

BUSINESS IMPROVEMENT DISTRICT 32  
2021 PROPOSED OPERATING PLAN

# BID 32



**NORTH AVENUE  
FOND DU LAC**

MARKETPLACE BID 32

BID 32 was developed to create a viable and sustainable commercial corridor that supports local entrepreneurs, engages current business owners, reduces blight, promotes job growth, advances environmental sustainability and encourages local, regional or national businesses to locate to the community. The BID's boundaries are North Avenue from 8th to 27th Streets and Fond du Lac Avenue from 17th to 27th Streets.



**THE TANDEM**  
1848 W. FOND DU LAC AVE.

The Tandem offers full lunch and dinner menus that feature many familiar standbys including, a seasonal specials menu that boasts unique and ever-changing offerings and a 100-year-old wood bar that slings drinks to go with your meal!



**FONDY PARK**  
2201 W. MEINECKE AVE.

Fondy Park has a number of sustainability features that reduces local flooding and water inflow to the sewerage district's pipes during significant rain or melting events, keeping Lake Michigan cleaner.

**HISTORIC SEARS BUILDING  
(FUTURE HOME OF THE  
ONE MKE PLAZA)**  
2100 W. NORTH AVE.

One MKE Plaza will be home to: Milwaukee's newest boutique hotel, The IKON, Milwaukee's most energetic and mega-productive co-working and enterprise community; The Beehive, a state-of-the-art conference center; representation from Milwaukee's leading corporate partners, and over 20 thriving small businesses.



**ADAMS GARDEN PARK**  
1836 W. FOND DU LAC AVE

Adams Garden Park will become home to four environmental organizations: Milwaukee Environmental Consortium, Milwaukee Water Commons, Wisconsin Conservation Voters, and Walnut Way's Blue Skies Landscaping Program.



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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 27<sup>th</sup> Streets and Fond du Lac Avenue between 17<sup>th</sup> and 27<sup>th</sup> 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 27<sup>th</sup> Streets and Fond du Lac from 17<sup>th</sup> to 27<sup>th</sup> Avenue. This area involves several major commercial nodes; North and Fond du Lac Avenues, Center Street, 27<sup>th</sup> and Fond du Lac Ave and Teutonia Avenue 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**

- Establishing overlay district zoning for the BID
- Create a database of available sites to promote those that are for sale
- Work with the City to RFP city owned sites; this will include promotion of the \$500K TID funding established by Ald. Stamper
- Encourage inclusive development models that incorporate community equity investment
- Obtain Wisconsin Main Street designation.
- Advance Commercial Corridors Maintenance and Streetscape Projects.
- Advance a master plan for the BID streetscapes.
- Execute the [Lindsay Heights Charette](#) as a plan to guide commercial developments
- Initiate Safety and Security practices.
- Provide space for start-up businesses to build capacity in a vacant or underutilized property.

## **FOCUS AREAS and PROPOSED ACTIVITIES FOR 2021**

1. Establish 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.
2. 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.
3. Implement Let's Grow Together/ Activate the Streets campaign with seasonal events and projects, supported by commercial property owners, businesses and developers, to promote a positive business climate.
4. Host annual live music series in Fondy Park, Fondy Fridays – Live After 5 in June, July and August for community engagement and small business development by having local vendors and promoting them at the events.
5. Select buildings and gain permission from property owners to install murals and make BID 32s portion of North Avenue become a public art space to attract visitors as well as draw attention and aid in traffic calming.
6. Attract new businesses to BID 32 to occupy vacant properties and provide resources for marketing, design and redevelopment by participating in Brew City Match and Pop Up MKE
7. Identify security gaps for the businesses that hire private security directed by the BID manager and supported by the Streetscape committee. Explore options of hiring private security company to serve as Community Public Safety Ambassador. Work with MPD on specific nuisance properties/areas as well as getting a community liaison officer engaged in the neighborhood.
8. Work with DPW to implement rapid implementation improvements on North Ave that will assist in traffic calming.
9. Engage an owner's representative to assist in acquiring properties in the 1900 Block of Fond du Lac Ave. supported by the Economic Development Committee. Once the properties are acquired or options are in place, developers will be sought to implement the mix-use plan as proposed in the Lindsay Heights Charrette.

## **B. Proposed Expenditures**

Proposed 2021 Budget – See Appendix D

## **C. Financing Method**

It is proposed to raise \$76,350.83 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.

## **D. 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.
- E. 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. 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(l)(f)Im: 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 66.1 109(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(l)(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.

##### **C. 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**

	<b>2020</b>	<b>2019</b>	<b>2018</b>
<b>\$ total assessed value</b>	\$18,893,261	\$21,197,265	\$21,868,000
<b># properties / tax keys</b>	221	220	223

In the last year the total assessed value of real estate in BID #32 was \$18,893,261 for 221 properties.

<b>2020 Key Strategic Focus Areas</b>	<b>Result</b>
<ul style="list-style-type: none"> <li>○ Establish 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.</li> </ul>	<ul style="list-style-type: none"> <li>○ This is still a work in progress. Discussions have been had with the alderman to establish what the parameters would be. We will continue to pursue this.</li> </ul>
<ul style="list-style-type: none"> <li>○ 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.</li> </ul>	<ul style="list-style-type: none"> <li>○ Commercial Corridors Committee meets monthly and these collaborations are meaningful and ongoing.</li> </ul>
<ul style="list-style-type: none"> <li>○ Continue work with Wisconsin Main Street designation and technical assistance provided.</li> </ul>	<ul style="list-style-type: none"> <li>○ Connect Community Status maintained</li> </ul>
<ul style="list-style-type: none"> <li>○ Implement Let's Grow Together/Activate the Streets campaign with seasonal events and projects, supported by commercial property owners, businesses and developers, to promote a positive business climate.</li> </ul>	<ul style="list-style-type: none"> <li>○ Due to COVID 19, activities were limited or halted completely.</li> </ul>
<ul style="list-style-type: none"> <li>○ Host annual live music series in Fondy Park, Fondy Fridays – Live After 5 in June, July and August for community engagement and small business development by having local vendors and promoting them at the events.</li> </ul>	<ul style="list-style-type: none"> <li>○ Due to COVID 19, the music series was postponed until Summer 2021</li> </ul>
<ul style="list-style-type: none"> <li>○ Select buildings and gain permission from property owners to install murals and make BID 32s portion of North Avenue become a public art space in partnership with Wallpapered City.</li> </ul>	<ul style="list-style-type: none"> <li>○ We were selected to be part of Co-Lab, a civic accelerator and through this process, it was determined that not only can murals beautify, but they could be used to draw attention to the area, get people out of their cars to support businesses and also assist in traffic calming. Due to COVID-</li> </ul>

	<p>19, no murals were installed this season, however there is one project that is being planned on Feeding America that may be completed by October if weather permits. We will continue planning for this work to occur beginning next Spring/Summer.</p>
<ul style="list-style-type: none"> <li>○ Attract new businesses to BID 32 to occupy vacant properties and provide resources for marketing, design and redevelopment by participating in Brew City Match and Pop Up MKE</li> </ul>	<ul style="list-style-type: none"> <li>○ As a result of LISC Milwaukee PopUp MKE &amp; Brew City Match programs, we were able to provide funding to support the conversion of a commercial space into a storefront space with 3 units. 4 Pop Up Businesses occupied the various spaces from September of 2019 through August of 2020. A permanent business that started as a Pop Up was established in this space as a result of Brew City Match. Another permanent business was connected with a new development to establish their business in the BID as well.</li> </ul>
<ul style="list-style-type: none"> <li>○ Identify security gaps for the businesses that hire private security directed by the BID manager and supported by the Streetscape committee. Explore and promote possible benefits to the major employers on North Avenue collaborating and mapping out boundaries of their secured areas to cover gaps. Work with MPD on specific nuisance properties/areas.</li> </ul>	<ul style="list-style-type: none"> <li>○ We are continuously working on this. Working in collaboration with major employers and the police captain. With recent changes in MPD, some of our meetings have been put on hold, however, this will be ongoing work to ensure safety of our residents and protection of our investments. We have had talks with a private security firm to figure out options for the BID. We will consider a Community Ambassador/ Public Safety Officer that will work with us and MPD.</li> </ul>
<ul style="list-style-type: none"> <li>○ Inform BID businesses of DNC 2020 opportunities; register venues and services via in person meetings, email and social media.</li> </ul>	<ul style="list-style-type: none"> <li>○ While we were able to share information and get businesses registered, the DNC did not happen in person due to the pandemic.</li> </ul>

**Core Programs**

- Street Maintenance/Plantings performed by Blue Skies Landscaping which provides maintenance and planting for hanging flower baskets, containers, and (3) public spaces.
- Our 3<sup>rd</sup> 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. The event was featured on local news stations.

