

BUSINESS IMPROVEMENT DISTRICT #38
OPERATING PLAN
Cesar Chavez Drive

YEAR 2017

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I. INTRODUCTION

A. Background

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

The City of Milwaukee, as of January 1, 2009, received and approved BID operating plan #38 from property owners which requested creation of a Business Improvement District for the purpose of revitalizing and improving the Cesar E. Chavez Drive business area on Milwaukee's Near South Side. The BID law requires that every district have an annual Operating Plan. This document is the initial Operating Plan for the proposed Cesar E. Chavez BID district. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

B. Physical Setting

The Cesar E. Chavez District covers a commercial area on Cesar E. Chavez Drive, stretching from National Avenue in the North to Greenfield Avenue in the South. The Cesar E. Chavez District also includes a parcel adjacent to the west side of Cesar E. Chavez Drive, 1635 West National Avenue

II. DISTRICT BOUNDARIES

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

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of the BID is to:

- a) Improve public safety, image and public perception of the Cesar E. Chavez District.
- b) Coordinate public improvement projects in the Cesar E. Chavez Drive District.
- c) Increase the capacity of local businesses.
- d) Promote Cesar E. Chavez Drive as a unique shopping and tourist destination by creating an improved cultural image through the installation of public art and space activation.

B. Proposed Activities - 2017

Principle activities to be engaged in by the district during its 9th year of operation

will include:

- a. Upgrade the Streetscape to present a unified and aesthetically pleasing environment for Cesar E. Chavez Drive.
- b. Implement cleaning services to promote upkeep on the street.
- c. Contribute to and implement public art projects in the district
- d. Execute the 3rd year of the FARM Project
- e. Coordinate the 2nd annual Ciclovía - Openstreets

C. Proposed Expenditures - Year nine

Proposed Budget

Items	Expenditure
FARM Project	\$2,000
Landscaping/Christmas Decorations	\$12,000
Cameras/Security	\$2,500
Administrative/Professional Fees	\$9,000
Total	\$25,500
Other Funding for the FARM project	\$10,000

D. Financing Method

It is proposed to raise \$25,500 through BID assessments (see Appendix B). 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 (5)
2. Composition - At least three members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
4. Compensation - None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

F. Relationship to the BID

The BID shall be a separate entity from the contract agency notwithstanding the fact that members, officers and directors of the each may be shared. The contracted agency shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. BID Board may contract with any agency to provide services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

The principle behind the assessment methodology is that each property should equally

contribute to the BID. After consideration of other assessment methods, it was determined that each owner would benefit equally from the BID projects and participation would promote involvement with the BID. The assessment will be a flat fee of \$500 with the exception of tax-exempt properties that will join the BID on a voluntary basis.

As of January 1, 2016, the property in the proposed district had a total assessed value of \$13,055,500.00. This plan proposes to assess the property in the district at a rate of \$500 per parcel of property.

Appendix C shows the projected BID assessment for each property included in the district.

- 51 properties x \$500 = \$25,500

B. Excluded and Exempt Property

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

1. State Statute 66.1109 (1) (f)1m: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix D, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

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

A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the

policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

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

B. City Role in District Operation

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

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

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

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

Section 66.1109 (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 Two activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year Two conditions. Greater detail about subsequent year's activities will be

provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

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

B. Amendment, Severability and Expansion

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

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

APPENDICES

- A. BID State Statute
- B. BID Map
- C. Property Listing and Assessments
- D. BID Board Roster
- E. Clarke Square/Zilber Foundation Farm Project & Sculpture report
- F. Ciclovia
- G. Audit

Appendix A:

Business Improvement Districts-Chapter 66-66.1109

66.1109 Business Improvement Districts.

66.1109(1)

(1) In this section:

66.1109(1)(a)

(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.

66.1109(1)(c)

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

66.1109(1)(d)

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

66.1109(1)(e)

(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:

66.1109(1)(0 1.

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

66.1109(1X0 1m.

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

66.1109(1X02.

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

66.1

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

66.1109(1)(04).

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.

66.1109(1X05).

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

66.1 109 (!)(!,*)

(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

66.1100(2)

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

66.11(9)(2)(a)

(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.

