

BUSINESS IMPROVEMENT DISTRICT NO. 37
30th STREET INDUSTRIAL & ECONOMIC CORRIDOR
OPERATING PLAN
FOR 2008

TABLE OF CONTENTS

- I. Introduction
 - II. District Boundaries
 - III. Proposed Operating Plan
 - IV. Method of Assessment
 - V. Relationship to Milwaukee Comprehensive Plan and Orderly Development of the City
 - VI. Future Year Operating Plans
- Appendix A Map of 30th Street Industrial & Economic Corridor BID
- Appendix B Listing of Properties

I. INTRODUCTION

A. Background

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

A Business Improvement District was approved by the City of Milwaukee in 2005 for the purposes of revitalizing and improving the 30th Street Industrial & Economic Corridor on Milwaukee’s north side. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for 2008 of the 30th Street Industrial & Economic Corridor district (BID #37). The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

B. Physical Setting

BID #37 includes the industrial and commercial businesses located along the Canadian Pacific rail line on the north side of the City of Milwaukee.

II. DISTRICT BOUNDARIES

Boundaries of BID #37 are shown on the map in Appendix A of this plan. The boundaries were drawn to include industrial and commercial properties while excluding residential properties whenever possible. The northern boundary is Ruby Avenue and the southern boundary goes just south of Brown Street. The east and west boundaries vary throughout the district, but generally the western boundary is North 35th Street and the eastern boundary is North 27th Street. A listing of the properties included in the district is provided in Appendix B.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of BID #37 is to revitalize the 30th Street Industrial & Economic Corridor while creating an area that will attract and retain industrial and commercial businesses, thus creating quality jobs with family supporting wages for central city residents. Additional plan objectives include:

- Improving the safety and security of the area
- Improving the image of the area
- Providing technical assistance and economic development support to businesses
- Attracting new businesses to the area
- Coordinating economic development projects

B. Proposed Activities—2008

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

- Initial streetscape improvements based on design guidelines completed in 2007
- Aesthetic enhancements such as graffiti removal, litter clean ups and abating illegal dumping
- Safety and security initiatives including program staff to develop and coordinate such initiatives and a fund for safety & security projects
- Marketing and branding of the area

C. Proposed Expenditures

Infrastructure Improvements Streetscape Implementation	\$60,000
Safety & Security Program Staff Fund for Safety & Security Initiatives	\$45,000
Aesthetic Enhancements Graffiti Removal Litter Clean Ups Abatement of Illegal Dumping	\$16,500
Marketing/ Branding Project	\$5000
Accounting/ Audit	\$3700
Office & Management Administrative services provided by the 30 th Street Industrial Corridor Corporation including business assistance, leveraging of public/ private resources, and insurance	\$44,000
Miscellaneous	\$3028
Reserve Fund for Capital Improvements	\$90,000
TOTAL	\$267,228

Projected Revenues

Assessments	\$167,228
Projected Carry Over Funds	\$100,000
TOTAL	\$267,228

D. Financing Method

It is proposed to raise approximately \$167,228 through BID assessments (see Appendix B). Expenses exceeding the assessments may be covered by 2007 carry over revenues. In addition, the BID may apply for grants for additional funding for projects. 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.

E. Organization of the BID Board

The Mayor appoints members to the district board (“board”). The board’s primary responsibility is implementation of this Operating Plan. This requires 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; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be comprised 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 – The BID board shall include a minimum of five members.
2. Composition – At least three 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 except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
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 may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings – The board shall meet regularly, at least twice each year. The board shall adopt rules of order (“bylaws”) to govern the conduct of its meetings.