- Activate the Streets Program funded by a grant from the Zilber Family Foundation. This will include continuation of the annual Fondy Fridays – Live After 5 Music Series.
- In 2020 the Board of Directors for BID #32 met regularly, every other month, in January, March, May (Cancelled due to COVID19) and July (Virtually). The Annual Meeting will be held September 14<sup>th</sup>, and a new schedule for 2021 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"> <li>• Zilber Family Foundation ‘Activate the Streets’ program grant for use over the period August 1 2019 – August 30 2021.</li> </ul>	<ul style="list-style-type: none"> <li>• \$50,000 funds approved</li> </ul>
<ul style="list-style-type: none"> <li>• LISC PopUp Milwaukee &amp; Brew City Match grant to utilize 1 property for PopUp MKE that will house 2-3 businesses, a minimum of 3 commercial properties will be redeveloped</li> </ul>	<ul style="list-style-type: none"> <li>• Increased by \$75,000 for a total of \$165,000</li> <li>• Provided 4 \$1000 grants to Pop Up Businesses for Marketing</li> <li>• Provided \$20,000 grant to a property owner for Brew City Match</li> </ul>
<ul style="list-style-type: none"> <li>• American Family Insurance COVID 19 emergency Grant</li> </ul>	<ul style="list-style-type: none"> <li>• \$2000 received</li> </ul>
<ul style="list-style-type: none"> <li>• Zilber Family Foundation COVID 19 Emergency Grant</li> </ul>	<ul style="list-style-type: none"> <li>• \$10,000 received</li> </ul>
<ul style="list-style-type: none"> <li>• Brew City Match Reprogrammed funds</li> </ul>	<ul style="list-style-type: none"> <li>• \$18,200 received and issued as COVID 19 emergency grants of up to \$1200 to be used for rent or payroll. We provided a total of 13 grants.</li> </ul>

- Welcomed 2 new businesses, Elevated Healing & Wellness, Helianthus LLC
- Continued engagement efforts through districtwide mailings, email updates, and one-on-one meetings with property owners and business operators.
- Celebrated the grand opening of Adam’s Garden Park
- Celebrated the groundbreaking of Walnut Way’s Wellness Commons Phase 2

## Marketing & Branding

- News Articles:
  - [Vacant properties finally getting filled with pop-up vendors](#) TMJ4, September 27, 2019
  - [Brew City Match aims to bring distressed Milwaukee neighborhoods back to life by empowering historically underserved entrepreneurs](#) Gov1.com, July 20, 2020
- Social Media:
  - Facebook at [North Avenue / Fond du Lac Marketplace BID #32](#) our reach is continuing to grow and the page is utilized to inform our followers of things that are happening in the BID, resources and events relevant to our work.

- COVID-19 informational mailing was created by the Manager and sent to 100 property and business owners in April.
- Recognized as a *Connect Community* by WI Economic Development Corporation

#### **Core Events**

- BID 32 & PopUP MKE participants worked together to do a Small Business Saturday event November 30th where we had not only the PopUp MKE businesses but also 5 other small businesses as vendors at the PopUp shop 1862 W. Fond du Lac Avenue.
- 

#### **Partner/Collaborative Initiatives**

- BID participating in Pop-UP MKE retail business opportunity program.
- BID participating in Brew City Match

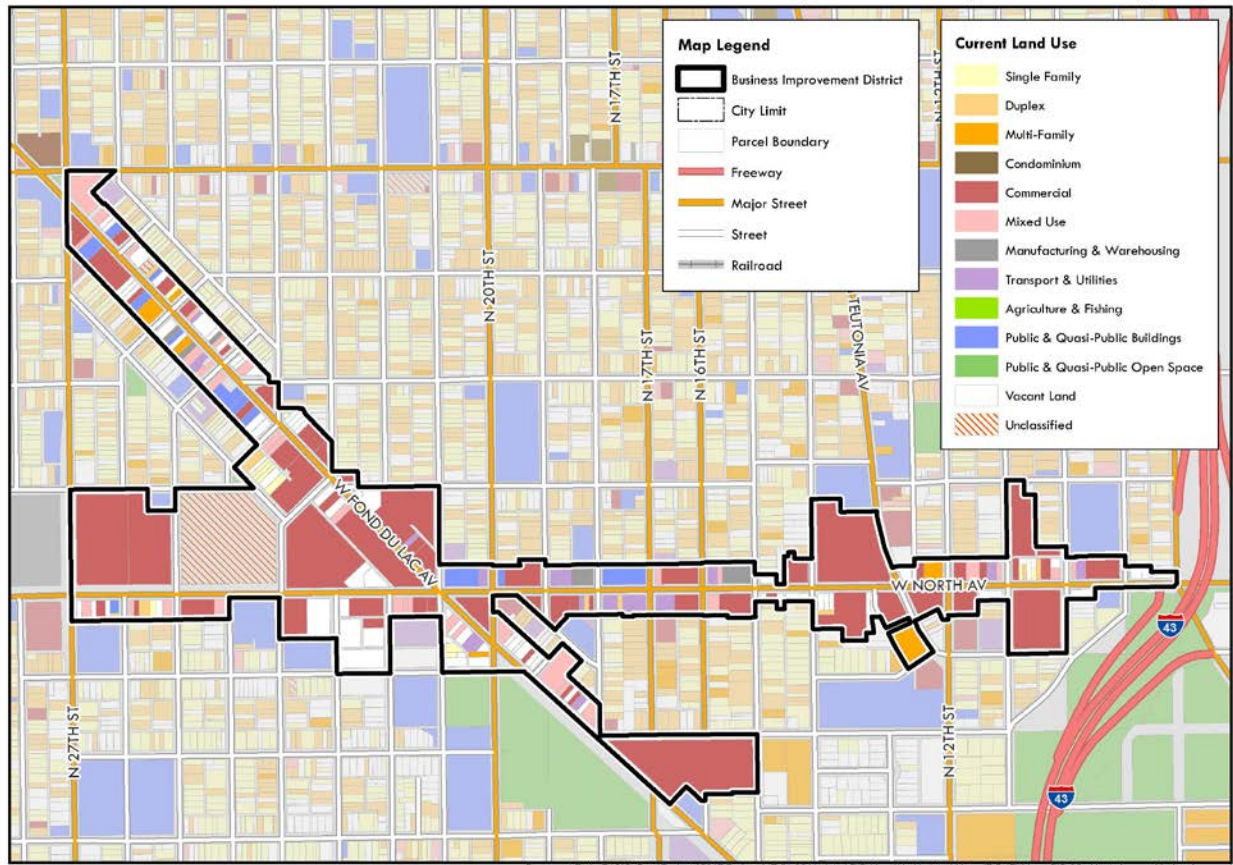


# Appendix C

## 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 Corridors Team



Document Path: E:\GIS\_Data\Projects\2017 Projects\17-01-30 Updated BID Maps\Up-Updated Maps (7-5-17)\Map - BID 32 - North Avenue Marketplace.mxd

**Appendix D – Proposed 2021 Budget**

<b>North Avenue Fond du Lac Marketplace BID 32</b>		
<b>2021 Budget</b>		
9/28/2020		
	<b>2021</b>	2020 Budget Notes
	<b>Budget</b>	
Grant - City of Milwaukee Assessment	76,350	
Foundation Grants	45,000	Zilber Foundation \$35K/ Brew City Match
Sponsorships	10,000	Sponsorships/ Let's Grow
Brew City Match Grant	85,000	Commercial Redev/architectural design
Interest Income		
<b>Total Revenue</b>	<b>\$216,350</b>	
Salaries & Wages	54,000	Manager Salary - full time incl. increase 5%
Payroll Taxes & Benefits	9,000	
Professional Fees	11,000	Financial Statements/Audit
Brew City Match Grants	85,000	
Marketing/ Advertising	3,000	
Insurance	1,800	
Telephone & Internet	1,500	
Program Supplies	1,502	
Office Supplies/Postage	1,100	
Occupancy	12,000	office rent
Conferences & Meetings	2,000	
Travel	1,000	
Repairs/Maintenance/Plantings	13,500	Blue Skies
Interest Expenses	7,200	
License, Permit & Fees	200	
Dues/Publications & Subscriptions	500	
Website Maintenance/Hosting	1,000	
Board & Staff Development	1,500	
Community Outreach	9,000	Fondy Fridays
Miscellaneous Expense	548	
	<b>\$216,350</b>	
<b>Operational Surplus (Deficit)</b>	<b>\$0</b>	
Non-Operational Items:		
Depreciation		
<b>Net Surplus (Deficit)</b>	<b>\$0</b>	



