

BUSINESS IMPROVEMENT DISTRICT NO. 37
30th STREET INDUSTRIAL CORRIDOR

OPERATING PLAN
FOR 2021

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I. INTRODUCTION

A. Background

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

A Business Improvement District was approved by the City of Milwaukee in 2005 for the purposes of revitalizing and improving the 30th Street Industrial Corridor on

Milwaukee’s north side. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for 2021 of the 30th Street

Industrial Corridor district (BID #37).

B. Physical Setting

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

II. DISTRICT BOUNDARIES

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

North 35th Street and the eastern boundary is North 27th Street. A listing of the

properties included in the district is provided in the attachment.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

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

Additional plan objectives include:

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

- Attracting new businesses to the area
- Encouraging entrepreneurship

- Improving connections between businesses and residents

B. Proposed Activities—2021

Principal activities to be engaged in by the district during its 14th year of operation will include:

- Marketing to assist with business recruitment and retention; also to promote the area via gatherings, promotional materials, our website and social media
- Promotional efforts and events to increase BID #37 business visibility and connect local people with local jobs;
- Continue partnerships with the City of Milwaukee, MPD, neighborhood organizations, etc. to foster greater collaborative efforts for area businesses & neighborhoods; which includes other BIDs in the area;
- Continue building Corridor Coalition consisting of over 150 different agencies working in area – 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.
- Utilize data and survey responses to support existing businesses

- C. Proposed Expenditures

Infrastructure Improvements \$16,000

Streetscape Debt Service

Streetscape Maintenance

Grant Programs \$35,000

Façade & Landscape

Safety & Security

Economic / Community Development

Aesthetic Enhancements \$18,000

Graffiti Removal

Litter Clean Ups

Abatement of Illegal Dumping

Art Project(s)

Accounting/ Audit \$7,500

Business Assistance \$15,295

Technical assistance to businesses

Marketing

Office & Management 75,000

Administrative services and office/ program
expenses provided by the 30th Street Industrial
Corridor Corporation

TOTAL \$166,795

Projected Revenues

Assessments \$166,795

Projected Carry Over Funds from 2019 \$0

TOTAL \$166,795

Reserve Funds

Reserve Fund for Capital Improvements \$200,000

D. Financing Method

It is proposed to raise approximately \$166,795 through BID assessments (see Attachment). If any expenses exceed the assessments, it may be covered by 2020 carry over revenues. In addition, the BID may apply for grants for additional funding for projects. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. Organization of the BID Board

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

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

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

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

1. Board Size – The BID board shall include a minimum of five members.
2. Composition – At least three members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
3. Term – Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
4. Compensation – None
5. Meetings – All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping – Files and records of the board’s affairs shall be kept pursuant to public record requirements.
7. Staffing – The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings – The board shall meet regularly, at least twice each year. The board shall adopt rules of order (“bylaws”) to govern the conduct of its meetings.

F. Relationship to the 30th Street Industrial Corridor Corporation

The BID shall be a separate entity from the 30th Street Industrial Corridor

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

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

The annual assessment for the BID’s operating expenses will be levied against each property within the district within direct proportion to the current assessed value of each property as of the date the district held its public hearing for this 2021 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 2021 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 the 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.

THE GENERAL ASSESSMENT

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

1. Value of the property as of January 1, of the year the Assessment is calculated, as determined by the City Assessors' Office.
2. The Gross amount of the assessment.

The assessment methodology will work as follows:

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

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

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

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

such collection. All BID-37 Assessments shall be held by the City in a segregated account until it is released to BID-37 Board as provided herein.

B. Excluded and Exempt Property

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

1. State Statute 66.1109(1) (f) 1m: 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% of each Plan year, with the official city records of the assessed value of

each tax key number with the district, as of January 1st of each Plan year, for

purposes of calculating BID assessments.

6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

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

Section 66.1103 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon 2021 activities, and information on specific assessed values, budget amounts and assessment amounts are based on current conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

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

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or

unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

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

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

Board Member Title Term Ends BID Affiliation Address

- **Ted Matkom;** Chair 10/2021 - Owner 3412 W Fond du Lac Ave
- **Art Arnstein;** Vice Chair 5/17/2021 - Owner 3100 W Concordia Ave
- **James Wehrli;** Member Pending - Employee 2600 N 32nd Street
- **Cordella Jones;** Member Pending - Employee 3637 W Fond du Lac Ave
- **Thomas Ryan;** Member 2/26/2023 - Owner 4201 N 27th
- **Kyle Stephens;** Member 2/25/2023 - Employee 3945 N 31st
- **Lynn Menefee;** Member 8/3/2023 - Owner 4277 N Teutonia

