighborhood Services
- Department of Public Works
- Employ Milwaukee
- Ground Work Milwaukee
- MacPyles Corporation
- Milwaukee Police Department

- Milwaukee Public Library
- Office of Violence Prevention
- Running Rebels
- Safe and Sound
- Southside Organizing Committee
- West Care
- Wisconsin God Squad
- Young Enterprising Society

Through the Corridor's partnership with Milwaukee Promise Zones and Employ Milwaukee, we hosted 4 youth worksites (Uniting Garden Homes, Inc., Young Enterprising Society, Clean Wisconsin and the

Lighthouse Youth Center) in our area in the summer of 2018, which employed 25 youth for 20 hours per week for 7 weeks. The youth did projects which included gardening, STEM training, mural arts and community cleanups and engagement. The youth participated in citywide enrichment sessions with youth from Harambee, Washington Park, and the near south side. The students took a trip to the Museum of Science and Industry in Chicago in August, and participated in a completion ceremony at City Hall.

*Public Art Project:*

We received a grant \$4,000 from the City of Milwaukee's NIDC program and \$6000 from Clean Wisconsin via MMSD to do a public art project in the neighborhood. We have decided on a historical mural the mark the gateway to the Historic Garden Homes neighborhood. The mural, designed by acclaimed artist Ammar Nsoroma, includes the likenesses of Mayor Emil Seidl who conceived the idea of the housing co-op in Garden Homes and lived there for over 25 years, Mayor Daniel Hoan, who built the Garden Homes neighborhood, images of the iconic neighborhood landmarks and recent neighborhood luminaries, among others. The mural will be installed in October of 2018 by Groundworks.

*Data/Evaluation:*

Data You Can Use created a comprehensive data report for us that is useful for us for the Garden Homes project.

We are currently accepting proposals for a data collection project for BID #37 in order to update our records and to better support our businesses.

The Corridor website is updated and contains more useful information for businesses and potential investors. Visit it at: [www.theCorridor-mke.org](http://www.theCorridor-mke.org)