

# 2022 Milwaukee Improvement Districts Report



Prepared by:  
Sally Svetic,  
Economic Development Specialist

# ABOUT THIS REPORT

## How to Read this Report

The 2022 Milwaukee Improvement District Report contains data reported to the Commercial Corridor Team (CCT) from each Business and Neighborhood Improvement District (BID/NID)'s Annual Documents including their Financial Statements, Operating Plans and Annual Reports (most current data available).

This report organizes BIDs and NIDs by assessment revenue, average assessed property value and common area characteristics to illustrate basic comparisons among Milwaukee improvement districts.

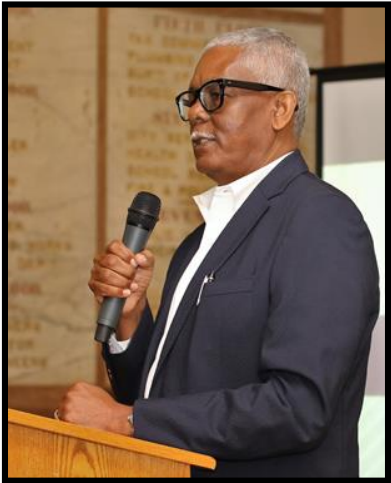


# COMMERCIAL CORRIDOR TEAM

The Department of City Development’s Commercial Corridor Team (CCT) provides support, technical assistance, and business development resources to commercial and retail businesses, and designated commercial districts such as the BIDs and NIDs.

Additionally, CCT is responsible for the management of the City’s Façade, Signage, Storefront Activation, Retail Investment Fund and Foreclosed Commercial Property Renovation Fund Grants.

CCT’s work expands to collaborating with City Real Estate and Planning to further support projects that help improve the City’s neighborhoods and commercial corridors’ quality of life.



Kenneth Little,  
Neighborhood Business  
Development Manager



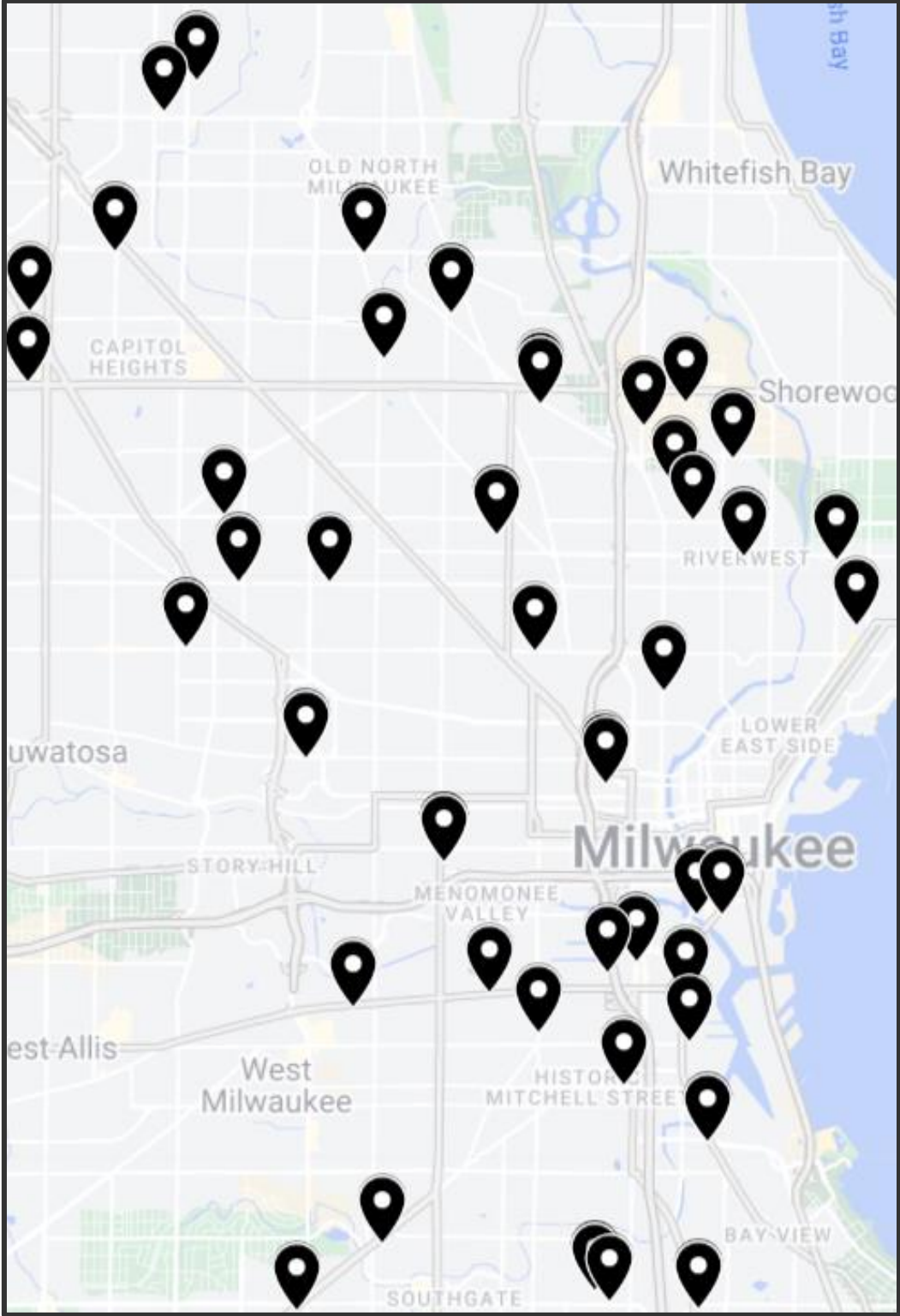
Economic Development Specialists:  
Sally Svetic, Jessica Sanchez, Terrence Moore Sr.



Matthew Rejc,  
Commercial Corridor Manager

# 2022 TEAM GRANTMAKING ACTIVITY

To date in 2022, 75 grants have been awarded for a total of \$1,396,768.10, assisting business and property owners to invest an estimated \$11,278,528.21 in their properties or commercial spaces.

