THE EAST SIDE

BUSINESS IMPROVEMENT DISTRICT NO. 20 2025 OPERATING PLAN

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THE EAST SIDE BUSINESS IMPROVEMENT DISTRICT 2025 OPERATING PLAN

I. INTRODUCTION

In 1984, the Wisconsin legislature created Sec. 66.1109 of the Statutes enabling cities to establish Business Improvement Districts (BIDs) upon the petition of at least one property owner within the proposed district. The purpose of the law is "... to allow businesses within those districts to develop, manage and promote the districts and to establish an assessment method to fund these activities." Upon petition from property owners within the East Side business district, the Common Council of the City of Milwaukee on 9/23/97 Resolution File Number 970779 created BID No. 20 (The East Side Business Improvement District) and adopted its initial operating plan.

The BID law requires that a BID Board "shall annually consider and make changes to the operation plan. The board shall then submit the operating plan to the local legislative body for approval." The Board of BID No. 20 (The East Side Business Improvement District) submits this 2025 BID operating plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial 1997 BID operating plan. Therefore, it incorporates by reference the earlier plans as adopted by the Common Council. In the interest of brevity, this plan emphasizes the elements, which are required by Sec. 66.1109, Wis. Stats. and the proposed changes for 2025. This plan does not repeat the background information that is contained in the initial operating plan.

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

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

III. DISTRICT BOUNDARIES

A district map is attached in Appendix B and listing of the properties in the district is provided in Appendix C.

IV. PROPOSED OPERATING PLAN 2025

A. Plan Objectives

The objectives of the BID are as follows:

- Act as a catalyst for private investment. Closely monitor new development opportunities, actively recruit quality retail in new development and new vacancies, and market the area for renewed reinvestment.
- Promote the BID District as a desirable place to do business, visit, and live. Host events on a regular basis that drive traffic to the district.
- Improve the overall appearance, perception, and image of the area via clean-up programs, landscaping, public art, and holiday lighting programs.
- Fully activate new Board of Directors Committee Structure and secure new Board and Committee Members

B. Proposed Activities

Principal activities undertaken by the BID during 2025 will include, but are not limited to:

- Continue to enhance the infrastructure of the Ivanhoe Public Plaza that was established in May 2023, utilizing City grant funding and BID funds, as well as exploring the possibility of private funding or sponsorships.
- Continued expansion of Public Art utilizing grants and sponsorships.
- Continue to enhance the public programming of events in the Plaza to attract residents and the public-at-large to the East Side and all our BID business members.
- Monitor the success of the City of Milwaukee's rapid implementation program completed in the summer of 2024 and make any necessary adjustments as needed to increase the safety and comfort of people walking, biking, and driving in the BID.
- Continued planning for future TID financed North Avenue comprehensive streetscaping projects and commence execution of project consisting of improvement related to safety, traffic calming, intersection improvements, and streetscape design.

- Planning and execution of signature events, e.g., Summer Soulstice Music Festival and new, reoccurring events such as a music series & markets targeted for Ivanhoe Plaza & Black Cat Alley.
- Activation of the Oak Leaf Trail to include partnering with the County and BID businesses to place signage on the trail and leading to and from the BID district.
- Recruitment of new businesses and retention of existing businesses.
- Increased programming for area cleanliness, maintenance, and landscaping.

C. Proposed Revenue and Expenditures

Income for 2025

(Numbers rounded)

Projected Funds Available in 2025	\$427 686
Other income	\$ 25,000
2024 Assessment	\$227,686
Expected Carryover 2024 to 2025	\$175,000

Expenses for 2025

Total Expenses for 2025	\$365,330
Event & Program Expenses (BCA/Ivanhoe Plaza)	\$ 97,000
Operating Expenses (office, contracts, district maintenance)	\$267,330

The BID Board will have the authority and responsibility to prioritize expenditures and to revise the district budget as necessary to match the funds available. Any funds unspent at the end of 2024 shall be carried over to 2025 and applied against future expenses.

V. METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of January 1, 2024, the properties in the district had a total value of \$171,151,200 of which \$116,789,171 is assessable for the BID. This plan proposes to assess the taxable property in the district at a rate of \$5.00 per \$1,000 of assessed value with a cap at \$5,000 for the purposes of the BID. Appendix A shows the projected BID assessment for each property included in the district.

The principle behind the assessment methodology is that each property owner should contribute to the BID in proportion to the benefit derived from the BID. After consideration of assessment methods, it was determined that the assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a uniform rate applied on the assessed value of each property was selected as the basic assessment method for BID No. 20.

The variables used to determine the regular BID assessments are:

- The total assessed value of each tax key parcel within the district; and
- The specific dollar amount per \$1,000 of the assessed value of each tax key parcel.

