

**BUSINESS IMPROVEMENT DISTRICT #11
BRADY STREET BUSINESS AREA
2020 OPERATING PLAN**

August 26, 2019

I. INTRODUCTION

A. Background - in 1984, the Wisconsin legislature created s. 66.1109 of the Statutes 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, Sec1, legislative declaration) The Common Council of the City of Milwaukee, on September 28, 1993, by Resolution File Number 930854, created BID No. 11 (Brady Street Business Area) and adopted its initial operating plan. The Common Council approved and adopted an amended Improvement List on March 12, 2001.

B. Physical Setting - Brady Street BID #11 is bounded by Prospect Avenue on the East, the Milwaukee River on the west, Pearson St on the north and Kewanee on the south. It generally occupies Brady Street from 700 block to 1400 block, and includes contiguous properties in 1600/1700 blocks of Van Buren, Cass, Marshall, Astor, Humboldt, Franklin, Arlington, Warren, and Farwell Ave. Brady Street has been designated historically significant at both the local and Federal level.

II. DISTRICT BOUNDARIES

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

III. PROPOSED OPERATING PLAN

This plan proposes a continuation and expansion of the activities described in the initial (JULY 1993) BID operating plan. This plan emphasizes the elements which are required by section 66.1109, Wis. Stats., the proposed changes for 2020, and does not repeat the background information which is contained in the earlier plan.

A. Plan Objectives

1. The Business Improvement District has been used to finance Brady Street property owners' share of "streetscape" improvements / maintenance in the public sidewalk area. The objectives of this streetscape project were to protect and reinforce the street's historic character, to act as a catalyst for private investment, to improve the overall appearance and image of the street, to encourage pedestrian traffic, and to enhance safety and security with improved lighting.

2. To facilitate joint economic development.
3. To collaborate with area organizations, schools and churches to solidify, enhance and strengthen the residential base of the neighborhood.
4. To maintain and enhance infrastructure to augment commercial connections to neighborhoods by facilitating and encouraging alternative modes of transportation.

B. Proposed Activities

1. Monitor, maintain and repair the streetscape, including updates to banners and seasonal decorations.
2. Monitor the installation and implementation of streetscape improvements, including a plan for gateways to the district and replacing decorative concrete "green flow"
3. Review and update strategic plan for expanding retail opportunities.
4. Market and promote the area through social media, joint advertising and sponsorship of a variety of events. To increase attendance and outside sponsors / partners for Spring Art Event, Fall Pet Blessing Event, and Sunday FundayEvent.
5. Develop and communicate a plan that efficiently and affectively integrates multiple transportation options, reducing the need for additional parking.

C. Proposed Budget:

Income:

BID Assessments	\$138,000.00
Events / Fund Raising Activities.....	41,500.00
Other Income, including interest.....	1,643.00
Total Income:	<u>\$181,143.00</u>

Expenditures

Capital Maintenance and repair	27,464.00
Maintenance / Upkeep, & Seasonal Decorations	16,503.20
Advertising, Promotions, Events, Community Sponsorships.....	52,400.00
Direct Operating Expenses	84,775.80
Total Expenditures:	<u>\$181,143.00</u>

D. Financing Methods:

Allocation of the district's annual expenses will be based on the assessible % of each individual property's assessed valuation as a percentage of the district's total

assessed valuation. It is proposed to raise \$138,000 in 2020 through BID assessments. (see Appendix B). The BID Board will have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. BID Board

The Bid Board is structured and operates as follows:

1. Board size - Eleven
2. Composition - At least seven members shall be owners or occupants of property within the District. Any non-owner or non-occupant appointed to the Board shall be a resident of the City of Milwaukee. The Board shall elect its Chairperson from among its members.
3. Term - Appointments to the Board shall be for a period of three years.
4. Current Board:
 - Alaa Musa - Chair
 - Julilly Kohler - Vice-Chair
 - Pat Suminski – Secretary / Treasurer
 - Dane Baldwin - Director
 - Kurt Bauer - Director
 - Michael Lee – Director
 - Teresa Morton - Director
 - Michael O'Connor - Director
 - Teri Regano - Director
 - Pamela Sable - Director
5. Compensation - None
6. Meetings - All meetings of the Board shall be governed by the Wisconsin Open Meetings Law.
7. Record Keeping - Files and records of the Board's affairs shall be kept pursuant to public records requirements.
8. Staffing - The Board may employ staff and/or contract for staffing services pursuant to this plan and subsequent modifications thereof.
9. Meetings - The Board shall meet regularly, at least twice a year. The Board has adopted rules of order (by-laws) to govern the conduct of its meetings.