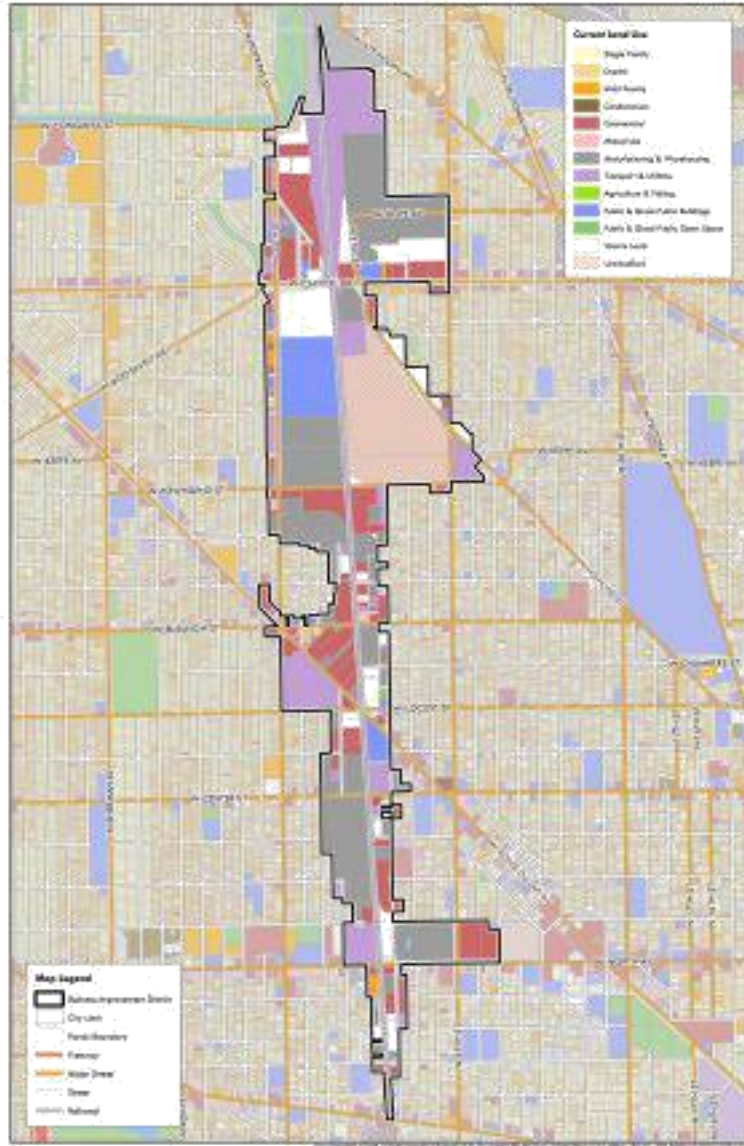
Appendix A State Statutes

98.1109 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.
 - 2. Whether real property used exclusively for manufacturing purposes will be specially assessed.
 - 3. The kind, number and location of all proposed expenditures within the business improvement district.
 - 4. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
 - 5. 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.
 - 6. 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.
 - (3)
 - (a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.
 - (b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.
 - (c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.
 - (d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.
 - (e) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits required under sub. (3) (c) or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.
 - (f) 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 90 percent of the valuation of all property assessed under the operating plan, using the method of valuation

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

Department of Public Works
Engineering Division
Map and GIS Services Unit



Business Improvement District #31
September 2019- September 2020 Annual Report

Financial Relationships

BID #31 contracts with Havenwoods Economic Development Corporation to carry out the BID's initiatives. Both organizations work synergistically to deliver economic and community development strategies throughout the Havenwoods community. There is overlap of Board members for the BID and HEDC to ensure inclusivity. We also have overlap of Board representation of NID Board members and HEDC to ensure that initiatives are mutually supported and complementing one another.

The BID has no employees but assists in staffing four full time employees. During the summer the BID subsidizes seasonal employees.

Property Values and Economic Development

The total property value for the Havenwoods BID for 2021 \$208,194,900.00

Core Programs:

Business Grants

BID #31 implements three grant programs to include sign grants, landscape grants and façade grants. In 2020 we will have awarded \$5,000.00 in façade grants. We have 3 new developments/expansions on the horizon for 2020 and 2021.

BID District Beautification and Capital Improvements:

Our BID continues to fund the planting installations and maintenance for N. 76th St and W. Silver Spring Drive. We also fund the planting and maintenance of 26 planters in the neighborhood.

The Business Improvement District has invested over this reporting period a sum of \$32,658.46 in infrastructure maintenance for the retail corridors. These improvements include boulevard landscape maintenance, holiday lights, and civic planters.

This year the BID has introduced public art into our business districts in the form of four murals to be completed by October 31, 2020. Partnerships in this endeavor include NID #9, HEDC, Mary Nohl Foundation, and American Family Insurance.

Marketing and Promotion

During this COVID time we took advantage of the situation and embarked on a new branding and marketing campaign to be unveiled 4th quarter of 2020. This will include the launching of a new website, a new name for our organization and a new logo that will better represent the work that we do.