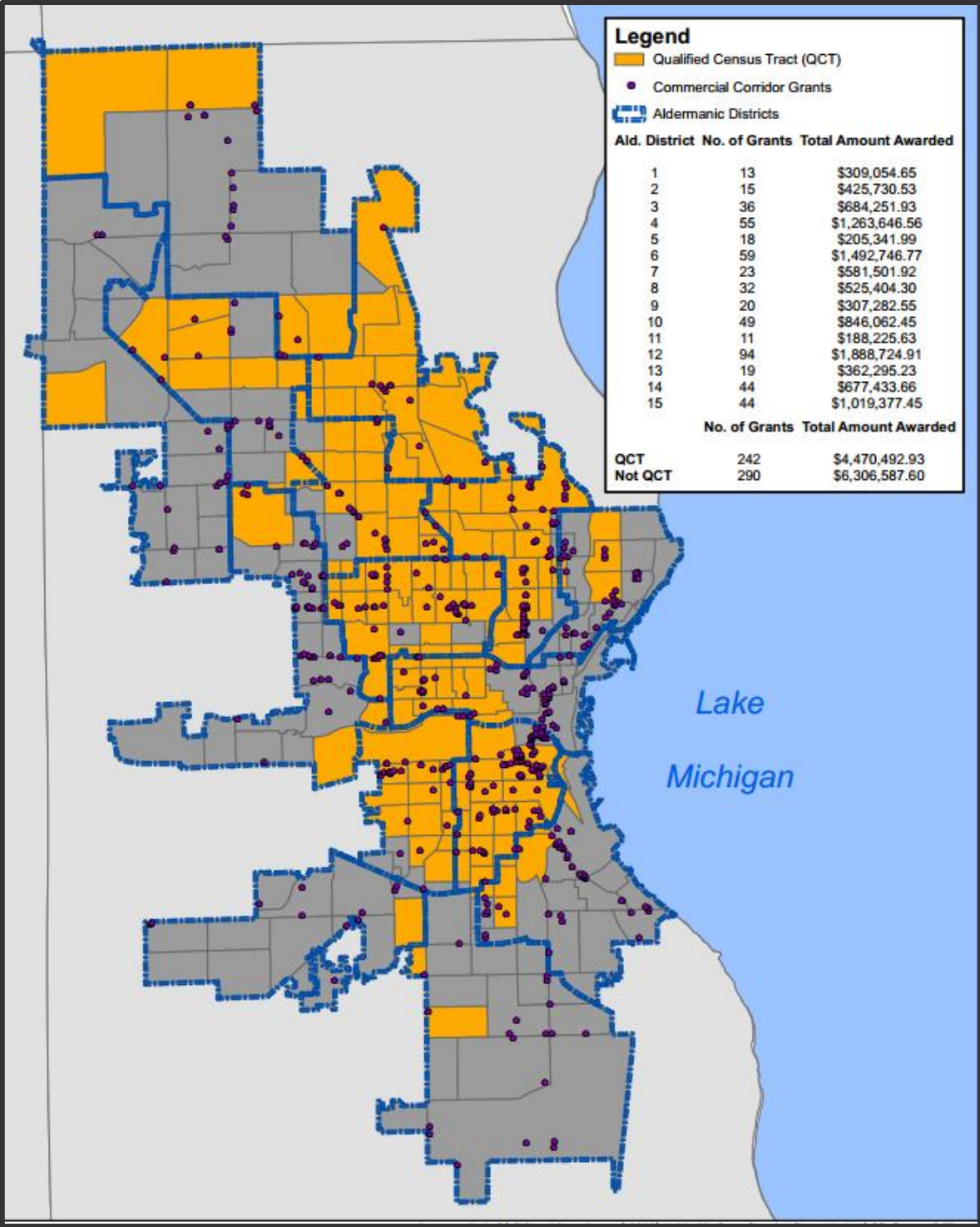


Locations of the 75 grants awarded in 2022

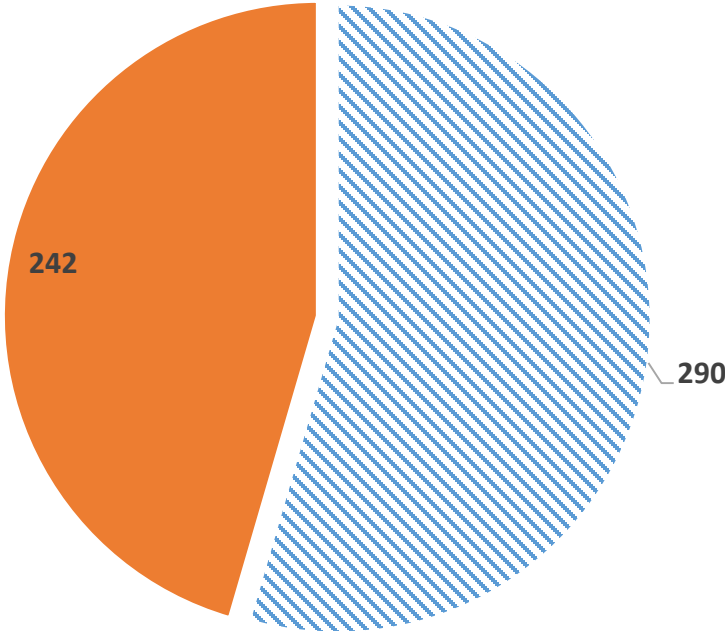
\*Data as of publication 9/21/22

# CCT GRANTS WITHIN Qualified Census Tracts\*

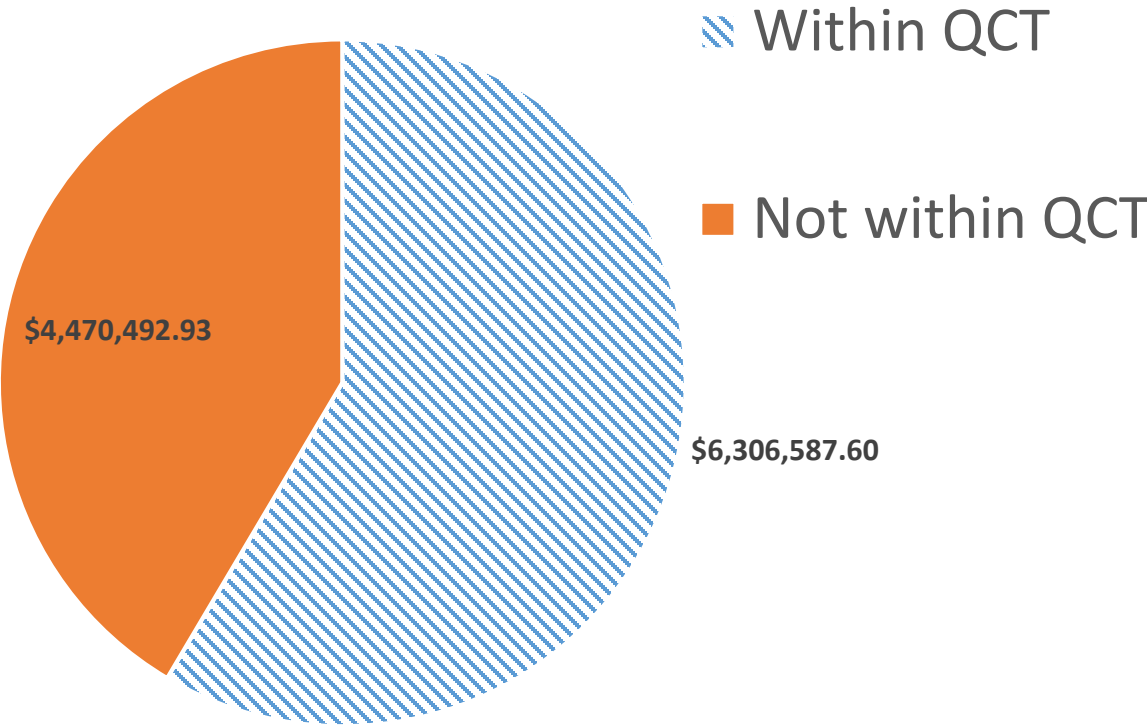
\*areas where 50% or more of the households have incomes below 60% of the area median income, or where the poverty rate is 25% or higher.



Projects Awarded



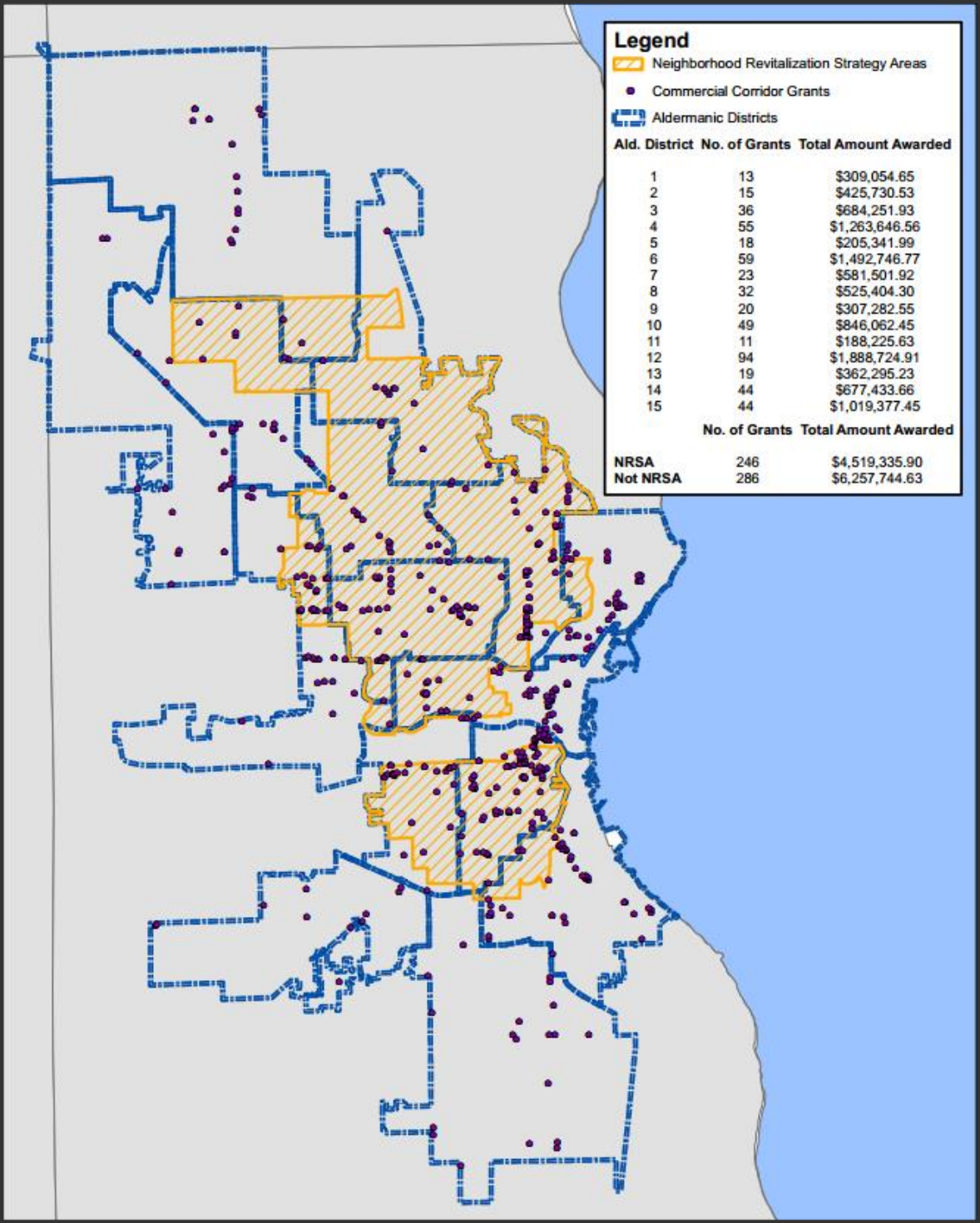
Dollars Awarded



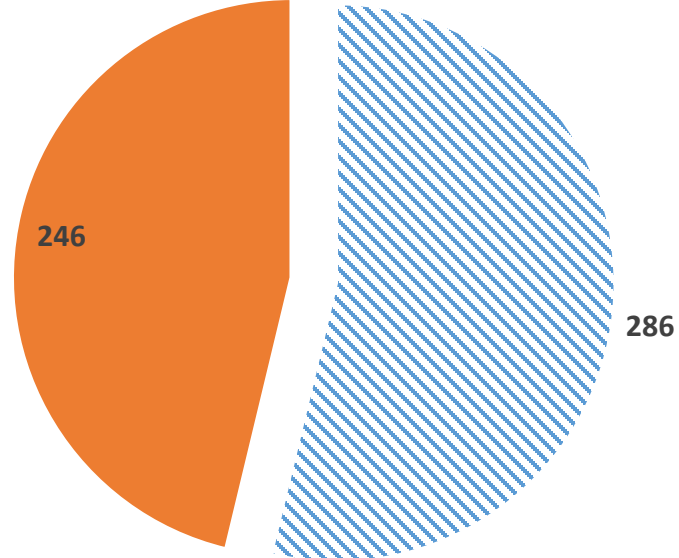
\*Data is cumulative from 2015-June 2022

# CCT GRANTS WITHIN CDBG NRSA\*

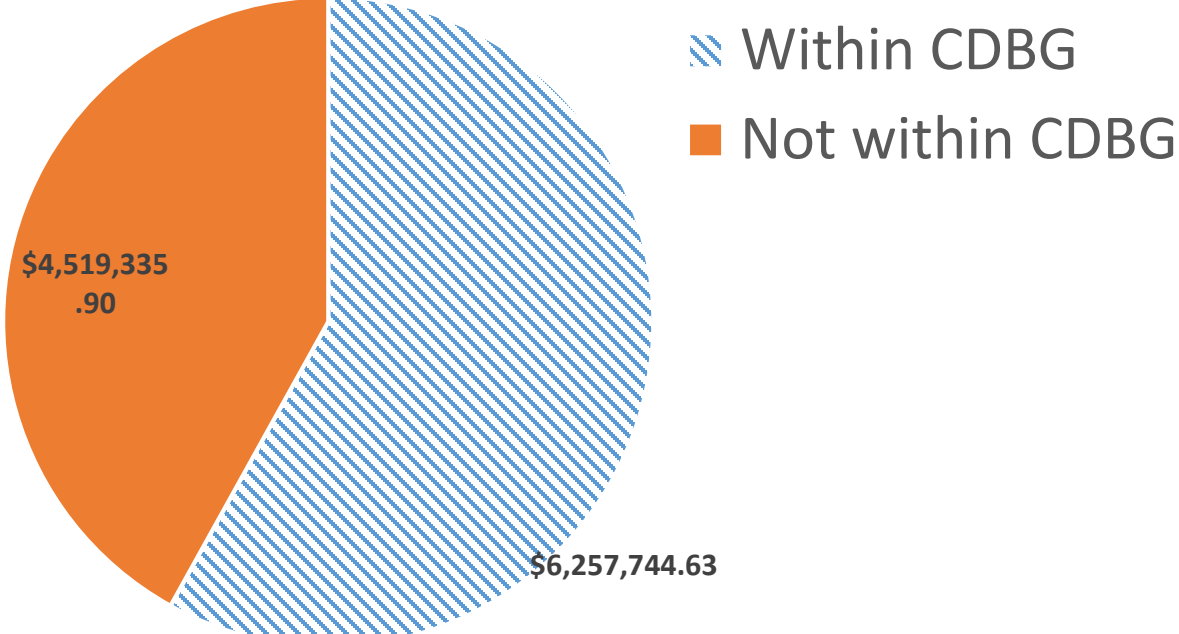
\*a Neighborhood Revitalization Strategy Area is a neighborhood that is primarily residential and contains a percentage of low- and moderate-income residents that is 70% or equal to the community's "upper quartile percentage"



