

BUSINESS IMPROVEMENT DISTRICT 32



2019 PROPOSED OPERATING PLAN

“Having a grocery store in a community makes a big difference. Save-a-Lot has a better assortment of food, at prices that are more reasonable, than convenience stores,” *IFF News, April 4, 2018*



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I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Milwaukee received and approved a petition from property owners, which created of a Business Improvement District for the purpose of revitalizing and improving the MARKETPLACE BID 32 business area on Milwaukee's North Side. The area is bounded on North Avenue between I-43 and 27th Streets and Fond du Lac Avenue between 17th and 27th Street. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the Marketplace Business Improvement District #32.

B. Physical Setting

The District covers the retail and commercial corridors of North Avenue from I-43 to 27th Streets and Fond du Lac from 17th to 27th Avenue. This area involves several major commercial nodes; North and Fond du Lac Avenues, Center Street, 27th and Fond du Lac Ave and Teutonia and North Avenue. It creates a great opportunity for increasing commercial development, business, and employment growth.

II. DISTRICT BOUNDARIES

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

III. PROPOSED OPERATING PLAN

A. Plan Objectives

Create a viable and sustainable commercial corridor that supports pedestrian oriented commercial real estate development with job growth, local entrepreneurs, engaged business owners, beautification, blight reduction, environmental remediation and local, regional or national businesses location in MARKETPLACE BID 32.

KEY STRATEGIC FOCUS AREAS

- Improve Façades on commercial corridors.
- Continue work with Wisconsin Main Street designation and technical assistance provided.
- Advance Commercial Corridors Maintenance and Streetscape Projects.

- Execute the [Lindsay Heights Charette](#) as a plan to guide commercial developments:
- Encourage inclusive development models that incorporate community equity investment
- Initiate Safety and Security practices.
- Advance area as destination for initiatives supported by the Department of City Development.
- Advance a master plan for the BID streetscapes.
- Provide space for start-up businesses to build capacity in a vacant or underutilized property.
- Expand organizational capacity and access to business community through exploration of office space for BID activities.
- Explore the advantage of an overlay zone to encourage a pedestrian character to promote street life by regulating building orientation and design and prohibiting certain high impact automobile-oriented uses.

FOCUS AREAS and PROPOSED ACTIVITIES FOR-2019

1. Increase public and façade improvements as outlined in the City of Milwaukee Agreement. Advance, monitor and celebrate façade improvements.
2. Address issues concerning safety. Implement safety improvements and lighting enhancements.
3. Collaborate with MKE Downtown United, City, civic leaders, developers and community- based organizations to bring investments into the target area. Work with Lindsay Heights Commercial Corridors Committee to promote commercial development projects.
4. Implement Let's Grow Together campaign with seasonal events and projects, supported by commercial property owners, businesses and developers, to promote a positive business climate. Hold Picnic in Fondy Park and *Activate the Streets* calendar of events. Increase social media to promote business in the corridor.
5. Increase Environmental Sustainability Initiatives to address brownfield conditions.
6. Update the 2011 Lindsay Heights Market analysis. Engage economic development committee to support sustainable commercial developments that encourage diversity of investors and niches identified in the 2011 Lindsay Heights Market analysis. Implement comprehensive property development plan to eliminate idle, blighted, nuisance and vacant properties.
7. Seek guidance from Wisconsin MainStreet to refine and fund a streetscape master plan for traffic calming and beautification. Identify owners and operators to participate in the plan, including the Ikon Development, Legacy Lofts and Historic Blommer development. Oversight rests with the Streetscape and Public Safety Committee.
8. Evaluate and select office space to provide easy access for business and property owners; staff and partners.

9. Begin attracting new businesses to BID 32 by improving the database of properties available for sale or lease, and work to facilitate the transfer of specific properties to responsible private ownership. Through our initial analysis, we have determined that 26% (59 sites) of BID 32 properties are owned by the City of Milwaukee.
10. Expand the Let's Grow Together campaign to promote and attract businesses and development.

B. Proposed Expenditures

Proposed Budget –

C. Proposed 2019 Budget Expenditures – See Appendix D

D. Financing Method

It is proposed to raise \$73,089 through BID assessments. (See Appendix D) If other resources are raised (grants, program revenue, etc.) they will also be used to fund projects outlined in the BID budget. 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 BID Board

The Mayor appoints members to the district board ("board"). The board's primary responsibility will be implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

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

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

1. Board Size – Five to Eleven
2. Composition - At least three members shall be owners or occupants of property within the district. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years

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 ("by laws") to govern the conduct of its meetings.

F. Relationship to the Business Association -no official business association located in the BID 32 service area to date. The BID is collaborating partner with the Lindsay Heights Commercial Corridors Committee.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

Marketplace BID 32 assess the property in the district at a rate of 6.60/1000 of assessed value, subject to the maximum assessment of \$1,500 and a minimum assessment of \$300 for the purposes of the BID. DCD staff can assist in developing other methods to fit the proposed BID's circumstances.

B. Early Termination of the District

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

Within thirty (30) days after filing of a petition, the City Plan Commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a Class 2 notice. Before publication, a copy of the notice with a copy of the Operating Plan and a copy of the detail map showing the boundaries of the District shall be sent by certified mail to all owners of real property within the District.

Within thirty (30) days after the date of such hearing, every owner of property assessed under the Operating Plan may send a written notice to the City Plan Commission indicating, if the owner signed a petition, that the owner retracts the owner's request to terminate the District or, if the owner did not sign the petition, that the owner requests termination of the District.

If, after the expiration of thirty (30) days after the date of the public hearing, by petition or subsequent notification and after subtracting any retractions, the owners of property assessed under the Operating Plan having a valuation equal to more than 50% of the valuation of all property assessed under the Operating Plan, using the method of valuation specified in the Operating Plan, or the owners of property assessed under the Operating Plan having an assessed valuation equal to more than 50% of the assessed valuation of all properties assessed under the Operating Plan have requested the termination of the District, the City shall terminate the District on the date that the obligation with the latest completion date entered into to implement the Operating Plan expires.

Appendix A

Wisconsin State Legislation

General Municipality Law

Subchapter XI - Development

Section 66.1109 Business improvement districts.

(1) In this section:

(a) "Board" means a business improvement district board appointed under sub. (3) (a).

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

(e) "Municipality" means a city, village or town.

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

2. The kind, number and location of all proposed expenditures within the business improvement district.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

5. A legal opinion that subs. 1. to 4. have been complied with.

(g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial

operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(2m) A municipality may annex territory to an existing business improvement district if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.

(b) The planning commission has approved the annexation.

(c) At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of a detail map showing the boundaries of the territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.

(d) Within 30 days after the hearing under par. (c), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.

(3)

(a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include one of the following:

1. If the cash balance in the segregated account described under sub. (4) equaled or exceeded \$300,000 at any time during the period covered by the report, the municipality shall obtain an independent certified audit of the implementation of the operating plan.

2. If the cash balance in the segregated account described under sub. (4) was less than \$300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.

(cg) For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. (c) 1, and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. (c) 2, shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all

urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the nearest multiple of \$10 if the revised amount is not a multiple of \$10 or, if the revised amount is a multiple of \$5, such an amount shall be increased to the next higher multiple of \$10.

