



Oakland

Avenue

Business Improvement District

**UNIVERSITY SQUARE
OPERATING PLAN FOR YEAR ELEVEN: 2004**

SUBMITTED BY:

**THE OAKLAND AVENUE BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS**

PREPARED BY: Jim Plaisted, Board Liaison

**OPERATING PLAN
BID #13 UNIVERSITY SQUARE**

2004: Year ELEVEN

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I. INTRODUCTION

In 1984, the Wisconsin legislature created s. 66.608 of the Statutes enabling cities to establish Business Improvement Districts (BIDs) upon the petition of at least one property owner within the proposed district. 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 Wis. Act 184, Section 1, legislative declaration.) On November 9, 1993, the Common Council of the City of Milwaukee, by Resolution File Number 931058, created BID #13 (Oakland Avenue: University Square) and adopted its initial operating plan. Section 66.608(3) (b), Wis. Stats., requires that a BID Board "shall annually consider and make changes to the operating plan... The board shall then submit the operating plan to the local legislative body for its approval." The Board of BID #13 submits this 2003 Operating Plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of activities described in the initial (November, 1993) BID Operating Plan and subsequent years' University Square Operating Plans. Therefore, it incorporates by reference the earlier plan as adopted by the Common Council. This plan emphasizes the elements that are required by Sec. 66.608 Wis. Stats and the changes for 2004. It does not repeat the background information which is contained in the previous plans nor include the Business Improvement District Statute, original petitions from property owners or BID #13 By-Laws.

II. DISTRICT BOUNDARIES

Boundaries of the proposed district are Oakland Avenue (north/south) between Linwood on the north and Newberry Blvd. on the south, and along Locust (east/west) a half-block to each alleyway both east and west. A listing of the properties included in the district is provided in Appendix A.

AB 65 was passed in the State Legislature in 2002 and signed into law by Governor McCallum. The law provides that previously tax-exempt property that becomes privately owned and operated and is contiguous to the BID boundaries, can be included in the BID. We have applied that law to the property at 2840 N. Oakland Ave., Miramar Theater owned by William Stace. The building was the Eastbrooke Church when the BID boundaries were drawn in 1993.

III. PROPOSED OPERATING PLAN

A. Plan Objective

The Plan Objectives of University Square Business Improvement District involves utilizing available funds to continue to improve the business climate for existing and new district merchants. The available funds will be utilized for continued existence of critical projects such as the graffiti removal, street maintenance and facade improvement projects offering assistance to businesses wishing to make aesthetic improvements along the street.

Additional funds are utilized for general operating expenses of the BID. Other improvements may be made as decided by the BID members. A yearly gathering celebrating the progress of the district will be planned and carried out by BID staff.

The priorities of the BID Board for 2004 are as stated:

1. Act as a catalyst for private investment by owners and tenants in their properties through continuation of the street re-building process. We will be in discussions with DPW later this year regarding traffic calming efforts on N. Oakland Ave.
2. Continued creation of a unified visual identity and image for the business area.
3. Continue our landscaping program initiated in 2003 using hanging planter baskets.
4. Purchase and place sixteen new streetscape litter cans throughout the district.
5. Continue existing programs including, the Graffiti Removal Program, the Street Maintenance program, the University Square Facade Matching Grant Program, along with ongoing assessment of critical general safety and cleanliness matters for improvement of the overall appearance of the district.
6. In a greater effort to support litter maintenance, BID #13, with three other local BIDs, continues its cleaning contract with Modern Maintenance, a cleaning contractor in Milwaukee. The contract includes the purchase of a sidewalk-cleaning machine to be shared among the BIDs.

Meeting these objectives will enhance the business area's competitiveness relative to other shopping areas that are also currently undergoing rehabilitation, while enhancing the surrounding neighborhood. The BID will continue to work with DCD, DPW, the City Council and area merchants to achieve stated objectives.

B. Proposed Activities – Year Nine

The principal activities to be undertaken by the district during its ninth year of operation to achieve stated objectives will include:

1. Identification of anchor merchants. New Sentry Foods ownership and building ownership provides a unique opportunity to assist this major traffic generator to the commercial district. Cooperative efforts of BID Members, Merchants, and City Officials will need to be combined to create new business opportunities along University Square.
2. Support and coordination with Riverside Park Revitalization Project committee. Oakland Ave. B.I.D. #13 has contributed \$5000 to the Park Revitalization Fund.
3. Continue work on business recruitment and retention initiatives. Provide technical assistance to new and existing businesses regarding location, improvements or expansion. Cooperative efforts of the BID Members, Merchants, City Officials and staff will be necessary to achieve desired outcomes.
4. Approval of applications/award funding and monitoring of facade designs/installation of improvements for University Square Facade Program. Coordinate efforts with the City of Milwaukee and other available programs.
5. Coordination and monitoring of the Graffiti Removal and Street Maintenance Program for area merchants.
6. Continued communication of BID Board Activities to members of the BID.