Projects Awarded



Dollars Awarded



\*Data is cumulative from 2015-June 2022

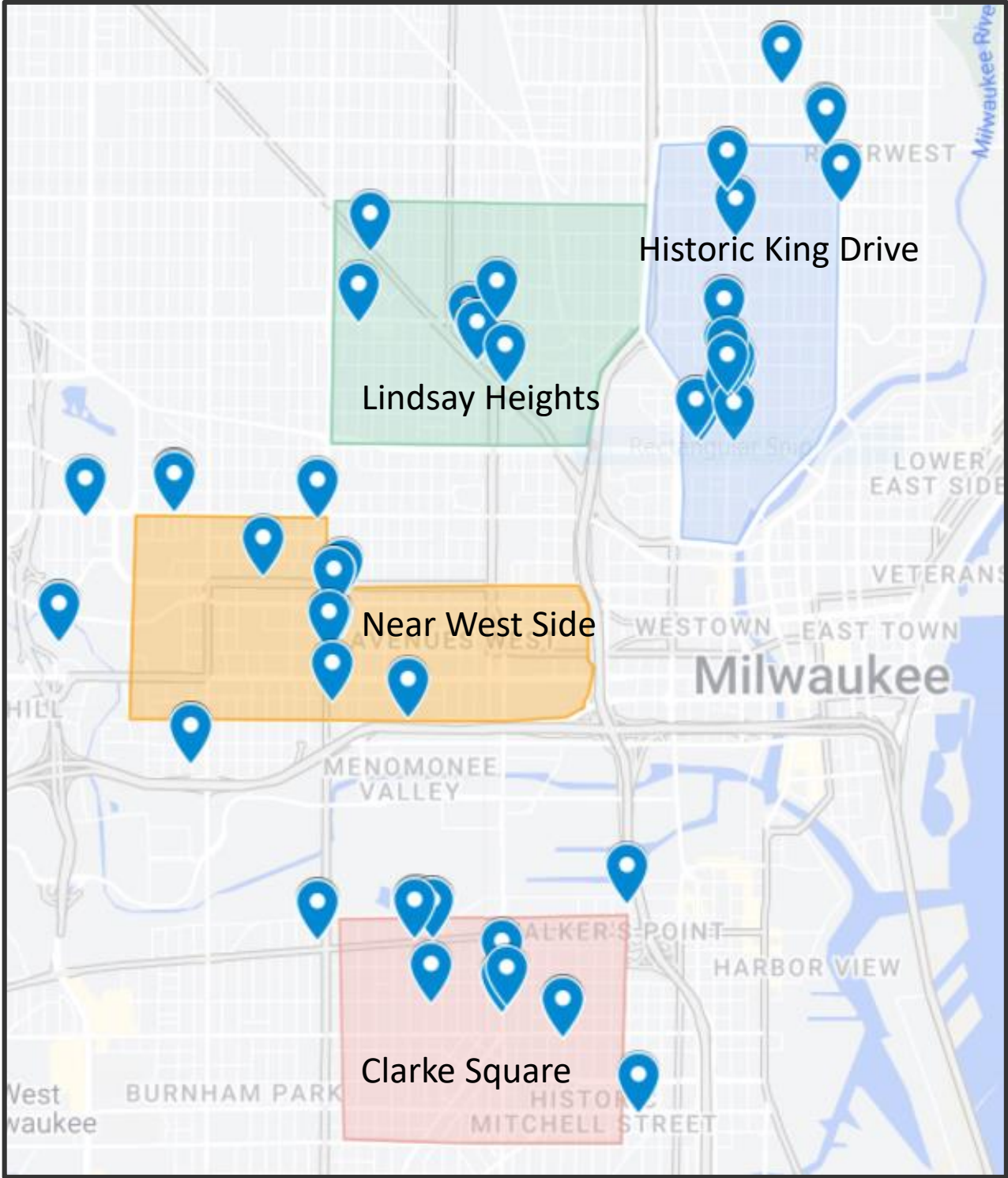
# 2022 BREW CITY MATCH ACTIVITY



**brew city match** is an innovative collaboration with LISC that aims to fuel commercial corridor revival and the resurgence of entrepreneurship in Milwaukee. The program focuses on the BIDs within the MKE United footprint:

- The Historic King Drive BID #8
- North Avenue Marketplace BID #32
- Near West Side BID #10
- Cesar Chavez Drive BID #38
- Historic Mitchell Street BID #4
- Riverworks BID #25

**\$1,140,835.07** in city funds have been awarded in BCM areas since 2018 with **\$7,478,956.26** leveraged in private capital.



Map of BCM area grants since 2018

\*Data as of publication 9/21/22

# NID OVERVIEW

## NIDs in Milwaukee

In 2006, the State of Wisconsin signed into law, the 2005 Wisconsin ACT 186, the legislative declaration that was created to give Wisconsin Municipalities the power to establish one or more Neighborhood Improvement Districts (NID).

The establishment of NIDs allows the assessable residential and commercial properties within the district boundary to contribute to programs aimed at safety, housing repairs, neighborhood branding, activation of public green spaces, and other activities as approved by the NID Board. The NID Board is elected by NID occupants and property owners every year at the NID annual meeting. Any individual who owns or occupies property within the District is eligible to serve on the Board and vote.



Sherman Park NID #4  
Home Improvement Grant Project

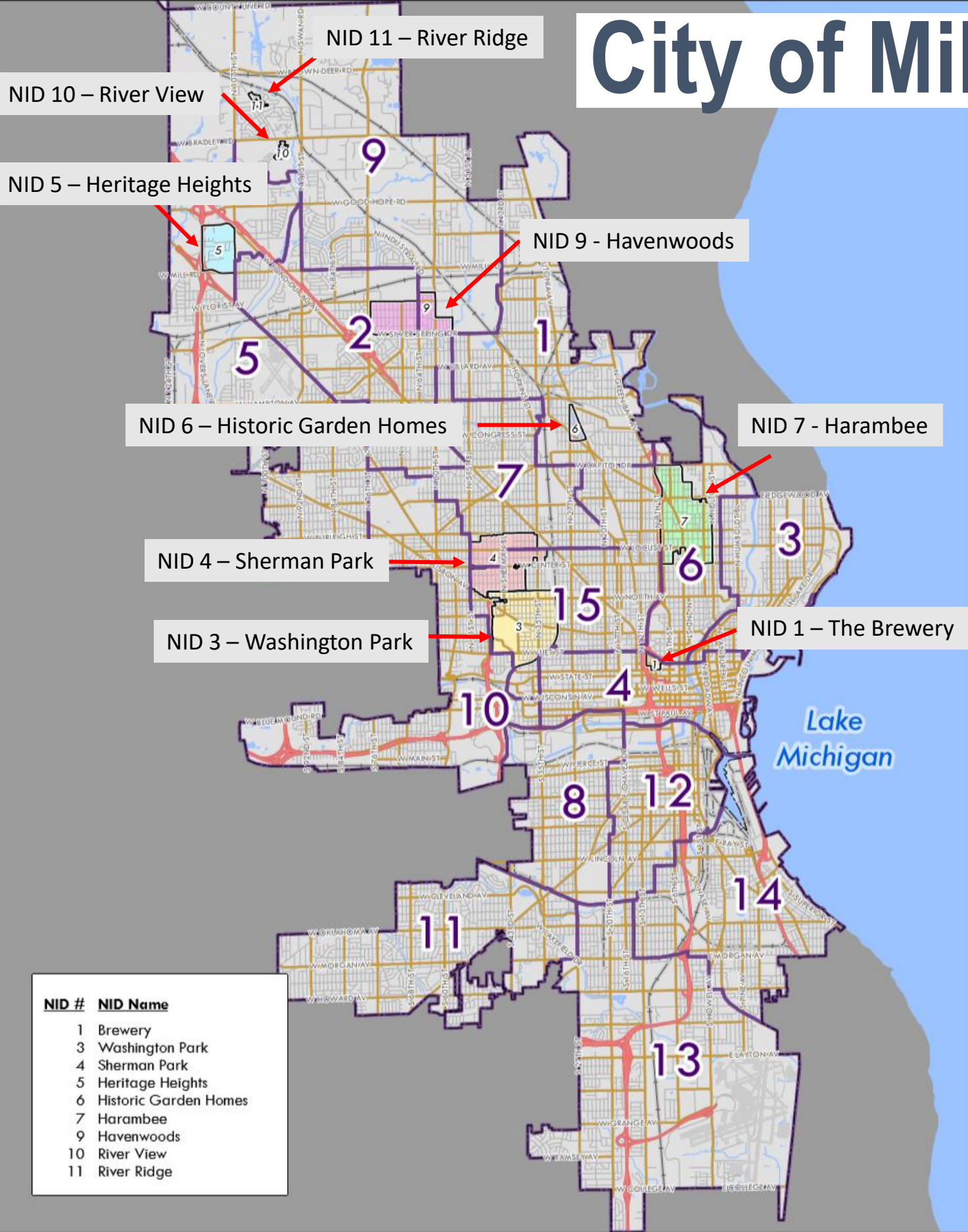


## NIDs Help...

- Implement public safety activities
- Promote and offer home improvement resources to keep homes well maintained and improve the appearance of neighborhood
- Organize workshops to support neighborhood entrepreneurs
- Manage the maintenance of public areas to create an active and welcoming neighborhood



# City of Milwaukee NID Map



NID #	NID Name
1	Brewery
3	Washington Park
4	Sherman Park
5	Heritage Heights
6	Historic Garden Homes
7	Harambee
9	Havenwoods
10	River View
11	River Ridge



\*As of 9/22/20

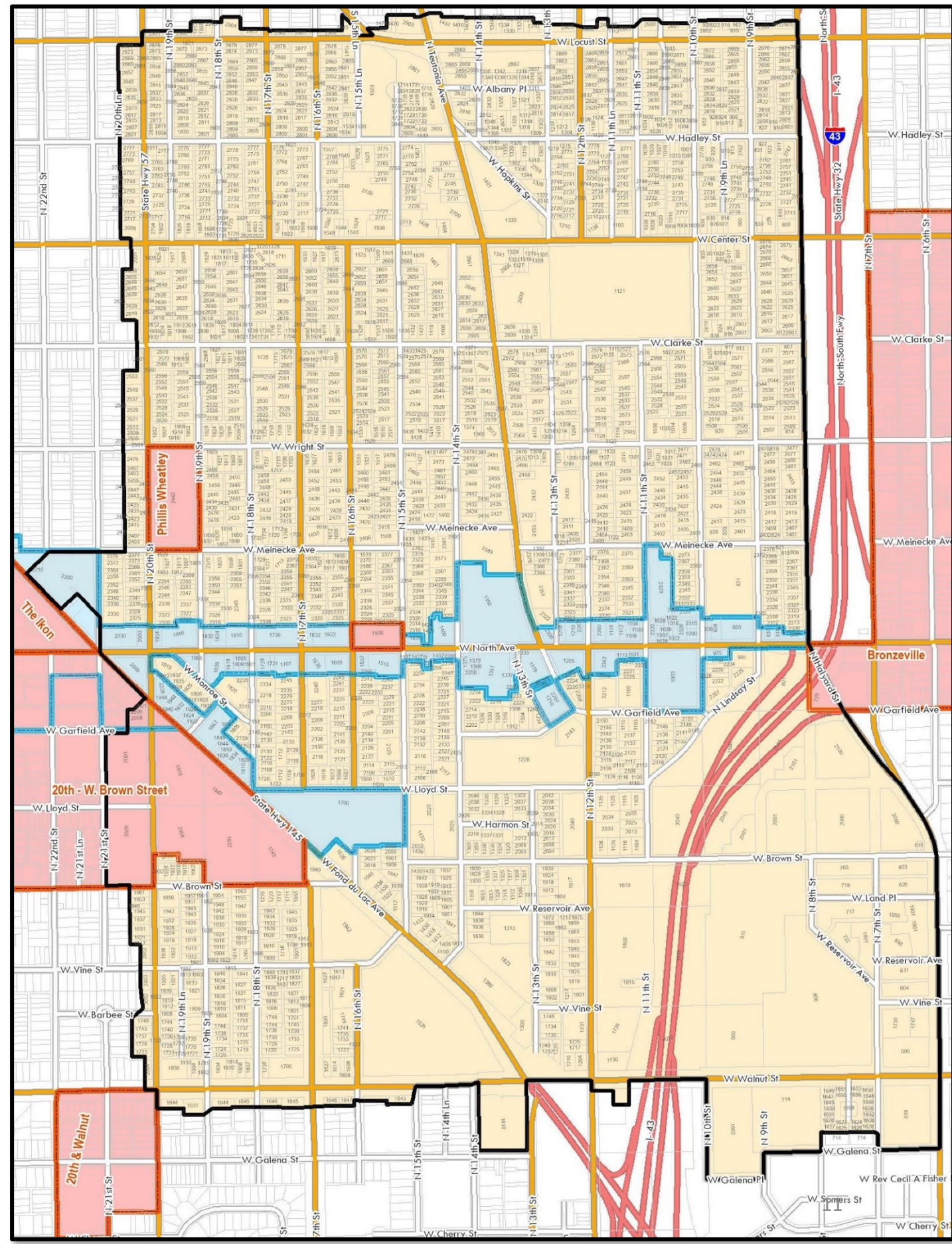
# INDEX OF NIDS BY ALDERMANIC DISTRICTS

Aldermanic District	NID Name	NID #
1	Historic Garden Homes	6
2	Havenwoods	9
4	The Brewery	1
5	Heritage Heights	5
6	Harambee	7
7	Sherman Park	4
9	Havenwoods	9
	Riverview	10
	River Ridge	11
15	Washington Park	3
	Sherman Park	4

\*Districts 3, 8, 10, 11, 12, 13, 14 do not have a NID presence

# NID Creation

Lindsay Heights (#12) is in the final steps of the creation process. Boundaries will be N 20th Street to the west, N 6th Street to the east, W Locust Street to the north and W Walnut Street to the south, excluding properties included in the North Avenue Market Place BID 32.