- (cr) The municipality shall obtain an additional independent certified audit of the implementation of the operating plan upon termination of the business improvement district.
- (d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.
- (4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits and reviewed financial statements required under sub. (3)(c), or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.
- (4g) A municipality may convert a business improvement district under this section into a neighborhood improvement district under s. 66.1110 if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. 66.1110(4)(b).
- (4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:
 - (a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.
 - (b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).
 - (c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.
 - (d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.
 - (e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of

property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5)

- (a)** Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. 70.11 may not be specially assessed for purposes of this section.
- (b)** A municipality may terminate a business improvement district at any time.
- (c)** This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.
- (d)** If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

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

Appendix B Annual Updates

Total Assessed Value of Properties within District

	2018	2017	2016
\$ total assessed value	\$21,868,000	\$20,639,400	\$21,888,400
# properties / tax keys	223	225	225

In the last year the total assessed value of real estate in BID #32 was \$21,868,000 for 223 properties. Of note, two tax keys were combined at the site of the new *Legacy Lofts*; New property owner HG Sears made an impactful acquisition; two city owned properties have been privately acquired, and there was one additional City foreclosure of a residential structure.

2018 Key Strategic Focus Areas	Result
<ul style="list-style-type: none"> ○ Improve Façades on commercial corridors. 	<ul style="list-style-type: none"> ○ Five Businesses Approved for Façade Grants and Projects in Progress
<ul style="list-style-type: none"> ○ Continue work with Wisconsin Main Street designation and technical assistance provided. 	<ul style="list-style-type: none"> ○ Connect Community Status Confirmed
<ul style="list-style-type: none"> ○ Advance Commercial Corridors Maintenance and Streetscape Projects. 	<ul style="list-style-type: none"> ○ Identifying local service providers and resources for street maintenance, cleaning, streetscape, and safety projects
<ul style="list-style-type: none"> ○ Execute the Lindsay Heights Charette as a plan to guide commercial developments: 	<ul style="list-style-type: none"> ○ Two projects in the Lindsay Heights Charette are advancing
<ul style="list-style-type: none"> ○ Encourage inclusive development models that incorporate community equity investment 	<ul style="list-style-type: none"> ○ Co-hosted Community Workshop with Walnut Way Conservation Corp
<ul style="list-style-type: none"> ○ Initiate Safety and Security practices. 	<ul style="list-style-type: none"> ○ Completed Creative Placemaking & CPTED training with reps from MPD District #3 CPU
<ul style="list-style-type: none"> ○ Advance area as destination for initiatives supported by DCD. 	<ul style="list-style-type: none"> ○ Demonstrated coordination and partnership on DCD initiatives including façade & signage grants.
<ul style="list-style-type: none"> ○ Advance a master plan for the BID streetscapes. 	<ul style="list-style-type: none"> ○ Streetscape Committee produced “Redevelopment Visioning for North Avenue and Fond du Lac Avenue”
<ul style="list-style-type: none"> ○ Provide space for start-up businesses to build capacity in a vacant or underutilized property. 	<ul style="list-style-type: none"> ○ Provided service to the LISC Milwaukee PopUp MKE program, supporting six start-up businesses with a retail opportunity in the underutilized space at 1617 W. North Avenue.
<ul style="list-style-type: none"> ○ Expand organizational capacity and access to business community through exploration of office space for BID activities. 	<ul style="list-style-type: none"> ○ Four potential sites identified for future BID #32 office space.
<ul style="list-style-type: none"> ○ Explore the advantage of an overlay zone to encourage a pedestrian character to promote street life by regulating building orientation and design and prohibiting certain high impact automobile-oriented uses. 	<ul style="list-style-type: none"> ○ Economic Development Committee organized to address requested zone.

Core Programs

- Street Maintenance/Plantings performed by Blue Skies Landscaping which provides maintenance and planting for hanging flower baskets, containers, and (3) public spaces.
- Approved in 2018 for the Department of Neighborhood Services Retail Area Graffiti Removal Program, and identified dozens of sites for immediate abatement.
- Partnership with the Environmental Collaboration Office to support healthy food access and neighborhood revitalization efforts at Fondy Park.
- Our first annual 'Christmas Caroling on North Avenue' event hosted by St. Ann Center for Intergenerational Care was successfully attended by public officials and BID #32 stakeholders. Outreach to our district's religious organizations was conducted, and the event was featured on local news stations.
- The development of real estate at 2322 W. Oak Street for the new Save-a-Lot location was supported in-part by a loan from BID #32.
- Public Safety initiatives and resources are being vetted by meeting the MPD District Community Prosecution Unit; attending MPD Crime & Safety Meetings, and through the completion of Creative Placemaking & CPTED training. One business completed the CPTED safety audit for their property and applied for the CPTED grant in Q4 2017.
- The work at BID #32 is supported by one PTE and an active Board of Directors.
- In 2018 the Board of Directors for BID #32 met regularly, every other month, in January, March, May, and July. The Annual Meeting was held September 10th, and a new schedule for 2019 will be determined. The Board of Directors met regularly to review financial statements, minutes, and updates from community partners.

Economic Development

Funding Leveraged

<ul style="list-style-type: none"> • North Avenue Greenscaping Initiative funded by LISC, City, and Zilber Family Foundation 	<ul style="list-style-type: none"> • Five businesses approved and projects are advancing leveraging over \$60,000 in commercial façade improvements.
<ul style="list-style-type: none"> • Zilber Family Foundation 'Activate the Streets' program grant for use over the period October 1 2017 – September 30 2018. 	<ul style="list-style-type: none"> • \$25,000 funds received
<ul style="list-style-type: none"> • LISC PopUp Milwaukee grant to support retail site in BID #32 • Completion of 'Chase Ramp Up' grant as foundation for 'Brew City Match' grant 	<ul style="list-style-type: none"> • \$9,500 funds approved
<ul style="list-style-type: none"> • Let's Grow Together neighborhood guide sponsorship 	<ul style="list-style-type: none"> • \$3,900 received for first edition
<ul style="list-style-type: none"> • Approved for DNS Retail Area Graffiti Abatement Grant 	<ul style="list-style-type: none"> • \$1,000 in funds from City for graffiti abatement services.
<ul style="list-style-type: none"> • Assisted application for the LISC CPTED grant at 1920 W. North Ave 	<ul style="list-style-type: none"> • Not funded – Will resubmit when program resumes.
<ul style="list-style-type: none"> • Supported - St. Ann Center Phase II EPA grant 	<ul style="list-style-type: none"> • Project under construction
<ul style="list-style-type: none"> • Supported the Walnut Way application for funding through the Wisconsin Partnership Program 	<ul style="list-style-type: none"> • Walnut Way announcement pending

- Welcomed one new business “Julian’s Hall & Lounge” and worked with new property owner HG Sears to support the “Ikon Hotel” development project.
- Continued engagement efforts through districtwide mailings, email updates, and one-on-one meetings with property owners and business operators.
- The [Marketplace BID Redevelopment Visioning & Façade Enhancements for North and Fond du Lac Avenues](#) is an initial streetscaping plan.
- Public Wifi at Fondy Park was installed through City partnerships including the Information Technology Management Division and Department of Public Works.

