

BUSINESS IMPROVEMENT DISTRICT #11
BRADY STREET BUSINESS AREA
2017 OPERATING PLAN

August 15, 2016

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OPERATING PLAN

I. INTRODUCTION

In 1984, the Wisconsin legislature created s. 66.608 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, to manage and promote the districts and to establish an assessment method to fund these activities." Upon petition from property owners within the Brady Street Business District, the Common Council of the City of Milwaukee, on September 28, 1993, by Resolution File Number 930854, created BID No. 11 (Brady Street Business Area) and adopted its initial operating plan.

Section 66.608(3) (b), Wisconsin Statutes requires that a BID board "shall annually consider and make changes to the operating plan.....the board shall then submit the operating plan to the local legislative body for approval." The Board of BID No.11 (Brady Street Business Area) submits this operating plan in fulfillment of statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial (JULY 1993) BID operating plan. Therefore, it incorporates by reference the earlier plan as adopted by the Common Council. In the interest of brevity, this plan emphasizes the elements which are required by section 66.608, Wis. Stats., the proposed changes for 2017, and does not repeat the background information which is contained in the earlier plan.

II. DISTRICT BOUNDARIES

Boundaries of the district are shown on the map in Appendix A of this plan. A listing of the properties in the district is provided in Appendix B.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

1. The Business Improvement District has been used to finance Brady Street property owners' share of "streetscape" improvements in the public sidewalk area.

The objectives of this streetscape project were as follows:

- a. To protect and reinforce the street's historic character
 - b. To act as a catalyst for private investment
 - c. To improve the overall appearance and image of the street, including a public art project which was done to enhance and encourage pedestrian traffic.
 - d. To enhance safety and security by increasing the amount of street lighting.
2. To organize the commercial interests on the street in order to facilitate joint economic development.
 3. Work with area organizations, schools and churches to solidify, enhance and strengthen the residential base of the neighborhood.
 4. Work on creating and enhancing infrastructure to augment commercial connections to neighborhoods by facilitating and encouraging non-automotive modes of transportation.

B. Proposed Activities

Principal activities to be undertaken by the district will include:

1. Continue to monitor, maintain and repair the streetscape.
2. Monitor the installation and implementation of streetscape improvements, and continue to plan for gateways to the district.
3. Review and update strategic plan for expanding retail opportunities West of Humboldt Avenue
4. Continue to market and promote the area through joint advertising, installation of banners, kiosk signage, sponsorship of events and seasonal decorations.

5. Develop and communicate a comprehensive plan that efficiently integrates multiple transportation options, reducing the need for additional parking.
6. To own, operate and develop real estate by itself or in collaboration with a public or private entity, determined by majority vote of the Board that can or will be used to further any of its Plan Objectives as stated above.

C. Proposed Expenditures:

Capital Maintenance and repair	18,000.00
Maintenance / Upkeep, & Seasonal Decorations	36,026.00
Advertising, Promotions, Events, Community Sponsorships	48,000.00
Direct Operating Expenses	18,678.00
Staff / Professional Services	60,681.00

Total Expenditures: \$181,385.00

Proposed Income:

BID Assessments	\$140,000.00
Events / Fund Raising Activities.....	39,880.00
Other Income, including interest.....	1,505.00

Total Income: \$181,385.00

D. Financing Methods:

It is proposed that the City of Milwaukee and the district jointly and cooperatively fund the streetscaping. The district's share of the cost of the streetscaping and the operating expenses of the district will be funded by special assessment on the properties within the district.

The district will enter into a development agreement with the City of Milwaukee. The agreement will include the issuing of municipal bonds for the district's portion of the cost. The district shall pay each year for the term of the bonds, the amount necessary for principal, interest and other expenses on its portion of the cost.

The development agreement will constitute a long term commitment and the district will not be terminated until all repayments to the City have been made and

adequate provision is made for the operation and management of the improvements financed through the district. The development agreement will be in addition to this operating plan. Adoption of the development agreement by both the City of Milwaukee and the BID Board will be necessary.

Allocation of the district's annual expenses will be based on each individual property's assessed valuation as a percentage of the district's total assessed valuation. It is proposed to raise \$140,000 in 2017 through BID assessments. (see Appendix B). The BID Board will have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. Bid Board

The Board's primary responsibility will be implementation of this Operating Plan. This will require the Board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan and to ensure district compliance with the provisions of applicable statutes and regulations.