# NID ANNUAL REPORT STATISTICS

## IN 2021 THE 9 EXISTING NIDs achieved...

### Home repair grants:

99 residents assisted with \$268,505 in NID Home Improvement grant funds and \$202,020 in homeowner's funds leveraged:

- 5 homes provided energy efficiency upgrades
- 7 porches repaired/replaced
- 1 roof replaced
- 1 fence installed
- 10 doors
- Mailboxes and light-pole repairs and replacements in NID 5
- 2 furnaces replaced
- 1 central air system installed
- 1 water heater replaced
- 16 energy efficient windows
- 1 Chimney
- 15 Ring Doorbells

### Neighborhood cleanups:

- 9 earn & learn youth hired and 7 other youth hired youth work crew
- 10 requests to remove litter overgrown brushes and illegal dumps
- 27 neighborhood sweep cleanups
- 100 trips to the city dump – over 1262.5 cubic yards of waste
- 30 discarded tires
- 71 discarded televisions
- Common areas maintained in four NIDs



### Community programming:

- 1 mural funded
- Technical support provided to landlords
- Plant sales, performing arts and community gatherings
- 6 safety/security initiatives
- 2 cycles of fathers building fathers
- Winterfest: between 200-300 attendees
- 2022 Summer Day Camps: 6 kids were awarded camp scholarships
- Autumn Celebration: between 200-300 attendees
- Environmental and Social Justice virtual film Series
- Health & Wellness Fitness Series: 238 attendees
- Healthy Cooking Demonstrations: 84 attendees
- Health & Wellness Expo: 182 attendees

- Community Giveback Days: 182 attendees
- Juneteenth Day Celebration
- PPE distributed
- 24 students at 2 schools received chess instruction
- 3 vacant lots transformed through the Healing Spaces program
- 20,000+ mailings sent on NID programming
- Pumpkin Fest – 36 participants
- Fall Decor Contest - 9 Participants
- Holiday Lights contest - 24 Participants
- Lighthouse Dinner – 54 Participants
- Boat Tour - 40 Participants



\*this data was compiled from NID annual reports and is only a snapshot the work NIDs conduct annually

# NIDs BY COMMON AREA CHARACTERISTICS

Mixed Use	Community Focused Residential	Home Owners Association
The Brewery	Washington Park	Heritage Heights
	Sherman Park	Riverview
	Harambee	River Ridge
<i>*The Brewery (NID 1) is also classified as a Downtown BID</i>	Havenwoods	
	Historic Garden Homes	



# TOTAL NID ASSESSMENTS COLLECTED



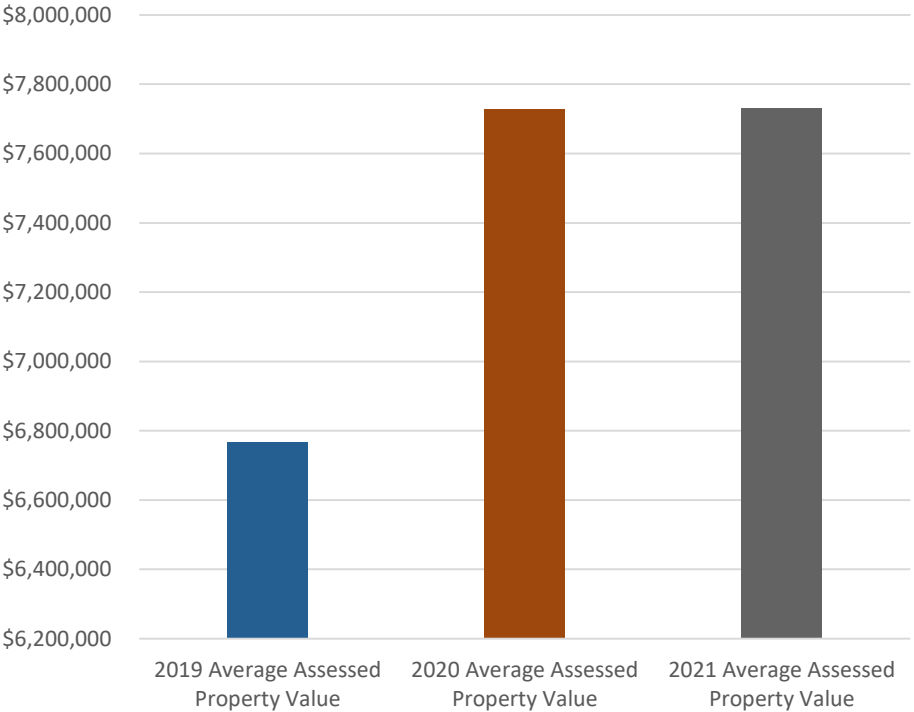
2021: \$894,700.00  
in NID Assessments

2022: \$899,000.00  
in NID Assessments

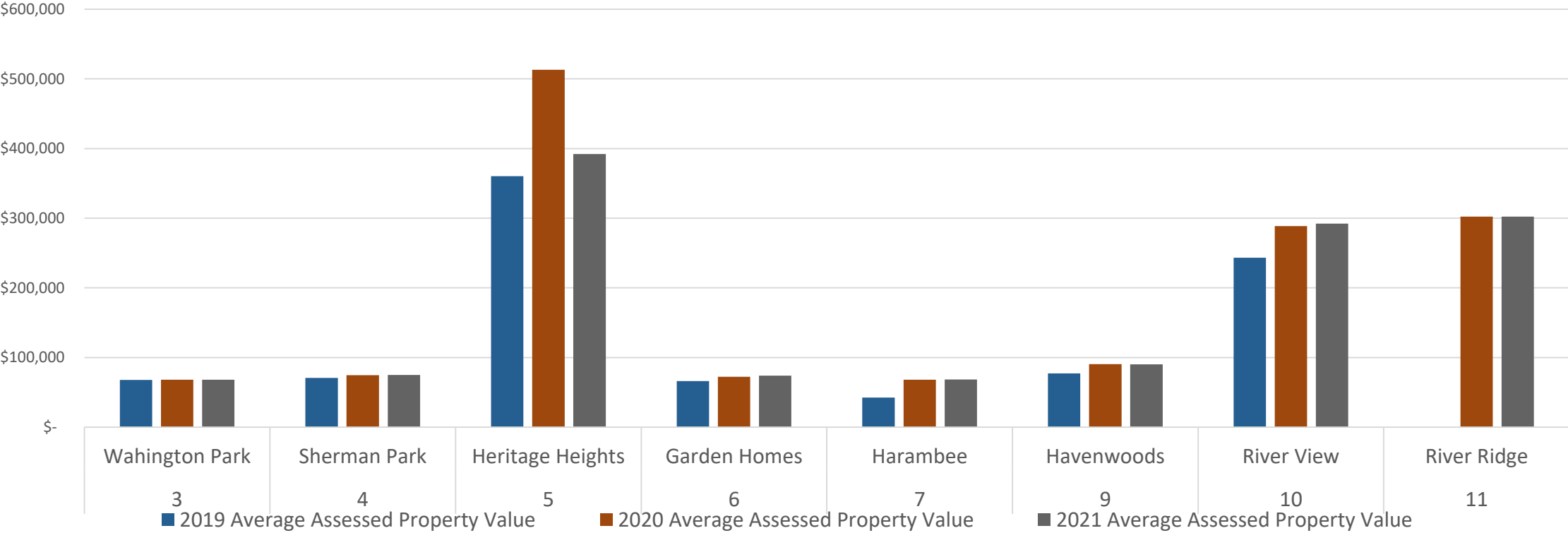
2023: *PROJECTED*  
\$1,090,487.00 in  
NID Assessments\*

\*Includes approximate proposed Lindsay Heights NID assessment.

# NID AVERAGE ASSESSED PROPERTY VALUE



The Brewery  
NID 1



\*NID 11 data was not compiled in 2019

# 29 active BIDs



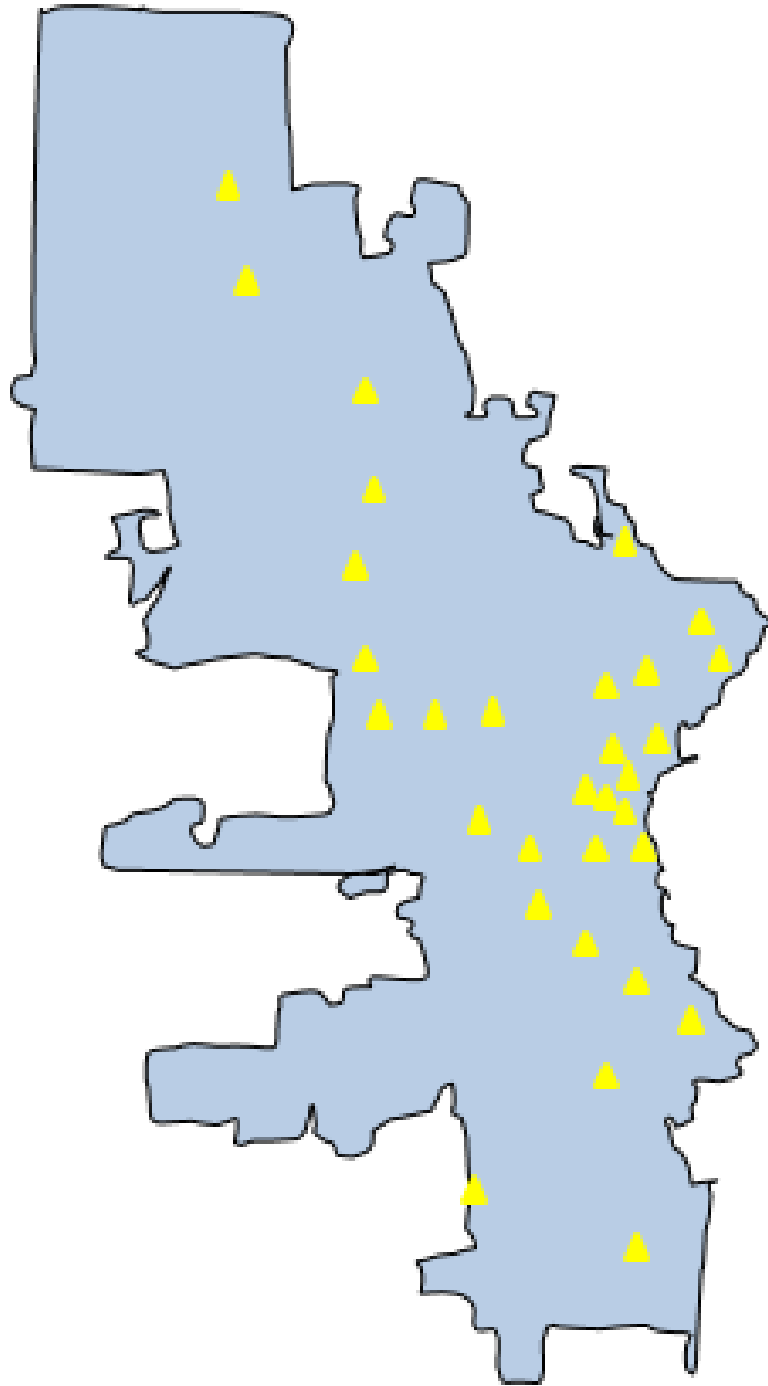
In 1984, the Wisconsin State legislature created the statute enabling cities to establish BIDs. **Milwaukee has been** for all of Wisconsin on how BIDs enlarge, grow, and sustain quality business environments. More **\$11 million** passes through BIDs each year to the communities they serve. Each BID determines how best to allocate its funds and directly improve property and business owners.

Business Improvement Districts (BIDs) are quasi-public organizations comprised of private sector property owners, residents, and business operators tasked with maintenance, business development, and marketing of their district.

