

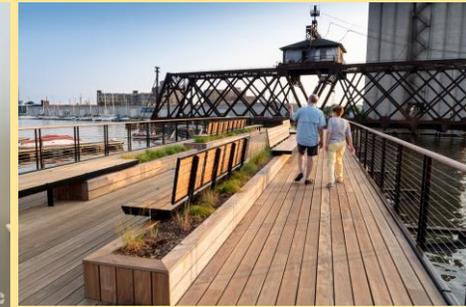
Extending benefits of downtown development

Zoning, Neighborhoods and Development Committee

November 19, 2019

Benefits of downtown development

- Downtown development means:
 - Employment opportunities
 - Housing units – both market rate and affordable
 - Facilities for sports, culture, education, and health care
 - Transportation options
 - Open space
 - Commercial services
 - Public art



Growth in downtown tax base

	Land area (square miles)*	2005 tax base	2019 tax base	2005 to 2019 Net change (\$)	2005 to 2019 Net change (%)
Greater Downtown	2.7	\$3.3 billion	\$6.5 billion	+\$3.2 billion	+99.5%
Rest of city	72.4	\$21.1 billion	\$22.3 billion	+\$1.2 billion	+5.7%
Citywide total	75.1	\$24.4 billion	\$28.8 billion	+\$4.4 billion	+18.2%

* Land area calculation does not include public right of way for roads, rails and waterways.

Had the downtown tax base grown at the same rate as the tax base in the rest of the city, taxes on a median-value, owner-occupied single-family house (\$119,200) would be \$300/year higher to generate the same amount of tax revenue.

Increase resources for neighborhood development

- Establish a neighborhood development fund.
 - Seek State law to allow short-term occupancy tax on Air BnB-type rentals; contribute proceeds to neighborhood development fund
 - Seek State law to establish ticket surcharge; contribute proceeds to neighborhood development fund.
 - Create socially-conscious investment vehicle to invest in downtown projects; share returns between investors and neighborhood development fund.
- Seek changes in State TIF law.
 - Allow creation of parallel downtown/neighborhood tax increment districts. Surplus increment from downtown project supports neighborhood project.
 - Allow infrastructure spending outside ½ mile boundary, and define infrastructure to include neighborhood amenities and safety investments.

Improve access to downtown jobs

- Establish a targeted training and recruitment program for neighborhood residents working in “opportunity occupations” downtown. Provide a path for these workers to move up the ladder and pay scale at their firms.
 - Opportunity occupations:
 - Pay above national annual median wage.
 - Do not require a college degree.
 - 28.8% of Milwaukee jobs are “opportunity occupations,” and many are located downtown.
 - Category includes customer service reps, maintenance and repair, bookkeeping, accounting and auditing clerks; sales reps; administrative support.
- Expand the streetcar to better neighborhoods and downtown employers.

Mentor/protégé relationships

- Link downtown businesses and developers with smaller-scale neighborhood businesses in the same sector.
- Enlist experienced downtown property managers to assist in creating a property management firm and training program that provides high-quality management services in neighborhoods.

“Live in the city” campaign

- Target current downtown workers who are ready to move from a rental or condo unit to a home. Market affordability of single-family and duplex homes in neighborhoods.
 - Expose workers to amenities of city neighborhoods.
 - Provide low-interest financing for buyers.