The assessment methodology is as follows: For each of the taxable tax key parcels within the BID boundaries, the BID assessment is calculated by applying a \$5.00 per \$1,000 charge against the assessed value of the parcel.

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) Sec. 66.1109 (1m): The district may 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) Sec. 66.1109 (5) (a): Property known to be used exclusively for residential purposes will not be assessed. Such properties are identified as exempt properties as revised each year.
- 3) In accordance with Sec. 66.1109 (1) (b), Wis. Stats., property exempt from general real estate taxes have been included in the district. Privately-owned tax-

exempt property, which is expected to benefit from district activities, may be asked to make a financial contribution on a voluntary basis.

4) In accordance with 66.1109 (5) (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.

VI. 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 has played a significant role in the creation of the BID and in the implementation of its operating plan.

In particular, the City will continue to:

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

VII. BUSINESS IMPROVEMENT DISTRICT NO. 20 BOARD OF DIRECTORS

The Board's primary responsibility will be the implementation of this operating plan. The current BID No. 20 Board of Directors and staff is comprised as follows:

Officers:

PRESIDENT – Joey Wisniewski (New Land Enterprises/Wiskullsin)

VICE PRESIDENT – Spencer Kronz (<u>East Side Family Chiropractic</u>)

TREASURER – Dan Katt (Mandel Group Inc./Good City Brewing)

SECRETARY – Michael Vitucci (Murray Avenue Partnership/<u>Izzy Hops</u>)

Members:

Scott Blum (<u>Rockstar Design</u>/*<u>INFO Magazine</u>)

Tim Gohkman (New Land Enterprises)

Beth Lobner (<u>University of Wisconsin-Milwaukee</u>)

Summer Thompson (<u>Exact Sciences</u>)

Stephanie Townsend (Upper East Bar)

Tracy Wymelenberg (Ascension)

Bid Staff:

EXECUTIVE DIRECTOR – Ryan Laessig

VIII. FUTURE YEARS' OPERATING PLANS

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

Section 66.1109 (3) (a) of the BID law requires the BID 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 project, it focuses upon 2025 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2024 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating 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. The method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

IX. AMENDMENT, SEVERABILITY, AND EXPANSION

The BID has been created under the 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 operating plan shall be amended to conform to the law without need of reestablishment.

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

Appendix A

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 subds. 1. to 4. have been complied with.
- (g) "Planning commission" means a plan commission under s. <u>62.23</u>, 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

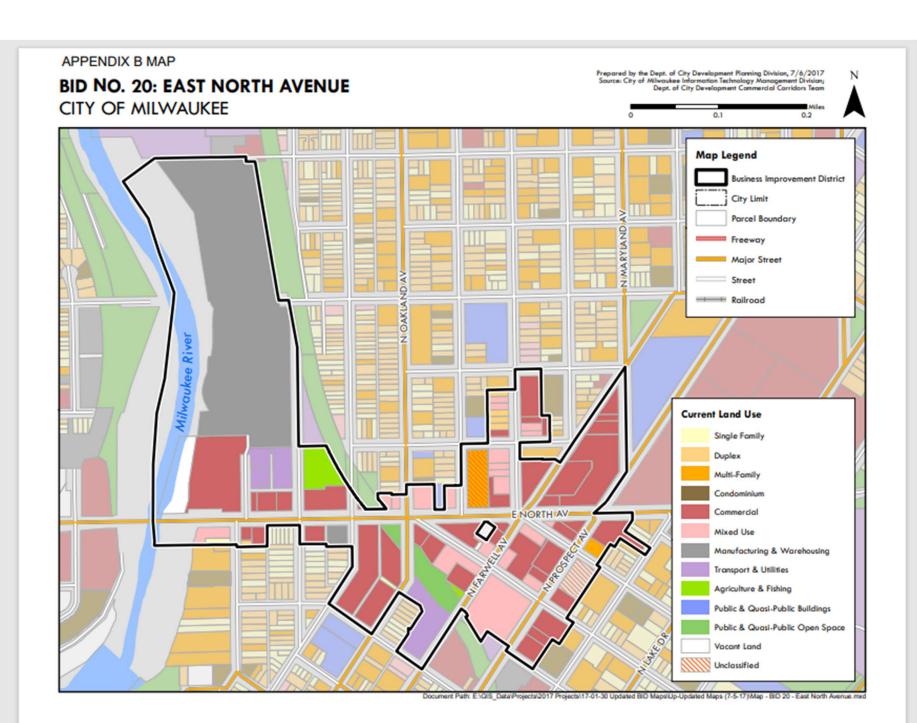
- consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded 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 C - 2024 Assessment