F. Relationship to the 30th Street Industrial Corridor Corporation

The BID shall be a separate entity from the 30th Street Industrial Corridor Corporation (ICC), notwithstanding the fact that members, officers and directors of each may be shared. The ICC shall remain a private organization, not subject to the open meeting law and not subject to the public record law except for its records generated in connection with the BID board. The ICC may, and it is intended, shall, contract with the BID to provided services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

The annual assessment for the BID's operating expenses will be levied against each property within the district in direct proportion to the current assessed value of each property as of the date the district held its public hearing for this 2008 Operating Plan. No property owner within the district shall be eligible to receive or be subject to any reductions or increases in its assessment for the 2008 Operating Plan as a result of a decrease or increase in the assessed value for their property occurring after such date. In addition, the amount of assessment levied against a particular property may change from year to year if the assessed value of that property changes relative to other properties within the district.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method described previously. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$5,000 and a minimum assessment of \$300 per parcel will be applied.

As of January 1, 2007, the property in the proposed district had a total assessed value of over \$58 million. Appendix B shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

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

1. State Statute 66.1109(1) (f) 1m: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this 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 C, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109 (1) (b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in BID #37 and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in District Operation

The City of Milwaukee has committed to helping private property owners in the district to promote its development. To this end, the City expected to play a significant role in the creation of the Business Improvement District and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official city records of the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

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

Section 66.1103 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon Year Two activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year Two conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

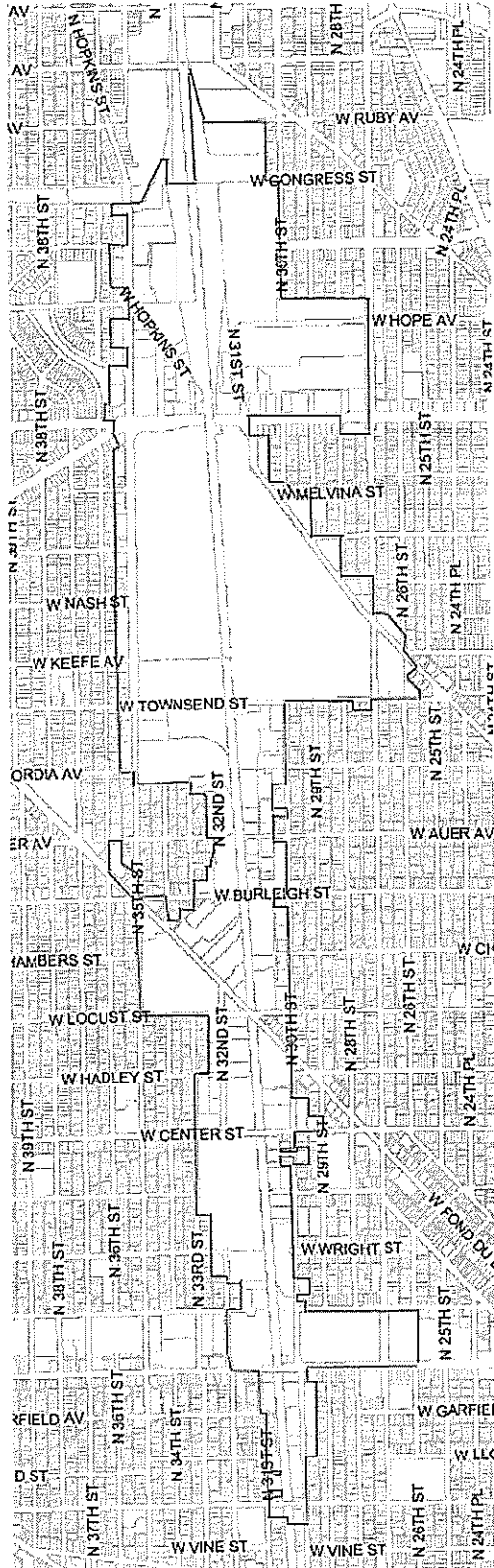
B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109 (3) (b).

