

BUSINESS IMPROVEMENT DISTRICT # 38

Cesar E. Chavez Drive

2007 Operating Plan

August 22, 2006

## TABLE OF CONTENTS

### INTRODUCTION

1. Background
2. Physical Setting

### DISTRICT BOUNDARIES

### PROPOSED OPERATING PLAN

- A. Plan Objectives
- B. Proposed Activities - Year Two
- C. Proposed Expenditures - Year Two
- D. Financing Method
- E. Organization of BID Board
- F. Relationship to the BID

### METHOD OF ASSESSMENT

1. Assessment Rate and Method
2. Excluded and Exempt Property

### RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

1. City Plans
2. City Role in District Operation

### FUTURE YEAR OPERATING PLANS

1. Phased Development
2. Amendment, Severability and Expansion

### APPENDICES

- District boundaries
- 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.)

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

### **B. Physical Setting**

The Cesar E. Chavez District covers a commercial area on Cesar E. Chavez Drive, stretching from National Avenue in the North to Greenfield Avenue in the South. The Cesar E. Chavez District also includes a parcel adjacent to the west side of Cesar E. Chavez Drive, 1635 West National Avenue.

## **II. DISTRICT BOUNDARIES**

Boundaries of the proposed 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.

## **III. PROPOSED OPERATING PLAN**

### **A. Plan Objectives**

The objective of the BID is to:

- a) Improve public safety, image and public perception of the Cesar E. Chavez District.
- b) Coordinate public improvement projects in the Cesar E. Chavez Drive District.
- c) Increase the capacity of local businesses.
- d) Promote Cesar E. Chavez Drive as a unique shopping and tourist destination by creating an improved cultural image through the installation of public art.

**B. Proposed Activities - Year Two**

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

- a. Create a technical assistance fund to be utilized by businesses in the BID district to supplement operations and physical improvement or expansion projects.
- b. Install Trees and Planters to create a more unified, aesthetically pleasing environment for Cesar E. Chavez Drive.
- c. Implement a Neighborhood Ambassadors program and provide technical assistance services.
- d. Contribute to the Cesar E. Chavez Public Art Project.

**C. Proposed Expenditures - Year Two**

Proposed Budget

Items	Expenditure
Technical Assistance Fund for Businesses (2006 Carryover)	\$5,000
Neighborhood Ambassadors & Technical Assistance Services (2006 Carryover)	\$5,000
Cesar E. Chavez Public Art Project (2006 Carryover)	\$5,000
Streetscape Improvements- Trees, Planters, and Trash containers	31,500
Total	\$46,500

**D. Financing Method**

It is proposed to raise \$27,000 through BID assessments (see Appendix B). 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 BID Board**

The Mayor appoints members to the district board ("board"). The board's primary responsibility will be 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; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

#### IV. METHOD OF ASSESSMENT

##### A. Assessment Rate and Method

The principle behind the assessment methodology is that each property should equally contribute to the BID. After consideration of other assessment methods, it was determined that each owner would benefit equally from the BID projects and participation would promote involvement with the BID. The assessment will be a flat fee of \$500 with the exception of tax-exempt properties that will join the BID on a voluntary basis.

As of January 1, 2006, the property in the proposed district had a total assessed value of \$8,031,700.00. This plan proposes to assess the property in the district at a rate of \$500 per parcel of property.

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

- 54 properties x \$500 = \$27,000

##### 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 D, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

**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 the Cesar E. Chavez Business area 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 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 30<sup>th</sup> of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1<sup>st</sup> of each Plan year, for purposes of calculating the 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 initial Operating Plan.

Section 66.1109 (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.

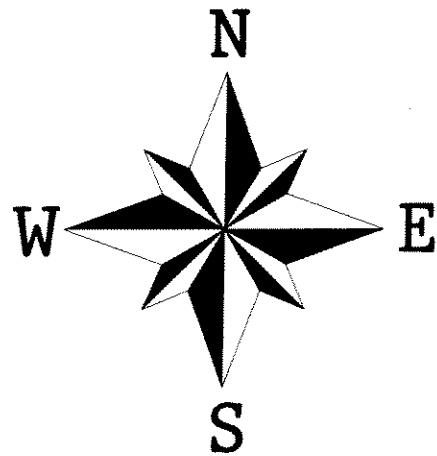
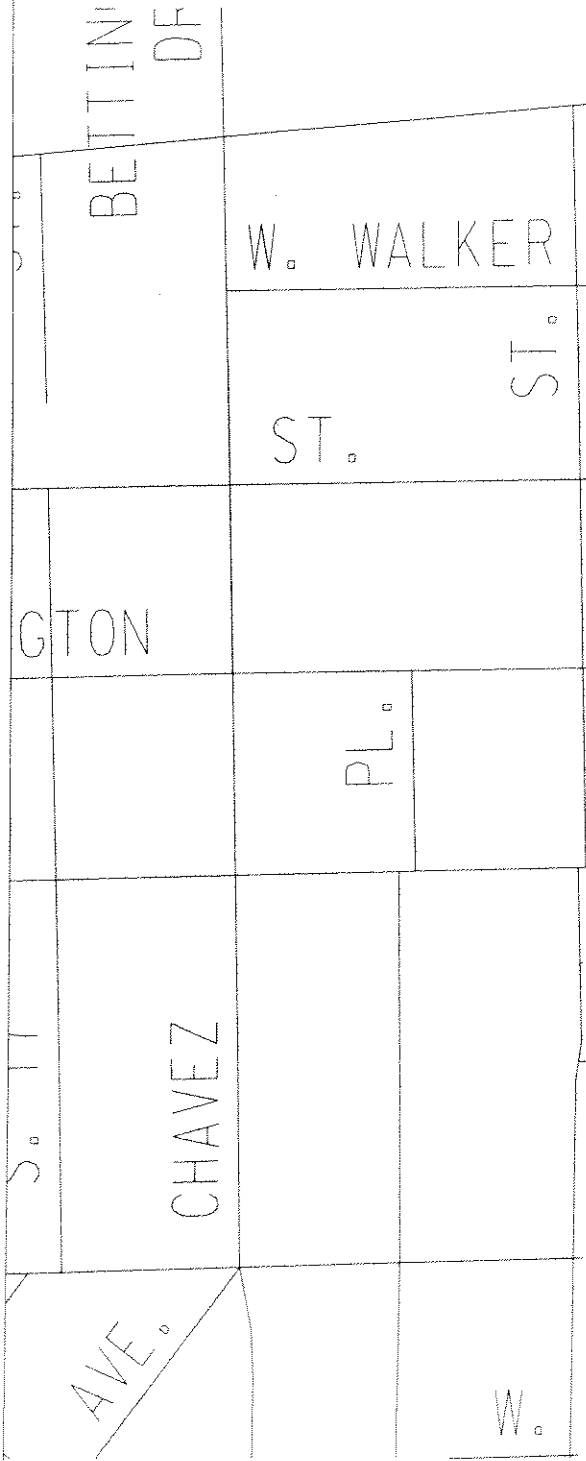
**APPENDICES**