Append	IX C - 202	1 A33	CSSII	ICIIC																		
Taxkey Address	Owner1	Owner2	Class	Building Description	total re	es units comm un	nits ressoft	commsqft	buildsqft	MIX	owner address	owner city state	owner zip	land use w	cant :	zoning	land imprv lot sqft o	ij Unfinished Asses	smen Special Circumstances	Percent Come BID Assessi	sble Value BIT	20 Assessment
3201540000 2320 N CAMBRIDGE AV	1504 NORTH AVE, LLC		Local Commercial	Parking Lot	32400	0	0	0 30)	0 NO	PO BOX 806	MUSKEGO WI	53150	7523		IL2	30700 1700 1533			100 \$ 3	32,400.00 \$	162.00
3560298110 1854 E KENILWORTH PL	SPECTRUM HOLDINGS INC		Local Commercial		63900	0	0	0)	0 NO	6651 N TEUTONIA AVE	MILWAUKEE WI	53209	8880 V		LB3	63900 0 2130			100 \$ 6	63,900.00 \$	319.50
3190723000 2406-2408 N MURRAY AV	GOLDBERG FAMILY LTD	PARTNERSHIP NO 2	Local Commercial	Residence With Commercial Usage	341300	2	1 3	258 86	5	4124 YES	9800 W BLUEMOUND RD STE 200	WAUWATOSA WI	53226	8899		LB2	85700 255600 5715			21 \$ 7	71,673.00 \$	358.37
3201524000 2303-2309 N OAKLAND AV	IAMES & SUE WIECHMANN	REVOCABLE LIVING TRUST	Local Commercial	Tavem	625100	7	1 6	126 94	9	7302 YES	1010 N CASS ST	MILWAUKEE WI	53202	8899		LB3	112500 512600 4500			13 \$ 8	81,263.00 \$	406.32
3190769000 2327-2329 N MURRAY AV	MATTHEW J LINN	PATRICIA C LINN	Local Commercial	Residence With Commercial Usage	280900	1		322 133		3257 YES	2327 N MURRAY AVE	MILWAUKEE WI	53202	8899		LB2	76200 204700 5080				115,169.00 \$	575.85
3190700000 2423-2425 N MURRAY AV	2423 N MURRAY LLC		Local Commercial	Tavern	349800	2	2 1	544 140)	3044 YES	3264 N HACKETT AVE	MILWAUKEE WI	53211	8899		LB2	76200 273600 5080				160,908.00 \$	804.54
3190699000 2427-2431 N MURRAY AV	2429 N MURRAY LLC	C/O METRO INVESTMENTS	Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	345800	4	1 1	158 129	3	2751 YES	3610 N OAKLAND AVE	SHOREWOOD WI	53211	8899		LB2	76200 269600 5080			47 \$ 16	162,526.00 \$	812.63
3190768000 2333-2335 N MURRAY AV	SAMUEL J LLANAS		Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	429500	2		389 115		3047 YES	2333 N MURRAY AV	MILWAUKEE WI	53211	8899		LB2	76200 353300 5080				163,210.00 \$	816.05
3190722000 2400 N MURRAY AV	MURRAYTHOMAS LLC		Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	591000	3	2 4	136 232		6824 YES	1579 E CUMBERLAND BLVD	WHITEFISH BAY WI	53211	8899		LB2	57200 533800 3810				200,940.00 \$	1,004.70
3560301000 1801 E NORTH AV	SYDNEY C CHARNEY ESTATE ETAL	C/O DAVID CHARNEY	Local Commercial	Fast Food Operation	219700	0	13	0 17		171 NO	1440 W WINDPOINTE CT	MEQUON WI	53092	5812		LB3	219500 200 7315				219,700.00 \$	1,098.50
3550101000 1507 E NORTH AV	MICHAEL D LEE REV TRUST	MICHAEL W ROSS REV TRUST	Local Commercial	Store Building - Single tenant, 1 story	225600	0	1	0 152		1520 NO	929 N ASTOR ST # 1402	MILWAUKEE WI	53202	7216		LB3	112000 113600 5600				25,600.00 \$	1,128.00
3201523100 1726-1728 E NORTH AV	LATHROP HOLDINGS LLC		Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	459400	1	6 1	191 123		2430 YES	PO BOX 288	FONTANA WI	53125	8899		LB3	161500 297900 6459				34,294.00 \$	1,171.47
3190744000 2414 N FARWELL AV	HPJ PROPERTIES LLC		Local Commercial	Office Building - 1Story	241100	0	1	0 297		2976 NO	4812 W MADISON AVE	FRANKUN WI	53132	8011		LB2	160500 80600 5350				241,100.00 \$	1,205.50
