

**FISCAL  
YEAR  
2016**



**BUSINESS**

**IMPROVEMENT**

**DISTRICITS**

**REPORT**



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# Introduction



## Methods & Recommendations

The FY16 BID Report contains data reported to the Commercial Corridor Team (CCT) in each Business Improvement District (BID)'s FY16 Annual Audit.

## Reporting

This report contains information intended to illustrate basic comparisons between BIDs and groups of BIDs, using data for FY16.

- ▶ **Summaries of revenues and expenses across Milwaukee BIDs.**
  - For comparison purposes, BIDs are divided into five (5) budget brackets based on total revenue.
- **Programmatic Reports.**
  - Each program section contains data on averages and totals for varying sizes of BIDs.

## Notes:

- No FY16 Audit data was available for one (1) BID at the time this report was created. Their FY16 Operating Plan is substituted.

# OVERVIEW



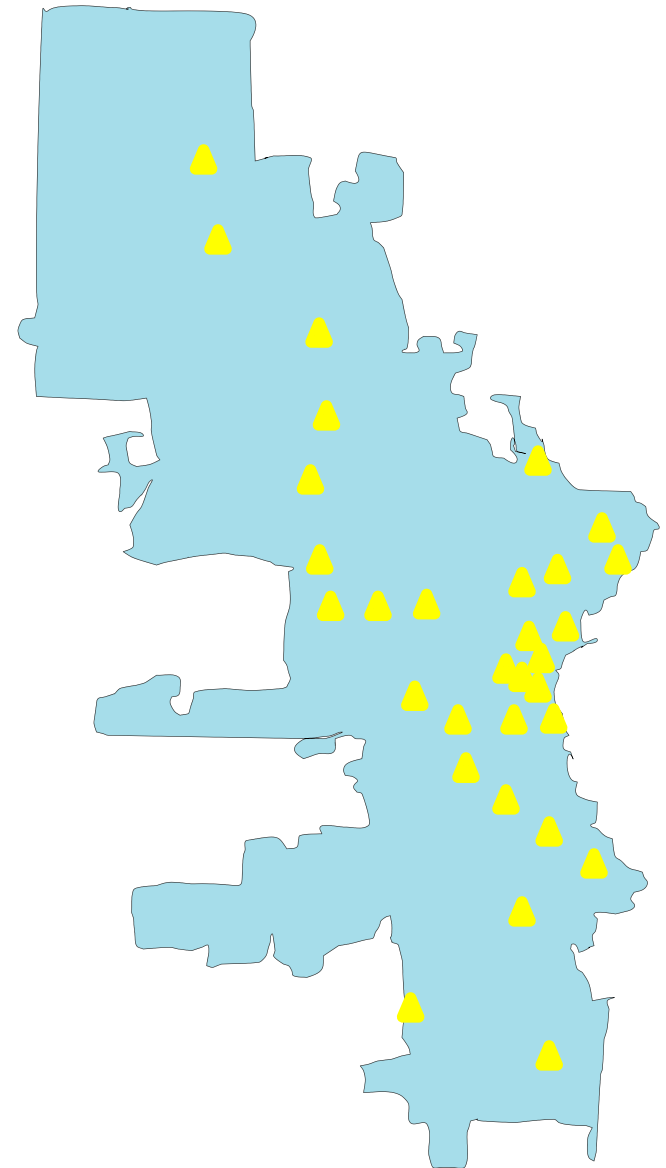
## BIDs in Milwaukee

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

In 1984, the Wisconsin State legislature created the statute enabling cities to establish BIDs. **Milwaukee has been a model** for all of Wisconsin on how BIDs enliven, grow and sustain quality business environments. More than **\$11 million** pass through BIDs each year to the communities they serve. Each BID determines how to best allocate it's funds and directly impact property and business owners.