**APPENDIX E – PROPERTIES LIST**

	<u>Address</u>	<u>Owner</u>	<u>Owner</u>	<u>Class</u>
1.	<u>920 W NORTH AV</u>	<u>NEVADA CORP DBA</u>	<u>MCDONALDS CORP</u>	<u>Special Mercantile</u>
2.	<u>928 W NORTH AV</u>	<u>MCDONALDS CORP</u>	<u>C/O MAC PYLES</u>	<u>Special Mercantile</u>
3.	<u>938 W NORTH AV</u>	<u>GURMEET KAUR</u>	<u>HARNAM SINGH</u>	<u>Local Commercial</u>
4.	<u>2320 N 11TH ST</u>	<u>MCP CO INC</u>	-	<u>Manufacturing</u>
5.	<u>1000-1006 W NORTH AV</u>	<u>THE BEGINNING LLC</u>		<u>Local Commercial</u>
6.				
7.				
8.	<u>1026 W NORTH AV</u>	<u>KIRBY WILKS</u>	<u>C/O AA AUTO BODY</u>	<u>Local Commercial</u>
9.	<u>1028-R W NORTH AV</u>	<u>ALVIN ROBINSON</u>		<u>Local Commercial</u>
10.	<u>1104-1106 W NORTH AV</u>	<u>AMERICAN SUB INC</u>	-	<u>Local Commercial</u>
11.	<u>1108-1110 W NORTH AV</u>	<u>AMERICAN SUB INC</u>	-	<u>Local Commercial</u>
12.	<u>1112-1116 W NORTH AV</u>	<u>AMERICAN SUB INC</u>		<u>Local Commercial</u>
13. 1	<u>1218 W NORTH AV</u>	<u>PRINCE HALL MASONIC BOARD</u>		<u>Local Commercial</u>
14.	<u>800 W NORTH AV</u>	<u>S &amp; L GLOBAL CONSULTING</u>	<u>USA LLC</u>	<u>Local Commercial</u>
15.	<u>830-832 W NORTH AV</u>	<u>S &amp; L GLOBAL CONSULTING</u>	<u>USA LLC</u>	<u>Local Commercial</u>
16.	<u>2300-2304 N 12TH ST</u>	<u>GRANT-ACQUAH REALTY LLC</u>		<u>Local Commercial</u>
17.	<u>1210-1214 W NORTH AV</u>	<u>PRINCE HALL VILLAGE LLC C/O</u>	<u>COMMONWEALTH CONSTRUCTION</u>	<u>Mercantile Apartments</u>
18.	<u>2207-2231 N TEUTONIA AV</u>	<u>PRINCE HALL VILLAGE LLC C/O</u>	<u>COMMONWEALTH CONSTRUCTION</u>	<u>Mercantile Apartments</u>
19.	<u>1400 W NORTH AV</u>	<u>FADI R IMSEITEF</u>		<u>Local Commercial</u>
20.	<u>1622 W NORTH AV</u>	<u>NORTH AVENUE GALST LLC</u>		<u>Special Mercantile</u>
21.	<u>1632-1634 W NORTH AV</u>	<u>JAKE'S DELICATESSEN, INC</u>		<u>Local Commercial</u>
22.	<u>2300 N TEUTONIA AV</u>	<u>BACHAN SINGH</u>	-	<u>Local Commercial</u>
23.	<u>1900-1926 W NORTH AV</u>	<u>ABDUL M MOTLANI</u>	<u>ABDUL R MOTLANI</u>	<u>Local Commercial</u>
24.	<u>1934 W NORTH AV</u>	<u>FREE WILL CHURCH</u>	<u>DELIVERANCE INC &amp; GREATER</u>	<u>Local Commercial</u>
25.	<u>1832-1834 W NORTH AV</u>	<u>DKLEIN LLC</u>	<u>C/O AUTO PARTS REAL EST LLC</u>	<u>Local Commercial</u>

26.	<u>1500-1540 W NORTH AV</u>	<u>15TH &amp; NORTH AVE APMTS LLC</u>		<u>Mercantile Apartments</u>
27.	<u>2249-2253 W FOND DU LAC AV</u>	<u>FRIENDSHIP INC</u>	-	<u>Local Commercial</u>
28.	<u>2229-2231 W FOND DU LAC AV</u>	<u>JAMES CANADY</u>		<u>Local Commercial</u>
29.	<u>2100 W NORTH AV</u>	<u>HG SEARS LLC</u>		<u>Special Mercantile</u>
30.	<u>2353 W FOND DU LAC AV</u>	<u>NEW PARADISE MISSIONARY</u>	<u>BAPTIST CHURCH, INC</u>	<u>Local Commercial</u>
31.	<u>2347 W FOND DU LAC AV</u>	<u>KILBOURN COURT LLC</u>		<u>Local Commercial</u>
32.	<u>2337 W FOND DU LAC AV</u>	<u>KIMBERLY NOESKE RIVERS</u>		<u>Local Commercial</u>
33.	<u>2322 W OAK ST</u>	<u>OAK AND FONDY LLC</u>	<u>C/O MORAN FOODS LLC</u>	<u>Special Mercantile</u>
34.	<u>2449 W FOND DU LAC AV</u>	<u>MILWAUKEE LIVING LLC</u>		<u>Local Commercial</u>
35.	<u>2419-A W FOND DU LAC AV</u>	<u>JOHN NELSON SIMS &amp;</u>	<u>BOBBIE RAY SIMS</u>	<u>Local Commercial</u>
36.	<u>2491 W FOND DU LAC AV</u>	<u>JAMES MACK</u>		<u>Local Commercial</u>
37.	<u>2487 W FOND DU LAC AV</u>	<u>LC MARTIN TOD</u>	<u>C/O ANTHONY AVERY</u>	<u>Local Commercial</u>
38.	<u>2475-2479 W FOND DU LAC AV</u>	<u>TALESHA L CAMPBELL</u>		<u>Mercantile Apartments</u>
39.	<u>2473 W FOND DU LAC AV</u>	<u>WILLIAM H SMITH</u>		<u>Local Commercial</u>
40.	<u>2465-2469 W FOND DU LAC AV</u>	<u>ANTOINE WILLIAMS</u>		<u>Local Commercial</u>
41.	<u>2330 W FOND DU LAC AV</u>	<u>JOE LEE PARKER</u>		<u>Local Commercial</u>
42.	<u>2312 W FOND DU LAC AV</u>	<u>IQRA ENTERPRISES LLC</u>		<u>Special Mercantile</u>
43.	<u>2404-2406 N 23RD ST</u>	<u>MAYFIELD PROPERTIES I LLC</u>		<u>Local Commercial</u>
44.	<u>2134 W FOND DU LAC AV</u>	<u>INTERSTATE BLOOD BANK INC OF</u>	<u>WISCONSIN</u>	<u>Local Commercial</u>
45.	<u>2452 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>		<u>Local Commercial</u>
46.	<u>2462 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>		<u>Local Commercial</u>
47.	<u>2466-2468 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>	-	<u>Local Commercial</u>
48.	<u>2476-2482 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>	-	<u>Local Commercial</u>
49.	<u>2486 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>	-	<u>Local Commercial</u>
50.	<u>2490-2492 W FOND DU LAC AV</u>	<u>J E D INVESTMENT CORP</u>		<u>Local Commercial</u>