3190704000 1922 E THOMAS AV	GENE HAN		Local Commercial	Laundry Pick-up Station	269500	0	1	0 185	2	1852 NO	3231 VIA CARRIZO UNIT-D	LAGUNA WOODS CA	92637	7211		LB2	76200 193300 5080				9,500.00 \$	1,347.50
3201534100 2333-2345 N NEWHALL ST	WISCONSIN PAPERBOARD CORP		Manufacturing		273900	0	0	0)	0 NO	1514 E THOMAS AVE	MILWAUKEE WI	53211		ecant		261300 12600 0				273,900.00 \$	1,369.50
3190724000 2410 N MURRAY AV	BROCKEN HAUS LLC		Local Commercial	Store Building - Multiple Tenants, 1 story	292500	0	3	0 268		2688 NO	731 N JACKSON ST UNIT 502	MILWAUKEE WI	53202	5941		LB2	76200 216300 5080				92,500.00 \$	1,462.50
3201721000 2340 N CAMBRIDGE AV	TRANSFORMATION	RESTORATION LLC	Local Commercial	Warehouse Building - 1 Story	311700	0	1	0 921		9213 NO	W281 N1897 GOLF VIEW DR	PEWALKEE WI	53072	1761		IL2	311600 100 15578				\$11,700.00	1,558.50
3560285000 2017-2025 E NORTH AV	2017 EAST NORTH, LLC		Local Commercial	Tavern	320000	0	1	0 296		2964 NO	N658S LEICHT RD	BLACK RIVER FALLS WI	54615	8899		LB3	47500 272500 1584				\$20,000.00	1,600.00
3191422000 1910 E NORTH AV, Unit 200	HSI EAST LIBRARY RESIDEN'L L	C/O HSI DEV PARTNRS LLC ATTN	Mercantile Apartmen		18163400	99	1 7	904 225		2920 YES	PO BOX 1825	BROOKFIELD WI	53008	8830		LB3	1039500 17123900 38711				\$63,268.00	1,816.34
3190721000 2018 ETHOMAS AV	DANIEL CURRENT	JENNIFER CURRENT	Local Commercial	Residence With Commercial Usage	417500	0	1	0 596		5964 NO	2018 E THOMAS AV	MILWAUKEE WI	53211	7641		LB2	84600 332900 5640				117,500.00 \$	2,087.50
3190790000 1832 E NORTH AV	GREY LITE LLC		Local Commercial	Tavern	621600	1	1 1	778 377		5557 YES	1626 N PROSPECT AVE #2310	MILWAUKEE WI	53210	8899		LB3	234500 387100 9380				122,688.00 \$	2,113.44
3550139111 1431 E NORTH AV	CAMBRIDGE/NORTH DEVELOPMENT LLC		Local Commercial	1	428500	0	0	0		0 NO	PO BOX 510932	MILWAUKEE WI	53203	8899 V		LB3	428500 0 21427 0	3J			128,500.00 \$	2,142.50
3560311000 2159-2163 N FARWELL AV	MAGNETIC NORTH ES LLC	ļ	Local Commercial	Tavern	505000	0	1	0 206		2064 NO	PO BOX 11077	SHOREWOOD WI	53211	742		LB3	123800 381200 4125				\$ 05,000.00	2,525.00
3191431000 2310 N OAKLAND AV	RJ 1800 LLC		Mercantile Apartmen	ts AP4 (Conv Apt with 21 or more Units)	7263100	39	4 1	518 531		5900 YES	117 N JEFFERSON ST #200	MILWAUKEE WI	53202	8899		LB3	623000 6640100 19050				508,417.00 \$	2,542.09
3191423000 1910 E NORTH AV, Unit 300	HSI EAST LIBRARY RESIDEN'L L	C/O HSI DEV PARTNRS LLC ATTN	Local Commercial	Store Building - Single tenant, 1 story	516400	0	1	0 250		2500 NO	PO BOX 1825	BROOKFIELD WI	53008	4812		LB3	11700 504700 781				516,400.00 \$	2,582.00
3550103000 1515 E NORTH AV	NUNUS PROPERTY LLC		Local Commercial	Store Building - Multiple Tenants, 1 story	545300	0	1	0 262		2620 NO	7845 W STONEWOOD DR	FRANKUN WI	53132	5411		LB3	192000 353300 9600				45,300.00 \$	2,726.50
3560297000 2201-2211 N FARWELL AV	SPECTRUM HOLDINGS INC		Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1781700	12	3 5	210 610	_	7250 YES	6651 N TEUTONIA AV	MILWAUKEE WI	53209	8899		LB3	270000 1511700 9000				523,595.00 \$	3,117.98
