

**BUSINESS IMPROVEMENT DISTRICT NO. 21
MILWAUKEE DOWNTOWN
YEAR TWENTY-EIGHT OPERATING PLAN**

SEPTEMBER 19, 2024

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I. INTRODUCTION

Under Wisconsin Statutes section 66.1109, cities are authorized to create Business Improvement Districts ("BIDs") upon the petition of at least one property owner within the proposed district. The purpose of the BID statute is ". . . to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." 1983 Wis. Act 184, Section 1, legislative declaration. See Appendix A.

On or about July 16, 1997, the City of Milwaukee (the "City") received a petition from property owners which requested creation of a BID known as the Milwaukee Downtown Management District (the "District"). On October 14, 1997, the Common Council of the City adopted resolution no. 970900, creating the District and approving the initial operating plan for the District (the "Initial Operating Plan"). On November 4, 1997, the Mayor of the City appointed members to the board of the District (the "Board") in accordance with the requirements set forth in Article III.D. of the Initial Operating Plan.

On or about August 20, 2008, owners of additional properties on the fringes of the District's original boundaries petitioned the City to expand the District to include their properties. On October 29, 2008, the Common Council of the City adopted resolution no. 080617, expanding the District boundaries.

The original purpose of the District was to sustain the competitiveness of Downtown and ensure a safe, clean environment conducive to business activity. In connection with strategic planning conducted in 2011, updated in 2014 and re-imagined again in 2023, a refined mission and vision for the District emerged. The District's current mission is "to lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, inclusive, innovative and vibrant heart of the community". The District's vision is "to be an economic catalyst creating opportunities for all. . ." causing Downtown to continue to be a premier destination of choice to live, work, learn, play, and stay. Milwaukee is a renowned world-class city adding value to the region and the state.

Pursuant to the BID statute, this Year Twenty-Eight Operating Plan (the "Operating Plan") for the District has been prepared to establish the services proposed to be offered by the District, proposed expenditures by the District and the special assessment method applicable to properties within the District for its twenty-eighth year of operation. This Plan has been developed by the District Board with technical assistance from the Department of City Development, the Department of Public Works and the Police Department.

II. DISTRICT BOUNDARIES

When created in 1997, the District boundaries covered approximately 120 square blocks and encompassed the City's Downtown. The original District boundaries extended to North 4th Street and North 10th Street to the west; West St. Paul Avenue, the Menomonee River, and West Clybourn Street to the south; Lake Michigan to the east and Schlitz Park to the north. As a result of an expansion in 2008 and subsequent adjustments of taxable parcels, the District's current boundaries include expansion areas adjacent to its original boundaries and approximately 110 square blocks. The District's current boundaries extend to I-43 on the west; West St. Paul Avenue, the Menomonee River and West Clybourn Street to the south; Lake Michigan and North Van Buren Street to the east; and Schlitz Park to the north, as shown in Appendix B of this Operating Plan. A narrative listing of the properties now included in the District is set forth in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The historic objectives of the District are to increase pedestrian traffic Downtown and to better enable Downtown to compete for customers with suburban residential and commercial areas. Post COVID, the District refocused on its core “clean, safe and welcoming” services to encourage workers to return to Downtown offices. In addition, as a result of 2023 strategic planning, the District has committed to elevate its role in Downtown economic growth and place-making, to grow and leverage strategic partnerships and to seek to diversify its funding sources.

Since its inception, the District has attempted to achieve its objectives by, among other methods, supplementing the maintenance and security services provided by the City in order to increase the safety and cleanliness (and the perceived safety and cleanliness) of Downtown. The City will continue to provide its current level of maintenance and policing services. The City and the District have entered into the cooperation agreement on file in the District's office (the "Cooperation Agreement"). For several years, the District also has sought to achieve its objectives by marketing Downtown as a great place to live, work and play and by working with like-minded associates to attract and retain businesses.

The District's 2023 strategic planning update and its leadership efforts in updating the City of Milwaukee's comprehensive plan identified new objectives, including: (1) to reposition the District as a driver of economic prosperity in Downtown; (2) to play a leadership role on catalytic projects,

such as place-making and public art projects, development and enhancement of entertainment districts and the HOP MKE Streetcar; and (3) to harness the energy and vibrancy of diverse Downtown residents, young professionals and other Downtown believers to position them for leadership roles in the Downtown community. A summary of the District's objectives and priorities arising out of its 2023 strategic plan are attached hereto as Appendix E. The District also has led efforts to update the City of Milwaukee's comprehensive plan for Downtown.

In addition, since its creation in 1997, the District has championed Downtown's diversity, equity and inclusion. The District will continue to advocate, listen and build bridges to help end systemic racism and to create an exceptional quality of life environment for all members of its community regardless of age, race, gender or sexual orientation. The District pledges to do its part in advancing and advocating for a community of tolerance, peace and understanding.

B. Proposed Activities

The District offers Downtown owners and occupants additional safety personnel, enhanced sidewalk cleaning, supplemental public space maintenance and integrated marketing and promotional services to complement the base level of services currently being provided by the City. As a supplement to City services, the District retains and manages its own safety and maintenance contracts and develops and implements its own marketing initiatives. The District has hired a chief executive officer (or CEO), who reports to the Board, to implement and manage the day to day activities of the District, to supervise all District staff and independent contractors and to spearhead updated strategic planning objectives. District staff supervised by the CEO may include an economic development director, a marketing/events/social media director, a director of public space initiatives, an administrative operations manager and/or up to four interns or other support staff. The following are the activities proposed by the District for calendar year 2025. The District may, from time to time and as it deems necessary, adjust the size and scope of the activities and staffing levels described below, but only so long as such adjustments in activities and staff are part of the activities identified in this Operating Plan. The District may not undertake new activities except as included in duly approved operating plans for future years.

1. Public Service Ambassadors Program. The District will continue to sponsor a Public Service Ambassador Program to provide safety and goodwill services to Downtown, supplemental to existing City

police services. The aim of the program is to increase the public's comfort and sense of security through a visible, uniformed presence in addition to law enforcement.

The District may implement this program either by hiring staff directly or by hiring independent contractors to provide staff. In either case, a PSA director, who will report to the CEO, will be hired to manage this program, hire and supervise staff and maintain communications with police. Public Service Ambassadors ("PSAs"), including shift supervisors and a homeless outreach coordinator, will be retained to provide approximately 29,848 on-duty hours subject to dictates from the District. The District, in cooperation with the City Police Department, Visit Milwaukee and other City departments and resources, will develop an intensive initial training program, as well as on-going in-service and field training, for PSAs. Training will focus on available City services, preventing and reporting crime, deterring nuisance behaviors, dealing with panhandlers and the homeless, applicable sanitation and building codes, radio and smart phone communications, first aid and CPR, Milwaukee history and local attractions, general retailing, communications skills and interactions with residents and visitors. For a portion of their training PSAs will be paired with police officers or experienced PSAs patrolling their beats. Training will be supplemented by a book of Operating Rules and Procedures serving as a guide for handling both common and unusual incidents.

Following their training, uniformed but unarmed PSAs will be assigned "beats" to patrol on foot. Beat assignments will be based on the amount of foot traffic in the area, hours of business operation, special event schedules, police beat assignments, crime statistics and trends, and Responsible Hospitality Task Force recommendations for night-time economy management. Generally, PSAs will be deployed on beats to maximize the provision of security services during peak hours like weekday lunch hours, before and after business hours at burgeoning nighttimes and for special events. PSAs shall employ smart phone/GIS tracking technology to determine appropriate PSA deployment. A schedule for deploying PSAs on their beats shall be developed by the District's CEO together with the PSA director and altered as appropriate for weather, redeployment for special events and for changing circumstances.

PSAs' primary responsibilities will be to assist and direct workers, shoppers, diners, sports fans, club-goers and visitors, and to observe and report suspicious behavior. PSAs must familiarize themselves with the businesses and residents in their beats and be able to recognize suspicious behavior. PSAs will be supplied with uniforms to create an official but approachable appearance and will be equipped with smart phone-type devices to report any incidents to a PSA supervisor/dispatcher linked directly to the City Police Department. One PSA supervisor/dispatcher shall be on duty or on call whenever PSAs are on patrol. Using handheld smart phone-type devices, the PSA supervisor will maintain communications among PSAs, other Downtown security personnel and City police.

The City Police Department shall provide the District with the ability to monitor police calls for service. The District will permit any on-duty police officers assigned to the Downtown area to work out of the District office. The agreement between the District and the City Police Department regarding services to be provided is more fully described in the letter from Chief of Police Arthur L. Jones dated July 17, 1997 on file in the District's office.

The District will pursue partnerships with other service providers, including Milwaukee County Housing Services and the Wisconsin Department of Justice. These partnerships may include development and implementation of policies to deter nuisance behaviors and to house the homeless and/or working with other Downtown security resources to share information and develop response strategies. As noted above, the District has designated two PSA positions specifically to coordinate homelessness outreach.

2. Clean Sweep Ambassadors Program. The District will continue to sponsor a Clean Sweep Ambassador Program to provide additional sidewalk cleaning and public space maintenance, to implement special projects and, more generally, to introduce an active, positive force in Downtown.

The District may provide cleaning, maintenance, graffiti removal and landscaping services in any manner deemed reasonable by the District Board, including hiring staff directly or hiring independent contractors to provide staff. In any event, a CSA director will be selected, who will report to the District's CEO, to manage this program, hire and supervise staff and serve as a liaison among City departments and property owners and businesses. During the

summer months, a minimum of 11 full-time equivalent Clean Sweep Ambassadors ("CSAs") will report directly to the CSA director. Fewer CSAs may service the District during the winter months. Full-time CSA staff will be trained in maintenance, safety and informational services and furnished with identifiable uniforms. In addition, the District may retain other staff and/or independent contractors as it deems reasonable to perform the tasks necessary to implement the program.

The maintenance efforts of CSAs, other staff and independent contractors retained, paid and uniformed by the District will complement the efforts of the City Department of Public Works. CSAs will manually sweep sidewalks and riverwalks, pick up litter and remove graffiti each day. Weather permitting, CSAs will mechanically sweep public sidewalks and riverwalks in a rotation consistent with the City's street sweeping schedule--with approximately one fifth of the District being swept each working day. From April through October, CSAs will also power wash and steam clean sidewalks and clean, maintain, water, plant and weed tree wells and planters. CSAs will be assigned "beats" depending on the public use of the area and the need for services. A schedule for deploying CSAs and their tasks, shall be developed by the District's CEO and the CSA director and altered as appropriate for restrictions imposed by weather and redeployment as necessary in the judgment of District staff.

In addition to their daily cleaning and maintenance duties, the District may deploy CSAs to accomplish special projects. These projects may range from the installation and removal of holiday lights to set up and clean up for special events to "Super-Block" clean up.

In servicing all aspects of the CSA program, CSAs and other staff servicing this program will maintain a friendly and helpful presence Downtown. Working during busy hours in recognizable uniforms, they will create an aura, not only of cleanliness, but also of safety. CSAs will be trained in crime resistance and to furnish helpful information and directions to residents and visitors. CSAs will remain in contact with the District office and its other resources using handheld PDA-type devices.

3. Economic Development; Marketing; Business Recruitment and Retention. In furtherance of its 2023 strategic planning objectives,

District staff, generally, and an economic development director, in particular, shall strive to attract, retain and grow businesses paying family-supporting wages in Downtown Milwaukee. District efforts shall include, but not be limited to, maintaining relevant market and demographic data, linking business and government resources, providing and/or identifying expertise to assist in business growth and/or serving as project manager for Board-endorsed catalytic special projects.

District staff will coordinate and/or contract to implement public relations programming to promote the cleaner, safer, more welcoming Downtown being created through District efforts. Marketing and programming will aim to encourage increased use of Downtown, to attract businesses to locate, remain and expand in Downtown and to convince both constituents of the District and potential users that Downtown is a positive destination with unique qualities and amenities.

District staff will continue the District's marketing campaign based on a fresh "Downtown" theme. District staff will continue an internal communications program to inform members about District activities and benefits. Internal communications may include a semi-annual newsletter, an annual report, various print and e-mail notices and increased social media. District staff will maintain an umbrella-advertising theme, graphics package and media relations program. District staff will cross sell Downtown's assets with various seasonal promotions.

In addition, District staff will develop and/or contract for other marketing initiatives, attractions and/or events promoting Downtown. These marketing initiatives may include a comprehensive marketing campaign targeted at appropriate constituencies and/or traveling information kiosks and/or similar devices which may be staffed and deployed at various events (inside and outside of Downtown) to increase District visibility and outreach.

District staff will strive to attract and retain synergistic businesses. District staff will administer, together with the City of Milwaukee, a program of grants and forgivable loans for retailers and landlords to upgrade storefront spaces within the District. The District also will allocate up to \$90,000 in additional funding for catalytic economic development and placemaking special projects, provided that each

project must be approved by the District Board consistent with criteria adopted and applied by the Board.

The District may also sponsor or co-sponsor recurring special events such as the Holiday Lights Festival, Downtown Dining Week, Taste and Toast, Downtown Employee Appreciation Week and Tunes at Noon as well as one-day special events such as Big Truck Day and Jack-O-Lantern Jubilee.

The District will continue its sponsorship of the annual holiday lighting each November. Each year, the District will cause lighting purchased by the District in previous years and remaining in good condition to be reinstalled. In addition, the District may spend and/or solicit additional money as it deems necessary to purchase additional and/or replacement holiday lighting. For the winter of 2024-2025, the District will sponsor the twenty-sixth annual Holiday Lights Festival in Downtown. This festival will continue previous year's street lighting efforts and implement intense lighting displays in select Downtown parks such as Pere Marquette Park, Zeidler Union Square and Cathedral Square.

The District may undertake other economic development and/or marketing initiatives and programming reasonably estimated to attract and retain businesses, residents and tourists to Downtown as deemed appropriate by the District Board.

The District may contract with Milwaukee Downtown, Inc. to coordinate and implement the marketing initiatives described above, as well as related activities. In connection with contracting with Milwaukee Downtown, Inc., the District intends to donate approximately \$1,962,798 to Milwaukee Downtown, Inc. to provide operating funds necessary to implement marketing initiatives and related activities.

4. Initiative to Combat Homelessness. Based on concerns raised by its stakeholders, the District spearheaded initiatives to address chronic homelessness and aggressive panhandling. Such initiatives include funding and raising funds to support a Downtown Homeless Outreach Coordinator, a Downtown Community Prosecutor and a PSA position dedicated to homelessness outreach.
5. Contracting to Extend Activities/Services Outside of the District. Given the District's success, various constituencies periodically request the District to extend activities or provide services outside of

the District boundaries. The District is authorized to contract to extend its activities and/or services outside District boundaries and/or to area residents so long as, by majority vote of the Board, any such contract is deemed to (a) advance the District's objectives and (b) provide activities and/or services on a revenue-neutral basis such that the District avoids incurring any costs not directly benefiting properties within the District.

C. Proposed Expenditures and Financing Method

The 2025 proposed annual operating budget for the District is \$5,032,001. \$4,844,501 will be the amount received from District assessments from properties within the District. \$125,000 will be allotted from cash carryover and \$62,500 is additional income that is anticipated to come from several sources. See Appendix D. Of these amounts, \$995,418 will finance the Public Service Ambassadors Program, \$1,310,446 will fund the Clean Sweep Ambassadors Program, \$2,242,033 will pay for economic development, marketing, promotions and business retention and recruitment efforts, including placemaking efforts, and \$484,104 will be reserved for administrative expenses, fundraising and a contingency (including, without limitation, the salaries of a full-time CEO, an economic development director, a marketing/events/social media director, a director of public space initiatives, an administrative operations manager, interns and other District staff, legal fees, insurance costs and office expenses). In the event that the Board reasonably determines that amounts allocated to any particular program are not needed for that program, unneeded amounts for one program may be used for another program. In addition, any funds collected but unspent pursuant to previous years' operating plans and any unanticipated voluntary contributions or other income will be made available in 2025 (for any purpose set forth in this Operating Plan, including without limitation for core services, public information, marketing, promotions and/or economic development efforts). The Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

The Board shall approve an annual operating budget for the District each year. Prior to approving any annual operating budget, the District will mail a public hearing notice and make available a copy of the proposed annual operating plan and budget to all owners of real property within the District. In addition, a Class 2 notice of the public hearing will be published in a local newspaper of general circulation, and the notice, annual operating plan and budget will be posted on the District's website. The District Board will hold a public hearing and approve the annual operating plan and

budget for the District for that year. If any year's annual operating budget exceeds the prior year's annual operating budget by 4% or more, such budget must be approved by a 2/3 majority of the entire District Board. (This Year Twenty-Eight Operating Plan was unanimously approved by _____ Board members in attendance at the Board meeting of September 19, 2024.) Any capital improvements costing more than \$15,000 each or \$40,000 in the aggregate for any one year must be approved by a 2/3 majority of the entire District Board. For the purposes of this Operating Plan, "capital improvement" means any physical item that is permanently affixed to real estate including, without limitation, street lighting and sidewalk improvements. The term "capital improvement" shall not include, among other things, any maintenance equipment or supply, any communications equipment, any vehicles, any seasonal improvement or any holiday lighting or decorations. After the District Board has approved the annual operating plan and budget, they will be sent to the City for approval, adoption and inclusion in the City's annual budget for that year.

The 2024 assessed valuation of all property subject to assessment within the original District boundaries was approximately \$3,265,883,606. The method of assessing annual operating expenses against properties located within the District is set forth in Article IV of this Operating Plan. Any change in the method of assessing annual operating expenses against properties located within the District must be approved by a 3/4 majority of the entire District Board and a majority of the Common Council of the City. Subsequent revisions to this Operating Plan will specify any additional assessment methodologies and amounts for operating expenses. In addition, if any year's annual aggregate assessment to property owners exceeds the prior year's annual aggregate assessment by 6% or more, such increased assessment must be approved by the owners of property assessed by the District having a property tax assessed valuation equal to at least 3/4 of the aggregate property tax assessed valuation of all property assessed by the District.

The District may not borrow funds without approval of a 2/3 majority of the entire District Board.

D. Organization of the District Board

The Mayor shall appoint members to the District Board. The Board shall be responsible for implementation of this Operating Plan. This requires the Board to negotiate with providers of services and materials to carry out the Operating Plan; to enter into various contracts; to monitor the effectiveness of the District's activities; to ensure compliance with the provisions of

applicable statutes and regulations; and to make reimbursements for any overpayments of District assessments.

Wisconsin Statutes section 66.1109(3)(a) requires that the Board be composed of at least five members and that a majority of the Board members be owners or occupants of property within the District.

The Board shall be structured and operate as follows:

1. Board size - Up to 19 members.
2. Composition -
 - (a) Three members shall be representatives of each of the three largest (as measured by assessed valuation) multi-tenant office buildings in the District. In 2025, U.S. Bank Center (777 and 811 East Wisconsin Avenue), 411 East Wisconsin Avenue and 790 North Water Street are the three largest office buildings.
 - (b) Two members shall be representatives of the fourth through the ninth largest (as measured by assessed valuation) multi-tenant office buildings in the District. In 2025, 833 East Michigan Street, Schlitz Park (at the intersection of 2nd and Pleasant Streets), The Milwaukee Center (107 East Kilbourn Avenue), 875 East Wisconsin Avenue, Plaza East (330 East Kilbourn Avenue) and Cathedral Place (555 East Wells Street) are the fourth through the ninth largest multi-tenant office buildings.
 - (c) Three members shall be representatives of any multi-tenant office buildings in the District.
 - (d) Three members shall be representatives of owner-occupied or single tenant buildings in the District with assessed valuations in excess of \$5,000,000. One member from this category shall be a representative of The Northwestern Mutual Life Insurance Company.
 - (e) One member shall be an owner or operator of a street-level retail business located within the District (which business may, but need not, be a restaurant).

- (f) Two members shall be representatives of hotels located within the District. Such hotels shall not be owned or controlled by the same or related entities or individuals.
- (g) One member shall be a representative of a tax-exempt entity making a voluntary contribution to the District of not less than \$45,000 annually.
- (h) Two members shall be "at large" members who shall not represent any particular constituency but who shall be owners or occupants of real property located within the District used for commercial purposes.
- (i) Two members shall be the immediate two past chairs of the District Board.