The Bid Board is structured and operates as follows:

1. Board size - Eleven
2. Composition - At least seven members shall be owners or occupants of property within the District. 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.
3. Term - Appointments to the Board shall be for a period of three years.
4. Current Board:
 - Alaa Musa - Chair
 - Julilly Kohler - Vice-Chair
 - Pat Suminski – Secretary / Treasurer
 - Mari Cucnato - Director
 - Josephine Fazio – Director
 - Pamela Glorioso - Director
 - Salvatore (Ted) Glorioso – Director
 - Michael Lee – Director
 - Leslie Montemuro - Director
 - Teresa Morton - Director
 - Teri Regano - Director

5. Compensation - None
6. Meetings - All meetings of the Board shall be governed by the Wisconsin Open Meetings Law.
7. Record Keeping - Files and records of the Board's affairs shall be kept pursuant to public records requirements.
8. Staffing - The Board may employ staff and/or contract for staffing services pursuant to this plan and subsequent modifications thereof.
9. Meetings - The Board shall meet regularly, at least twice a year. The Board has adopted rules of order (by-laws) to govern the conduct of its meetings.

IV. METHODS OF ASSESSMENT

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, an assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

As of January 1, 2016, the property in the district has a total assessed value of approximately \$63,523 million (approximately \$18,263 million considered exempt from special assessment). An assessment of approximately .0031% on the assessed value of remaining properties was applied. Appendix B shows the projected BID assessment for each property 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 66.608(1)(f)lm: 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 66.608(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 B, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.608(1)(b), property exempt from general real estate taxes have been excluded from 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.

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

A. Area Planning and Zoning

No changes in District planning or zoning have occurred since adoption of the initial operating plan in 1993.

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 has played 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 which 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. 66.608(3)(c) of the BID law.
5. Provide the Board, through the Tax Commissioner's Office on or before June 1st of each Plan year, with the official City records on the assessed value of each tax key number with the district, as of January 1st 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 this Operating Plan.

Section 66.608(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 activities, and information on specific assessed values, budget amounts and assessment amounts are based on anticipated conditions. Greater detail about subsequent year's activities 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. NOTE: Amended Improvements List approved by the Common Council March 12, 2001 – See Appendix D.

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 66.608 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 of 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 66.608(3)(b).

APPENDICES

- A. District Boundaries
- B. Projected 2017 Assessments
- C. Description and Cost of Streetscape Project
- D. Amended Improvements List
- E. BID 11 Board Roster
- F. BID 11 Activity Report for 2015
- G. BID State Statute
- H. BID 11 2015 Audit

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APPENDIX B

PROJECTED 2017 ASSESSMENTS

Taxkey	Address	Owner	Property Class	Total Assessment	Base	BID Special Assessment	Objection
3540971000	1756 N MARSHALL	BERGNER FAMILY LLC	Condominium	\$446,400	\$0	\$0	
3540972000	904 E PEARSON	GRACIA P SIMPKINS	Condominium	\$295,800	\$0	\$0	
3540973000	904 E PEARSON	904-105 LLC	Condominium	\$256,200	\$0	\$0	
3540974000	904 E PEARSON	ALEXIS K LUNDGREN	Condominium	\$313,300	\$0	\$0	Obj
3540975000	904 E PEARSON	JEANINE SWEENEY	Condominium	\$240,100	\$0	\$0	
3540976000	904 E PEARSON	MAX MARSEK	Condominium	\$191,100	\$0	\$0	
3540977000	904 E PEARSON	SANDRA L CUNNINGHAM	Condominium	\$244,900	\$0	\$0	
3540978000	904 E PEARSON	LOREN C BURNS	Condominium	\$255,600	\$0	\$0	
3540979000	904 E PEARSON	ELAINE DYER	Condominium	\$282,000	\$0	\$0	
3540980000	904 E PEARSON	RYAN D PINGEL	Condominium	\$191,900	\$0	\$0	
3540981100	904 E PEARSON	NICHOLAS G GARSTECKI	Condominium	\$175,800	\$0	\$0	
3540982000	904 E PEARSON	PAUL T JUNO	Condominium	\$175,800	\$0	\$0	
3540983000	904 E PEARSON	WAHYU PRIYADI	Condominium	\$191,900	\$0	\$0	
3540984000	904 E PEARSON	NATHEN A KONTRY	Condominium	\$194,800	\$0	\$0	
3540985000	904 E PEARSON	COREY J NAPIERALSKI	Condominium	\$187,200	\$0	\$0	
3540986000	904 E PEARSON	HUGO A CHAIDEZ	Condominium	\$194,800	\$0	\$0	
3540987000	904 E PEARSON	BRENT O PETERSON	Condominium	\$191,900	\$0	\$0	
3540988000	904 E PEARSON	KEITH KNOX	Condominium	\$191,900	\$0	\$0	
3540989000	904 E PEARSON	JON V VYN	Condominium	\$175,800	\$0	\$0	
3540990000	904 E PEARSON	CHAD MCMAHON	Condominium	\$173,100	\$0	\$0	
3540991000	904 E PEARSON	REV JAS A MORTENSON	Condominium	\$203,000	\$0	\$0	
3540992000	904 E PEARSON	RANDY R MARTIN	Condominium	\$179,600	\$0	\$0	
3540993100	904 E PEARSON	STEFAN A SCOON	Condominium	\$172,200	\$0	\$0	
3540993110	904 E PEARSON	MICHAEL T O'REILLY	Condominium	\$165,300	\$0	\$0	
3540993120	904 E PEARSON	STACY B STEVENS	Condominium	\$142,100	\$0	\$0	
3540993130	904 E PEARSON	KATHLEEN L KECK	Condominium	\$151,000	\$0	\$0	
3540993140	904 E PEARSON	BRANDON J HILKER	Condominium	\$146,700	\$0	\$0	
3540993150	904 E PEARSON	NOREEN L BROOKER	Condominium	\$148,800	\$0	\$0	
3540995000	904 E PEARSON	KRISTIN CONNELLY	Condominium	\$246,100	\$0	\$0	
3540996000	904 E PEARSON	JOSEPH F CAVANAGH	Condominium	\$205,500	\$0	\$0	
3540997000	904 E PEARSON	ANNE KATHLEEN SCHOLZ	Condominium	\$270,900	\$0	\$0	
3540998000	904 E PEARSON	JENNIFER L LUCAS	Condominium	\$281,600	\$0	\$0	

