



THE MENOMONEE RIVER VALLEY  
BUSINESS IMPROVEMENT DISTRICT NO. 26  
2021-22 Operating Plan  
2020-21 Annual Report  
- Sep 1, 2021

**Program Staff**

Catrina Crane  
Director of Workforce & Business Solutions

Bri Dobiesz  
Communications & Fundraising Coordinator

Michelle Kramer  
Director of Marketing & Business Development

Nia Smith  
Workforce Program Coordinator

Corey Zetts  
Executive Director

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## INTRODUCTION

### BACKGROUND

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) 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.)

In 1998, The City of Milwaukee developed a Master Plan for the Valley, with the support of the Menomonee Valley Business Association. The City of Milwaukee received a petition from property owners that requested the creation of a Business Improvement District for the purpose of revitalizing and improving the Menomonee Valley business area, which is located in the heart of Milwaukee (see Appendix A). The Menomonee Valley Business Improvement District (BID #26) was formed (Resolution #990931) in 1999.

The BID law requires that every district have an annual Operating Plan. This document serves as the Operating Plan for the proposed Menomonee Valley district. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

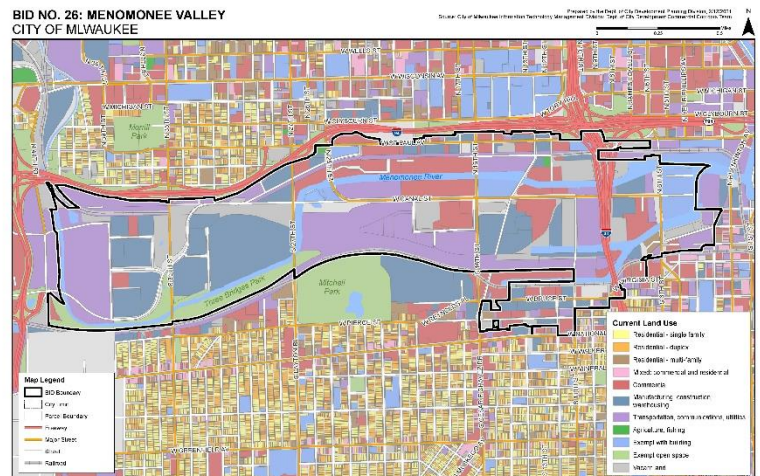
### PHYSICAL SETTING

The Menomonee Valley is comprised of approximately 1,200 acres in the heart of Milwaukee, along the lower three miles of the Menomonee River. Historically a wild rice marsh, then the industrial core of the city, the Valley today is a unique mix of manufacturing businesses, parks and trails, and some of the largest entertainment destinations in Wisconsin.

### DISTRICT BOUNDARIES

When created in 1999 the Menomonee Valley’s original district boundaries were I-94 on the north, the confluence of the Menomonee and Milwaukee Rivers on the East, Bruce Street and the Soo Line railroad tracks on the south, and WI-175 on the west. In 2018 the passage of state legislation made it possible for the Business Improvement District to add property that is contiguous to the current southern boundary. As a result of the expansion efforts in 2019, the boundary was expanded on the south to include Virginia, Bruce and Pierce Streets.

Boundaries of the Menomonee Valley Business Improvement District (“district”) are shown on the map in Appendix A of this plan. A listing of the properties included in the district is provided in Appendix B.



## 2021-22 PLAN OBJECTIVES

The objective of the BID is to contribute to the redevelopment of the Menomonee Valley and provide important business services to the businesses within the district.

Large-scale activities to be engaged in by the district during its 2021-22 fiscal year of operation will include:

- Support the 150+ employers of the Menomonee Valley by developing workforce strategies and programs that help strengthen their relationship to the local community and workforce entities.
- Plan and coordinate strategic planning initiatives for Valley businesses located in the recently added sections of Virginia, Bruce, and Pierce Streets.
- Create new virtual platforms for the Menomonee Valley Career Discovery Initiative to continue engaging neighborhood youth in discovering career pathways in high-demand careers that are found in the Valley.
- Conduct a study on St. Paul Ave. to work towards traffic calming
- Facilitate training opportunities for all levels of employees of the Menomonee Valley through the Workforce Advancement Training (WAT) program in partnership with MATC.
- Expand the Discovery Career Initiatives Internship Program by creating experiences for employers to hire and spotlight careers to youth exploration and college intern employment. These programs will have an emphasis on building minority connections to help diversify the pool of candidates of Valley employers.
- Support Valley businesses' participation in JobUp Milwaukee to help build their pipeline of skilled employees. In partnership with MATC, YWCA, and Havenwoods BID we assist with placing MATC students in in-demand jobs at Valley companies as well as helping incumbent workers gain skills and credentials needed to move up the career ladder at their employer.
- Coordinate a series of discussions and trainings through the Valley Talks Initiative and Equitable Leaders professional development opportunities that promote social equity in the Menomonee Valley and build an inclusive workplace environment.
- Support and guide employers as they proactively develop strategic responses to COVID-19-related business and workforce challenges such as workforce needs, childcare resources and operating support.
- Collaborate with partner organizations to address chronic homelessness and aggressive panhandling. The BID will continue to work with neighborhood organizations, partnering BIDs, and government agencies to develop solutions which help maintain the district and support ending chronic homelessness. The BID will also contribute funds towards the Housing First model to ensure that proper resources are available.
- Facilitate redevelopment of the remaining 40 acres of brownfield properties in the Valley to clean contaminated properties, attract new businesses, and create additional jobs, as well as coordinate with redevelopment of the Komatsu site to plan for improved connections to the Valley.
- Engage stakeholders in public infrastructure projects impacting the Valley, including the Muskego Yards project, Burnham Canal, I-94 planning, and stormwater projects.
- Engage public sector partners and community stakeholders in the Milwaukee Estuary Area of Concern effort, aimed at restoring our waterways, and ensuring community engagement in projects that impact our natural resources.
- Market the St. Paul Design District to highlight the many home furnishing and retail establishments within the corridor. Special focus will be on directional signage, walking tours, green initiatives, and events to draw new visitors to the area as well as make it more visible.
- Implement the BID's business service programs, which include facade improvements, graffiti removal, public space maintenance, public safety and overall marketing of the district.

- Promote the Menomonee Valley by hosting special events year-round, such as Valley Week, kayak and bike tours, to engage Valley employees, area residents and visitors to discover and explore the opportunities and amenities in the Valley.
- Develop and implement a beautification program for the Valley, including murals, signage, and improvements in and around public spaces throughout the Valley.

**PROPOSED DISTRICT BUDGET**

**INCOME AND EXPENSES**

INCOME	2021 Budget
2021 Special Assessments	218,973
Menomonee Valley Business Association Dues	500
<b>Total Income</b>	<b>219,473</b>
EXPENSES	
Contract with Menomonee Valley Partners	150,000
Workforce Development Programming	10,000
Workforce Advancement Training Program	7,750
Valley Circles programming	2,500
Planning for Virginia, Bruce, and Pierce Streets	5,000
Exterior Enhancements Grant program	15,000
Beautification program	15,000
Marketing fund	15,000
Maintenance fund	5,000
Graffiti removal	2,500
Housing First Outreach sponsorship	5,000
Valley Week Sponsorship	2,500
Hank Aaron State Trail Run/Walk sponsorship	3,000
Insurance	1,450
Audit	1,250
<b>Total Expenses</b>	<b>240,950</b>
<b>Net Assets as of June 30, 2020</b>	<b>\$260,959.11</b>

It is proposed to raise \$260,959.11 through BID assessments and fees collected (see Appendix B); expenses are projected to be \$240,950 drawing from the BID’s reserves for special projects this year. 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.

**ORGANIZATION OF DISTRICT BOARD**

State law 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.

It is recommended that the BID board be structured and operate as follows:

1. Board Size – Nine
2. Composition – The majority of members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years.
4. Compensation – None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board will contract with Menomonee Valley Partners to staff implementation of the Operating Plan.
8. Meetings - The board shall meet regularly, at least twice each year. The board shall follow rules of order (“by laws”) to govern the conduct of its meetings.

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

The 2021-2022 BID Board is comprised of the following members:

Chair: Joyce Koker  
Harley-Davidson Museum  
Joyce.Koker@harley-davidson.com

Vice-Chair: Tracey Heber  
Stamm Technologies  
theber@stammtech.com

Treasurer: Jeff Morgan  
Allied Insulation Supply Co.  
jmorgan@alliedinsulation.com

Secretary: Dan Sterk  
Rexnord Industries, LLC  
Dan.Sterk@rexnord.com

Dave Emmerich (upon approval)  
Potawatomi Hotel & Casino  
D.Emmerich@PaysBig.com

John Brennan  
J.M. Brennan Inc.  
JohnB@JMBrennan.com

Ron Moore  
Automation Arts  
Ron@automationarts.com

Thomas Olejniczak  
Harwood Architectural Studios  
Tom.Olejniczak@hecl.com

Larry Stern  
Standard Electric Supply  
lstern@standardelectricsupply.co

## ASSESSMENT RATE AND METHOD

To support the District Board's budget for calendar year 2021, the City of Milwaukee shall levy in 2021 and carry into the tax rolls for inclusion in tax bills to be sent out in December 2021 special assessments on all properties in the District subject to special assessment. Property that is not tax-exempt shall be included in the property subject to special assessment. The District Board uses a special assessment formula, whereby each tax key number parcel is assessed at the rate of \$1.65 per \$1,000 in assessed property value, subject to a minimum assessment per tax key number parcel of \$400 and a maximum assessment per tax key number parcel of \$4,000.

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 various assessment methods, the BID Board 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 rate based on the assessed value of the property was selected as the basic assessment methodology for this BID.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportionate assessment of a small number of high value properties, a maximum assessment of \$4,000 per parcel will be applied, and a minimum assessment of \$400 per parcel will be applied.

As of January 1, 2021, the property in the proposed district had a total assessed value of more than \$353 million. This plan proposed to assess the property in the district at a rate of \$1.65 per \$1,000.00 of assessed value, subject to the maximum and minimum assessments, for the purposes of the BID.