66. 1109 (2)(b)

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

66.1109<2)(c)

(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.

66.1109(2)(d)

(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% 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% 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 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.

66.1 109 (4m)

(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% 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 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:

66.1109 (4ni)(a) (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.

66.1109(4m)(b)

(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).

Appendix C:

Number	Street	Property Owner	Assessed Value	Specials
1200-1204	S. Chavez Dr.	Maria G. Arteaga	\$ 272,000.00	\$ 500.00
1232-1234	S. Chavez Dr.	Rigoberta & Jaime Arteaga	\$ 239,000.00	\$ 500.00
1239-1241	S. Chavez Dr.	Song Thao Yang, Xiaoyee South West Imports, LLC	\$ 125,000.00	\$ 500.00
1243-1247	S. Chavez Dr.	South West Imports, LLC	\$ 160,000.00	\$ 500.00
1230	S. Chavez Dr.	Ragheb Hamdan	\$ 124,000.00	\$ 500.00
1225-1227	S. Chavez Dr.	Jaime Lara	\$ 94,500.00	\$ 500.00
821-823	S. Chavez Dr.	Juan J. Jimenez	\$ 187,000.00	\$ 500.00
1208	S. Chavez Dr.	Luis J. Jimenez	\$ 80,200.00	\$ 500.00
1210	S. Chavez Dr.	Luis J. Jimenez	\$ 11,700.00	\$ 500.00
1214	S. Chavez Dr.	Severe Gonzalez, Jessie Torrijos, LLC	\$ 93,600.00	\$ 500.00
816-820	S. Chavez Dr.	JF Drywall, LLC	\$ 159,000.00	\$ 500.00
825-827	S. Chavez Dr.	Juan M. Sanchez	\$ 161,000.00	\$ 500.00
1242	S. Chavez Dr.	Eduardo Velez	\$ 139,000.00	\$ 500.00
1308	S. Chavez Dr.	Prieto Property Holdings	\$ 433,000.00	\$ 500.00
933-937	S. Chavez Dr.	Imad Koran	\$ 389,000.00	\$ 500.00
1217-1219	S. Chavez Dr.	Federico Diaz	\$ 179,000.00	\$ 500.00
1216-1222	S. Chavez Dr.	Federico Diaz	\$ 244,000.00	\$ 500.00
807-815	S. Chavez Dr.	Ahn J. Lee	\$ 187,000.00	\$ 500.00
801-803	S. Chavez Dr.	CFSC Properties LLC	\$ 143,000.00	\$ 500.00
824-826	S. Chavez Dr.	El Rey Enterprises LLP	\$ 182,900.00	\$ 500.00
831-833	S. ChavezDr.	Ruben Arce	\$ 143,000.00	\$ 500.00
901-903	S. Chavez Dr.	James and Karen Dropp	\$ 204,000.00	\$ 500.00
905-907	S. Chavez Dr.	Ruelle Family, LLC	\$ 112,000.00	\$ 500.00
911-915	S. ChavezDr.	Rose E. Espino	\$ 370,000.00	\$ 500.00
916	S. ChavezDr.	El Rey Enterprises LLP	\$ 2,309,000.00	\$ 500.00
923	S. ChavezDr.	Makbul Sajan	\$ 223,000.00	\$ 500.00
925-927	S. Chavez Dr.	Robert F. Zellmer	\$ 108,000.00	\$ 500.00
1014	S. Chavez Dr.	El Rey Enterprises LLP	\$ 72,400.00	\$ 500.00
1016-1018	S. ChavezDr.	El Rey Enterprises LLP	\$ 136,000.00	\$ 500.00
1023	S. ChavezDr.	El Rey Enterprises LLP	\$ 481,000.00	\$ 500.00
1032-	16th Street Community			