IV. METHODS OF ASSESSMENT

A. Assessment Rate and Method

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

As of January 1, 2019, the property in the district has a total assessed value of approximately \$72,491 million (approximately \$38,036 million considered exempt from special assessment). An assessment of approximately .00396 on the assessible commercial value of remaining properties was applied Appendix B shows the projected BID assessment for each property in the district.

B. Excluded and Exempt Property

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













1. State Statute 66.1109(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 B, 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 have been excluded from the district. Privately owned tax exempt property which is expected to benefit from district activities may be asked to make a financial contribution on a voluntary basis.

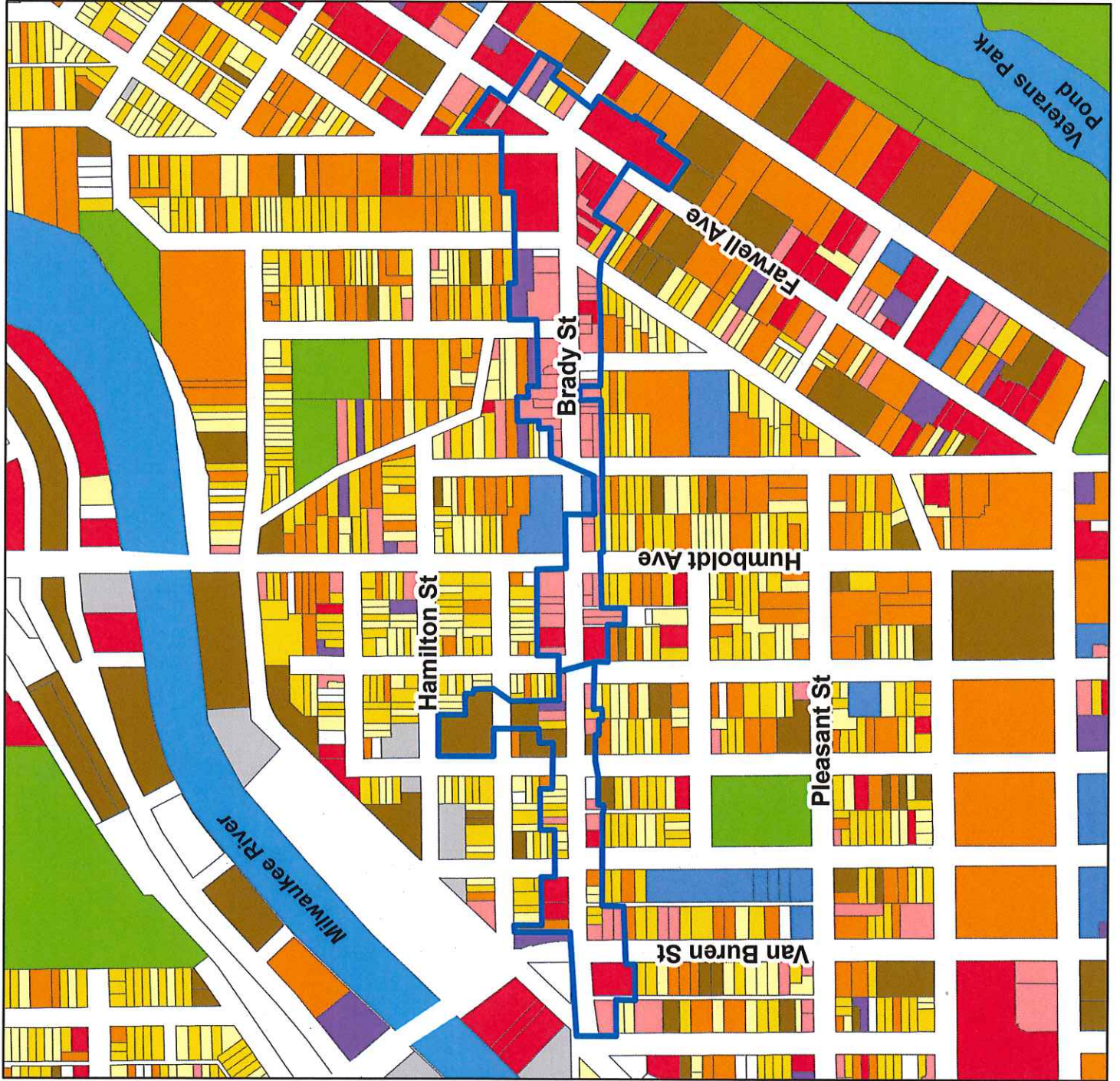
APPENDICES

- A. District Boundaries
- B. Projected Assessment
- C. Board of Directors 2018-19
- D. Wisconsin State Statute 66.1109

