

BUSINESS IMPROVEMENT DISTRICT NO. 48

**Granville
Business Improvement District**

2014 PROPOSED OPERATING PLAN

August , 2013

I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created S. 66.1109 of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration)

The City of Milwaukee has received a petition from property owners which requests creation of a Business Improvement District for the purpose of revitalizing and improving the Granville area neighborhood on Milwaukee's northwest side (see Appendix B). The BID law requires that every district have an annual Operating Plan. This document is the initial Operating Plan for the proposed Granville Business Improvement District. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

B. Physical Setting

The area is roughly bounded by: 60th Street on the East, 95th Street on the West, Glenbrook Road on the North and Good Hope Road on the South.

II. DISTRICT BOUNDARIES

Boundaries of the proposed district are shown on the map in Appendix C of this plan. A listing of the properties included in the district is provided in Appendix D.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of the Granville Business Improvement District is to: enhance the economic viability of local businesses, enhance property values, maximize business facilities (general commerce, dining, and entertainment), market and promote the friendliness and quality of services, enhance the community image through safety and beautification, and overall develop area growth.

B. Proposed Activities – Year Two

Principle activities to be engaged in by the district during its second year of operation will include:

- a. Continue to develop collaboration with the Milwaukee Police District Four and work with the police and area businesses, property managers, and residents to work on existing safety initiatives, create new initiatives as needed, create business park, retail area, and property manager communication chains, conduct safety seminars, engage youth with police, develop new safety strategies as needed, and be the BID partners and property manager liaison and facilitator with the police.
- b. Enhance the area's image through beautification – maintenance and related activities

- c. Actively work on economic retention and economic growth and expansion in the BID area. This will encompass outreach to BID partners, community building, workforce development partnerships, promotion of BID area to developers and site seekers, and collaboration with partners who can help BID partners grow and prosper.
- d. Continue to develop marketing and promotional programs, strategies, and events to promote the district and foster collaborative partnerships and growth.

C. Proposed Expenditures – Approximately \$335,000 in 2014.

Proposed Budget

Category/Item	Budget
Beautification and Identity	
Neighborhood clean-ups, signage and boulevard enhancement (trees, perennials, etc.)	\$73,500
Community Outreach Initiatives	\$56,000
Work with police, property managers, businesses, residents.	
Economic Retention/Expansion/Growth	\$54,000
Working directly with partners, businesses, workforce development, education to foster retention, expansion, and growth	
Marketing and Promotion	
Development and implementation of activities to increase awareness of the positive attributes and opportunities in the district. (public relations, advertising collaboration, marketing materials, newsletters, surveys and special events, website)	\$88,500
Administration and Management	
Management services: Oversight, member communication, administrative support, annual audit, office space/rental, liability insurance, memberships, office supplies, mailings, misc. etc.	\$63,000
Total	\$ 335,000
Reserve	\$66,000
Assessments	\$ 335,000
Interest/Dividends(5% interest/variable)	\$3000
Sponsorships/Fund Raising	\$10,000

D. Financing Method

It is proposed to raise \$335,000 through BID assessments in Milwaukee (see Appendix D). Future miscellaneous income will be from interest on reserves. Sponsorship revenue is anticipated for special programs and marketing efforts. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

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IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

The assessment method will be on the current year general property assessment that is established by the City of Milwaukee. The rate will be approximately \$1.09 per \$1000 of assessed value subject to a \$218 minimum and \$2,180 maximum per property.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$2,180 per parcel will be applied.

As of January 1, 2012, the property in the proposed district had a total assessed value of over \$477,546,851. This plan proposed to assess the property in the district at a rate of \$1.09 per \$1,000.00 of assessed value, subject to the minimum and maximum assessment, for the purposes of the BID.

Appendix D shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

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

1. State Statute 66.1109(1)(f)Im: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix D, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

