

BUSINESS IMPROVEMENT DISTRICT NO. 39

Center Street Marketplace

PROPOSED OPERATING PLAN

2018



TABLE OF CONTENTS

- I. INTRODUCTION**
 - 1. Background
 - 2. Physical Setting
 - II. DISTRICT BOUNDARIES**
 - III. PROPOSED OPERATING PLAN**
 - 1. Plan Objectives
 - 2. Proposed Activities – Year 2018
 - 3. Proposed Expenditures – Year 2018
 - 4. Financing Method
 - 5. Organization of BID Board
 - 6. Relationship to the local business association
 - IV. METHOD OF ADASSESSMENT**
 - 1. Assessment Rate and Method
 - 2. Excluded and Exempt Property
 - V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY**
 - 1. City Plans
 - 2. City Role in District Operation
 - VI. FUTURE YEAR OPERATING PLANS**
 - 1. Phased Development
 - 2. Amendment, Severability and Expansion
- APPENDICES**
- Appendix A - Statute
 - Appendix B - District Boundaries
 - Appendix C - Projected Assessments

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.)

A Business Improvement District was approved by the City of Milwaukee in 2005 for the purpose of revitalizing and improving the Center Street Marketplace District, located on Center Street on Milwaukee's Northside. The BID law requires that every district have an annual Operating Plan. This document is the annual Operating Plan for 2018 of the Center Street Marketplace district (BID #39). The plan was prepared with minimal technical assistance from the City of Milwaukee Department of City Development.

B. Physical Setting

The District covers a commercial area on West Center Street from North 32nd to North 59th street, to include a property on West Appleton Avenue & Center Street.

II. DISTRICT BOUNDARIES

Boundaries of the BID #39 district are shown on the map in Appendix B of this plan. A listing of the properties included in the district is provided in Appendix C.

III. PROPOSED OPERATING PLAN

The objective of the BID is to: Improve the quality of life within the district. Work with the property owners and merchants to normalize the perception of Center Street.

A. Plan Objectives

- Improve the Image of the target area
- Improve negative perception of crime/safety in target area
- Create a Streetscape in 2018
- Increase the number and variety of businesses in the target area
- Protect and preserve the historical significance and integrity of structures in the target area

B. Proposed Activities – Year 2018

Principle activities to be engaged in by the district during the 2018 year of operation will include:

- a. Management of the BID Director and usage of leased office space for the BID headquarters.
- b. Continue to implement and support commercial corridor cleanups and community initiatives for keeping the streets clean.
- c. Focus on eliminating the blight on Center Street by identifying vacant and unkept properties and work with the property owners for mitigation.
- d. Continue to increase safety and security by working with the MPD and community organizations to identify and continue to implement crime prevention initiatives.

- e. Continue to improve property façades via the City of Milwaukee Façade Grants and limited BID façade improvements.
- f. Assist property and business owners with marketing via the tools such as brochures, web presence, outreach campaigns, and personal strategies.

C. Proposed Expenditures – Year 2018

Item	Expenditure
Implement a BID 39 Grant Program in conjunction with the City of Milwaukee Grant/s. The BID will invest \$500.00 per property for a max total of 6 properties. <ul style="list-style-type: none"> - Façade - Signage 	\$3,000
Commercial Corridor Clean-up <ul style="list-style-type: none"> - Clean – up Crew - Community Clean up/s - Supplies/equipment (maintenance of trash cans) - Beautification Initiatives 	\$5,000
Safety/Security Initiative <ul style="list-style-type: none"> - Security Camera match up to \$500.00 for a max total of 5 properties. - Continue the Center Street Safety Initiative through the Safety Plan. (\$500.00) 	\$3,000
Administration <ul style="list-style-type: none"> - Office supplies and casual administrative services)- (\$1,500) - Marketing, Outreach (brochures, B2B marketing, business development & outreach) – (\$500) - Website maintenance – hosting – (\$500) - Annual Audit, insurance binder (O&D) – (\$3,500) - Accounting services (\$2,400) - Legal – general representation and consultation fees – (\$1,000) 	\$9,400
BID Management <ul style="list-style-type: none"> - BID Director (stipend of \$500.00 per month) 	\$6,000
BID Speaker Series – Business Builder Event hosting <ul style="list-style-type: none"> - Host up to 5 Business Builder Speaker Series Events - Host community business meetings as needed - Year “2” Center Street Customer Service Appreciation Day 	\$2,000
Facilities <ul style="list-style-type: none"> - Lease office space - Office maintenance (WE energies & ADT) 	\$7,800 \$ 3,000
TOTAL	\$39,200