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

## 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(5) (a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix B, as revised each year.
2. 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.

## APPENDICES

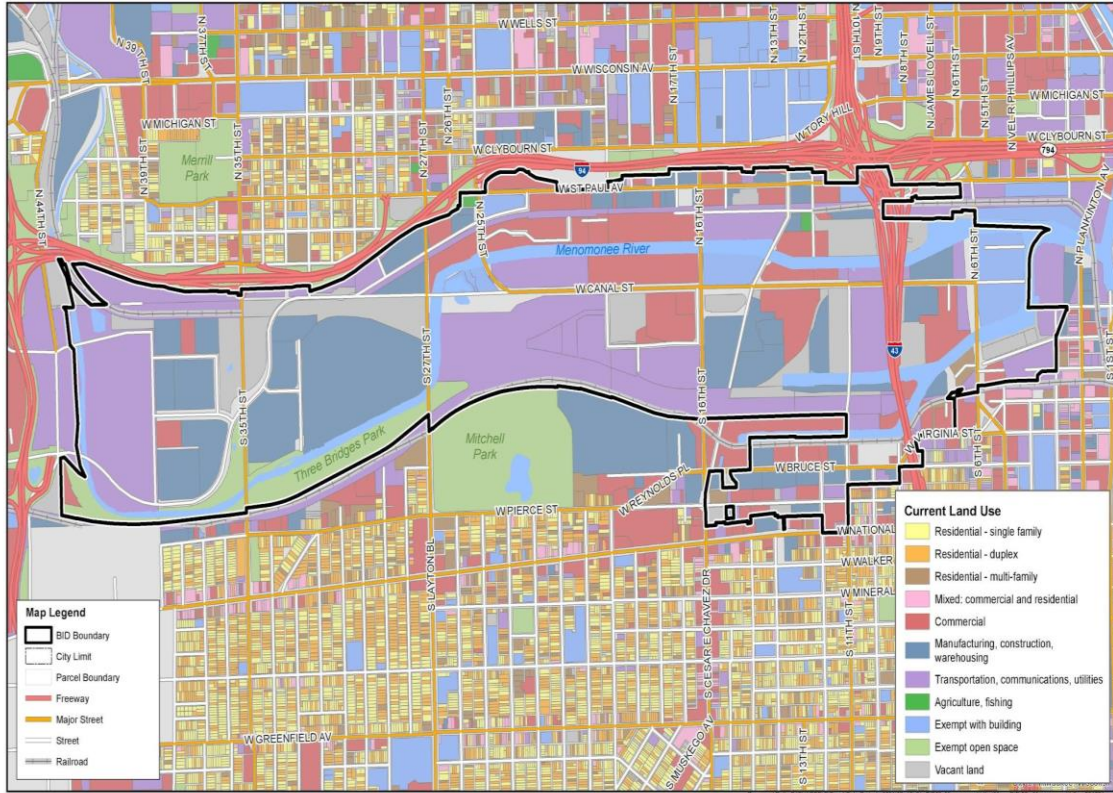
- A. DISTRICT BOUNDARIES & EXPANSION BOUNDARIES
- B. 2021 PROJECTED ASSESSMENTS
- C. 2021-22 ANNUAL REPORT
- D. 2020 AUDIT



# APPENDIX A: DISTRICT BOUNDARIES

## BID NO. 26: MEMOMONEE VALLEY CITY OF MLWAUKEE

Prepared by the Dept. of City Development Planning Division, 2/12/2021  
Source: City of Milwaukee Information Technology Management Division; Dept. of City Development Commercial Corridors Team



**APPENDIX B: 2021 PROJECTED ASSESSMENTS, SORTED BY TAX KEY**

<b>Taxkey</b>	<b>Class</b>	<b>Owner1</b>	<b>Assessable Total</b>	<b>AMNT</b>
3970001113	Local Commercial	HD MILW LLC	\$ 12,019,700.00	\$4,000.00
3980181100	Manufacturing	JRB VIII LLC	\$ 76,200.00	\$400.00
3980303110	Special Mercantile	ST MARY'S CEMENT INC	\$ 1,632,000.00	\$2,692.80
3980305112	Local Commercial	ST MARY'S CEMENT	\$ 117,000.00	\$400.00
3980403100	Manufacturing	JRB VIII LLC	\$ 2,010,400.00	\$3,317.16
3980698100	Local Commercial	CREAM CITY YARDS LLC	\$ 640,300.00	\$1,056.50
3980700100	Local Commercial	CREAM CITY YARDS LLC	\$ 188,000.00	\$400.00
3980702000	Local Commercial	CALEDONIA PROPS 1635 LLC	\$ 1,657,500.00	\$2,734.88
3980705110	Manufacturing	STONE PROPERTIES LLC	\$ 488,000.00	\$805.20
3980705120	Local Commercial	GARNET ABRASIVE & WATER	\$ 229,800.00	\$400.00
3980707000	Local Commercial	1739 W ST PAUL LLC	\$ 350,300.00	\$578.00
3980713000	Local Commercial	HENRY ALBERT & SANDRA ALBERT	\$ 289,100.00	\$477.02
3980803112	Manufacturing	CR INTERNATIONAL INC	\$ 1,233,700.00	\$2,035.61
3980805000	Special Mercantile	ANCHOR ENTERPRISES II	\$ 690,400.00	\$1,139.16
3980906111	Local Commercial	GIUFFRE I LLC	\$ 1,373,300.00	\$2,265.95
3981211000	Local Commercial	WISCONSIN ELECTRIC POWER CO	\$ 38,400.00	\$400.00
3981212110	Local Commercial	CANAL STREET YACHT CLUB LLC	\$ 582,480.00	\$961.09
3981221100	Local Commercial	H D MILW LLC	\$ 677,382.00	\$1,117.68
3981232100	Manufacturing	254 NORTH EMMER LANE LLC	\$ 780,200.00	\$1,287.33
3981241000	Local Commercial	MYRIAD PROPERTY GROUP LLC	\$ 665,600.00	\$1,098.24
3981242000	Special Mercantile	ASTOR APTS LTD PTN	\$ 4,650,500.00	\$4,000.00
3981261000	Local Commercial	MV3, LLC	\$ 620,000.00	\$1,023.00
3981291000	Special Mercantile	STANDARD ELECTRIC SUPPLY CO	\$ 2,088,500.00	\$3,446.03
3990013110	Manufacturing	WISC INVESTMENT CO LLC	\$ 1,036,600.00	\$1,710.39

3990026000	Manufacturing	MONITOR CORP	\$ 572,100.00	\$943.97
3990213111	Local Commercial	1922 WEST ST PAUL LLC	\$ 70,300.00	\$400.00
3990215110	Manufacturing	RML HOLDINGS LLC	\$ 161,100.00	\$400.00
3990229110	Local Commercial	BURLINGTON MCSORLEY II LLC	\$ 244,300.00	\$403.10
3990231111	Local Commercial	LCM FUNDS 30 ST PAUL LLC	\$ 34,100.00	\$400.00
3990271000	Local Commercial	SOBELMANS 1900 LLC	\$ 240,864.00	\$400.00
3990272000	Local Commercial	YVONNE M ZAFFIRO IRR	\$ 19,800.00	\$400.00
3990281100	Local Commercial	CANAL ST LLC	\$ 1,627,200.00	\$2,684.88
3990292000	Special Mercantile	HENRY ALBERT &	\$ 275,100.00	\$453.92
3990311000	Local Commercial	CCK PROPERTIES III LLC	\$ 345,600.00	\$570.24
3990312000	Local Commercial	PRUNE LLC	\$ 717,500.00	\$1,183.88
3990331000	Special Mercantile	JBB HOLDINGS LLC	\$ 762,000.00	\$1,257.30
3990332000	Special Mercantile	1825 W SAINT PAUL, LLC	\$ 636,100.00	\$1,049.57
3999990100	Manufacturing	CR INTERNATIONAL INC	\$ 95,500.00	\$400.00
3999991100	Manufacturing	CR INTERNATIONAL INC	\$ 1,373,000.00	\$2,265.45
3999997100	Local Commercial	1435 CORPORATION	\$ 198,800.00	\$400.00
3999997200	Special Mercantile	READCO	\$ 585,800.00	\$966.57
4000401110	Local Commercial	DOGS WORLD LLC	\$ 352,000.00	\$580.80
4000774110	Special Mercantile	2326 LLC	\$ 1,213,400.00	\$2,002.11
4000784110	Local Commercial	HENRY ALBERT & SANDRA ALBERT	\$ 597,000.00	\$985.05
4000786110	Local Commercial	RET PROPERTY DEVELOPEMENT LL	\$ 492,600.00	\$812.79
4000788100	Local Commercial	KI 2045 W. ST PAUL AVE LLC	\$ 439,300.00	\$724.85
4000789110	Local Commercial	BRENNAN FAMILY	\$ 3,380,000.00	\$4,000.00
4000971000	Local Commercial	ZHV LLC	\$ 5,430,900.00	\$4,000.00
4000972000	Local Commercial	ZHV LLC	\$ 965,000.00	\$1,592.25