C. Proposed Expenditures - Year Nine

Program Expenses

City Loan Repayment:	\$ 24,355
Streetscape Maintenance Program:	\$ 7,000
Graffiti Removal Expenses:	\$ 3,000
Matching Façade Improvement Program:	\$ 15,000
Professional Services:	\$ 7,000
Office Supplies/Audit/Operating:	\$ 3,575
Holiday Lighting:	\$ 7,000

Total Expenditures: \$ 66,930

Operating Revenues:

Current Year Special Assessments (City Milw.):	\$ 50,000
Carry Over, 2002 funds:	\$ 30,000
City of Milw. Graffiti/Matching Funds:	\$ 1,500

Total Revenues: \$ 81,500

D. Financing Method

It is estimated that the district will carry forward a total of \$30,000 from 2002. The district originally entered into a development agreement with the City of Milwaukee for streetscaping along the district. The agreement included the issuing of municipal bonds for the district's portion of the cost of the streetscaping. The costs of the operating expenses of the district are funded by special assessments on the properties within the district in addition to any City Grant programs that may become available.

The district pays, each year for the term of the bonds, the amount necessary for principal, interest, and other expenses of the financing. A schedule of payments is included in the development agreement is shown in Appendix B. This schedule is based on estimated costs. The final amounts thereof will be adjusted to reflect actual costs, including the interest rate on the financing.

The development agreement between the BID Board and the City constitutes a long-term commitment and the district will not be terminated until all repayments to the City have been made and adequate provision is made for the long-term operations and management of the improvements financed through the district. The development agreement will be separate from and in addition to this district operating plan. Both the City of Milwaukee and the BID Board have approved the development agreement.

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 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 overpayment of BID assessments.

During 1996, the BID Board increased its size to 9 members to accommodate the need for additional representation and participation from area stakeholders, also the Alternate Member seat was eliminated and two permanent seats were added. One of the additional members is a representative of Riverside University High School; the other is a property owner in the BID district.

Members of the Board are listed in Appendix C.

IV. Method of Assessment

A. Assessment Rate and Method

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. The method of assessment is a 50% split between assessed value and linear front footage. Property owners believe this to be a method that takes into account all characteristics of a property in relation to benefits derived. Appendix A shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

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

1. State Statute 66.608(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 66.608(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix A, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.608(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.
4. Property determined to be a residential hotel will be assessed at half the rate of normal assessment.

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

A. CITY PLANS

No changes in area planning or zoning have occurred since adoption of the initial operating plan for the district in 1994.

B. City Role in District Operations

The City of Milwaukee has committed to helping private property owners in the district. 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 Operation Plan. In particular, the City will:

- Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
- Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
- Collect assessments, maintain in a segregated account, and disburse the monies of the district.
- Receive annual audits as required per sec. 66.08(3)(c) of the BID law.
- Provide the Board, through the Tax Commissioner's Office on or before June 1st of each Plan year, with the official city records on the assessed value of each tax key number with the district, as of January 1st each Plan year, for purposes of calculating the BID assessments.
- Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.
- Prepare, with the participation of the BID Board, the development agreement described in section III.B. and section III.D. of this plan and submit the draft agreement to the BID Board and the appropriate city officials for their consideration.
- Investigate whether improvements previously planned for the business district over the next fifteen years may be accelerated to coincide with BID funded improvements.

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 the initial Operating Plan.

Section 66.608(3)(a) of the BID law requires the Board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon Year Eight activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year Eight condition. 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 66.608 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 re-establishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.608(3)(b).