Projected Revenues

Item	Revenue
Assessments - 2018	\$46,000
Carryover funds from 2017	\$5,000
TOTAL	\$51,000

D. Financing Method

It is proposed to raise **\$46,000** through BID assessments (see Appendix C). The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. Organization of BID Board

The Mayor appoints members to the district board ("board"). The board's primary responsibility is the implementation of this Operating Plan. This requires 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 – Seven**
- 2. Composition** - At least five members shall be owners or occupants of commercial property within the district. Upon any vacancies, existing board members shall first solicit business or property owners to fill vacant board positions. In the event the existing board is unable to secure new board representation, any non-owner or non-occupant may be appointed to the board. All board members shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
- 3. Term** - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
- 4. Compensation** – BID Director can receive a stipend of no more than \$500 per month.

5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.

6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.

7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.

8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

F. Relationship to the local business association

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

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$1,000.00 per parcel will be applied.

As of January 1, 2017, the property in the proposed district had a total assessed value of over \$11 million dollars. This plan proposed to assess the property in the district at a rate of \$5.00 per \$1,000.00 of assessed value, subject to the maximum assessment of \$1,000.00 and minimum of \$300.00, for the purposes of the BID.

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

B. Excluded and Exempt Property

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

1. State Statute 66.1109(1) (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 66.1109(5) (a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix C, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1) (b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

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

A. City Plans

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

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in the Center Street Marketplace (BID #39) business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in District Operation

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

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.

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

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

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

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon 2018 activities, and information on specific assessed values, budget amounts and assessment amounts are based on current conditions. If greater detail about historical or proposed subsequent years activities is necessary, it will be provided in the required annual Plan updates, and approval by the Common Council of such. Plan updates shall be conclusive evidence of compliance with this plan and the BID law.

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

B. Amendment, Severability and Expansion

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

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

APPENDIX A – Wisconsin statutes
APPENDIX B – District Boundaries
APPENDIX C – Projected BID Assessment 2018

Appendix A – Wisconsin Statute for BID Creation

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.
- (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 an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit 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 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.

(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.

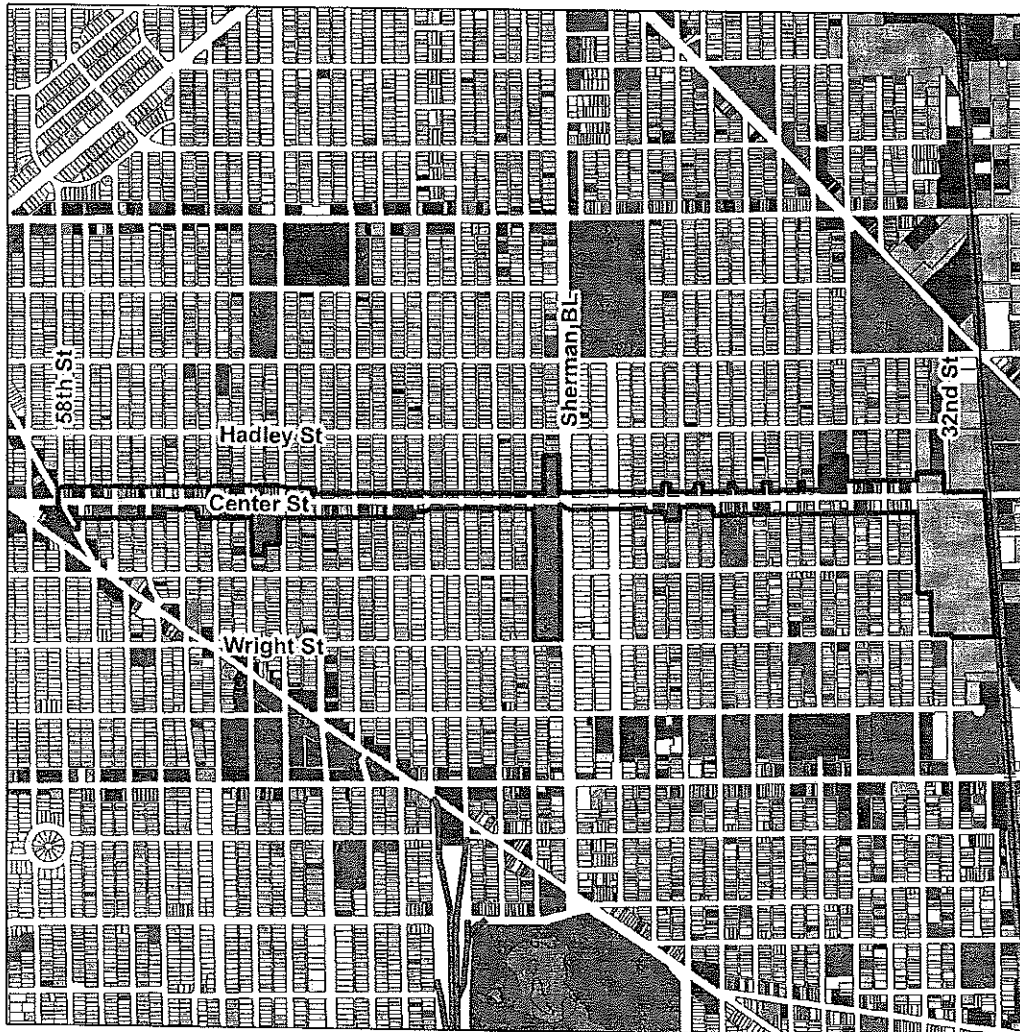
(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85.