For purposes of measuring the assessed valuations of any building or site set forth above, all contiguous buildings and/or sites connected above- or below-ground, separated only by an intervening street and with identical ownership shall be included as one building or site. (For example, the U.S. Bank Center, consisting of property located at 777 and 811 East Wisconsin Avenue, constitutes one site.) Each year, the Board shall reconfirm the assessed valuations, ownerships and occupancies of all properties located within the District. If the assessed valuation, ownership or occupancy of any particular building or site in any year ceases to satisfy the criteria set forth above, the Board shall rearrange such building or site in the appropriate category. In addition to the composition requirements set forth above, one member of the Board shall also be a member of the board of directors of Westtown Association as long as the Westtown Association remains in existence, and one member of the Board shall also be a member of the board of directors of East Town Association as long as the East Town Association remains in existence. In satisfying the categories for Board members set forth above, the geographic representation of Board members shall be varied to the extent possible.

3. Term - Appointments to the Board shall generally be for a period of three years. To the extent possible, the terms of members representing each of the categories set forth in subparagraph (2) above shall be staggered so that the terms of not more than 60% of the representatives of any one category shall expire simultaneously. Despite the expiration of a Board member's term, the member shall

continue to serve, subject to the by-laws adopted by the Board, until the member's successor is appointed.

4. Compensation - None.
5. Meetings - All meetings of the Board shall be governed by the Wisconsin Open Meetings Law if and as legally required.
6. Record Keeping - Files and records of the Board's affairs shall be kept pursuant to public record requirements.
7. Staffing and Office - The Board may employ staff and/or contract for staffing services pursuant to this Operating Plan and subsequent modifications thereof. In 2025, the Board may employ a full-time CEO, a full-time administrative operations manager, an economic development director, a marketing/events/social media director, a public space initiatives director and/or up to four interns and other support staff. The Board shall maintain an office for the District, which shall be centrally located in Downtown. The District's current office is located at 301 West Wisconsin Avenue, Suite 106. All District staff, including PSAs and CSAs, may work out of the District office or other approved spaces.
8. Meetings - The Board shall meet regularly, at least once quarterly. The Board has adopted rules of order (by-laws) to govern the conduct of its meetings. In the event of a tie in any matter on which an even number of Board Members vote, the vote of the Chair shall be deemed the tie-breaker.
9. Executive Committee - The Board shall elect from its members a chair, a vice-chair, a secretary, a treasurer and an assistant secretary who, together with the immediate past Chair of the Board, shall comprise an Executive Committee of the Board. At least one member of the Executive Committee shall be elected from the category of members set forth in subparagraphs (2)(a) or (b) above. Moreover, the member representing The Northwestern Mutual Life Insurance Company under subparagraph (2)(d) above shall be elected to some office on the Executive Committee. The immediate past chair of the Board shall serve on the Executive Committee until the current Chair ceases to serve as Chair, in which case the immediately past serving Chair shall become immediate past Chair. The Executive Committee shall be authorized to oversee the day to day operations of the District, subject to the by-laws adopted by the

Board. In the event of a tie in any matter on which all officers vote, the vote of the Chair shall be deemed the tie-breaker.

10. Non-voting Members - At the option of a majority of the members of the Board, representatives of Visit Milwaukee, the Milwaukee Development Corporation, the Metropolitan Milwaukee Association of Commerce, the Wisconsin Center District and one or more significant Milwaukee arts venues (and/or similar organizations) may be invited to attend meetings of the Board or Executive Committee as nonvoting members.
11. Emeritus Members – By resolution of a majority of the members of the Board, former Board members who have demonstrated extraordinary service to the District may be appointed "emeritus" members in honor and recognition of their exceptional contributions.
12. No public bidding – Notwithstanding anything herein to the contrary and/or any contrary decisions by the Board relative to specific contracts, the District shall not be subject to any prevailing wage and/or public bidding requirements under either Wisconsin Statutes and/or City of Milwaukee ordinances.

E. RELATIONSHIP TO MILWAUKEE DOWNTOWN, INC. AND ALLIANCE FOR DOWNTOWN PARKING AND TRANSPORTATION, INC.

The District is a separate entity from Milwaukee Downtown, Inc., a private, not for profit corporation, exempt from taxation under section 501(c)(3) of the Internal Revenue Code, notwithstanding the fact that some or all of the members, officers and directors of each entity may be shared. Milwaukee Downtown, Inc. shall remain a private organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with the Board. The Board may contract with Milwaukee Downtown, Inc. to provide marketing and promotional services to the District and to retain an economic development director. The Board shall donate operating funds to Milwaukee Downtown, Inc. to facilitate the provision of such services and staffing, all in accordance with this Operating Plan.

The District and Milwaukee Downtown, Inc. are also separate entities from Alliance for Downtown Parking and Transportation, Inc. (the "Alliance"), a private, not for profit corporation, notwithstanding the fact that the District Board appoints all members to the board of directors of the Alliance. The Alliance shall remain a private organization, not subject to the open

meeting law, and not subject to the public records law except for its records generated in connection with the Board. The Board may work in tandem with the Alliance and other Downtown commercial organizations to improve and mitigate adverse parking and transportation issues impacting Downtown Milwaukee and to promote positive parking and transportation options within the area, consistent with the purposes of this Operating Plan.

IV. METHOD OF ASSESSMENT

A. Annual Assessment Rate and Method

The annual assessment for District operating expenses will be levied against each property within the District in direct proportion to the commercial assessed value of each property for real property tax purposes on record with the District as of the date the District held the public hearing regarding its Year Twenty-Eighth Operating Plan (September 19, 2024). No owner of property within the District shall be eligible to receive or be subject to any reductions or increases in its assessment as a result of a decrease or increase in the assessed value for their property occurring after such date. The Board may, however, at its sole option, consider updated assessment information until the Common Council approves this Operating Plan. In addition, the amount of an assessment against a particular property may change from year to year if that property's assessed value changes relative to other properties within the District.

Appendix C identifies each property included in the District and shows the proposed BID assessment for each property for the twenty-eighth year of operation. Such proposed assessments are based on the assessed value and classification estimated in 2025 pursuant to the foregoing formula.

In addition, any amounts due to the District from a property owner pursuant to a contract between the District and the property owner may, at the option of the District Board, become a special assessment or special charge against that property upon 30 days' prior written notice to the property owner.

B. Excluded and Exempt Property

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

1. Wisconsin Statutes section 66.1109(1)(f)(1m): 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 Operating Plan because it is assumed that they will benefit from development in the District.

2. Wisconsin Statutes section 66.1109(5)(a): Property used exclusively for residential purposes will not be assessed. Mixed use properties containing some residential use will be assessed by the District consistent with applicable law.
3. Consistent with Wisconsin Statutes section 66.1109(5)(a), property within the District boundaries but exempt from general real estate taxes under Wisconsin Statutes section 70.11 may not be specially assessed by the District but will be asked to make a financial contribution to the District on a voluntary basis. Funds collected in this manner in any given year may be used in any manner deemed appropriate by the Board. In addition, consistent with Wisconsin Statutes section 66.1109(1)(b), those tax exempt properties within the original or amended boundaries of the District which later become taxable shall automatically become included within the District and subject to assessment under any current operating plan without necessity to undertake any other act.

V. PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

A. Enhanced Safety and Cleanliness

Under Wisconsin Statutes section 66.1109(1)(f)(4), this Operating Plan is required to specify how the creation of the District promotes the orderly development of the City. The District will enhance the safety and cleanliness of Downtown and, consequently, encourage commerce in the City. Increased business activity in the City will increase sales tax revenues and property tax base.

B. City Role in District Operation

The City has committed to assisting owners and occupants in the District to promote its objectives. To this end, the City has played a significant role in creation of the District and in the implementation of this Operating Plan. In furtherance of its commitment, the City shall:

1. Perform its obligations and covenants under the Cooperation Agreement.

2. Provide technical assistance to the District in the adoption of this and subsequent operating plans and provide such other assistance as may be appropriate.
3. Collect assessments, maintain the same in a segregated account and disburse monies to the Board.
4. Receive annual audits as required per Wisconsin Statutes section 66.1109(3)(c).
5. Provide the Board, through the Office of Assessment, on or before July 1 of each year, and periodically update, with the official City records on the assessed value of each tax key number within the District as of January 1 of each year for purposes of calculating the District assessments.
6. Promptly appoint and confirm members to the Board, consistent with this Operating Plan.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

The BID statute establishes a specific process for reviewing and approving operating plans. Pursuant to the statutory requirements, the following process will be followed:

1. The District shall submit its proposed Operating Plan to the Department of City Development.
2. The Community and Economic Development Committee of the Common Council will review the proposed Operating Plan at a public meeting and will make a recommendation to the full Common Council.
3. The Common Council will act on the proposed Operating Plan.
4. If adopted by the Common Council, the proposed Operating Plan is sent to the Mayor for his approval.
5. If approved by the Mayor, this Year Twenty-Eight Operating Plan for the District is approved and the Mayor will appoint, in accordance with Article III.D., new members to the Board to replace Board members whose terms have expired or who have resigned.

VII. FUTURE YEAR OPERATING PLANS

A. Changes

It is anticipated that the District will continue to revise and develop this Operating Plan annually, in response to changing needs and opportunities in the District, in accordance with the purposes and objectives defined in this Operating Plan.

Wisconsin Statutes section 66.1109(3)(b) 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 proposed activities, information on specific assessed values, budget amounts and assessment amounts are based solely upon current conditions. Greater detail about subsequent years' 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 Operating Plan and the BID statute.

In later years, the District 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 approval of a 3/4 majority of the entire District Board and consent of the City of Milwaukee. In addition, if any year's annual aggregate assessment to property owners exceeds the prior year's annual aggregate assessment by 6% or more, such increased assessment must be approved by the owners of property assessed by the District having a property tax assessed valuation equal to at least 3/4 of the aggregate property tax assessed valuation of all property assessed by the District. Further, as set forth in Article III.C. above, a 2/3 majority of the entire District Board must approve increases in the District operating budget exceeding 4% of the prior year's budget and capital improvement expenditures of over \$15,000 in any one instance or of \$40,000 in the aggregate in any one year.

B. Early Termination of the District

The City shall consider terminating the District if the owners of property assessed under the Operating Plan having a valuation equal to more than 50% of the valuation of all property assessed under the Operating Plan, using the method of valuation specified herein, or the owners of property assessed under the Operating Plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the Operating Plan, file a petition with the City Plan Commission requesting

termination of the District. On or after the date such a petition is filed, neither the Board nor the City may enter into any new obligations by contract or otherwise until the expiration of thirty (30) days after the date a public hearing is held and unless the District is not terminated.

Within thirty (30) days after filing of a petition, the City Plan Commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a Class 2 notice. Before publication, a copy of the notice with a copy of the Operating Plan and a copy of the detail map showing the boundaries of the District shall be sent by certified mail to all owners of real property within the District.

Within thirty (30) days after the date of such hearing, every owner of property assessed under the Operating Plan may send a written notice to the City Plan Commission indicating, if the owner signed a petition, that the owner retracts the owner's request to terminate the District or, if the owner did not sign the petition, that the owner requests termination of the District.

If, after the expiration of thirty (30) days after the date of the public hearing, by petition or subsequent notification and after subtracting any retractions, the owners of property assessed under the Operating Plan having a valuation equal to more than 50% 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% of the assessed valuation of all properties assessed under the Operating Plan have requested the termination of the District, the City shall terminate the District on the date that the obligation with the latest completion date entered into to implement the Operating Plan expires.

C. Amendment, Severability and Expansion

This District has been created under authority of Wisconsin Statutes section 66.1109. Except as set forth in the next sentence, should any court find any portion of this statute invalid or unconstitutional its decision will not invalidate or terminate the District and this Operating Plan shall be amended to conform to the law without need of re-establishment. Should any court find invalid or unconstitutional the organization of the entire District Board, any requirement for a 2/3 or 3/4 majority vote of the District Board, the budgeting process or the automatic termination provision of this or any subsequent Operating Plan, the District shall automatically terminate and this Operating Plan shall be of no further force and effect.

Should the legislature amend the statute to narrow or broaden the definition of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this Operating Plan may be amended by a 2/3 majority of the entire District Board and a majority of the Common Council of the City of Milwaukee as and when they conduct their annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under section 66.1109(3)(b).

D. Automatic Termination Unless Affirmatively Extended.

The District Board shall not incur obligations extending beyond thirty years from the date on which the District was created. At the end of the twenty-ninth year of the District's existence, the District Board shall prepare an operating plan for the thirtieth year that contemplates termination of the District at the commencement of the thirtieth year as set forth in Wisconsin Statutes section 66.1109(3)(b), unless the owners of property assessed by the District having a valuation equal to 60% of the valuation of all property assessed by the District affirmatively vote to continue the District.

In addition, the Board may elect by majority vote to terminate the District if the City is in default of any obligation or covenant of the City set forth in the Cooperation Agreement. In such event, the District shall terminate as set forth in Wisconsin Statutes section 66.1109(4m).

APPENDIX A

Wisconsin Statutes section

Updated 2017–18 Wis. Stats. Published and certified under s. 35.18. August 1, 2020.

167 Updated 17–18 Wis. Stats.

MUNICIPAL LAW 66.1109

(b) Designation by the planning commission of the boundaries of a reinvestment neighborhood or area recommended by it to be designated and submission of the recommendation to the local legislative body.

(c) Adoption by the local legislative body of a resolution which:

1. Describes the boundaries of a reinvestment neighborhood or area with sufficient definiteness to identify with ordinary and reasonable certainty the territory included in the neighborhood or area. The boundaries may, but need not, be the same as those recommended by the planning commission.

2. Designates the reinvestment neighborhood or area as of a date provided in the resolution.

3. Contains findings that the area to be designated constitutes a reinvestment neighborhood or area.

History: 1977 c. 418; 1979 c. 361 s. 112; 1985 a. 29 s. 3200 (14); 1999 a. 150 s. 479; Stats. 1999 s. 66.1107; 2001 a. 104.

66.1108 Limitation on weekend work. (1) DEFINITIONS. In this section:

(a) "Construction project" means a project involving the erection, construction, repair, remodeling, or demolition, including any alteration, painting, decorating, or grading, of a private facility, including land, a building, or other infrastructure that is directly related to onsite work of a residential or commercial real estate development project.

(b) "Political subdivision" means a city, village, town, or county.

(2) **CONSTRUCTION PROJECTS; WEEKEND WORK.** (a) A political subdivision may not prohibit a private person from working on the job site of a construction project on a Saturday. A political subdivision may not impose conditions that apply to a private person who works on a construction project on a Saturday that are inapplicable to, or more restrictive than the conditions that apply to, such a person who works on a construction project during weekdays.

(b) If a political subdivision has enacted an ordinance or adopted a resolution before April 5, 2018, that is inconsistent with par. (a), that portion of the ordinance or resolution does not apply and may not be enforced.

History: 2017 a. 243.

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.

(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

2017–18 Wisconsin Statutes updated through 2019 Wis. Act 186 and through all Supreme Court and Controlled Substances Board Orders filed before and in effect on August 1, 2020. Published and certified under s. 35.18. Changes effective after August 1, 2020, are designated by NOTES. (Published 8–1–20)

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.

66.1110 Neighborhood improvement districts. (1) In this section:

(a) "Board" means a neighborhood improvement district board elected under sub. (4) (a).

(b) "Chief executive officer" means a mayor, city manager, village president, or town chairperson.

(c) "Local legislative body" means a common council, village board of trustees, or town board of supervisors.

(d) "Municipality" means a city, village, or town.

(e) "Neighborhood improvement district" means an area within a municipality consisting of nearby but not necessarily contiguous parcels, at least some of which are used for residential purposes and are subject to general real estate taxes, and property that is acquired and owned by the board if the local legislative body approved acquisition of the property under sub. (4) (d) as part of its approval of the initial operating plan under sub. (3) (e).

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation, and promotion of a neighborhood improvement district.

(g) "Owner" means the owner of real property that is located within the boundaries, or the proposed boundaries, of a neighborhood improvement district.

(h) "Planning commission" means a plan commission under s. 62.23 or, if none exists, a board of public land commissioners or, if none exists, a planning committee of the local legislative body.

(2) An operating plan shall include at least all of the following elements:

(a) The special assessment method applicable to the neighborhood improvement district.

(b) The kind, number, and location of all proposed expenditures within the neighborhood improvement district.

(c) A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

(d) A description of how the creation of the neighborhood improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

(e) A statement as to whether the local legislative body authorizes the board to own real property and, if so, a description of the real property to be owned, the purpose of the ownership, and a statement of to whom the real property will be transferred if the neighborhood improvement district is terminated.

(f) A legal opinion that pars. (a) to (e) have been complied with.

(3) A municipality may create a neighborhood improvement district and adopt its operating plan if all of the following conditions are met:

(a) An owner of real property subject to general real estate taxes and located in the proposed neighborhood improvement dis-

trict designated under par. (b) has petitioned the municipality for creation of a neighborhood improvement district.

(b) The planning commission has designated a proposed neighborhood improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the neighborhood improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed neighborhood 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 neighborhood improvement district, shall be sent by certified mail to all owners of real property within the proposed neighborhood improvement district. The notice shall state the boundaries of the proposed neighborhood 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), one of the following has not filed a petition with the planning commission protesting the proposed neighborhood improvement district or its proposed initial operating plan:

1. 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.

2. 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.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the neighborhood improvement district. The local legislative body shall publish a class 2 notice under ch. 985 regarding the meeting at which the local legislative body will vote on whether to adopt the proposed initial operating plan for the neighborhood improvement district. Before publication, a copy of the notice shall be sent by certified mail to all owners of real property within the proposed neighborhood improvement district.

(4) (a) 1. If the local legislative body adopts the proposed initial operating plan under sub. (3) (e), it shall determine the size of board, which shall consist of at least 5 members, all of whom shall own or occupy real property in the neighborhood improvement district.

2. The number of board members who represent commercial and residential property, respectively, shall be set by the local legislative body, as closely as possible, in the same proportion as is the aggregate valuation of commercial property in the neighborhood improvement district to the total assessed value of all property in the district, and the aggregate valuation of residential property in the district to the total assessed value of all property in the district.

3. The local legislative body shall set the time and place for a meeting at which members of the board will be elected, and shall publish a class 2 notice under ch. 985 that contains this information. The notice shall specify that all individuals who either own or occupy real property within the neighborhood improvement district are eligible to serve on the board and vote at the election.