Marketing & Branding

- News Articles:
 - [BID 32 leaders committed to 'building neighborhood from within'](#) Neighborhood News Service, Andrea Waxman August 1, 2018
 - [Alderman Stamper encourages shoppers to visit Pop-UP MKE on W. North Ave.](#) Milwaukee Community Journal, July 13, 2018
 - [LISC partners with nonprofits, business groups to grow commercial corridors](#) Neighborhood News Service, Andrea Waxman October 17, 2017
- Social Media:
 - Facebook at [North Avenue / Fond du Lac Marketplace BID #32](#) reached over 500 people organically this spring, and we also gained control of the alternate Facebook account [The North Ave Marketplace Bid 32](#) and [@MarketplaceBID32](#);
 - Eleven businesses photographed in BID #32 have been viewed over 128,000 times on Google Maps in one year; and
 - Updated website: www.MarketplaceBID.com.
- New – *Grow* Neighborhood Guide
- New [Organizational Profile](#)
- Recognized as a *Connect Community* by WI Economic Development Corporation

Core Events

- Co-hosted *Business and Commercial Development in Lindsay Heights* Meeting on May 15th with Walnut Way Conservation Corp. Collaboratively led a workshop discussion focused on ‘Neighborhood Involvement in Real Estate Development’;
- Hosted an Informational Session for the LISC Pop-Up shop on May 31st; and
- Sponsored the ‘Let’s Grow Together’ event on August 4th which included a celebration, video production, market vendor promotion, and our new *Grow* neighborhood guide.

Partner/Collaborative Initiatives

- BID participated in the LISC Milwaukee Pop-UP retail business opportunity program.

New Programs/New Committees Formed

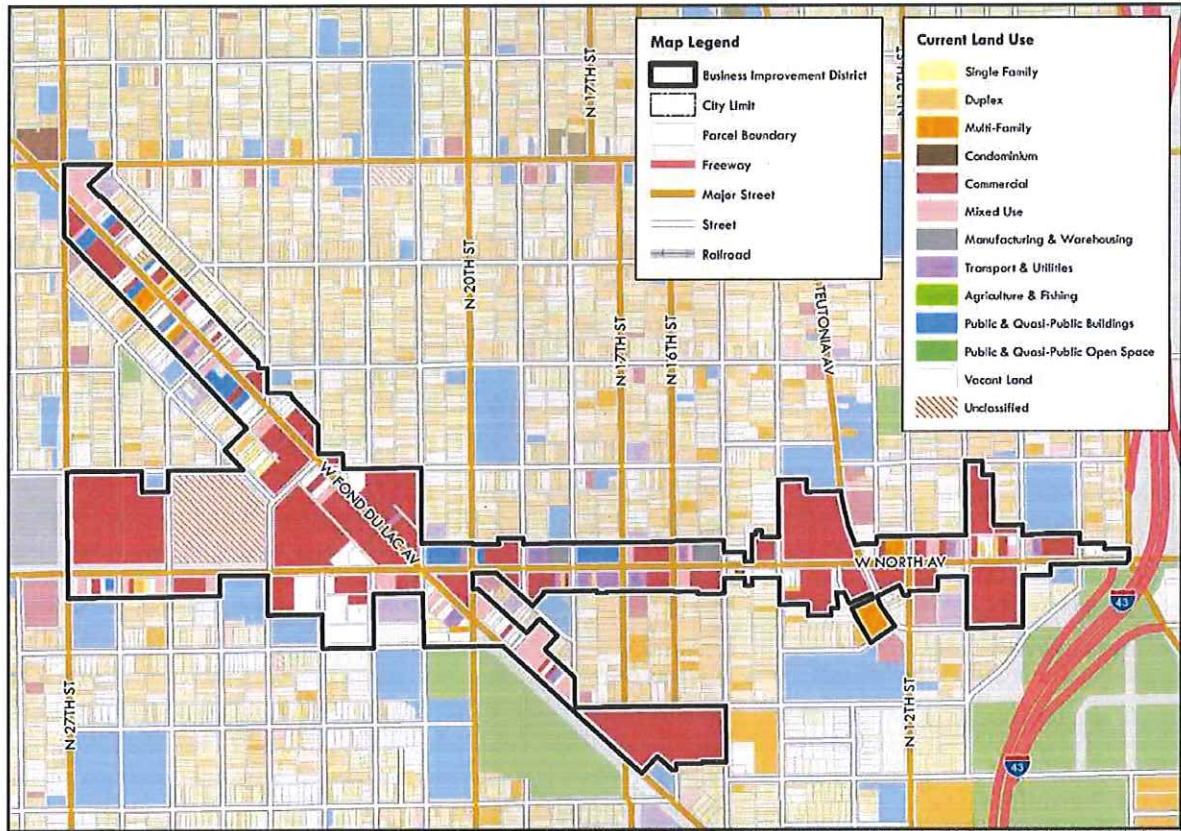
- Streetscaping Committee – Recommendations and Implementation of Streetscape improvement projects;
- Resource Committee – Developing the marketing strategy for increased engagement
- Partnership with LISC Milwaukee for improved Public Safety programs through Creative Placemaking & CPTED engagement; and
- Loveland Technologies software for property mapping and surveying was sponsored by LISC Milwaukee, and BID #32 was one of the targeted districts for commercial property data collection that was completed late 2017 / early 2018.

Appendix C

Marketplace Business Improvement District 32 Area Map

BID NO. 32: NORTH AVENUE MARKETPLACE
CITY OF MILWAUKEE

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



Appendix D – Proposed 2019 Budget

North Avenue Fond du Lac Marketplace BID 32		
2019 Budget 9/6/2018		
	Budget	2019 Budget Notes
Grant - City of Milwaukee Assessment	73,089	
Foundation Grants	55,000	WI Partnership \$30K, Zilber or other foundation \$25K
Sponsorships	16,000	Sponsorships/ We Grow
Total Revenue	144,089	
Salaries & Wages	50,000	Salary for administrator - full time
Payroll Taxes & Benefits	5,000	
Professional Fees	11,000	Financial Statements/Audit
Contract Services	30,000	Tied to WI Partnership Grant
Advertising	250	
Insurance	1,800	
Telephone & Internet	1,740	
Program Supplies	250	
Office Supplies/Postage	800	
Occupancy	9,240	Rent at current location
Conference & Meetings	200	
Travel	200	
Repairs & Maintenance	10,000	Blue Skies - reduction w/ no flowers
Interest Expenses	7,200	
License, Permit & Fees	100	
Dues/Publications & Subscriptions	250	
Website Develop. & Maintenance	9,000	Includes Cain doing Social Media
Board & Staff Development	100	
Community Outreach	6,000	Event
Non-Expendable Supplies	500	
Miscellaneous Expense	459	
	-	
	144,089	
Operational Surplus (Deficit)	-	
Non-Operational Items:		
Depreciation		
Net Surplus (Deficit)	-	

Appendix E – Properties List

	address	rem_owner1	rem_owner2	propclass
1	920 W NORTH	NEVADA CORP DBA	MCDONALDS CORP	Special Mercantile
2	928 W NORTH	MCDONALDS CORP	C/O MAC PYLES	Special Mercantile
3	938 W NORTH	HARNAM SINGH		Local Commercial
4	2320 N 11TH	MCP CO INC		Manufacturing
5	2315 N 10TH	CITY OF MILW		Exempt
6	1000 W NORTH	THE BEGINNING LLC		Local Commercial
7	1016 W NORTH	JOSEPH JULIUS		Residential
8	1022 W NORTH	CJ & P DEVELOPMENT LLC		Residential
9	1022 W NORTH	HENRY HAMILTON & JERRY HW		Residential
10	1026 W NORTH	KIRBY WILKS	C/O AA AUTO BODY	Local Commercial
11	1028 W NORTH	MICHELLE SCOTT		Residential
12	1032 W NORTH	FEDERAL NATL MTG ASSN		Residential
13	1028 W NORTH	ALVIN ROBINSON		Local Commercial
14	1100 W NORTH	CITY OF MILW		Exempt
15	1104 W NORTH	AMERICAN SUB INC		Local Commercial
16	1108 W NORTH	AMERICAN SUB INC		Local Commercial
17	1112 W NORTH	AMERICAN SUB INC		Local Commercial
18	1118 W NORTH	CITY OF MILW		Exempt
19	1218 W NORTH	PRINCE HALL MASONIC BOARD		Local Commercial
20	800 W NORTH	S & L GLOBAL CONSULTING	USA LLC	Local