66.1110 Neighborhood improvement districts.

Appendix B – BID 39 Map



Business Improvement District No. 39 (Center Street)

Land Use

BID Boundary

Residential

Single Family

Duplex

Multi-Family

Condominiums

Commerical

Commerical

Mixed Commerical and Residential

Manufacturing, Construction, and Warehousing

Transportation, Communications, and Utilites

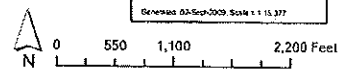
Public and Quasi-Public

Public Parks and Quasi-Public Open Space

Public Schools and Buildings, Churches, Cemeteries, and Quasi-Public Buildings

Vacant Land or Recent Taxkey Change

Prepared By:
Department of City Development Information Center, A1
Project No:
E Urban's Files & 3608/Project BID# 2009 BID 39
Map File:
E Urban's Files & 3608/Project BID# 2009 BID 39
Generated: 05-Sep-2009, Scale: 1:15,377



Appendix C - 2018 BID 39 projected assessments

BID 39 – 2018 Proposed Property Assessment – Approved by board – August 2017 annual meeting

addr	rem_owner1	propclass	rem_curr_total	BID assmt
5704 W CENTER	TAREK FLEIFEL	Local Commercial	171000	855
5720 W CENTER	F STREET INVESTMENTS LLC	Local Commercial	171000	855
5724 W CENTER	KAREN D DARDY	Local Commercial	77700	388.5
5600 W CENTER	WESLEY INSURANCE AGENCY INC	Local Commercial	193000	965
5622 W CENTER	ROBERT SCHLINSOCK	Local Commercial	117000	585
5502 W CENTER	PACHEFSKY PROPERTY LLC	Local Commercial	38600	193
5506 W CENTER	MICHAEL A NEMBHARDT	Local Commercial	118200	591
5512 W CENTER	TERRY L HEINEMIER	Local Commercial	125000	625
5518 W CENTER	TERRY HEINMEIER	Local Commercial	121000	605
5530 W CENTER	HATIM BADANI	Local Commercial	70000	350
2707 N 54TH	COMMONS DEV CO LLC	Local Commercial	216000	1080
5430 W CENTER	MUNIR S AWAN	Local Commercial	10000	50
5302 W CENTER	ISAAC A GREEN	Local Commercial	84000	420
5306 W CENTER	MOROCCO INVESTMENTS LLC	Local Commercial	156000	780
5312 W CENTER	KELLY M HANSBURG	Local Commercial	99800	499
5324 W CENTER	INVISIBLE REALTY	Local Commercial	200000	1000
5204 W CENTER	PACHEFSKY PROPERTY LLC	Local Commercial	48200	241
5220 W CENTER	DOROTHY L KALLIE REVOCABLE	Local Commercial	117000	585
5224 W CENTER	MIKE S WISNIEWSKI	Local Commercial	228000	1140
5104 W CENTER	DOUGLAS DE BONA	Local Commercial	87000	435
5112 W CENTER	FESS PROPERTIES LLC	Local Commercial	78800	394
5114 W CENTER	L E A D E R OF MILW INC	Local Commercial	71200	356
5004 W CENTER	RENAD JARABA	Local Commercial	81000	405
5030 W CENTER	BIG WASH LLC	Local Commercial	162000	810
2702 N 44TH	ELOISE PERRY	Local Commercial	148000	740
4402 W CENTER	JOHN WICKS	Local Commercial	75800	379