51.	<u>2412-2414 W FOND DU LAC AV</u>	<u>MOHAMMAD A CHOUDRY IRREVOCAB</u>	<u>PROPERTY TRUST</u>	<u>Local Commercial</u>
52.	<u>2525 W FOND DU LAC AV</u>	<u>ROBERT D FERGUSON</u>		<u>Local Commercial</u>
53.	<u>2000 W NORTH AV</u>	<u>2000 W NORTH AVE MILWAUKEE L</u>		<u>Local Commercial</u>
54.	<u>2126-2130 W FOND DU LAC AV</u>	<u>INTERSTATE BLOOD BANK, INC</u>	<u>OF WIS</u>	<u>Local Commercial</u>
55.	<u>2102 W FOND DU LAC AV</u>	<u>SELF-HELP FEDERAL CREDIT</u>	<u>UNION</u>	<u>Special Mercantile</u>
56.	<u>2636-2654 W FOND DU LAC AV</u>	<u>CFSC PROPERTIES LLC</u>	<u>ATTN BOB WELLENSTEIN</u>	<u>Local Commercial</u>
57.	<u>2600-2604 W FOND DU LAC AV</u>	<u>TPJ CO</u>	<u>THOMAS P JENSEN</u>	<u>Local Commercial</u>
58.	<u>2624 W FOND DU LAC AV</u>	<u>JUNIOR COOPER &amp; MARTHA</u>		<u>Local Commercial</u>
59.	<u>2500-2502 W FOND DU LAC AV</u>	<u>LLOYD COVINGTON</u>		<u>Mercantile Apartments</u>
60.	<u>2516 W FOND DU LAC AV</u>	<u>PENTECOST CHURCH OF</u>	<u>GOD IN CHRIST</u>	<u>Local Commercial</u>
61.	<u>2524 W FOND DU LAC AV</u>	<u>PENTECOST CHURCH OF</u>	<u>GOD IN CHRIST INC</u>	<u>Local Commercial</u>
62.	<u>2532-2538 W FOND DU LAC AV</u>	<u>SALEM SARSOUR</u>		<u>Local Commercial</u>
63.	<u>2552-2554 W FOND DU LAC AV</u>	<u>LAKESHA P JACKSON</u>		<u>Local Commercial</u>
64.	<u>2496 W FOND DU LAC AV</u>	<u>ALLEN RHODES, CARL RHODES,</u>	<u>MCKINLEY RHODES &amp;</u>	<u>Local Commercial</u>
65.	<u>2328-2364 N 27TH ST</u>	<u>MILWAUKEE AREA WORKFORCE</u>	<u>INVESTMENT BOARD LLC</u>	<u>Special Mercantile</u>
66.	<u>2341 N 25TH ST</u>	<u>EEI REAL EST HOLDINGS</u>	<u>PRIMA LLC</u>	<u>Special Mercantile</u>
67.	<u>2502 W TAMARACK ST</u>	<u>FOND DU LAC APARTMENTS LLC</u>	<u>C/O HEARTLAND HOUSING INC</u>	<u>Mercantile Apartments</u>
68.	<u>2635 W FOND DU LAC AV</u>	<u>FRYERZ, INC.</u>	<u>BASSAM AL-RAMAHI</u>	<u>Local Commercial</u>
69.	<u>2033-2035 W FOND DU LAC AV</u>	<u>STRATEGIC HOLDINGS AND</u>	<u>CONFIDENT CONSULTING LLC</u>	<u>Local Commercial</u>
70.	<u>2025-2027 W FOND DU LAC AV</u>	<u>MC FOND PROPERTIES LLC</u>		<u>Local Commercial</u>
71.	<u>2007-2015 W FOND DU LAC AV</u>	<u>COLUMBIA SAVINGS &amp; LOAN ASSN</u>		<u>Special Mercantile</u>
72.	<u>2129-2135 W NORTH AV</u>	<u>ANTONIO M JOSEPH</u>	<u>LATOYA N JOSEPH</u>	<u>Local Commercial</u>
73.	<u>2125-2127 W NORTH AV</u>	<u>JULIAN L NELSON</u>		<u>Local Commercial</u>
74.	<u>2121-2123 W NORTH AV</u>	<u>C.P. CORPORATION INC</u>		<u>Local Commercial</u>

75.	<u>2111-2117 W NORTH AV</u>	<u>UNITED 1301 INVESTMENT LLC</u>		<u>Local Commercial</u>
76.	<u>2101-2107 W NORTH AV</u>	<u>ADEL INVESTMENT GROUP LLC</u>		<u>Local Commercial</u>
77.	<u>2213 W NORTH AV</u>	<u>3501 MILWAUKEE LLC</u>		<u>Local Commercial</u>
78.	<u>2000-2040 W FOND DU LAC AV</u>	<u>COLUMBIA SAV &amp; LOAN ASSN</u>		<u>Special Mercantile</u>
79.	<u>2635 W NORTH AV</u>	<u>VERA M LEWIS, ETHEL IVORY,</u>	<u>LILLIE IVORY, BETTY OWENS</u>	<u>Local Commercial</u>
80.	<u>2625 W NORTH AV</u>	<u>JOHN M MULLARKEY REV TRUST</u>		<u>Local Commercial</u>
81.	<u>2621 W NORTH AV</u>	<u>BYRON MEYER</u>	-	<u>Local Commercial</u>
82.	<u>2613-2619 W NORTH AV</u>	<u>MATT TALBOT</u>	<u>RECOVERY CENTER INC</u>	<u>Local Commercial</u>
83.	<u>2533 W NORTH AV</u>	<u>NORTHSIDE LUTHERAN MINISTERIE</u>	<u>INC</u>	<u>Local Commercial</u>
84.	<u>2475 W NORTH AV</u>	<u>AUTOZONE INC</u>	<u>DEPT 8088</u>	<u>Local Commercial</u>
85.	<u>2451-2457 W NORTH AV</u>	<u>EWS ELECTRIC &amp; INDUSTRIAL TRUCKLING &amp; TRAFFIC CONT</u>		<u>Local Commercial</u>
86.	<u>2399 W NORTH AV</u>	<u>POPEYES NORTH CORP</u>	<u>C/O BRODERSEN MGMT</u>	<u>Special Mercantile</u>
87.	<u>2329 W NORTH AV</u>	<u>POPEYES NORTH CORP</u>	<u>C/O BRODERSEN MGMT</u>	<u>Local Commercial</u>
88.	<u>1700 W FOND DU LAC AV</u>	<u>SECOND HARVESTERS OF</u>	<u>WISCONSIN INC</u>	<u>Special Mercantile</u>
89.	<u>1635 W NORTH AV</u>	<u>AMJAD TUFAIL</u>	<u>KAUSAR F CHATTHA</u>	<u>Local Commercial</u>
90.	<u>1809 W NORTH AV</u>	<u>WILLIE D WEEKS</u>	<u>CAROLYN WEEKS</u>	<u>Local Commercial</u>
91.	<u>1819 W NORTH AV</u>	<u>WILLIE D WEEKS</u>	<u>CAROLYN WEEKS</u>	<u>Local Commercial</u>
92.	<u>1829 W NORTH AV</u>	<u>DKLEIN LLC</u>	<u>C/O AUTO PARTS REAL EST LLC</u>	<u>Local Commercial</u>
93.	<u>1905 W NORTH AV</u>	<u>WILLIE B WEEKS SR</u>		<u>Local Commercial</u>
94.	<u>2226-2240 N 20TH ST</u>	<u>JT REAL ESTATE LLC</u>		<u>Local Commercial</u>
95.	<u>1948-1950 W FOND DU LAC AV</u>	<u>JT REAL ESTATE LLC</u>	-	<u>Local Commercial</u>
96.	<u>1944 W FOND DU LAC AV</u>	<u>JT REAL ESTATE LLC</u>	-	<u>Local Commercial</u>
97.	<u>1940-1942 W FOND DU LAC AV</u>	<u>JT REAL ESTATE LLC</u>	-	<u>Local Commercial</u>
98.	<u>1928-1930 W FOND DU LAC AV</u>	<u>M.N.M. OF WISCONSIN LLC</u>		<u>Local Commercial</u>

99.	<u>1862 W FOND DU LAC AV</u>	<u>JOHNSON PARK LOFTS LLC</u>		<u>Mercantile Apartments</u>
100.	<u>1848-1850 W FOND DU LAC AV</u>	<u>EYE NTOBOASE LLC</u>		<u>Local Commercial</u>
101.	<u>1844 W FOND DU LAC AV</u>	<u>MEGAN'S INVESTMENTS LLC</u>		<u>Local Commercial</u>
102.				
103.	<u>1840-1842 W FOND DU LAC AV</u>	<u>EYE NTOBOASE LLC</u>	-	<u>Local Commercial</u>
104.	<u>1836 W FOND DU LAC AV</u>	<u>ADAMS GARDEN PARK LLC</u>		<u>Local Commercial</u>
105.	<u>1834 W FOND DU LAC AV</u>	<u>ADAMS GARDEN PARK LLC</u>		<u>Local Commercial</u>
106.	<u>1810-1822 W FOND DU LAC AV</u>	<u>1810 W FOND DU LAC LLC</u>		<u>Local Commercial</u>
107.	<u>1533 W NORTH AV</u>	<u>JACK &amp; HILDA INVESTMENT INC</u>	<u>C/O HILDA KHEIRIEH</u>	<u>Local Commercial</u>
108.	<u>1609-1617 W NORTH AV</u>	<u>WELLNESS COMMONS LLC</u>		<u>Local Commercial</u>
109.	<u>1515 W NORTH AV</u>	<u>PRIMAX PROPERTIES LLC</u>		<u>Local Commercial</u>
110.	<u>1427-1433 W NORTH AV</u>	<u>NAIL F MSEITIF</u>		<u>Local Commercial</u>
111.	<u>1437-1439 W NORTH AV</u>	<u>NAIL F MSEITIF</u>	-	<u>Local Commercial</u>
112.	<u>1319 W NORTH AV</u>	<u>BACHAN &amp; PATRICIA SINGH</u>		<u>Special Mercantile</u>
113.	<u>1351 W NORTH AV</u>	<u>JOHN M STERN</u>	<u>C/O WINDERMERE PROPERTIES</u>	<u>Local Commercial</u>
114.	<u>1337-1339 W NORTH AV</u>	<u>BACHAN SINGH</u>	-	<u>Local Commercial</u>
115.	<u>1333-1335 W NORTH AV</u>	<u>BACHAN SINGH</u>	-	<u>Local Commercial</u>
116.	<u>1205 W NORTH AV</u>	<u>BFC MANAGEMENT LTD INC</u>	<u>C/O THOMAS ROEPSCH CPA</u>	<u>Special Mercantile</u>
117.	<u>2242 N 12TH ST</u>	<u>M SAJAN I LLC</u>		<u>Special Mercantile</u>
118.	<u>1003 W NORTH AV</u>	<u>ZAILOTI II LLC</u>		<u>Special Mercantile</u>
119.	<u>925-929 W NORTH AV</u>	<u>BACHAN SINGH</u>	-	<u>Local Commercial</u>