3540999000	904 E PEARSON	GRANT W GARSON	Condominium	\$105,100	\$0	\$0	
3541000000	904 E PEARSON	PATRICK SWELGIN	Condominium	\$128,700	\$0	\$0	
3541001000	904 E PEARSON	NICHOLAS GENE GARSTECKI	Condominium	\$86,100	\$0	\$0	
3541002000	904 E PEARSON	VLADIMIR IOFFE	Condominium	\$86,000	\$0	\$0	
3541003000	904 E PEARSON	EDWARD A NEUBERGER	Condominium	\$86,100	\$0	\$0	
3541004000	904 E PEARSON	KARLA K HENDRICKS	Condominium	\$86,100	\$0	\$0	
3541005000	904 E PEARSON	JIE WANG	Condominium	\$89,200	\$0	\$0	Obj
3541006000	904 E PEARSON	HEATHER CONING	Condominium	\$93,600	\$0	\$0	
3541007000	904 E PEARSON	DEBORAH L DREWS	Condominium	\$93,600	\$0	\$0	
3541008000	904 E PEARSON	DAWID K WOJTOWICZ	Condominium	\$86,100	\$0	\$0	
3541009000	904 E PEARSON	SUSAN K FALCI	Condominium	\$93,600	\$0	\$0	
3541010000	904 E PEARSON	THEODORE M GRANGE	Condominium	\$86,100	\$0	\$0	
3541011000	904 E PEARSON	PROCOPIOS G LIAPIS	Condominium	\$137,900	\$0	\$0	
3541012000	904 E PEARSON	PATRICK DOWELL	Condominium	\$120,200	\$0	\$0	
3541013000	904 E PEARSON	NICOLE BEHNKE	Condominium	\$125,500	\$0	\$0	
3541014000	904 E PEARSON	MICHAEL VIDOS	Condominium	\$275,300	\$0	\$0	
3541015000	904 E PEARSON	NAGESH MALLUGARI	Condominium	\$197,500	\$0	\$0	
3541016000	904 E PEARSON	WILLIAM REID	Condominium	\$262,400	\$0	\$0	
3541017000	904 E PEARSON	TODD GRAVELINE	Condominium	\$302,900	\$0	\$0	
3541018000	904 E PEARSON	JONATHAN THARNSTROM	Condominium	\$307,400	\$0	\$0	
3541019000	904 E PEARSON	CHRISTINE M SMYTH	Condominium	\$245,100	\$0	\$0	
3541020000	904 E PEARSON	RHONDA L HASSE	Condominium	\$288,200	\$0	\$0	
3541021000	904 E PEARSON	JOSEPH J PETKUS	Condominium	\$387,000	\$0	\$0	
3541201000	900 E BRADY	PETER R SATTLER	Condominium	\$300,600	\$0	\$0	
3541202000	902 E BRADY	ANTHONY C ROSTAGNO	Condominium	\$243,000	\$0	\$0	
3541203000	904 E BRADY	JEFF T BRONSTAD	Condominium	\$243,000	\$0	\$0	
3541204000	906 E BRADY	TEDD M SCHNEIDEWEND	Condominium	\$243,000	\$0	\$0	
3541205000	1708 N MARSHALL	DEBRA JEAN JUPKA	Condominium	\$210,800	\$0	\$0	
3541206000	1712 N MARSHALL	MEGHAN STRASBURG NKA	Condominium	\$210,800	\$0	\$0	
3541207000	1714 N MARSHALL	JO ANN VETTER	Condominium	\$210,800	\$0	\$0	
3541208000	1718 N MARSHALL	JENNIFER H JIN	Condominium	\$210,800	\$0	\$0	
3541571000	921 E PEARSON	ALLEN W WILLIAMS JR	Condominium	\$438,000	\$0	\$0	
3541572000	921 E PEARSON	ALLEN W WILLIAMS JR	Condominium	\$143,400	\$0	\$0	
3541573000	923 E PEARSON	SUDAKOFF 2010 JOINT REVOCABL	Condominium	\$438,000	\$0	\$0	