Appendix C - 2018 BID 39 projected assessments

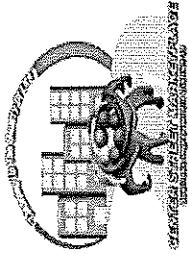
4620 W CENTER	STANLEY G FARQUHARSON SR &	Local Commercial	144000	720	720
4012 W CENTER	TIM L BELIN	Local Commercial	94200	471	471
4018 W CENTER	BLACKOUT INVESTMENTS LLC	Local Commercial	60500	302.5	302
3612 W CENTER	DWIGHT IVORY	Local Commercial	76700	383.5	383
3712 W CENTER	RONNIES BARBER SHOP LLC	Local Commercial	72900	364.5	364
3812 W CENTER	PAULETTE A BLAKE	Local Commercial	68200	341	341
3302 W CENTER	VARITAS LLC	Local Commercial	41800	209	300
3326 W CENTER	WESTFAHL PLUMBING CO INC	Local Commercial	19600	98	300
3412 W CENTER	ALFAOMEGA LLC	Local Commercial	82900	414.5	414
3424 W CENTER	WAGIHAN M FARRAH	Local Commercial	5200	26	300
3212 W CENTER	WIS INDUSTRIES PENSION	Local Commercial	164000	820	820
2672 N 35TH	NIMER H MUSAITIF	Local Commercial	47700	238.5	300
3327 W CENTER	ROBERT L MCDONALD	Local Commercial	36900	184.5	300
3319 W CENTER	ARTHUR F BRANDT, TRUSTEE	Local Commercial	1500	7.5	300
3805 W CENTER	SHANEE SCRUGGS I LLC	Local Commercial	54300	271.5	300
3813 W CENTER	REID'S NEW GOLDEN GATE	Local Commercial	72500	362.5	362
3817 W CENTER	JENNIFER POTTS	Local Commercial	65100	325.5	325
3821 W CENTER	BRADLEY THURMAN	Local Commercial	49900	249.5	300
3825 W CENTER	MAT REALTY	Local Commercial	38600	193	300
3833 W CENTER	DIMPLE KAUR	Local Commercial	45600	228	300
3933 W CENTER	GENEVA E MCKINLEY	Local Commercial	119000	595	595
2667 N 35TH	CITY CAB LLC	Local Commercial	35000	175	300
3501 W CENTER	HASAN I YOUSEF	Local Commercial	3000	15	300
2677 N 36TH	KARLA S GRIGGS	Local Commercial	89700	448.5	448
3715 W CENTER	MOSES A DREW	Local Commercial	116000	580	580
3723 W CENTER	MNAT PROPERTY LLC	Local Commercial	159000	795	795
3731 W CENTER	MARLO A TRIGGS	Local Commercial	40800	204	300
2664 N 38TH	RAYMOND COOPER	Local Commercial	79700	398.5	398
4901 W CENTER	FRANCINE SHANKS	Local Commercial	72600	363	363