- Two-thirds of BID funds come from property assessments on commercial properties
- BIDs are governed by their boards, which are made up of commercial property owners & representatives of business and residents
- The Commercial Corridor Team (CCT) oversees BID compliance with the statute



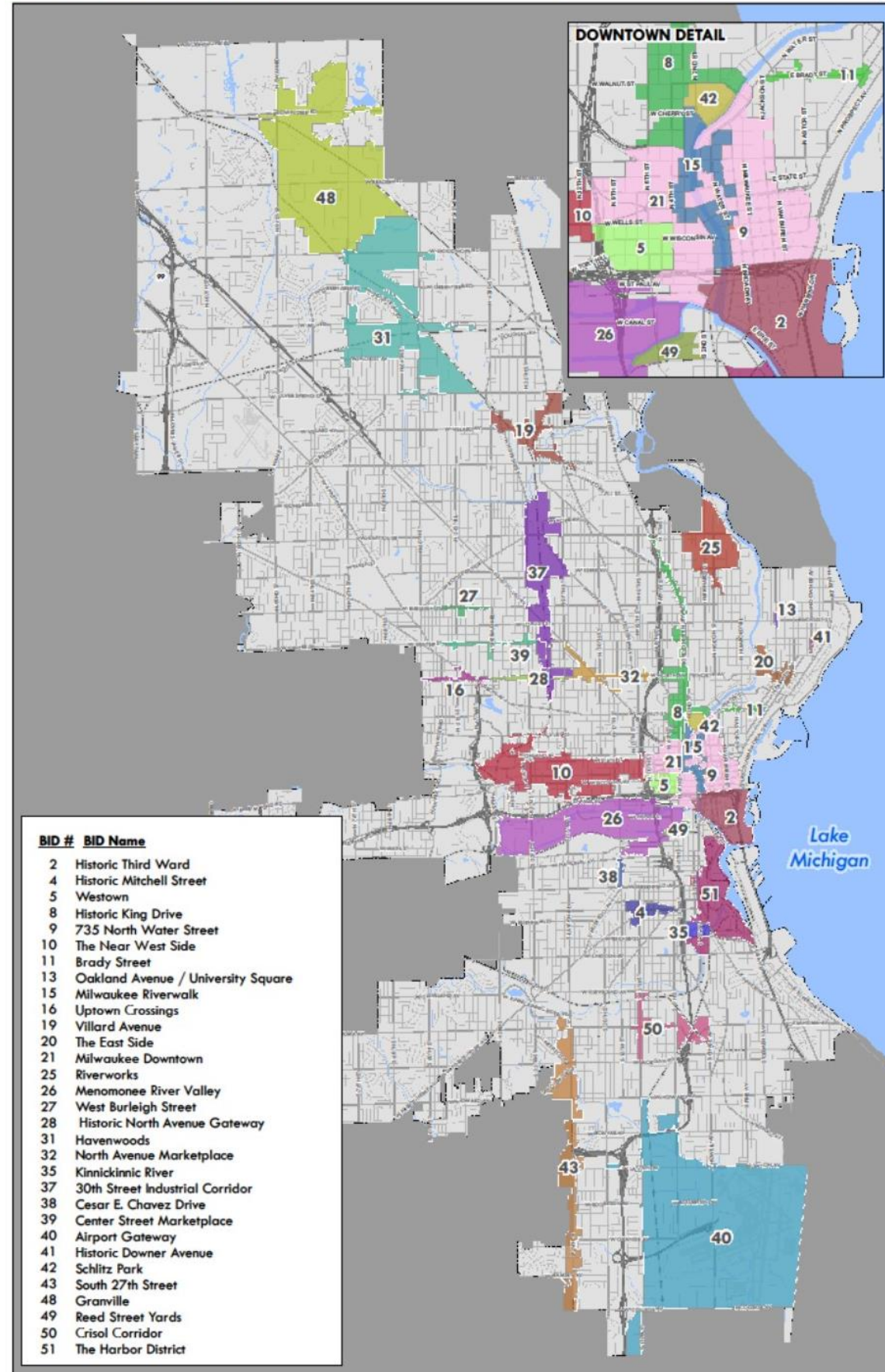
# City of Milwaukee BID Map



\* As of 8/9/21

## BUSINESS IMPROVEMENT DISTRICTS CITY OF MILWAUKEE, 2021

Prepared by the Department of City Development Planning Division, Economic Development Division 8/9/2021  
Source: City of Milwaukee Information Technology Management Division, Department of City Development



# INDEX OF BIDs BY ALDERMANIC DISTRICTS

Aldermanic District	BID Name	BID #
1	Villard Avenue	19
	30th Street Corridor	37
2	Havenwoods	31
3	Brady Street	11
	Oakland Avenue	13
	East North Avenue	20
	Riverworks	25
	Downer Avenue	41
	Downtown	21
4	Historic Third Ward	2
	Westown	5
	Near West Side	10
	Milwaukee Riverwalk	15
	Downtown	21
	Schlitz River Center	42
	Menomonee Valley	26
	City Center Building	09
6	Historic King Drive	8
	Riverworks	25
	Schlitz River Center	42
	Milwaukee Riverwalk	15
	Downtown	21
7	Burleigh Street	27
	30th Street Corridor	37
	Center Street Marketplace	39

Aldermanic District	BID Name	BID #
8	Menomonee Valley	26
9	Havenwoods	31
	Granville	48
10	Near West Side	10
	Uptown Crossings	16
	Burleigh Street	27
	Center Street Marketplace	39
11	South 27th Street	43
12	Greater Mitchell Street	4
	Menomonee Valley	26
	Cesar Chavez Avenue	38
	Reed Street Yards	49
	Harbor District	51
	Kinnickinnic River	35
13	Airport Gateway	40
	South 27th Street	43
	Crisol Corridor	50
14	Kinnickinnic River	35
	Harbor District	51
15	Near West Side	10
	North Avenue Gateway	28
	North Avenue Marketplace	32
	30th Street Corridor	37
	Center Street Marketplace	39
	Uptown Crossings	16

\*District 5 does not have a BID presence

# BID Programming



**Connec+ing MKE - Downtown Plan 2040:** DCD and BID 21 are co-leading a comprehensive planning process with the community to shape the next two decades of development, policies, and programs that enable a more walkable, vibrant, diverse, inclusive and resilient downtown.

**Granville Connection:** CCT assisted in establishing a business incubator in the Granville BID, opening later this year (2022).

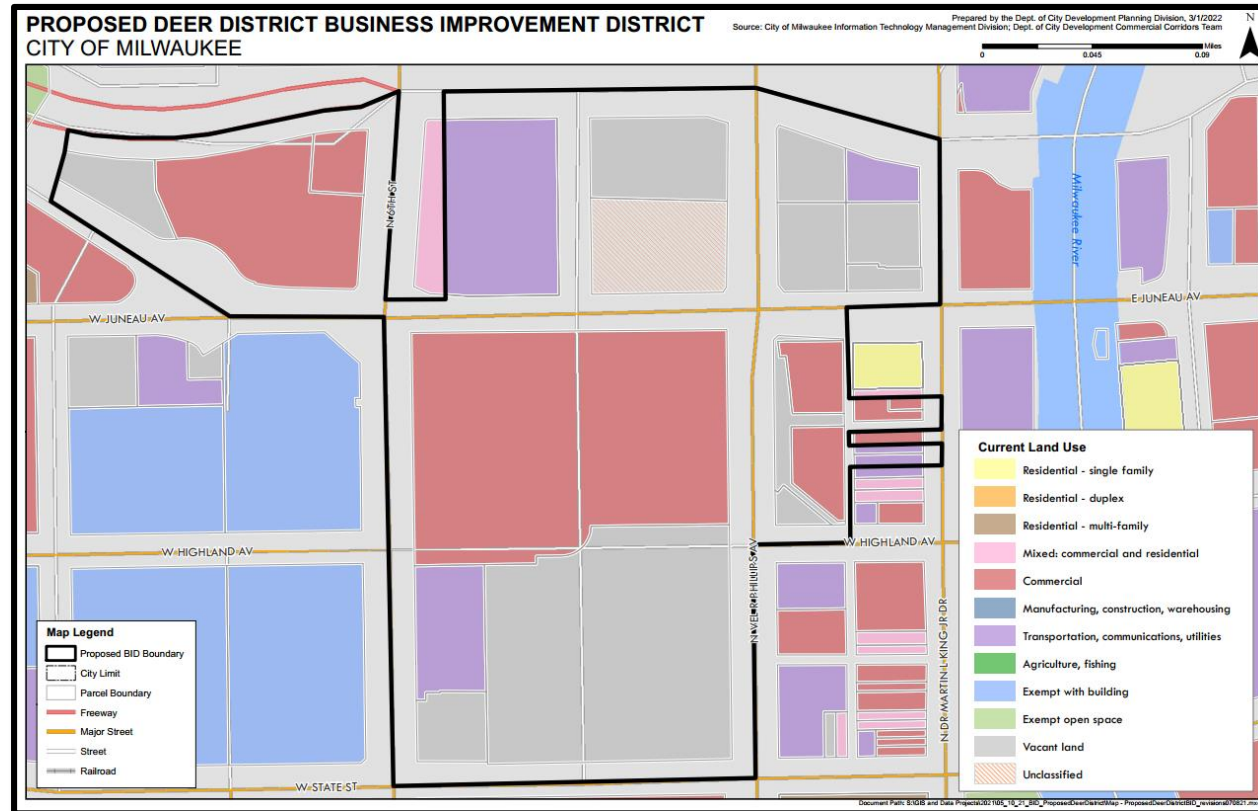
**Villard Avenue BID 19:** Pictured above is the MKE Mobile Parklet, which had it's first stop this summer outside the Villard branch of the Milwaukee Public Library. Visual Vibes on Villard was awarded the Mayor's Design Award and Summer Vibes on Villard brought live music to the community to showcase local talent and promote a safe summer!

**King Drive BID 8:** In partnership with CCT and Alderwoman Coggs, the Annual Bronzeville Week took place August 6-13, 2022.



# BID Creation, Expansion And Termination

Deer District (#53) is in the final stages of creation: North 6th Street to the west but including the Froedtert & the Medical College of Wisconsin Sports Science Center which is located further west, just south of West Fond Du Lac Avenue and north of West Winnebago Street and West Juneau Avenue; West Juneau Avenue, West State Street and West Highland Avenue to the south; North Old World Third Street and North Vel R. Phillips Avenue to the east; and West McKinley Avenue and West Fond Du Lac Avenue to the north, in the 4th Aldermanic District.



Schlitz Park (#42) has closed as they have completed their original intent to extend and enhance the Riverwalk through and across portions of Schlitz Park.