- Two-thirds of BID funds come from **property assessments** on commercial properties
- BIDs are governed by **non-profit Mayor-appointed boards of directors**
- Those boards are made up of commercial property owners & representatives of businesses in commercial property
- The Commercial Corridor Team **oversees BID compliance with the state statute**

**31**  
BIDs



# OVERVIEW

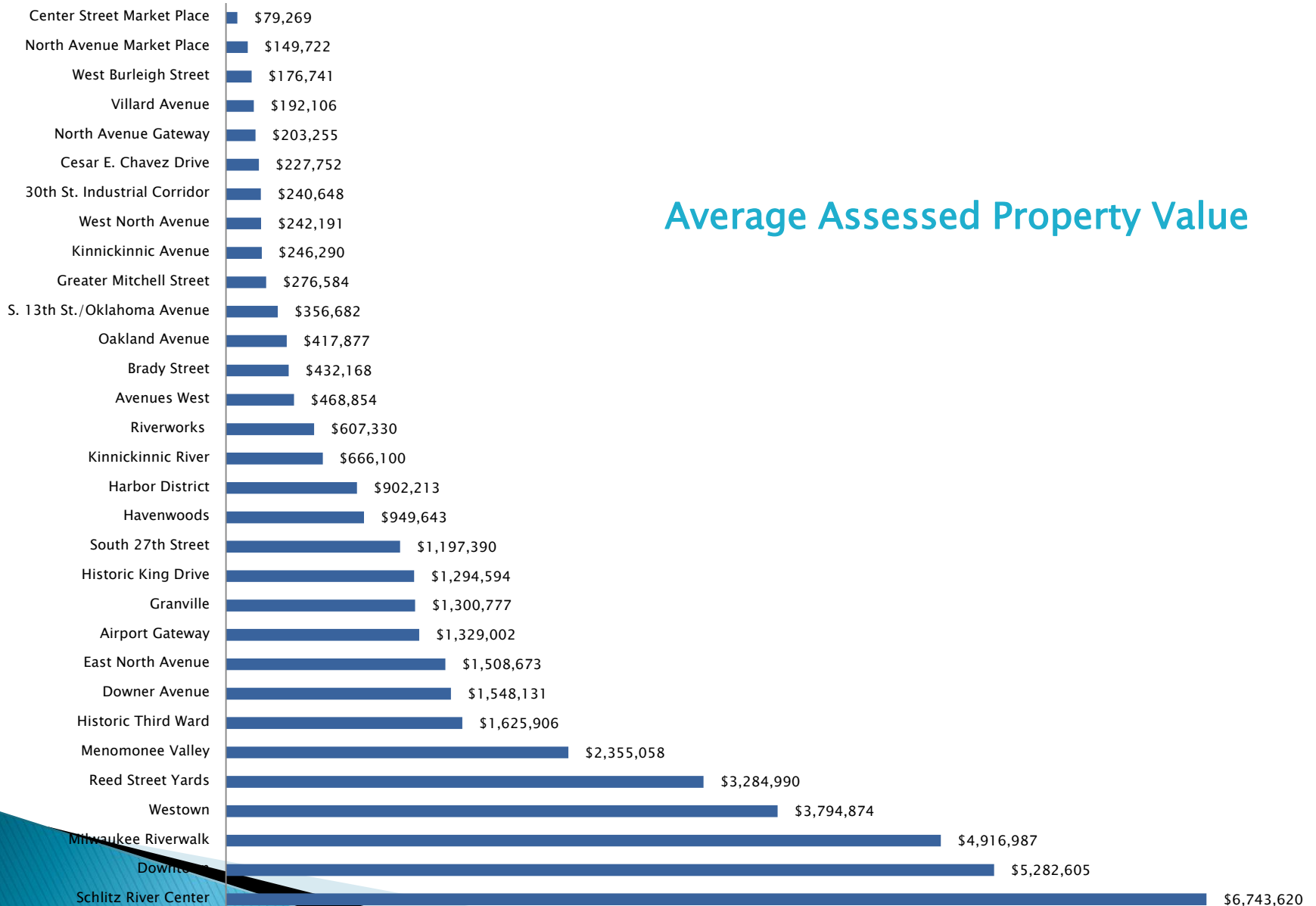
## BIDs by TOTAL REVENUE

In sections of this report, we have separated BIDs into budget brackets according to total revenue. For reference, BIDs are ordered alphabetically in each budget bracket below.