Appendix C - 2018 BID 39 projected assessments

4905 W CENTER	ROBERT T WERNETTE, CAROL J	Local Commercial	308000	1540	1000
4917 W CENTER	NADIRA AHMAD	Local Commercial	49000	245	300
4925 W CENTER	MICHAEL S WISNIEWSKI	Local Commercial	137000	685	685
4929 W CENTER	NEW DIRECTION INDUSTRIES	Local Commercial	45500	227.5	300
4933 W CENTER	MONACHI GROUP LLC	Local Commercial	107000	535	535
5001 W CENTER	K & O INVESTMENTS LLC	Local Commercial	117000	585	585
5007 W CENTER	ODEAN TAYLOR	Local Commercial	120000	600	600
5029 W CENTER	51 CENTER LLC	Local Commercial	112000	560	560
5033 W CENTER	COLIN ALEXANDER	Local Commercial	95900	479.5	479
4703 W CENTER	KEYSTONE ACCOUNTING	Local Commercial	118000	590	590
4709 W CENTER	ANNIE PERTEET	Local Commercial	45900	229.5	300
4715 W CENTER	MAGNOLIA REALTY I LLC	Local Commercial	138000	690	690
4723 W CENTER	ATLAS OF AMERICA LLC	Local Commercial	44200	221	300
4731 W CENTER	ASK REAL EST HOLDINGS INC	Local Commercial	83000	415	415
2666 N 48TH	ROSEMARIE DUNHAM REVOCABLE	Local Commercial	57400	287	300
4801 W CENTER	3J GERMANTOWN LLP	Local Commercial	79900	399.5	399
4805 W CENTER	3J GERMANTOWN LLP	Local Commercial	237000	1185	1000
4813 W CENTER	MUHAMMAD SABIR	Local Commercial	62600	313	313
4819 W CENTER	JNF PROPERTIES LLC	Local Commercial	80000	400	400
4823 W CENTER	SKY REALTY OF WI LLC	Local Commercial	100500	502.5	502
4833 W CENTER	SHOWCASE PROPERTIES LLC	Local Commercial	116000	580	580
4419 W CENTER	CHRIST & DAVIS HOUSING LLC	Local Commercial	42900	214.5	300
4527 W CENTER	CHIQUILLA HOLLOWAY	Local Commercial	73400	367	367
4519 W CENTER	JOSE ALFREDO AGUILAR	Local Commercial	84200	421	421
4619 W CENTER	PATRICIA GHANAM	Local Commercial	36700	183.5	300
5233 W CENTER	MICHAEL S WISNIEWSKI	Local Commercial	85700	428.5	428
5301 W CENTER	MAGNOLIA REALTY I LLC	Local Commercial	271000	1355	1000
5311 W CENTER	MIKE S WISNIEWSKI	Local Commercial	226000	1130	1000
5431 W CENTER	TOWER SITES INC	Local Commercial	48400	242	300

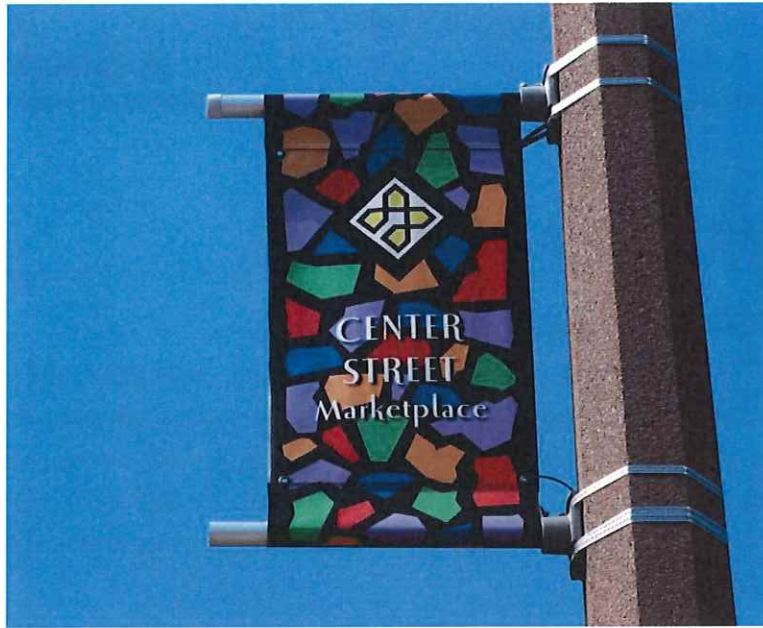
Appendix C - 2018 BID 39 projected assessments

5631 W CENTER	MARK A NAESER	Local Commercial	53200	266	300
5319 W CENTER	2825 N 38TH STREET LLC	Local Commercial	134000	670	670
5401 W CENTER	WORLD OUTREACH & BIBLE	Local Commercial	137000	685	685
5219 W CENTER	MILAM INC	Local Commercial	298000	1490	1000
3912 W CENTER	FRANKIE R JOHNSON	Special Mercantile	79200	396	396
5521 W CENTER	MKEPO LLC	Special Mercantile	716000	3580	1000
5625 W CENTER	MKEPO LLC	Special Mercantile	60000	300	300
5758 W APPLETON	KALS SERV INC	Special Mercantile	576000	2880	1000
			10197800	50989	47403



BID #39 – Center Street Marketplace
Board of Directors list
Updated 10/17/2017

	BID 39 Board Member	
1	Rickey Potts	Chair
2	Philip Blake	Treasurer
3	Tremerell Robinson	Secretary
4	O'dean Taylor	Board Member
5	Norman Johnson	Board Member
6	Catina Harwell-Young	Board Member
7	Jennifer Potts	Executive Director



BID 39 – Annual Report

2016 - 2017

The Center of What's Happening !!