				Commercial
21	818 W NORTH	CITY OF MILWAUKEE	C/O CITY REAL ESTATE	Exempt
22	830 W NORTH	S & L GLOBAL CONSULTING	USA LLC	Local Commercial
23	2300 N 12TH	GRANT-ACQUAH REALTY LLC		Local Commercial
24	1210 W NORTH	PRINCE HALL VILLAGE LLC C/O	COMMONWEALTH CONSTRUCTION	Mercantile Apartment
25	2207 N TEUTONIA	PRINCE HALL VILLAGE LLC C/O	COMMONWEALTH CONSTRUCTION	Mercantile Apartment
26	1350 W NORTH	M.C.PREPARATORY SCHOOL OF	WI INC	Exempt
27	1400 W NORTH	FADI R IMSEITEF		Local Commercial
28	1426 W NORTH	CITY OF MILW		Exempt
29	1730 W NORTH	SD PROPERTIES INC		Exempt
30	1622 W NORTH	NORTH AVENUE GALST LLC		Special Mercantile
31	1632 W NORTH	JAKE'S DELICATESSEN, INC		Local Commercial
32	2300 N TEUTONIA	BACHAN SINGH		Local Commercial
33	1900 W NORTH	ABDUL M MOTLANI	ABDUL R MOTLANI	Local Commercial
34	1934 W NORTH	FREE WILL CHURCH	DELIVERANCE INC & GREATER	Local Commercial
35	1810 W NORTH	SD PROPERTIES INC		Exempt
36	1824 W NORTH	SD PROPERTIES INC		Exempt
37	1832 W NORTH	DKLEIN LLC	C/O AUTO PARTS REAL EST LLC	Local Commercial
38	1500 W NORTH	15TH & NORTH AVE APMTS LLC		Special Mercantile
39	2249 W FOND DU LAC	FRIENDSHIP INC		Local Commercial

40	2245 W FOND DU LAC	FRIENDSHIP INC	C/O TRACEY HOOKER	Exempt
41	2239 W FOND DU LAC	CITY OF MILW		Exempt
42	2229 W FOND DU LAC	JAMES CANADY		Local Commercial
43	2100 W NORTH	HG SEARS LLC		Special Mercantile
44	2202 W NORTH	CITY OF MILW		Exempt
45	2228 W NORTH	CITY OF MILW		Exempt
46	2353 W FOND DU LAC	NEW PARADISE MISSIONARY	BAPTIST CHURCH, INC	Local Commercial
47	2347 W FOND DU LAC	KILBOURN COURT LLC		Local Commercial
48	2337 W FOND DU LAC	MINNETTE D WILSON		Local Commercial
49	2322 W OAK	OAK AND FONDY LLC		Special Mercantile
50	2420 W MEDFORD	CITY OF MILW		Exempt
51	2428 W MEDFORD	CITY OF MILWAUKEE		Exempt
52	2432 W MEDFORD	WILLIE B LUMPKINS		Residential
53	2434 W MEDFORD	CUBBYHOLE PROPERTIES	LLC	Residential
54	2438 W MEDFORD	ALFRED B POSTON	TERRY L POSTON	Residential
55	2440 W MEDFORD	CITY OF MILW		Exempt
56	2446 W MEDFORD	CAROL D COX	CAROLYN D COX	Residential
57	2449 W FOND DU LAC	MILWAUKEE LIVING LLC		Local Commercial
58	2425 W FOND	PRAISE FELLOWSHIP	GOD IN CHRIST	Exempt

	DU LAC	CHURCH OF		
59	2429 W FOND DU LAC	NEW LIFE CHURCH OF HOLINESS		Exempt
60	2419 W FOND DU LAC	JOHN NELSON SIMS &	BOBBIE RAY SIMS	Local Commercial
61	2415 W FOND DU LAC	SPIRITUAL ISRAEL CHURCH &	IT'S ARMY	Exempt
62	2407 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
63	2401 W FOND DU LAC	NEW PARADISE MISSIONARY	BAPTIST CHURCH, INC	Exempt
64	2495 W FOND DU LAC	CITY OF MILW		Exempt
65	2491 W FOND DU LAC	JAMES MACK		Local Commercial
66	2487 W FOND DU LAC	LC MARTIN TOD		Local Commercial
67	2481 W FOND DU LAC	L. C. MARTIN		Residential
68	2475 W FOND DU LAC	LYN BRADLEY		Mercantile Apartment
69	2473 W FOND DU LAC	WILLIAM H SMITH		Local Commercial
70	2465 W FOND DU LAC	ANTOINE WILLIAMS		Local Commercial
71	2459 W FOND DU LAC	TABERNACLE COMMUNITY	BAPTIST CHURCH	Exempt
72	2451 W FOND DU LAC	DONALD R LEWIS		Local Commercial
73	2458 N 24TH	JEWEL BARROW	BESSIE L BARROW	Residential
74	2454 N 24TH	CITY OF MILWAUKEE		Exempt
75	2350 W FOND DU LAC	CITY OF MILWAUKEE	% CITY REAL ESTATE	Exempt
76	2344 W FOND DU LAC	CITY OF MILWAUKEE		Exempt

77	2342 W FOND DU LAC	CITY OF MILWAUKEE	% CITY REAL ESTATE	Exempt
78	2338 W FOND DU LAC	CITY OF MILW		Exempt
79	2330 W FOND DU LAC	JOE LEE PARKER		Local Commercial
80	2312 W FOND DU LAC	GUNNY PETROLEUMS INC	DBA MARATHON CAS STATION	Special Mercantile
81	2404 N 23RD	BCP MD, LLC		Local Commercial
82	2200 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
83	2134 W FOND DU LAC	INTERSTATE BLOOD BANK INC OF	WISCONSIN	Local Commercial
84	2210 W FOND DU LAC	CITY OF MILW		Exempt
85	2230 W FOND DU LAC	CITY OF MILW		Exempt
86	2452 W FOND DU LAC	KIMBRA LLC		Local Commercial
87	2420 W CYPRESS	CITY OF MILWAUKEE	% CITY REAL ESTATE	Exempt
88	2454 W FOND DU LAC	CITY OF MILW		Exempt
89	2458 W FOND DU LAC	KIMBRA LLC		Residential
90	2462 W FOND DU LAC	KIMBRA LLC		Local Commercial
91	2466 W FOND DU LAC	KIMBRA LLC		Local Commercial
92	2476 W FOND DU LAC	KIMBRA LLC		Local Commercial
93	2486 W FOND DU LAC	KIMBRA LLC		Local Commercial
94	2490 W FOND DU LAC	J E D INVESTMENT CORP		Local Commercial