4001011000	Local Commercial	FFN HOLDINGS	\$ 972,600.00	\$1,604.79
4009990000	Local Commercial	ALMACEN DEVELOPMENT LLC	\$ 290,700.00	\$479.66
4009991110	Local Commercial	ALMACEN DEVELOPMENT LLC	\$ 476,700.00	\$786.56
4009991215	Special Mercantile	2612 GREVES LLC	\$ 1,070,000.00	\$1,765.50
4009995118	Special Mercantile	GIUFFRE I LLC	\$ 647,700.00	\$1,068.71
4009998111	Manufacturing	DIEDRICH ACQUISITIONS LLC	\$ 1,225,400.00	\$2,021.91
4019999110	Manufacturing	THIELE TANNING CO	\$ 689,800.00	\$1,138.17
4230001000	Local Commercial	JOHN F STIMAC JR	\$ 535,800.00	\$884.07
4230016000	Special Mercantile	CALEFFI NORTH AMERICA INC	\$ 2,849,600.00	\$4,000.00
4230021000	Manufacturing	VALTAY LLC	\$ 2,971,800.00	\$4,000.00
4230031000	Special Mercantile	HSI INDUSTRIAL I LLC	\$ 7,535,000.00	\$4,000.00
4230032000	Manufacturing	INGETEAM INC	\$ 7,217,100.00	\$4,000.00
4230042000	Manufacturing	CAM-JWM LLC	\$ 11,066,200.00	\$4,000.00
4230051000	Manufacturing	53RD STREET IP LLC	\$ 3,934,100.00	\$4,000.00
4230052000	Manufacturing	DOUBLE CLUTCH LLC	\$ 2,944,200.00	\$4,000.00
4230061000	Manufacturing	MULHANEY PROPERTIES, LLC	\$ 2,918,100.00	\$4,000.00
4240311100	Manufacturing	PALERMO PROPERTIES , LLC	\$ 13,579,600.00	\$4,000.00
4240321000	Manufacturing	BRIOHN VENTURES III LLC	\$ 3,176,100.00	\$4,000.00
4240322000	Special Mercantile	TRIONY MILWAUKEE LLC	\$ 5,430,100.00	\$4,000.00
4249998111	Manufacturing	REXNORD INDUSTIES LLC	\$ 10,314,300.00	\$4,000.00
4250001000	Local Commercial	FOREST COUNTY POTAWATOMI	\$ 806,400.00	\$1,330.56
4250002000	Local Commercial	FOREST COUNTY POTAWATOMI	\$ 175,800.00	\$400.00
4250003000	Local Commercial	FOREST COUNTY POTAWATOMI	\$ 160,000.00	\$400.00
4260022100	Manufacturing	ALDRICH CHEMICAL CO INC	\$ 1,208,900.00	\$1,994.69
4260033120	Manufacturing	EMMPACK FOODS INC	\$ 2,986,300.00	\$4,000.00
4260061110	Local Commercial	FOREST COUNTY POTAWATOMI	\$ 204,500.00	\$400.00
4260071113	Local Commercial	FOREST COUNTY POTAWATOMI	\$ 802,500.00	\$1,324.13
4260072110	Local Commercial	FOREST COUNTY POTAWATOMI	\$ 195,000.00	\$400.00

4260101000	Special Mercantile	CHRISTOPHER M COAKLEY	\$ 741,500.00	\$1,223.48
4260102000	Special Mercantile	CHRISTOPHER M COAKLEY	\$ 103,100.00	\$400.00
4260111000	Special Mercantile	FOREST COUNTY POTAWATOMI	\$ 97,175,800.00	\$4,000.00
4260131000	Local Commercial	PFC INC	\$ 57,800.00	\$400.00
4260132100	Special Mercantile	CANAL ST INVESTMENTS LLC	\$ 11,440,100.00	\$4,000.00
4260132200	Special Mercantile	WISCONSIN ELECTRIC POWER CO	\$ 467,500.00	\$771.38
4260133000	Manufacturing	EMMPACK FOODS INC	\$ 947,700.00	\$1,563.71
4260141000	Local Commercial	FOREST COUNTY POTAWATOMI	\$ 35,891,700.00	\$4,000.00
4269958112	Local Commercial	FOREST COUNTY POTAWATOMI	\$ 386,800.00	\$638.22
4269958200	Local Commercial	FOREST COUNTY POTAWATOMI	\$ 14,900.00	\$400.00
4269965112	Local Commercial	SOO LINE RAILROAD COMPANY	\$ 325,000.00	\$536.25
4269970100	Manufacturing	SUNLITE BUILDING CORP	\$ 474,600.00	\$783.09
4269971000	Local Commercial	F STREET 1512 LLC	\$ 1,031,300.00	\$1,701.65
4269972000	Local Commercial	SUNLITE BUILDING CORPORATION	\$ 113,000.00	\$400.00
4269974000	Manufacturing	VIADUCT VENTURES LLC	\$ 305,100.00	\$503.42
4269977100	Manufacturing	MID-CITY FOUNDRY CO	\$ 534,700.00	\$882.26
4269979000	Local Commercial	ROADSTER LLC	\$ 62,800.00	\$400.00
4269985000	Manufacturing	MID-CITY FOUNDRY CO	\$ 412,300.00	\$680.30
4269986000	Special Mercantile	GRAYMONT WESTERN LIME INC	\$ 738,000.00	\$1,217.70
4270101100	Local Commercial	754 PARKING LLC	\$ 211,900.00	\$400.00
4270103100	Special Mercantile	LCM FUNDS 21 BOTTLING	\$ 29,900.00	\$400.00
4270104100	Special Mercantile	AHMED A KAHIN	\$ 307,300.00	\$507.05
4270135110	Manufacturing	RAPHAEL INDUSTRIES INC FKA	\$ 570,100.00	\$940.67
4270135200	Special Mercantile	BRITAIN BROTHERS LLC	\$ 796,500.00	\$1,314.23
4270150000	Special Mercantile	JOUDA LLC	\$ 706,200.00	\$1,165.23

4270162111	Local Commercial	G-FF LLC	\$ 239,500.00	\$400.00
4270165110	Local Commercial	GARDEN FRESH FOODS INC	\$ 171,600.00	\$400.00
4270168100	Local Commercial	BRUCE REAL ESTATE LLC	\$ 587,800.00	\$969.87
4270170112	Local Commercial	ACADEMY OF EXCELLENCE, INC.	\$ 2,521,300.00	\$4,000.00
4270203111	Local Commercial	WISCONSIN ELECTRIC POWER CO	\$ 352,800.00	\$582.12
4270207100	Local Commercial	BERNARD KLEIN	\$ 124,200.00	\$400.00
4270210112	Local Commercial	SOO LINE RAILROAD COMPANY	\$ 57,400.00	\$400.00
4270401110	Special Mercantile	SILO MARINA LLC	\$ 100,100.00	\$400.00
4270406110	Special Mercantile	WISCONSIN ELECTRIC POWER CO	\$ 40,000.00	\$400.00
4270409121	Special Mercantile	SROA 1201 W CANAL WI LLC	\$ 2,714,700.00	\$4,000.00
4270411120	Local Commercial	SOO LINE RAILROAD COMPANY	\$ 294,300.00	\$485.60
4270417110	Local Commercial	TRIPLE S AUTO PARTS INC	\$ 164,500.00	\$400.00
4270418100	Special Mercantile	KIN TRUCKING LLC	\$ 141,300.00	\$400.00
4270422100	Local Commercial	CRUZ M ACOSTA PEDROZA	\$ 50,700.00	\$400.00
4270422200	Local Commercial	DOMINGO MUNOZ	\$ 67,800.00	\$400.00
4270425000	Local Commercial	AKSS, LLC	\$ 659,800.00	\$1,088.67
4270426000	Local Commercial	BERNARD KLEIN	\$ 206,200.00	\$400.00
4270427000	Special Mercantile	LCM FUNDS 33 DONGES LLC	\$ 756,300.00	\$1,247.90
4270531100	Local Commercial	H D MILW LLC	\$ 761,600.00	\$1,256.64
4270541000	Local Commercial	WISCONSIN ELECTRIC POWER CO	\$ 412,200.00	\$680.13
4270542111	Special Mercantile	LONE STAR INDUSTRIES AKA	\$ 2,400,000.00	\$3,960.00
4270551000	Special Mercantile	MKE ATLAS TIMBERS LLC	\$ 11,814,600.00	\$4,000.00
4270553000	Special Mercantile	LCM FUNDS 21 BOTTLING	\$ 6,314,000.00	\$4,000.00

4270571100	Local Commercial	TOTORADCO LLC	\$ 389,500.00	\$642.68
4270591000	Mercantile Apartments	BUILDING 41 LLC	\$ 771,000.00	\$1,272.15
4270601000	Mercantile Apartments	DOCKS BUILDING LLC	\$ 1,437,358.00	\$2,371.64
4270602000	Mercantile Apartments	TANNERY REMNANTS	\$ 105,000.00	\$400.00
4270611000	Local Commercial	RIVER FUTURES LLC	\$ 984,800.00	\$1,624.92
4281021000	Special Mercantile	BUILDING 41 LLC	\$ 995,300.00	\$1,642.25
4281024000	Special Mercantile	BUILDING 41 LLC	\$ 55,700.00	\$400.00
4281051000	Special Mercantile	SIXSIBS LLC	\$ 228,900.00	\$400.00
4281052000	Special Mercantile	SIXSIBS LLC	\$ 857,400.00	\$1,414.71
4281061000	Special Mercantile	SIXSIBS LLC	\$ 1,846,100.00	\$3,046.07
4281062000	Special Mercantile	REXNORD INDUSTRIES LLC	\$ 16,688,000.00	\$4,000.00
4320918100	Manufacturing	GARDEN FRESH REAL ESTATE LLC	\$ 203,900.00	\$400.00
4320939000	Local Commercial	GARDEN FRESH FOODS INC	\$ 10,600.00	\$400.00
4320941100	Local Commercial	GARDEN-FRESH FOODS INC	\$ 12,849.00	\$400.00
4320942000	Local Commercial	GARDEN-FRESH FOODS INC	\$ 5,000.00	\$400.00
4320943000	Local Commercial	GARDENFRESH FOODS INC	\$ 6,841.00	\$400.00
4321081000	Manufacturing	GARDEN FRESH FOODS INC	\$ 1,661,500.00	\$2,741.48
4331503110	Manufacturing	KFA LLC	\$ 132,700.00	\$400.00
4332312000	Local Commercial	MARY ELLEN PEREZ	\$ 50,700.00	\$400.00
4339994000	Local Commercial	CDM WISCONSIN PROPERTIES	\$ 43,000.00	\$400.00
4339995100	Manufacturing	SUNLITE BUILDING CORP	\$ 300,400.00	\$495.66
4339997000	Manufacturing	SUNLITE BUILDING CORP	\$ 114,500.00	\$400.00
			\$ 353,048,374.00	\$218,972.65

## Menomonee Valley Business Improvement District (BID #26) Annual Report, July 2020 – June 2021

### BID #26 Financial Relationship with Menomonee Valley Partners

In August 2020, BID #26 renewed its annual contract with Menomonee Valley Partners, Inc. (MVP) entering into an agreement through which MVP staffs and implements the BID's annual Operating Plan.