BID 39 – The Center Street Marketplace

Tel 414.306.3586

5303 W Center (P.O. Box 100511)
Milwaukee, WI 53210

www.centerstreetmarketplacebid39.org

“2016 has been a year of major organizational strides for our commercial corridor, we took time to develop our businesses through education, training and the application of our solidarity plans.”

BID 39 - At-A-Glance

Strategic Highlights

In 2016, the BID39 Board of Directors has made measurable strides to connect with current businesses and offer support. We have worked with all 3 elected Aldermen in our district to identify ways to build trust with the business owners. We have actively marketed the BID message to all property and business owners by the way of the BID 39 Newsletter, Personalized letters to property owners, Flyers, Brochures, as well as in person meetings with businesses.

Business/Community mixture

With the dynamics of BID 39 there must be a vehicle for the local community to patronize the businesses, have input on the types of businesses needed and support their efforts. Since BID 39 is a rejuvenated board with a vision for engaging stakeholders and the need to make strides, BID 39 rolled out a targeted strategy in 2016, to include:

- BID Board member development training for New Board Members
- BID Board retreat at the St. Ann's Intergenerational Center
- Walking interactions with BID businesses to understand their needs and offer resources.
- Utilized fully developed marketing materials, including brochures and sell sheets for BID 39s current vacant property stock.
- Worked diligently to solidify a part time funded BID 39 Director position.

BID 39 Board members business/community engagement efforts:

- Upgraded the Banners in the commercial corridor – 2016
- Purchased 3 new Wrought Iron Trash Cans (totaling 10) - 2017
- Participated in the MKE Business Now Summit – January 2017
- Milwaukee Professionals Association – September 2017 (Net Neutrality MOU)
- Hosted BID 39 Neighborhood Cleanups (Middle Ground, Sherman Park and Metcalfe Park) – 2016-2017
- Co-Sponsored “The Great American Cleanup” March 2017
- Contracted w/ River works for Ambassador commercial corridor upkeep – 2016/2017

- Co-sponsored the Justice for Emani Back to school block party
- Co-sponsored "The Asha Project" open house and awareness event – June 2017
- Co-sponsored the Ms, Cynthia's back to school resource fair – 38th Street – August 2017
- Participated in the Small Business Sustainability Conference – 2016
- An active participant in the MPD Crime and Safety meetings – 2016-17
- Hosted MPD at the BID office for Safety Plan Rollout and CPTED information - 2017
- An active participant in Community based neighborhood meetings (Metcalfe Park, the bridge, 38th Street block club, Sherman Park, Center Peace and the Next-door Sherman Park web based communication portal).
- Participated in Money Smart Week
- Organized and held Center Street to Main Street Training sessions – 2017
- Hosted BID 39 Small Business Saturday initiative – November 2016 (Champion)
- Participated in the City of Milwaukee Better Buildings Challenge – 2017
- Hosted BID 39 Customer Appreciation Days – July 2017
- Rolled out the BID 39 Safety Plan – 2017 (resource material included)
- Hosted Small Business Seminar (Speaker Series) workshops at the BID office (MPD, Towne Bank, AACW, Venus Consulting, C'Renee Consulting and Great Impressions – 10/2017).
- Marketed the BID 39 Assets on WNOV (8/2017) and Riverworks Radio (9/2017).
- Sponsored the "Sherman Park Rising" City Mural on 47th And Center – 2017

BID 39 Grants

In 2016, BID 39 held a grant process for business improvements in the amount of \$500.00. To date, the BID has issued out over 16 grants to small business and property owners for items such as window replacement, façade improvements, security cameras, marketing and outreach as well as signage.

BID 39 applied for a "Reasons for Hope MKE grant" from the Greater Milwaukee Foundation. The grant was awarded in the amount of \$3,500.00. We were able to place 4 additional Little Free Libraries in the Sherman Park Community. Each Library is kept up by a host of community volunteers, retired educators, parents, and BID Board Members. BID 39 has worked with many commercial property owners for submittal of City of Milwaukee Façade and Signage grant applications.

Looking Ahead

The BID 39 filled the 2 new seats for board membership. We sought nominations from board members, as well as community input. We held a vigorous vetting process and selected new members not only related to their background, but what they aspired to do within the commercial corridor in order to lead the BID board into the future. Our BID develops board members who may not have a lengthy CV of board appointments, but those that realistically want to lend a hand to the stability of the commercial corridor.