# BIDs BY 2022 ASSESSMENT REVENUE

Under \$50K	Between \$50K and \$100K	Between \$100K and \$200K	Between \$200K and \$300K	Over \$300K
Kinnickinnic River	North Avenue Marketplace	Harbor District	Menomonee Valley	Near West Side
Oakland Avenue	Reed Street Yards	Historic Mitchell Street	East Side	Airport Gateway
Cesar Chavez Drive	Downer Avenue	Uptown Crossings	Historic King Drive	Havenwoods
West Burleigh Street	Westown	South 27 <sup>th</sup> Street	Milwaukee Riverwalk	Historic Third Ward
Center Street Marketplace		Brady Street	Riverworks	Granville
North Avenue Gateway		30 <sup>th</sup> Street Corridor		Downtown
Crisol Corridor		Villard Avenue		

\*City Center Building - Inactive

**2022 Smallest Assessment Revenue: Kinnickinnic River, \$22,581.63**

**2022 Largest Assessment Revenue: Downtown, \$4,170,000.00**

**2022 Average Assessment Revenue (Excluding Downtown): \$195,822.07**

**2022 Average Assessment Revenue: \$332,862.69**

# TOTAL 2022 BID ASSESSMENTS COLLECTED

2020 BID  
Assessment Total:  
\$9,454,282.29

2021 BID  
Assessment Total:  
\$9,377,904.19

2022 BID  
Assessment  
Total:  
\$9,653,018.03

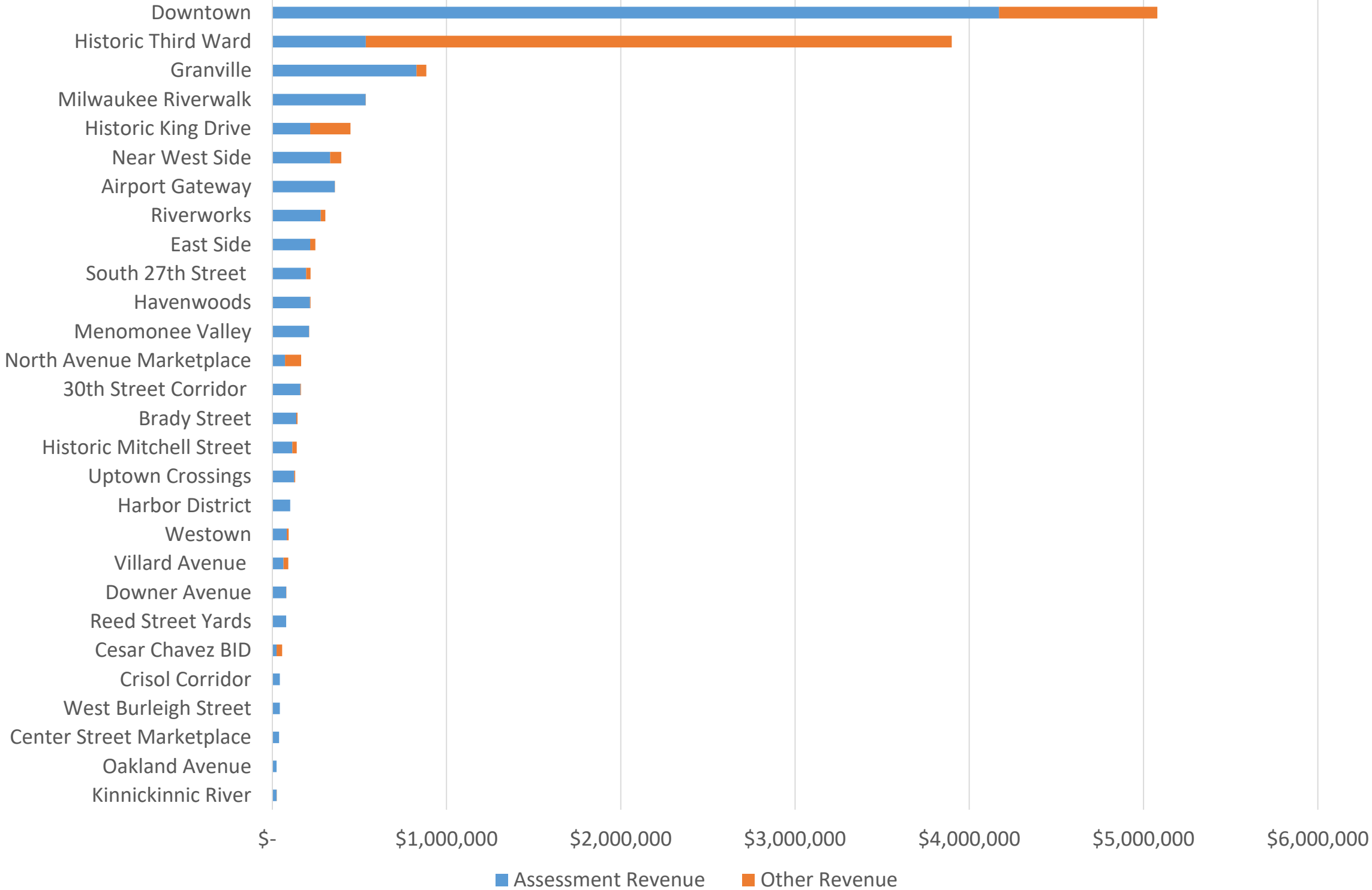
*PROJECTED*  
2023 BID  
Assessment Total:  
Not yet available

Kinnickinnic River	\$22,581.63
Cesar Chavez Drive	\$24,500.00
Oakland Avenue	\$25,000.06
Center Street Marketplace	\$37,490.94
West Burleigh Street	\$41,413.59
North Avenue Gateway	\$41,746.42
Crisol Corridor	\$44,004.78
Westtown	\$74,906.90
North Avenue Marketplace	\$77,233.38
Reed Street Yards	\$79,801.31
Downer Avenue	\$80,000.00
Harbor District	\$110,424.53
Historic Mitchell Street	\$116,528.00
Uptown Crossings	\$125,645.89
South 27th Street	\$136,296.60
Brady Street	\$146,369.00
30th Street Corridor	\$166,417.22
Villard Avenue	\$187,057.62
Menomonee Valley	\$220,516.54
East Side	\$224,758.58
Riverworks	\$285,151.12
Milwaukee Riverwalk	\$290,530.57
Historic King Drive	\$299,525.16
Near West Side	\$340,985.56
Airport Gateway	\$349,896.48
Havenwoods	\$443,008.20
Historic Third Ward	\$566,371.55
Granville	\$924,856.40
Downtown	\$4,170,000.00