3541574000	923 E PEARSON	CESAR J DOMINGUEZ	Condominium	\$165,400	\$0	\$0
3541575000	925 E PEARSON	ROM A STEVENS	Condominium	\$450,000	\$0	\$0
3541576000	925 E PEARSON	LEONARD F MIKAT- STEVENS	Condominium	\$151,400	\$0	\$0
3541577100	927 E PEARSON	JASON D WEINER	Condominium	\$598,500	\$0	\$0
3551482100	1240 E BRADY	BRADY EAST STD CLINIC INC	Exempt	\$0	\$0	\$0
3551512000	1720 N ARLINGTON	CITY OF MILWAUKEE	Exempt	\$0	\$0	\$0
3590670000	1659 N FARWELL	CITY REFORMED CHURCH INC	Exempt	\$0	\$0	\$0
3600302000	1697 N MARSHALL	CITY OF MILWAUKEE	Exempt	\$0	\$0	\$0
3540753000	712 E BRADY	ZAYNA'S LLC	Local Commercial	\$329,000	\$329,000	\$1,032
3540755100	728 E BRADY	AIM INVESTMENTS LLC	Local Commercial	\$1,165,000	\$1,165,000	\$3,655
3540771000	816 E BRADY	PAMELA J SABLE	Local Commercial	\$135,000	\$135,000	\$424
3540792000	916 E BRADY	THOMAS J MEREDITH	Local Commercial	\$236,000	\$236,000	\$740
3540793000	922 E BRADY	SRG INVESTMENTS LLC	Local Commercial	\$99,600	\$99,600	\$313
3540794000	928 E BRADY	WIRED VENTURES BRADY LLC	Local Commercial	\$354,000	\$354,000	\$1,111
3540810100	1006 E BRADY	DEMANO INCORPORATED	Local Commercial	\$426,000	\$426,000	\$1,337
3540810200	1014 E BRADY	JIN SHOEI HORING	Local Commercial	\$656,000	\$656,000	\$2,058
3540811000	1016 E BRADY	GLORIOSO BROTHERS	Local Commercial	\$599,000	\$599,000	\$1,879
3540812000	1024 E BRADY	GLORIOSO BROTHERS	Local Commercial	\$277,000	\$277,000	\$869
3540813000	1030 E BRADY	GAMBO LLC	Local Commercial	\$204,000	\$204,000	\$640
3540814000	1701 N HUMBOLDT	OGDEN MULTIFAMILY	Local Commercial	\$430,000	\$430,000	\$1,349
3540994000	904 E PEARSON	MCCOTTER PROPERTIES LLC	Local Commercial	\$276,000	\$276,000	\$866
3550006000	1700 N FARWELL	LUCY ZIINO LIFE TRUST	Local Commercial	\$848,000	\$848,000	\$2,661
3550009000	1718 N FARWELL	LUCY ZIINO LIFE TRUST	Local Commercial	\$148,500	\$148,500	\$466
3550010000	1722 N FARWELL	MICHAEL J ZAFFIRO	Local Commercial	\$376,000	\$376,000	\$1,180
3550020000	1733 N FARWELL	JOHN E MACHULAK	Local Commercial	\$423,000	\$423,000	\$1,327
3550022000	1729 N FARWELL	ROSEMARY MANISCALCO	Local Commercial	\$317,000	\$317,000	\$995
3550023110	1709 N FARWELL	ROSS LLC	Local Commercial	\$1,389,000	\$1,389,000	\$4,358