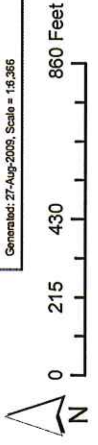
Business Improvement District No. 11 (Brady Street)

Land Use

-  BID Boundary
- Residential**
 -  Single Family
 -  Duplex
 -  Multi-Family
 -  Condominiums
- Commercial**
 -  Commercial
 -  Mixed Commercial and Residential
- Manufacturing, Construction, and Warehousing**
 - 
- Transportation, Communications, and Utilities**
 - 
- Public and Quasi-Public**
 -  Public Parks and Quasi-Public Open Space
 -  Public Schools and Buildings, Churches, Cemeteries, and Quasi-Public Buildings
- Vacant Land or Recent Taxkey Change**
 - 



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Project File:
E:\Richs Files 9.36581\Projects\BIDs_2009\BID PDF
Map File:
E:\Richs Files 9.36581\Projects\BIDs_2009\BID MXD
Generated: 27-Aug-2009, Scale = 1:6,366



taxkey	addr	Special Assessment
3540753000	712-714 E BRADY ST	\$ 1,451.44
3540755100	728 E BRADY ST	\$ 5,282.43
3540771000	816 E BRADY ST	\$ 254.65
3540792000	916-918 E BRADY ST	\$ 281.59
3540793000	922-924 E BRADY ST	\$ 394.87
3540794000	928-932 E BRADY ST	\$ 852.06
3540810100	1006 E BRADY ST	\$ 859.08
3540810200	1014 E BRADY ST	\$ 2,717.73
3540811000	1016-1022 E BRADY ST	\$ 1,439.25
3540812000	1024-1028 E BRADY ST	\$ 710.96
3540813000	1030 E BRADY ST	\$ 853.98
3540994000	904 E PEARSON ST	\$ 1,273.03
3541901000	1701-1711 N HUMBOLDT AV	\$ 1,407.76
3550006000	1700 N FARWELL AV	\$ 782.90
3550009000	1718 N FARWELL AV	\$ 695.39
3550010000	1722-1724 N FARWELL AV	\$ 931.31
3550020000	1733 N FARWELL AV	\$ 1,341.22
3550022000	1729 N FARWELL AV	\$ 776.13
3550023110	1709-1723 N FARWELL AV	\$ 5,413.66
3550054100	1414-1438 E BRADY ST	\$ 26,940.26
3550841000	1234-1238 E BRADY ST	\$ 1,403.43
3550842100	1228-1232 E BRADY ST	\$ 1,729.66
3550843100	1224 E BRADY ST	\$ 225.79
3550844000	1218-1220 E BRADY ST	\$ 927.72
3550845000	1214-1216 E BRADY ST	\$ 1,136.30
3550846000	1208-1212 E BRADY ST	\$ 485.77
3550847000	1200-1204 E BRADY ST	\$ 593.50
3550875000	1348 E BRADY ST	\$ 2,820.81
3550876000	1338-1344 E BRADY ST	\$ 383.37
3551482100	1240 E BRADY ST	\$ 420.25
3551511000	1300-1330 E BRADY ST	\$ 2,806.89
3552031000	1701-1715 N ARLINGTON PL	\$ 2,333.20
3590221210	1650-1680 N FARWELL AV	\$ 6,791.36
3590229000	1668 N WARREN AV	\$ 168.11
3590230000	1672 N WARREN AV	\$ 734.24
3590602000	1687-1689 N FRANKLIN PL	\$ 573.81
3590616000	1115-1117 E BRADY ST	\$ 218.66
3590618100	1201-1205 E BRADY ST	\$ 1,243.50
3590618200	1209-1219 E BRADY ST	\$ 713.01
3590619000	1688-1690 N FRANKLIN PL	\$ 547.66
3590639100	1229-1233 E BRADY ST	\$ 2,767.29
3590641000	1225-1227 E BRADY ST	\$ 528.48
3590642000	1221-1223 E BRADY ST	\$ 628.13
3590643000	1315-1317 E BRADY ST	\$ 1,010.18
3590644000	1309-1311 E BRADY ST	\$ 1,590.60
3590665000	1327 E BRADY ST	\$ 416.38