Appendix A

30th Street Industrial & Economic Corridor



Appendix B

Taxkey	Property Address	Property Class	Total Assessment	BID #37 Assessment
2309992100	3020 W CONGRESS ST	Manufacturing	\$119,200	\$337.80
2309992200	3021 W RUBY	Exempt	\$0	Exempt
2309993100	3247 W GLENDALE	Exempt	\$0	Exempt
2460001000	4104 N 34TH	Local Commercial	\$70,200	\$300.00
2460002100	3228 W CAPITOL	Exempt	\$0	Exempt
2460002200	3244 W CAPITOL	Local Commercial	\$21,700	\$300.00
2460003100	3326 W CAPITOL	Exempt	\$0	Exempt
2460004000	3336 W CAPITOL	Local Commercial	\$185,000	\$524.27
2460005000	4030 N 34TH	Exempt	\$0	Exempt
2460006000	4040 N 34TH	Exempt	\$0	Exempt
2460007000	4060 N 34TH	Local Commercial	\$190,000	\$538.44
2460008100	4130 N 35TH	Local Commercial	\$256,000	\$725.48
2460009100	3420 W CAPITOL	Special Mercantile	\$1,365,000	\$3,868.27
2460403100	4030 N 29TH	Local Commercial	\$688,000	\$1,949.72
2460404000	2910 W CAPITOL	Special Mercantile	\$565,000	\$1,601.15
2460405000	2930 W CAPITOL	Special Mercantile	\$288,900	\$818.71
2460406000	3000 W CAPITOL	Mercantile Apartment	\$451,000	\$1,278.09
2460407100	3008 W CAPITOL	Local Commercial	\$255,000	\$722.64
2460408100	3030 W CAPITOL	Local Commercial	\$16,900	\$300.00
2460409100	3040 W CAPITOL	Exempt	\$0	Exempt
2460412100	3100 W CAPITOL	Special Mercantile	\$455,000	\$1,289.42
2460412200	3100 W CAPITOL	Exempt	\$0	Exempt
2460421000	2710 W CAPITOL	Special Mercantile	\$598,000	\$1,694.67
2460422000	2728 W CAPITOL	Local Commercial	\$204,000	\$578.12
2460431100	3350 W HOPKINS	Local Commercial	\$91,500	\$300.00
2460431200	3364 W HOPKINS	Local Commercial	\$101,000	\$300.00
2460432000	3341 W HOPKINS	Local Commercial	\$58,300	\$300.00
2469886211	4131 N 31ST	Local Commercial	\$48,600	\$300.00
2469886220	4101 N 31ST	Local Commercial	\$25,800	\$300.00
2469887100	4250 N 35TH	Local Commercial	\$118,000	\$334.40
2469889110	3478 W HOPKINS	Local Commercial	\$28,300	\$300.00
2469890100	4220 N 35TH	Local Commercial	\$60,000	\$300.00
2469894000	4260 N 35TH	Local Commercial	\$137,000	\$388.24
2469895100	4320 N 35TH	Local Commercial	\$180,000	\$510.10
2469896111	4330 N 35TH	Local Commercial	\$149,200	\$422.82
2469898111	4350 N 35TH	Local Commercial	\$191,000	\$541.28
2469973100	4131 N 31ST	Exempt	\$0	Exempt
2469974100	3410 W HOPKINS	Special Mercantile	\$505,000	\$1,431.12
2469975100	3374 W HOPKINS	Local Commercial	\$134,000	\$379.74
2469978000	3312 W HOPKINS	Exempt	\$0	Exempt
2469983000	3411 W HOPKINS	Special Mercantile	\$33,400	\$300.00
2469984000	4160 N 35TH	Manufacturing	\$103,700	\$300.00
2469985000	4170 N 35TH	Local Commercial	\$63,900	\$300.00
2469988100	3480 W HOPKINS	Exempt	\$0	Exempt
2469988210	4260 N 35TH ST	Exempt		Exempt
2469994100	4143 N 27TH	Manufacturing	\$1,490,400	\$4,223.65