APPENDIX B

Board of Directors University Square BID #13

2002-2003

1. Chairperson- vacant
2. Secretary/Treasurer- David Wilson, property owner
3. Board Member- Gil Snyder, University of Wisconsin-Milwaukee
4. Vice-Chairperson - Clark Kaufmann, Clark Graphics
5. Board Member- Tony Furlick, Gilbert's Liquor
6. Board Member- Robert Zellmer, Action Property Management
7. Board Member- Connie Haas, Riverside University High School
8. Board Member – Tony Herold, Oakland Trattoria
9. Board Member- William Stace, Miramar Theatre

ID no.	tax key no.	chk	house	street	owner_name_1	adjstmt factor	c_a total	adjusted total	c_a class	land u	front ft.	adj. front ft.	assmt. per value	assmt. per front ft.	assmt. per value & front ft.	
1	3150002000	0	2979	OAKLAND	RICHARD E COLLETT & JOANNE	1	\$234,000	\$234,000	2	8899	31	31	\$1,211.37	\$858.25	\$1,034.81	
2	3150003000	6	2975	OAKLAND	JEREMIAH R FASS	1	\$234,000	\$234,000	2	8899	30	30	\$1,211.37	\$830.56	\$1,020.97	
3	3150004000	1	2967	OAKLAND	SOON JA CHOI	0.5	\$876,900	\$438,450	7	7011	60	30	\$2,769.77	\$830.56	\$1,550.17	
4	3150005000	7	2963	OAKLAND	Scott and Gary Bongiorno	1	\$223,000	\$223,000	2	8899	30	30	\$1,154.43	\$830.56	\$992.50	
5	3150006000	2	2959	OAKLAND	MICHAEL BONGIORNO & JANET	0	\$162,600	\$0	1	8820	0	0	\$0.00	\$0.00	\$0.00	
6	3150007000	8	2955	OAKLAND	J TIMOTHY KELLEY	1	\$138,000	\$138,000	2	8899	30	30	\$714.40	\$830.56	\$772.48	
7	3150008000	3	2951	OAKLAND	2953 O LLC	1	\$163,000	\$163,000	2	8899	30	30	\$895.59	\$830.56	\$863.08	
8	3150009000	9	2945	OAKLAND	Action Property	1	\$163,000	\$163,000	2	8899	30	30	\$843.82	\$830.56	\$837.19	
9	3150010000	4	2943	OAKLAND	Action Property	1	\$134,000	\$134,000	2	8899	30	30	\$693.69	\$830.56	\$762.13	
10	3150301000	6	2937	OAKLAND	MATTHEW KAHL	0	\$214,200	\$0	1	8820	0	0	\$0.00	\$0.00	\$0.00	
11	3150302000	1	2935	OAKLAND	HARVEY JAY GOLDSTEIN	1	\$305,000	\$305,000	2	5992	30	30	\$1,578.93	\$830.56	\$1,204.75	
12	3150303000	7	2929	OAKLAND	JOHN H DE MUNCK	1	\$157,000	\$157,000	2	8899	30	30	\$812.76	\$830.56	\$821.66	
13	3150304000	2	2927	OAKLAND	JOHN C POELSTRA	1	\$212,000	\$212,000	2	8899	30	30	\$1,097.48	\$830.56	\$964.02	
14	3150305000	8	2923	OAKLAND	VINCENT LO COCO & CLARK KAUFMANN	1	\$269,000	\$269,000	2	8899	45	45	\$1,392.56	\$1,245.85	\$1,319.21	
15	3150306100	X	2919	OAKLAND	DAVID A WILSON	1	\$194,000	\$194,000	2	5660	45	45	\$1,004.30	\$1,245.85	\$1,125.07	
16	3150307110	2	2911	LOCLUST	SO-FEE PROPERTIES LTD	1	\$576,000	\$576,000	2	5660	91	91	\$2,981.84	\$2,519.38	\$2,750.61	
17	3151201000	0	1725	OAKLAND	DAVID A WILSON	1	\$235,000	\$235,000	2	9999	60	60	\$1,216.55	\$830.56	\$1,248.75	
18	3151202000	6	2867	OAKLAND	GRETA RASMUSSEN	1	\$594,000	\$594,000	2	8899	91	91	\$3,075.03	\$830.56	\$2,797.20	
19	3151203000	1	2855	OAKLAND	KENNETH ALVORD & DIANE HW	1	\$322,000	\$322,000	2	8899	30	30	\$1,666.93	\$830.56	\$1,248.75	
20	3151204000	7	2845	OAKLAND	ROBERT F ZELLMER	1	\$536,000	\$536,000	2	8899	60	60	\$2,774.77	\$1,661.13	\$2,217.95	
21	3151301000	4	2831	OAKLAND	Little Caesar's Enterprises	1	\$206,000	\$206,000	2	8899	120	120	\$1,066.42	\$0.00	\$0.00	
22	3160078000	2	1814	NEWBERRY	KEVIN B DUNN & MARY HW	0	\$279,800	\$0	1	8820	0	0	\$0.00	\$0.00	\$0.00	
23	3160079000	8	1808	NEWBERRY	DAVID STOWE	0	\$278,800	\$0	1	8820	0	0	\$0.00	\$0.00	\$0.00	
24	3160080000	3	1804	NEWBERRY	MICHAEL BRODERICK & JUDITH & GERALD P BRODERICK	0	\$265,400	\$0	1	8820	0	0	\$0.00	\$0.00	\$0.00	
25	3160081000	9	2812	OAKLAND	WALGREEN COMPANY #3101	0	\$203,100	\$0	1	8820	0	0	\$0.00	\$0.00	\$0.00	
26	3160753111	3	2830	OAKLAND	WILLIAM STACE	1	\$1,247,000	\$1,247,000	4	5812	184	184	\$6,455.49	\$5,094.13	\$5,774.81	
27	3160754000	2	2840	OAKLAND	ROBERT C SCHMIDT JR	1	\$298,000	\$298,000	2	8899	116	116	\$1,542.69	\$1,661.13	\$1,601.91	
28	3160755000	2	2862	OAKLAND	ROBERT F ZELLMER	1	\$705,000	\$705,000	2	8899	31	31	\$2,712.65	\$3,211.52	\$3,430.59	
29	3160756000	8	2866	OAKLAND	WILLIAM F SPECHT	1	\$524,000	\$524,000	2	8899	91	91	\$2,179.44	\$858.25	\$1,785.45	
30	3160808100	6	2900	OAKLAND	PLM Paving	1	\$421,000	\$421,000	4	5331	90	90	\$2,329.57	\$2,519.38	\$2,349.41	
31	3160811000	6	2916	OAKLAND	PLM Paving	1	\$450,000	\$450,000	4	5331	301	301	\$2,723.00	\$8,333.33	\$2,410.63	
32	3160812100	8	2938	OAKLAND	KENNETH RICHE & MAXINE HW	1	\$526,000	\$526,000	4	5541	60	60	\$745.46	\$1,661.13	\$1,203.30	
33	3161119100	9	2974	OAKLAND	DAVID A WILSON	1	\$144,000	\$144,000	4	5541	60	60	\$0.00	\$0.00	\$0.00	
34	3161120000	8	2968	OAKLAND	DAVID A WILSON	0	\$647,100	\$0	7	8830	0	0	\$0.00	\$0.00	\$0.00	
TOTAL:																
							\$12,147,900	\$9,658,450			1836	1806	\$50,000.00	\$50,000.00	\$50,000.00	
annual cost:																
ADJUSTMENT FACTOR = 0: EXCLUSIVELY RESIDENTIAL PARCELS NOT ASSESSED																