3590666000	1329 E BRADY ST	\$	579.28
3590667000	1333-1339 E BRADY ST	\$	1,012.84
3590668000	1673-1677 N FARWELL AV	\$	3,162.56
3590669000	1669 N FARWELL AV	\$	1,473.25
3590678000	1419 E BRADY ST	\$	502.39
3590679000	1415-1417 E BRADY ST	\$	484.45
3590680000	1413 E BRADY ST	\$	776.67
3590681000	1407 E BRADY ST	\$	702.53
3590682000	1401-1403 E BRADY ST	\$	1,365.81
3591341000	1301-1307 E BRADY ST	\$	3,471.26
3591342000	1323 E BRADY ST	\$	4,574.75
3591401100	1239 E BRADY ST	\$	1,414.97
3591402110	1235-1237 E BRADY ST	\$	566.54
3592241000	1692 N HUMBOLDT AV	\$	4,034.38
3600001000	707 E BRADY ST	\$	1,327.00
3600006100	1681-1683 N VAN BUREN ST	\$	5,744.31
3600045100	615 E BRADY ST	\$	5,269.35
3600201100	1011 E BRADY ST	\$	5,573.83
3600221000	1689-1691 N HUMBOLDT AV	\$	145.70
3600222000	1693-1695 N HUMBOLDT AV	\$	640.08
3600223000	1027-1029 E BRADY ST, Unit]	\$	435.40
3600224000	1021-1023 E BRADY ST	\$	198.53
3600225000	1017-1019 E BRADY ST	\$	449.29
3600301000	827-829 E BRADY ST	\$	164.40
3600312000	815-821 E BRADY ST	\$	1,018.00
3600313000	807-811 E BRADY ST	\$	1,719.05
3600337100	1693-1695 N CASS ST	\$	-
3600341000	1686-1688 N VAN BUREN ST	\$	521.48
3600342000	1680-1682 N VAN BUREN ST	\$	756.24
3600582100	1696 N MARSHALL ST	\$	-
3600583000	911-915 E BRADY ST	\$	755.85
3600586000	1699 N ASTOR ST	\$	1,301.97
		\$	138,000.00

BID # 11 BRADY STREET Board of Directors 2018-19

<p>Dane Baldwin, Director, Business Owner <i>The Diplomat</i> 815 E. Brady Street Milwaukee, WI 53202</p> <p>danebaldwin@thediplomatmke.com</p> <p>Term – 3 yrs Term expires: 4/03/2022</p>	<p>Kurt Bauer, Director, Business Owner <i>Brady Street Futons</i> 1200 E. Brady Street Milwaukee, WI 53202</p> <p>kurt@bradystreetfutons.com</p> <p>Term – 3 yrs Term expires: 7/12/2020</p>	<p>Julilly Kohler, Vice President Property Owner <i>JWK Property Management</i> 1224 E. Brady St. Milwaukee, WI 53202</p> <p>Julillywk@gmail.com</p> <p>Term – 3 yrs Term expires:8/5/2019</p>
<p>Michael Lee, Director Business & Property Owner <i>Club Brady</i> 1339 E Brady St Milwaukee, WI 53202</p> <p>Mlee33@execpc.com</p> <p>Term – 3 yrs Term expires:7/17/2020</p>	<p>Teresa Morton, Director Business Owner <i>Frame & Fabric</i> 1601 N Van Buren St. Milwaukee, WI 53202</p> <p>tcmorton.ff@gmail.com</p> <p>Term – 3 yrs Term expires:7/18/2019</p>	<p>Alaa Musa, President Business & Property owner <i>Casablanca On Brady</i> 728 E. Brady St. Milwaukee, WI 53202</p> <p>casablancaonbrady@sbcglobal.net</p> <p>Term – 3 yrs Term expires: 6/26/2020</p>
<p>Michael O'Connor, Director Property Owner <i>Dominion Properties</i> 2025 N. Summit Ave Ste #200 Milwaukee, WI 53202</p> <p>moconnor@dominion-properties.com</p> <p>Term – 3 yrs Term expires: 6/22/2021</p>	<p>Teri Regano, Director Business & Property owner <i>Regano's Roman Coin</i> 1004 E. Brady St. Milwaukee, WI 53202</p> <p>romancoin@sbcglobal.net</p> <p>Term – 3 yrs Term expires:2/18/2022</p>	<p>Pam Sable, Director Business & property owner <i>Joy Salon and Bodywork</i> 816 E. Brady Street Milwaukee, WI 53202</p> <p>pamsable@gmail.com</p> <p>Term – 3 yrs Term expires 6/26/2020</p>
<p>Pat Suminski, Secretary / Treasurer Property owner & Resident <i>Suminski Family Funeral Homes</i> 1901 N Farwell Ave. Milwaukee, WI 53202</p> <p>ptsumins@hotmail.com</p> <p>Term – 3 yrs Term expires: 6/27/2020</p>	<p>Steph Salvia, Executive Director 1220 A E. Brady St. Milwaukee, WI 53202 BID Office: 414-272-3978 Cell: 414-202-5754</p> <p>bradystbid@gmail.com</p>	