95	2418 W WRIGHT	CITY OF MILW		Exempt
96	2442 W FOND DU LAC	CITY OF MILW		Exempt
97	2421 W CYPRESS	CITY OF MILWAUKEE		Exempt
98	2446 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
99	2448 W FOND DU LAC	CITY OF MILW		Exempt
100	2412 W FOND DU LAC	MOHAMMAD RAFIQ	MOHAMMAD CHOUDRY	Local Commercial
101	2635 W FOND DU LAC	BASSAM AL-RAMAHI		Local Commercial
102	2623 W FOND DU LAC	FRYERZ LLC		Local Commercial
103	2617 W FOND DU LAC	OASIS OF HOPE PENTECOSTAL	CHURCH OF GOD INC	Exempt
104	2607 W FOND DU LAC	CURATIVE CARE NETWORK INC		Exempt
105	2535 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
106	2533 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
107	2527 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
108	2525 W FOND DU LAC	ROBERT D FERGUSON		Local Commercial
109	2517 W FOND DU LAC	AZAREEL SANCTUARY CHURCH	OF GOD IN CHRIST OF MILW INC	Exempt
110	2030 W NORTH	BETHEL BAPTIST CH OF MILW		Exempt
111	2000 W NORTH	2000 W NORTH AVE MILWAUKEE L		Local Commercial
112	2126 W FOND DU LAC	INTERSTATE BLOOD BANK, INC	OF WIS	Local Commercial
113	2102 W FOND	SELF-HELP FEDERAL CREDIT	UNION	Special

	DU LAC			Mercantile
114	2636 W FOND DU LAC	CFSC PROPERTIES LLC	ATTN BOB WELLENSTEIN	Local Commercial
115	2600 W FOND DU LAC	TPJ CO	THOMAS P JENSEN	Local Commercial
116	2606 W FOND DU LAC	CITY OF MILW		Exempt
117	2616 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
118	2620 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
119	2624 W FOND DU LAC	JUNIOR COOPER & MARTHA		Local Commercial
120	2500 W FOND DU LAC	LLOYD COVINGTON		Mercantile Apartment
121	2506 W FOND DU LAC	BACCHUS FINANCIAL	RESOURCES	Residential
122	2516 W FOND DU LAC	PENTECOST CHURCH OF	GOD IN CHRIST	Local Commercial
123	2520 W FOND DU LAC	RICHARD ALLEN BUSH		Residential
124	2524 W FOND DU LAC	PENTECOST CHURCH OF	GOD IN CHRIST INC	Local Commercial
125	2528 W FOND DU LAC	RICHARD A BUSH		Residential
126	2532 W FOND DU LAC	SALEM SARSOOR		Local Commercial
127	2544 W FOND DU LAC	CITY OF MILW		Exempt
128	2552 W FOND DU LAC	LAKESHA P JACKSON		Local Commercial
129	2496 W FOND DU LAC	ALLEN RHODES, CARL RHODES,	MCKINLEY RHODES &	Local Commercial
130	2328 N 27TH	MILWAUKEE AREA WORKFORCE	INVESTMENT BOARD LLC	Special Mercantile

131	2341 N 25TH	EEI REAL EST HOLDINGS	PRIMA LLC	Special Mercantile
132	2502 W TAMARACK	FOND DU LAC APARTMENTS LLC	C/O HEARTLAND HOUSING INC	Mercantile Apartment
133	2450 W NORTH	ST ANN CENTER PROPERTIES INC	ATTN SR EDNA LONEGAN	Exempt
134	2041 W FOND DU LAC	CITY OF MILWAUKEE	FOND DU LAC PEDESTRIAN MALL	Exempt
135	2033 W FOND DU LAC	STRATEGIC HOLDINGS AND	CONFIDENT CONSULTING LLC	Local Commercial
136	2029 W FOND DU LAC	CITY OF MILW		Exempt
137	2025 W FOND DU LAC	MC FOND PROPERTIES LLC		Local Commercial
138	2019 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
139	2007 W FOND DU LAC	COLUMBIA SAVINGS & LOAN ASSN		Special Mercantile
140	2001 W FOND DU LAC	CITY OF MILW		Exempt
141	2209 N 20TH	WWG PROPERTY	INVESTMENTS LLC	Residential
142	2008 W GARFIELD	CITY OF MILW REDEV AUTH		Exempt
143	2200 N 21ST	CITY OF MILW REDEV AUTH		Exempt
144	2210 N 21ST	LILLIAN C BOYD	ALTON V BOYD	Residential
145	2210 N 21ST	CITY OF MILW		Exempt
146	2216 N 21ST	CITY OF MILW		Exempt
147	2222 N 21ST	CITY OF MILW		Exempt
148	2129 W NORTH	ANTONIO M JOSEPH	LATOYA N JOSEPH	Local Commercial
149	2125 W NORTH	JULIAN L NELSON		Local Commercial
150	2121 W NORTH	C.P. CORPORATION INC		Local Commercial

151	2111 W NORTH	UNITED 1301 INVESTMENT LLC		Local Commercial
152	2101 W NORTH	ADEL INVESTMENT GROUP LLC		Local Commercial
153	2235 W NORTH	CITY OF MILW REDEV AUTH		Exempt
154	2213 W NORTH	JONG LU KIM	KYUNG SOON KIM	Local Commercial
155	2000 W FOND DU LAC	COLUMBIA SAV & LOAN ASSN		Special Mercantile
156	2635 W NORTH	VERA M LEWIS, ETHEL IVORY,	LILLIE IVORY, BETTY OWENS	Local Commercial
157	2625 W NORTH	JOHN M MULLARKEY REV TRUST		Local Commercial
158	2621 W NORTH	CITY OF MILWAUKEE	C/O CITY REAL ESTATE	Exempt
159	2621 W NORTH	BYRON MEYER		Local Commercial
160	2613 W NORTH	MATT TALBOT	RECOVERY CENTER INC	Local Commercial
161	2609 W NORTH	CITY OF MILW		Exempt
162	2601 W NORTH	CITY OF MILW		Exempt
163	2245 N 26TH	BETHESDA OUTREACH	PROGRAM INC	Residential
164	2533 W NORTH	WISCONSIN EVANGELICAL	LUTHERAN SYNOD	Exempt
165	2529 W NORTH	CITY OF MILW		Exempt
166	2521 W NORTH	GLENN R BROWN		Residential
167	2513 W NORTH	DEXTER L BROWN		Residential
168	2509 W NORTH	CITY OF MILWAUKEE	C/O CITY REAL ESTATE	Exempt
169	2501 W NORTH	CITY OF MILWAUKEE		Exempt
170	2475 W NORTH	AUTOZONE INC	DEPT 8088	Local Commercial
171	2451 W NORTH	CITY OF MILW		Exempt
172	2399 W NORTH	POPEYES NORTH CORP	C/O BRODERSEN MGMT	Special Mercantile
173	2329 W NORTH	POPEYES NORTH CORP	C/O BRODERSEN	Local