Workforce Development

BID #31 has initiated an incumbent worker training and upskilling program through a partnership with Milwaukee Area Technical College. We have created a satellite training center within the BID corporate offices to upskill incumbent workers in the following: software proficiencies, manufacturing safety certifications, management skills, and leadership training. To date we have trained approximately 45 incumbent workers. The long term goal is to put entry and middle level employees on an upward trajectory thereby making entry level positions available to employees in the neighborhood. During this timeframe the BID invested over \$8000.00 in upskilling low-wage earning incumbent workers in an effort to increase their wages.

The BID hosts three Human Resource Round Table lunch and learns per year to bring together workforce development professionals to share best practices, learn about services available for workforce recruitment and assistance and to provide a space for networking among the companies.

Earn & Learn

The BID funded one supervisory position that employed 7 Havenwoods youth via the Earn and Learn program. It also provided subsidized funding for an additional 4 Earn and Learn youth from the Havenwoods community to serve as NID #9 Ambassadors. This is an example of the synergy that takes place between residents and business owners.

Employer Assisted Homeownership Program:

The BID continues to grow our Employer Assisted Homeownership Program. We currently have partnered with five companies in Havenwoods participating in our EAH program. The BID provides down payment assistance to employees that are interested in purchasing a home in Havenwoods. Since 2018 148 employees have attended our “Lunch and Learn” homeownership introductory meetings, a minimum of 20 have attended home buying workshops and we had nine home purchases with the majority of purchased taking place on the City’s far northwest side. Total BID dollars for this reporting time period was \$6,030.00 these dollars also leveraged an additional 50% match from the employer. In some cases depending on the company, an employee can gather up to \$4500.00 in down payment assistance.

Business Assistance:

The BID continues to serve as an advocate for businesses making better connections with city services such as Dept. of Public Works, Department of Neighborhood Services and the Milwaukee Police Department. The BID also hosts Business Crime and Safety meetings to discuss crime prevention techniques and police services for our business corridors.

Community Development:

As part of the administrative fee that the BID pays to its partnering CDC, Havenwoods Economic Development Corporation they are investing heavily in the surrounding community to build a sustainable neighborhood and a business friendly community. This investment is in the form of assisting in the operational costs of running the CDC. These are some of the programs that the BID currently invests in:

Crime Prevention:

The current CDBG funding for crime prevention initiatives covers approximately 50% of the cost of delivering crime prevention initiatives to the Havenwoods community. The BID subsidizes through its admin fee crime prevention efforts for the residential community to include block watches, landlord compacts, and community organizing.

Resident Engagement:

The BID also subsidizes community development in terms of resident engagement, special community events, home buying tours, and NID #9 activities via the HEDC admin fee. The BID also provides meeting space for resident engagement activities.

Havenwoods Business Improvement District #31

10/01/20

Balance Sheet

Accrual Basis

As of October 1, 2020

	<u>Oct 1, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
BMO Harris Bank 6442	174,018.11
Petty Cash	300.00
Total Checking/Savings	<u>174,318.11</u>
Accounts Receivable	
Accounts Receivable	4,800.00
Total Accounts Receivable	<u>4,800.00</u>
Other Current Assets	
Prepaid Expense	
Prepaid Insurance 2021	223.50
Prepaid Insurance 2020	528.51
Prepaid Expense - Other	1,000.00
Total Prepaid Expense	<u>1,752.01</u>
Total Other Current Assets	<u>1,752.01</u>
Total Current Assets	180,870.12
Fixed Assets	
Furniture and Equipment	284.93
Total Fixed Assets	<u>284.93</u>
Other Assets	
Security Deposits Asset	141.56
Total Other Assets	<u>141.56</u>
TOTAL ASSETS	<u><u>181,296.61</u></u>
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	107,338.82
Net Income	73,957.79
Total Equity	<u>181,296.61</u>
TOTAL LIABILITIES & EQUITY	<u><u>181,296.61</u></u>

Havenwoods Business Improvement District #31

Profit & Loss

10/01/20

September 1, 2019 through October 1, 2020

Accrual Basis

	<u>Sep 1, '19 - Oct 1, 20</u>
Ordinary Income/Expense	
Income	
Investments	87.50
Other Types of Income	216,715.80
Total Income	<u>216,803.30</u>
Expense	
Contract Services	35,216.05
Earn & Learn Program	4,669.81
Facilities and Equipment	2,335.01
Operations	3,586.23
Other Types of Expenses	102,183.49
Projects & Programs	38,507.55
Total Expense	<u>186,498.14</u>
Net Ordinary Income	30,305.16
Other Income/Expense	
Other Expense	
Ask My Accountant	0.00
Total Other Expense	<u>0.00</u>
Net Other Income	0.00
Net Income	<u><u>30,305.16</u></u>