### Total Assessed Value of Properties within District

For 2020-2021 the total assessed value of Valley properties had an increase of **\$35.3M** over the past year to **\$344,422,836.00**. The Valley has seen redevelopment of several properties as well as new businesses that are relocating to the district. The total assessed value in 2019-2020 was **\$309M**.

Impact of the BID this year:

### Economic Development



**Rite-Hite Plans Global Headquarters** Rite-Hite, a world leader in the manufacture and sale of loading dock equipment, is building new global headquarters in the remaining 9.3 acres in Reed Street Yards and will bring more than 300 employees to the campus.

**Wisconsin DNR Moving to the Valley** The Wisconsin Department of Natural Resources relocated its southeast Wisconsin headquarters to a larger building at 1001 W. St. Paul Ave. It services about 5,500 people a year and is home to 90+ DNR employees.

**All Hands Boatworks Completes Renovation** All Hands Boatworks renovated the boatyard at the Emmer Lane Boat Launch. The nonprofit uses the boatyard to teach youth to work together to build wooden boats, gain valuable work experience, and row their boats on our rivers for recreation and education.

**BrewCity CrossFit Expands** BrewCity CrossFit (1539 W. St. Paul Ave) expanded their 11,000-square-foot facility by a 4,500-square-foot to add space for weightlifting, turf for pushing sleds, and a café for members. They also welcomed Milwaukee Barbell, an Olympic style weightlifting club, to their facility.

**Silos to Become Marina** Jerry's Silo Marina is moving to the Valley, taking over the long vacant grain silos along the South Menomonee Canal. The Marina will use the vacant land by the grain silos to store boats and build many of the docks that line Milwaukee's rivers.

**Businesses Benefit from Synergies in Maturing Design District** Nearly a dozen locally owned design and decor businesses call Milwaukee's maturing St. Paul Ave Design District home - and offerings expanded! House of Stone is working on a major renovation that will boast a new showroom, six full size kitchen displays, and a Designer Locker Room that designers can use for free to meet with clients.

### Events

- **Partners Celebrate Completion of Menomonee Valley - From the Ground Up**  
Once home to the state's largest brownfield, the Valley now supports wildlife and engages children in the wonders of nature as a result of a decade long effort dubbed From the Ground Up, which resulted in Three Bridges Park, an extension of the Hank Aaron State Trail, and Urban Ecology Center - Menomonee Valley branch. The partnership that led this project is coming to an end with the last donations collected in a \$25 million public-private fundraising campaign.

Valley Week returned with a mix of socially distanced, in-person events as well as virtual experiences from September 12 to 19. With a self-guided public art bike tour, blood drive, online cocktail class, sunset kayak tour,



- virtual luncheon with John Gurda, and more, Valley Week still highlighted the many reasons the Valley is a great place to visit and a great place to work! More than 400 participants joined in on the fun!
- The **Menomonee Valley Business Association** pivoted its programming to meet virtually. Recent meetings have been conducted virtually. In addition to regular government and policy updates, topics in 2020 included: supporting remote workers, workforce morale, COVID updates, racial equity, and youth mentorship opportunities.

### Workforce Initiatives

- **Trainings Offered to Valley Employees**

MVP partnered with MRA to provide training opportunities for Valley leadership to manage the unexpected challenges of 2020. *What Leaders Need to Know*, a five-part webinar series provided trainings on topics such as: building resilience, leading our team through change, and managing stress and uncertainty. Employees also participated in the MRA Diversity, *Equity & Inclusion Leadership Conference* to gain insights from industry leaders on how to improve workplace diversity.



*YWCA Conversations on Race*

We partnered with the YWCA to offer two courses on race: Conversations on Race and Unlearning Racism.

- **MVP Joins Racial Equity Coalition**

MVP joined a new national coalition to develop training programs that forge a more racially inclusive future for manufacturing. The coalition was launched by The Century Foundation (TCF), the Urban Manufacturing Alliance (UMA), and seven other urban workforce development organizations.

- **Connecting Students to Careers**

MVP partnered with Milwaukee Public Schools to host virtual career panels to teach students about a variety of career pathways that can be found in the Menomonee River Valley. Each panel focused on a different job sector and featured 4-6 panelists to discuss their roles with high school students.

### Beautification & District Infrastructure

#### **Green Infrastructure Protecting Local Waters**

The Milwaukee Metropolitan Sewerage District (MMSD), the City of Milwaukee, and the Wisconsin Department of Transportation collaborated to turn the area under I-794 into a green infrastructure project. This 16-acre site will have capacity to capture 293,000 gallons of stormwater runoff from the interstate that will ultimately protect water quality of the Menomonee River and Lake Michigan. It will also add connections and walking paths from the Valley to the street grid to the north.

- **The Valley Beautification Committee**, a team of dedicated Valley employees, met to develop strategies to make the Valley even more beautiful. Their efforts brought more aesthetic value to high traffic areas such as the 16th Street Viaduct, the 25th Street Roundabout, and the 25th Street/St. Paul Avenue intersection. Employees were also able to adopt metal bins recycled from Rexnord Industries to serve as planters, beautify the area, and give an industrial look.

- **Stew Crews Keep Cleaning During the Pandemic** While MVP did not ask Stew Crews to go out during the pandemic, many Valley businesses continued their dedication to keeping the Valley clean and green. We saw crews out from Charter Wire, Rexnord, Zimmerman Architectural Studios, Palermo's, and JM Brennan. We are always appreciative of all businesses who keep our community thriving.



- The BID managed **graffiti removal** for buildings and park structures throughout the district.

## **District Recognitions**

**St. Paul Ave Businesses Receive Mayor's Design Awards** Two businesses on St. Paul Ave - Bachman Furniture and Christopher Kidd & Associates - received a Mayor's Design Award in the Old vs. New Category. This award recognizes their added value to the neighborhood by restoring and enhancing their properties in a way that both respects the urban fabric and contributes to the character of the neighborhood's surroundings.

### **Rexnord Recognized for Excellence in STEM Education**

Congrats to Rexnord Corporation on winning a Stemmy Award, an award by STEM Forward to recognize excellence in STEM education that better prepares graduates for STEM careers. Rexnord is a strong supporter of the Valley's Career Discovery Initiatives.

APPENDIX D: 2020-21 CERTIFIED AUDIT



2020 ANNUAL REPORT



# RESILIENCE

## IN CHALLENGING TIMES

- 3** Organizational Capacity
- 4** Facilitate Redevelopment
- 7** Facilitate Effective Transportation & Infrastructure
- 8** Connecting Employers and Workforce
- 9** Maintain a Thriving District
- 12** MVP Staff and Board
- 13** Financial Information & Donors
- 14** Donors
- 15** The Outdoors is Always Open



# RESILIENCE IN CHALLENGING TIMES

This past year has seen many unexpected changes. From the COVID-19 pandemic to the racial reckoning of our nation, we have faced many challenges. Throughout this time period, it has been humbling—but never surprising—to see the stakeholders in the Valley come together to support one another.

At a time when nothing was certain, the business leadership in the Valley donated medical equipment, used their production spaces for PPE, and supported workers through a very turbulent time.

Our green spaces were more active than ever, showing a 474% increase in use of Three Bridges Park! Although people could not gather, it is heartening to know that land once known as the state's largest brownfield is abundantly used by the community to enjoy nature.

As we move forward to a new year, we are excited to see how the Valley will continue to adapt, grow, and foster inclusion in all spaces. Thank you for being part of this ever evolving journey!



**Mick Hatch**  
Board Chair



**Bruce Keyes**  
Board President



**Corey Zetts**  
Executive Director



## WHAT WE DO

Menomonee Valley Partners (MVP) plays a key role in the public-private collaboration to develop a revitalized and sustainable Menomonee River Valley. MVP serves as a convener and coordinator by engaging stakeholders, articulating a vision, leveraging funding, and aligning partners to accomplish shared goals.

### MISSION

MVP's mission is to revitalize and sustain the Menomonee River Valley as a thriving urban district that advances economical, ecological, and social equity for the benefit of the greater Milwaukee community.

### VISION

MVP envisions a thriving Valley with a well-balanced mix of industrial, recreational, and entertainment uses that strengthen Milwaukee:



**Economically**, with strong companies and jobs near workers' homes;



**Ecologically**, with sustainable development and environmental stewardship;



**Geographically**, with renewed ties to surrounding neighborhoods; and,



**Equitably**, with opportunities for all.

## STRATEGIC PRIORITIES

- **Recruit and retain** high-yield, high-quality employers
- **Encourage and facilitate** high-quality redevelopment of vacant parcels and underutilized properties
- **Connect** employers to a regional, job-ready workforce and position local workers to be competitive for upcoming employment opportunities
- **Maintain** a thriving, sustainable, urban district, which is home to manufacturing, entertainment, and recreation
- **Provide** effective transportation access and other infrastructure

# ENSURE ORGANIZATIONAL CAPACITY

## STRATEGIC PRIORITY:

Ensure MVP has the organizational capacity to achieve its long-term goals



NIA SMITH  
AmeriCorps  
Public Ally

## MVP'S EFFORTS TO ADVANCE TOWARD EQUITY

Our country has faced hundreds of years of struggle to accept each other's differences, and the Valley is no exception. The recent incidents of racial injustice for citizens like George Floyd, Breonna Taylor, and many others have reminded us how much work is left to do to achieve equity in all spaces. MVP is committed to improving our work in ways that matter. We strive to listen to all those we serve and deepen partnerships that support social justice in our work. We commit to recognize, personally and professionally, where we should lead and where we should support and hold ourselves accountable for working toward inclusivity and justice in the work we do.

Some first steps MVP has committed to:

- requiring annual racial justice training for all employees;
- evaluating all policies and procedures to ensure more inclusive workplace practices; and,
- providing social justice and workplace equity programming open to all Valley employees.

MVP's mission is to ensure the Menomonee River Valley advances economic, ecological, and social equity for the Milwaukee community. As we continue this work, we aim to keep learning and growing.