**Appendix F – Amortization Schedule for Sav A Lot Loan**

<b>Amortization schedule - Customer</b>				Updated 10/23/18			
Note: This amortization schedule is based on payment due date.							
Actual amounts may vary based on actual payment dates.							
Principal			<b>\$100,000.00</b>			<b>BID-32 (Save a lot)</b>	
Interest Rate			3.750%			Pymt.amt.per Comp. schedule	
Amortization			<b>20</b>			Imputed interest rate	
Calculated Pmt.			\$7,196.21				
Actual Pmt.			\$7,200.00				
<b>#</b>	<b>Date</b>	<b>Date Paid</b>	<b>Beg. Balance</b>	<b>Payment</b>	<b>Interest</b>	<b>Principal</b>	<b>Ending Balance</b>
1	2019	5/16/2019	\$100,000.00	\$7,200.00	\$1,325.34	\$5,874.66	\$94,125.34
2	2020	4/13/2020	\$94,125.34	\$7,200.00	\$3,529.70	\$3,670.30	\$90,455.04
3	2021		\$90,455.04	\$7,200.00	\$3,392.06	\$3,807.94	\$86,647.11
4	2022		\$86,647.11	\$7,200.00	\$3,249.27	\$3,950.73	\$82,696.37
5	2023		\$82,696.37	\$7,200.00	\$3,101.11	\$4,098.89	\$78,597.49
6	2024		\$78,597.49	\$7,200.00	\$2,947.41	\$4,252.59	\$74,344.89
7	2025		\$74,344.89	\$7,200.00	\$2,787.93	\$4,412.07	\$69,932.83
8	2026		\$69,932.83	\$7,200.00	\$2,622.48	\$4,577.52	\$65,355.31
9	2027		\$65,355.31	\$7,200.00	\$2,450.82	\$4,749.18	\$60,606.13
10	2028		\$60,606.13	\$7,200.00	\$2,272.73	\$4,927.27	\$55,678.86
11	2029		\$55,678.86	\$7,200.00	\$2,087.96	\$5,112.04	\$50,566.82
12	2030		\$50,566.82	\$7,200.00	\$1,896.26	\$5,303.74	\$45,263.07
13	2031		\$45,263.07	\$7,200.00	\$1,697.37	\$5,502.63	\$39,760.44
14	2032		\$39,760.44	\$7,200.00	\$1,491.02	\$5,708.98	\$34,051.46
15	2033		\$34,051.46	\$7,200.00	\$1,276.93	\$5,923.07	\$28,128.39
16	2034		\$28,128.39	\$7,200.00	\$1,054.81	\$6,145.19	\$21,983.20
17	2035		\$21,983.20	\$7,200.00	\$824.37	\$6,375.63	\$15,607.57
18	2036		\$15,607.57	\$7,200.00	\$585.28	\$6,614.72	\$8,992.85
19	2037		\$8,992.85	\$7,200.00	\$337.23	\$6,862.77	\$2,130.09
20	2038		\$2,130.09	<u>\$2,209.96</u>	\$79.88	\$2,130.09	\$0.00
				\$139,009.96			

## Appendix G

### Marketplace Business Improvement District 32 2021 Board of Directors

**Sharon Adams**

02/26/2020 to 02/2023

Adams Garden Park, Co-Owner  
BID area property owner  
2247 N. 17<sup>th</sup> St.  
Milwaukee, WI 53205  
[Sharonfosteradams@gmail.com](mailto:Sharonfosteradams@gmail.com)

**Joann Harris-Comodore**

11/26/19 to 11/2022

Residential Living Services  
2014 W. North Ave.  
Milwaukee, WI 53206  
414-933-3929  
[Joann1rls@sbcglobal.net](mailto:Joann1rls@sbcglobal.net)

**Steven DeVougas, Vice-Chair**

01/09/2020 to 01/23

Haywood Group  
2100 W. Fond Du Lac Ave  
Milwaukee, WI 53205  
414-461-1568 x102  
[sdevougas@haywood-group.com](mailto:sdevougas@haywood-group.com)

**Arthur Wilson**

02/18/2020 to 02/2023

Friendship Inc.  
2245 W. Fond du Lac Ave.  
Milwaukee, WI 53206  
414-416-1684  
[alee.wilson@sbcglobal.net](mailto:alee.wilson@sbcglobal.net)

**Sister Edna Lonergan**

11/26/19 to 11/2022

St. Ann Center  
2450 W. North Ave.  
Milwaukee, WI 53205  
414-977-5001  
[SrEdnaLonergan@stanncenter.org](mailto:SrEdnaLonergan@stanncenter.org)

**Abby Scott**

12/06/19 to 12/22

Legacy Redevelopment Corp.  
1536 W North Ave  
Milwaukee, WI 53205  
414-343-3041  
[ascott@lrcmke.com](mailto:ascott@lrcmke.com)

**Jeremy Davis, Treasurer**

04/27/2020 to 2023

The Tandem  
1848 W. Fond du Lac Avenue  
Milwaukee, WI 53205  
678-770-7647  
[jdeezay@gmail.com](mailto:jdeezay@gmail.com)

**Ezzard White**

04/26/2020 to 2023

3518 N. 51st Street  
Milwaukee, WI 53216  
414-803-1488  
[ewselectric1@gmail.com](mailto:ewselectric1@gmail.com)

**Larry Adams**

06/23/2020 to 2023

2247 N. 17th Street  
Milwaukee, WI 53205  
414-336-5073  
[larry@hn-dev.com](mailto:larry@hn-dev.com)

**Zellastein Brooks, Secretary**

01/04/2018 to 2021

Prince Hall Masonic Temple  
3366 N. 2nd Street  
Milwaukee, WI 53212  
414-587-6824  
[lazell@sbcglobal.net](mailto:lazell@sbcglobal.net)

**Candace Hennessy, Chair**

01/05/2018 to 2021

Curative Care Network  
1000 N. 92nd Street  
Milwaukee, WI 53226  
414-479-9360 or 414-507-9900 cell  
[chennessy@curative.org](mailto:chennessy@curative.org)







## 2020 Annual Report

### Total Assessed Value of Properties within District

	2020	2019	2018
<b>\$ total assessed value</b>	\$18,893,261	\$21,197,265	\$21,868,000
<b># properties / tax keys</b>	221	220	223

In the last year the total assessed value of real estate in BID #32 was \$18,893,261 for 221 properties.