3560281100 2214 N FARWELL AV	SGM REALTY ILC		Local Commercial	Sit Down Restaurant	640100	0	12	0 378		3788 NO	2214 N FARWELL AVE	MILWAUKEE WI	53202	8899		LB3	216000 424100 7200				\$40,100.00	3,200.50
3550432000 1617-1633 E NORTH AV	SUNSET INVESTORS NORTH AVE LLC		Local Commercial	Multi Story Warehouse	641300	0	1	0 2907		9076 NO	10700 W VENTURE DR	FRANKUN WI	53132	3625		LB3	313600 327700 15682				\$41,300.00	3,206.50
3561471000 2170 N PROSPECT AV	DOWN DOG! LLC		Local Commercial	Service Building	655600	0	1	0 747		7471 NO	2999 N HUMBOLDT BLVD	MILWAUKEE WI	53212	5251		LB3	272000 383600 9065				\$ \$55,600.00	3,278.00
3560609100 2200 N PROSPECT AV	KHALID AHMED	FOZIA AHMAD	Special Mercantile	Svs Station w Conv Store	664200	0	1	0 174		1748 NO	13545 N NORTHWOOD LN UNIT 5W	MEQUON WI	53097-7241	5541		LB3	379400 284800 12645				564,200.00 \$	3,321.00
3560290100 2227-2235 N FARWELL AV	NORTH FARWELL, LLC		Local Commercial	Tavern	669900	0	1	0 416	3 .	4163 NO	3930 SOUTH LAKE DR UNIT 508	ST FRANCIS WI	53235	5813		LB3	133100 536800 4438				\$ 00.000,69	3,349.50
3560312111 2121 N FARWELL AV	PIERCE MILWAUKEE LLC		Manufacturing		688700	0	0	0	1	0 NO	2202 N BARTLETT AVE	MILWAUKEE WI	53202		acant		685700 3000 0				\$88,700.00	3,443.50
3190766110 2339-2345 N MURRAY AV	KEREN PROPERTIES I LLC		Local Commercial	Tavern	722000	0		318	7	7871 NO	5135 N HOLLYWOOD	WHITEFISH BAY WI	53217	8899	,	LB2	162900 559100 10859				722,000.00 \$	3,610.00
3560283000 2238 N FARWELL AV	NEW LAND INVESTMENTS NO 7 LLC	ATTN: SHELDON OPPERMAN CFO	Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	2244600	28	2 21	530 894		6304 YES	1840 N FARWELL AVE, STE A	MILWAUKEE WI	53202	8899	,	LB3	288000 1956600 9600				763,164.00 \$	3,815.82
3190743000 2426 N FARWELL AV	GURDEV SINGH		Special Mercantile	Svs Station w Conv Store	802600	0	1	0 177		1778 NO	W176 N5456 HIGHRIDGE DR	MENOMONEE FALLS WI	53051	5541		LB2	314700 487900 10491				802,600.00 \$	4,013.00
3560279000 2201-2203 N PROSPECT AV	KENSPECTLLC		Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	2469100	16	2 3	90 640		8834 YES	PO BOX 510287	MILWAUKEE WI	53203	8899		LB3	216000 2253100 7200				339,494.00 \$	4,197.47
3190727100 2428-2430 N MURRAY AV	WILLIAM FJUDGE & JOAN M	JUDGE IRREV TR & 2430 LLC	Local Commercial	Strip Shopping Center	859600	0	4	0 920		0580 NO	3610 N OAKLAND AVE	SHOREWOOD WI	53211	9999		LB2	466700 392900 31115				\$ 00.000,628	4,298.00
3190770100 2319 N MURRAY AV	MURRAYAVENUE	PARTNERSHIP LLC	Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1744400	5	3 1	857 678		3568 YES	1579 E CUMBERLAND BLVD	WHITEFISH BAY WI	53211-1114	8899		LB3	154200 1590200 10282				372,200.00 \$	4,361.00
3201525000 1700-1704 E NORTH AV	ATERRA 173	1700 E NORTH AVE MILWAUKEE L	LC Special Mercantile	Quick Oil Change	977800	0	2	0 184		1845 NO	1001 GRAND AVE	WEST DES MOINES IA	50265	7549		LB2	46100 931700 1845				977,800.00 \$	4,889.00
3201532110 1614 E NORTH AV	MCDONALDS CORP	MCDONALD'S CORP (89-48)	Special Mercantile	Fast Food Operation	982500	0	1	0 376		3761 NO	3451 E RAMSEY AVE	CUDAHY WI	53110	5812		LB3	338700 643800 35560				882,500.00 \$	4,912.50