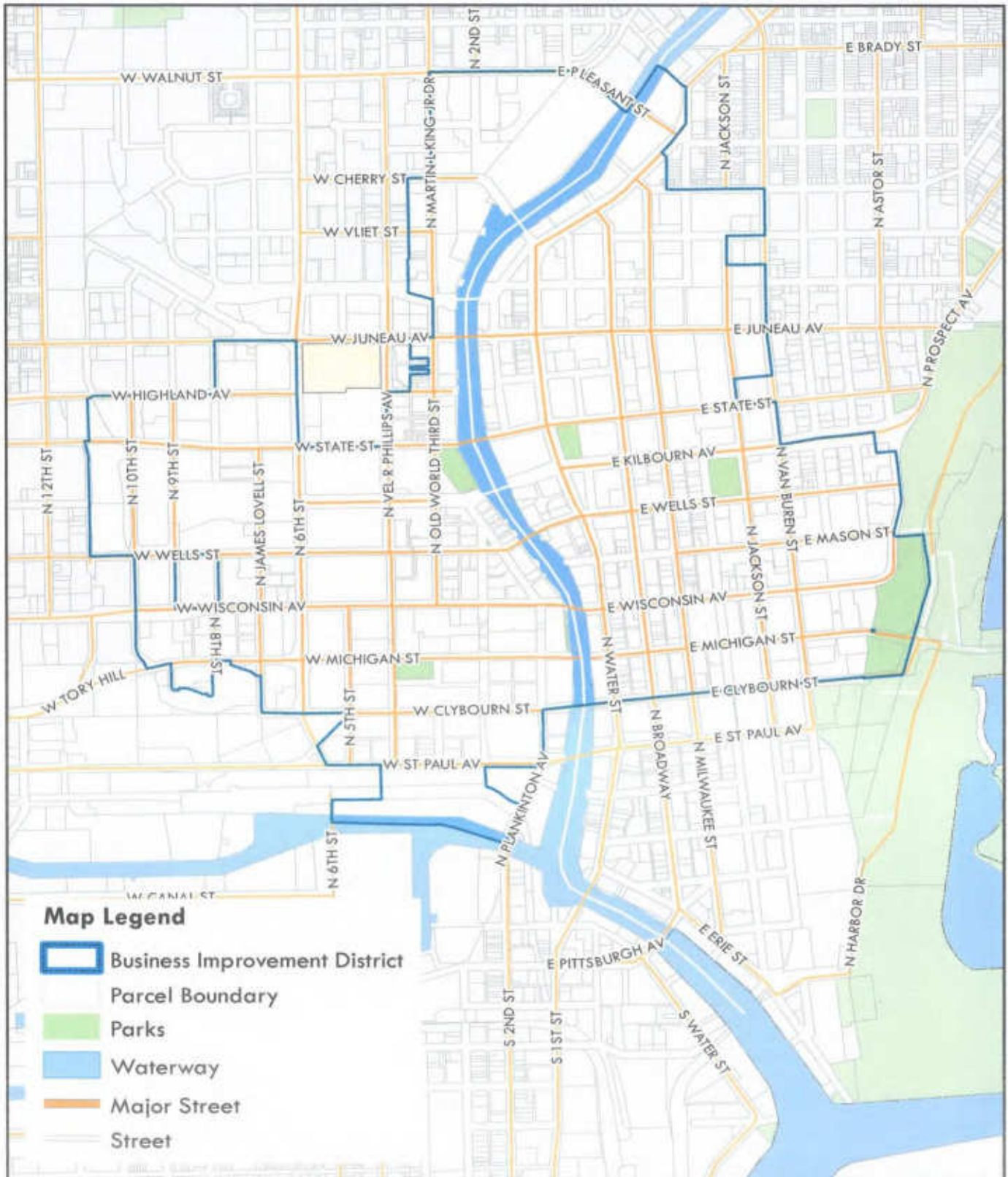
4. At the meeting, the individuals who own or occupy real property shall be divided into 2 groups. One group shall consist of those individuals who own or occupy commercial property, and one group shall consist of those individuals who own or occupy residential property. Each group shall elect from among its members the number of board members set to represent its group by the local legislative body under subd. 2.

5. Board members elected under subd. 4. shall serve a one year term, and may be reelected. Annually, the number of board members who represent commercial and residential properties,

APPENDIX B

BID NO. 21: MILWAUKEE DOWNTOWN CITY OF MILWAUKEE

Prepared by the Dept. of City Development Planning Division, 8/12/2020
Sources: City of Milwaukee Information Technology Management Division;
Dept. of City Development Commercial Corridors Team



APPENDIX C

Narrative listing of properties

APPENDIX D
2025 Budget

BUSINESS IMPROVEMENT DISTRICT #21
CLEAN*SAFE*WELCOMING
2025 BUDGET

INCOME

2025 BID #21 Assessments (Based on a mill rate of \$1.47 per \$1,000 of assessed value)	\$ 4,844,501
Cash Carryover	\$ 125,000
Additional Income	<u>\$ 62,500</u>
TOTAL INCOME	\$ 5,032,001

EXPENSES

Clean Sweep Ambassador Program	
Sidewalk Cleaning	\$ 877,125
Landscaping	\$ 428,321
Graffiti Removal	<u>\$ 5,000</u>
	\$ 1,310,446 (26% of total)
Public Service Ambassador Program	\$ 995,418 (20% of total)
Administrative and Fundraising	\$ 484,104 (10% of total)
Economic Development/Marketing/Business Retention/Recruitment/Special Projects	<u>\$ 2,242,033</u> (45% of total)
TOTAL EXPENSES	\$ 5,032,001

APPENDIX E
Strategic Plan Goals and Big Moves



Clean, Safe, & Welcoming

GOAL: Continue to provide BID 21 services and expand programs that keep Downtown Milwaukee clean, safe, and welcoming for all.

BIG MOVE: Milwaukee Downtown BID 21 will act as the steward for the entirety of the Downtown public realm, expanding beautification services, identifying and advocating for needed repairs, improvements, activate the Riverwalk and be thought and action leaders in addressing homelessness.

Economic Growth

GOAL: Strengthen Downtown's role as the best place in the Midwest for local businesses, large employers, retail, nighttime entertainment, and tourism to grow and thrive.

BIG MOVE: Milwaukee Downtown BID 21 will prioritize recruiting and retaining employers of all sizes, and making Downtown a place that helps them to recruit and retain a strong, diverse, and creative workforce.

Placemaking & Management

GOAL: Bring people together through new and exciting shared experiences by activating Downtown's public and private owned/publicly accessible open spaces.

BIG MOVE: Milwaukee Downtown BID 21 will take the lead in establishing a public space management initiative to develop, maintain, and activate inclusive public spaces in a financially and environmentally sustainable manner.

Arts, Culture, Entertainment, & Sports

GOAL: Grow Downtown Milwaukee's reputation as a premier location for arts, culture, entertainment, nightlife, and sports.

BIG MOVE: Milwaukee Downtown BID 21 will significantly increase its role in elevating and promoting Downtown as a world class destination for the public and performing arts, music, film and tv, and sporting events.

Neighborhood & District Partnerships

GOAL: Leverage the exciting diversity of Downtown neighborhoods and the clout of collective action by strengthening existing and creating new partnerships with neighborhoods, community organizations, and other districts.

BIG MOVE: Milwaukee Downtown BID 21 will take the lead in convening partners and coordinating efforts to strengthen downtown, community, and district connections.

Downtown Living

GOAL: Residential developers and residents contribute to the vitalization of Downtown through meaningful financial contributions and active participation.

BIG MOVE: Milwaukee Downtown BID 21 will engage Downtown residential developers and residents to better fund, create and advocate for a complete downtown neighborhood with vibrant, accessible, and affordable programs, events, and services for Downtown residents.

Summary of Changes in 2025 Operating Plan

- Section III(A)
(Page 2) – Noted intent to seek to diversify funding sources.
- Section III(B)(1)
(Page 5) – Noted that two PSAs may devote their time to homeless outreach.
- Section III(B)(3) – Noted that Economic Development Director may serve as Project Manager for Board-endorsed special projects. Also listed next year's placemaking special projects budget to be \$90,000 and the contribution to MDI at \$1,962,798.
- Section III(C)
(Pages 9-10) – Updated budget and assessment information.
- Section III(D)(2)
(Page 11) – Updated board categories.
- Appendix D – Updated budget; mill rate is currently \$1.47 per \$1,000 of assessable value.

YEAR-END ACCOMPLISHMENTS

September 1, 2023 – August 31, 2024



BETH WEIRICK

CEO



BEHIND BID #21



MISSION

We lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, inclusive, innovative and vibrant heart of the community.

VISION

Milwaukee Downtown is an economic catalyst creating opportunities for all. Downtown continues to be a premier destination of choice to live, work, learn, play and stay. Milwaukee is a renowned world-class city adding value to the state and Great Lakes region.



BID #21 PRIORITIES



PRIORITY #1: Clean, Safe & Welcoming

Continue to provide BID #21 services and expand programs that keep Downtown Milwaukee clean, safe and welcoming for all.

PRIORITY #2: Economic Growth

Strengthen Downtown's role as the best place in the Midwest for local businesses, large employers, retail, daytime and nighttime entertainment, and tourism to grow and thrive.

PRIORITY #3: Placemaking, Marketing & Events

Bring people together through new and exciting shared experiences by activating Downtown's public and private owned/publicly accessible open spaces.

PRIORITY #4: Arts, Culture, Entertainment & Sports

Grow Downtown Milwaukee's reputation as a premier location for arts, culture, entertainment, nightlife and sports.

PRIORITY #5: Neighborhood & District Partnerships

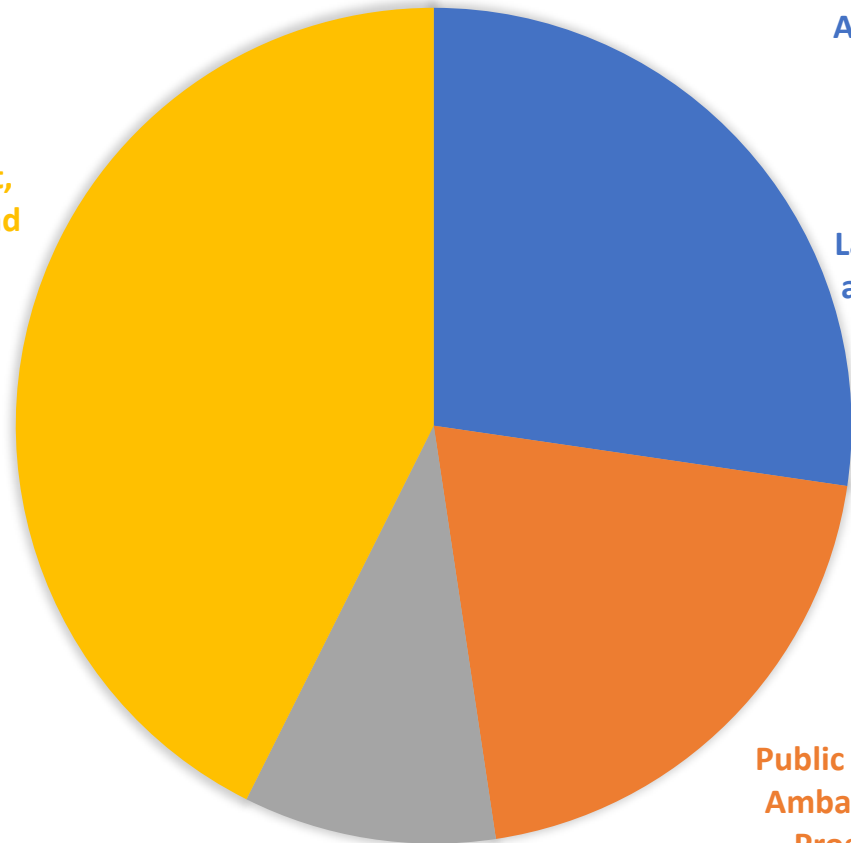
Leverage the exciting diversity of Downtown neighborhoods and the clout of collective action by strengthening existing and creating new partnerships with neighborhoods, community organizations and other districts.

YEAR TWENTY- SEVEN OPERATING PLAN BUDGET



2023-2024 OPERATING BUDGET

Economic
Development,
Marketing, and
Business
Retention &
Recruitment
43%



Clean Sweep
Ambassador
Program
(Includes
Sidewalk
Cleaning,
Landscaping
and Graffiti
Removal)
27%

Public Service
Ambassador
Program
20%

Administrative
10%

2024 Assessments: \$4,678,180
Additional Income: \$39,850
Total Income: \$4,718,030

ALYSSA SIMMONS

PUBLIC SERVICE AMBASSADOR PROGRAM





PUBLIC SERVICE AMBASSADORS

- Managed by Block by Block
- Extra set of eyes and ears for Milwaukee's police and fire departments
- Regular communication with Downtown Security Network
- Homeless Outreach PSA (Brian Johnson) supports Downtown Homeless Outreach Coordinator
 - 694 Homeless Outreach interactions conducted
 - 464 Homeless Outreach service referrals
 - 123 panhandling and public nuisance interventions



PUBLIC SERVICE AMBASSADORS

- Patrolled the district 9am to 10pm, Monday - Friday, and 9am to 5pm, Saturday and Sunday
- Frontlines of welcoming guests
 - Staff the MOTOR – Milwaukee's Own Traveling Outdoor Resource
- Provided over 113,900 hospitality assistance connections
- Distributed over 61,000 brochures and publications
- Made over 11,600 contacts with Downtown businesses
- Addressed over 2,900 maintenance requests in the public realm



GRAFFITI REMOVAL TEAM

- 3,855 tags and stickers removed in last year
 - Power washing
 - Paint matching
 - Chemical removal
- 34,752 tags eliminated since 2000
- Eliminate within 24 hours of discovery



DAILY DATA COLLECTION

- Heightened focused on data collection
- Using data to track return on investment
 - Where are calls for service occurring?
 - What types of service are being requested?
 - When were they remediated?
- Daily field data helps inform program decisions
- Ambassador input helps devise efficient solutions and prioritize resources
- Smart System 2.0
 - Enhanced, state-of-the-art technology rolling out this fall
 - Fully customizable to the district's needs



Alyssa Simmons

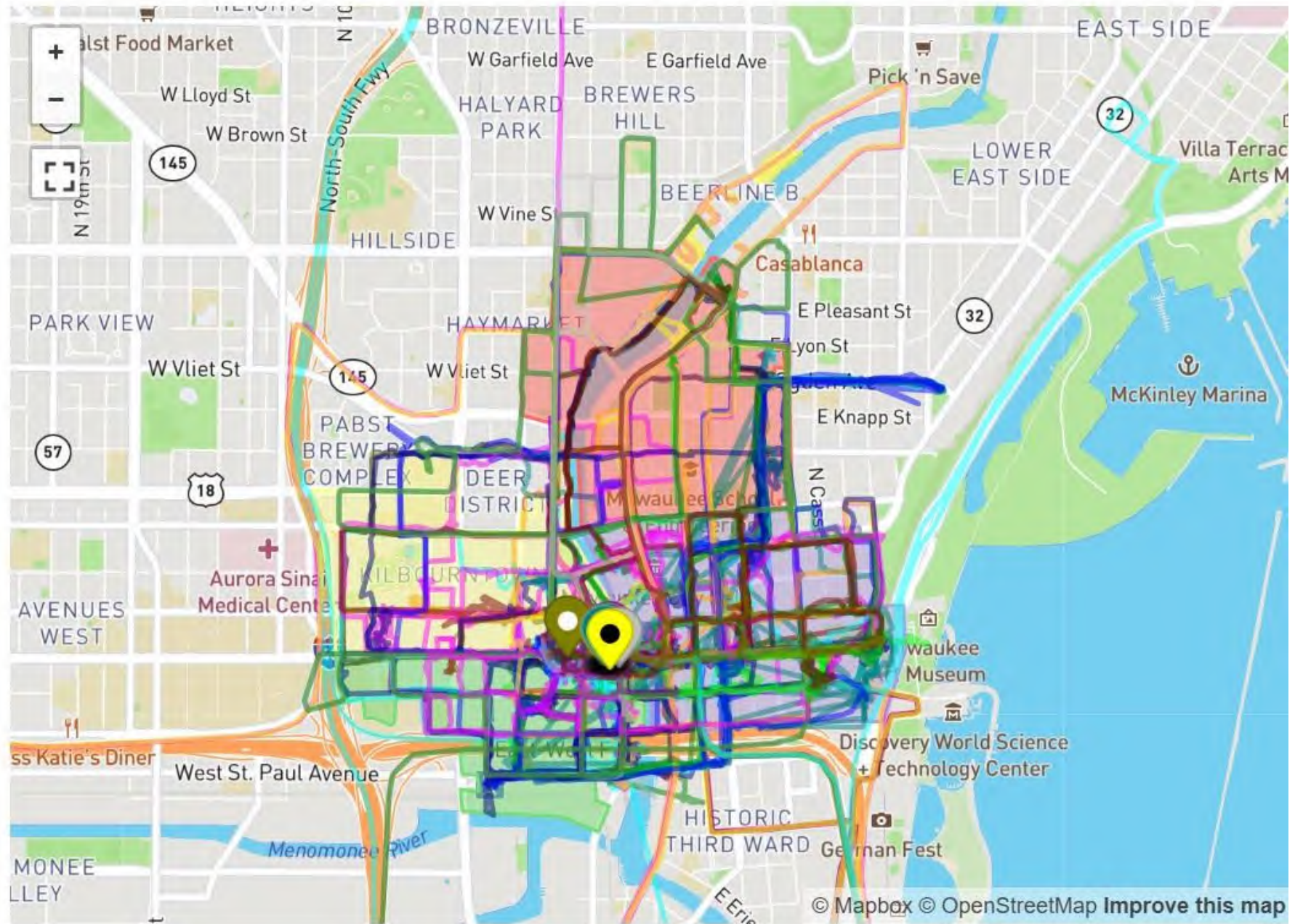
Dashboard

Reports

Maps

- MAP: Stats
- MAP: Stats - Defined Boundary
- MAP: Stats - Walk Paths
- MAP: Maintenance Requests
- MAP: POI Interactions
- MAP: Incidents
- MAP: Current Locations

Statistics





Alyssa Simmons

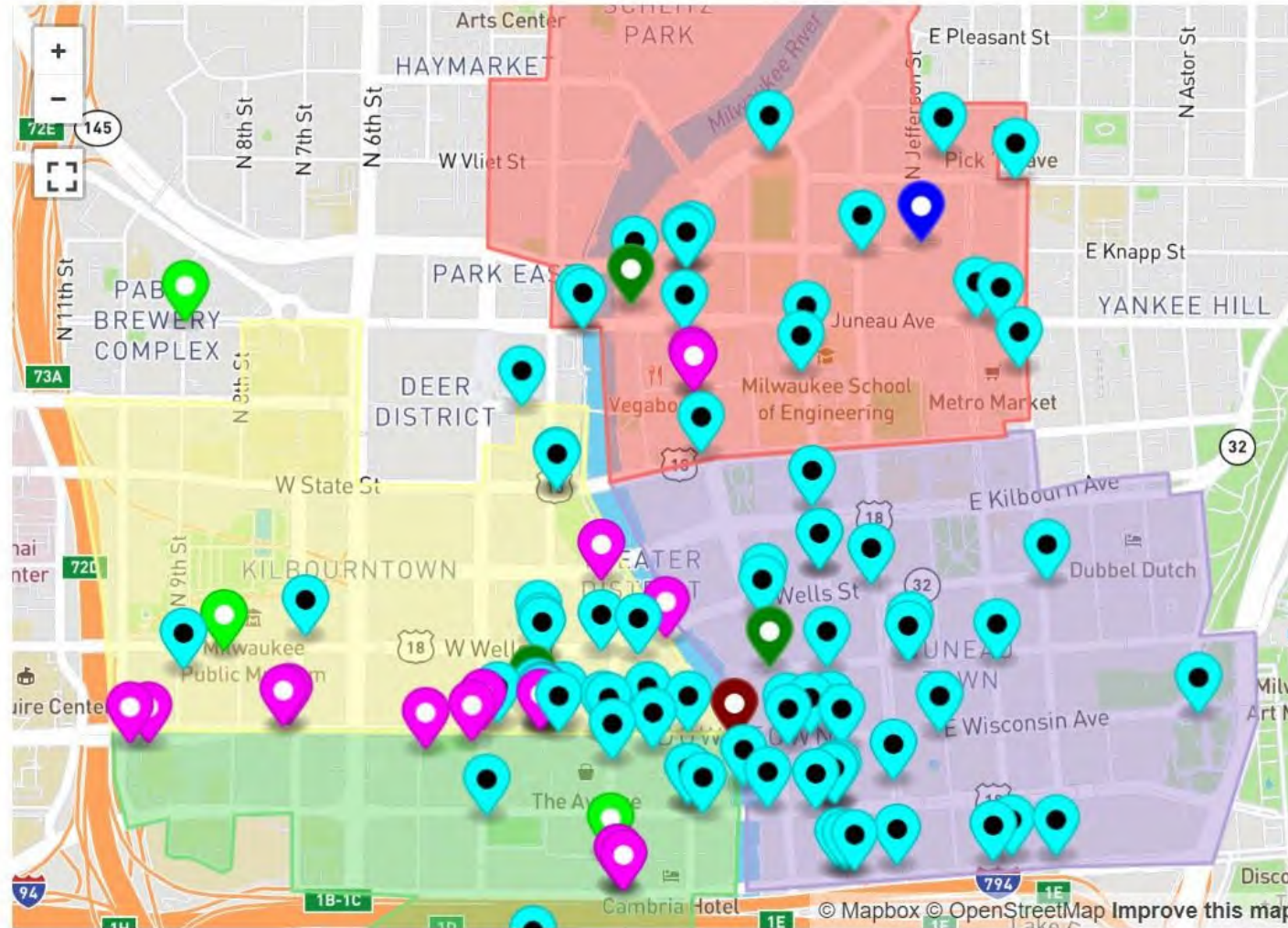
Dashboard

Reports

Maps

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- MAP: Incidents
- MAP: Current Locations