Wisconsin State Statute

66.1109 Business improvement districts.

(1) In this section:

- (a) "Board" means a business improvement district board appointed under sub. (3) (a).
 - (b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.
 - (c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.
 - (d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.
 - (e) "Municipality" means a city, village or town.
 - (f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:
 1. The special assessment method applicable to the business improvement district.
 - 1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.
 2. The kind, number and location of all proposed expenditures within the business improvement district.
 3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
 4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.
 5. A legal opinion that subds. 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 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.

66.1109(5)(d) (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.

Annual Report (Sept.2018 – Aug. 2019)

The Brady Street Bid #11 exists to support and recruit businesses, enhance and maintain the streetscape and create an infrastructure and amenities to encourage urban living in the Brady Street Area.

The BID partners with both the Brady Street Area Association which is our membership-based group comprised mostly of residents, and the Brady Area Foundation for Art and Education which is our 501(c)3.

Total Assessed Value of Properties within District

- The total assessed value of the properties in the BID #11 as of January 2019 was \$72,491,000, the total value of commercial properties \$51,941,700. Of the 75 commercial properties, 47 are classified mixed use, and only \$34,454,653 is assessable. One small parcel of land currently remains undeveloped and available in the District.
- Year-to-Year comparison - the total value of commercial properties in the district increased approximately 3% over the previous year, due in part to the revaluation of recently redeveloped/improved properties.

Core Programs

- We currently service 10 blocks of Brady Street from Holton Street to Prospect Avenue. We have contracted with Riverworks Development Corp for cleaning (and watering) services 4 days per week. We have 10 concrete planters that BID Board members plant and help maintain.
- We have been fortunate to spend very small amounts of money on graffiti removal this year.
- We received a grant from the Milwaukee Arts Board Conservation Fund to have our “Creatures” refinished – they are located on an old MMSD Pump house on the West end near Water Street,
- We decorate the entire district with Holiday lighting from November to the end of January to try to help drive traffic into the district during the cold winter months.
- We have no debt service at this time.
- Our crime rates are relatively low in comparison with the rest of the City- the current problems consisting of aggressive pan handling, open air drug dealing, entries to autos and some robberies. We have been in regular communication with MPD to try to mitigate some of this behavior as it seems to have increased from last year.
- We have one full time Executive Director and one part-time seasonal Events Intern
- We hold monthly meetings except for December. We also hold our Annual Public Budget Meeting in September. A couple times per year we also participate in forums with our Brady Street Area Association.

Economic Development

- This year we had one business, Mac Shack, apply for a signage grant through the City of Milwaukee. That business is expected to open in fall.
- We had five new businesses open on Brady Street this year –Up-Down Arcade Bar, Purple Reign Bakery, Mad Over Vape, Glorioso’s Appetito, and Fuji Poké.

Annual Report

(Sept.2018 – Aug. 2019)

- We currently have one vacancy on the corner of N. Farwell Avenue and Brady Street. The vacancy on the corner of Van Buren and Brady Street is being developed into a café. No date given on when that project will be completed. A new restaurant, Mac Shack, should be opening this fall on the first floor retail space in the development on the corner of Humboldt and Brady.
- Enhancement Projects- we added a large mural to the Swing Park just outside of our BID boundaries to help beautify an area that has seen some violence and bad behavior. We are in discussions about fixing our “green flow” concrete pattern that runs adjacent to the street as it is in quite a state of disrepair given that it is over 25 years old.