### Trainings Offered to Valley Employees

MVP partnered with MRA to provide training opportunities for Valley leadership to manage the unexpected challenges of 2020.

*What Leaders Need to Know*, a five-part webinar series provided trainings on topics such as: building resilience, leading our team through change, and managing stress and uncertainty. Employees also participated in the MRA Diversity, Equity & Inclusion Leadership Conference to gain insights from industry leaders on how to improve workplace diversity.

### YWCA Conversations on Race

We partnered with the YWCA Southeast Wisconsin to offer two courses on race: Conversations on Race and Unlearning Racism.

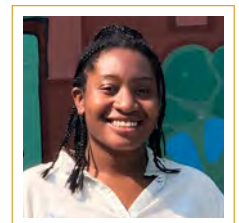
### MVP Joins Racial Equity Coalition



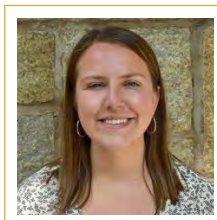
MVP joined a new national coalition to develop training programs that forge a more racially inclusive future for manufacturing. The coalition was launched by The Century Foundation (TCF), the Urban Manufacturing Alliance (UMA), and seven other urban workforce development organizations.

### Partnership with Public Allies

Thanks to the Fund for Lake Michigan, MVP welcomed Nia Smith to our team through Public Allies Milwaukee. Public Allies is a social justice organization committed to changing the face and practice of leadership by recruiting and training talented young leaders, with a passion for social impact, to create meaningful change in our community. In her 10-month term, Nia will partner with other area Allies to connect the community to our waterways.



### Partnership with Marquette University Trinity Fellows



MVP has had a long-standing partnership with the Marquette University Trinity Fellows program, a graduate fellowship program dedicated to developing urban leaders with a commitment to social and economic justice. In 2020, MVP welcomed Bri Dobiesz to the team as our Fellow. She will focus on communications and fundraising through May 2022.

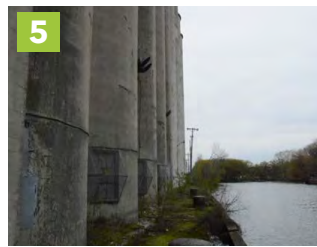
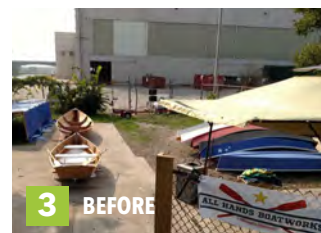
# FACILITATE REDEVELOPMENT

## STRATEGIC PRIORITY:

Encourage and facilitate high-quality redevelopment of vacant parcels and underutilized properties



COREY ZETTS  
Executive Director



### 1. Rite-Hite Plans Global Headquarters

**Rite-Hite**, a world leader in the manufacture and sale of loading dock equipment, industrial doors, safety barriers and high-volume, low-speed industrial fans, is building its **new global headquarters** in the remaining 9.3 acres in Reed Street Yards and will bring more than 300 employees to the campus.

### 2. Wisconsin DNR Moving to the Valley

The Wisconsin Department of Natural Resources is relocating its southeast Wisconsin headquarters to a larger building at 1001 W. St. Paul Ave. Its service center sells hunting and fishing licenses and provides other services to about 5,500 people a year.

### 3. All Hands Boatworks Completes Renovation

**All Hands Boatworks** renovated the boatyard at the **Ember Lane Boat Launch**. The nonprofit

uses the boatyard to teach youth to work together to build wooden boats, gain valuable work experience, and row their boats on our rivers for recreation and education.

### 4. BrewCity CrossFit Expands

**BrewCity CrossFit** (1539 W. St. Paul Ave) expanded their 11,000-square-foot facility by 4,500-square-feet to add space for weightlifting, turf for pushing sleds, and a café for members. They also welcomed **Milwaukee Barbell**, an Olympic style weightlifting club, to their facility.

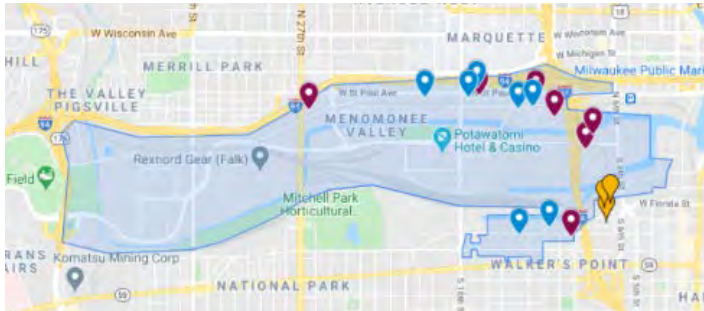
### 5. Silos to Become Marina

Jerry's Silo Marina is moving to the Valley, taking over the long vacant grain silos along the South Menomonee Canal. The Marina will use the vacant land by the grain silos to store boats and build many of the docks that line Milwaukee's rivers.

# FACILITATE REDEVELOPMENT

## New Map Shows Properties for Sale & For Lease in the Valley

To help you better find properties for lease and for sale in the Valley, see the [Valley's new property map](#).



## Partners Celebrate Completion of Menomonee Valley - From the Ground Up

Once home to the state's largest brownfield, the Valley now supports wildlife and engages children in the wonders of nature as a result of a decade long effort dubbed **From the Ground Up**, which resulted in Three Bridges Park, an extension of the Hank Aaron State Trail, and Urban Ecology Center - Menomonee Valley branch.

The partnership that led this project is coming to an end with the last donations collected in a \$25 million public-private fundraising campaign. Thank you to everyone who made this community changing project possible!

See a list of generous donors [here](#).

FROM THIS:



TO THIS:

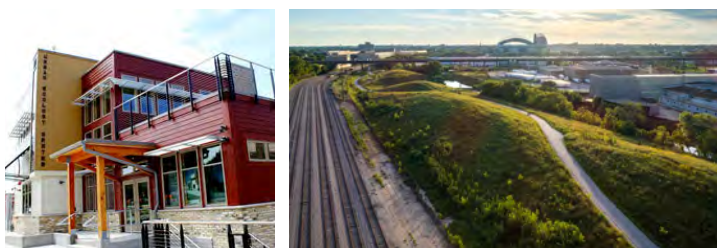


Photo: Eddee Daniel

## State's Largest Brownfield Now Certified as Cleaned Up

The largest single site of industrial contamination in Wisconsin has been certified by the Department of Natural Resources (DNR) as cleaned up.

The 120-acre brownfield was home to the Milwaukee Road Shops, which manufactured and repaired rail cars and locomotives, and at its height was one of Milwaukee's largest employers. After the Milwaukee Road went bankrupt in 1986, the property sat vacant. A century of heavy industrial use by the railroad left the area laden with lead, asbestos, chlorinated solvents, and petroleum.

The massive cleanup that followed resulted in the transformation of the site into the **Menomonee Valley Industrial Center & Community Park** and is home to 14 businesses, 1,400+ employees, and 45 acres of parks and trails along the Menomonee River.

FROM THIS:



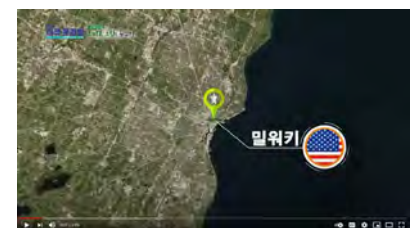
Photo: Eddee Daniel

TO THIS:



## Korean Documentary Features Menomonee Valley Industrial Center (MVIC)

The Munha Broadcasting Agency in South Korea featured the **MVIC** in a documentary on eco-industrial parks. The MVIC is a model for sustainable development and has been visited and studied by people from around the world. View the interview with Dave Misky of the Redevelopment Authority of the City of Milwaukee [here](#).





# FACILITATE REDEVELOPMENT

## DESIGN DISTRICT ON ST. PAUL AVENUE

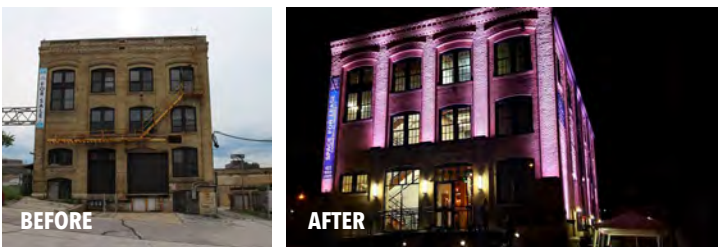
### St. Paul Ave Businesses Receive Mayor's Design Awards

Two businesses on St. Paul Ave - Bachman Furniture and Christopher Kidd & Associates - received a Mayor's Design Award in the Old vs. New Category. This award recognizes their added value to the neighborhood by restoring and enhancing their properties in a way that both respects the urban fabric and contributes to the character of the neighborhood's surroundings.

Bachman Furniture



Christopher Kidd & Associates



### Businesses Benefit from Synergies in Maturing Design District

Nearly a dozen locally owned design and decor businesses call Milwaukee's maturing St. Paul Ave Design District home - and offerings are expanding! House of Stone is working on a major renovation that will boast a new showroom, six full size kitchen displays, and a Designer Locker Room that designers can use for free to meet with clients. Other businesses within the Design District also support each other. Bachman Furniture has incorporated BBC Lighting products throughout its showroom to create a collaborative shopping experience.



Visit local businesses in the Design District for your next project!

#### Showrooms, Shops, and Art Museum:

- Bachman Furniture
- BBC Lighting
- Brass Light Gallery
- House of Stone
- INTEC
- ProStar Surfaces
- Riverview Antique Market
- The Warehouse

#### Contractors and Service Providers:

- Allied Insulation
- Christopher Kidd & Associates
- Guardian Fine Art Services
- LandWorks
- Selarom Construction

## DESIGN DISTRICT

St. Paul Avenue

[thevalleymke.org/design](http://thevalleymke.org/design)

- Antiques
- Art Services
- Cabinetry
- Flooring
- Furniture
- Lighting
- Stone
- And More!