Executive Director: In 2016 BID 39 voted to hire a BID Director to move our Operating Plan forward with a consistent structure and pace. This individual spearheaded the BID office space for community and BID events, trainings, a resource center, and a place for small business technical assistance and planning. The investment in a BID Director was prudent and only lasted as a part time staff person for 1 year.

Officers & Board Members:

R.P. Potts, Chairperson
Tremereil Robinson, Secretary
Philip Blake, Treasurer
O'dean Taylor, Board Member
Norman Johnson, Board Member
Catina Harwell-Young, Board Member

Executive Director:

Jennifer Potts

Location:

BID 39 – The Center Street Marketplace
5303 W Center (P.O. Box 100511)
Milwaukee, WI 53210
Tel 414.306.3586
www.centerstreetmarketplacebid39.org



CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39

FINANCIAL STATEMENTS

FOR THE YEAR ENDED DECEMBER 31, 2016

(With Summarized Totals for the Year Ended December 31, 2015)

RitzHolman
CPAs

CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39

TABLE OF CONTENTS

	<u>Page</u>
Independent Auditor's Report.....	1 - 2
Balance Sheet.....	3
Statement of Activities	4
Statement of Cash Flows.....	5
Notes to the Financial Statements.....	6 - 9
Schedule of Functional Expenses	10

Independent Auditor's Report

Board of Directors
Center Street Marketplace Business Improvement District #39

We have audited the accompanying financial statements of Center Street Marketplace Business Improvement District #39 which comprise the balance sheet as of December 31, 2016, and the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

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

Auditor's Responsibility

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

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity'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 Center Street Marketplace Business Improvement District #39 as of December 31, 2016, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

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

330 E. Kilbourn Ave., Suite 550 t. 414.271.1451
Milwaukee, WI 53202 f. 414.271.7464
ritzholman.com

Report on Summarized Comparative Information

We have previously audited Center Street Marketplace Business Improvement District #39's 2015 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated December 5, 2016. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2015, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Supplementary Information

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



RITZ HOLMAN LLP
Certified Public Accountants

Milwaukee, Wisconsin
October 3, 2017

CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39
BALANCE SHEET
DECEMBER 31, 2016
(With Summarized Totals for December 31, 2015)

ASSETS		2016	2015
CURRENT ASSETS			
Cash and Cash Equivalents		\$ 10,544	\$ 51,514
Prepaid Expenses		1,883	---
Security Deposit		650	---
Total Current Assets		\$ 13,077	\$ 51,514
TOTAL ASSETS		\$ 13,077	\$ 51,514
LIABILITIES AND NET ASSETS			
CURRENT LIABILITIES			
Accounts Payable		\$ 523	\$ ---
Total Liabilities		\$ 523	\$ ---
NET ASSETS			
Unrestricted		\$ 12,554	\$ 51,514
Total Net Assets		\$ 12,554	\$ 51,514
TOTAL LIABILITIES AND NET ASSETS		\$ 13,077	\$ 51,514

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

CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2016
(With Summarized Totals for the Year Ended December 31, 2015)

	Unrestricted	
	2016	2015
REVENUE		
Tax Assessments	\$ 43,908	\$ 58,533
Total Revenue	\$ 43,908	\$ 58,533
EXPENSES		
Program Services	\$ 67,850	\$ 56,886
Management and General	15,018	9,807
Total Expenses	\$ 82,868	\$ 66,693
CHANGE IN NET ASSETS	\$ (38,960)	\$ (8,160)
Net Assets, Beginning of Year	51,514	59,674
NET ASSETS, END OF YEAR	\$ 12,554	\$ 51,514

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

CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2016
(With Summarized Totals for the Year Ended December 31, 2015)

	2016	2015
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ (38,960)	\$ (8,160)
Adjustments to Reconcile Change in Net Assets to		
Net Cash Provided by Operating Activities		
(Increase) Decrease in Prepaid Expenses	\$ (1,883)	\$ ---
(Increase) Decrease in Security Deposit	(650)	---
Increase (Decrease) in Accounts Payable	523	---
	\$ (40,970)	\$ (8,160)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	51,514	59,674
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$ 10,544	\$ 51,514

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

CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2016

CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2016

NOTE A - Summary of Significant Accounting Policies

Organization

Center Street Marketplace Business Improvement District #39 (the "Organization") was organized under Wisconsin State Statute 66.608. This statute provides for the formation of Business Improvement Districts (BIDs) upon the petition of at least one property owner in the district. The purpose of a BID is to allow businesses within the district to develop, manage and promote their districts and to establish an assessment to fund these activities. The Organization's mission is to revitalize and improve the Center Street Marketplace District, located on Center Street on Milwaukee's Northside.