2469995112	4041 N 27TH	Special Mercantile	\$498,000	\$1,411.28
2469995200	4051 N 27TH	Special Mercantile	\$91,000	\$300.00
2469996000	4044 N 31ST	Special Mercantile	\$220,000	\$623.46
2469998120	4235 N 30TH	Manufacturing	\$2,674,500	\$5,000.00
2469998210	4201 N 27TH	Manufacturing	\$2,862,100	\$5,000.00
2470302000	4125 N 35TH	Local Commercial	\$40,000	\$300.00
2470303000	4103 N 35TH	Exempt	\$0	Exempt
2470319100	4065 N 35TH	Local Commercial	\$218,000	\$617.79
2470320100	4041 N 35TH	Special Mercantile	\$1,106,000	\$3,134.29
2470321000	3500 W CAPITOL	Local Commercial	\$165,000	\$467.59
2470322000	3518 W CAPITOL	Local Commercial	\$13,700	\$300.00
2470323000	3524 W CAPITOL	Local Commercial	\$95,800	\$300.00
2471201000	4275 N 35TH	Local Commercial	\$144,000	\$408.08
2471301000	4247 N 35TH	Local Commercial	\$178,000	\$504.43
2471302000	4221 N 35TH	Exempt	\$0	Exempt
2479997000	4335 N 35TH	Local Commercial	\$116,000	\$328.73
2479998000	4349 N 35TH	Local Commercial	\$166,000	\$470.43
2680001000	3721 N 35TH	Residential	Exempt	Exempt
2680002000	3715 N 35TH	Local Commercial	\$3,900	\$300.00
2680003000	3711 N 35TH	Residential	Exempt	Exempt
2680801000	3743 N 35TH	Local Commercial	\$10,000	\$300.00
2680802000	3735 N 35TH	Local Commercial	\$189,000	\$535.61
2680803000	3729 N 35TH	Residential	Exempt	Exempt
2680901000	3701 N 35TH	Local Commercial	\$107,000	\$303.23
2681202000	3955 N 35TH	Local Commercial	\$33,900	\$300.00
2681203000	3945 N 35TH	Local Commercial	\$108,100	\$306.34
2681204100	3931 N 35TH	Special Mercantile	\$732,000	\$2,074.42
2681206000	3913 N 35TH	Local Commercial	\$65,000	\$300.00
2681207000	3909 N 35TH	Local Commercial	\$35,000	\$300.00
2681208000	3901 N 35TH	Manufacturing	\$83,200	\$300.00
2681223000	3501 W CAPITOL	Local Commercial	\$204,000	\$578.12
2681224110	3871 N 35TH	Local Commercial	\$17,300	\$300.00
2681225100	3861 N 35TH	Local Commercial	\$58,400	\$300.00
2681228000	3817 N 35TH	Local Commercial	\$36,200	\$300.00
2681229000	3813 N 35TH	Local Commercial	\$46,600	\$300.00
2681230000	3801 N 35TH	Local Commercial	\$74,100	\$300.00
2681601100	3765 N 35TH	Exempt	\$0	Exempt
2681701000	3525 N 35TH	Local Commercial	\$128,900	\$365.29
2690101100	2725 W CAPITOL	Special Mercantile	\$420,900	\$1,192.79
2690252112	2900 W HOPKINS	Local Commercial	\$64,600	\$300.00
2690259000	3010 W HOPKINS	Local Commercial	\$12,600	\$300.00
2690301100	3651 N 27TH	Local Commercial	\$399,000	\$1,130.73
2690302110	2744 W HOPKINS	Local Commercial	\$39,300	\$300.00
2690305111	2823 W VIENNA	Local Commercial	\$76,900	\$300.00
2690431000	3940 N 35TH	Local Commercial	\$548,800	\$1,555.24
2690432000	3700 N 35TH	Exempt	\$0	Exempt
2690433000	3600 N 35TH	Local Commercial	\$1,319,000	\$3,737.92
2690434000	3420 N 35TH	Local Commercial	\$2,188,000	\$5,000.00