			MGMT	Commercial
174	1700 W FOND DU LAC	SECOND HARVESTERS OF	WISCONSIN INC	Special Mercantile
175	1635 W NORTH	AMJAD TUFAIL	KAUSAR F CHATTHA	Local Commercial
176	1701 W NORTH	SD PROPERTIES INC		Exempt
177	1721 W NORTH	GERALDINE MURRY		Residential
178	1729 W NORTH	SD PROPERTIES INC		Exempt
179	1801 W NORTH	GE 1 INVESTMENTS LLC		Residential
180	1805 W NORTH	CITY OF MILW		Exempt
181	1809 W NORTH	WILLIE D WEEKS	CAROLYN WEEKS	Local Commercial
182	1819 W NORTH	WILLIE D WEEKS	CAROLYN WEEKS	Local Commercial
183	1829 W NORTH	DKLEIN LLC	C/O AUTO PARTS REAL EST LLC	Local Commercial
184	1905 W NORTH	WILLIE B WEEKS SR		Local Commercial
185	2226 N 20TH	JT REAL ESTATE LLC		Local Commercial
186	1948 W FOND DU LAC	JT REAL ESTATE LLC		Local Commercial
187	1944 W FOND DU LAC	JT REAL ESTATE LLC		Local Commercial
188	1940 W FOND DU LAC	JT REAL ESTATE LLC		Local Commercial
189	1932 W FOND DU LAC	CITY OF MILW		Exempt
190	1928 W FOND DU LAC	M.N.M. OF WISCONSIN LLC		Local Commercial
191	1924 W FOND DU LAC	CITY OF MILWAUKEE		Exempt
192	1922 W FOND DU LAC	CITY OF MILW		Exempt

193	1862 W FOND DU LAC	ADAMS GARDEN PARK LLC		Mercantile Apartment
194	1848 W FOND DU LAC	EYE NTOBOASE LLC		Local Commercial
195	1844 W FOND DU LAC	MEGAN'S INVESTMENTS LLC		Local Commercial
196	1840 W FOND DU LAC	EYE NTOBOASE LLC		Local Commercial
197	1836 W FOND DU LAC	ADAMS GARDEN PARK LLC		Local Commercial
198	1834 W FOND DU LAC	ADAMS GARDEN PARK LLC		Local Commercial
199	1826 W FOND DU LAC	ADAMS GARDEN PARK LLC		Residential
200	1810 W FOND DU LAC	M C COLE		Local Commercial
201	1533 W NORTH	JACK & HILDA INVESTMENT INC	C/O HILDA KHEIRIEH	Local Commercial
202	1609 W NORTH	WELLNESS COMMONS LLC		Local Commercial
203	2250 N 16TH	JACK & HILDA INVESTMENT INC		Residential
204	1515 W NORTH	PRIMAX PROPERTIES LLC		Local Commercial
205	2265 N 14TH	CITY OF MILWAUKEE		Exempt
206	1407 W NORTH	CITY OF MILWAUKEE		Exempt
207	1419 W NORTH	CITY OF MILW		Exempt
208	1427 W NORTH	NAIL F MSEITIF		Local Commercial
209	1437 W NORTH	NAIL F MSEITIF		Local Commercial
210	1319 W NORTH	BACHAN & PATRICIA SINGH		Special Mercantile
211	1351 W NORTH	JOHN M STERN	C/O WINDERMERE PROPERTIES	Local Commercial

212	2250 N 14TH	CARLA R HARRIS		Residential
213	1375 W NORTH	CITY OF MILWAUKEE		Exempt
214	1373 W NORTH	CITY OF MILW		Exempt
215	1369 W NORTH	CITY OF MILW		Exempt
216	1337 W NORTH	BACHAN SINGH		Local Commercial
217	1333 W NORTH	BACHAN SINGH		Local Commercial
218	1205 W NORTH	BFC MANAGEMENT LTD INC	C/O THOMAS ROEPSCH CPA	Special Mercantile
219	1115 W NORTH	CITY OF MILWAUKEE	C/O CITY REAL ESTATE	Exempt
220	1101 W NORTH	CITY OF MILWAUKEE	C/O CITY REAL ESTATE	Exempt
221	2242 N 12TH	M SAJAN I LLC		Special Mercantile
222	1003 W NORTH	NORTH AVENUE DEVELOPMENT	INC	Special Mercantile
223	925 W NORTH	BACHAN SINGH		Local Commercial

Appendix F

Marketplace Business Improvement District 32 2019 Board of Directors

Sharon Adams, Chair

Adams Garden Park, Co-Owner
BID area property owner
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Candace Hennessy

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chennessy@curative.org



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Mission Statement

The North Avenue Marketplace Business Improvement District #32 (BID #32) was established in 2004 to “create a viable and sustainable commercial corridor that supports local entrepreneurs, engage current business owners, reduce blight, promote job growth, advance environmental sustainability, and encourage local, regional or national businesses to locate to the community.”

Total Assessed Value of Properties within District

	2018	2017	2016
\$ total assessed value	\$21,868,000	\$20,639,400	\$21,888,400
# properties / tax keys	223	225	225

In the last year the total assessed value of real estate in BID #32 was \$21,868,000 for 223 properties. Of note, two tax keys were combined at the site of the new *Legacy Lofts*; New property owner HG Sears made an impactful acquisition; two city owned properties have been privately acquired, and there was one additional City foreclosure of a residential structure.

2018 Key Strategic Focus Areas	Result
○ Improve Façades on commercial corridors.	○ Five Businesses Approved for Façade Grants and Projects in Progress
○ Continue work with Wisconsin Main Street designation and technical assistance provided.	○ Connect Community Status Confirmed
○ Advance Commercial Corridors Maintenance and Streetscape Projects.	○ Identifying local service providers and resources for street maintenance, cleaning, streetscape, and safety projects
○ Execute the Lindsay Heights Charette as a plan to guide commercial developments:	○ Two projects in the Lindsay Heights Charette are advancing
○ Encourage inclusive development models that incorporate community equity investment	○ Co-hosted Community Workshop with Walnut Way Conservation Corp
○ Initiate Safety and Security practices.	○ Completed Creative Placemaking & CPTED training with reps from MPD District #3 CPU
○ Advance area as destination for initiatives supported by DCD.	○ Demonstrated coordination and partnership on DCD initiatives including façade & signage grants.
○ Advance a master plan for the BID streetscapes.	○ Streetscape Committee produced “Redevelopment Visioning for North



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	Avenue and Fond du Lac Avenue”
<ul style="list-style-type: none"> ○ Provide space for start-up businesses to build capacity in a vacant or underutilized property. 	<ul style="list-style-type: none"> ○ Provided service to the LISC Milwaukee PopUp MKE program, supporting six start-up businesses with a retail opportunity in the underutilized space at 1617 W. North Avenue.
<ul style="list-style-type: none"> ○ Expand organizational capacity and access to business community through exploration of office space for BID activities. 	<ul style="list-style-type: none"> ○ Four potential sites identified for future BID #32 office space.
<ul style="list-style-type: none"> ○ Explore the advantage of an overlay zone to encourage a pedestrian character to promote street life by regulating building orientation and design and prohibiting certain high impact automobile-oriented uses. 	<ul style="list-style-type: none"> ○ Economic Development Committee organized to address requested zone.

Core Programs

- Street Maintenance/Plantings performed by Blue Skies Landscaping which provides maintenance and planting for hanging flower baskets, containers, and (3) public spaces.
- Approved in 2018 for the Department of Neighborhood Services Retail Area Graffiti Removal Program, and identified dozens of sites for immediate abatement.
- Partnership with the Environmental Collaboration Office to support healthy food access and neighborhood revitalization efforts at Fondy Park.
- Our first annual ‘Christmas Caroling on North Avenue’ event hosted by St. Ann Center for Intergenerational Care was successfully attended by public officials and BID #32 stakeholders. Outreach to our district’s religious organizations was conducted, and the event was featured on local news stations.
- The development of real estate at 2322 W. Oak Street for the new Save-a-Lot location was supported in-part by a loan from BID #32.
- Public Safety initiatives and resources are being vetted by meeting the MPD District Community Prosecution Unit; attending MPD Crime & Safety Meetings, and through the completion of Creative Placemaking & CPTED training. One business completed the CPTED safety audit for their property and applied for the CPTED grant in Q4 2017.
- The work at BID #32 is supported by one PTE and an active Board of Directors.
- In 2018 the Board of Directors for BID #32 met regularly, every other month, in January, March, May, and July. The Annual Meeting was held September 10th, and a new schedule for 2019 will be determined. The Board of Directors met regularly to review financial statements, minutes, and updates from community partners.