Statistics



Active Zone: N/A

PUBLIC INFRASTRUCTURE

Andreye Fields
Zone: New Zone 1 (2465)

09/01/2024 10:44 AM

Damaged curb and pothole

Accuracy: 9.94 m

[View Maintenance Request](#)



Alyssa Simmons

Dashboard

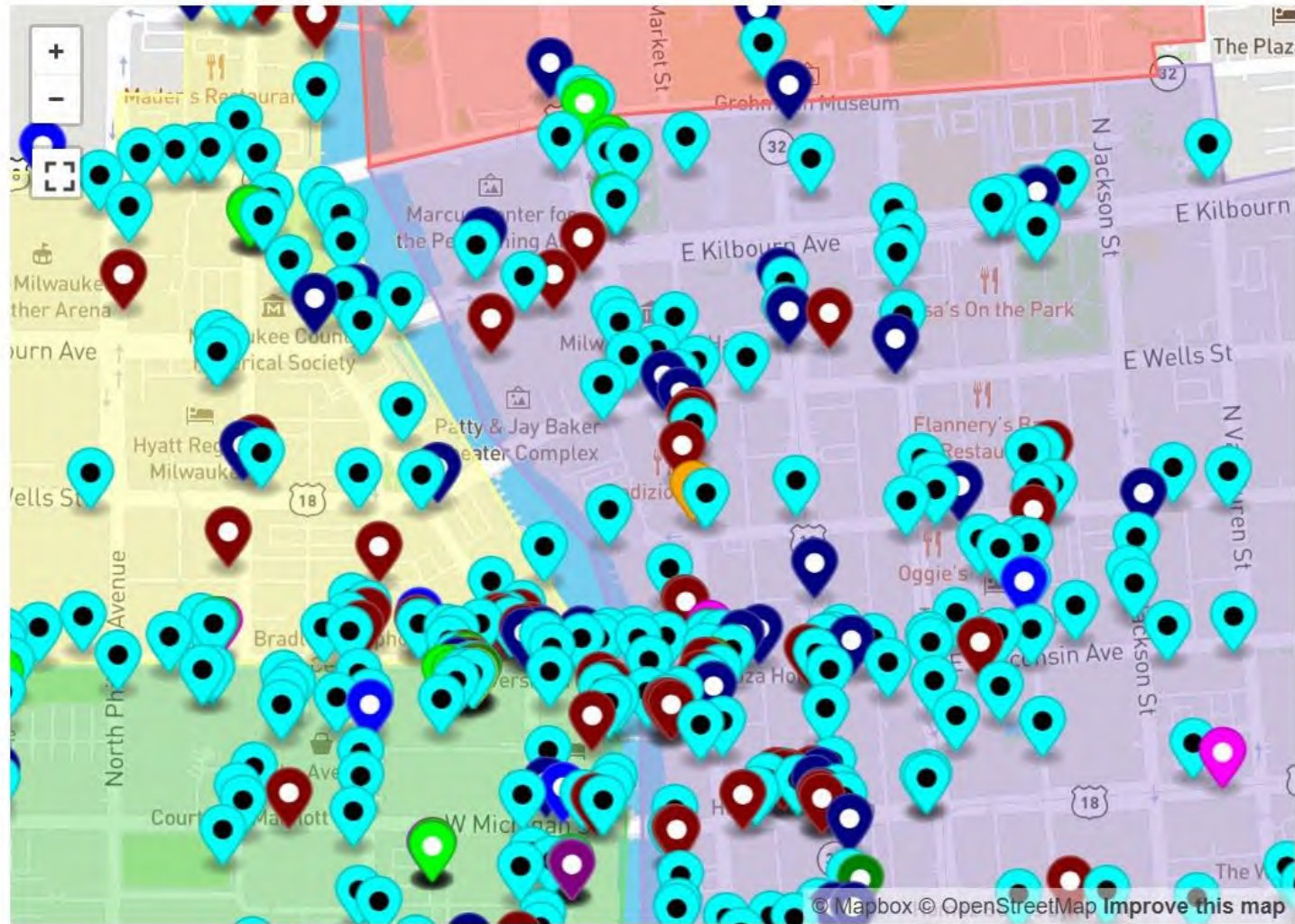
Reports

Maps

- MAP: Stats
- MAP: Stats - Defined Boundary
- MAP: Stats - Walk Paths
- MAP: Maintenance Requests
- MAP: POI Interactions
- MAP: Incidents
- MAP: Current Locations

Statistics

Maintenance



Active Zone: N/A

**Cleaning
Graffiti**

Terence Lee

09/01/2024 11:55 AM

Series #: 256

Task Stat ID #: 78664385

Total Count: 1

Total Amount: 1.00

Accuracy: 14.24 m

BETH WEIRICK

CORE PROGRAMS





CLEAN SWEEP AMBASSADORS

- Contract managed by Modern Maintenance
- Led by Director Greg Peterson
- 419,100+ gallons of trash collected in last year
- Emptied 60+ garbage cans, as well as cans along the Riverwalk
- Power washed and removed gum on sidewalks
- Performed quarterly Super Block Cleanups throughout the district
- Refurbished, painted and rebulbed Milwaukee Downtown-owned displays for Holiday Lights Festival
- Put out and stored chairs for Heart(beats) of the City
- Set up and tore down tables, chairs, signage, and games; assisted with food distribution; and trash collection for Downtown Employee Appreciation Week



LANDSCAPE CREW

- Contract managed by KEI
- 375+ planters and beds
- 75+ hanging baskets
- Spring, summer, fall and holiday arrangements
- Tended to Wisconsin Avenue, Dr. Martin Luther King Jr. Drive, Broadway, Milwaukee Riverwalk and Court of Honor
- Assisted with plantings for Active Streets program and floral treatments at Milwaukee Street & Wisconsin Avenue intersection



COMMUNITY INTERVENTION TEAM

- Monthly meetings with representatives from Milwaukee County Housing Division, Behavioral Health Division, Milwaukee Police Department, District Attorney's Office, City Attorney's Office, State of Wisconsin Interagency Council on Homelessness, Visit Milwaukee and other near-downtown neighborhood organizations
- Since 2015, this group has identified best practice programs, standard operating procedures and communication tools to address homelessness and public nuisance behaviors



KEY TO CHANGE

- Partnership with Milwaukee County Housing Division to address homelessness and public nuisance behaviors with Housing First model
- Key to Change meters and website accept monetary donations to support the Housing First model
- Milwaukee Downtown also leads fundraising efforts to support a dedicated Downtown Homeless Outreach Coordinator and CPU position
- Entering sixth year of subsidizing Downtown Homeless Outreach Coordinator
- PSA Outreach Coordinator assists Downtown Homeless Outreach Coordinator
 - Currently searching for an additional PSA Outreach Coordinator



DOWNTOWN HOMELESS OUTREACH COORDINATOR

- Mary Lockwood dedicated to greater Downtown area
- 3,400+ in-person connections over last year with people experiencing homelessness
 - 50-80 in-person connections each week
 - Each interaction sought for rapid, permanent solutions to each unique homeless experience
- 70+ individuals placed into permanent solutions from Downtown homeless origins
 - Each individual exited homelessness and did not return to homelessness
 - Among those 70+ individuals, the Downtown Outreach Coordinator connected 42+ to permanent housing solutions (Nearly one household each week!)
 - 28 additional clients referred and resolved through other housing solutions (for example: treatment, out-of-state move, connections nurtured to stay with family, employment income pays for rent, etc.)



COMMUNITY PROSECUTOR POSITION

- Addresses the needs of homeless and mentally ill individuals who present themselves as high utilizers of law enforcement resources for medical services and/or arrest purposes
- Takes a strategic approach to dealing with these individuals rather than simply have them arrested and charged with a crime
- Brings much-needed relief to businesses, patrons and residents by working in collaboration with key partners and stakeholders to identify the most salient problems and address them in a meaningful and impactful way
- Carefully tracks and monitors repeat offenders who are not open to alternative options, ensuring these individuals are prosecuted accordingly
 - Interagency Partner Meetings: 94 instances
 - Place-Based Interventions: 93 instances
 - Person-Based Interventions: 141 instances
 - Collective Efficacy: 38 instances
 - Presentations: 21 instances



HOUSING FIRST METRICS

- 2,400+ homeless Milwaukeeans placed into permanent supportive housing since 2015
- Milwaukee's total homeless population – 832 in 2022, compared to 1,415 in 2016
- Milwaukee's total unsheltered population – 18 in 2022, compared to 207 in 2016
- 98% retention rate of Housing First clients
- U.S. Department of Housing and Urban Development (HUD) recognized Milwaukee as having the lowest unsheltered homeless population of any community per capita in the nation in 2022



CREDIT: MARQUETTE UNIVERSITY

BEYOND THE BRIDGE: A SOLUTION TO HOMELESSNESS

- Bigger Vision Films highlighting solutions to homelessness in new documentary
- 12 cities featured, including Milwaukee as model city
- Beyond the Bridge team traveling nationwide on a 40-city screening tour, with the goal of changing the national discourse on solutions to homelessness
- Hosted screening and local panel discussion on August 1 at Varsity Theatre
 - Over 750 RSVPs
 - Milwaukee PBS segment - <https://youtu.be/wGEKXti4-TA?feature=shared>
- Will be featured in 2024 Milwaukee Film Festival

RACHEL FARINA

COMMUNICATIONS & PR





Hello, Milwaukee Downtown-ers!

Well, we officially made it through a very busy July featuring the smashing success of Rainbow Summer: HIGHLIGHT. I want to thank everyone who came out to the Marcus Performing Arts Center Outdoor Grounds to check out Elysian Arts and Rainbow Summer. It was a fabulous partnership!

This evening, we along with our partners at Milwaukee County, Marquette University and 3rd Street Market Hall will offer a FREE screening of "BEYOND THE BRIDGE: A Solution to Homelessness" at Varsity Theatre. The film provides perspective from 12 cities and dozens of service providers, those with lived experience and policy makers to better understand how the country can solve homelessness in a comprehensive way. Details on how to RSVP are below.

Next week, a team from "Good Morning Washington" will be in town to film many of Milwaukee's great amenities and attractions - all made possible through a collaboration with VISIT Milwaukee and Travel Wisconsin.

Finally, one of our most anticipated events of the year will be here before we know it. Downtown Employee Appreciation Week returns August 19 - 23, so read on for more details on how you can participate.

Thanks for reading!



Beth Weirick | CEO
Milwaukee Downtown, BID #21
bweirick@mikedowntown.com

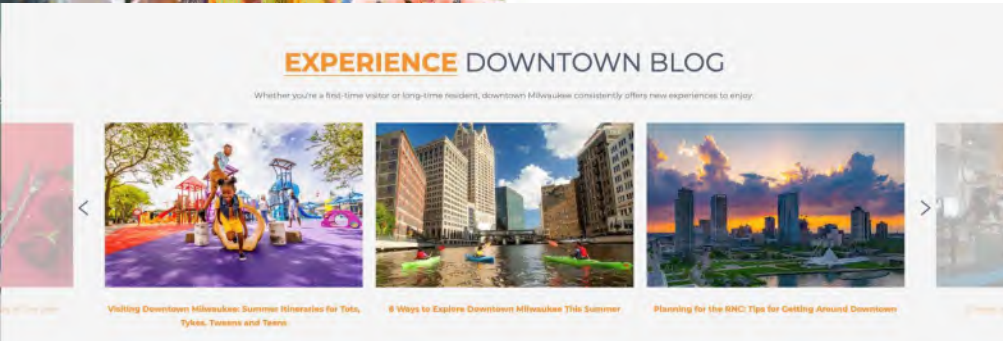
STAKEHOLDER COMMUNICATIONS - DIGITAL

- Downtown Hotlist
 - First and third Friday of every month
 - 18,300+ subscribers; 35% open rate
- e-Ripple Effect
 - First Thursday of every month
 - 4,500+ subscribers; 41.2% open rate
- Miscellaneous emails relative to open houses, road closures and surveys



STAKEHOLDER COMMUNICATIONS - PRINT

- Summer Calendar
 - Covers June – September 2024 events
 - 50,000 copies in circulation
- Summer Ripple Effect Magazine
 - Highlights topical issues for the organization and its stakeholders
 - 5,000 copies in circulation



WEBSITE

(Sept. 2023 – Aug. 2024)

- 310,213 sessions in last year
- 488,251 pageviews
- 49.2% acquired through an organic search, 28.7% direct, 10.2% by referral, and 10.2% by organic social
- SEO Strategy
 - Maintaining and improving page rankings – 85% health score and 36 domain authority

OVER \$1.8 MILLION IN EARNED MEDIA VALUE

From September 2023 to August 2024, Milwaukee Downtown received over 28 million impressions and \$1.8+ million in earned media value through public relations efforts.



EXPERIENCE
DOWNTOWN
in every sense.



smell

Breathe
in the excitement.

Downtown Milwaukee is a breath of fresh air. Maybe it's the tantalizing aromas wafting from our restaurants and cafes. Or perhaps it's the fragrance of summer at our outdoor markets and festivals. One thing is certain. You'll love the sweet smell of happiness.

EXPERIENCE DOWNTOWN IN EVERY SENSE

- Summer branding campaign implemented July 2024 – September 2024
- Invitation to taste, touch, see, hear and smell the good things brewing Downtown
- Print, radio, paid social, display, OTT/pre-roll and native advertising were utilized
 - :30 testimonials from business executives on AM620 WTMJ
 - JSOnline branded content article – 8 way to get into and around Downtown Milwaukee this summer
 - Spanish translations for Telemundo and El Sol Broadcasting



GOOD MORNING WASHINGTON

- Partnership among Milwaukee Downtown, Visit Milwaukee and Travel Wisconsin
- Welcomed “Good Morning Washington” to Milwaukee for one-week feature
- Episodes aired daily August 19 – 23, with an additional teaser segment that aired Wednesday, Aug. 7
 - Promoted business and leisure travel, as well as downtown quality-of-life
- Supported by social, website content and a podcast

MATT DORNER

ECONOMIC DEVELOPMENT DIRECTOR





PUBLIC SPACE PROJECTS

- Frame the Square
 - Completed November 2023
 - Exceeded SBE and RPP requirements
- Vel R. Phillips Plaza
 - Participated in vendor RFP review
 - Plaza opened June 2024
- Active Streets for Business returned for the 5th year
- Downtown Milwaukee Dog Park
 - Groundbreaking in early September; to be delivered by EOY
 - CARW Deal of the Year Award Winner (Fox Town Landing and Dog Park)
 - New sponsorship recognition with more opportunities
- Red Arrow Park RFQ
 - Seeking proposals to fulfill goals of Connecting MKE: Downtown Plan 2040



RED ARROW PARK DESIGN SERVICES RFQ

- Currently seeking proposals for design services to fulfill goals of Connecting MKE: Downtown Plan 2040
 - Identified as a priority project
- Milwaukee Downtown working closely with Milwaukee County, the City of Milwaukee and many stakeholders
- Proposals due on October 18, 2024, with public engagement and design work to begin in early 2025





MARKET DATA

- Value of Downtown's report complete, summary presentation created
 - Insert to be placed in The Business Journal on Oct. 11
- Placer.ai – new tool for organization
 - Tracks downtown activity for various user groups
 - Trade area analysis
 - Downtown recovery – Milwaukee ranks high among peers
- Investment Map Update
- Downtown Attraction & Recruitment Pitch Deck updated multiple times throughout the year

Milwaukee is Experiencing Unprecedented Investment

Downtown Milwaukee is the economic hub of Southeastern Wisconsin. Since 2015, over \$5.4 billion has been invested in completed private and public projects. Meanwhile, more than \$3.6 billion is currently under construction or proposed to start soon, spurring significant momentum that reinforces Downtown as the vibrant economic center of Wisconsin.

This development adds to the more than \$2 billion invested between 2005 and 2015. The Downtown Area Investment map showcases where unprecedented growth is occurring.

Download the Greater Downtown Area Investment Map at www.MilwaukeeDowntown.com



\$5.4 Billion +
COMPLETED PROJECTS SINCE 2015



\$3.6 Billion +
UNDER CONSTRUCTION OR PROPOSED



By the Numbers

THE GREATER DOWNTOWN AREA IS IN ONE OF ITS GREATEST GROWTH PERIODS, ADDING RECORD INVESTMENT SINCE 2010:

- **21.2%** population growth since 2010, up to 42,275+ residents
- **4.7+** million SF of new/renovated office space
- **144,618 SF** of positive central business district office space absorption in 2024 YTD
- **11,000+** new housing units with 11% being non-market rate units
 - 900+ additional housing units under construction with 4,000+ in the pipeline
- **2,950+** new hotel rooms
- **90,700+** estimated total jobs Downtown
 - 7,800+ new employees located or announced plans to grow Downtown since 2020
 - 31% of all jobs within the City of Milwaukee are located Downtown



Downtown Milwaukee is Experiencing Record Business Recruitment & Expansion Success

7,800+ new jobs have located or announced plans to grow employment in Downtown Milwaukee since 2020 alone!

Milwaukee employers say new downtown offices have bolstered their recruitment efforts

Northwestern Mutual plans \$500 million upgrade to its HQ, will bring 2,000 Franklin employees downtown



Investment firm will move 300 employees from Menomonee Falls to the Third Ward

Fiserv moving headquarters to downtown Milwaukee from Brookfield. 800 jobs are involved.



Potawatomi Business Development Corp. opening downtown office

Downtown lands another corporate headquarters. Enerpac moving from Menomonee Falls

Here's CBRE's plans at BMO Tower, which continues to land more tenants



Veolia North America hosts grand opening of new downtown Milwaukee office

HNTB again expands downtown Milwaukee office



Miller Electric Mfg. opens downtown Milwaukee office in pursuit of engineering talent



Milwaukee Tool to expand corporate offices to downtown Milwaukee, add up to 2,000 jobs



SoftwareONE to move U.S. HQ from Waukesha County to Milwaukee's Third Ward



Downtown Milwaukee's Momentum is Attracting More Companies and Thousands of Employees

"Fiserv, a Fortune 500 payments and financial technology firm, is among a recent string of major companies moving jobs to downtown Milwaukee. Others include Northwestern Mutual, Milwaukee Tool, SoftwareOne, Allspring Global Investments and Enerpac Tool Group."

"**Milwaukee has a ton of momentum,**" Fiserv's Nelson said. "One of the things that attracted us to come downtown was wanting to be part of that."



MILWAUKEE BUSINESS JOURNAL

2024 REAL ESTATE AWARDS
Honoring the best real estate deals and projects completed in 2023 >

Milwaukee Business Journal, March 22, 2024

DOWNTOWN MILWAUKEE CEO ROUNDTABLE • COMMERCIAL REAL ESTATE

DOWNTOWN MOMENTUM

More companies, including Fiserv and Milwaukee Tool, are being drawn to the city's central business district, bringing with them hundreds of employees.

Fiserv officially opened new downtown Milwaukee office in early March.



NEW BUSINESS/ INVESTMENT SUPPORT

- Skywalk/Riverwalk tours for Fiserv employees
- People's Bank ribbon-cutting ceremony
- Chase Tower ribbon-cutting to celebrate lobby renovations
- Engaged with Enerpac for employee relocation support
- Multiple investor, developer, business tours

TOOLBOX: GO-TO RESOURCE FOR BUSINESS INCENTIVES

- Business Development Loan Pool (BDLP)
 - \$215,000 in BDLP loans to support \$7+ million in storefront and business reinvestment
- Connector for City and other incentives
- Kiva Loan Endorsements





ADVOCACY & COLLABORATION

- The Madison + Milwaukee Downtown Exchange
- Advocacy for e-scooters, office conversion tax credit, 6th Street and Muskego Rail Project
- Vel R. Phillips Plaza food and beverage vendor, Red Arrow Park RFQ, and Marcus Center parking garage RFP promotion
- Advocate for Nighttime Economy Office
- CARW, Marquette Real Estate Days and NAIOP Participation

REAL RESULTS

OCTOBER 2023

Hello Downtown-ers,

We are officially nearing the end of the year, and my what a year it's been! This past month, myself and all of Milwaukee Downtown, BID #21 gathered to celebrate the achievements from the past year at our annual meeting. We celebrated the projects and businesses that make our city better, and even started to look ahead at what's to come.



