

GREATER MITCHELL STREET

BUSINESS IMPROVEMENT DISTRICT No. 4

OPERATING PLAN YEAR FOR 2006

August 25, 2005

GREATER MITCHELL STREET
BUSINESS IMPROVEMENT DISTRICT NO. 4
2006 OPERATING PLAN

I. INTRODUCTION

In 1984, the Wisconsin legislature created Sec. 66.608 of the Statutes enabling cities to establish Business Improvement Districts (BIDs) upon the petition of least one property owner within the proposed district. The purpose of the law is "...to allow businesses within those districts to develop, manage and promote the districts and to establish an assessment method to fund these activities." On July 28, 1989, the Common Council of the City of Milwaukee, by Resolution File Number 890176, created BID No. 4 (Greater Mitchell Street) and adopted its initial operating plan.

Section 66.608(3)(b), Wis. Stats., requires that a BID board "shall annually consider and make changes to the operating plan...The board shall then submit the operating plan to the local legislative body for its approval." The Board of BID No. 4 submits this 2006 Operating Plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of activities described in the initial (May 1989) BID Operating Plan and subsequent years' Operating Plans. Therefore, it incorporates by reference the earlier plans as adopted by the Common Council. In the interest of brevity, this plan emphasizes the elements which are required by Sec. 66.608, Wis. Stats. and the proposed changes for 2006. It does not repeat the background information which is contained in the previous plans nor include the Business Improvement District statute, original petitions from property owners or BID No. 4 Bylaws.

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

No changes in District planning or zoning have occurred since adoption of the initial operating plan. The city of Milwaukee will begin a new comprehensive plan for this district beginning in 2006 and ending in 2008. The BID will participate in the process.

III. DISTRICT BOUNDARIES

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

IV. PROPOSED OPERATING PLAN - YEAR 17 (2006)

A. Plan Objective

The objective of BUSINESS IMPROVEMENT DISTRICT NO.4 (GREATER MITCHELL STREET) is to continue the revitalization and improvements of a historic shopping district in Milwaukee's near south side.

B. Proposed Activities

Principal activities to be engaged in by BUSINESS IMPROVEMENT DISTRICT NO. 4 (GREATER MITCHELL STREET) during its 17th year of operation are to:

Mission Statement

Maximize both human and capital resources in the promotion and implementation of activities that will result in enhanced neighborhood safety, improved area image, new development and the increased value of present improvements. Such activities include:

- a) Coordinate efforts to complete an overall design plan, including capital improvements, traffic circulation and parking lot utilization.
- b) Provide assistance to property owners and developers who are engaged in property improvements and redevelopment activities.
- c) Promote the unique historic significance and commercial mix of the District.
- d) Encourage design-sensitive renovations of buildings in the District and the removal of security bars and grills on commercial frontage.
- e) BID No. 4 expects all commercial buildings within the BID to be maintained in a graffiti-free manner and will support means to accomplish this goal.
- f) Provide support and financial assistance to the Mitchell Street Development Opportunities Corporation which is charged with providing business and real estate development assistance within the 53204 zip code area.
- g) Coordinate retail and other business recruitment.
- h) Maintain the neighborhood business district portfolio, including an inventory of commercial space availability, to distribute to prospective tenants and to respond to inquiries.
- i) Encourage increased police protection, security measures, and safety programs.
- j) Initiate publicity and media coverage of District activities.
- k) Plan and coordinate membership activities.
- l) Support a community outreach program linking the business community to the community at large.
- m) Put out timely information to members, retailers and other interested parties in the form of newsletters, faxes, fliers, and other appropriate methods
- n) Encourage and support activities which enhance business recruitment and retention.

C. Proposed Expenditures

PROPOSED GREATER MITCHELL STREET BUDGET

	2005	2006
Salaries/Wages/purchase of professional services	\$ 70,575	\$ 76,377
Insurance (liability, business content, d & o)	\$ 1,600	\$ 1,600

Accounting	\$	2,000	\$	2,000
Office rent	\$	5,250	\$	5,250
Utilities	\$	700	\$	700
Telephone	\$	3,300	\$	3,300
Postage	\$	3,000	\$	2,000
Office supplies	\$	2,700	\$	2,000
Equipment	\$	2,300	\$	2,600
Equipment maintenance	\$	500	\$	700
Programming in the areas of marketing & promotion	\$	7,449	\$	16,783
Programming in the areas of community outreach	\$	1,000	\$	1,000
Street Lighting Project(P&I, Maintenance, elec.)	\$	17,000	\$	17,000
Graffiti or Cleaning	\$	6,000	\$	6,000
Internet access/accessories	\$	1,200	\$	1,350
Comprehensive Plan			\$	1,000
Historic National Registry Work			\$	2,000
Total	\$	124,574	\$	141,660

D. Financing Method

The proposed expenditures will be financed from monies collected from the BID assessments and voluntary contributions. It is estimated that approximately \$116,650.40 or about 82 percent of the BID budget will be raised through assessments. As part of this

plan and to be included in the City budget process, the City of Milwaukee is requested to contribute \$25,000.00, which is the same dollar amount provided by the City to the BID in 2005 in support of the District. The assessed value of commercial properties within the BID is approximately \$37,363,267.00 and the approximate tax-exempt value of City-owned properties is more than \$28,000,000.00.