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Economic Development

Funding Leveraged

<ul style="list-style-type: none"> North Avenue Greenscaping Initiative funded by LISC, City, and Zilber Family Foundation 	<ul style="list-style-type: none"> Five businesses approved and projects are advancing leveraging over \$60,000 in commercial façade improvements.
<ul style="list-style-type: none"> Zilber Family Foundation grant for 'Activate the Streets' activities beginning October 2017 through September 2018 	<ul style="list-style-type: none"> \$25,000 funds received
<ul style="list-style-type: none"> LISC PopUp Milwaukee grant to support retail site in BID #32 Completion of 'Chase Ramp Up' grant as foundation for 'Brew City Match' grant 	<ul style="list-style-type: none"> \$9,500 funds approved
<ul style="list-style-type: none"> Approved for DNS Retail Area Graffiti Abatement Grant 	<ul style="list-style-type: none"> \$1,000 in funds from City for graffiti abatement services.
<ul style="list-style-type: none"> Assisted application for the LISC CPTED grant at 1920 W. North Ave 	<ul style="list-style-type: none"> Not funded – Will resubmit when program resumes.
<ul style="list-style-type: none"> Supported - St. Ann Center Phase II EPA grant 	<ul style="list-style-type: none"> Project under construction
<ul style="list-style-type: none"> Supported the Walnut Way application for funding through the Wisconsin Partnership Program 	<ul style="list-style-type: none"> Walnut Way announcement pending

- Welcomed one new business "Julian's Hall & Lounge" and worked with new property owner HG Sears to support the "Ikon Hotel" development project.
- Continued engagement efforts through districtwide mailings, email updates, and one-on-one meetings with property owners and business operators.
- The [Marketplace BID Redevelopment Visioning & Façade Enhancements for North and Fond du Lac Avenues](#) is an initial streetscaping plan.
- Public Wifi at Fondy Park was installed through City partnerships including the Information Technology Management Division and Department of Public Works.

Marketing & Branding

- News Articles:



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- [BID 32 leaders committed to 'building neighborhood from within'](#) Neighborhood News Service, Andrea Waxman August 1, 2018
- [Alderman Stamper encourages shoppers to visit Pop-UP MKE on W. North Ave.](#) Milwaukee Community Journal, July 13, 2018
- [LISC partners with nonprofits, business groups to grow commercial corridors](#) Neighborhood News Service, Andrea Waxman October 17, 2017
- Social Media:
 - Facebook at [North Avenue / Fond du Lac Marketplace BID #32](#) reached over 500 people organically this spring, and we also gained control of the alternate Facebook account [The North Ave Marketplace Bid 32](#) and [@MarketplaceBID32](#);
 - Eleven businesses photographed in BID #32 have been viewed over 128,000 times on Google Maps in one year; and
 - Updated website: [www.MarketplaceBID.com](#).
- New – *Grow* Neighborhood Guide
- New [Organizational Profile](#)
- Recognized as a *Connect Community* by WI Economic Development Corporation

Core Events

- Co-hosted *Business and Commercial Development in Lindsay Heights* Meeting on May 15th with Walnut Way Conservation Corp. Collaboratively led a workshop discussion focused on 'Neighborhood Involvement in Real Estate Development';
- Hosted an Informational Session for the LISC Pop-Up shop on May 31st; and
- Sponsored the 'Let's Grow Together' event on August 4th which included a celebration, video production, market vendor promotion, and our new *Grow* neighborhood guide.

Partner/Collaborative Initiatives

- BID participated in the LISC Milwaukee Pop-UP retail business opportunity program.

New Programs/New Committees Formed

- Streetscaping Committee – Recommendations and Implementation of Streetscape improvement projects;
- Resource Committee – Developing the marketing strategy for increased engagement
- Partnership with LISC Milwaukee for improved Public Safety programs through Creative Placemaking & CPTED engagement; and
- Loveland Technologies software for property mapping and surveying was sponsored by LISC Milwaukee, and BID #32 was one of the targeted districts for commercial property data collection that was completed late 2017 / early 2018.

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32

FINANCIAL STATEMENTS

FOR THE YEAR ENDED DECEMBER 31, 2017

(With Summarized Totals for the Year Ended December 31, 2016)

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32

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Independent Auditor's Report

Board of Directors
North Avenue Marketplace Business Improvement District No. 32

We have audited the accompanying financial statements of North Avenue Marketplace Business Improvement District No. 32 which comprise the balance sheet as of December 31, 2017, and the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

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

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Organization's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of North Avenue Marketplace Business Improvement District No. 32 as of December 31, 2017, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Ritz Holman LLP
Serving businesses, nonprofits, individuals and trusts.

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Board of Directors
North Avenue Marketplace Business Improvement District No. 32

Report on Summarized Comparative Information

We have previously audited North Avenue Marketplace Business Improvement District No. 32's December 31, 2016 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated August 6, 2017. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2016, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The schedule of functional expenses is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the basic financial statements. The information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the basic financial statements as a whole.


RITZ HOLMAN LLP
Certified Public Accountants

Milwaukee, Wisconsin
March 12, 2018

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
BALANCE SHEET
DECEMBER 31, 2017
(With Summarized Totals for December 31, 2016)

ASSETS	2017	2016
ASSETS		
Current Assets		
Cash in Banks	\$ 50,488	\$ 27,431
Prepaid Expenses	1,313	---
Security Deposit	700	700
Total Current Assets	<u>\$ 52,501</u>	<u>\$ 28,131</u>
Fixed Assets		
Equipment	\$ 5,735	\$ 5,735
Less: Accumulated Depreciation	(4,881)	(4,653)
Net Fixed Assets	<u>\$ 854</u>	<u>\$ 1,082</u>
Intangible Assets		
Website	\$ 8,181	\$ 4,140
Less: Accumulated Amortization	(4,140)	(4,140)
Net Intangible Assets	<u>\$ 4,041</u>	<u>\$ ---</u>
TOTAL ASSETS	<u><u>\$ 57,396</u></u>	<u><u>\$ 29,213</u></u>
LIABILITIES AND NET ASSETS		
LIABILITIES		
Current Liabilities		
Accounts Payable	\$ 400	\$ 2,301
Payroll Liabilities	462	730
Total Current Liabilities	<u>\$ 862</u>	<u>\$ 3,031</u>
NET ASSETS		
Unrestricted	\$ 37,128	\$ 26,182
Temporarily Restricted	19,406	---
Total Net Assets	<u>\$ 56,534</u>	<u>\$ 26,182</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 57,396</u></u>	<u><u>\$ 29,213</u></u>

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

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2017
(With Summarized Totals for the Year Ended December 31, 2016)