3550054100	1414 E BRADY	BRADY STREET PARTNERS LLC	Local Commercial	\$5,782,000	\$5,782,000	\$18,142	
3550841000	1234 E BRADY	DOMINION 7 LLC	Local Commercial	\$956,000	\$956,000	\$3,000	
3550842100	1228 E BRADY	JWK MGMT LLC	Local Commercial	\$646,000	\$646,000	\$2,027	
3550843100	1224 E BRADY	J W K MANAGEMENT LLC	Local Commercial	\$274,000	\$274,000	\$860	
3550844000	1218 E BRADY	SUMINSKI ET AL, LLC	Local Commercial	\$461,000	\$461,000	\$1,446	Obj
3550845000	1214 E BRADY	PETER H WOLBERSEN	Local Commercial	\$525,000	\$525,000	\$1,647	
3550846000	1208 E BRADY	JWK MANAGEMENT LLC	Local Commercial	\$311,000	\$311,000	\$976	
3550847000	1200 E BRADY	SOPHEN LLC	Local Commercial	\$279,000	\$279,000	\$875	
3550875000	1348 E BRADY	JC CAPITAL 1348 LLC	Local Commercial	\$60,800	\$60,800	\$191	
3550876000	1338 E BRADY	ORCH PROPERTIES LLC	Local Commercial	\$689,000	\$689,000	\$2,162	
3551511000	1300 E BRADY	J W K MANAGEMENT LLC	Local Commercial	\$1,880,000	\$1,880,000	\$5,899	
3552031000	1701 N ARLINGTON	HI HAT REAL ESTATE, LLC	Local Commercial	\$1,222,000	\$1,222,000	\$3,834	
3590229000	1668 N WARREN	KENNETH BENKA	Local Commercial	\$173,000	\$173,000	\$543	
3590602000	1687 N FRANKLIN	DONNA R OLSON	Local Commercial	\$442,700	\$442,700	\$1,389	
3590616000	1115 E BRADY	JOHN A THURMAN	Local Commercial	\$267,000	\$267,000	\$838	
3590618100	1201 E BRADY	J W K MANAGEMENT LLC	Local Commercial	\$716,000	\$716,000	\$2,247	
3590618200	1209 E BRADY	MIROSLAV ROKVIC	Local Commercial	\$610,000	\$610,000	\$1,914	
3590619000	1688 N FRANKLIN	SHEPARDS LLC	Local Commercial	\$308,000	\$308,000	\$966	
3590639100	1229 E BRADY	1231 BRADY LLC	Local Commercial	\$647,000	\$647,000	\$2,030	
3590641000	1225 E BRADY	DIANE LUKICH	Local Commercial	\$247,000	\$247,000	\$775	
3590642000	1221 E BRADY	DIANE LUKICH	Local Commercial	\$253,000	\$253,000	\$794	
3590643000	1315 E BRADY	YOUNG ROSCOE LLC	Local Commercial	\$241,000	\$241,000	\$756	
3590644000	1309 E BRADY	PATRICIA A CATALDO	Local Commercial	\$408,000	\$408,000	\$1,280	
3590665000	1327 E BRADY	JAMES & ELLEN CALLAHAN	Local Commercial	\$176,000	\$176,000	\$552	
3590666000	1329 E BRADY	MICHAEL D LEE REV TR	Local Commercial	\$304,000	\$304,000	\$954	
3590667000	1333 E BRADY	MDL LLC	Local Commercial	\$435,000	\$435,000	\$1,365	