1036	S. Chavez Dr.	Health Center Inc.		
1033-				
1035	S. ChavezDr.	Rueben Herrera	\$ 274,000.00	\$ 500.00
1037	S. Chave Dr. Dr.	El Rey Enterprises LLp	\$ 112,000.00	\$ 500.00
1109	z	John G. Gonis Trust	\$ 103,000.00	\$ 500.00
1127-	Chave			
1135	S. Chave Dr.	John G. Gonis Trust	\$ 811,000.00	\$ 500.00
1207	S. Chave Dr.	Rajeh Assad	\$ 218,000.00	\$ 500.00
				\$ 500.00
1215	S. Chave Dr.	Torrijos,LLC	\$ 152,000.00	\$ 500.00
1221-				
1223	S. Chave Dr.	Torrijos, LLC	\$ 144,000.00	\$ 500.00
1224	S. Chave Dr.	Torrijos, LLC	\$ 142,000.00	\$ 500.00
	z.			
1235-				
1237	S. Chave Dr.	Torrijos, LLC	\$ 135,000.00	\$ 500.00
1238	S. Chave Dr.	Leonardo Aponte	\$ 269,000.00	\$ 500.00
1246-				
1248	S. Chave Dr.	Torrijos, LLC	\$ 14,500.00	\$ 500.00
1300-				
1302	S. Chave Dr.	Torrijos, LLC	\$ 13,200.00	\$ 500.00
1304-				
1306	S. Chave Dr.	Torrijos, LLC	\$ 182,000.00	\$ 500.00
1305-				
1307	S. Chave Dr.	E. Villarreal Properties,	\$ 45,300.00	\$ 500.00
1310-				
1312	S. Chave Dr.	Iglesia del Dios Vivo	\$ 111,700.00	\$ 500.00
1322-				
1330	S. Chave Dr.	Maribel Estrada 16th Street Community	\$ 525,300.00	\$ 500.00
1337	S. Chave Dr.	Health Center Inc	\$ 284,000.00	\$ 500.00
1567	W. National Ave.	Popeye's National Corp	\$ 272,000.00	\$ 500.00
1635	W. National Ave.	Badger Mutual Insurance	\$ 948,000.00	\$ 500.00
1575	W. Washington	McDonald's	\$ 950,000.00	\$ 500.00
			\$13,055,500.00	\$25,500.00

Appendix D:

Board of Directors

Ivan Gamboa, Chairman of the Board

Brenda Boyd, Vice Chair

Note: 3-4 board recommendations have been made to the city.

Appendix E:

Clarke Square & Zilber Foundation FARM Project/Sculpture report

Clarke Square Neighborhood Initiative

Farm Project

Zilber Family Foundation Report for Grant #1513

Narrative Questions/Answers

What strategies and/or projects have you focused on during this reporting period? Please list them and provide detail.

- Hiring a half-time Farm Project coordinator. In April 2015 the partners successfully recruited and hired Juan López on a half-time basis to serve as the coordinator of the Farm Project.
- Chavez sculpture creation and installation (and related fundraising). The fundraising effort for the Chavez sculpture began in December 2014 and reached its goal in late March 2015. All together over \$45,000 was raised to create, install and celebrate the installation of the sculpture. This long-awaited public art and symbol of cultural pride was unveiled on March 31, 2016 to wide community acclaim.
- Continued development of public art to fortify Chavez sculpture and to enhance other portions of Chavez Drive. The Farm Project partners immediately started planning for and soliciting community input for additional public art to be placed in context surrounding the Chavez sculpture, but also to enhance other parts of Chavez Drive.
- Ciclovía(s) 2015, and planning for 2016 events. On August 29, 2015, Milwaukee's first Ciclovía was held with over 400 people in attendance. Those in attendance were dedicated because of the less-than-pleasant weather on that Saturday afternoon. Many partnering organizations came together to make the first event a successful one. Even more partners are now involved in the effort of planning two Ciclovía events in 2016. The first will be held on June 12 and orient from Chavez Drive to the east all the way into Walkers Point and back. The second Ciclovía will occur on August 14 and will orient from Chavez Drive to the west into Clarke Square and possibly even points West of there and back.
- Connecting with Chavez Drive businesses to strengthen the BID. Having a half-time staff person, while limited, has been a consistent and methodical way of connecting and reconnecting with Chavez Drive businesses in a meaningful way. This has been of great benefit to the Farm Project and related events. For example, businesses that were previously not engaged in Chavez Drive activities are now integral partners to Farm Project events. An example of this is Milwaukee Rags – a tee shirt and apparel printing company. Milwaukee Rags produced the tee shirts for Ciclovía, the Lotería! Exhibit and also for the sculpture unveiling event. Additional suggestions for events and ways to draw out the commitment and interests of businesses have come to light through conversations with these business owners. For example, Mr. Rivera (of Rivera's Western Wear) happily contributed the use of his audio amplification equipment for the Chavez Sculpture unveiling and has now begun to pursue the idea of bringing a Latin Music Festival to Chavez Drive.