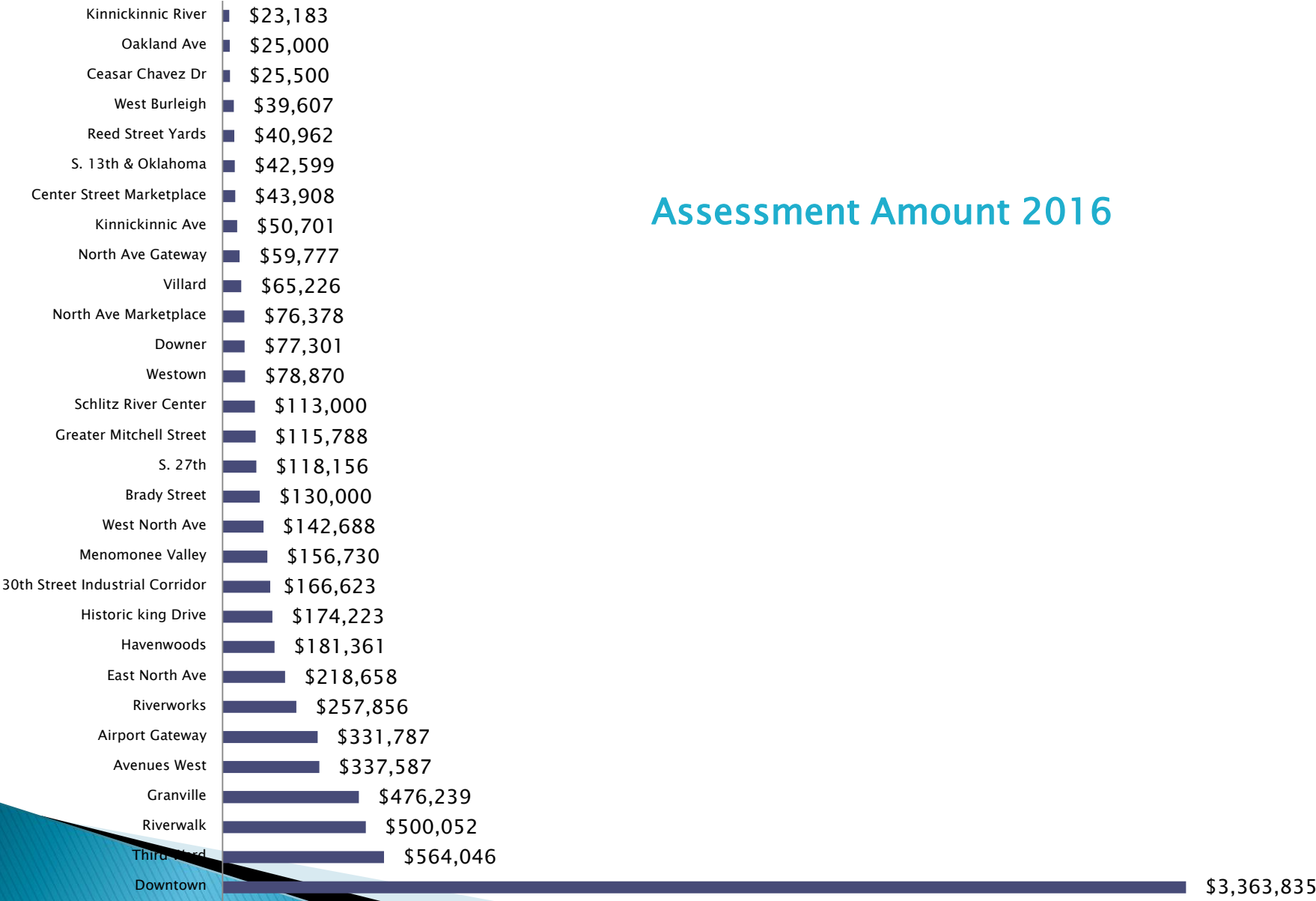
Under \$50K (9)	\$ > 50K - \$100K (4)	\$ > 100K - \$200K (10)	\$ > 200K - \$300K (3)	Over \$300K (5)
<ul style="list-style-type: none"> <li>• Caesar Chavez Drive</li> <li>• Center Street Marketplace</li> <li>• City Center</li> <li>• Kinnickinnic Avenue</li> <li>• Kinnickinnic River</li> <li>• Oakland Avenue</li> <li>• Reed Street Yards</li> <li>• S. 13<sup>th</sup> Street &amp; Oklahoma Avenue</li> <li>• West Burleigh</li> </ul>	<ul style="list-style-type: none"> <li>• Downer Avenue</li> <li>• North Avenue Gateway</li> <li>• North Avenue Marketplace</li> <li>• Villard Avenue</li> </ul>	<ul style="list-style-type: none"> <li>• 30<sup>th</sup> Street Industrial Corridor</li> <li>• Brady Street</li> <li>• Greater Mitchell Street</li> <li>• Havenwoods</li> <li>• Historic King Drive</li> <li>• Menomonee Valley</li> <li>• S. 27<sup>th</sup> Street</li> <li>• Schlitz River Center</li> <li>• Uptown Crossing</li> <li>• Westtown</li> </ul>	<ul style="list-style-type: none"> <li>• Airport Gateway</li> <li>• Avenues West</li> <li>• Riverworks</li> </ul>	<ul style="list-style-type: none"> <li>• East North Avenue</li> <li>• Granville</li> <li>• Historic Third Ward</li> <li>• Riverwalk</li> <li>• Milwaukee Downtown</li> </ul>