## STRATEGIC PRIORITY:

Provide effective transportation access and other infrastructure



Bri Dobiesz  
Communications and Fundraising Coordinator

## Green Infrastructure Protects Local Waters

The Milwaukee Metropolitan Sewerage District (MMSD), the City of Milwaukee, and the Wisconsin Department of Transportation collaborated on a green infrastructure project, with added community amenities, under I-794. This 16 acre site will have capacity to capture 293,000 gallons of stormwater runoff from the interstate that will ultimately protect water quality of the Menomonee River and Lake Michigan. It will also add connections and walking paths from the Valley to the street grid to the north.



## Businesses Launch Lyft Pilot to Address Last Mile Challenge

As of January 2020, the Route 17 bus that ran along Canal Street serving Valley businesses was eliminated. MVP worked with employers to launch a Lyft pilot to help employees with emergency rides to help address workforce transportation issues. Prior to the pandemic, Potawatomi Hotel & Casino ran a test run of the Lyft program. City Lights also partnered with Lyft to help staff with late hours to access transportation. Kudos to these Valley businesses for going the extra mile to help their teams travel that last mile to work!

# CONNECTING EMPLOYERS AND WORKFORCE

## STRATEGIC PRIORITY:

Connect employers to a regional, job-ready workforce and position local workers to be competitive for upcoming employment opportunities



CATRINA CRANE  
Director of  
Workforce &  
Business Solutions

## Pipelines to Youth & Young Adult Employment Symposium

Although building a great connection to the local workforce is top priority for many businesses, the time it takes to learn about programs and resources can be difficult as a manager, business owner, or human resource professional - especially with day-to-day tasks to maintain their current workforce.

## Connecting Students to Careers

MVP partnered with Milwaukee Public Schools to host virtual career panels to teach students about a variety of career pathways that can be found in the Menomonee River Valley. Each panel focused on a different job sector and featured 4-6 panelists to discuss their roles with high school students.



The Pipelines to Youth & Young Adult Employment Symposium gave businesses an overview of resources and programs within the local community with a focus on the 16-24 age demographic.



## MVP Staff Complete Mission Fuel Accelerator Program

Catrina and Corey completed [Cardinal Stritch's Mission Fuel](#) program, a business accelerator program that helps nonprofit professionals lead more innovative and financially sustainable organizations. Listen to [MVP's radio spot](#) that aired on iHeartMedia's radio stations, just one outcome of our experience.

## Rexnord Recognized for Excellence in STEM Education

Congrats to Rexnord Corporation on winning a [Stemmy Award](#), an award by STEM Forward to recognize excellence in STEM education that better prepares graduates for STEM careers. Rexnord is a strong supporter of the Valley's Career Discovery Initiatives.



Mission  
Fuel

# MAINTAINING A THRIVING DISTRICT

## STRATEGIC PRIORITY:

Maintain a thriving, sustainable, urban district, which is home to manufacturing, entertainment, and recreation



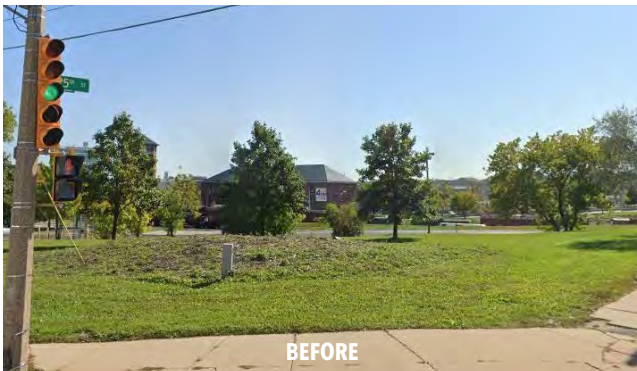
Michelle Kramer  
Director of Marketing & Business Development

## Beautifying the Valley

A group of volunteers came together in late 2019 to form the Valley Beautification Committee. After brainstorming a number of ideas, these are just a few of the successes that resulted in 2020.

The area by the I-94 Interstate at 25th and St. Paul was planted with native plants that will bloom beautifully as they become established. The attention to this gateway is a great improvement for people entering the St. Paul Ave Design District and Valley.

An old sign was converted to a branded sign welcoming visitors to the Menomonee River Valley at W. St. Paul Ave and N 25th Street.



The City of Milwaukee added plantings and a pop of color to the 25th Street roundabout on W Canal St.



# MAINTAINING A THRIVING DISTRICT

## 2020 Valley Week As Vibrant As Ever

Valley Week returned with a mix of socially-distanced, in-person events as well as virtual experiences from September 12 to 19. With a self-guided public art bike tour, blood drive, online cocktail class, sunset kayak tour, virtual luncheon with John Gurda, and more, Valley Week still highlighted the many reasons the Valley is a great place to visit and a great place to work!

See all events and the week's results [here](#). A huge thank you to our generous sponsors for sticking with us in a difficult year. More than 400 participants joined in on the fun!



## Public Art by the Friends of Hank Aaron State Trail

*People of the Road*, completed in 2020, is a five sculpture landmark honoring the railroad workers who carried Milwaukee's name across the country on rails. Richard Taylor, a Milwaukee artist, designed the silhouettes using archived photos from the Milwaukee Road. This monument connects trail users and passers by with the history and culture of the area.

[Learn more about the sculptures](#). Click [here](#) to hear from the artist himself on the sculpture.



*Tilted Channel* by artist Arlene Shechet was part of Sculpture Milwaukee and became a permanent fixture in the Valley in August 2020. [Learn more](#) or [hear the artist herself](#) discussing this piece.



Photo: Eddee Daniel

## Stew Crews Keep Cleaning During the Pandemic

While MVP did not ask Stew Crews to go out during the pandemic, many Valley businesses continued their dedication to keeping the Valley clean and green. We saw crews out from Charter Wire, Rexnord, Zimmerman Architectural Studios, Palermo's, and JM Brennan. We are always appreciative of all businesses who keep our community thriving.

We also would like to give a special thanks to Mike Krajewski, whose efforts to steward the Menomonee Valley Community Park from its earliest days have kept it a beautiful space for all. Congrats on your retirement, Mike!



The Rexnord Stew Crew in action (Mike Krajewski is second from the right)

# MAINTAINING A THRIVING DISTRICT



## Menomonee Valley Business Association (MVBA) is a Valuable Resource



This year's virtual MVBA meetings worked to strengthen business-to-business relationships, connect businesses with Valley neighbors, and promote economic growth. The meetings continue to serve as the conduit for strengthening business-to-business relationships and growing peer networks. They also offer updates on Valley developments and provide information about valuable resources for Valley businesses.

In addition to regular government and policy updates, topics in 2020 included: supporting remote workers, workforce morale, COVID updates, racial equity, and youth mentorship opportunities.

## Community Science Report Documents Ecological Improvements

The Urban Ecology Center's 2018 Community Science Report documents the evolving ecosystem in Three Bridges Park. UEC's team of community scientists have been studying wildlife in the Valley since 2011, two years before Three Bridges Park opened and a year before the UEC's Valley branch opened. Among findings in this most recent report were an additional eight species on the list of 150 species in the park (including a Snowy Owl!) and one of only two sightings of a rare dragonfly in Wisconsin since 2015 (both sightings in Three Bridges Park!) View the 2018 Community Science Report [here](#).



Photos: Urban Ecology Center



## MKE It Local Supports Local Businesses

MVP participated in a campaign to support local Milwaukee businesses. Directories of bars, restaurants and retailers in 10 Milwaukee neighborhoods can be found at [www.MKEitlocal.com](http://www.MKEitlocal.com).

# MVP STAFF AND BOARD

## STAFF

Catrina Crane  
*Director of Workforce & Business Solutions*

Bri Dobiesz  
*Communications & Fundraising Coordinator*

Michelle Kramer  
*Director of Marketing & Business Development*

Nia Smith  
*Public Allies AmeriCorps Apprentice*

Corey Zetts  
*Executive Director*

## BOARD OF DIRECTORS

2020-2021

\* Denotes members of the Management Committee

### Chair

Michael Hatch\*  
*Partner  
Foley & Lardner LLP*

### President

Bruce Keyes\*  
*Partner  
Foley & Lardner LLP*

### Vice President

Jeff Morgan\*  
*Vice President  
Allied Insulation Supply Co.*

### Secretary

Michele Bria, PhD\*  
*Executive Director  
Journey House*

### Treasurer

Pat O'Connor\*  
*Retired - Senior VP Commercial Banking  
BMO Harris Bank*

## Board Members

Jennifer Bogner Zierer  
*Manager, Local Affairs  
We Energies*

Chytania Brown  
*President and CEO  
Employ Milwaukee*

Dave Cieslewicz\*  
*Principal  
DCA Consulting*

Lafayette Crump  
*Commissioner  
Milwaukee Department of City Development*

Bill Davidson\*  
*Vice President  
Harley-Davidson Museum*

Karen Dettmer  
*Superintendent  
Milwaukee Water Works*

Ed Eberle  
*Legislative Aid  
Wisconsin State Senate*

Rodney Ferguson  
*CEO & General Manager  
Potawatomi Hotel & Casino*

Katherine Lazarski  
*Director, Legal Services Division  
Milwaukee Metropolitan Sewerage District*

Eugene Manzanet  
*Community Lending Manager  
US Bank*

Julie Penman\*  
*President  
Penman Consulting*

Steven Raasch  
*President  
Zimmerman Architectural Studios*

Sheri Schmit  
*Vice President of Transportation and Parking Services  
Milwaukee Regional Medical Center*

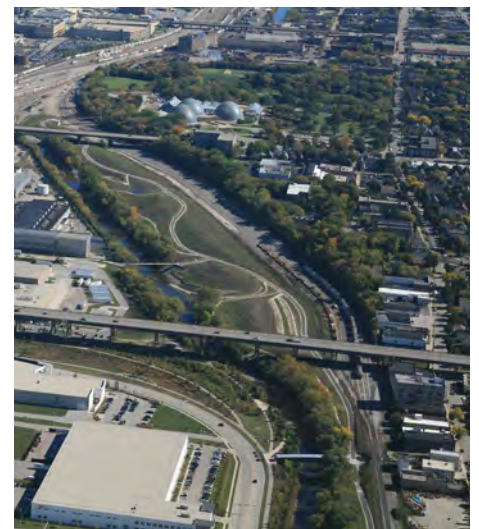
Lora Strigens  
*Vice President for Planning and Strategy  
Marquette University*

Craig Thompson  
*Secretary  
Wisconsin Department of Transportation*

Tracy Wymelenberg  
*Director of Government & Community Relations  
Aurora Health Care*

Dashal Young  
*Project Director, Community Building Milwaukee  
Wisconsin Community Services*

We are grateful to Shelley Jurewicz of FaB Wisconsin, Peter Coffaro of Employ Milwaukee, Jon Spigel of Alter Trading Corporation, and Rocky Marcoux of the Milwaukee Department of City Development, all of whom completed their board term of service in 2020.