Speaking of the successes downtown, Milwaukee Downtown recently conducted a study with the International Downtown Association and obtained, through a variety of metrics, the central business district's value as an epicenter for culture, innovation, community and commerce. Read the highlights and a link to the full report in this edition of Real Results.

Our partnership with Downtown Madison Inc. continues as we plan for our next Madison + Milwaukee Downtown Exchange. So, save the date for 11/30/23.

There's also an exciting event happening in Milwaukee series of events organized by Latinos in Tech is coming up. Here's the remaining schedule of events below.

More exciting news, the Milwaukee Dog Park is getting new sponsors! Several local businesses and organizations are supporting Milwaukee Downtown in its endeavor to open the park.

Plus, check out our new page dedicated to aggregating catalytic sites and business opportunities in the area. We announced our desire to redevelop the Marcus Perfection.

Last, don't forget! Jack-O-Lantern Jubilee presents a fun end of the month, offering all sorts of fun fall-themed events.

As always, thanks for reading!

Matt Dorner

Matt Dorner
Economic Development Director

A Bone-Fide Celebration!

DOWNTOWN
— Milwaukee Dog Park —

Downtown Milwaukee Dog Park Groundbreaking

Thursday, September 5 - 3:00 pm
Future of Home of the Downtown Milwaukee Dog Park
103 W. Clybourn Street

COMMUNICATION TOOLS

- Published Real Results e-newsletters
 - 50% open rate, 2,300+ subscribers
- Promoted economic development news through @RealResultsMKE Twitter/X handle
 - 1,300+ followers
- Managed MKE Dog Park social media, blog posts and newsletters

ISABEL ULLRICH

MARKETING, EVENTS & SOCIAL MEDIA MANAGER





SOCIAL MEDIA STATS

(Sept. 2023 – Aug. 2024)

Facebook:

- Followers: 55,000+
- Total Page Likes: 48,000+
- Number of Posts: 386
- Total Engagement: 312,706
- Engagement Rate: 4.98%
- Reach: 2 million +
- Impressions: 2.39 million

Twitter/X:

- Followers: 60,100+
- Number of Tweets (including retweets): 504
- Total Engagement: 2,411
- Engagement Rate: 0.80%
- Impressions: 227,017

Instagram:

- Followers: 41,800+
- Numbers of Posts and Stories: 900
- Engagement Rate: 6.61%
- Reach: 811,551
- Impressions: 1.33 million



CONTESTING THROUGH SOCIAL MEDIA

- Coordinated themed giveaways inviting engagement and spurring consumer purchases
- Supported Downtown businesses through gift card purchases and collaborations
 - Irish fest tickets and goodie bag
 - RNC wrap party / Rainbow Summer giveaway – rainbow cookies, Milwaukee flags, restaurant open tab
 - Valentine’s Day cookies
 - 12 Days of Downtown giveaways

MKE IT DOWNTOWN BLOGS



- Published 12 blogs between Sept. 1, 2023 – Aug. 31, 2024
- Over 17,600 pageviews
 - Itinerary-based blogs perform best
 - Top blogs: “Walking Routes,” “Where to Grab Lunch Downtown on Monday,” and “Experiencing the Jingle Bus”



MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2023

- Presented by Johnson Financial Group
- Unseasonably mild temperatures drew 5,400+ attendees to Pere Marquette Park for the 25th anniversary kickoff celebration
- WISN 12 aired the kickoff ceremony live
 - Station's three broadcasts netted over 87,969 impressions for adults 18+; a 57% increase over last year
- 500,000+ lights illuminated Downtown for the season
 - "Community Spirit Park" at Cathedral Square Park – over 90 schools!
 - "Felices Fiestas" at Pere Marquette Park
 - "Santa's Celebration Square powered by We Energies" at Zeidler Union Square
 - Wisconsin Avenue shone bright with its succession of cascading chandeliers
 - Red Arrow Park also received a twinkling treatment



MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2023

- 6,000+ riders jumped on the Jingle Bus – a motorcoach bus operated by Coach USA
 - 40-minute tour narrated by four local actors
 - Estamos Unidos assisted in providing Spanish-speaking tours
- 1,650+ letters were personalized to children through Santa’s Mailbox, thanks to support from Educators Credit Union, Serving Older Adults and National Letter Carriers Association Branch 2
- Other events led by Milwaukee Downtown throughout the season included:
 - Two Christmas Cavalcades
 - Cocoa with the Clauses
 - NYE MKE at Discovery World
 - The Ornament Trail



TASTE & TOAST 2024

- Downtown's first-quarter happy hour event
- February 26 – March 1, 2024
- 22 participants
- 39% of participants neither lived nor worked downtown
- 27% only participate in HH 0-3 times a year
- 63.4% of survey takers found out about the event through socials
- 87.3% rated food excellent or good
- 82.8% rated beverages excellent or good
- 88.8% rated service excellent or good
- 90.3% rated environment excellent or good
- 16,400+ pageviews



DOWNTOWN DINING WEEK 2024

- May 30 – June 6, 2024
- 32 participants
- Restaurants reported an average of 41% in increased traffic for the week
- 11,674 reported diners throughout the week
- 666 survey responses
- 49% of diners indicated a first-time visit
- 60% originated from outside of downtown (Do not work or live downtown)
- 66% were ages 40+
- 53% dine downtown 10+ times annually
- 85% Food, environment & service ratings were excellent or good
- 55% of diners heard about the event from social media
- 83,000+ website pageviews



DOWNTOWN EMPLOYEE APPRECIATION WEEK 2024

- Spirit week for Downtown's workforce
- August 19 – 23, 2024
- 75+ Downtown partners and/or prize contributors
- 13,000+ lunch item giveaways
- 198 companies represented
- 400+ passports returned
- Activities included morning jolt coffee sessions, happy hour, meditation, trivia night, a riverwalk concert, office challenge games, free lunch, kayaking, fitness classes and more



2024 STATE OF DOWNTOWN: FOR THE RECORD



2024 STATE OF DOWNTOWN: FOR THE RECORD

TUESDAY, OCTOBER 1
3:30pm – 7:00pm | Baird Center

3:30pm – 4:00pm
Registration & Networking

4:00pm – 4:30pm
Value of Downtown Milwaukee &
Future Trends

4:30pm – 4:45pm
Year in Review & 2025 Initiatives

4:45pm – 5:30pm
2024 Downtown Achievement Awards

5:30pm – 7:00pm
Reception



Downtown Milwaukee is rising to the top of the charts as one of the hottest cities in the nation. Hear from David Downey, president & CEO of the International Downtown Association, on why downtowns are critical to their regions and how Downtown Milwaukee stacks up.

Get the scoop on Milwaukee Downtown's wins for the year, along with our plans for 2025. We'll then celebrate the district's record-setting achievements with our Downtown Achievement Awards.

So, plan to join us. Let's celebrate our strong track record and our promising future!

Register today! Registration is \$25/person.



REGISTRATION
CLOSES ON MONDAY,
SEPTEMBER 23.

bit.ly/3X1tDz5



MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2024

- Returns November 21, 2024 – January 1, 2025
- New sponsors
- New Wisconsin Avenue décor treatment
- Return of the Kickoff Extravaganza, Santa's Mailbox, Cocoa with the Clauses and more

ERICA GREEN

DIRECTOR OF PUBLIC SPACE INITIATIVES





JACK-O-LANTERN JUBILEE 2023

- 2nd annual Jack-O-Lantern Jubilee hosted on Saturday, October 28, sponsored by WaterStone Bank
- For kids ages 2-10
- 500 free pumpkins distributed from pumpkin patch, thanks to Pick 'n Save and Metro Market
- 500 goodie bags distributed throughout the event
- Programming included story time, live music performances, a kids' costume parade led by Mayor Cavalier Johnson, fall food vendors, free pumpkin decorating, pumpkin carving and face painting, bubble playtime and character meet-and-greets



2023 HOLIDAY LIGHTS FESTIVAL ACTIVATIONS

- Santa's Christmas Cavalcade returned to the streets of Downtown for the fourth year
- On two evenings, Santa Claus, Mrs. Claus, and local jazz singer Sarah Fierek performed aboard the Historic Third Ward's vintage, open-air firetruck
- Partnered with Events By Design to host NYE MKE to ring in 2024 at Discovery World



2023 ORNAMENT TRAIL

- 15 local and national artists commissioned to paint 15 unique, larger-than-life ornaments to commemorate the 25th anniversary of the Milwaukee Holiday Lights Festival
- Artists selected by the Downtown Placemaking Task Force
- Participating properties included: 3rd Street Market Hall, 310W, 600 EAST, Chase Tower, The Clark Building, HUB 640, The Milwaukee Club, Northwestern Mutual, PNC Bank at 411 East Wisconsin Center, The Pfister Hotel, Saint Kate - The Arts Hotel, Two-Fifty East, Railway Exchange Building, Reinhart Boerner Van Deuren (1000 N. Water Street), US Bank Center
- Discounts and promotions for holiday sweet treats from Cafe at The Pfister, Proof Pizza, 3rd Street Market Hall, Dairyland, Mid-Way Bakery, Baskin-Robbins, 600 EAST Cafe and more in kids' activity book



DOWNTOWN ICE CAPE-ADE 2024

- Superhero-themed skating event on Saturday, February 10 at Red Arrow Park's Slice of Ice
- Featured meet-and-greets with local heroes from Milwaukee Police Department and Milwaukee Fire Department, DASH Speedskating Team, five-time Olympic Gold Medalist Bonnie Blair and four-time Olympian Dave Cruikshank
- Free cape giveaway and free skate rentals (redeemed by 200 skaters)



BROADWAY SKATES 2024

- Broadway-themed skating event on Saturday, February 24 at Red Arrow Park's Slice of Ice
- Featured the soundtrack of SHREK: The Musical ahead of its run at Marcus Performing Arts Center, March 22-23, 2024
- Programming included photo ops with Princess Fiona, face painting, axe-throwing, Ice Theatre MKE performances, ticket giveaways and more



BIG TRUCK DAY 2024

- Third annual Big Truck Day held Saturday, May 18 at Red Arrow Park
- Hosted in partnership with the City of Milwaukee Department of Public Works and in celebration of National Public Works Week
- Estimated 5,000 attendees
- Partners included Milwaukee Fire Department, Milwaukee Police Department, Milwaukee County Transit System, Milwaukee Public Library and Artists Working in Education
- Over 20 trucks onsite



BIG TRUCK DAY 2024

- 750 giveaway items, including 250 play construction hats, 250 pairs of kids' sunglasses and 250 mini foam traffic cones
- Activities included free face painting, bubble playtime, photo ops with Hero Pup, a book sale and themed arts-and-crafts with Artists Working in Education
- Featured a food truck park and sensory-friendly hour





HEART(BEATS) OF THE CITY powered by MGIC

- Third annual lunchtime concert and food truck series, held Wednesdays at Red Arrow Park
- 11-week concert series, June through September
- 40 food truck slots accommodated lunchtime diners all season-long
- Featured multiple special activations, including Dunkin' Community Cruiser, US Bank Good Truck, City of Milwaukee Department of Public Works art event, micromobility event and One MKE
- Performers included Donna Woodall Group, Failure to Launch, Jenny Thiel Group, Kat and the Hurricane, KOJO, Kyle Feerick Band, Moonglow, Rhythm Kings, Tigera, V Funk and Zach Pietrini Band



PNC presents TUNES@NOON

- Sixth annual lunchtime concert series at the 411 East Wisconsin Center's outdoor courtyard
- 12-week concert series, Thursdays, June through August
- Performers included Alyssia Dominguez, Allison Mahal, *aya, Donna Woodall Group, Frogwater, Ian Gould, Jenny Thiel, Joe Wray, Jon Hintz, MetroFern, Montage and The Style
- PNC presents Tunes@Noon offered its regular live concert at 411 East Wisconsin Center during the Republican National Convention, attracting convention attendees and media



RNC

- Partnered with property owners at Milwaukee Street and Wisconsin Avenue to install elevated red, white and blue florals at all four corners, June through September 2024
- Distributed the People's Flag of Milwaukee to over 1,100 individuals during and following the RNC
- Produced RNC informational handouts, coordination with Secret Service / Downtown stakeholders
- Red, white and blue florals in planter beds
- Participation on Beautification and Communication committees
- Thanked the Downtown workforce following the RNC with open tabs at eight Downtown eateries



LANDMARK LIGHTING

- Coordinated more than 15 citywide lighting initiatives with total participation from 25+ properties
- Initiatives included Marquette University Men's Basketball Sweet 16, Milwaukee Brewers Opening Day, 414 Day, Milwaukee Bucks Playoffs, Pride Month, Republican National Convention and more



BAIRD COMMUNITY COMMONS ACTIVATIONS

- Working with Baird and WCD to activate plaza area along Vel R. Phillips Avenue of Baird Center
- Hosted a Monday morning coffee giveaway and Thursday morning barre class as part of Downtown Employee Appreciation Week 2024
- Two feature upcoming activations include a family-friendly Halloween light installation and holiday installation

An aerial night photograph of a public art installation. Five large, illuminated arches, resembling rainbows, are arranged in a row across a grassy courtyard. The arches are made of many thin, overlapping layers of translucent material, each layer emitting a different color of light, creating a vibrant rainbow effect. The courtyard is bordered by a modern building with large windows and columns on the left, and a paved walkway with young trees and modern streetlights on the right. The overall scene is illuminated by the colorful lights of the arches and the ambient city lights.

PUBLIC ART IMPLEMENTATIONS



VEL R. PHILLIPS PLAZA

- Partnered with City of Milwaukee to produce content for kiosks featuring Vel Phillips' life and story
- Revived 2024 Road of Democracy installation featuring work by Dasha Kelly Hamilton and Della Wells on two of the kiosks
- Assisted with ribbon-cutting ceremony on June 28, 2024



LIGHT LANE

- July 1 – August 17, 2024
- Partnered with the Milwaukee Riverwalk District to install four stationary bikes from Le Monde Studio on the Riverwalk at Chase Plaza
- 103,200 estimated rides
- Bikes produced pedal-powered art, projecting light and playing music when activated
- Featured “Light Cycles” poem by Dasha Kelly Hamilton



ELYSIAN ARCS BY ATELIER SISU

- Elysian Arcs was on view during Rainbow Summer, July 23-27, 2024, in partnership with Marcus Performing Arts Center
- Installation featured five 20-foot inflated arcs on the Marcus Center grounds
- Arts programming by MPAC throughout the week included national and regional artists such as LowDown Brass Band, Robert Randolph Band, Radio Free Honduras, BritBeat and Mucca Pazza
- Additional activities included daily bubble playtime, the Mercadera Market, Family Day and local food truck lineups



RIVERWALK MURAL RFP

- Released Request for Proposals for four walls along the Milwaukee Riverwalk
- Largest mural at MPAC will celebrate the convergence of Milwaukee River and Milwaukee Theater District
- 50+ submissions received, reviewed by Downtown Placemaking Task Force
- Mural installation of select walls to begin fall 2024



BETH WEIRICK

LOOKING AHEAD





2025 INITIATIVES

- Continued focus on quality-of-life initiatives, including crime reduction and public safety
- Allocation of resources to advance recommendations from the Connec+ing MKE: Downtown Plan 2040
- Fundraising for Community Prosecutor and Homeless Outreach Coordinator positions
- Activation of public spaces
 - Exploration of the creation of a public space management organization
- Continued positioning of Downtown Milwaukee as an attractive place to do business and to work
- Continued focus on a strong Downtown campaign supporting arts, culture and entertainment
- Embrace and implement the updated mission, vision, goals and “Big Moves” of the organization’s new strategic plan


**MOTION NEEDED:
TO OPEN THE PUBLIC HEARING**

**PUBLIC HEARING OF THE
YEAR TWENTY-EIGHT
OPERATING PLAN**

- Operating Plan Highlights
 - Budget
 - Discussion and Public Comment
-

**MOTION NEEDED:
TO CLOSE THE PUBLIC HEARING**





DEBORAH TOMCZYK

LEGAL COUNSEL, REINHART BOERNER VAN DEUREN

2025 SUMMARY OF CHANGES



Summary of Changes in 2025 Operating Plan

Section III(A)
(Page 2)

- Noted intent to seek to diversify funding sources.

Section III(B)(1)
(Page 5)

- Noted that two PSAs may devote their time to homeless outreach.

Section III(B)(3)

- Noted that Economic Development Director may serve as Project Manager for Board-endorsed special projects. Also listed next year's placemaking special projects budget to be \$90,000 and the contribution to MDI at \$1,962,798.

Section III(C)
(Pages 9-10)

- Updated budget and assessment information.

Section III(D)(2)
(Page 11)

- Updated board categories.

Appendix D

- Updated budget; mill rate is currently \$1.52 per \$1,000 of assessable value.

2025 BUDGET



APPENDIX D 2025 Budget

BUSINESS IMPROVEMENT DISTRICT #21 CLEAN*SAFE*WELCOMING 2025 BUDGET

INCOME

2025 BID #21 Assessments (Based on a mill rate of \$1.47 per \$1,000 of assessed value)	\$ 4,844,501
Cash Carryover	\$ 125,000
Additional Income	<u>\$ 62,500</u>
TOTAL INCOME	\$ 5,032,001

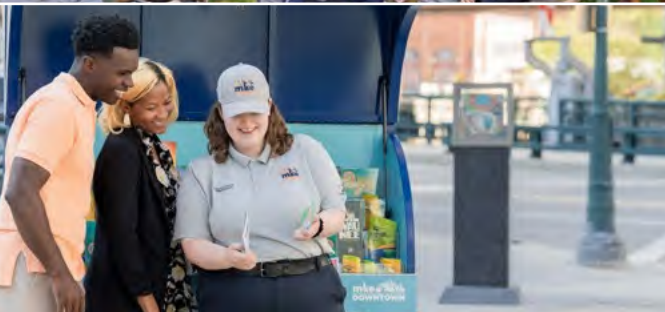
EXPENSES

Clean Sweep Ambassador Program		
Sidewalk Cleaning	\$ 877,125	
Landscaping	\$ 428,321	
Graffiti Removal	<u>\$ 5,000</u>	
	\$ 1,310,446	(26% of total)
Public Service Ambassador Program	\$ 995,418	(20% of total)
Administrative and Fundraising	\$ 484,104	(10% of total)
Economic Development/Marketing/Business Retention/Recruitment/Special Projects	<u>\$ 2,242,033</u>	(45% of total)
TOTAL EXPENSES	\$ 5,032,001	



THANK YOU!

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2024

Annual Report ●●●





Letter From CEO & Board Chair

Great cities start downtown. There's no doubt about it. No city or surrounding region can succeed without a strong, vibrant downtown.



Beth Weirick
CEO



Tammy Babisch
Board Chair

Over the past few years, downtowns across the country have had to adapt to a multitude of factors. These changes have underscored the resiliency and attraction of downtown districts. People continue to love downtowns because that's where all the action happens, whether it's arts, culture, sports, festivals, dining or nightlife.

Downtown Milwaukee's vibrancy is unmatched. Our value as a sociable downtown is off the charts. We've transitioned from recovery to growth. The influx of new jobs, residents and visitors, as well as the swell of media attention that we've enjoyed over the past year are tangible proof of that.

Last year, on the heels of the Milwaukee Common Council's adoption of "Connec+ing MKE: Downtown Plan 2040," Milwaukee Downtown, BID #21 engaged its stakeholders in a strategic plan process to better understand where our resources should be invested and prioritized. Six "big moves" were born out of the plan to provide a five-year roadmap for our organization.

Simultaneously, we also participated in the "Value of U.S. Downtowns and Center

Cities" study by the International Downtown Association. The report measured Downtown Milwaukee's value to the region and beyond, based on more than 150 data points under the principles of economy, inclusion, vibrancy, identity and resilience.

According to the study, Downtown Milwaukee is an established downtown, providing an outsized impact on our region. Although it occupies just under 3% of the city's land area, Downtown is home to 5.1% of the city's population and 31% of its jobs.

Collectively, these factors power an economic engine that accounts for approximately 21% of the City of Milwaukee's property tax income; that's over seven times the average revenue per square mile generated elsewhere in the city. All that progress is due in large part to the exceptional quality of life services that Milwaukee Downtown, BID #21 provides, and has helped generate a wave of new residents and business.