Smallest Revenue 2016: Kinnickinnic River, \$23,206  
 Average 2016: \$432,214  
 Largest Revenue 2016: Milwaukee Downtown, \$4.76M

## Average Assessed Property Value

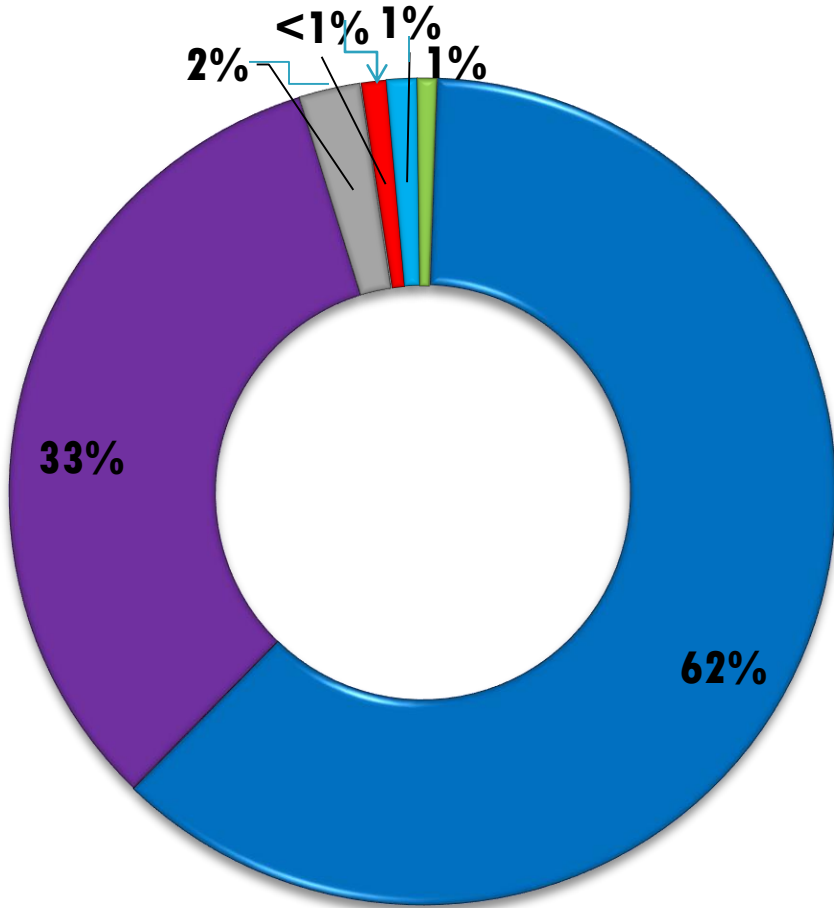


# Assessment Amount 2016



# OVERVIEW

## BID REVENUE



### Generating the BID Dollar FY16

Category	Amount	%