# FINANCIALS AND FUNDERS

## STATEMENT OF ACTIVITIES

For the fiscal year ended June 30, 2020

### REVENUE

Grants & Contributions	\$407,250
Interest Income	\$33,998
Donated Services & Facilities	\$94,542
<b>Total Revenue</b>	<b>\$535,790</b>

### EXPENSES

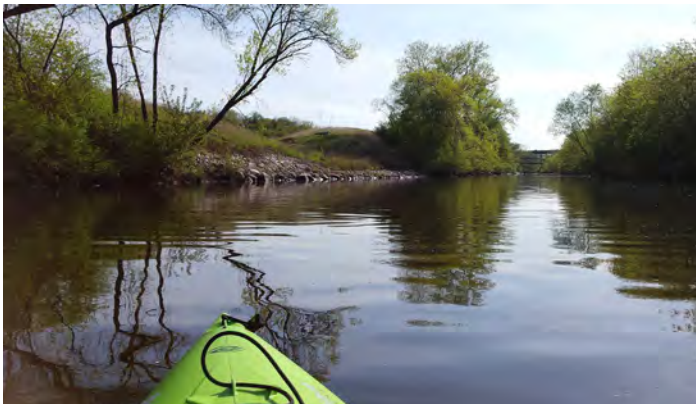
Program Services	\$398,435
From the Ground Up^	\$22,751
Administrative	\$41,240
Fundraising	\$25,020
<b>Total Expenses</b>	<b>\$487,646</b>

### NET ASSETS

Operating Reserve*	\$184,771
Pre-development*	\$750,000
Temporarily Restricted	\$5,000
Unrestricted	\$443,170
<b>Total Net Assets</b>	<b>\$1,382,941</b>

^From the Ground Up is the joint effort to develop Three Bridges Park, build three bike/pedestrian bridges and a six-mile extension of the Hank Aaron State Trail, and establish the Urban Ecology Center Menomonee Valley branch.

\* Board-designated



## FUNDERS

Thank you to all of the organizations and individuals listed below who generously contributed to MVP from July 1, 2019 through June 30, 2020.

View a list of funders who supported Menomonee Valley - From the Ground Up [here](#).

### VISIONING PARTNER (\$50,000+)



### REVITALIZING PARTNERS (\$25,000-\$49,999)





# THANK YOU DONORS



## SUSTAINING PARTNER (\$10,000-\$24,999)

City of Milwaukee  
Harley-Davidson Foundation  
Herzfeld Foundation

## SUPPORTING PARTNER (\$1,000-\$9,999)

Advocate Aurora Health  
Badger Railing  
Bence Build  
BMO Harris Bank  
Brewers Community Foundation  
Cargill  
City Lights Brewing Company  
Bill Davidson  
Dave & Pam Doerr  
Greater Milwaukee Foundation  
Greater Milwaukee Foundation's  
Pat and Grace O'Brien Family  
Fund  
Harley-Davidson Museum  
Mick & Lisa Hatch  
Hatco Corporation  
The Frieda & William Hunt  
Memorial Trust  
J.F. Ahern Co.  
Dennis & Barb Klein  
Komatsu Mining Corp.  
Marquette University  
Milwaukee Brewers Baseball  
Club  
Milwaukee Kayak Company  
Jeff Morgan  
Patrick O'Connor  
Palermo Villa, Inc.  
Jeff Bentoff & Julie Penman  
Plum Media  
The Sigma Group  
Stamm Technologies  
Wisconsin Coastal Management  
Program

## FRIENDS OF THE VALLEY (\$1-999)

Anonymous  
Nora & Daniel Adams  
Joe Bachman  
Kelly Belot  
Todd I & Betty J Berens  
Jennifer Bognar Zierer  
Mike & Donilynn Brady  
Laura Bray  
Dr. Michele Bria  
Phyllis Brostoff  
Robert Brumder  
Becky Burton  
Janet Carr  
Mike Carter  
Monique Charlier & Holly  
Blomquist  
Charter Wire  
Pegi Christiansen  
Peter Coffaro  
Catrina Crane  
Karen Dettmer  
The Dickman Company  
Ed Eberle  
Angelo Fallucca  
Rodney Ferguson  
Jerome Flogel  
Laura Goranson  
Dennis Grzezinski & Jane Porath  
David Hetzel  
Kristine Hinrichs  
Andrew Holman  
Ingeteam  
Larri Jacquart  
Shelley Jurewicz  
Juli Kaufmann  
Bruce Keyes  
Herb Kohl Charities  
Mike Krajewski  
Judy Krause & Susan Winans  
Gail Kursel  
Katherine Lazarski  
Barry Mainwood  
Rocky Marcoux  
Mike Maschek  
Mark & Cynthia Mason  
Paul McBride

Jill Mengesha  
Peter Ogden  
James Parks  
Paul Polewaczyk  
Joann Powell  
Professional Placement Services  
Leo Ries & Marie Kingsbury  
Riverwalk Boat Tours & Rentals\*  
Sherry Saiki  
Paul Schlagenhauf  
Robert Schmidt  
Sheri Schmit  
Stefan Schnitzer & Belle Bergner  
Sobelman's Pub & Grill  
Jon Spigel  
Lora Strigens  
Twisted Fisherman Crab Shack  
Diane Wais  
Michael Weiss  
John Wierschem  
Tracy Wymelenberg  
Corey Zetts  
Zimmerman Architectural  
Studios

\*In-kind donation

Every effort was made to ensure the accuracy of this list. If you notice an error, please accept our apology and contact Michelle Kramer at 414.221.5508 or [Michelle@TheValleyMKE.org](mailto:Michelle@TheValleyMKE.org).



# THE OUTDOORS IS ALWAYS OPEN

## VIRTUAL, DIY, AND SOCIALLY DISTANCED EXPERIENCES

### See the Wonders of Three Bridges Park

Click [here](#) for a tour by Jeff Veglahn, Land Steward at the Urban Ecology Center.

### Urban Candlelight Hike

The Urban Candlelight Hike, hosted by the Friends of Hank Aaron State Trail and Urban Ecology Center, brought more than 2,500 winter explorers to Three Bridges Park in 2020.



Photo: Chris Maertz

### Sunset Kayak Tours

We led four beautiful kayak tours with Milwaukee Kayak Company on the Menomonee River this summer.



Thank you for your support! We're looking forward to next year!

[CLICK HERE TO SUPPORT THE WORK AHEAD](#)

### Signs Take You to the Menomonee River

In partnership with Milwaukee Riverkeeper, MVP put up Milwaukee Urban Water Trail signs that show the community how to get to the Menomonee River at [three points in the Valley](#): Emmer Lane Boat Launch, Valley Passage Boat Launch, and Three Bridges Park Boat Launch.



### Significant Increase in Outdoor Recreation

When we all worked together to create 60+ acres of green space in the Valley, we had no idea just how much more important it would become in 2020 when the outdoors became the safest place to be. The Menomonee Valley Community Park and Three Bridges Park saw a **474% increase in use this year**, serving more than 174,000 people! The Urban Ecology Center moved all summer camps completely outdoors, providing support for children and families. Thank you to everyone who helped to create the precious resources for our community.



### Hank Aaron State Trail Digital Trail Map

The new digital map is chock full of features you can find along the popular Hank Aaron State Trail: informational signs, entrance points, art, Fixit stations, popular destinations and more. View it [here](#)!

**BUSINESS IMPROVEMENT DISTRICT #26  
MILWAUKEE, WISCONSIN**

**FINANCIAL STATEMENTS**

**JUNE 30, 2020 AND 2019**

BUSINESS IMPROVEMENT DISTRICT #26  
MILWAUKEE, WISCONSIN

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**KRAUSE & ASSOCIATES, S.C.**  
CERTIFIED PUBLIC ACCOUNTANT

1214 BRIDGE STREET  
P.O. BOX 368  
GRAFTON, WISCONSIN 53024

TELEPHONE: (262) 377-9988  
FAX: (262) 377-9617

Independent Accountant's Review Report

Board of Directors  
Business Improvement District #26  
Milwaukee, Wisconsin

We have reviewed the accompanying financial statements of the Business Improvement District #26, which comprise the statements of financial position as of June 30, 2020 and 2019, and the related statements of activities, cash flows and functional expenses for the years then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

**Management's Responsibility 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; this includes 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.