Equipped with this data, we recognize that the importance of clean, safe and welcoming services have never been more apparent. We thank our dedicated

Public Service Ambassadors, Clean Sweep Ambassadors, Landscape Crew and Graffiti Removal Team for their tireless efforts to make our city sparkle.

Meanwhile, our core events (Milwaukee Holiday Lights Festival, Taste & Toast, Downtown Dining Week and Downtown Employee Appreciation Week) and our public space activations (Downtown Ice CAPE-ade, Broadway Skates, Big Truck Day, Rainbow Summer: HIGHLIGHT, Jack-O-Lantern Jubilee and more) are delighting attendees in every corner of our district. They give residents, employees, day trippers and out-of-town guests countless reasons to visit us and feel connected to our vibrant community.

With your resounding feedback, we're committed to building a Downtown that's livable, competitive, connected, equitable, joyful, resilient and inclusive. Thank you for your participation in our long-range planning efforts and your continued confidence in our mission.

Beth Weirick
and
Tammy Babisch

BY THE NUMBERS: DOWNTOWN MILWAUKEE'S SIZABLE IMPACT

Below is a snapshot of the ways in which Downtown Milwaukee is propelling the city and region.



31% of all citywide jobs are located Downtown

\$3.6+ billion in under-construction and proposed projects, highlighting unprecedented Downtown development momentum

5,879 Downtown hotel rooms, more than double the number since 2010 while continuing to drive high room rates

18th in the nation for the most office-to-apartment conversions, with more than 3,200 that are under construction or in the pipeline, according to Yardi Matrix

144,618 sq. ft. of positive central business district office space absorption in 2024 YTD as a result of new employers moving Downtown



5th best city for college students and graduates, according to a July 2024 ranking by Forbes



99: average WalkScore, making Downtown a walker's paradise

96% of pre-pandemic activity has returned Downtown, according to Placer.ai, outpacing most peer cities with headline-worthy business wins, increased visitor travel and a growing residential base



One of the ten "Friendliest Cities in the U.S.," according to a November 2023 ranking by Condé Nast Traveler

2-mile Lakefront Line and its eight stops opened in April 2024 marking The Hop streetcar's first extension

\$5.4+ billion in completed development projects since 2015



5th most competitive rental market in the U.S., according to an April 2024 report by Forbes



15,000 theater seats, ranks Milwaukee's Theater District #1 in U.S. for highest number of theater seats per capita



7,800+ new jobs relocated or committed to Downtown since 2020

21% of the city's property tax base generated by Downtown, seven times more per square mile than the City on average

11,000+ new residential units added in greater Downtown area over the last decade



16,550+ attendees at summer placemaking events in 2024, including Big Truck Day, Heart(beats) of the City and Rainbow Summer: HIGHLIGHT

85% of all finance and insurance jobs in the City of Milwaukee are located Downtown

21.2% growth in residential population since 2010



15th top city for the most beautiful skyline in the world, according to a June 2024 article by Architectural Digest



40 recommendations and action strategies in the recently adopted "Connec+ing MKE: Downtown Plan 2040" aimed at building a Downtown for everyone

16th top city for young professionals to live, according to a July 2023 ranking by Forbes

3rd best big city in the U.S. to visit, according to an October 2023 ranking by Condé Nast Traveler

Core Programs

PUBLIC SERVICE AMBASSADORS

They're on the front lines of welcoming guests to Downtown Milwaukee – especially during a very busy summer. They're our Public Service Ambassadors (or PSAs), and they have the pulse on everything that happens Downtown, whether it's events, conventions or even new restaurant openings.

Canvassing the district on foot and on bikes, our PSAs also serve as extra eyes and ears for Milwaukee's police and fire departments. As such, they communicate regularly with the Downtown Security Network.

Additionally, during the summer months and at select winter events, the PSAs staff the MOTOR – Milwaukee's Own Traveling Outdoor Resource – a mobile information center that's often located at the foot of Wisconsin Avenue. They also staff the Downtown GO! Kart – a mobile gaming and info station.

Over the past year, the PSAs made nearly 114,000 hospitality contacts and nearly 12,000 business contacts. In addition, they distributed over 61,000 brochures and other publications to Downtown guests and employees.

CLEAN SWEEP AMBASSADORS

The streets of Downtown Milwaukee are always tidy thanks to our tireless team of Clean Sweep Ambassadors (or CSAs). In addition to daily panning and brooming, they perform quarterly Super Block Cleanups throughout the district. That entails wiping down light poles, newspaper boxes, fire hydrants, utility boxes, parking meters, low signage, planter boxes, railings and bike racks. It also involves power washing sidewalks and gum removal.

On top of that, they regularly empty Riverwalk garbage cans and 60 other receptacles throughout the district, collecting over 419,000 gallons of trash during the past year.

However, it's not all about cleaning up for the CSAs. They also refurbished, painted and rebulbed light displays for the Milwaukee Holiday Lights Festival. Then they set up, maintained and broke down the holiday lights displays in Cathedral Square and Pere Marquette Parks.

What's more, the CSAs set up and tore down tables, chairs, signage and games for Downtown Employee Appreciation Week, and they assisted with food and beverage distribution and trash collection. Plus, they set up chairs and cones at our weekly summer music series, Heart(beats) of the City powered by MGIC.



LANDSCAPE CREW

Milwaukee Downtown blossomed during the past year, thanks to our amazing landscape crew. As usual, they diligently maintained our 377 garden beds and 75 hanging baskets in targeted corridors along Wisconsin Avenue, Broadway, the Riverwalk and Dr. Martin Luther King Jr. Drive.

They also helped with plantings for the Active Streets program in the Old World Third Street Entertainment District and on Jefferson Street. Plus, they provided invaluable assistance creating the gorgeous new summer floral installation at the iconic intersection of Milwaukee Street and Wisconsin Avenue.

GRAFFITI REMOVAL TEAM

A subset of the Public Service Ambassadors, our Graffiti Removal Team members perform a vital service. They help discourage vandalism by removing 99% of all Downtown graffiti tags and stickers within 24 hours of discovery (and they call in outside assistance to help with the last 1%). In the past year, the PSAs removed more than 3,800 tags and stickers in the public right-of-way, bringing their total to over 34,750 tags since the year 2000.

HOMELESS OUTREACH

Outreach to our city's unhoused population remains a pillar of Milwaukee Downtown's core programs. This year, we continued our vital support of Milwaukee County's Housing First model via our Key to Change campaign; it encourages donations from our philanthropic community and the general public to help end chronic homelessness.

The money raised through keytochangemke.com helps to finance the Housing First Endowment Fund, and to employ a Downtown Homeless Outreach Coordinator and a Community Prosecutor. It's also used to assist with application fees and security deposits for Housing First participants.

In the last year, the Downtown Homeless Outreach Coordinator made more than 3,400 in-person street outreach contacts throughout the greater Downtown area. Each homeless experience is unique, and therefore each interaction is unique, yet all call for rapid, permanent solutions. The Downtown Homeless Outreach Coordinator rose to the challenge again this year, helping over 70 clients find permanent solutions.

In addition, Milwaukee Downtown funds a full-time Public Service Ambassador to serve as an additional Homeless Outreach Coordinator. This individual continues to work closely with the lead Downtown Homeless Outreach Coordinator to build rapport with the district's unsheltered citizens. Over the past year, the PSA Homeless Outreach Coordinator had nearly 700 interactions with unhoused individuals, assisted with over 450 outreach service referrals, and made nearly 125 panhandling and public nuisance interventions.

Milwaukee's model for homeless outreach has made such an impact that it was highlighted in this year's documentary film, "Beyond the Bridge: A Solution to Homelessness." The filmmakers traveled to more than a dozen cities and cited Milwaukee's approach as the best. Milwaukee County and Milwaukee Downtown hosted a panel discussion and screening of the film this summer at Marquette University's Varsity Theatre. The documentary will also be screened during the 2024 Milwaukee Film Festival.

Core Events

MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2023

Thanks in part to unseasonably mild temperatures on November 16, 2023, more than 5,400 people attended the 25th anniversary kickoff celebration for the Milwaukee Holiday Lights Festival. WISN 12 returned to televise the kickoff live, and re-ran the program twice. In total, the three broadcasts netted nearly 88,000 impressions by adults ages 18 plus – a 57% increase over last year.

As always, the climax of the event was the lighting of the half-million twinkling lights that shone brightly throughout Downtown and in three Downtown parks. Pere Marquette Park became “¡Felices Fiestas!,” Zeidler Union Square became “Santa’s Celebration Square powered by We Energies,” and Cathedral Square Park became “Community Spirit Park.”

Each park featured playful, larger-than-life sculptures of light, while “Community Spirit Park” also hosted more than 90 evergreen trees decorated by Milwaukee-area schools and community organizations.

The Jingle Bus hit the road again this year, giving guided tours of the light displays to more than 6,000 holiday revelers. That included Spanish-speaking Jingle Bus tours, which were provided on select nights with the assistance of Estamos Unidos.

In addition, Milwaukee Downtown hosted Cocoa with the Clauses and two Christmas Cavalcades, and we collaborated with Events By Design to produce the NYE MKE extravaganza. We also collected more than 1,650 letters that were dropped off at Santa’s Mailbox in Cathedral Square Park and, with the help of Educators Credit Union, Serving Older Adults, and the National Letter Carriers Association Branch 2, we made sure that each child received a personalized, handwritten reply.



TASTE & TOAST 2024

Downtown Milwaukee’s traditional first quarter happy hour event returned this year at 22 participating restaurants. The 2024 edition of Taste & Toast, which ran February 26 - March 1, 2024, produced tasty and memorable experiences. According to our survey, 39% of the patrons neither lived nor worked Downtown, and 36% of them participate in ten or more Downtown happy hours per year. Some 63% learned about the event through social media.

What’s more, 82.8% of the patrons rated the beverages excellent or good, 87.3% rated the food excellent or good, 88.8% rated the service excellent or good, and 90.3% rated the environment excellent or good.

DOWNTOWN DINING WEEK 2024

Once again, we dedicated a week this spring to celebrate Downtown Milwaukee’s buzzworthy culinary scene. During Downtown Dining Week, May 30 - June 6, 2024, the district’s eating establishments reported some 11,674 diners, which represents a 41% increase in traffic over last year.

We surveyed diners during the week and received more than 650 responses. According to the data, 49% of our guests were visiting a particular restaurant for the first time, and 60% neither lived nor worked Downtown. 66% were age 40 or older, 55% learned about the event on social media, and 53% dine Downtown ten or more times annually. 85% found the food, environment and service excellent or good.

DOWNTOWN EMPLOYEE APPRECIATION WEEK 2024

“Spirit week for Downtown’s workforce” returned in full force this year, August 19-23, 2024. Downtown Employee Appreciation Week activities included morning jolt coffee sessions, a happy hour, a meditation session, a trivia night, a Riverwalk concert, office challenge games, kayaking, fitness classes and more. More than 75 Downtown partners and prize contributors participated in the festivities, which included 14,000 free lunch items and more than 4,000 giveaway prizes.





Marketing

SOCIAL MEDIA

Over the past year, we increased our followers on Facebook, X, TikTok and Instagram to nearly 161,000 individuals, and we made more than 4 million impressions across all four platforms. Those are engagement rates well above industry standards.

We used our social presence to build community connections, invite engagement, spur customer purchases, and support Downtown businesses by coordinating themed giveaways with various business partners. Our giveaways this past year included Irish Fest tickets and goodie bags, rainbow cookies and Milwaukee flags for Rainbow Summer, Valentine's Day cookies, Milwaukee Downtown notebooks for 414 Day, and more.

PUBLIC RELATIONS

Downtown Milwaukee made news this past year, and our PR team kept the media in the loop. The team briefed the press about all of Milwaukee Downtown's core events, as well as our placemaking initiatives and economic development news. They also pitched our public awareness initiatives, for the MKE Dog Park and for Rainbow Summer: HIGHLIGHT. All told, between September, 2023, and August, 2024, the PR team secured over \$1.8 million in earned media and netted more than 28.5 million impressions.

BRANDING CAMPAIGN

For a second year, we invited area residents Downtown to taste, touch, see, smell and hear all the good things that happen in the district. We ran our "Senses" branding campaign from July through September, 2024, via print, radio, paid social, display, OTT/pre-roll and native advertising.

WEBSITE

Milwaukee Downtown's website remains an excellent source of information about Downtown Milwaukee. There, visitors can find details about Downtown's competitive advantages and top attractions, listings of BID #21's core events and services, a map of Downtown investments, another map of Downtown public art, and much more. Located at milwaueedowntown.com, it received nearly a half million pageviews over the past year, with peak traffic during Downtown Dining Week. In addition, we recently implemented an SEO strategy to ensure that our site remains compliant and competitive.

Economic Development

MARKET DATA

Benchmarking the growth of Downtown Milwaukee with quantifiable data is a major priority for BID #21. Over the past year, we worked with the International Downtown Association to complete the "Value of Downtown Milwaukee" report. We also began using Placer.ai, a new digital tool that allows us to count pedestrian traffic at businesses and events. According to its data, Downtown Milwaukee ranks high among its peers for post-pandemic recovery.

In addition, we regularly monitor Downtown investments in five critical sectors – residential, commercial, hotels, education/civic and infrastructure – and, as changes have occurred throughout the past year, we've updated our online investment map to reflect them. Currently, the district has seen over \$9 billion in completed, under construction and proposed development since 2015, a number that continues to grow.



PHOTO CREDIT: THE KUBALA WASHATKO ARCHITECTS



PUBLIC SPACE PROJECTS SUPPORTING BUSINESS

A variety of public space initiatives designed to enliven Downtown Milwaukee were either completed or initiated over the past year. In November, 2023, we finished the “Frame the Square” project, which added enhancements to the perimeter of Cathedral Square Park. This summer, we oversaw the return of Active Streets for Business, expanding the district’s footprint for outdoor dining and entertainment onto the sidewalks and streets.

Milwaukee Downtown assisted with the vendor RFP for the new Vel R. Phillips Plaza this year, and we curated the images and content for the kiosks on the plaza, which tell the story of Vel’s life and legacy. We also showcased the 2020 “Road of Democracy” installation by Della Wells and Dasha Kelly Hamilton, to underscore the role that public spaces play in a healthy democracy.

Spearheaded by Milwaukee Downtown and Historic Third Ward BID #2, the Downtown Milwaukee Dog Park broke ground on September 5, 2024. The first public dog park in the district, it’s expected to be completed by the end of the year. Together with the Foxtown Landing development, it was recognized by the Commercial Association of REALTORS® Wisconsin with a Deal of the Year Award. Sponsorship opportunities for this vital community amenity are still available.

This year, Milwaukee Downtown also joined the City of Milwaukee and Milwaukee County to issue an RFQ for design recommendations on ways to better connect the centrally located Red Arrow Park with the rest of the community. This is a goal of the “Connec+ing MKE: Downtown Plan 2040,” which Milwaukee Downtown is championing.

ADVOCACY

Once again, Milwaukee Downtown championed measures to help Downtown Milwaukee grow and thrive. We collaborated with Downtown Madison Inc. for a third year to present the Madison + Milwaukee Downtown Exchange. This virtual event series provides excellent opportunities for Wisconsin’s two largest cities to learn from one another, by bringing together industry experts and hundreds of participants to discuss strategies for building growth and investment.

Milwaukee Downtown also continued to advocate for a variety of matters beneficial to the district’s vitality, including e-scooters, an office conversion tax credit, a complete 6th Street, and the creation of a nighttime economy office. Additionally, we participated in several events with the Commercial Association of REALTORS® Wisconsin, we provided support for the Commercial Real Estate Development Association and Marquette Real Estate days, and we spoke to interns at real estate brokerages about the work of our organization.

INCENTIVE TOOLBOX

As always, Milwaukee Downtown offered a toolbox of incentives to assist with business growth and relocation to our district. This past year, we continued to make the Business Development Loan Pool available to Downtown businesses. To date, the program has doled out \$215,000 in loans to support over \$7 million in private investment. We also worked closely with the Commercial Corridors Team to offer an assortment of other grants.

Public Space Activations

JACK-O-LANTERN JUBILEE

There were lots of big smiles in Red Arrow Park on October 28, 2023, when Milwaukee Downtown hosted the second annual Jack-O-Lantern Jubilee. Designed for kids ages 2 to 10, the event included a “pumpkin patch” with 500 free pumpkins, courtesy of Pick ‘n Save and Metro Market.

It also featured a kids’ costume parade led by Mayor Cavalier Johnson, as well as story time, musical performances, free pumpkin carving and decorating, 500 free goodie bags, fall food vendors and much, much more.

THE ORNAMENT TRAIL

This past winter, a series of enormous holiday baubles appeared along Wisconsin Avenue and a portion of Water Street. Dubbed The Ornament Trail, these 15 super-sized holiday ornaments were hand painted by a diverse assortment of acclaimed artists.

Milwaukee Downtown developed and distributed an activity guide that contained a map of the trail and details about each of the ornaments and their artists. It also included a kids’ section with ornament-related coloring pages and puzzles, and coupons for Downtown businesses along the trail.

DOWNTOWN ICE CAPE-ADE

On February 10, 2024, the world’s superheroes assembled on the Slice of Ice at Red Arrow Park for the third annual Downtown Ice CAPE-ade. Visitors, many dressed as their favorite crime fighters, took to the ice with a variety of costumed comic book characters.

The event featured meet-and-greets with real-life heroes from the Milwaukee Fire Department, the Milwaukee Police Department, and the DASH Speedskating Team, as well as five-time Olympic Gold Medalist Bonnie Blair and four-time Olympian Dave Cruikshank. It also included a free cape giveaway and free skate rentals, which were redeemed by 200 skaters.

BROADWAY SKATES

The popular musical themed skating event, Broadway Skates, returned to the Slice of Ice at Red Arrow Park on February 24, 2024. This year’s icy extravaganza featured the soundtrack of “SHREK: The Musical,” which played in March at Marcus Performing Arts Center. The skating event, produced by Milwaukee Downtown and the Marcus Performing Arts Center, included photo ops with Princess Fiona, Ice Theater MKE performances, ticket giveaways and more.



BIG TRUCK DAY

A convoy of big rigs descended on Red Arrow Park for the third annual Big Truck Day on May 18, 2024. Produced by Milwaukee Downtown in partnership with the City of Milwaukee Department of Public Works, and in celebration of National Public Works Week, this year’s event drew some 5,000 attendees.

More than 20 big trucks were onsite for kids and their families to inspect and explore, thanks to our partners at the Milwaukee Fire Department, the Milwaukee Police Department, the Milwaukee County Transit System, and the Milwaukee Public Library. Plus, the big trucks were joined by an assortment of food trucks.

We gave away 750 Milwaukee Downtown promotional items, including play construction hats, kids’ sunglasses and mini foam traffic cones. Other activities included photo ops with Hero Pup and themed arts and crafts by Artists Working in Education.



Summer Sounds

HEART(BEATS) OF THE CITY POWERED BY MGIC

The popular lunchtime concert series, Heart(beans) of the City powered by MGIC, got our hearts beating for the third year in a row. Held at Red Arrow Park over 11 Wednesdays from June through September, 2024, it featured a variety of musical performers, including the Donna Woodall Group, Failure to Launch, the Jenny Thiel Group, Kat and the Hurricane, KOJO, the Kyle Feerick Band, Moonglow, the Rhythm Kings, Tigera, V Funk, and the Zach Pietrini Band.

Heart(beans) of the City made 40 food truck slots available during the series, which kept lunchtime diners well fed throughout the summer. It also hosted multiple activations, including a micromobility event, visits from the Dunkin’ Community Cruiser and the US Bank Good Truck, a Department of Public Works art exhibit, and more.

PNC PRESENTS TUNES@NOON

For the sixth summer in a row, the gorgeous courtyard at 411 East Wisconsin Center hosted Thursday noontime performances by local musicians. The beloved concert series, PNC presents Tunes@Noon, ran for 12 weeks from June through August, 2024.

Featured performers included Alyssia Dominguez, Allison Mahal, *aya, the Donna Woodall Group, Frogwater, Ian Gould, Jenny Thiel, Joe Wray, Jon Hintz, MetroFern, Montage, and The Style. Significantly, the weekly series attracted convention attendees and media coverage during this year’s Republican National Convention.