2020 Key Strategic Focus Areas	Result
<ul style="list-style-type: none"> <li>Establish 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.</li> </ul>	<ul style="list-style-type: none"> <li>This is still a work in progress. Discussions have been had with the alderman to establish what the parameters would be. We will continue to pursue this.</li> </ul>
<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Corridors Committee meets monthly and these collaborations are meaningful and ongoing.</li> </ul>
<ul style="list-style-type: none"> <li>Continue work with Wisconsin Main Street designation and technical assistance provided.</li> </ul>	<ul style="list-style-type: none"> <li>Connect Community Status maintained</li> </ul>
<ul style="list-style-type: none"> <li>Implement Let's Grow Together/Activate the Streets campaign with seasonal events and projects, supported by commercial property owners, businesses and developers, to promote a positive business climate.</li> </ul>	<ul style="list-style-type: none"> <li>Due to COVID 19, activities were limited or halted completely.</li> </ul>
<ul style="list-style-type: none"> <li>Host annual live music series in Fondy Park, Fondy Fridays – Live After 5 in June, July and August for community engagement and small business development by having local vendors and promoting them at the events.</li> </ul>	<ul style="list-style-type: none"> <li>Due to COVID 19, the music series was postponed until Summer 2021</li> </ul>
<ul style="list-style-type: none"> <li>Select buildings and gain permission from property owners to install murals and make BID 32s portion of North Avenue become a public art space in partnership with Wallpapered City.</li> </ul>	<ul style="list-style-type: none"> <li>We were selected to be part of Co-Lab, a civic accelerator and through this process, it was determined that not only can murals beautify, but they could be</li> </ul>

	<p>used to draw attention to the area, get people out of their cars to support businesses and also assist in traffic calming. Due to COVID-19, no murals were installed this season, however there is one project that is being planned on Feeding America that may be completed by October if weather permits. We will continue planning for this work to occur beginning next Spring/Summer.</p>
<ul style="list-style-type: none"> <li>○ Attract new businesses to BID 32 to occupy vacant properties and provide resources for marketing, design and redevelopment by participating in Brew City Match and Pop Up MKE</li> </ul>	<ul style="list-style-type: none"> <li>○ As a result of LISC Milwaukee PopUp MKE &amp; Brew City Match programs, we were able to provide funding to support the conversion of a commercial space into a storefront space with 3 units. 4 Pop Up Businesses occupied the various spaces from September of 2019 through August of 2020. A permanent business that started as a Pop Up was established in this space as a result of Brew City Match. Another permanent business was connected with a new development to establish their business in the BID as well.</li> </ul>
<ul style="list-style-type: none"> <li>○ Identify security gaps for the businesses that hire private security directed by the BID manager and supported by the Streetscape committee. Explore and promote possible benefits to the major employers on North Avenue collaborating and mapping out boundaries of their secured areas to cover gaps. Work with MPD on specific nuisance properties/areas.</li> </ul>	<ul style="list-style-type: none"> <li>○ We are continuously working on this. Working in collaboration with major employers and the police captain. With recent changes in MPD, some of our meetings have been put on hold, however, this will be ongoing work to ensure safety of our residents and protection of our investments. We have had talks with a private security firm to figure out options for the BID. We will consider a Community Ambassador/ Public Safety Officer that will work with us and MPD.</li> </ul>
<ul style="list-style-type: none"> <li>○ Inform BID businesses of DNC 2020 opportunities; register venues and services via in person meetings, email and social media.</li> </ul>	<ul style="list-style-type: none"> <li>○ While we were able to share information and get businesses registered, the DNC did not happen in person due to the pandemic.</li> </ul>

## Core Programs

- Street Maintenance/Plantings performed by Blue Skies Landscaping which provides maintenance and planting for hanging flower baskets, containers, and (3) public spaces.
- Our 3<sup>rd</sup> 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. The event was featured on local news stations.
- Activate the Streets Program funded by a grant from the Zilber Family Foundation. This will include continuation of the annual Fondy Fridays – Live After 5 Music Series.
- In 2020 the Board of Directors for BID #32 met regularly, every other month, in January, March, May (Cancelled due to COVID19) and July (Virtually). The Annual Meeting will be held September 14<sup>th</sup>, and a new schedule for 2021 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"> <li>• Zilber Family Foundation ‘Activate the Streets’ program grant for use over the period August 1 2019 – August 30 2021.</li> </ul>	<ul style="list-style-type: none"> <li>• \$50,000 funds approved</li> </ul>
<ul style="list-style-type: none"> <li>• LISC PopUp Milwaukee &amp; Brew City Match grant to utilize 1 property for PopUp MKE that will house 2-3 businesses, a minimum of 3 commercial properties will be redeveloped</li> </ul>	<ul style="list-style-type: none"> <li>• Increased by \$75,000 for a total of \$165,000</li> <li>• Provided 4 \$1000 grants to Pop Up Businesses for Marketing</li> <li>• Provided \$20,000 grant to a property owner for Brew City Match</li> </ul>
<ul style="list-style-type: none"> <li>• American Family Insurance COVID 19 emergency Grant</li> </ul>	<ul style="list-style-type: none"> <li>• \$2000 received</li> </ul>
<ul style="list-style-type: none"> <li>• Zilber Family Foundation COVID 19 Emergency Grant</li> </ul>	<ul style="list-style-type: none"> <li>• \$10,000 received</li> </ul>
<ul style="list-style-type: none"> <li>• Brew City Match Reprogrammed funds</li> </ul>	<ul style="list-style-type: none"> <li>• \$18,200 received and issued as COVID 19 emergency grants of up to \$1200 to be used for rent or payroll. We provided a total of 13 grants.</li> </ul>

- Welcomed 2 new businesses, Elevated Healing & Wellness, Helianthus LLC
- Continued engagement efforts through districtwide mailings, email updates, and one-on-one meetings with property owners and business operators.
- Celebrated the grand opening of Adam’s Garden Park
- Celebrated the groundbreaking of Walnut Way’s Wellness Commons Phase 2

## Marketing & Branding

- News Articles:

- [Vacant properties finally getting filled with pop-up vendors](#) TMJ4, September 27, 2019
- [Brew City Match aims to bring distressed Milwaukee neighborhoods back to life by empowering historically underserved entrepreneurs](#) Gov1.com, July 20, 2020
- Social Media:
  - Facebook at [North Avenue / Fond du Lac Marketplace BID #32](#) our reach is continuing to grow and the page is utilized to inform our followers of things that are happening in the BID, resources and events relevant to our work.
- COVID-19 informational mailing was created by the Manager and sent to 100 property and business owners in April.
- Recognized as a *Connect Community* by WI Economic Development Corporation

### **Core Events**

- BID 32 & PopUP MKE participants worked together to do a Small Business Saturday event November 30th where we had not only the PopUp MKE businesses but also 5 other small businesses as vendors at the PopUp shop 1862 W. Fond du Lac Avenue.
- 

### **Partner/Collaborative Initiatives**

- BID participating in Pop-UP MKE retail business opportunity program.
- BID participating in Brew City Match

April 10, 2020

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

We have audited the financial statements of North Avenue Marketplace Business Improvement District No. 32 for the year ended December 31, 2019, and have issued our report thereon dated April 10, 2020. Professional standards require that we provide you with the information about our responsibilities under *Generally Accepted Auditing Standards* as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated January 20, 2020.

### **Significant Audit Findings**

#### **Qualitative Aspects of Accounting Practices**

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by North Avenue Marketplace Business Improvement District No. 32 are described in Note A to the financial statements. The Organization's financial statements include implementation of *Accounting Standards Update 2014-09, Revenues from Contracts with Customers (Topic 606)*, effective for years beginning after December 15, 2018. This new revenue recognition standard affects all entities, including public, private, and non-profit entities, that have contracts with customers, except where other specific guidance is issued by the Financial Accounting Standards Board. The standard eliminates transaction and industry specific guidance and replaces it with a principles-based approach for determining an entity's revenue recognition policies. The core principle of the standard is that an entity should recognize revenue to depict the transfer of goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimates affecting the financial statements were:

- Management's estimate of the expense allocation to program, management and fundraising is reported in the statement of functional expenses and is based on management's estimate of costs attributable to each function or program. We evaluated the key factors and assumptions used to develop the allocation in determining that the estimate is reasonable in relation to the financial statements taken as a whole.

The financial statement disclosures are neutral, consistent, and clear.

**Ritz Holman LLP**  
*Serving business, nonprofits, individuals and trusts.*

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### **Difficulties Encountered in Performing the Audit**

We encountered no significant difficulties in dealing with management in performing and completing our audit.

### **Corrected and Uncorrected Misstatements**

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. Management has corrected all such misstatements. In addition, none of the misstatements detected as a result of audit procedures and corrected by management were material, either individually or in the aggregate, to the financial statements taken as a whole.

Significant or material journal entries provided by you after the onset of audit fieldwork or proposed to you include the following:

- Deferred Revenue decreased by \$58,000
- Grants Receivable increased by \$60,000
- Grants increased by \$117,000

### **Disagreements With Management**

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

### **Management Representations**

We have requested certain representations from management that are included in the management representation letter dated April 10, 2020.

### **Management Consultations With Other Independent Accountants**

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Organization's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

To the Board of Directors  
North Avenue Marketplace Business Improvement District No. 32  
Page Three

**Other Audit Findings or Issues**

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Organization's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

This information is intended solely for the use of the Board of Directors and management of North Avenue Marketplace Business Improvement District No. 32 and is not intended to be, and should not be, used by anyone other than these specified parties.

Very truly yours,

A handwritten signature in cursive script that reads "Ritz Holman LLP".