3590668000	1673 N FARWELL	MIMI TRUST	Local Commercial	\$737,000	\$737,000	\$2,312
3590669000	1669 N FARWELL	THE EXCLUSIVE COMPANY CORP	Local Commercial	\$413,000	\$413,000	\$1,296
3590678000	1419 E BRADY	FALA7 INVESTMENTS LLC	Local Commercial	\$223,000	\$223,000	\$700
3590679000	1415 E BRADY	KIDS1 LLC	Local Commercial	\$263,000	\$263,000	\$825
3590680000	1413 E BRADY	AMARJIT KALSEY	Local Commercial	\$384,000	\$384,000	\$1,205
3590681000	1407 E BRADY	THE KUPPER TRUST	Local Commercial	\$152,000	\$152,000	\$477
3590682000	1401 E BRADY	FAUX FLAT LLC	Local Commercial	\$346,000	\$346,000	\$1,086
3591341000	1301 E BRADY	R & R PROPERTY HOLDINGS	Local Commercial	\$1,183,000	\$1,183,000	\$3,712
3591342000	1323 E BRADY	SCHAEFER LAND LLC	Local Commercial	\$1,082,000	\$1,082,000	\$3,395
3591401100	1239 E BRADY	SHAWN HUTCHENS	Local Commercial	\$321,000	\$321,000	\$1,007
3591402110	1235 E BRADY	SHAWN D HUTCHENS	Local Commercial	\$256,000	\$256,000	\$803
3592241000	1692 N HUMBOLDT	VELLA REAL ESTATE HOLDINGS	Local Commercial	\$1,052,000	\$1,052,000	\$3,301
3600001000	707 E BRADY	ADITI LLC	Local Commercial	\$574,000	\$574,000	\$1,801
3600006100	1681 N VAN BUREN	TR PARTNERS LLC	Local Commercial	\$1,352,700	\$1,352,700	\$4,244
3600045100	615 E BRADY	615 E BRADY LLC	Local Commercial	\$730,000	\$730,000	\$2,290
3600201100	1011 E BRADY	GLORIOSO REAL ESTATE LLC	Local Commercial	\$1,379,000	\$1,379,000	\$4,327
3600221000	1689 N HUMBOLDT	HUMBOLDT 1689 LLC	Local Commercial	\$323,000	\$323,000	\$1,013
3600222000	1693 N HUMBOLDT	WEST RIVER LLC	Local Commercial	\$300,000	\$300,000	\$941
3600223000	1027 E BRADY	SALVATORE FAZIO	Local Commercial	\$259,000	\$259,000	\$813
3600224000	1021 E BRADY	THE BENNY J TRAVIA AND PHYLL	Local Commercial	\$358,000	\$358,000	\$1,123
3600225000	1017 E BRADY	1017 EAST BRADY ST LLC	Local Commercial	\$368,000	\$368,000	\$1,155
3600301000	827 E BRADY	PEPERONI CANNOLLI LLC	Local Commercial	\$167,000	\$167,000	\$524
3600312000	815 E BRADY	GREEN INV LLC	Local Commercial	\$684,000	\$684,000	\$2,146
3600313000	807 E BRADY	STANLEY & PATRICIA LARSON	Local Commercial	\$383,000	\$383,000	\$1,202
3600341000	1686 N VAN BUREN	MORTELLARO REALTY CO LLC	Local Commercial	\$353,000	\$353,000	\$1,108
3600342000	1680 N VAN BUREN	MICHAEL W ROSS REV TRUST	Local Commercial	\$491,800	\$491,800	\$1,543

3600583000	911 E BRADY	JEFFREY A SCHWARK	Local Commercial	\$372,000	\$372,000	\$1,167	
3600586000	1699 N ASTOR	MICHAEL P & KATHLEEN A	Local Commercial	\$311,000	\$311,000	\$976	
3600337100	1693 N CASS	DIROT PROPERTIES FOUR LLC	Mercantile Apartment	\$278,900	\$0	\$0	
3600582100	1696 N MARSHALL	FOX BEACH LLC	Mercantile Apartment	\$361,800	\$0	\$0	
3540752100	706 E BRADY	JOHN M STERN	Residential	\$225,100	\$0	\$0	
3540767000	800 E BRADY	RAMONA M MORALES T.O.D.	Residential	\$150,800	\$0	\$0	
3540768000	804 E BRADY	KELLEY DESIGN INC	Residential	\$152,000	\$0	\$0	
3540769000	808 E BRADY	MATTHEW K ANCHOR	Residential	\$168,000	\$0	\$0	
3540770000	812 E BRADY	SARAH FACCIDOMO	Residential	\$198,700	\$0	\$0	
3540772000	818 E BRADY	MARIO ORLANDO	Residential	\$207,500	\$0	\$0	
3540773000	822 E BRADY	MARIANO ORLANDO AKA	Residential	\$203,800	\$0	\$0	
3540774000	826 E BRADY	ELISABETH A SCHALLER	Residential	\$132,600	\$0	\$0	
3540775000	830 E BRADY	CHRISTINA KLOSE	Residential	\$140,900	\$0	\$0	
3540777000	1701 N MARSHALL	ANGELA M STUEVE	Residential	\$242,700	\$0	\$0	
3540791000	914 E BRADY	THEODORE C SCHAAR	Residential	\$212,000	\$0	\$0	
3550007000	1708 N FARWELL	LUCY ZIINO LIFE TRUST	Residential	\$262,200	\$0	\$0	
3550008000	1714 N FARWELL	LUCY ZIINO LIFE TRUST	Residential	\$260,500	\$0	\$0	
3590230000	1672 N WARREN	FAUX FLAT LLC	Residential	\$41,900	\$0	\$0	
3600326000	713 E BRADY	BETTY J COLLA	Residential	\$139,600	\$0	\$0	
3600327000	709 E BRADY	TG HOLDINGS 308 LLC	Residential	\$146,900	\$0	\$0	
3600339000	723 E BRADY	AIM INVESTMENTS LLC	Residential	\$159,000	\$0	\$0	
3600340000	719 E BRADY	MARIA LUISA ROCHE	Residential	\$130,800	\$0	\$0	
3600585000	919 E BRADY	CAROL A ZYWICKE	Residential	\$178,000	\$0	\$0	
3590221210	1650 N FARWELL	SCP 2006-C23-115 LLC #8763	Special Mercantile	\$2,800,000	\$2,800,000	\$8,785	Obj
				\$63,523,100	\$44,619,100	\$140,000	
					\$140,000		
					0.00314		