Assessment	\$ 7,997,641	62%
Fundraising	\$ 4,263,114	33%
Other	\$ 311,697	2%
Grants	\$ 128,699	1%
PILOT	\$ 155,206	1%
Carry over	\$ 96,000	1%
<b>Total</b>	<b>\$ 12,952,357</b>	<b>100%</b>

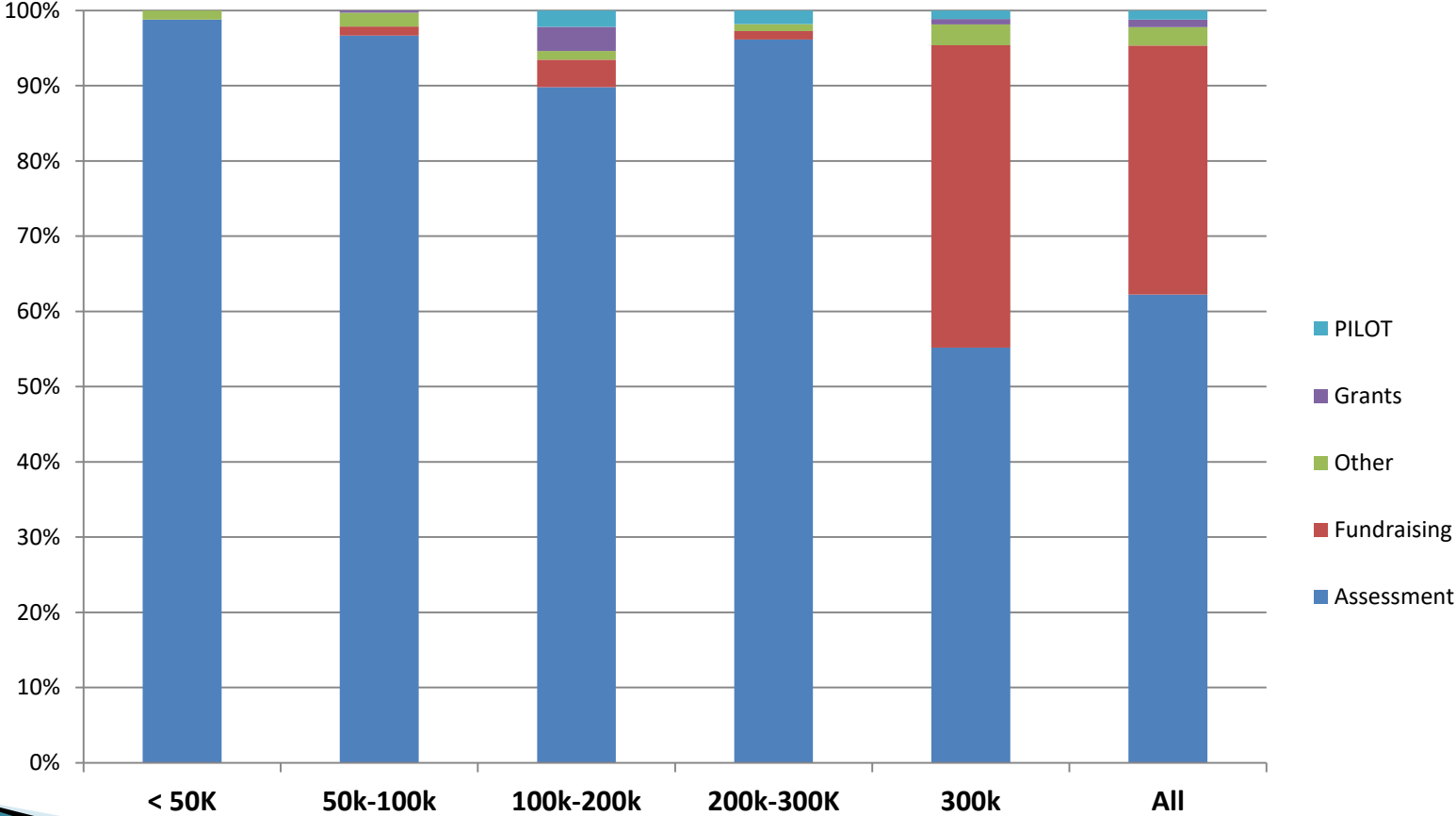
\*Other revenue includes interest revenue, voluntary contributions, advertising revenue, membership dues and rent