	2017	2016
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ 30,352	\$ (13,863)
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities		
Depreciation and Amortization	228	651
(Increase) Decrease in Due from FNEDC	---	1,000
(Increase) Decrease in Prepaid Expenses	(1,313)	10,329
(Increase) Decrease in Security Deposit	---	400
Increase (Decrease) in Accounts Payable	(1,901)	1,901
Increase (Decrease) in Payroll Liabilities	(268)	730
Net Cash Provided by Operating Activities	\$ 27,098	\$ 1,148
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Intangible Assets	\$ (4,041)	\$ (1,139)
Net Cash Used by Investing Activities	\$ (4,041)	\$ (1,139)
Net Increase in Cash and Cash Equivalents	\$ 23,057	\$ 9
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	27,431	27,422
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$ 50,488	\$ 27,431

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

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2017
(With Summarized Totals for the Year Ended December 31, 2016)

	Unrestricted	Temporarily Restricted	2017 Total	2016 Total
REVENUE				
City of Milwaukee BID Assessment	\$ 81,034	\$ ---	\$ 81,034	\$ 78,841
Foundation Grants	5,594	19,406	25,000	---
Program Service Fees	---	---	---	100
Interest Income	---	---	---	13
Total Revenue	<u>\$ 86,628</u>	<u>\$ 19,406</u>	<u>\$ 106,034</u>	<u>\$ 78,954</u>
EXPENSES				
Program Services	\$ 68,754	\$ ---	\$ 68,754	\$ 71,948
Management and Supporting Services	6,928	---	6,928	20,869
Total Expenses	<u>\$ 75,682</u>	<u>\$ ---</u>	<u>\$ 75,682</u>	<u>\$ 92,817</u>
CHANGE IN NET ASSETS	\$ 10,946	\$ 19,406	\$ 30,352	\$ (13,863)
Net Assets, Beginning of Year	<u>26,182</u>	<u>---</u>	<u>26,182</u>	<u>40,045</u>
NET ASSETS, END OF YEAR	<u>\$ 37,128</u>	<u>\$ 19,406</u>	<u>\$ 56,534</u>	<u>\$ 26,182</u>

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

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2017

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2017

NOTE A - Summary of Significant Accounting Policies

Organization

The Organization is exempt from income tax under Section 501(a) of the Internal Revenue Code as an affiliate of a government unit. The North Avenue Marketplace Business Improvement District #32 (BID #32) was created by the Common Council of the City of Milwaukee pursuant to Wisconsin statutes and started operations in January 2005. The mission of the North Avenue Marketplace Business Improvement District #32 is to create a vibrant environment where businesses and residents in the Fond du Lac - North Avenue area can thrive and grow. BID #32 accomplishes this mission by developing programs aimed at the promotion, management, maintenance and development of the district.

Accounting Method

The financial statements of North Avenue Marketplace Business Improvement District #32 have been prepared on the accrual basis of accounting.

Basis of Presentation

The Organization reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. Assets of the restricted classes are created only by donor-imposed restrictions. At December 31, 2017, the Organization had \$19,406 of temporarily purpose restricted net assets.

Cash and Cash Equivalents

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

Fixed Assets

Fixed assets are recorded at cost. Depreciation is provided over the estimated useful lives of the assets using the straight-line method. The Organization capitalizes fixed assets costing a minimum of \$500.

Contributions

All contributions are considered available for the Organization's general programs unless specifically restricted by the donor. Amounts received that are designated for future periods or restricted by the donor are reported as temporarily or permanently restricted support and increase the respective class of net assets. Contributions received with temporary restrictions that are met in the same reporting period are reported as unrestricted support and increase unrestricted net assets. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Investment income that is limited to specific uses by donor restrictions is reported as increases in unrestricted net assets if the restrictions are met in the same reporting period as the income is recognized.

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2017

NOTE A - Summary of Significant Accounting Policies (continued)

Estimates

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

NOTE B - Comparative Financial Information

The financial information shown for 2016 in the accompanying financial statements is included to provide a basis for comparison with 2017 and presents summarized totals only. The comparative information is summarized by total only, not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity to generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2016 from which the summarized information was derived.

NOTE C - Concentration of Risk

North Avenue Marketplace Business Improvement District #32 receives property assessment income from the City of Milwaukee. The Organization's operations rely on the availability of these funds. Approximately 76% of the Organization's revenue was from the City of Milwaukee for the year ended December 31, 2017.

NOTE D - Assessment Income

In order to provide revenues to support the Organization's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified area of North and Fond du Lac Avenues between 17th and 27th Street. The assessment is calculated based on assessed values of the properties as of every fall. The assessment levied on properties was \$6.60/1,000 for every dollar of assessed property value with a minimum assessment of \$300 and a maximum of \$1,500 for the year ended December 31, 2017.

NOTE E - Management Agreement

The organization signed an agreement with the community engagement specialist to perform the duties customary to the position of Managing Director. The maximum administrative fee agreed upon was \$32,400 for 720 hours of duties to be performed. Total expenses paid to the contractor for the year ended December 31, 2017, were \$31,082.

NOTE F - Temporarily Restricted Net Assets

The Organization has temporarily restricted net assets from a foundation for the purpose of the Activate the Street Program. The balance of temporarily restricted net assets as of December 31, 2017, was \$19,406.

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2017**

NOTE G - Intangible Assets

The intangible asset of \$8,181 presented on the balance sheet represents website design costs incurred as of December 31, 2017 as shown in the table below. Website redesign costs of \$4,141 were incurred in 2017. These costs will be amortized beginning in 2018 when the website design is completed and fully implemented.

<u>Amortized Asset</u>	<u>Gross Value</u>	<u>Accumulated Amortization</u>	<u>Residual Value</u>	<u>Life</u>
Website	\$8,181	\$4,140	\$4,041	3 years

NOTE H - Operating Lease

The Organization leases space in Milwaukee, Wisconsin, for which it entered into a two-year operating lease in May 2016. Total lease expense was \$8,400 as of December 31, 2017. The future minimum payments required under the lease as of December 31, 2017 are \$2,800 to be paid in 2018.

NOTE I - Subsequent Events

The Organization has evaluated events and transactions occurring after December 31, 2017, through March 12, 2018, the date the financial statements were available to be issued, for possible adjustments to the financial statements or disclosures. The Organization has determined that no subsequent events need to be disclosed.

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
SCHEDULE OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2017
(With Summarized Totals for the Year Ended December 31, 2016)**

	Program Services	Management and Supporting Services	2017 Total	2016 Total
Professional Fees	\$ 41,882	\$ 4,654	\$ 46,536	\$ 72,260
Salaries	10,988	1,221	12,209	2,348
Payroll Taxes	---	---	---	251
Occupancy	7,560	840	8,400	7,200
Insurance	140	16	156	329
Office Supplies	813	---	813	1,516
Telephone and Internet	1,566	174	1,740	435
Postage	236	---	236	---
Printing and Copying	302	---	302	---
Advertising	---	---	---	180
Depreciation	205	23	228	651
Travel	45	---	45	489
Conference and Meetings	20	---	20	45
Food and Refreshments	---	---	---	28
Business Development and Maintenance	700	---	700	---
Grants to Businesses and Sponsors	1,000	---	1,000	---
Website Development and Maintenance	1,499	---	1,499	1,794
Community Outreach	1,000	---	1,000	800
Newsletter	---	---	---	2,000
Board and Staff Development	400	---	400	---
Other Expenses	398	---	398	2,491
TOTALS	\$ 68,754	\$ 6,928	\$ 75,682	\$ 92,817