Summer Sights

MILWAUKEE & WISCONSIN FLORAL INSTALLATIONS

To highlight the iconic intersection of Milwaukee Street and Wisconsin Avenue for the Republican National Convention, we partnered with the property owners at that intersection to install elevated red, white and blue floral arrangements on all four corners. From June through September of 2024, this was a must-see Instagrammable artistic installation.

LIGHT LANE

This past summer, we partnered with the Milwaukee Riverwalk District to install four modified stationary bicycles on the Riverwalk at Chase Plaza. The interactive bikes, designed by Le Monde Studio, produced pedal-powered art, projecting light and playing music when ridden. Between July 1 and August 17, 2024, the bikes had an estimated 103,200 rides. The poem “Light Cycles” by Dasha Kelly Hamilton was also featured as a part of the display.

RAINBOW SUMMER: HIGHLIGHT FEATURING ELYSIAN ARCS

Through a collaborative partnership, large-scale artwork returned to the Marcus Performing Arts Center this summer, in the form of Elysian Arcs by Atelier Sisu. These five 20-foot inflatable arches soared over Rainbow Summer for five days, July 23-27, 2024.

The beloved annual event also hosted a stellar lineup of national and regional musical acts. Other attractions included daily bubble playtime, the Mercadera Market, a special Family Day and local food trucks.

RIVERWALK MURAL RFP

Milwaukee Downtown continues to expand Downtown Milwaukee’s public art portfolio, this time with an RFP to create murals on four walls along the Milwaukee Riverwalk. More than 50 submissions were received and reviewed by the Downtown Placemaking Task Force. The largest of the four walls, at the Marcus Performing Arts Center, will feature a mural celebrating the convergence of the Milwaukee River and the Milwaukee Theater District. Mural installation will begin on select walls in the fall of 2024.

LANDMARK LIGHTING

Over the past year, Milwaukee Downtown has coordinated more than 15 citywide lighting initiatives to honor significant city milestones. With total participation from more than 25 properties, we have illuminated the Milwaukee skyline to celebrate 414 Day, the Milwaukee Bucks’ playoff bid, the Milwaukee Brewers’ opening day, Pride Month, and the Republican National Convention, to name just a few.



The Future

Milwaukee Downtown, BID #21 has always been a dedicated supporter of Downtown businesses and initiatives that create and enhance unique experiences in Downtown Milwaukee.

The adoption last year of “Connec+ing MKE: Downtown Plan 2040” redefined and re-envisioned the future of Downtown Milwaukee. Building on its excitement, our organization drafted its own five-year strategic plan. It establishes a clear set of priorities, partnerships, programs and projects to ensure that the next phase of BID #21’s growth is consistent with the needs, values and overall vision for Downtown Milwaukee.

While clean, safe and welcoming services will remain central to our operation, Milwaukee Downtown also has the opportunity to play a significant role in public space management, recruiting and retaining employers of all sizes, and convening partners for regional advancement.

These are our six areas of focus for 2025 and beyond:

CLEAN, SAFE & WELCOMING

We will continue to provide services and expand programs that keep Downtown Milwaukee clean, safe and welcoming for all.

ECONOMIC GROWTH

We will strengthen Downtown’s role as the best place in the region to grow and thrive for local businesses, large and small employers, start-ups, retailers, daytime and nighttime entertainment, and tourism.

PLACEMAKING, MARKETING & EVENTS

We will bring people together through new and exciting shared experiences, by activating Downtown’s public and privately owned/publicly accessible open spaces.

ARTS, CULTURE, ENTERTAINMENT & SPORTS

We will grow Downtown Milwaukee’s reputation as a premier location for arts, culture, entertainment, film, nightlife and sports.

DOWNTOWN LIVING

We will further engage residential developers and residents to help revitalize and activate Downtown through partnerships and activities in vibrant and accessible places.

NEIGHBORHOOD & DISTRICT PARTNERSHIPS

We will leverage the exciting diversity of Downtown neighborhoods and the potential for collective action by strengthening existing partnerships and creating new relationships with neighborhoods, community organizations and other districts.

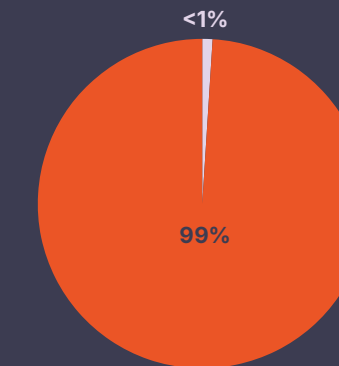


2023-2024 Budget

Income:

- 2024 BID #21 Assessments: \$4,678,180
- Additional Income: \$39,850

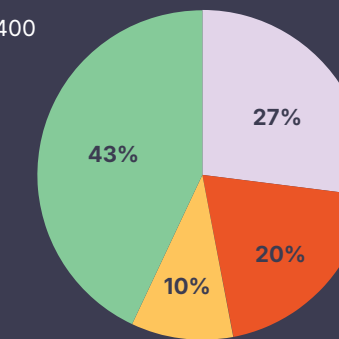
TOTAL INCOME: \$4,718,030



Expenses:

- Clean Sweep Ambassador Program: \$1,277,468 (27% of total)
 - Sidewalk Cleaning: \$859,400
 - Landscaping: \$413,068
 - Graffiti Removal: \$5,000
- Public Service Ambassador Program: \$964,400 (20% of total)
- Administrative: \$455,134 (10% of total)
- Economic Development/Marketing/Business Retention/Recruitment/Special Projects: \$2,021,028 (43% of total)

TOTAL EXPENSES: \$4,718,030



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Kevin Kennedy
VICE CHAIR
Northwestern Mutual

John Creighton
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East Town Association

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IMMEDIATE PAST CHAIR
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Irgens

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PK2group

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Associated Bank –
River Center

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Pentagon Property
Management

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Iron Block Holdings, LLC

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WEC Energy Group

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Lesia Ryerson
ADMINISTRATIVE
OPERATIONS MANAGER



Matt Dornier
ECONOMIC
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Erica Green
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SPACE INITIATIVES



Isabel Ullrich
MARKETING, EVENTS &
SOCIAL MEDIA MANAGER



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MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2023
(With Summarized Totals for the Year Ended December 31, 2022)

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE

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Independent Auditor's Report

Board of Directors
Milwaukee Downtown Business Improvement District No. 21 and Affiliate

Opinion

We have audited the accompanying financial statements of Milwaukee Downtown Business Improvement District No. 21 and Affiliate (a nonprofit organization) which comprise the statement of financial position as of December 31, 2023, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Milwaukee Downtown Business Improvement District No. 21 and Affiliate as of December 31, 2023, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Milwaukee Downtown Business Improvement District No. 21 and Affiliate and to meet other ethical responsibilities in accordance with the ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

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

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Milwaukee Downtown Business Improvement District No. 21 and Affiliate's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

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Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and, therefore, is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Milwaukee Downtown Business Improvement District No. 21 and Affiliate's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Milwaukee Downtown Business Improvement District No. 21 and Affiliate's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

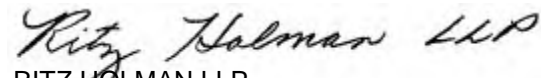
Report on Summarized Comparative Information

We have previously audited Milwaukee Downtown Business Improvement District No. 21 and Affiliate's December 31, 2022, financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated July 6, 2023. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2022, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Board of Directors
Milwaukee Downtown Business Improvement District No. 21 and Affiliate

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The combined schedule of activities by organization and combined schedule of functional revenue and expenses without donor restrictions are presented for purposes of additional analysis and are not a required part of the basic financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the basic financial statements. The information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the basic financial statements as a whole.


RITZ HOLMAN LLP
Certified Public Accountants

Milwaukee, Wisconsin
July 22, 2024

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2023
(With Summarized Totals for December 31, 2022)

ASSETS	2023	2022
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 2,522,186	\$ 2,566,543
Accounts Receivable	8,101	433,980
Pledges Receivable	136,500	99,634
Due From Run PKG	34,000	---
Prepaid Expenses	36,952	19,240
Deposits	---	37,500
Inventory	97,261	92,424
Total Current Assets	\$ 2,835,000	\$ 3,249,321
FIXED ASSETS		
Holiday Light Fixtures	\$ 476,956	\$ 470,055
Clean Sweep Equipment	231,103	225,160
Equipment	228,580	226,857
Leasehold Improvements	17,766	17,766
Asset in Progress	144,178	3,378
Intangible Assets - Website	68,240	68,240
Total Fixed Assets	\$ 1,166,823	\$ 1,011,456
Less: Accumulated Depreciation	(608,068)	(544,288)
Less: Accumulated Amortization	(63,680)	(53,009)
Net Fixed Assets	\$ 495,075	\$ 414,159
LEASES		
Right-of-Use Asset - Operating	\$ 305,533	\$ 352,313
Right-of-Use Asset - Financing, Net of Amortization	1,323	4,283
Total Lease Assets	\$ 306,856	\$ 356,596
OTHER ASSETS		
Pledges Receivable	\$ 312,782	\$ 267,134
Less Current Portion of Pledges Receivable	(136,500)	(99,634)
Investments	502,337	478,874
Total Other Assets	\$ 678,619	\$ 646,374
TOTAL ASSETS	\$ 4,315,550	\$ 4,666,450
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$ 236,988	\$ 804,589
Current Portion of Long-Term Liabilities	63,880	59,245
Total Current Liabilities	\$ 300,868	\$ 863,834
LONG-TERM LIABILITIES		
Finance Lease Liability	\$ 1,201	\$ 4,290
Operating Lease Liability	313,508	357,662
Assessment Settlement Liability	37,650	54,317
Less: Current Portion of Long-Term Liabilities	(63,880)	(59,245)
Total Long-Term Liabilities	\$ 288,479	\$ 357,024
Total Liabilities	\$ 589,347	\$ 1,220,858
NET ASSETS		
Without Donor Restrictions		
Operating	\$ 2,041,034	\$ 1,848,214
Board Designated	575,737	623,552
Total Net Assets Without Donor Restrictions	\$ 2,616,771	\$ 2,471,766
With Donor Restrictions	1,109,432	973,826
Total Net Assets	\$ 3,726,203	\$ 3,445,592
TOTAL LIABILITIES AND NET ASSETS	\$ 4,315,550	\$ 4,666,450

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

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
 COMBINED STATEMENT OF ACTIVITIES
 FOR THE YEAR ENDED DECEMBER 31, 2023
 (With Summarized Totals for the Year Ended December 31, 2022)**

	Without Donor Restrictions	With Donor Restrictions	2023 Total	2022 Total
REVENUE				
Assessment Income	\$ 4,417,873	\$ ---	\$ 4,417,873	\$ 4,170,000
Contributions	300,990	292,450	593,440	969,440
Special Events Income	57,177	---	57,177	42,211
Key to Change	2,330	---	2,330	2,275
Government Grants	80,099	---	80,099	976,694
In-Kind Revenue	93,764	---	93,764	62,405
Investment Return	172,234	---	172,234	(15,220)
Ornament and Merchandise Sales	10,670	---	10,670	9,596
Insurance Proceeds	6,680	---	6,680	---
Miscellaneous Income	2,880	---	2,880	2,151
Net Assets Released from Restrictions	156,844	(156,844)	---	---
Total Revenue	\$ 5,301,541	\$ 135,606	\$ 5,437,147	\$ 6,219,552
EXPENSES				
Program	\$ 4,718,897	\$ ---	\$ 4,718,897	\$ 5,283,609
General and Administrative	360,665	---	360,665	285,185
Fundraising	76,974	---	76,974	53,807
Total Expenses	\$ 5,156,536	\$ ---	\$ 5,156,536	\$ 5,622,601
CHANGE IN NET ASSETS	\$ 145,005	\$ 135,606	\$ 280,611	\$ 596,951
Net Assets at Beginning of Year	2,471,766	973,826	3,445,592	2,848,641
NET ASSETS AT END OF YEAR	\$ 2,616,771	\$ 1,109,432	\$ 3,726,203	\$ 3,445,592

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

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
 COMBINED STATEMENT OF FUNCTIONAL EXPENSES
 FOR THE YEAR ENDED DECEMBER 31, 2023
 (With Summarized Totals for the Year Ended December 31, 2022)**

EXPENSES	Program	General and Administrative	Fundraising	2023 Total	2022 Total
Salaries and Wages	\$ 478,660	\$ 75,933	\$ 39,601	\$ 594,194	\$ 561,511
Contract Services -					
Public Service Ambassadors	832,639	---	---	832,639	787,746
Clean Sweep Ambassadors	684,682	---	---	684,682	691,668
Planter Maintenance	380,938	---	---	380,938	371,490
Other Program Services	809,086	15,799	30,000	854,885	1,429,912
Employee Benefits	126,067	15,986	3,997	146,050	136,210
Payroll Taxes	33,897	3,549	887	38,333	35,377
Postage and Shipping	4,103	216	27	4,346	4,577
Occupancy	49,043	2,608	522	52,173	52,173
Utilities	8,039	13,039	---	21,078	26,165
Equipment Rental and Maintenance	40,412	---	---	40,412	46,864
Insurance	17,547	5,862	187	23,596	22,655
Depreciation and Amortization	62,476	14,935	---	77,411	84,250
Personal Property Tax	6,406	---	---	6,406	6,840
Event Entertainment	85,324	14,101	---	99,425	27,422
Event Decoration	40,673	---	---	40,673	43,461
Food and Beverages	69,134	7,518	---	76,652	100,923
Supplies	134,784	10,464	---	145,248	83,500
Accounting Fees	1,217	79,885	---	81,102	81,328
Legal Fees	11,107	33,320	---	44,427	88,499
Dues, Licenses and Permits	40,956	5,442	---	46,398	52,439
Bank Charges	8,525	499	---	9,024	7,508
Cost of Goods Sold	11,661	---	---	11,661	12,236
Assessment Settlement Expense	---	39,304	---	39,304	---
Advertising and Marketing	551,837	940	---	552,777	637,798
Donations to Others	159,699	---	---	159,699	138,953
Information Technology	24,033	6,409	1,602	32,044	26,968
Awards and Promotions	14,191	755	151	15,097	15,906
Bad Debt Expense	1,435	---	---	1,435	---
Travel	28,223	14,101	---	42,324	42,010
Interest	39	---	---	39	147
Miscellaneous	2,064	---	---	2,064	6,066
TOTALS	\$ 4,718,897	\$ 360,665	\$ 76,974	\$ 5,156,536	\$ 5,622,602

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

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2023
(With Summarized Totals for the Year Ended December 31, 2022)**

	<u>2023</u>	<u>2022</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ 280,611	\$ 596,951
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities		
Depreciation and Amortization	77,411	84,250
Unrealized (Gain) Loss on Investments	(4,999)	51,938
Donated Stock	(7,695)	(5,040)
(Increase) Decrease in Accounts Receivable	425,879	12,935
(Increase) Decrease in Pledges Receivable	(45,648)	(12,884)
(Increase) Decrease in Due From Run PKG	(34,000)	---
(Increase) Decrease in Prepaid Expenses	(17,712)	14,053
(Increase) Decrease in Deposits	37,500	(37,500)
(Increase) Decrease in Inventory	(4,837)	(7,253)
(Increase) Decrease in Operating Lease Right-of-Use Asset	46,780	(352,313)
Increase (Decrease) in Accounts Payable	(567,601)	361,377
Increase (Decrease) in Deferred Rent Abatement	---	(716)
Increase (Decrease) in Operating Lease Liability	(44,154)	357,662
Increase (Decrease) in Assessment Settlement Liability	(16,667)	(16,667)
Net Cash Provided by Operating Activities	<u>\$ 124,868</u>	<u>\$ 1,046,793</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from Sale of Investments	\$ 7,695	\$ 5,040
Purchases of Investments	(18,464)	(9,670)
Purchase of Fixed Assets	<u>(155,367)</u>	<u>(83,671)</u>
Net Cash Used by Investing Activities	<u>\$ (166,136)</u>	<u>\$ (88,301)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Payments on Finance Lease	<u>\$ (3,089)</u>	<u>\$ (5,698)</u>
Net Cash Used by Financing Activities	<u>\$ (3,089)</u>	<u>\$ (5,698)</u>
Net (Decrease) Increase in Cash and Cash Equivalents	\$ (44,357)	\$ 952,794
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	<u>2,566,543</u>	<u>1,613,749</u>
CASH AND CASH EQUIVALENTS AT END OF YEAR	<u><u>\$ 2,522,186</u></u>	<u><u>\$ 2,566,543</u></u>
SUPPLEMENTAL DISCLOSURE OF CASH FLOW INFORMATION		
Donated Stock	\$ 7,695	\$ 5,040
Interest Expense	39	294

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

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2023

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2023**

NOTE A - Summary of Significant Accounting Policies

Organization

The Milwaukee Downtown Business Improvement District No. 21 (MDBID) (the "Organization") was created by the Common Council of the City of Milwaukee pursuant to Wisconsin Statutes. The mission of MDBID is to lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative, and vibrant heart of the community.

Milwaukee Downtown Business Improvement District No. 21 is exempt from tax as an affiliate of a governmental unit under Section 501(a) of the Internal Revenue Code.

Combined Financial Statements

The combined financial statements include the accounts of Milwaukee Downtown Business Improvement District No. 21 and Milwaukee Downtown, Inc. (MDI). MDI is incorporated as a nonprofit organization exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code. The Organization is not classified as a private foundation. MDI's board of directors is appointed by MDBID. All significant intercompany transactions and accounts are eliminated.

Accounting Method

The financial statements of Milwaukee Downtown Business Improvement District No. 21 and Affiliate have been prepared on the accrual basis of accounting.

Basis of Presentation

The Organization reports information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions.

At December 31, 2023, the Organization had \$1,109,432 of net assets with time and purpose donor restrictions.

Contributions and Grant Revenue

Contributions received and unconditional promises to give are measured at fair value and are reported as increases in net assets. Contributions are considered available for the Organization's general operations and included in net assets without donor restrictions unless specifically restricted by a donor. A restricted contribution is reported in revenue and net assets without donor restrictions when the restriction is met within the same reporting period as the contribution is received. Contributions received restricted for a purpose not yet met or to support a future period are included in net assets with donor restrictions. When a donor restriction from a prior year expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions. Conditional contributions are not recognized as revenue until they become unconditional. A conditional contribution is one that has both a barrier that must be overcome and an agreement requiring advance payment to be returned or future payment not to be obligated if the barrier is not overcome.

Net assets restricted for acquisition of building or equipment are reported as net assets with donor restrictions until the specified asset is placed in service when the net assets are released to net assets without donor restrictions.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2023**

NOTE A - Summary of Significant Accounting Policies (continued)

Contributions and Grant Revenue (continued)

When a donor requires the investment of a contribution and restricts the use of investment income, the investment income is reported as net assets with donor restrictions until appropriated for the designated time or use when the net assets are released to net assets without donor restrictions.

Contributions of assets other than cash are recorded at their estimated fair value at the date of the gift. Donated services are recognized as contributions if the services create or enhance nonfinancial assets or the services require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Organization. Accordingly, the value of contributed time that does not meet these requirements has not been determined and is not reflected in the accompanying financial statements.

Cash and Cash Equivalents

For purposes of the statement of cash flows, cash and cash equivalents include all highly liquid debt instruments with original maturities of three months or less.

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Inventory

Inventory consists of holiday ornaments which are recorded at cost.

Fixed Assets

Fixed assets are recorded at cost. Depreciation is computed on a straight-line basis over the estimated useful lives of assets. The Organizations capitalize items greater than \$1,000.

Allowance for Uncollectible Accounts

Management believes all receivables will be collected in accordance with the terms of the agreement. Thus, no allowance for uncollectible accounts is necessary at year-end.

Functional Expenses

The Organization allocates costs based on their functional and natural classification in the statement of functional expenses. Program costs are those associated with carrying out the mission of the Organization; management costs are those for management of the Organization including accounting, office expense, human resources, budgeting or board of directors costs; and fundraising costs are those attributed to the solicitation of contributions. Whenever possible, the Organization allocates costs directly to program, management or fundraising. The cost of individuals that participate in more than one function are allocated to each function based on that individual's time in each function. Other costs that relate to more than one function are allocated based on their estimated share in each function.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2023**

NOTE A - Summary of Significant Accounting Policies (continued)

Leases

The Organization recognizes operating and finance leases in accordance with the *FASB Accounting Standards Codification (ASC) 842*. A lease exists when an organization has the right to control the use of property, plant or equipment over a lease term.