RITZ HOLMAN LLP  
Certified Public Accountants

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT No. 32**

**FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2019**

**(With Summarized Totals for the Year Ended December 31, 2018)**



**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT No. 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 statement of financial position as of December 31, 2019, and the related statements of activities, functional expenses, 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, 2019, 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.

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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, 2018 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated March 18, 2019. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2018, is consistent, in all material respects, with the audited financial statements from which it has been derived.



RITZ-HOLMAN LLP  
Certified Public Accountants

Milwaukee, Wisconsin  
April 10, 2020

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT No. 32**  
**STATEMENT OF FINANCIAL POSITION**  
**DECEMBER 31, 2019**  
**(With Summarized Totals for December 31, 2018)**

	2019	2018
<b>ASSETS</b>		
<b>ASSETS</b>		
Current Assets		
Cash in Banks	\$ 89,499	\$ 39,332
Grants Receivable	60,000	---
Prepaid Expenses	615	477
Security Deposit	1,700	700
Total Current Assets	\$ 151,814	\$ 40,509
Fixed Assets		
Equipment	\$ 5,735	\$ 5,735
Less: Accumulated Depreciation	(5,336)	(5,108)
Net Fixed Assets	\$ 399	\$ 627
Intangible Assets		
Website	\$ 10,940	\$ 10,940
Less: Accumulated Amortization	(6,558)	(5,198)
Net Intangible Assets	\$ 4,382	\$ 5,742
<b>TOTAL ASSETS</b>	<b>\$ 156,595</b>	<b>\$ 46,878</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Current Liabilities		
Accounts Payable	\$ ---	\$ 3,091
Payroll Liabilities	6,479	1,711
Current Portion of Long-term Loan	3,670	5,875
Total Current Liabilities	\$ 10,149	\$ 10,677
LONG-TERM LIABILITIES		
Loan Payable, Net of Current Portion	\$ 90,455	\$ 94,125
Total Liabilities	\$ 100,604	\$ 104,802
<b>NET ASSETS</b>		
Without Donor Restrictions (Deficit)	\$ (61,318)	\$ (59,886)
With Donor Restrictions	117,309	1,962
Total Net Assets	\$ 55,991	\$ (57,924)
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 156,595</b>	<b>\$ 46,878</b>

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

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT No. 32**  
**STATEMENT OF ACTIVITIES**  
**FOR THE YEAR ENDED DECEMBER 31, 2019**  
**(With Summarized Totals for the Year Ended December 31, 2018)**

	Without Donor Restrictions	With Donor Restrictions	2019 Total	2018 Total
<b>REVENUE</b>				
City of Milwaukee BID Assessment	\$ 72,556	\$ ---	\$ 72,556	\$ 73,136
Grants	---	140,000	140,000	109,500
Program Revenue	4,339	---	4,339	8,898
Contributions	832	---	832	2
Membership Dues	375	---	375	---
Interest Income	193	---	193	---
Net Assets Released from Restrictions	24,653	(24,653)	---	---
Total Revenue	<u>\$ 102,948</u>	<u>\$ 115,347</u>	<u>\$ 218,295</u>	<u>\$ 191,536</u>
<b>EXPENSES</b>				
Program Services	\$ 41,110	\$ ---	\$ 41,110	\$ 282,784
Management and Supporting Services	63,270	---	63,270	23,210
Total Expenses	<u>\$ 104,380</u>	<u>\$ ---</u>	<u>\$ 104,380</u>	<u>\$ 305,994</u>
CHANGE IN NET ASSETS	\$ (1,432)	\$ 115,347	\$ 113,915	\$ (114,458)
Net Assets, Beginning of Year	<u>(59,886)</u>	<u>1,962</u>	<u>(57,924)</u>	<u>56,534</u>
NET ASSETS, END OF YEAR	<u>\$ (61,318)</u>	<u>\$ 117,309</u>	<u>\$ 55,991</u>	<u>\$ (57,924)</u>

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

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT No. 32**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
**FOR THE YEAR ENDED DECEMBER 31, 2019**  
**(With Summarized Totals for the Year Ended December 31, 2018)**

	Streetscape and Public Safety	Brew City Match	Economic Development	Marketing and Events	Total Program Services	Management and General	2019 Total	2018 Total
Professional Fees	\$ 8,235	\$ ---	\$ ---	\$ 3,300	\$ 11,535	\$ 10,624	\$ 22,159	\$ 61,206
Salaries	433	2,115	8,113	8,365	19,026	29,820	48,846	3,077
Payroll Taxes	59	163	693	721	1,636	2,580	4,216	235
Occupancy	---	3,700	---	---	3,700	11,700	15,400	12,400
Insurance	---	---	---	---	---	635	635	627
Program Supplies	---	---	---	925	925	---	925	2,036
Office Supplies	---	---	---	16	16	1,013	1,029	545
Telephone and Internet	---	---	---	---	---	1,370	1,370	4,715
Postage	---	---	---	---	---	1	1	596
Printing and Copying	---	---	---	317	317	191	508	1,017
Advertising	---	---	---	675	675	---	675	121
Repairs and Maintenance	---	---	---	---	---	---	---	4,042
Depreciation and Amortization	---	---	---	---	---	1,588	1,588	1,286
Conferences and Meetings	---	---	---	---	---	207	207	---
Travel	---	---	---	---	---	10	10	23
Software Expense	---	---	---	---	---	28	28	475
Grants to Businesses and Sponsors	---	3,000	---	---	3,000	---	3,000	200,000
Interest Expense	---	---	---	---	---	1,340	1,340	12
Membership Dues	---	---	---	---	---	380	380	150
Website Development and Maintenance	---	---	---	---	---	445	445	596
Community Outreach	---	---	---	---	---	200	200	12,120
Other Expenses	---	266	---	14	280	1,138	1,418	715
<b>TOTALS</b>	<b>\$ 8,727</b>	<b>\$ 9,244</b>	<b>\$ 8,806</b>	<b>\$ 14,333</b>	<b>\$ 41,110</b>	<b>\$ 63,270</b>	<b>\$ 104,380</b>	<b>\$ 305,994</b>

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

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT No. 32**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED DECEMBER 31, 2019**  
**(With Summarized Totals for the Year Ended December 31, 2018)**

	<u>2019</u>	<u>2018</u>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in Net Assets	\$ 113,915	\$ (114,458)
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities		
Depreciation and Amortization	1,588	1,286
Non-cash Loan	---	100,000
(Increase) Decrease in Grants Receivable	(60,000)	---
(Increase) Decrease in Prepaid Expenses	(138)	836
(Increase) Decrease in Security Deposit	(1,000)	---
Increase (Decrease) in Accounts Payable	(3,091)	2,691
Increase (Decrease) in Payroll Liabilities	<u>4,768</u>	<u>1,249</u>
Net Cash Provided (Used) by Operating Activities	<u>\$ 56,042</u>	<u>\$ (8,396)</u>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchase of Intangible Assets	<u>\$ ---</u>	<u>\$ (2,760)</u>
Net Cash Used by Investing Activities	<u>\$ ---</u>	<u>\$ (2,760)</u>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Payments on Loan	<u>\$ (3,670)</u>	<u>\$ ---</u>
Net Cash Used by Financing Activities	<u>\$ (3,670)</u>	<u>\$ ---</u>
Net Increase (Decrease) in Cash and Cash Equivalents	\$ 52,372	\$ (11,156)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	<u>39,332</u>	<u>50,488</u>
CASH AND CASH EQUIVALENTS AT END OF YEAR	<u><u>\$ 91,704</u></u>	<u><u>\$ 39,332</u></u>

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

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT No. 32**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2019**



**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT No. 32**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2019**

**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 No. 32 (BID No. 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 No. 32 is to create a vibrant environment where businesses and residents in the Fond du Lac - North Avenue area can thrive and grow. BID No. 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 No. 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 two classes of net assets: net assets without donor restrictions, and net assets with donor restrictions.

**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 when purchased.

**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 and Grant Revenue**

Contributions received and unconditional promises to give are measured at their fair values and are reported as increases in net assets. Contributions are considered available for the Organization's general programs unless specifically restricted by the donor. Contributions received with restrictions that are met in the same reporting period are reported as revenue without donor restrictions and increase net assets without donor restrictions. Conditional promises to give are not recognized until they become unconditional. A conditional contribution is one that has both a barrier that must be overcome and an agreement requiring advance payment to be returned or future payment not to be obligated when the barrier is not overcome. Amounts received for which the donor has limited the use of the asset or designated the gift as support for future periods are considered restricted support and included in net assets with donor restrictions. When a donor restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions. When the restriction on a contribution is met in the same reporting period as the contribution is received, the contribution is reported in net assets without donor restrictions.