# COMPARISON OF BID REVENUE SOURCES

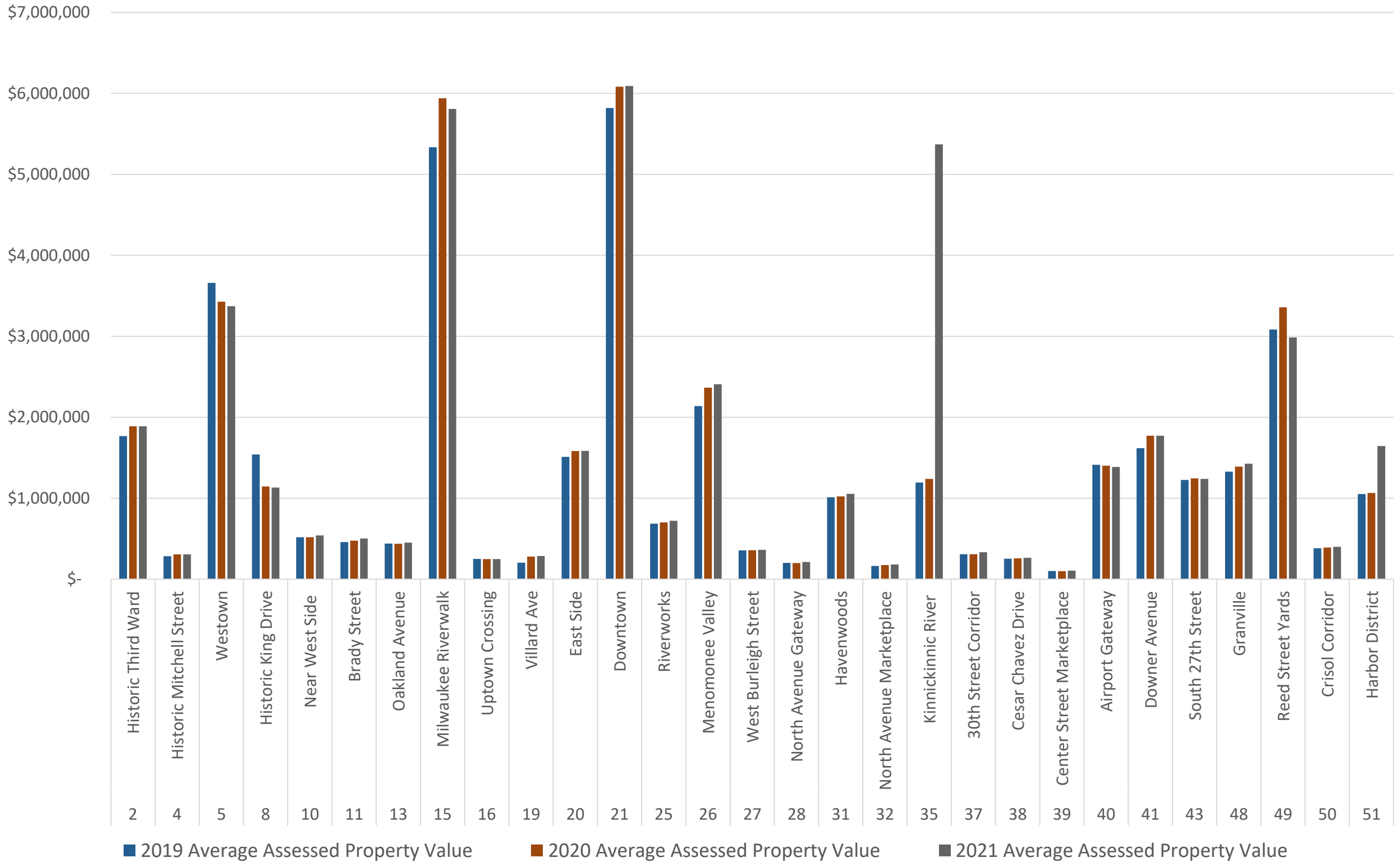
2020 BID Revenue



\*Data as of 2020

# AVERAGE ASSESSED PROPERTY VALUE

\*The average value of assessable properties in the district

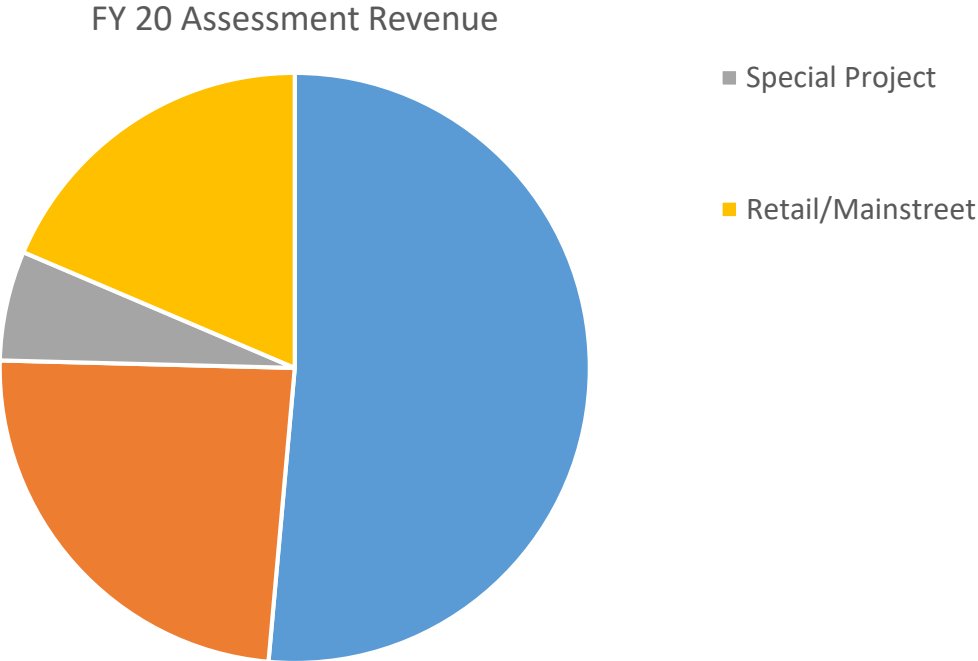
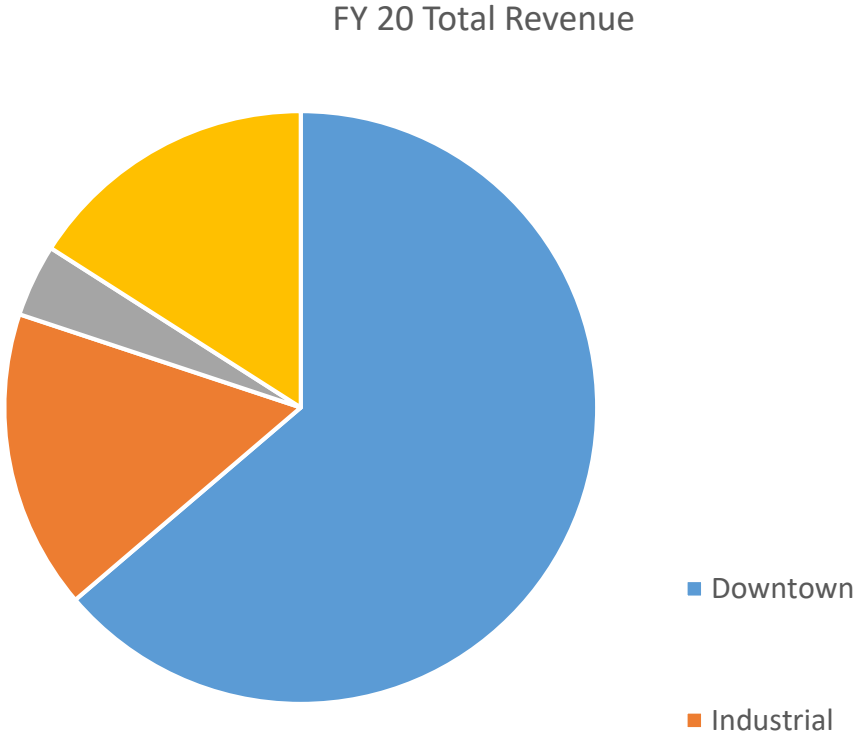
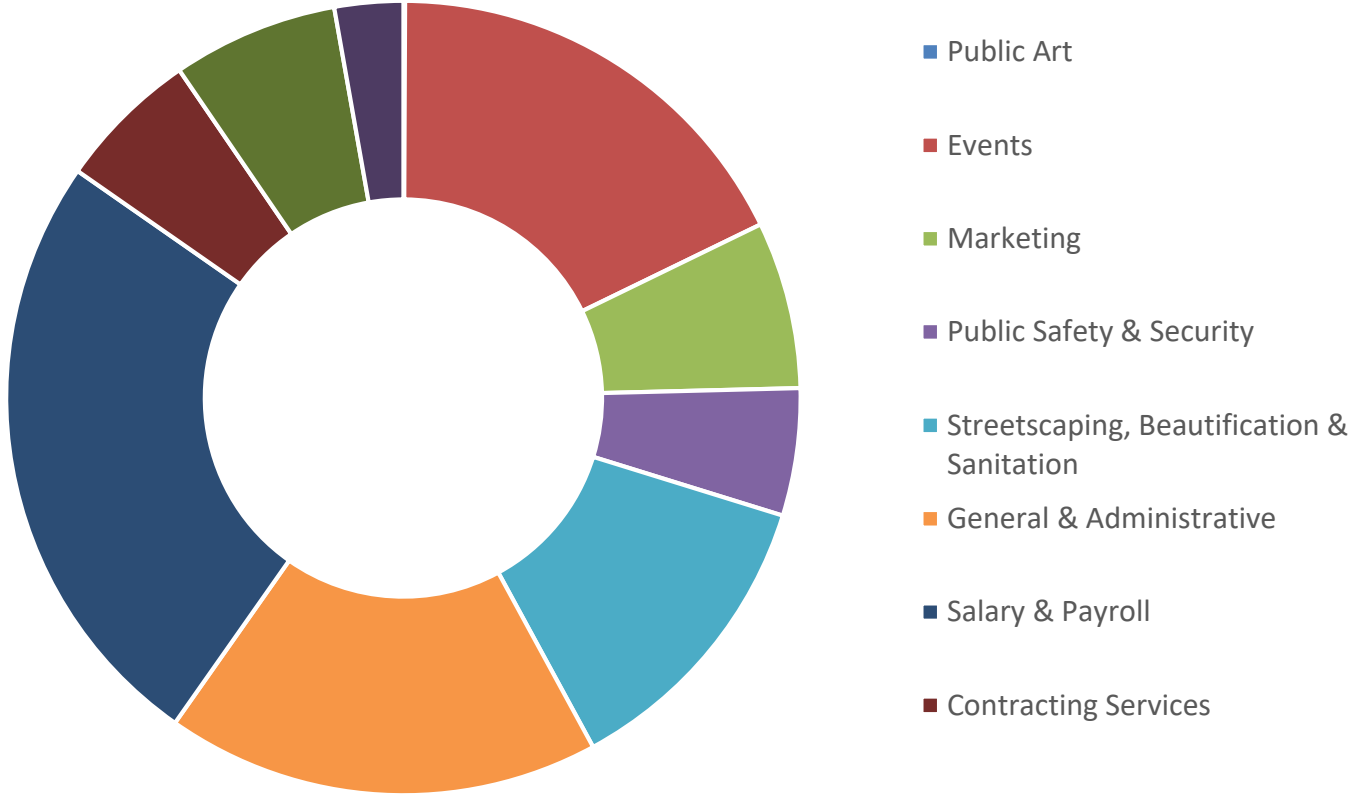




# BIDs BY COMMON AREA CHARACTERISTICS

Retail & Mainstreet	Industrial	Special Project	Downtown
Historic Mitchell Street	Riverworks	Milwaukee Riverwalk	Historic Third Ward
Historic King Drive	Menomonee Valley	Kinnickinnic River	Westtown
Near West Side	Havenwoods		Downtown
Brady Street	30th Street Corridor		The Brewery (NID 1)
Oakland Avenue	Airport Gateway		
Uptown Crossings	Granville	*City Center Building - Inactive	
Villard Avenue	Reed Street Yards		
East Side	Harbor District		
West Burleigh Street			
North Avenue Gateway			
North Avenue Marketplace			
Cesar Chavez Drive			
Center Street Marketplace			
South 27th Street			
Crisol Corridor			
Downer Avenue			

# SUMMARY OF ALL BID EXPENSES

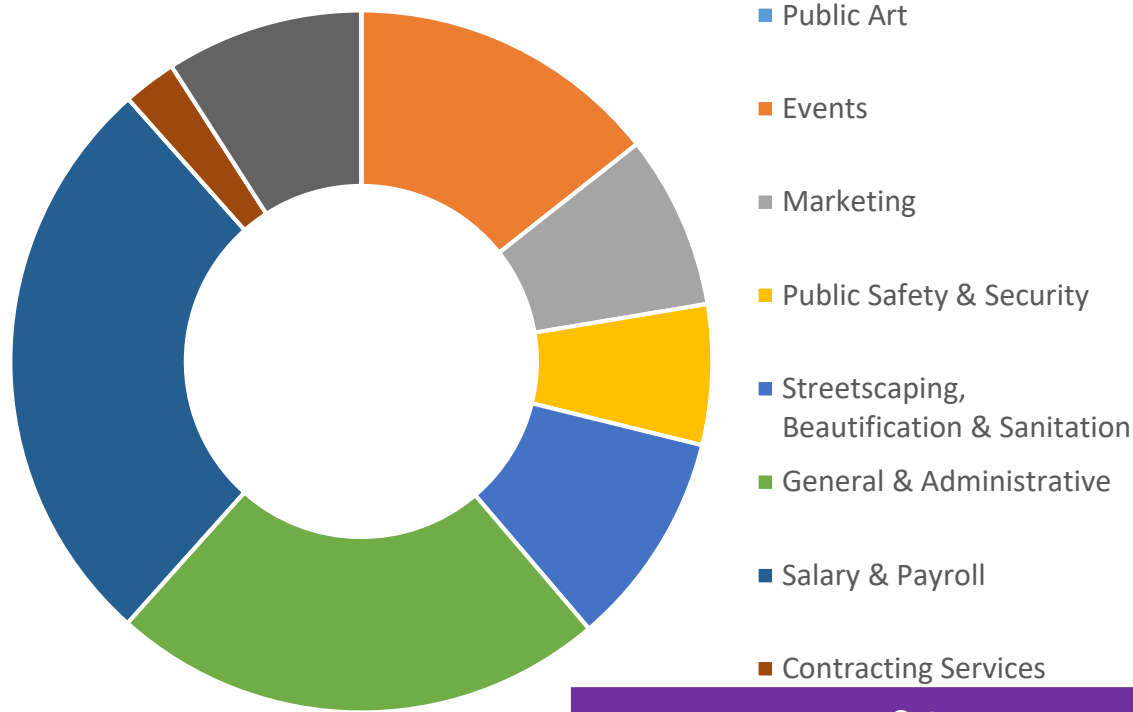


Category	Total Expense	Percentage
Public Art	\$ 9,580.00	0%
Events	\$ 2,503,330.00	18%
Marketing	\$ 960,394.00	7%
Public Safety & Security	\$ 731,895.00	5%
Streetscaping, Beautification & Sanitation	\$ 1,735,347.00	12%
General & Administrative	\$ 2,495,888.00	18%
Salary & Payroll	\$ 3,520,183.00	25%
Contracting Services	\$ 814,907.00	6%
Occupancy	\$ 952,708.00	7%
City Loans	\$ 394,473.00	3%
<b>Total</b>	<b>\$ 14,118,705.00</b>	<b>100%</b>

\*Data from 2020 financial statements

\*Does not include data from one BID

# DOWNTOWN BID EXPENSES

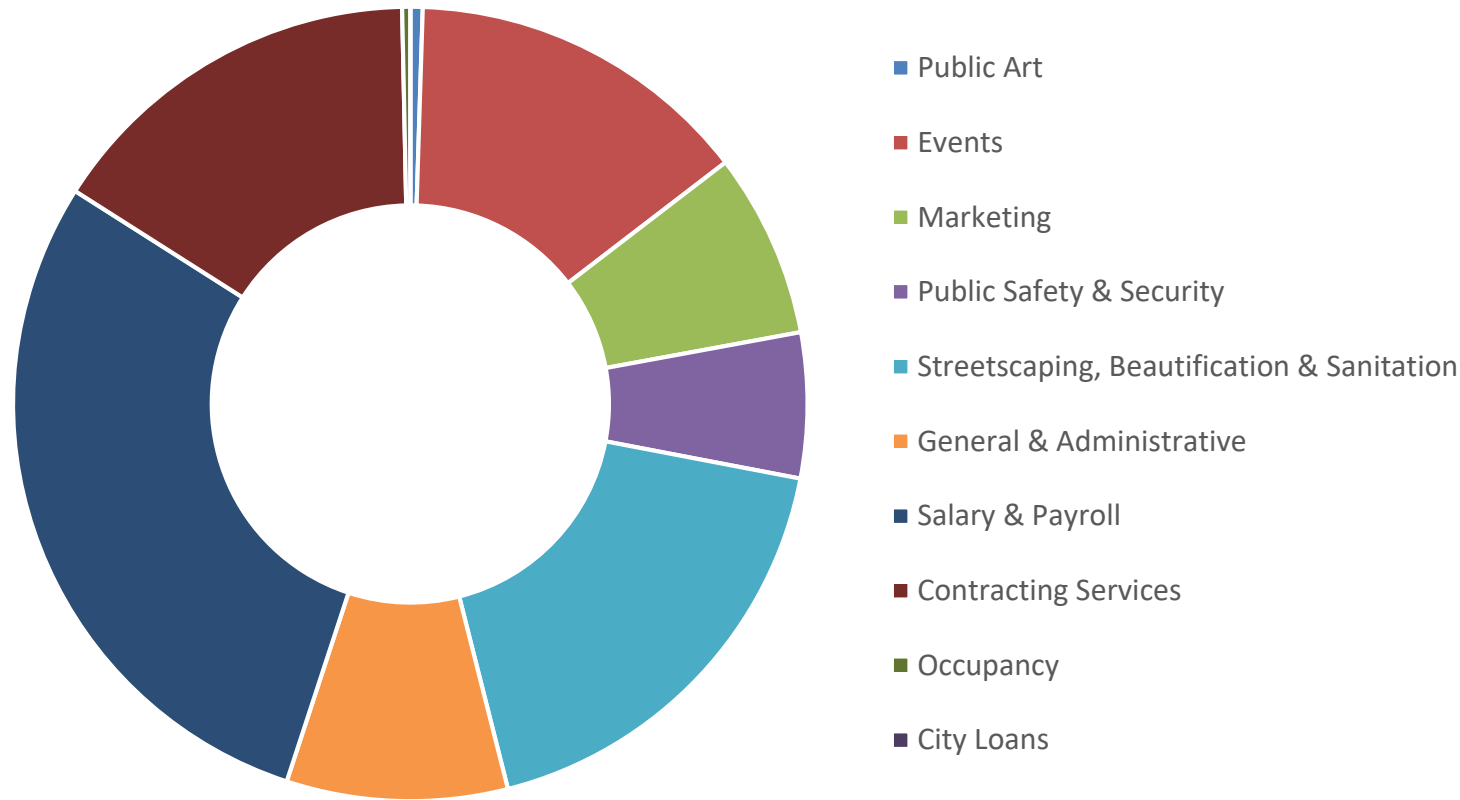


BID 2 - Historic Third Ward  
 BID 5 - Westtown  
 BID 21 - Downtown

Category	Total Expense	Percentage
Public Art	\$ -	0%
Events	\$ 1,354,621.00	14%
Marketing	\$ 755,455.00	8%
Public Safety & Security	\$ 608,833.00	6%
Streetscaping, Beautification & Sanitation	\$ 937,126.00	10%
General & Administrative	\$ 2,153,286.00	23%
Salary & Payroll	\$ 2,530,149.00	27%
Contracting Services	\$ 232,163.00	2%
Occupancy	\$ 857,608.00	9%
City Loans	\$ -	0%
<b>Total</b>	<b>\$ 9,429,241.00</b>	<b>100%</b>