# OVERVIEW

## BID REVENUE by BUDGET SIZE



BID Revenue by Budget Size



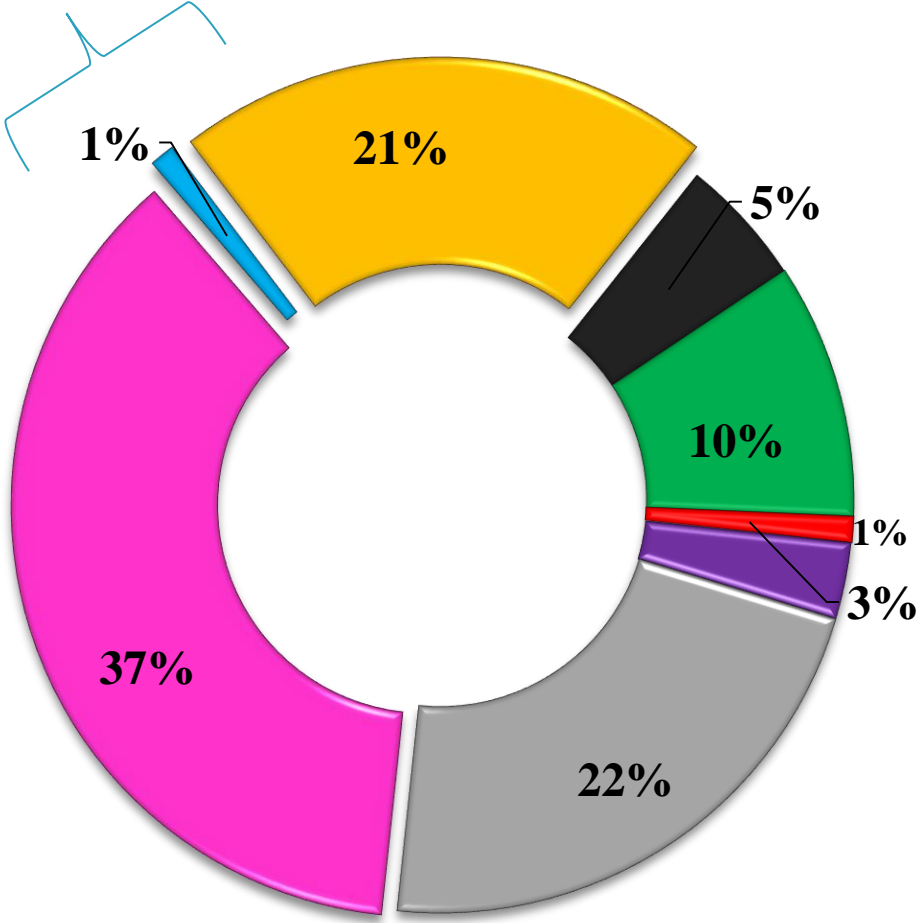


# OVERVIEW

## BID EXPENSES



G&A



### Spending the BID Dollar FY16

Category	FY16 Amount	%
Program Administration	\$ 4,421,665	37%
Occupancy Cost	\$ 145,599	1%
BID Administration Fees	\$ 2,533,768	21%
City Loans	\$ 565,516	5%
Beautification	\$ 1,226,864	10%
Public Safety/Security	\$ 62,471	1%
Marketing	\$ 336,170	3%
Program	\$ 2,678,382	22%
<b>Total</b>	<b>\$ 11,970,435</b>	<b>100%</b>