- Evaluation of our efforts. The Farm Project partners remain interested in and committed to utilizing quantitative methods for evaluating our efforts in addition to the qualitative data collected. We have not yet put together the baseline data for economic measures related to the tax revenue and sales on Chavez Drive against which to compare during or post-Farm Project events. We will be actively pursuing technical assistance from the City of Milwaukee (Department of City Development) in order to find and define reliable data to instruct this effort.

What were the key accomplishments during the entire term of this grant?

- Successful hiring and integration of half-time Farm Project coordinator
- Successful creation, installation, and celebration of the Cesar Chavez sculpture (with related fundraising of over \$45,000)
- Successful planning and implementation of first-ever Ciclovía MKE (August 2015)
- Planning work for Ciclovía(s) 2016
- The Farm Project's first ever art exhibit, Lotería! (held on March 4, 2016 at Antiques on Pierce)
- Creation and nurturing of an array of partnerships with businesses, nonprofit organizations, and surrounding neighborhood groups (Walkers Square Neighborhood Association, Walkers Point Association)

What challenges did you face during the entire term of this grant?

- Finding meaningful ways to continue engagement of NEWaukee in Farm Project efforts.
- Defining, collecting, and analyzing quantitative measures of economic development in support of the Farm Project's theory of advancement.

What were the most important lessons learned during the entire term of this grant?

- Public Art, if done with considerable community stewardship and engagement can take longer than planned. Add into that formula the possible delays that can occur in the artistic creation process (in our case arriving at consensus regarding the exact design of the face) and the timeline can be extended – unintentionally – even further.
- Keeping all partners engaged in meaningful ways can be a challenge, but having a point-person to keep the engagement active and persistent is a great way to safeguard against disengagement. Additionally, remembering that just because an individual partner or organization is absent from a meeting or planning session, does not mean that they don't wish to be engaged from the detail work necessary to implement key segments of the plan.

Will this work be sustained beyond the completion of this grant? How?

Yes. As with all community-sustained initiatives, the community's stewardship and energy for the Farm Project is what will ultimately determine the project's success. At this moment, the energy and stewardship on behalf of the Chavez Drive businesses and surrounding neighborhoods (including Clarke Square, Walkers Square and Walkers Point) is building and is drawing from familiarity previous events and the excitement attached to the recent unveiling of the Cesar Chavez Sculpture.

For the various segments of the Farm Project, the following partner involvement will be key to sustainability and growth.

Public Art: CSNI, Business Improvement District (BID), Artists Working in Education (AWE), TRUE Skool (preservation of Cesar Chavez & Washington Mural)

Ciclovías: CSNI, BID, Walkers Square Neighborhood Association, Walkers Point Association, the Wisconsin Bike Fed, 16th Street Community Health Center, and many others.

Artist in Residence: CSNI, BID, AWE (possible resources from Impact 100 in partnership with CSNI), A grant application is likely forthcoming for the National Endowment for the Arts - Our Town in partnership with UWM, the City of Milwaukee, and others).

The "Human Resources": CSNI, BID, Wisconsin Bike Fed, AWE, and others (per events and timing)

What advice would you offer another organization that is considering doing this type of work?

We would recommend that efforts like this dedicate time and effort to develop genuine trust and a clear agreement among partnering organizations (if they plan to do this through a partnership similar to ours). The planning and relationship building effort put into the Farm Project prior to moving to implement its work or to raise revenue for the purposes of implementation was well-invested. Trust building and clear understanding about each partner's strengths and intended contributions to the effort were helpful as we worked toward the Farm Project's first milestones during this grant period. This level of trust and candor were also useful when one of the original partners (NEWaukee) to the Farm Project decided that it was going to leave the effort in a formal way.

Please share a success story that occurred as a result of this grant.