The lessee classifies a lease as either a finance or operating lease. The accounting of a finance lease is similar to when an asset is purchased. An operating lease is when the right-of-use of an asset exists over the lease-term, but the lease doesn't meet the definition of a finance lease.

The Organization has elected to establish a threshold to exclude lease assets and obligations that are immaterial to the financial statements. The Organization recognizes individual lease assets and liabilities when they are greater than \$5,000. However, if the combined lease assets or liabilities for individually insignificant leases are greater than \$10,000, the Organization recognizes the lease assets and obligations.

The Organization has elected not to apply the recognition requirements in ASC 842 to short-term leases (those with a term of 12 or less months) and no expected purchase at the end of the term.

Due From Run PKG

The Organization is a member of Run PKG, a Wisconsin nonstock corporation, whose members are City of Milwaukee Business District #21 and The City of Milwaukee Business Improvement District #2. Run PKG has a right of way use agreement and a lease from the Wisconsin Department of Transportation for the purpose of creating a dog exercise area. \$34,000 has been spent on design of the dog exercise area. The agreement between the Organization Run PKG is still in progress.

NOTE B - Comparative Financial Information

The financial information shown for 2022 in the accompanying financial statements is included to provide a basis of comparison with 2023. The comparative information is summarized by total only, not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity to generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2022, from which the summarized information was derived.

NOTE C - Accounting Standards Change

Accounting Standards Update 2016-13, Financial Instruments - Credit Losses (Topic 326) will be effective for fiscal years beginning after December 15, 2022. The main objective of this update is to provide financial statement users with more decision-useful information about the expected credit losses on financial instruments and other commitments to extend credit held by a reporting entity at each reporting date. To achieve this objective, the amendments in this update replace the incurred loss impairment methodology in current generally accepted accounting principles with a methodology that reflects expected credit losses and requires consideration of a broader range of reasonable and supportable information to inform credit loss estimates, including exploring more forward-looking alternatives. The implementation of this standard has not materially affected the financial statements of the Organization.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2023**

NOTE D - Liquidity

The Organization has financial assets available to meet cash needs for general expenditure consisting of the following:

Cash and Cash Equivalents	\$2,522,186
Pledges Receivable	136,500
Accounts Receivable	<u>8,101</u>
 Total Financial Assets	 <u>\$2,666,787</u>

Financial assets of \$1,109,432 are subject to donor or other contractual restrictions that make them unavailable for general expenditure within one year of the combined statement of financial position date. The Organization also has \$502,337 of investments. The accounts and pledges receivable are subject to implied time restrictions but are expected to be collected within one year. The Organization structures its financial assets to be available as its general expenditures, liabilities, and other obligations become due.

NOTE E - Fair Value Measurements

The Organization has adopted the Financial Accounting Standards Board guidance on fair value measurements. A three-tier hierarchy is used to maximize the use of observable market data inputs and minimize the use of unobservable inputs, and to establish classification of fair value measurements for disclosure purposes. Financial assets valued using Level 1 inputs are based on unadjusted quoted market prices within active markets. Financial assets valued using Level 2 inputs are based primarily on quoted prices for similar assets in active or inactive markets. Financial assets valued using Level 3 inputs are based primarily on valuation models with significant unobservable pricing inputs and which result in the use of management estimates.

The following table sets forth by level, within the fair value hierarchy, the Organization's assets at fair value as of December 31, 2023:

<u>Investment Category</u>	<u>Fair Value</u>	Quoted Prices In Active Markets for Identical Assets (Level 1)	Significant Other Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)
Cash and Cash Equivalents	\$147,475	\$147,475	\$ ---	\$ ---
Fixed Income	<u>354,862</u>	<u>354,862</u>	---	---
Total	<u>\$502,337</u>	<u>\$502,337</u>	<u>\$ ---</u>	<u>\$ ---</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2023**

NOTE F - Pledges Receivable

Pledges receivable consist of the following at December 31, 2023:

<u>Source</u>	<u>Amount</u>
Economic Development	\$ 20,000
Key To Change	20,000
Holiday Lights	141,500
Dog Park	<u>150,000</u>
Total Pledges Receivable	\$331,500
Less: Present Value Discount	<u>(18,718)</u>
Net Pledges Receivable	<u>\$312,782</u>

Future collections for the year ended December 31, 2023, are as follows:

<u>Year</u>	<u>Amount</u>
2024	\$136,500
2025	90,000
2026	75,000
2027	<u>30,000</u>
Total	<u>\$331,500</u>

NOTE G - Assessment Income

In order to provide revenues to support the MDBID's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified downtown area. The assessment is calculated based on the assessed values of the properties as of every fall. The assessment levied on the downtown properties was \$.00153 for every dollar of assessed property value for the year ended December 31, 2023. Resulting assessment revenues recorded in 2023 were \$4,417,873.

NOTE H - Commitments

MDBID has management contracts for landscaping, community prosecuter and holiday street decorations which extend until December 31, 2024. MDBID has management contracts with public service ambassadors and clean sweep ambassadors which extend until December 31, 2025.

Future payments for the year ended December 31, 2023, are as follows:

<u>Year</u>	<u>Amount</u>
2024	\$2,048,200
2025	<u>1,563,543</u>
Total	<u>\$3,611,743</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2023**

NOTE I - Grants to Others

The Organization awards grants to its affiliate, Milwaukee Downtown, Inc. The grant for the year ended December 31, 2023, was \$1,725,394 and is for the accomplishment of the Affiliate's objectives.

The Organization also provided donations to others of \$159,699 for the year ended December 31, 2023, consisting of:

<u>Purpose</u>	<u>Amount</u>
Key to Change	<u>\$159,699</u>
Total	<u>\$159,699</u>

NOTE J - Leasing Activities

In January 2019, the Organization had an operating lease for the rental of a building in Milwaukee, Wisconsin. Starting August 1, 2019, the Organization occupied the building. Due to leasehold improvements in the new location, the lease was amended so that payments begin on February 1, 2020, and expire on January 1, 2030.

The Organization has two finance lease obligations, one for a copier and the other for a postage meter. The equipment is amortized over the life of their respective leases. The combined cost of \$7,526 is included as right of use asset. As of December 31, 2023, \$6,203 is included in accumulated amortization for the equipment.

The weighted average discount rate for operating leases is: 1.59%
The weighted average remaining lease term in years for operating leases is: 6.75 years

The weighted average discount rate for finance leases is: 1.49%
The weighted average remaining lease term in years for finance leases is: 0.75 years

The following summarizes the line items in the statements of activities which include the components of lease expense for the year ended December 31, 2023:

	<u>Amount</u>
Operating Lease Costs:	
Fixed Lease Payments	\$54,062
Finance Lease Costs:	
Amortization of Lease Asset	\$ 2,961
Interest on Lease Liabilities	\$ 39

The following summarizes cash flow information related to leases for the year ended December 31, 2023:

	<u>Amount</u>
Operating Cash Flows from Operating Leases	\$54,062
Operating Cash Flows from Finance Leases	\$ 39
Financing Cash Flows from Finance Leases	\$ 3,089

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2023**

NOTE J - Leasing Activities (continued)

The maturities of lease liabilities as of December 31, 2023, were as follows:

<u>Year Ending December 31:</u>	<u>Operating</u>	<u>Finance</u>
2024	\$ 55,433	\$1,208
2025	56,803	---
2026	58,219	---
2027	59,680	---
2028	61,185	---
Thereafter	<u>69,952</u>	<u>---</u>
Total Lease Payments	\$359,272	\$1,208
Less: Present Value Discount	<u>(45,764)</u>	<u>(7)</u>
Present value of lease liabilities	<u>\$313,508</u>	<u>\$1,201</u>

NOTE K - Assessment Settlement Liability

The Organization entered into a settlement agreement with the City of Milwaukee regarding business improvement property tax assessments. The Organization has agreed in good faith partnership to pay a total of \$120,985 beginning in 2019 with seven equal installments and a final payment in 2026. The balance of the obligations is \$37,650 as of December 31, 2023.

Future minimum settlement payments for the year ended December 31, 2023, are as follows:

<u>Year</u>	<u>Amount</u>
2024	\$16,667
2025	16,667
2026	<u>4,316</u>
Total	<u>\$37,650</u>

NOTE L - Concentration of Risk

The Organization maintains its cash balances in one financial institution. The combined account balances are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000 at each financial institution. At December 31, 2023, the Organization's uninsured cash balances total \$2,051,005.

The Organization received property assessment income from the City of Milwaukee. The Organization's operations rely on the availability of these funds. For the year ended December 31, 2023, 81% of the Organization's revenue was from the City of Milwaukee.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2023**

NOTE M - Board Designated Net Assets

Board designated net assets as of December 31, 2023, consist of the following:

<u>Designation</u>	<u>Amount</u>
Holiday Lights	\$283,936
Office Equipment	24,092
Economic Development	34,772
Website	69,831
Clean Sweep Equipment	<u>163,106</u>
Total	<u>\$575,737</u>

NOTE N - Net Assets With Donor Restrictions

Net assets with donor restrictions as of December 31, 2023, consist of the following:

<u>Purpose-Restricted</u>	<u>Amount</u>
Holiday Lights	\$ 138,168
Brighten the Passage	18,885
Dog Park	904,590
Key To Change	19,263
Tunes at Noon	10,000
Red Arrow Park	<u>18,526</u>
Total	<u>\$1,109,432</u>

NOTE O - Conditional Contributions

The Organization has several contracts with governmental agencies which include specific use stipulations requiring funds be used only on qualifying expenses determined by the grant contract and allowable cost policies. The Organization will not receive the grant funds unless spent on the required activity and within the allowable cost guidance. As of December 31, 2023, the Organization has \$50,000 available for its programs through December 31, 2026.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2023**

NOTE P - Donated Goods and Services

The Organization received both donated goods and services during the year which are recorded at their estimated fair market value as revenue and expenses. Donated goods totaled \$63,120 and donated services totaled \$30,644 during the year ended December 31, 2023. For both donated services and goods, the Organization utilized them for specific purposes.

<u>Source</u>	<u>Amount</u>
Jack-o-Lantern Jubilee	\$ 2,600
Downtown Employee Appreciation Week Food	13,400
Donated Trees for Holiday Lights	7,200
Downtown Employee Appreciation Week Giveaways	30,920
Other Event Giveaways	6,500
Economic Development Special Projects	22,027
Downtown Dining Week Gift Cards	1,550
Taste & Toast Gift Cards	450
Accounting Services	2,015
Red Arrow Park Services	<u>7,102</u>
Total	<u>\$93,764</u>

NOTE Q - Advertising and Marketing

The Organization uses advertising and marketing to promote its programs among the audiences it serves. Advertising and marketing costs are expensed as incurred. Advertising and marketing expense for the year ended December 31, 2023, was \$552,777.

NOTE R - SEP Retirement Contribution

The Organization has a SEP plan that covers all employees who worked at MDBID for at least one year. Eligible wages are based on total calendar year wages. The Organization made a contribution of 10% of eligible wages and incurred expenses of \$57,971 during 2023.

NOTE S - Income Tax

The MDI is exempt from income tax under Section 501(c)(3) of the Internal Revenue Code and is classified as other than a private foundation. Management has reviewed all tax positions recognized in previously filed tax returns and those expected to be taken in future tax returns. As of December 31, 2023, MDI had no amounts related to unrecognized income tax benefits and no amounts related to accrued interest and penalties. MDI does not anticipate any significant changes to unrecognized income tax benefits over the next year.

NOTE T - Subsequent Events

The Organization has evaluated events and transactions occurring after December 31, 2023, the date of the most recent statement of financial position, through the date financial statements are available to be issued, July 22, 2024, for possible adjustment to the financial statements or disclosures. The Organization has determined that no subsequent event needs to be disclosed.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED SCHEDULE OF ACTIVITIES BY ORGANIZATION
FOR THE YEAR ENDED DECEMBER 31, 2023
(With Summarized Totals for the Year Ended December 31, 2022)**

	Milwaukee Downtown Business Improvement District No. 21	Milwaukee Downtown, Inc. ("Affiliate")	2023 Total	2022 Total
REVENUE				
Assessment Income	\$ 4,417,873	\$ ---	\$ 4,417,873	\$ 4,170,000
Contributions	10,000	583,440	593,440	969,440
Special Events Income	---	57,177	57,177	42,211
Key to Change	---	2,330	2,330	2,275
Government Grants	20,000	60,099	80,099	976,694
In-Kind Revenue	1,500	92,264	93,764	62,405
Investment Return	78,137	94,097	172,234	(15,220)
Ornament and Merchandise Sales	---	10,670	10,670	9,596
Insurance Proceeds	---	6,680	6,680	---
Miscellaneous Income	2,880	---	2,880	2,151
TOTAL REVENUE	\$ 4,530,390	\$ 906,757	\$ 5,437,147	\$ 6,219,552
EXPENSES				
Salaries and Wages	\$ 318,280	\$ 275,914	\$ 594,194	\$ 561,511
Contract Services -				
Public Service Ambassadors	832,639	---	832,639	787,746
Clean Sweep Ambassadors	684,682	---	684,682	691,668
Planter Maintenance	380,938	---	380,938	371,490
Other Program Services	109,098	745,787	854,885	1,429,912
Employee Benefits	79,933	66,117	146,050	136,210
Payroll Taxes	17,734	20,599	38,333	35,377
Postage and Shipping	2,292	2,054	4,346	4,577
Occupancy	52,173	---	52,173	52,173
Utilities	13,039	8,039	21,078	26,165
Equipment Rental and Maintenance	---	40,412	40,412	46,864
Insurance	18,667	4,929	23,596	22,655
Depreciation and Amortization	---	77,411	77,411	84,250
Personal Property Tax	---	6,406	6,406	6,840
Event Entertainment	---	99,425	99,425	27,422
Event Decoration	---	40,673	40,673	43,461
Food and Beverages	---	76,652	76,652	100,923
Supplies	19,464	125,784	145,248	83,500
Accounting Fees	34,873	46,229	81,102	81,328
Legal Fees	44,427	---	44,427	88,499
Dues, Licenses and Permits	10,774	35,624	46,398	52,439
Bank Charges	---	9,024	9,024	7,508
Ornament and Merchandise Purchases	---	11,661	11,661	12,236
Assessment Settlement Expense	39,304	---	39,304	---
Advertising and Marketing	---	552,777	552,777	637,798
Donations to Others	---	159,699	159,699	138,953
Information Technology	32,044	---	32,044	26,968
Awards and Promotions	15,097	---	15,097	15,906
Travel	30,570	11,754	42,324	42,010
Bad Debt Expense	---	1,435	1,435	---
Interest	---	39	39	147
Miscellaneous	---	2,064	2,064	6,066
TOTAL EXPENSES	\$ 2,736,028	\$ 2,420,508	\$ 5,156,536	\$ 5,622,602
CHANGE IN NET ASSETS BEFORE TRANSFER	\$ 1,794,362	\$ (1,513,751)	\$ 280,611	\$ 596,950
TRANSFER	(1,725,394)	1,725,394	---	---
CHANGE IN NET ASSETS	\$ 68,968	\$ 211,643	\$ 280,611	\$ 596,950

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED SCHEDULE OF FUNCTIONAL REVENUE AND EXPENSES WITHOUT DONOR RESTRICTIONS
FOR THE YEAR ENDED DECEMBER 31, 2023**

	Holiday Lights	Events and Marketing	Retention Recruitment and Economic Development	Key to Change	Miscellaneous Programs	Clean Sweep Public Service Ambassadors, and Landscaping	Total Program	General and Administrative	Fundraising	Total
REVENUE										
Property Assessments	\$ ---	\$ ---	\$ ---	\$ ---	\$ 4,417,873	\$ ---	\$ 4,417,873	\$ ---	\$ ---	\$ 4,417,873
Program Revenue	49,097	18,750	---	---	---	---	67,847	---	---	67,847
Contributions and Grants										
Without Donor Restrictions	1,818	2,650	293,995	44,956	---	30,000	373,419	10,000	---	383,419
Investment Return	---	---	---	---	---	---	---	172,234	---	172,234
In-Kind Revenue	7,200	52,820	31,729	---	---	---	91,749	2,015	---	93,764
Miscellaneous Income	---	---	---	---	---	---	---	2,880	---	2,880
Insurance Proceeds	---	---	6,680	---	---	---	6,680	---	---	6,680
Net Assets Released from Restriction	54,000	12,500	90,344	---	---	---	156,844	---	---	156,844
TOTAL REVENUE	\$ 112,115	\$ 86,720	\$ 422,748	\$ 44,956	\$ 4,417,873	\$ 30,000	\$ 5,114,412	\$ 187,129	\$ ---	\$ 5,301,541
EXPENSES										
Salaries and Wages	\$ 22,935	\$ 42,071	\$ 174,944	\$ ---	\$ 127,312	\$ 111,398	\$ 478,660	\$ 75,933	\$ 39,601	\$ 594,194
Contract Services -										
Public Service Ambassadors	---	---	---	---	---	832,639	832,639	---	---	832,639
Clean Sweep Ambassadors	---	---	---	---	---	684,682	684,682	---	---	684,682
Street Beautification	---	---	---	---	---	380,938	380,938	---	---	380,938
Other Contracted Services	285,988	43,812	392,036	---	3,990	83,260	809,086	15,799	30,000	854,885
Employee Benefits	6,041	11,080	46,076	---	33,531	29,339	126,067	15,986	3,997	146,050
Payroll Taxes	1,624	2,979	12,389	---	9,016	7,889	33,897	3,549	887	38,333
Postage and Shipping	1,542	---	21	---	2,540	---	4,103	216	27	4,346
Occupancy	---	---	---	---	49,043	---	49,043	2,608	522	52,173
Utilities	8,039	---	---	---	---	---	8,039	13,039	---	21,078
Equipment Rental and Maintenance	12,994	1,280	21,511	---	---	4,627	40,412	---	---	40,412
Insurance	---	---	---	---	17,547	---	17,547	5,862	187	23,596
Depreciation and Amortization	17,549	16,853	11,713	---	---	16,361	62,476	14,935	---	77,411
Personal Property Tax	---	---	---	---	---	6,406	6,406	---	---	6,406
Event Entertainment	598	34,674	44,009	---	---	6,043	85,324	14,101	---	99,425
Event Decoration	39,116	---	1,557	---	---	---	40,673	---	---	40,673
Food and Beverages	14,898	29,966	16,424	---	4,623	3,223	69,134	7,518	---	76,652
Supplies	24,771	36,377	63,823	---	9,813	---	134,784	10,464	---	145,248
Accounting Fees	---	---	1,217	---	---	---	1,217	79,885	---	81,102
Legal Fees	---	---	---	---	11,107	---	11,107	33,320	---	44,427
Dues, Licenses and Permits	2,360	9,804	23,002	403	5,387	---	40,956	5,442	---	46,398
Bank Charges	7,946	323	96	160	---	---	8,525	499	---	9,024
Cost of Goods Sold	10,340	1,321	---	---	---	---	11,661	---	---	11,661
Assessment Settlement Expense	---	---	---	---	---	---	---	39,304	---	39,304
Advertising and Marketing	125,270	377,985	38,595	---	9,987	---	551,837	940	---	552,777
Donations to Others	---	---	---	159,699	---	---	159,699	---	---	159,699
Information Technology	---	---	---	---	24,033	---	24,033	6,409	1,602	32,044
Awards and Promotions	---	---	---	---	14,191	---	14,191	755	151	15,097
Bad Debt Expense	---	---	1,435	---	---	---	1,435	---	---	1,435
Business Meals and Travel	---	2,610	9,144	---	10,426	6,043	28,223	14,101	---	42,324
Interest	---	---	---	---	---	39	39	---	---	39
Miscellaneous	---	1,000	1,064	---	---	---	2,064	---	---	2,064
TOTAL EXPENSES	\$ 582,011	\$ 612,135	\$ 859,056	\$ 160,262	\$ 332,546	\$ 2,172,887	\$ 4,718,897	\$ 360,665	\$ 76,974	\$ 5,156,536
CHANGE IN NET ASSETS	\$ (469,896)	\$ (525,415)	\$ (436,308)	\$ (115,306)	\$ 4,085,327	\$ (2,142,887)	\$ 395,515	\$ (173,536)	\$ (76,974)	\$ 145,005