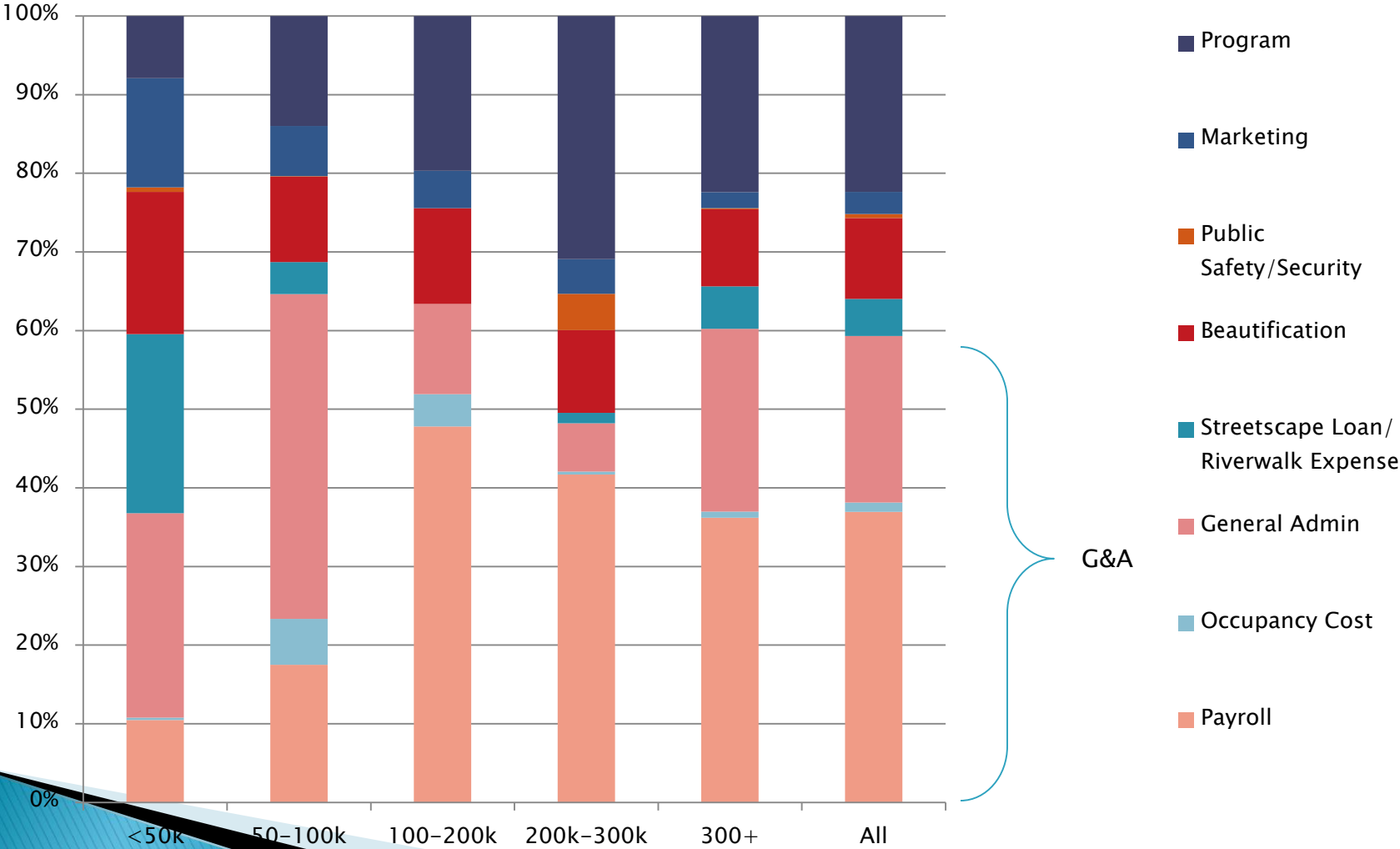
\*Program expenses include events, trolley, economic development, real estate development, and community outreach