3560310100 2169 N FARWELL AV	ROBERT H & SANDRA L D KASHOU	TRUST DATED JULY 23 2004	Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	987200	0	1	0 1281		2810 NO	5515 N DANBURY RD	WHITEFISH BAY WI	53217	5713		LB3	540000 447200 18000				87,200.00 \$	4,936.00
3560296120 2219 N FARWELL AV	GOLDBERG RUEHL PROPERTIES	LLC, C/O BIECK MGMT, INC	Local Commercial	Store Building - Single tenant, 1 story	1010300	0	1	0 637		6374 NO	9800 W BLUEMOUND RD STE 200	WAUWATOSA WI	53226	9999		LB3	213300 797000 0				310,300.00 \$	5,000.00
3560229000 2140-2150 N PROSPECT AV	COAL DOGLIC	C/O PHELAN DEVELOPMENT	Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1181500	0	2	0 799	_	7998 NO	117 N JEFFERSON ST STE 207	MILWAUKEE WI	53202-1073	5812		LB3	540000 641500 18000				181,500.00 \$	5,000.00
3560611100 2214-2228 N PROSPECT AV	PROSPECT II LLC	C\O BOULDER VENTURE	Mercantile Apartmen	ts AP4 (Conv Apt with 21 or more Units)	19957100	88	1	0 892		8694 YES	117 N JEFFERSON ST STE 200	MILWAUKEEWI	53202	9850		LB3	1606500 18350600 29617 0	31			197,426.00 \$	5,000.00
3560278000 2211 N PROSPECT AV	TOWN DOGS LLC		Local Commercial	Store Building - Single tenant, 1 story	1211800	0	1	0 720		7200 NO	2999 N HUMBOLDT BL	MILWAUKEEWI	53212	9999		LB3	216000 995800 7200				211,800.00 \$	5,000.00
3561521000 1857 E KENILWORTH PL	WI LATITUDE APARTMENTS LLC		Mercantile Apartmen	ts AP4 (Conv Apt with 21 or more Units)	15561700	90	5 3	150 840		5000 YES	9757 NEJUANITA DR ST 300	KIRKLAND WA	98034	8899		PD	945000 14616700 27000 0	3)			44,936.00 \$	5,000.00
3550448100 1609 E NORTH AV	E&K LAND LLC	l	Local Commercial	Store Building - Multiple Tenants, 1 story	1256000	0	2	0 643		6438 NO	10505 CORPORATE DR# 101	PLEASANT PRAIRIE WI	53158	9999		LB3	264000 992000 13200				256,000.00 \$	5,000.00
3201531100 2340 N NEWHALL ST	I-NEWHALL LLC	l	Local Commercial	Medical Clinic	1264400	9	2	0 614	,	6140 NO	1830 HUBBARD ST STE 700	MILWAUKEEWI	53212	742		IL2	373900 890500 49848				264,400.00 \$	5,000.00
3561472000 2009-2015 E KENILWORTH PL	WIENER DOG LLC		Local Commercial	Store Building - Multiple Tenants, 1 story	1420600	9	24	0 1150		1501 NO	117 N JEFFERSON STE 207	MILWAUKEEWI	53202	9999		LB3	723000 697600 24100				120,600.00 \$	5,000.00
3190764111 2303 N FARWELL AV	FIRSTAR BANK MILWAUKEE NA	C/O RYAN PTS DEPT 908	Special Mercantile	Bank, Savings & Loan	1458900	0	4	0 1212		6172 NO	PO BOX 460169	HOUSTON TX	77056	6011		PD	415500 1043400 30776				\$ 00.000	5,000.00
3190745000 2401-2409 N MARYLAND AV	NEGOVICE INVITED IND CO.		Local Commercial	Multi Story Warehouse	1504400	0	6	0 3756		7560 NO	3720 N FRATNEY ST STE 2K	MILITIONEL III	53212	9999		LB2	420700 1083700 14024				504,400.00 \$	5,000.00
3562271000 2217-2239 N PROSPECT AV, Uni		ATTN ROBERT SCHMIDT	Local Commercial	Store Building - Multiple Tenants, 1 story	1698500	0	3	0 952		9522 NO	311 E CHICAGO ST STE 210	MILWAUKEE WI	53202	5812		LB3	78000 1620500 2601				98,500.00 \$	5,000.00
3560286000 2043 E NORTH AV	BFD PROPERTIES LLC		Local Commercial	Store Building - Multiple Tenants, 1 story	1757600	0	2	0 525		5255 NO	PO BOX 285	GREENDALE WI	53129	5812		LB3	181600 1576000 6052				757,600.00 \$	5,000.00