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**NOTE A - Summary of Significant Accounting Policies (continued)**

**Contributions and Grant Revenue (continued)**

When a donor requires the investment of a contribution and restricts the use of investment income, the investment income is reported as net assets with donor restrictions until appropriated for the designated time or use when the net assets are released to net assets without donor restrictions.

Contributions of assets other than cash are recorded at their estimated fair value at the date of the gift. Donated services are recognized as contributions if the services create or enhance nonfinancial assets or the services require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Organization. Accordingly, the value of contributed time that does not meet these requirements has not been determined and is not reflected in the accompanying financial statements.

**Functional Expenses**

The Organization allocates costs directly to program, management, or fundraising when appropriate. Certain expenses are attributable to one or more programs or supporting functions of the organization. Those expenses include salaries and contract services which are allocated based on estimates of time and effort.

**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 - Accounting Change**

The Organization's financial statements have changed to adopt the *Accounting Standards Update 2014-09, Revenue from Contracts with Customers (Topic 606)*, and all subsequently issued accounting updates issued to clarify the standards. The updates are effective for the year ended December 31, 2019. The updates are required and establish principles for reporting useful information to users of financial statements about the nature, amount, timing and uncertainty of revenue and cash flows arising from contracts with customers. The core principle of the guidance is that an organization should recognize revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the organization expects to be entitled.

The Organization's financial statements have changed to adopt the *Accounting Standards Update 2018-08, Not-for-Profit Entities (Topic 958), Clarifying the Scope and Accounting Guidance for Contributions Received and Contributions Made* effective for the year ended December 31, 2019. This update is required. The goal of this update is to help organizations determine reciprocal and nonreciprocal transactions. The guidance clarifies that an exchange transaction is when the resource provider receives equal value in return for what the resource provider pays. When the general public is the recipient of the service or goods, the transaction is not considered a reciprocal transaction, it is considered a contribution. The guidance also clarifies that a conditional contribution is one that has both a barrier that must be overcome and an agreement requiring advance payment to be returned or future payment not to be obligated when the barrier is not overcome.

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**NOTE B - Accounting Change (continued)**

The Organization applied the new guidance using the practical expedient provided in Topic 606 that allows the guidance to be applied only to contracts that were not complete as of January 1, 2019. Results for reporting periods beginning after January 1, 2019 are presented under Topic 606 while prior period amounts are not adjusted and continue to be reported in accordance with legacy generally accepted accounting principles.

The adoption of this new standard did not result in a material impact to the Organization's financial statements. There was no effect on the financial statements related to the adoption of this new standard which would require cumulative effect adjustment to net assets at the date of adoption under the modified respective method.

**Future Accounting Pronouncements**

The Organization will be required to implement *Accounting Standards Update 2016-02, Leases (Topic 842)*. The effective date for ASU 2016-02 is for fiscal years beginning after December 15, 2020. This update requires the recognition of lease assets and lease liabilities on the statement of financial position measured at the present value of lease payments and requires disclosure of key information about the leasing arrangements. It is to be adopted using the modified respective approach.

The Organization will be required to implement *Accounting Standards Update 2016-13, Financial Instruments – Credit Losses (Topic 326)*. The effective date for ASU 2016-13 is for fiscal years beginning after December 15, 2023. The main objective of this update is to provide financial statement users with more decision-useful information about the expected credit losses on financial instruments and other commitments to extend credit held by a reporting entity at each reporting date. To achieve this objective, the amendments in this update replace the incurred loss impairment methodology in current GAAP with a methodology that reflects expected credit losses and requires consideration of a broader range of reasonable and supportable information to inform credit loss estimates, including exploring more forward-looking alternatives.

**NOTE C - Comparative Financial Information**

The financial information shown for 2018 in the accompanying financial statements is included to provide a basis for comparison with 2019 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, 2018 from which the summarized information was derived.

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**NOTE D - Liquidity**

The Organization has \$89,499 of financial assets available within one year of the statement of financial position date to meet cash needs for general expenditure consisting of cash of \$89,499. The organization also has \$60,000 of grants receivable that are subject to donor restrictions that make them unavailable for general expenditure. The Organization maintains a minimum of six months of expensed in liquid financial assets.

**NOTE E - Concentration of Risk**

North Avenue Marketplace Business Improvement District No. 32 receives property assessment income from the City of Milwaukee. The Organization's operations rely on the availability of these funds. Approximately 33% of the Organization's revenue was from the City of Milwaukee for the year ended December 31, 2019. The Organization received grant funds which represented 64% of the revenue for the year ended December 31, 2019.

**NOTE F - Grants Receivable**

Grants receivable consist of the following as of December 31, 2019:

<u>Source</u>	<u>Amount</u>
LISC	\$35,000
Zilber Foundation	<u>25,000</u>
Total	<u>\$60,000</u>

**NOTE G - Intangible Assets**

The intangible assets of \$10,940 presented on the statement of financial position represents website design costs incurred as of December 31, 2019 as shown in the table below.

<u>Amortized Asset</u>	<u>Gross Value</u>	<u>Accumulated Amortization</u>	<u>Residual Value</u>	<u>Life</u>
Website	\$10,940	\$6,558	\$4,382	5 years

**NOTE H - Loan Payable**

On September 1, 2016, the Organization entered into an agreement with the City of Milwaukee (City) and Moran Foods, LLC (Developer) to support redevelopment of property within the district. Under the terms of the agreement, the City provided \$200,000 in financial assistance to the Organization, which included a \$100,000 loan component and a \$100,000 grant component. On November 27, 2018, the City disbursed \$200,000 into an escrow account based on supporting documentation received from the Developer. These funds were then granted to the Developer by the Organization and were disbursed by the City out of the escrow account in 2018.

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**NOTE H - Loan Payable (continued)**

The loan from the City of \$100,000 bears 3.75% interest, payable annually over 20 years. The first installment is due March 1, 2019, with final maturity on March 1, 2038. The future scheduled maturities of long-term debt are as follows:

		<u>Principal</u>		<u>Interest</u>		<u>Total</u>
2020	\$	3,670	\$	3,530	\$	7,200
2021		3,808		3,392		7,200
2022		3,951		3,249		7,200
2023		4,099		3,101		7,200
2024		4,253		2,947		7,200
2025 and Thereafter		<u>74,344</u>		<u>21,466</u>		<u>95,810</u>
		<u>\$ 94,125</u>		<u>\$ 37,685</u>		<u>\$ 131,810</u>

**NOTE I - Net Assets With Donor Restrictions**

Net Assets with donor restrictions consist of the following at December 31, 2019:

<u>Purpose</u>	<u>Amount</u>
LISC Grant - Brew City Match	\$ 80,756
Zilber Grant - Lindsay Heights Improvements	<u>36,553</u>
Total	<u>\$117,309</u>

**NOTE J - 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 17<sup>th</sup> and 27<sup>th</sup> 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, 2019.

**NOTE K - Operating Lease**

The Organization leased office space in Milwaukee, Wisconsin, under a two-year operating lease that expired on April 30, 2018. The lease terms required monthly payments of \$700. At the expiration of the lease term, tenancy continued on a month-to-month basis. Total lease expense was \$700 as of December 31, 2019.

On January 29, 2019, the Organization leased additional office space in Milwaukee, Wisconsin. The lease terms require monthly payments of \$1,000 beginning February 1, 2019 and expiring on January 31, 2022. Total lease expense was \$11,000 as of December 31, 2019.

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**NOTE K - Operating Lease (continued)**

In 2019, the Organization signed a lease agreement to sublease space for Pop UP MKE retail tenants beginning September 21, 2019. The lease terms require monthly payments of \$1,100 and payments end on March 31, 2020. Total lease expense for this agreement was \$3,700 as of December 31, 2019. The following is a schedule by years of the future minimum payments required under the leases as of December 31, 2019:

<u>Year</u>	<u>Amount</u>
2020	\$15,300
2021	12,000
2020	<u>1,000</u>
Total	<u>\$28,300</u>

**NOTE L - Related Parties**

The Organization contracts for property improvement landscaping services with a nonprofit organization that a board member is employed by. This contract has been in place for several years and was initiated prior to the individual joining the board. Total payment to the corporation for the year ended December 31, 2019, was \$8,235.

**NOTE M - Subsequent Events**

The Organization has evaluated events and transactions occurring after December 31, 2019, through April 10, 2020, the date the financial statements were available to be issued, for possible adjustments to the financial statements or disclosures.

The COVID-19 outbreak in the United States has caused business disruption through mandated and voluntary closings of many businesses and nonprofit organizations. While the disruption is expected to be temporary, there is considerable uncertainty around the duration of the closings. The Organization may experience reduction in tax assessment revenue in the future. It is unknown at this time what, if any, negative impact on the Organization's financial position may be.