Marketing & Branding

- Recognition/Mentions: Brady Street is mentioned in the press around 3 times per week. We’ve been mentioned in articles in the Shepherd Express, Milwaukee Magazine, Journal Sentinel, Milwaukee Business Journal, Urban Milwaukee, Milwaukee Record, and Biz Times to name a few!
- We have a strong Social media presence. For Facebook we have over 6800 followers (a 23% increase from last year) and we post daily. Twitter has 13,000+ followers. Tweets are sent a few times per week. Instagram has over 1,500 followers (15% increase from last year.) This year’s Festival event page on Facebook reached over 285,000 people organically! (No paid posts) Spring Art Walk reached 67,000+ and our Sunday Funday Art & Farmers markets have reached 46,000+ people so far this year.
- We utilize a number of outlets from radio to print to online media to market our district. Currently our official radio partner is 88Nine, our online media partner is OnMilwaukee, and we utilize Shepherd Express, Riverwest Currents, Key Magazine, WI Gazette, and Urban Milwaukee for print. We have also appeared on Real Milwaukee, Wake Up with Fox 6 television, Channel 4 and Channel 12. Our e-newsletter, the Buzz on Brady, is produced (almost) monthly. We have nearly 1,500 subscribers.
- This year we designed and installed new banners on our 40 harp lamps to brand our district. We also purchased new Holiday decorations.

Core Events

- The BID produces several events per year including a Spring Art Walk, Annual Pet Parade, Brady Back Nine Mini Golf Crawl, Bi-weekly Art and Farmer’s Markets, Halloween Costume Contest, Festivus 1 Mile Fun Run, and our signature event, The Brady Street Festival. The Festival draws 50,000 people and we are happy to report that everyone was on their best behavior again this year.
- We sponsor Empty Bowls, the Milwaukee Museum Mile’s Plein Air event, The Wisconsin Conservatory of Music, Children’s Outing Association, and the Bike-In Movie Series.

Partner/Collaborative Initiatives

- Partnerships/Memberships: The BID is an active member of various community and business groups including The Brady Street Area Association, The Brady Area Association for Art and

Annual Report

(Sept.2018 – Aug. 2019)

Education, The Charles Allis Museum, VISIT Milwaukee, The WI Bike Federation, The International Downtown Association, and the BID Council.

- We also have an extensive list of sponsors that we work with on various events including: Beechwood Distributors, Badger Liquor, Gruber Law, Ogden & Co, Harley-Davidson, Beer Capitol, Fromm Family Foods, Easton Apartments, Milwaukee Career College, Central Bark, Milwaukee Pet Services, Community Financial Service Centers, Eagle Disposal, Wisconsin Dairy Farmers, House of Harley-Davidson, Radio Milwaukee and OnMilwaukee.

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2018
(With Summarized Totals for the Year Ended December 31, 2017)
With Accountant's Review Report

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11

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INDEPENDENT ACCOUNTANT'S REVIEW REPORT

To the Board of Directors
Brady Street Business Improvement District #11
Milwaukee, Wisconsin

We have reviewed the accompanying financial statements of Brady Street Business Improvement District #11 (a nonprofit organization), which comprise the statement of assets, liabilities and net assets - modified cash basis as of December 31, 2018, and the related statements of revenue and expenses - modified cash basis and functional expenses - modified cash basis for the year 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.

Report on 2017 Financial Statements

The financial statements for the year ended December 31, 2017 were audited by us, and we expressed an unqualified opinion on them in our report dated March 9, 2018, but we have not performed any auditing procedures since that date.

Ritz Holman LLP

RITZHOLMAN LLP
Certified Public Accountants

Milwaukee, Wisconsin
April 2, 2019

Ritz Holman LLP

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BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
STATEMENT OF ASSETS, LIABILITIES AND NET ASSETS - MODIFIED CASH BASIS
DECEMBER 31, 2018
(With Summarized Totals for December 31, 2017)
(See Accountant's Review Report)

	2018 <u>(Reviewed)</u>	2017 <u>(Audited)</u>
ASSETS		
CURRENT ASSETS		
Cash	\$ 262,730	\$ 220,666
Total Current Assets	<u>\$ 262,730</u>	<u>\$ 220,666</u>
FIXED ASSETS		
Holiday Decorations	\$ 16,747	\$ 16,747
Security Cameras	4,390	4,390
Accumulated Depreciation	(11,850)	(7,623)
Net Fixed Assets	<u>\$ 9,287</u>	<u>\$ 13,514</u>
TOTAL ASSETS	<u><u>\$ 272,017</u></u>	<u><u>\$ 234,180</u></u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accrued Payroll Taxes	\$ 1,179	\$ 1,206
Total Current Liabilities	<u>\$ 1,179</u>	<u>\$ 1,206</u>
Total Liabilities	<u>\$ 1,179</u>	<u>\$ 1,206</u>
NET ASSETS		
Without Donor Restrictions	\$ 270,838	\$ 232,974
Total Net Assets	<u>\$ 270,838</u>	<u>\$ 232,974</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 272,017</u></u>	<u><u>\$ 234,180</u></u>