On March 31, 2016, César Chávez Day in the City and County of Milwaukee, community members and leaders from throughout the Milwaukee Metropolitan Area, with a noticeable South Side presence, came out despite a little rain and chilly conditions to celebrate the unveiling of a symbol many years in the making. Starting with the change of the name of 16th Street to Cesar Chavez Drive, the community in Milwaukee has long searched for additional ways to honor the social justice work that Chavez and the United Farm Workers organization did with leaders and community activists in Southeastern Wisconsin.

This effort gained momentum in late 2014 with the kickoff of a fundraising effort to pull together over \$45,000 to create and install a six-foot tall bronze sculpture to honor Cesar E. Chavez' passion and commitment to social justice. A local sculptor, Inspired Artisans, was identified to create the public art. The business community stepped up in a big way. With none taking a bigger step than El Rey Foods and the Villarreal family. In addition to making a major financial contribution to the sculpture, the family also contributed the land for the *placita* (little plaza)," for the sculpture and related artistic and landscaping context that will be forthcoming. Additionally, the family has committed to the upkeep and care of the sculpture and surrounding context.

Now, for long beyond the lives of any of the people currently involved in the Farm Project, this bronze symbol of culture and justice represented by Cesar Chavez' likeness will educate Milwaukee neighbors and visitors about what he

(along with Gandhi downtown and Dr. Martin Luther King, Jr. on King Drive) meant to the conscience of Milwaukee as a community in 2016 with the hope of that commitment to justice and equity becoming the norm during those future generations.

Is there anything else you would like to share with us?

We are truly honored and grateful for the partnership of the Zilber Family Foundation. Without your vision and faith in the Farm Project, we could not have gotten as far as we are today and with the momentum that is carrying us forward. Thank you for your investment and trust.

Leverage Report

Potawatomi Community (\$15,000)
El Rey (\$10,000)
City of Milwaukee (NIDC) (\$10,000)
Community Campaign & Fundraising (\$11,921 and growing each day)

Leverage Comments: There are additional sponsors and partners who have contributed their resources (both financial and human) to art exhibits, Ciclovía 2015, the sculpture and related unveiling event. This sponsorship and partnership will be a key factor in the sustainability of the Farm Project and related events going forward.

Budget Narrative

Salaries, FICA and other withholdings came to \$15,931 due to hiring timing and also enrollment and subsequent withdrawal of staff from health and dental benefits during 2015.

Because of this shortfall in salary and benefits, the Farm Project partners propose to apply a total of \$3,623 (\$1,127 for computer equipment for Farm Project coordinator; \$980 for artists' commission for sculpture related art products and art products used for the Lotería! Fundraising exhibit in support of the Farm Project; and \$1,516 in expenses related to the Sculpture Unveiling Event) to this grant.

Additional budgeted expenses include \$10,000 for the creation and installation of the Chavez sculpture; and

Ciclovía 2015 related expenses of \$9,964 (just under the \$10,000 budgeted from this grant for the purpose).

Pending permission from the Foundation to utilize the \$3,623 in the manner described above, this would leave a remainder of \$483 that the partners request be utilized for Farm Project related expenses in 2016.

Appendix F:

Communications Recap: Ciclovía MKE - Clarke Square

Materials Generated

- Event graphics:
 - Poster
 - Flyer
 - Yard sign
 - Facebook ad
 - Map and key
- Digital headers
 - Website
 - Facebook event
 - Facebook community page
- Social media blast email for network
 - Event description and details
 - 'How you can get the word out'
 - Event creative
 - Shareable social media copy
- Press release creation and distribution

Boosted Posts

- Two ads run
 - General awareness ad - event page
 - General awareness ad - event details
- \$80 spent for a total reach of 4,700 unique viewers, 236 post engagements (comments, shares, likes) and 42 event responses

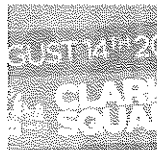


Boosted Post
Completed
Are you ready to join the #MovementMovement...
Promoted by Marley Mae on 08/01/2016

3,642
People Reached

241
Post Engagements

\$30.00
Spent of \$30.00



Event Promotion
Completed
Ciclovía MKE 2016 - Clarke Square
Sunday, August 14, 2016, 12 PM - 4 PM
Promoted by Marley Mae on 08/01/2016