APPENDIX C

DESCRIPTION AND COST OF STREETScape PROJECT

The street improvements will include replacing concrete walk, driveway approaches, curb and gutter. Adding Milwaukee Harp pedestrian level lights, Milwaukee Lantern (acorn fixture) overhead lights, street trees with grates, information kiosks, trash receptacle, benches and planters. A public art project will incorporate medallions with symbols depicting historic facts about the area. These medallions will be placed in the tree border area which will consist of pressed and formed decorative concrete.

PROJECT COSTS

BID	\$582,000
MATCHING CITY FUNDS	\$500,000
CAPITAL IMPROVEMENT/PAVING	\$454,000
TOTAL	\$1,536,000

NOTE: BID #11 borrowed funds from City of Milwaukee. The final loan payment was made in 2009. City of Milwaukee has been paid in full.

APPENDIX D

AMMENDED IMPROVEMENTS LIST

Business Improvement District #11

Brady Street Business Area

Amended Improvements List – Approved by Common Council March 12, 2001

Improvements List

The following improvements will be located in the public right-of-way within the area illustrated by the attached map. All improvements will be owned by the City of Milwaukee.

A. BID Specific Improvements:

1. Sandblasted artwork in the stamped concrete area.
2. Special street furniture or other items which may be placed in the street right of way at the BID expense including but not limited to planters, bicycle racks, trash receptacles (non City standard), information kiosks, signing, and accent lighting.
3. Stamped concrete sidewalk pavement 2.5 feet in width parallel to the curb line.
4. East/west curb pushouts at four intersections.
5. Sidewalk planters at curb pushout locations.
6. Tree grate and guards in the streets commercial area.
7. Installation of bike racks.
8. Planning and upgrade of East End Brady Street pedestrian and bike path.
9. Planning and upgrade of West End Brady Street pedestrian and bike path.
10. Planning and construction of Marsupial Bridge.
11. Planning and construction of Under Bridge Pocket Park.
12. Planning and construction of Lift Station Path and bus shelter.
13. Planning and construction of Brady Street Triangle (Northeast corner Brady St. & Water St.)
14. Public Art in specified areas.
15. Repair specialty stamped concrete crosswalks.

B. City Standard Improvements

1. Street trees.
2. Pedestrian harp lights with accessory outlets.
3. New sidewalks, curbs and gutters.
4. Repaved Brady Street.

APPENDIX E

BID 11 BOARD ROSTER

<u>Name</u>	<u>Title</u>	<u>Term Start Date</u>	<u>Term End Date</u>
Julilly Kohler*	Vice-Chair	02/13/2013	02/13/2016
Pat Suminski	Secretary / Treasurer	03/10/2014	03/10/2017
Mari Cucnato	Director	06/09/14	06/09/2017
Josephine Fazio	Director	10/05/2015	10/05/2018
Pamela Glorioso	Director	04/17/2014	04/17/2017
Salvatore Glorioso	Director	04/29/2014	04/29/2017
Michael Lee	Director	03/06/2014	03/06/2017
Leslie Montemuro	Director	11/20/2015	11/20/2018
Teresa Morton	Director	04/12/2016	04/12/2016
Teri Regano	Director	10/05/2015	10/05/2018
Alaa Musa	Chair	03/13/2014	03/13/2017

**Currently undergoing Board Term Renewal Nomination Process*

APPENDIX F

BID 11 ACTIVITY REPORT FOR 2015

Brady Street Business Improvement District #11
1224LR E. Brady Street
Milwaukee, WI 53202

TO: Kenneth Little, DCD
FROM: Pat Suminski, Secretary/Treasurer BID #11
RE: BID Activity January – December 2015

The Brady Street Business Improvement District (BID #11) accomplished or participated in a number of projects/activities in 2015. Briefly, we:

- Improved / expanded events including:
 - Spring - Spring on Brady / Art Walk - Grew our Spring Event to bring nearly 40 live local artists to the street, along with an art market, successfully bringing thousands of new and returning visitors to our street.
 - Summer – Brady Street Festival / Cheesefest – We continue to improve this event, including family friendly activities during the day and varied musical and non-musical entertainment the length of Brady Street from Cambridge Avenue to Van Buren St. (Attendance is 40,000+). Proceeds from the success of this event have been used to help Cass Street school start up their after-school sports programs. We were also able to support other local events such as the Wisconsin Conservatory’s Festival of Trees and Music, Empty Bowls, and Children’s Outing Association.
 - Held our first Brady Back Nine Mini-Golf challenge in August. Participating businesses created mini-golf holes out of materials of their choosing. Businesses recruited foursomes- those teams took to the streets to compete for the best score. Proceeds benefited the Children’s Outing Association to send kids to Summer camps.
 - Continued to grow a newer series of events called Sunday Fundays in an effort to drive daytime family-friendly traffic. The events are held every third Sunday through the Summer months and feature an art market, music, brunch and shopping deals. One of our local businesses also organized an Urban Flea Market at the empty lot on Marshall and Brady Street in conjunction with the event.
 - Fall – Fall on Brady / Pet Parade Blessing– We continue to expand this neighborhood-focused daytime event. Two blocks of Brady Street

are closed for vendors and entertainment, plus the featured pet parade and pet blessing. Registrations for the event benefit Milwaukee Humane Society and Brady Area Foundation for Arts & Education.

- Held our second Halloween on Brady costume contest. Thousands of people showed up on the street in their costumes for a chance to win great prize money. The winning entry drove from Germantown.
 - Held our first Holiday Open House on a Friday evening in December to try and kick start the retail shopping season. Retail has struggled and we are doing everything we can to support the retailers that remain!
-
- Continued to address “green” maintenance issues by working with an independent contractor to weed, fertilize and clean tree grates and planters, keep sewer grates clear to allow efficient drainage, and main crosswalks clear of snow in commercial areas.
 - In an effort to alleviate parking issues and provide alternative transportation options, sponsored first BUBLR Bike stations in a neighborhood in April, a second soon followed in November.
 - Marketing Committee – as noted above, continues to develop promotional opportunities and new events while expanding on its use of Social Media and marketing strategies to bring new folks to Brady Street.
 - Property Committee - continues to work on more efficiently tracking available district property. Continue to communicate with City on how to develop the property on corner of Marshall and Brady Street (which is owned by the City).
 - Maintain memberships with VISIT Milwaukee / International Downtown Association/MABAL/and the BID council – to benefit Brady St. Merchants through co-op marketing opportunities, networking, and best-practices
 - We continue to investigate opportunities with Brady Street Website / Social media presence, leveraging cooperative marketing efforts. We produce and distribute 15,000 pocket guides each year, have a strong presence on Facebook (4,500+ followers) and Twitter (12,000+ followers.), and 1,500 subscribers to Buzz on Brady Newsletter. We are able to save costs on advertising for our events by utilizing our social media presence.
 - Initiated discussions with MMSD about possibly acquiring decommissioned lift station pump house building that MMSD has deemed “surplus” property. Started brainstorming ways that we could utilize that space and land in a more inviting and effective way.
 - Supported the Brady Street Area Association in their efforts to install the first community gardens in the area along with NIDC and Milwaukee Urban Gardens. There are currently 12 4’x8’ raised beds in use there.

- Continue to maintain and/or partner with local non-profits such as: Empty Bowls (a grassroots movement to help end hunger,) the Wisconsin Conservatory of Music (to develop creative and supportive music programming,) Bike-In Movies Series, and Children's Outing Association concerts in the park.

APPENDIX G

BID STATE STATUTE

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.

BID #11 (Brady Street) Board Member Sheet

Board Organization: 11 members, at least 7 members shall be owners or occupants of property within the District. 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>
Alaa Musa	Chair	03/13/2014	03/13/2017
Josephine Fazio	Director	10/05/2015	10/05/2018
Julilly Kohler	Vice-Chair	07/26/2016	07/26/2019
Leslie Montemurro	Director	11/20/2015	11/20/2018
Mari Cucunato	Director	06/09/2014	06/09/2017
Michael Lee	Director	03/06/2014	03/06/2017
Pamela Glorioso	Director	04/17/2014	04/17/2017
Pat Suminski	Secretary/Treasurer	03/10/2014	03/10/2017
Salvatore Glorioso	Director	04/29/2014	04/29/2017
Teresa Morton	Director	07/06/2016	07/06/2019
Teri Regano	Director	10/05/2015	10/5/2018