**Accountant's Responsibility**

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

**Accountant's Conclusion**

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

*Krause & Associates, SC*

Krause & Associates, SC  
Grafton, Wisconsin  
April 6, 2021

BUSINESS IMPROVEMENT DISTRICT #26  
 STATEMENTS OF FINANCIAL POSITION  
 JUNE 30, 2020 AND 2019

	<u>2020</u>	<u>2019</u>
<u>ASSETS</u>		
Cash and cash equivalents	\$ 224,353	\$ 169,662
Accounts receivable	-	-
Prepaid expenses	<u>1,150</u>	<u>1,125</u>
 TOTAL ASSETS	 <u>\$ 225,503</u>	 <u>\$ 170,787</u>

LIABILITIES AND NET ASSETS

Accounts payable	\$ <u>5,000</u>	\$ <u>10,000</u>
 TOTAL LIABILITIES	 5,000	 10,000
 NET ASSETS		
Without donor restrictions	<u>220,503</u>	<u>160,787</u>
 TOTAL NET ASSETS	 <u>220,503</u>	 <u>160,787</u>
 TOTAL LIABILITIES AND NET ASSETS	 <u>\$ 225,503</u>	 <u>\$ 170,787</u>

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

BUSINESS IMPROVEMENT DISTRICT #26  
STATEMENTS OF ACTIVITIES  
FOR THE YEAR ENDED JUNE 30, 2020 AND 2019

	Without donor restrictions	
	2020	2019
<b>REVENUE</b>		
City of Milwaukee assessment income	\$ 210,945	\$ 180,528
Membership dues	401	300
Total revenue	211,346	180,828
<b>EXPENSES</b>		
Program:		
Contract services - BID administration	125,000	155,000
Beautification and safety	2,400	-
Façade grant	-	7,500
Grants and sponsorships	-	19,500
Marketing and events	19,231	-
Workforce development programming	2,099	-
Other program expenses	16	2,599
Total program	148,746	184,599
Supporting services:		
Management and general	2,884	4,314
Fundraising	-	-
Total supporting services	2,884	4,314
Total expenses	151,630	188,913
Changes in net assets	59,716	(8,085)
Net assets, beginning of year	160,787	168,872
Net assets, at end of year	\$ 220,503	\$ 160,787

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

BUSINESS IMPROVEMENT DISTRICT #26  
 STATEMENTS OF CASH FLOWS  
 FOR THE YEAR ENDED JUNE 30, 2020 AND 2019

	<u>2020</u>	<u>2019</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Changes in net assets	\$ 59,716	\$ (8,085)
Adjustments to reconcile changes in net assets to net cash provided by operating activities		
(Increase) decrease in prepaid expenses	(25)	(321)
Increase (decrease) in accounts payable	<u>(5,000)</u>	<u>8,714</u>
Net cash provided by (used in) operating activities	<u>54,691</u>	<u>308</u>
Net increase (decrease) in cash and cash equivalents	54,691	308
Cash and cash equivalents at beginning of year	<u>169,662</u>	<u>169,354</u>
Cash and cash equivalents at end of year	<u>\$ 224,353</u>	<u>\$ 169,662</u>

Supplemental disclosure of cash flow information:

Cash paid for interest	\$ <u>-</u>	\$ <u>-</u>
------------------------	-------------	-------------

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



BUSINESS IMPROVEMENT DISTRICT #26  
 STATEMENTS OF FUNCTIONAL EXPENSES  
 FOR THE YEARS ENDED JUNE 30, 2020 AND 2019

	2020			Total
	Program	Supporting services		
		Management and General	Fundraising	
Contract services –				
BID administration	\$ 125,000	\$ -	\$ -	\$ 125,000
Beautification and safety	2,400	-	-	2,400
Events	3,000	-	-	3,000
Insurance	-	1,700	-	1,700
Marketing	16,231	-	-	16,231
Professional fees	-	1,000	-	1,000
Workforce development programming	2,099	-	-	2,099
Other	16	184	-	200
Total expenses	\$ 148,746	\$ 2,884	\$ -	\$ 151,630

	2019			Total
	Program	Supporting services		
		Management and General	Fundraising	
Contract services –				
BID administration	\$ 155,000	\$ -	\$ -	\$ 155,000
Grants and sponsorships	19,500	-	-	19,500
Façade grant	7,500	-	-	7,500
Events	2,239	-	-	2,239
Insurance	-	964	-	964
Professional fees	-	3,350	-	3,350
Program expenses	360	-	-	360
Total expenses	\$ 184,599	\$ 4,314	\$ -	\$ 188,913

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

BUSINESS IMPROVEMENT DISTRICT #26  
NOTES TO FINANCIAL STATEMENTS  
JUNE 30, 2020 AND 2019

A - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

A summary of the significant accounting policies consistently applied in the preparation of the accompanying financial statements follows.

**1. Organization and business activity**

The Business Improvement District #26 (BID) was created by the City of Milwaukee through resolution file No. 990931 in 1999. The primary purpose of the BID is to allow businesses within the district to develop, manage and promote their districts and to establish an assessment to fund these activities. The BID was organized to promote the planned development in the Menomonee Valley area of the City of Milwaukee. Business Improvement Districts are authorized by Wisconsin Statutes Section 66.1109.

Business improvement districts are financed by special assessments on properties within the district in accordance with Wisconsin Statutes. The City of Milwaukee collects assessments on property within the district based on an annual budget established by the BID. Property assessments are based on \$1.65 per \$1,000 of assessed property value, subject to a minimum assessment per tax key number parcel of \$400 and a maximum assessment per tax key number parcel of \$4,000.

**2. Cash and cash equivalents**

The BID considers all highly liquid investments with original maturities of three months or less to be cash equivalents.

**3. Prepaid expenses**

Prepaid expenses are recognized when payments are made for goods or services to be received in a future period.

**4. Net assets**

The BID follows the accrual method of accounting wherein revenues and expenses are recorded in the period earned or incurred. Net assets, revenues, gains, and losses are classified based on the existence or absence of donor or grantor imposed restrictions. Accordingly, net assets and changes therein are classified and reported as follows:

*Net Assets Without Donor Restrictions* – Net assets available for use in general operations and not subject to donor (or certain grantor) restrictions.

BUSINESS IMPROVEMENT DISTRICT #26  
NOTES TO FINANCIAL STATEMENTS - CONTINUED  
JUNE 30, 2020 AND 2019

A - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

**4. Net assets – continued**

*Net Assets With Donor Restrictions* – Net assets subject to donor- (or certain grantor-) imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity.

The BID reports contributions restricted by donors as increases in net assets without donor restrictions if the restrictions expire (that is, when a stipulated time restriction ends or purpose restriction is accomplished) in the reporting period in which the revenue is recognized. All other donor-restricted contributions are reported as increases in net assets with donor restrictions, depending on the nature of the restrictions. When a restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

**5. Revenue and Revenue Recognition**

Revenue is recognized from BID assessments when the services are provided. All services are transferred at a point in time. Contributions are recognized when cash, securities or other assets, an unconditional promise to give, or notification of a beneficial interest is received. Conditional promises to give, that is, those with a measurable performance or other barrier, and a right of return, are not recognized until the conditions on which they depend have been substantially met. As of June 30, 2020 and 2019, the BID has no conditional contributions.

**6. Donated services and in-kind contributions**

Volunteers contribute significant amounts of time to our program services, administration, and fundraising and development activities; however, the financial statements do not reflect the value of these contributed services because they do not meet recognition criteria prescribed by generally accepted accounting principles. Contributed goods are recorded at fair value at the date of donation. The BID records donated professional services at the respective fair values of the services received.

**7. Allocation of functional expenses**

Expenses are allocated based on function: program services (BID operations), general & administrative and fundraising. Most, if not all, expenses are specific to one function and are not required to be allocated between functions. If an expense covers more than one function, it would be allocated based on specific identification.

BUSINESS IMPROVEMENT DISTRICT #26  
NOTES TO FINANCIAL STATEMENTS - CONTINUED  
JUNE 30, 2020 AND 2019

A - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

**8. Income taxes**

The BID is exempt from income tax as an affiliate of a governmental unit pursuant to Section 501(a) of the Internal Revenue Code.

The BID evaluates its tax positions and assesses their uncertainty, if any, through review and application of various sources of tax authority including statutes, regulations, rulings, court cases and widely held administrative practices.

**9. Use of estimates**

The preparation of the financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of 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, and those differences could be material.

**10. New Accounting Pronouncement**

On June 21, 2018, the FASB issued ASU No. 2018-08, *Not-for-Profit Entities (Topic 958): Clarifying the Scope and the Accounting Guidance for Contributions Received and Contributions Made*. The ASU provides a more robust framework for evaluating whether transactions such as grants and similar contracts with government agencies and others should be accounted for as exchange transactions (that is, revenue from contracts with customers) or contributions. The ASU also assists entities in determining whether a contribution is conditional. The BID adopted the requirements of the ASU as of July 1, 2019. The changes in the ASU have been applied on a modified prospective basis, that is, the changes have been applied to agreements that are either not completed as of July 1, 2019, or entered into after that date.

**11. Subsequent Events**

Management has evaluated subsequent events for recognition and disclosure in the financial statements through April 6, 2021, which is the date that the financial statements were available to be issued. See Note E.

BUSINESS IMPROVEMENT DISTRICT #26  
NOTES TO FINANCIAL STATEMENTS - CONTINUED  
JUNE 30, 2020 AND 2019

B – LIQUIDITY AND AVAILABILITY

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the statement of financial position date of June 30, 2020 and 2019, comprise the following:

	2020	2019
Cash and cash equivalents	<u>\$ 224,353</u>	<u>\$ 169,662</u>

C – CONCENTRATION OF RISK

The BID, receives substantially all of its revenue from the City of Milwaukee assessments. The BID’s operations rely on the availability of these funds. Approximately 99.8% and 99.8% of the BID’s revenue was from the City of Milwaukee for the years ended June 30, 2020 and 2019, respectively.

D – RELATED PARTY TRANSACTIONS

The BID has an agreement with Menomonee Valley Partners, Inc. (MVP) to transfer the amount approved annually in the BID Operating Plan. MVP, in turn, must use the funds in a manner consistent with their stated objectives. The Treasurer of the Board also serves as Vice President of MVP. The BID transferred \$125,000 and \$155,000 to MVP as payment for the agreement during the years ended June 30, 2020 and 2019, respectively.

The BID also reimbursed MVP the following operating expenses during the year ended June 30, 2020 and 2019:

	2020	2019
Shared insurance policy	\$ 1,725	\$ 1,286
Program events	<u>3,329</u>	<u>2,766</u>
Total	<u>\$ 5,054</u>	<u>\$ 4,052</u>

E – SUBSEQUENT EVENTS

On March 11, 2020, the World Health Organization declared the outbreak of a coronavirus (COVID-19) a pandemic. As a result, economic uncertainties have arisen which are likely to negatively impact support and revenue. The COVID-19 outbreak in the United States has resulted in reduced activities, cancellation or postponement of events, as well as temporary closures where government mandated. At the current time, the BID is unable to quantify the potential effects of this pandemic on our future financial statements.