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

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
STATEMENT OF REVENUE AND EXPENSES - MODIFIED CASH BASIS
FOR THE YEAR ENDED DECEMBER 31, 2018
(With Summarized Totals for the Year Ended December 31, 2017)
(See Accountant's Review Report)

	<u>Without Donor Restrictions</u>	
	<u>2018</u>	<u>2017</u>
	<u>(Reviewed)</u>	<u>(Audited)</u>
REVENUE		
Assessment Income	\$ 140,000	\$ 140,000
Interest Income	465	188
Rental Income	1,339	1,322
Special Events		
Special Event Income	185,595	159,332
Special Event Expenses	(160,976)	(143,061)
Other Income	300	2,379
Total Revenue	<u>\$ 166,723</u>	<u>\$ 160,160</u>
EXPENSES		
Program Services	\$ 105,636	\$ 105,105
Management and General	17,421	18,338
Fundraising	5,802	6,168
Total Expenses	<u>\$ 128,859</u>	<u>\$ 129,611</u>
CHANGE IN NET ASSETS	\$ 37,864	\$ 30,549
Net Assets, Beginning of Year	<u>232,974</u>	<u>202,425</u>
NET ASSETS, END OF YEAR	<u>\$ 270,838</u>	<u>\$ 232,974</u>

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

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
STATEMENT OF FUNCTIONAL EXPENSES - MODIFIED CASH BASIS
FOR THE YEAR ENDED DECEMBER 31, 2018
(With Summarized Totals for the Year Ended December 31, 2017)
(See Accountant's Review Report)

	Program Services	Management and General	Fundraising	2018 Total (Reviewed)	2017 Total (Audited)
Salaries	\$ 40,920	\$ 9,821	\$ 3,819	\$ 54,560	\$ 52,921
Payroll Taxes	3,171	761	296	4,228	4,102
Professional Fees	6,251	2,500	---	8,751	12,296
Promotional Expense	5,750	---	---	5,750	1,801
Contract Services	---	---	---	---	168
Telephone	1,071	257	100	1,428	1,496
Postage	116	28	11	155	196
Printing	120	29	11	160	190
Occupancy	5,085	1,220	475	6,780	6,885
Utilities	698	167	65	930	1,049
Advertising	5,566	1,336	519	7,421	8,359
Maintenance and Repairs	2,109	---	---	2,109	14,415
Streetscape Maintenance	9,259	---	---	9,259	9,251
Insurance	4,450	1,068	415	5,933	5,585
Equipment Purchases	15,866	---	---	15,866	---
Depreciation	4,227	---	---	4,227	3,715
Other Expense	977	234	91	1,302	7,182
Subtotal	<u>\$ 105,636</u>	<u>\$ 17,421</u>	<u>\$ 5,802</u>	<u>\$ 128,859</u>	<u>\$ 129,611</u>
Special Events					
Advertising	\$ ---	\$ ---	\$ 14,308	\$ 14,308	\$ 10,236
Awards	---	---	2,050	2,050	3,450
Cleaning	---	---	4,239	4,239	2,643
Entertainment	---	---	18,163	18,163	23,774
Fees	---	---	7,100	7,100	6,721
Food and Beverage	---	---	25,294	25,294	26,483
Insurance	---	---	1,129	1,129	926
Miscellaneous	---	---	2,351	2,351	2,695
Permits	---	---	18,265	18,265	9,442
Professional Fees	---	---	37,218	37,218	31,229
Rentals	---	---	21,746	21,746	17,872
Security	---	---	7,015	7,015	5,200
Supplies	---	---	2,098	2,098	2,390
Total Special Events	<u>\$ ---</u>	<u>\$ ---</u>	<u>\$ 160,976</u>	<u>\$ 160,976</u>	<u>\$ 143,061</u>
TOTAL EXPENSES	<u><u>\$ 105,636</u></u>	<u><u>\$ 17,421</u></u>	<u><u>\$ 166,778</u></u>	<u><u>\$ 289,835</u></u>	<u><u>\$ 272,672</u></u>

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

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2018

(See Accountant's Review Report)

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2018
(See Accountant's Review Report)

NOTE A - Summary of Significant Accounting Policies

Organization

Brady Street Business Improvement District #11 (Brady Street BID) was created by the Common Council of the City of Milwaukee pursuant to Wisconsin Statutes. Brady Street BID is to sustain the competitiveness of the Brady Street Residential and Commercial District of the City of Milwaukee and to ensure a safe, clean environment conducive to business activity. Brady Street BID is responsible for monitoring, maintaining and repairing the streetscape and for developing a plan to facilitate joint economic development efforts in the Brady Street area.