Center Street Marketplace Business Improvement District #39 is exempt from tax as an affiliate of a governmental unit under Section 501(a) of the Internal Revenue Code.

Accounting Method

The financial statements of the Organization have been prepared on the accrual basis of accounting.

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.

Basis of Presentation

The Organization reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. Assets of the restricted classes are created only by donor-imposed restrictions.

At December 31, 2016, the Organization had only unrestricted net assets.

Contributions

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

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.

**CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2016**

NOTE B - Comparative Financial Information

The financial information shown for 2015 in the accompanying financial statements is included to provide a basis for comparison with 2016 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, 2015, from which the summarized information was derived.

NOTE C - Concentration of Revenue

The Organization receives property assessment income and grants from the City of Milwaukee. The Organization's operations rely on the availability of these funds. Approximately 100% of the Organization's revenue was from the City of Milwaukee for the year ended December 31, 2016.

NOTE D - Related Parties

Three board members received property improvement grants. The board members collectively received \$1,500 during the year ended December 31, 2016.

NOTE E - Operating Lease

In June 2016, the Organization signed a lease for office space under an operating lease that expires June 30, 2017. Rent expense was \$4,847 for the year ended December 31, 2016.

The following is a schedule by year of the future minimum payment required under the lease as of December 31, 2016.

<u>Year</u>	<u>Amount</u>
2017	<u>\$3,900</u>
Total	<u>\$3,900</u>

NOTE F - 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 the Center Street area neighborhood. The assessment is calculated based on assessed values of the properties as of every fall. The assessment levied on properties was \$5/1,000 for every dollar of assessed property value with a minimum assessment of \$300 and a maximum assessment of \$1,000 for the year ended December 31, 2016.

CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2016

NOTE G - Subsequent Events

The Organization has evaluated events and transactions occurring after December 31, 2016, through October 3, 2017, the date the financial statements are available to be issued, for possible adjustments to the financial statements or disclosures. The Organization has determined that no subsequent events need to be disclosed.

CENTER STREET MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #39
SCHEDULE OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2016
(With Summarized Totals for the Year Ended December 31, 2015)

	Program Services	Management and General	2016	2015
Salaries and Wages	\$ 12,186	\$ 1,354	\$ 13,540	\$ ---
Payroll Taxes	1,371	152	1,523	---
Professional Fees	---	9,589	9,589	7,548
Contract Services	172	---	172	12,450
Façade Grants	10,811	---	10,811	19,820
Supplies	8,718	969	9,687	4,409
Telephone	1,357	151	1,508	1,051
Postage	499	56	555	661
Printing	499	55	554	3,287
Publications and Subscriptions	687	76	763	265
Technology	996	111	1,107	1,586
Occupancy	4,362	485	4,847	212
Safety and Security	240	---	240	---
Equipment Rental and Maintenance	4,475	497	4,972	29
Travel	1,588	176	1,764	---
Conferences, Conventions and Meetings	716	80	796	1,738
Insurance	1,087	121	1,208	452
Membership Dues	153	17	170	150
Marketing	10,096	1,122	11,218	3,894
Community Clean Up	7,774	---	7,774	8,795
Other Expense	63	7	70	346
Totals	<u>\$ 67,850</u>	<u>\$ 15,018</u>	<u>\$ 82,868</u>	<u>\$ 66,693</u>

BID #39 (Center Street Market Place) Board Member Sheet

Board Organization: 7, at least 5 members shall be owners or occupants of property within the district. Upon any vacancies, existing board members shall first solicit business or property owners to fill vacant board positions. In the event the existing board is unable to secure new board representation, any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.

<u>Board Member</u>	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
Catina Harwell-Young	Member	10/20/2016	10/20/2019
O'dean Taylor	Treasurer	10/03/2017	10/03/2020
Phillip Blake	Member	12/03/2015	12/03/2018
Tremerell Robinson	Secretary	11/06/2015	11/06/2018
Jennifer Potts	Member	09/28/2017	09/28/2020
Norman Johnson	Member	12/12/2016	12/12/2019
Rickey Potts	Chair	02/10/2017	02/10/2020