\*Data from 2020 financial statements

# INDUSTRIAL BID EXPENSES

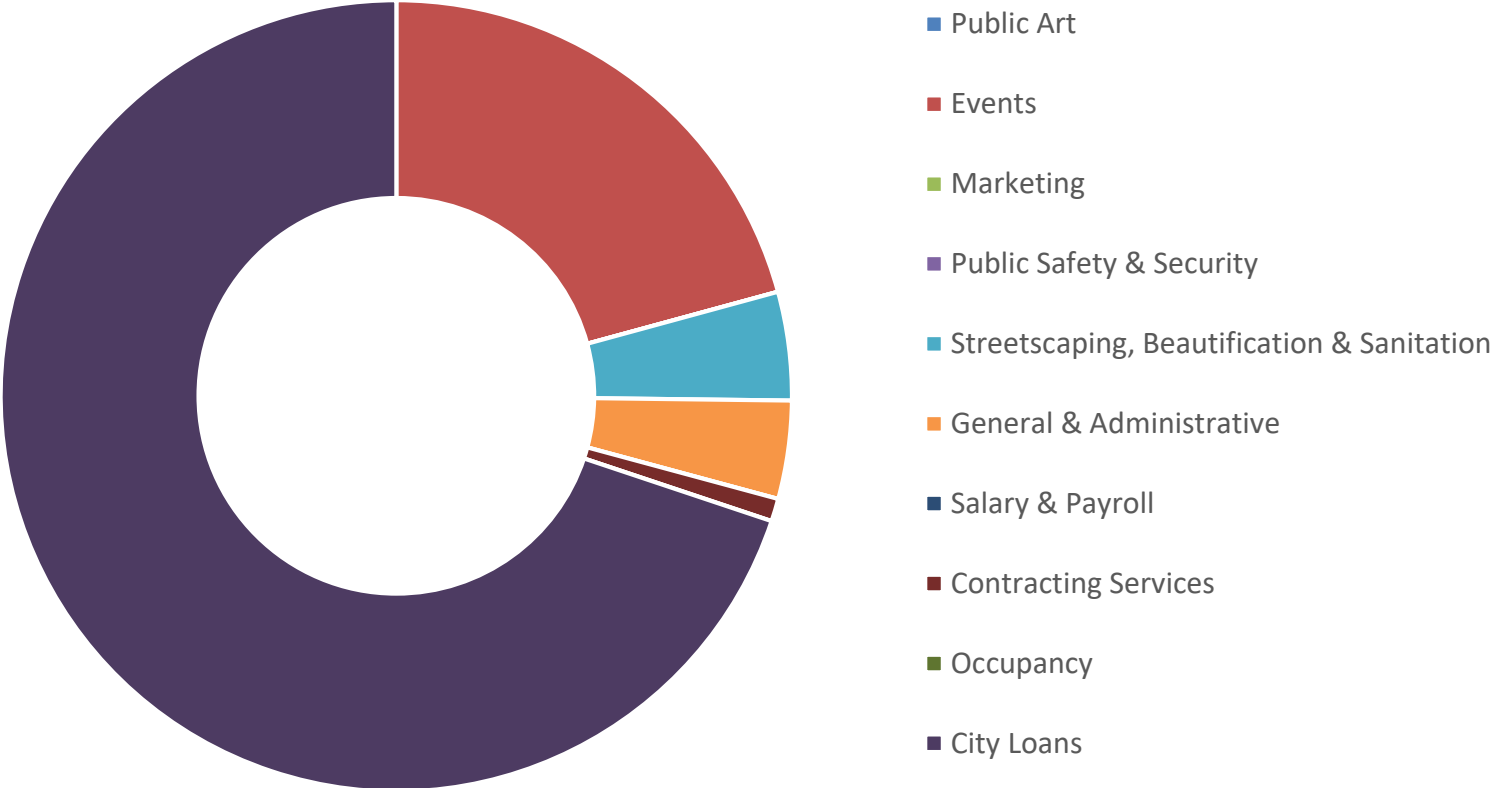


- BID 25 - Riverworks
- BID 26 - Menomonee Valley
- BID 31 - Havenwoods
- BID 37 - 30th Street Corridor
- BID 40 - Airport Gateway
- BID 48 - Granville
- BID 49 - Reed Street Yards
- BID 51 - Harbor District

Category	Total Expense	Percentage
Public Art	\$ 9,580.00	0%
Events	\$ 270,160.00	14%
Marketing	\$ 144,102.00	8%
Public Safety & Security	\$ 113,264.00	6%
Streetscaping, Beautification & Sanitation	\$ 345,939.00	18%
General & Administrative	\$ 172,419.00	9%
Salary & Payroll	\$ 555,517.00	29%
Contracting Services	\$ 300,314.00	16%
Occupancy	\$ 6,346.00	0%
City Loans	\$ -	0%
<b>Total</b>	<b>\$ 1,917,641.00</b>	<b>100%</b>

\*Data from 2020 financial statements

# SPECIAL PROJECT BID EXPENSES

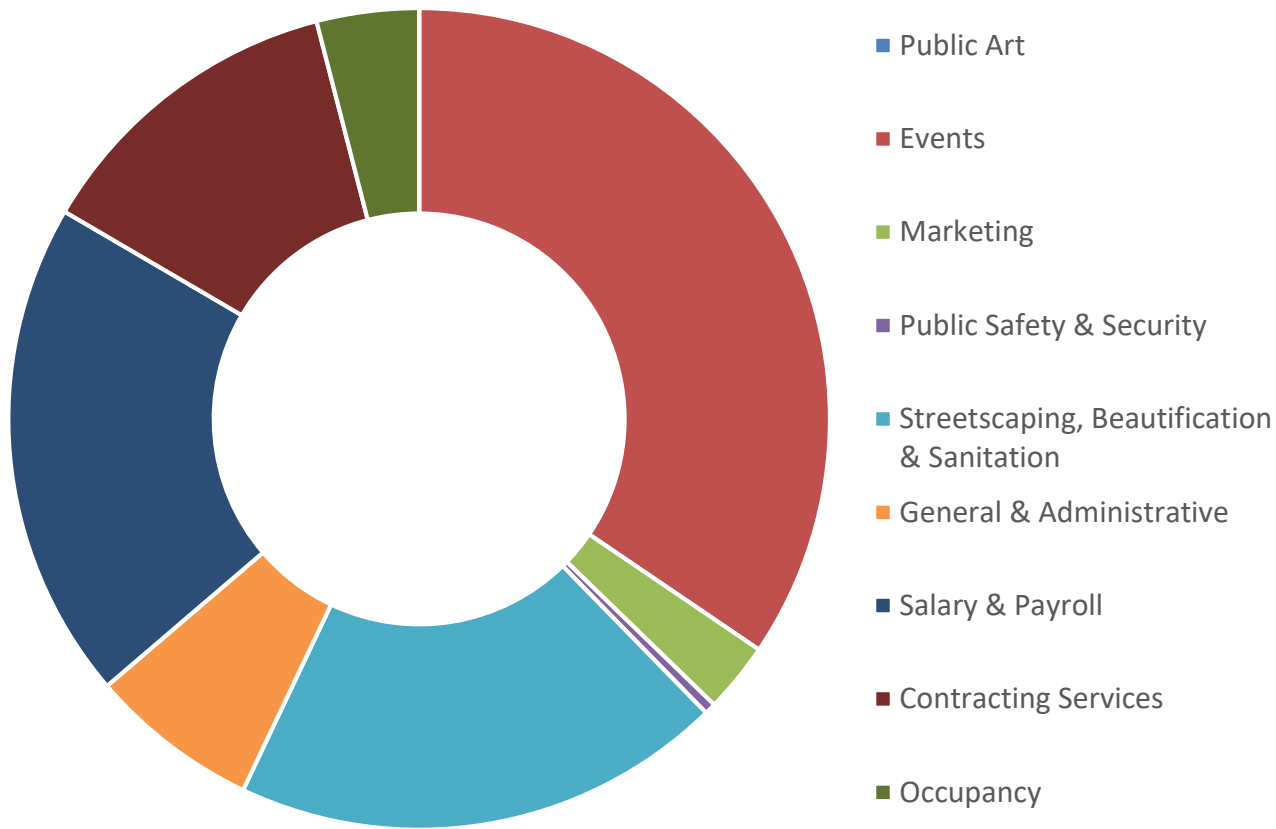


BID 15 - Milwaukee Riverwalk  
 BID 35 - Kinnickinnic River

Category	Total Expense	Percentage
Public Art	\$ -	0%
Events	\$ 117,223.00	21%
Marketing	\$ -	0%
Public Safety & Security	\$ -	0%
Streetscaping, Beautification & Sanitation	\$ 25,000.00	4%
General & Administrative	\$ 22,633.00	4%
Salary & Payroll	\$ -	0%
Contracting Services	\$ 5,250.00	1%
Occupancy	\$ -	0%
City Loans	\$ 394,473.00	70%
<b>Total</b>	<b>\$ 564,579.00</b>	<b>100%</b>

\*Data from 2020 financial statements

# RETAIL & MAINSTREET BID EXPENSES



- BID 4 - Historic Mitchell Street
- BID 8 - Historic King Drive
- BID 10 - Near West Side
- BID 11 - Brady Street
- BID 13 - Oakland Avenue
- BID 16 - Uptown Crossings
- BID 19 - Villard Avenue
- BID 20 - East Side
- BID 27 - West Burleigh Street
- BID 28 - North Avenue Gateway
- BID 32 - North Avenue Marketplace
- BID 38 - Cesar Chavez Drive
- BID 39 - Center Street Marketplace
- BID 41 - Downer Avenue
- BID 43 - South 27th Street
- BID 50 - Crisol Corridor

Category	Total Expense	Percentage
Public Art	\$ -	0%
Events	\$ 761,326.00	34%
Marketing	\$ 60,837.00	3%
Public Safety & Security	\$ 9,798.00	0%
Streetscaping, Beautification & Sanitation	\$ 427,282.00	19%
General & Administrative	\$ 147,550.00	7%
Salary & Payroll	\$ 434,517.00	20%
Contracting Services	\$ 277,180.00	13%
Occupancy	\$ 88,754.00	4%
City Loans	\$ -	0%
<b>Total</b>	<b>\$ 2,207,244.00</b>	<b>100%</b>

\*Data from 2020 financial statements

\*Does not include data from one BID



Commercial Corridor Team (CCT)  
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Milwaukee, Wisconsin 53202  
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[Commercialcorridorgrants@milwaukee.gov](mailto:Commercialcorridorgrants@milwaukee.gov)  
[milwaukee.gov/BusinessToolbox](http://milwaukee.gov/BusinessToolbox)