# OVERVIEW

## BID EXPENSES by BUDGET SIZE



### BID Expenses by Budget Size





## Index of BIDs by Aldermanic District

(dist. 5 has no BID)

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
West Burleigh	7,10	\$42,932	\$39,607	\$19,514	
Center Street Marketplace	7,10,15	\$43,908	\$43,908	\$82,868	
West North Avenue/ Uptown Crossing	10	\$150,719	\$142,688	\$132,735	

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
Greater Mitchell Street	12	\$157,199	\$115,788	\$153,542	
Cesar Chavez Drive	12	\$25,653	\$25,000	\$15,000	



## Index of BIDs by Aldermanic District

(dist. 5 has no BID)

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
Milwaukee Downtown	4	\$3,719,499	\$3,363,735	\$3,556,363	
Westtown	4	\$115,351	\$78,870	\$253,964	
Riverwalk	4	\$500,477	\$500,052	\$492,419	
Schlitz River Center	4,6	\$113,000	\$113,000	\$19,125	

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
Downer Avenue	3	\$78,636	\$77,301	\$54,176	
Riverworks	3,6	\$257,856	\$268,141	\$271,720	
Brady Street	3	\$165,595	\$130,000	\$169,320	
Historic King Drive	6	\$199,494	\$174,223	\$161,188	
East North Avenue	3	\$449,286	\$218,658	\$448,158	
Oakland Avenue	3	\$25,000	\$25,000	\$18,741	



## Index of BIDs by Aldermanic District

(dist. 5 has no BID)

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
Kinnickinnic Avenue	14	\$50,701	\$50,701	\$48,720*	
Kinnickinnic River	14	\$23,206	\$23,183	\$10,902	
Airport Gateway	13	\$332,055	\$331,787	\$285,660	
South 27 <sup>th</sup> Street	11,13	\$118,156	\$118,156	\$165,129	

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
Menomonee Valley	8,12	\$166,730	\$153,730	\$140,920	
Reed Street Yards	12	\$40,962	\$40,962	\$59,270	



## Index of BIDs by Aldermanic District

(dist. 5 has no BID)

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
Granville Station	9	\$477,395	\$476,239	\$482,619	
Havenwoods	2,9	\$182,031	\$181,361	\$203,062	

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
North Avenue Marketplace	15	\$76,378	\$76,491	\$92,817	
30th Street Industrial Corridor	1,7,15	\$167,226	\$166,323	\$129,097	

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
South 13 <sup>th</sup> /Oklahoma Avenue	13,14	\$42,599	\$42,599	\$38,923	



## Index of BIDs by Aldermanic District

(dist. 5 has no BID)

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
North Avenue Gateway	15	\$59,777	\$59,777	\$68,632	

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
Avenues West	4,10,15	\$337,854	\$337,587	\$164,972	

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
Villard Avenue	1	\$65,226	\$65,226	\$0	

BID	Aldermanic District	Total Revenue	Assessment Revenue	Total Expenses	
Historic Third Ward	4	\$4,754,094	\$564,046	\$4,230,879	

# Milwaukee BIDs Summary

Avg. BID Assessment

\$266,588

Avg. BID Expense

\$386,143

31  
BIDs

18 retail BIDs  
2 industrial BIDs  
2 retail/industrial mix BIDs  
3 special project BIDs

**Highest BID  
Assessment**

Milwaukee Downtown  
\$3,363,835

\$23,183

Kinnickinnic River

**Lowest BID  
Assessment**

BID Revenues <\$300k

22

BID Revenues >\$300k

8

**TOTAL  
ASSESSMENT**

\$7,991,641