1,886
People Reached

89
Engagements

\$50.00
Spent of \$50.00



Facebook Event

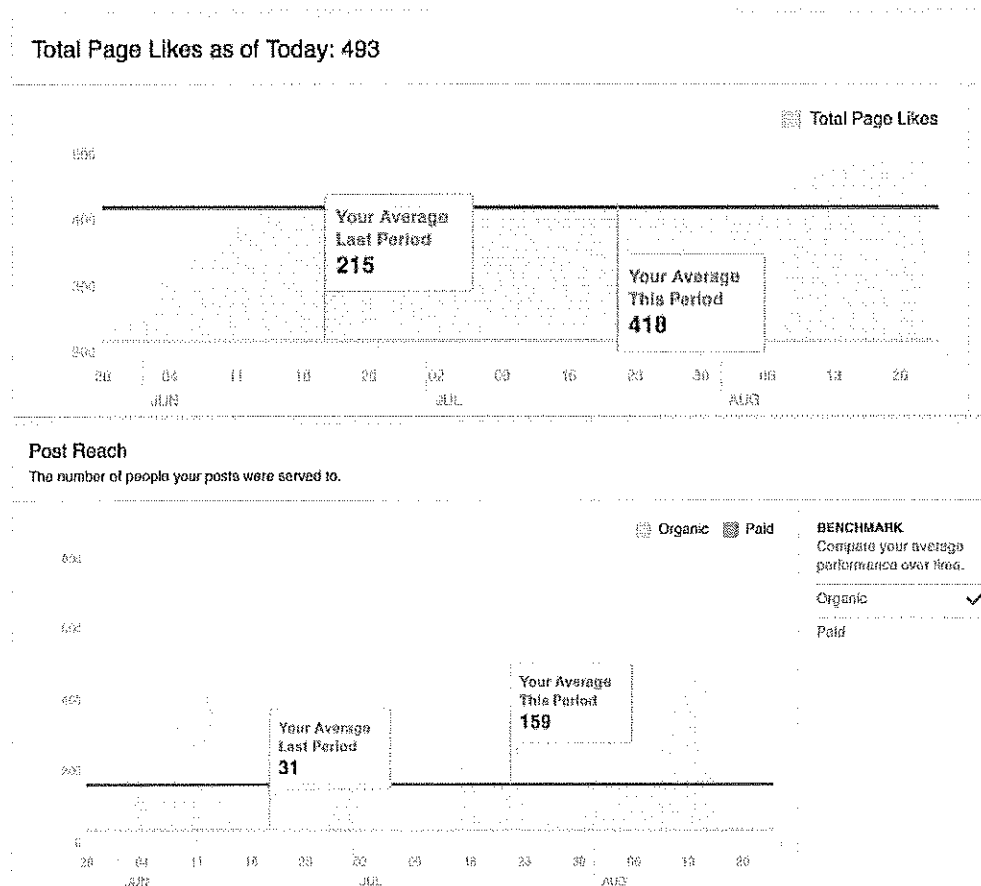
- Reach: 8.1k
- Viewed: 943
- Responded: 319

Media Response:

- Journal Sentinel
 - <http://bit.ly/2bMQcWn>
 - <http://bit.ly/2bSBEqi>
- Urban Milwaukee
 - <http://bit.ly/2bftFiw>
 - <http://bit.ly/2befbT4>

Ciclovía MKE community page growth

- From May 2016 - August 2016 “fans” of Ciclovía MKE doubled from 246 to 493 as a result of boosted posts, social media contests and regular updates.
- Average organic (non-paid) post reach increased 500% throughout summer 2016



BID #38 (Cesar E. Chavez Drive) Board Member Sheet

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

<u>Board Member</u>	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
Brenda Boyd	Vice Chair	03/19/2013	03/19/2016 (expired)
Ivan Gamboa	Chair	12/08/2010	12/08/2013 (expired)
Jose Dominguez	Member	12/08/2008	12/08/2011 (expired)*
Leslie Velez	Member	12/16/2010	12/16/2013 (expired)*
Rafael Luciano	Member	12/14/2010	12/14/2013 (expired)*

2 Vacancies

*Board members to be replaced by Julio Maldonado, Pablo Razo and Alejandro Rivera.