Brady Street BID collaborates with the following other area organizations for the common benefit of Brady Street: the Brady Street Area Association, an independent incorporated entity, the Brady Area Merchants, an informal group of business owners, and the Brady Area Foundation, a not for profit organization supporting arts and education. These organizations are not part of the Brady Street BID's financial statements.

Brady Street Business Improvement District #11 is exempt from tax as an affiliate of a governmental unit under Section 501(a) of the Internal Revenue Code.

Accounting Method

The financial statements of the Organization have been prepared on the cash basis of accounting modified for the presentation of payroll tax liabilities, which is a comprehensive basis other than generally accepted accounting principles. Under this basis, all items are recorded on the cash basis except for payroll taxes, which are recognized when incurred rather than when paid, and fixed assets according to the Organization's capitalization policy.

Fixed Assets

Fixed assets are recorded at cost. Depreciation is provided over the estimated useful lives of the assets using the straight-line method for all asset purchases totaling \$2,500 and greater.

Contributions

All contributions are considered available for the Organization's general programs unless specifically restricted by the donor. Amounts received that are designated for future periods or restricted by the donor are reported as net assets with donor restrictions and increase net assets with donor restrictions. Contributions received with restrictions that are met in the same reporting period are reported as revenue without donor restrictions and increase net assets without donor restrictions. When a restriction 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. Investment income that is limited to specific uses by donor restrictions is reported as increases in net assets without donor restrictions if the restrictions are met in the same reporting period as the income is recognized.

Estimates

The preparation of financial statements in conformity with the modified cash basis of accounting 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.

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2018
(See Accountant's Review Report)

NOTE A - Summary of Significant Accounting Policies (continued)

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, 2018, the Organization's net assets were all without donor restrictions.

Functional Expenses

Expenses for salaries and wages and related items are allocated 75% to program, 18% to management and general, and 7% to fundraising categories based on management's estimate of time and effort. Other expenses that are not direct costs of program or management and general are allocated in proportion to the allocation of salaries and wages.

NOTE B - Comparative Financial Information

The financial information shown for 2017 in the accompanying financial statements is included to provide a basis for comparison with 2018. 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, 2017, from which the summarized information was derived.

For comparability, certain 2017 amounts have been reclassified to conform with classifications adopted in 2018. The reclassifications have no effect on reported amounts of net assets or changes in net assets.

NOTE C - Liquidity

The organization maintains cash on hand to represent approximately 24 months of general operating expenditures. These balances are held in liquid bank accounts.

NOTE D - Concentration of Risk

Brady Street Business Improvement District #11 receives property tax assessment income and grants from the City of Milwaukee. Brady Street BID's operations rely on the availability of these funds. Approximately 43% of the Organization's gross revenue was from the City of Milwaukee for the year ended December 31, 2018.

NOTE E - Advertising Costs

The Organization uses advertising to promote its programs throughout the community. Advertising costs are expensed as incurred. Advertising expense for the year ended December 31, 2018, was \$7,421.

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2018
(See Accountant's Review Report)

NOTE F - Operating Lease

The Organization leases office space in two year increments under an operating lease. The current lease expires on March 31, 2019. Rent expense was \$6,780 for the year ended December 31, 2018.

The following is a schedule by years of the future minimum payments required under the lease as of December 31, 2018:

<u>Year</u>	<u>Amount</u>
2019	<u>\$1,695</u>
Total	<u>\$1,695</u>

NOTE G - Assessment Income

In order to provide revenues to support the Organization's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified Brady Street area. The assessment is calculated based on assessed values of the properties as of every fall. The assessment levied on the Brady Street properties was \$.0031 for every dollar of assessed property value for the year ended December 31, 2018.

NOTE H - Related Party Transactions

During the year, the Organization leased its office space from one member of the board of directors. Total amount paid to related parties were \$6,780 for the year ended December 31, 2018.

NOTE I - Subsequent Events

The Organization has evaluated events and transactions occurring after December 31, 2018, through April 2, 2019, the date the financial statements are available to be issued, for possible adjustments to the financial statements or disclosures. The Organization has determined that no subsequent events need to be disclosed.