Realizing that the it is beyond the resources and capacity of the BID to address every significant issue affecting the Historic Mitchell Street Area, the BID Board shall have the authority to set priorities for expenditures for fulfillment of the goals of the BID and to revise the budget as necessary during the year to match the funds actually available.

V. METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of August 25, 2005, the property in the proposed district had an approximate total value of \$65,000,000.00 (including tax-exempt properties). This plan proposes to assess the taxable property in the district at a rate of \$4.00 per \$1,000.00 of assessed value for the purposes of the BID with a \$400.00 per improved parcel minimum assessment. Appendix B shows the projected BID assessment for each property included in the District.

The principle behind the assessment methodology is that each parcel's owner should pay for District development in proportion to the benefits derived. Obviously, not every parcel within the District will benefit equally, but it is assumed that development of the District will produce at least some minimum benefit for all parcels. Thus, a \$400.00 minimum assessment has been applied to taxable properties, except for parcels identified as parking lots or vacant lots. Additionally, a cap of \$2,500.00, or maximum assessment, per parcel is applied so that no one parcel is unfairly burdened by the assessment. The

variables used to determine the regular BID assessments are:

1. Total assessed value of each tax key parcel within the District.
2. Whether the parcel is classified as a parking lot or vacant lot.
3. Specific dollar amount per \$1,000.00 of the assessed value of each tax key parcel.

The assessment methodology is as follows: For each of the tax key parcels within the BID boundaries the BID assessment is calculated by applying a \$4 per \$1,000.00 charge against the assessed value of the parcel. Taxable properties, other than those classified as parking lots or vacant lots, are subject to a \$400.00 minimum BID assessment. Taxable parcels are subject to a maximum \$2,500.00 BID assessment.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the BID will assess to the full extent allowed.

VI. 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 has played a significant role in the creation of the Business Improvement District and in the implementation of its Operating Plan. In particular, the City will continue to:

1. Provide assistance as appropriate to the BID Board.
2. Monitor and, when appropriate, apply for outside funds which could be used in support of the District.
3. Collect BID assessments and maintain in a segregated account.
4. Disburse all monies of the District no earlier than

January 31, 2006 and no later than March 31, 2006. Disbursement of the full amount assessed by the district shall be made without reference to the amount of assessments actually collected by the City by the date of disbursement.

5. Obtain a copy of the annual audit from the BID Board as required per s.66.608(3)(c) of the BID law prior to July 1st of the following year.
6. Provide the Board through the Tax Commissioner's Office on or before July 1st of each plan year with the official City records on the assessed value of each tax key number within the District as of January 1st of each plan year and provide an update immediately prior to preparation of tax bills for purpose of calculating the BID assessments for the following plan year.
7. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the District.

The presentation of this plan to the City shall be deemed a standing order of the Board under Sec. 66.608(4) Wis. Stats. to disburse the BID assessments without necessity of an additional disbursement agreement, disbursement method, or accounting method.

Budget authority made under this plan shall be shown in the City's Budget as a line item.

VII. BUSINESS IMPROVEMENT DISTRICT NO. 4 BOARD OF DIRECTORS

The current BID No. 4 Board of Directors is comprised as follows:

Terms expiring

Candice Maynard	12/31/07
G. Eddie Paez	12/31/06
David Rotter	12/31/06
Joseph White	12/31/06
Milt Pivar	12/31/06
Herbert Hillman	12/31/06

The Common Council approved an amendment to the operating plan of the BID that was proposed by the Board of Directors according to the bylaws, in mid 1996. As a result two seats were added to the Board of Directors. The size of the Board was increased from nine seats to eleven seats. The Board shall submit to the Mayor its recommendations for appointments to expiring terms at least three months prior to expiration of the term.

VIII. THE GREATER MITCHELL STREET ASSOCIATION

The BID shall be a separate entity from the Greater Mitchell Street Association (GMSA), notwithstanding the fact that members, officers and directors of each may be shared. GMSA shall remain a private organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with its contact with the BID Board, and may, and it is intended, shall, contract with BID to provide services to BID, in accordance with the Plan. Any contracting with GMSA to provide services to BID shall be exempt from the requirements of Sec. 62.15, Wis. Stats., because such contracts shall not be for the construction of improvements or provision of materials. If the BID does contract for the construction of improvements or provisions of materials, it shall follow the requirements of such statutes to the extent applicable. Further, the annual accounting required under Sec. 66.608(3)(c) Wis. Stats. shall be deemed to fulfill the requirements of Sec. 62.15(14) Wis. Stats. The BID Board and the City shall comply with the provisions of Sec. 66.60 before the City inserts assessments for this BID Plan onto the tax bills for the parcels assessed hereunder, only to the extent required by law, to create a lien on the parcels assessed.

IX. SEVERABILITY AND EXPANSION

This Business Improvement District has been created under authority of Section 66.608 of the Statutes of the State of Wisconsin.

Should any court find any portion of this statute invalid or unconstitutional said decision will not invalidate or terminate the Business Improvement District and this Business Improvement District Plan should 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 Business Improvement District so as amongst other things 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 budget approval and without necessity to undertake any other act.

All of the above is specifically authorized under Section 66.608(3)(b).

X. FUTURE YEARS' OPERATING PLANS

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 66.608(3)(a) of the BID law requires the Board and the City to annually review and make changes as appropriate in the District plan. Therefore, this document focuses

upon Year Sixteen activities. Information on specific assessed values, budget amounts and assessment amounts are based on Year Fifteen conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. 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 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.