University Square/Oakland Ave. B.I.D. #13

Profit & Loss

January 2001 through December 2002

Jan '01 - Dec '02

Income

City Assessments	100,000.00
Graffiti Reimbursement	373.00
Grants and Gifts	2,767.96

Total Income	103,140.96
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Expense

Advertising and Promotion	1,666.72
Contract Labor	
Trash Maintenance	8,764.20
Contract Labor - Other	8,730.41
Total Contract Labor	17,494.61

Donation	5,500.00
Graffiti Removal	1,106.87
Holiday Lighting	18,359.64
Licenses and Permits	773.00
Loan Payment	48,710.00
Maintenance	2,078.70
Meals and Entertainment	1,642.69
Postage	47.50
Printing and Reproduction	106.49

Total Expense	97,486.22
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Net Income	5,654.74
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1 3150002000	1034.81 9Q
2 3150003000	1020.97 9Q
3 3150004000	1550.17 9Q
4 3150005000	992.5 9Q
6 3150007000	772.48 9Q
7 3150008000	863.08 9Q
8 3150009000	837.19 9Q
9 3150010000	762.13 9Q
11 3150302000	1204.75 9Q
12 3150303000	821.66 9Q
13 3150304000	964.02 9Q
14 3150305000	1319.21 9Q
15 3150306100	1125.07 9Q
16 3150307110	2750.61 9Q
17 3151201000	1438.84 9Q
18 3151202000	2797.2 9Q
19 3151203000	1248.75 9Q
20 3151204000	2217.95 9Q
21 3151301000	2194.34 9Q
26 3160753111	5774.81 9Q
27 3160754000	1601.91 9Q
28 3160755000	3430.59 9Q
29 3160756000	1785.45 9Q
30 3160808100	2349.41 9Q
31 3160811000	2410.63 9Q
32 3160812100	5528.17 9Q
33 3161119100	1203.3 9Q
	50000