3560302000 1819 E KENILWORTH PL	SYDNEY C CHARNEY ESTATE ETAL	C/O DAVID CHARNEY	Local Commercial	Store Building - Multiple Tenants, 1 story	1891700	0	4	0 1485		5000 NO	1440 W WINDPOINTE CT	MEQUON WI	53092	9999		LB3	450000 1441700 15000				91,700.00 \$	5,000.00
3560289111 1901 E NORTH AV	28 REAL ESTATE LLC		Local Commercial	Store Building - Multiple Tenants, 1 story	2162600	0	2	0 1787		7870 NO	2111 E BEVERLY RD	MILWAUKEE WI	53211	9999		LB3	596300 1566300 19876				162,600.00 \$	5,000.00
3190770200 1930 E NORTH AV	OFF MATLOCK LLC	 	Special Mercantile	Bank, Savings & Loan	2166500	9	4	0 1070	1	0708 NO	735 CHATEAUS DR	COPPELLTX	75019	6021		LB3	207700 1958800 13848				166,500.00 \$	5,000.00
3550431117 2202 N BARTLETT AV	PIERCE MILWAUKEE LLC		Manufacturing		2303700	9	0	U		UNO	2202 N BARTLETT AV	MILWAUKEEWI	53202	8871			874700 1429000 0				803,700.00 \$	5,000.00
3190760110 2326-2342 N FARWELL AV	NORTH AVENUE REDEVELOPMENT LLC	C/O COLUERS	Local Commercial	Strip Shopping Center	2530300	9	9	0 1493		5400 NO	833 E MICHIGAN ST SUITE 500	MILWAUKEEWI	53202	9999		LB3	1064000 1466300 35465				530,300.00 \$	5,000.00
3190757000 2012-2028 E NORTH AV	2012 EAST NORTH AVENUE LLC	C/O COLUERS	Local Commercial	Tavern	2532700	9	4	0 1724		7248 NO	833 E MICHIGAN ST SUITE 500	MILWAUKEE WI	53202	9999		LB3	245000 2287700 8167 0	3)	+		532,700.00 \$	5,000.00
3560282000 2216-2230 N FARWELL AV	ORENTAL BUILDING SPELLC	l	Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	2801700	0	9	0 6788		0710 NO	2216N FARWELLAV	MILWAUKEEWI	53202	9999		LB3	1089000 1712700 36300				901,700.00 \$	5,000.00
3191373000 2311 N PROSPECT AV	COLUMBIA ST MARYS INC	C/O JOANNE MACMILLAN	Special Mercantile	Parking Garage, Parking Ramp	2875600	9	1	0 13687		6879 NO	4040 VINCENNES CIR	INDIANAPOLIS IN	46268	7525		PD	1124400 1751200 32035				375,600.00 \$	5,000.00
3560215100 2252-2266 N PROSPECT AV	DOS 1000S ITC	l	Local Commercial	Office Building - Multi Story (Ofc & Apt)	3660300	0	202	0 5921		8379 NO	3055 N FREDERICK AV	MILWAUKEEWI	53211	9999		LB3	963500 2696800 32117			200 7 200	560,300.00 \$	5,000.00
3561495000 2185 N PROSPECT AV	BOARD OF REGENTS OF UW	C/O ASST VC FOR BUS &	Local Commercial	Store Building - Multiple Tenants, 1 story	3807800	0	10	0 2833		6240 NO	PO BOX 413	MILWAUKEE WI	53201	8899		PD	377800 3430000 94264			237 7 2,03	807,800.00 \$	5,000.00
3560287000 2034 E IVANHOE PL	EDUCATORS CR UNION-IVANHOE	PLACE REAL ESTATE LLC	Special Mercantile	Bank, Savings & Loan	3918900	0	1	0 1157	1	1574 NO	1326 WILLOW RD	MT PLEASANT WI	53177	6062		LB3	266400 3652500 8881				918,900.00 \$	5,000.00
3200302112 1514 E THOMAS AV	WISCONSIN PAPERBOARD CORP	% THE NEWARK GROUP INC	Manufacturing	1	5896400	0	0	0	1	0 NO	1514 E THOMAS AVE	MILWAUKEE WI	53211	_	acant		4198700 1697700 0				96,400.00 \$	5,000.00
3191371000 2305 N PROSPECT AV	EXCHANGERIGHT NET-LEASED WF GROCERY 43 DS	5	Special Mercantile	Super Market	21172000	0	2	0 5561	_	4494 NO	PO BOX 60808	PASADENA CA	91116	5411		PD	2809600 18362400 36159				172,000.00 \$	5,000.00
3191372000 2311 N PROSPECT AV	COLUMBIA ST MARYS INC	ATTN: FINANCE DEPT	Special Mercantile	Medical Clinic	23325300	0	1	0 9460	11	0011 NO	4425 N PORT WASHINGTON RD	GLENDALE WI	53212	8011		PD	772500 22552800 25750				325,300.00 \$	5,000.00
			1					1			1									\$ 116,78	789,171.00 \$	227,686.55

Appendix D The East Side BID #20 Annual Report (Activities Sept. 2023 – August 2024)

The East Side Business Improvement District's mission is to build a coalition to curate Milwaukee's most vibrant neighborhood. Core Programs

Core Programs

- We hired a part time marketing consultant to handle regular social media posting, keep our East Side and Black Cat Alley websites up to date, e.g., business directory, news, event calendar, etc., publish a quarterly newsletter, and market our BID businesses and BID events.
- We started the process of updating the platform of our website to allow for a more robust and informative customer experience. We expect to have the website fully updated by the end of 2024.
- We transitioned leadership of the Board to President Joey Wisniewski after the resignation of our President Polly Kaplan in June 2023.
- We renewed our agreement with HS Services for weekly cleaning of our sidewalks and curbs as well as graffiti removal.
- We continued our relationship with KEI, who plant and maintain our flowered planters. We added 24 hanging planters this summer and brought back our 10 bike planters.
- We decorated the core of the district with Holiday lighting from November to February to enhance the overall look and feel during the Holiday season.
- We continued to manage Black Cat Alley. We put out a Call to Artists and chose a local artist to paint a new mural. We've partnered with BID businesses, mainly Crossroads Collective, and other non-BID businesses to activate the Alley and launch new programming and uses for the Alley along with Ivanhoe Plaza.
- The Board currently meets at least 6 times per year, but additional meetings are called as needed to discuss high-level items that arise.
- We provide staff support for the East Side Architectural Review Board and facilitated approval of a number of applications for new business signage and other developmental projects

Economic Development

Since our last report, the following new businesses have opened:

- Vier North
- Pomona Cider Company
- James May Gallery
- Brew 'd Burger Shop
- Nute's Café
- Atwood HYW BBQ Company
- Counter Day Bar
- Cool Cat Cookies
- Paloma Wilder Permanent Jewelry
- L'incontro

A few businesses have moved or closed:

- Shred 415
- D.P. Dough
- Lash Heaven USA
- Triciclo Peru
- Eriks Bike Shop

One business re-branded & New Business Opening:

- Triple Tap Room (Formerly Hacienda)
- Eastside Framing Gallery open mid-November at 2400 N Murray

Core Events in 2024

- Summer Soulstice Music Festival was expanded to include a fourth musical stage and over 50 vendors. Over 10,000 people attended this all-day festival, an increase of 30% from 2022.
- Hosting a series of 4 monthly DJ Dance events in Black Cat Alley in August through November, building on the energy of Summer Soulstice.
- The BID issued a call for artists in August 2023 and a panel of seven jurists chose a winner out of an applicant pool of over 100 artists. The mural is completed by Ruben Alcantar.

APPENDIX E

EAST SIDE BUSINESS IMPROVEMENT DISTRICT #20 MILWAUKEE, WISCONSIN

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EAST SIDE BUSINESS IMPROVEMENTS DISTRICT #20 MILWAUKEE, WISCONSIN

FINANCIAL STATEMENTS

DECEMBER 31ST, 2023 & 2022

The East Side Business Improvement District No. 20 Statement of Activity Prepared: January 14, 2024

	1/1/22 to 12/31/22		1/1/23 to 12/31/23	2023 Full Year Budget
Revenue				
Assessment Receipts	\$	224,759	\$ 224,567	\$ 224,567
SSMF Revenue		58,502	82,005	70,100
Grants or Sponsorships		4,000	31,250	-
Grafitti Removal Reimb. Fees		4,750	4,428	3,600
Other Income		12,205	60,641	7,100
Total Revenue	\$	304,216	\$ 402,891	\$ 305,367
Expense				
Payroll		89,668	88,660	90,413
SSMF total expenses		51,793	72,605	59,873
Street Cleaning/Graffiti Removal		20,656	27,418	25,206
Planter Maint.		33,225	38,367	21,301
Marketing		13,191	42,278	47,484
Holiday Lighting		9,630	10,670	9,900
Rent & Maint.		4,125	4,361	3,840
Professional Fees		15,446	15,591	10,600
Insurance		2,741	3,325	2,744
Contract Labor		1,989	10,030	-
BCA Expense		268	11,115	-
Misc. Other		9,715	11,219	900
Total Expense		252,447	335,639	272,261
Net Income	\$	51,769	\$ 67,252	\$ 33,106

The East Side Business Improvement District No. 20 Statement of Financial Position

As of December 31, 2023

	As o	of Dec. 31, 2023	As of Dec. 31 2022			
ASSETS						
Current Assets						
PNC Checking Account	\$	12,483	\$	120,031		
PNC Money Market Account		172,988		: -		
Total Cash		185,471		120,031		
City of Mke North Ave TID Grant		75,000		-		
Grant \$ rec'd to date		(15,000)		-		
Remaining North Ave Grant \$		60,000		Ξ		
Total Current Assets		245,471		120,031		
Fixed Assets		-		-		
TOTAL ASSETS	\$	245,471	\$	120,031		
TOTAL LIABILITIES AND EQUITY	\$	245,471	\$	120,031		