A. District boundaries

B. Listing of properties



# BID 38 - Cesar Chavez



Number	Street	Property Owner	Assessed Value	specials
1200-1204	S. Chavez Dr.	Maria G. Arteaga	\$ 155,000.00	\$ 500.00
1232-1234	S. Chavez Dr.	Rigoberta & Jaime Arteaga	\$ 123,000.00	\$ 500.00
1239-1241	S. Chavez Dr.	<b>Song Thao Yang, Xaoyee Yang, Yee Yang</b>	<b>\$ 80,900.00</b>	\$ 500.00
1243-1247	S. Chavez Dr.	<b>Xaoyee Yang</b>	<b>\$ 86,700.00</b>	\$ 500.00
1230	S. Chavez Dr.	Ragheb Hamdan	\$ 96,000.00	\$ 500.00
1225-1227	S. Chavez Dr.	Jaime Lara	\$ 68,800.00	\$ 500.00
821-823	S. Chavez Dr.	Juan J. Jimenez	\$ 124,000.00	\$ 500.00
1208	S. Chavez Dr.	Luis J. Jimenez	\$ 49,100.00	\$ 500.00
1210	S. Chavez Dr.	Luis J. Jimenez	\$ 5,900.00	\$ 500.00
1214	S. Chavez Dr.	Severo Gonzalez, Jessie Cortez, Gilbert Cortez	\$ 79,200.00	\$ 500.00
816-820	S. Chavez Dr.	Juan S. Sanchez	\$ 104,000.00	\$ 500.00
825-827	S. Chavez Dr.	Juan M. Sanchez	\$ 96,200.00	\$ 500.00
1242	S. Chavez Dr.	Eduardo Velez	\$ 98,600.00	\$ 500.00
1308	S. Chavez Dr.	Ramon & Rita Gonzalez	\$ 321,000.00	\$ 500.00
933-937	S. Chavez Dr.	Imad Koran	\$ 241,000.00	\$ 500.00
1217-1219	S. Chavez Dr.	Federico Diaz	\$ 120,000.00	\$ 500.00
1216-1222	S. Chavez Dr.	Federico Diaz	\$ 176,000.00	\$ 500.00
807-815	S. Chavez Dr.	Ahn J. Lee	\$ 181,000.00	\$ 500.00
801-803	S. Chavez Dr.	CFSC Properties LLC	\$ 84,600.00	\$ 500.00
824-826	S. Chavez Dr.	El Rey Enterprises LLP	\$ 92,400.00	\$ 500.00
831-833	S. Chavez Dr.	Ruben Arce	\$ 67,800.00	\$ 500.00
901-903	S. Chavez Dr.	James and Karen Dropp	\$ 107,000.00	\$ 500.00
905-907	S. Chavez Dr.	Ambrose Ruelle	\$ 114,000.00	\$ 500.00
911-915	S. Chavez Dr.	Rose E. Espino	\$ 252,000.00	\$ 500.00
916	S. Chavez Dr.	El Rey Enterprises LLP	\$ 350,000.00	\$ 500.00
923	S. Chavez Dr.	Grant Whiffen	\$ 83,200.00	\$ 500.00
925-927	S. Chavez Dr.	Robert F. Zellmer	\$ 61,800.00	\$ 500.00
936-938	S. Chavez Dr.	El Rey Enterprises LLP	\$ 108,300.00	\$ 500.00
1000-1010	S. Chavez Dr.	El Rey Enterprises LLP	\$ 228,400.00	\$ 500.00
1014	S. Chavez Dr.	El Rey Enterprises LLP	\$ 73,300.00	\$ 500.00
1016-1018	S. Chavez Dr.	El Rey Enterprises LLP	\$ 85,900.00	\$ 500.00
1023	S. Chavez Dr.	El Rey Enterprises LLP	\$ 406,000.00	\$ 500.00
1032-1036	S. Chavez Dr.	16th Street Community Health Center Inc.	\$ -	
1033-1035	S. Chavez Dr.	Rueben Herrera	\$ 212,000.00	\$ 500.00

1037	S. Chavez Dr.	El Rey Enterprises LLp	\$ 96,400.00	\$ 500.00
1109	S. Chavez Dr.	John G. Gonis Trust	\$ 77,200.00	\$ 500.00
1127- 1135	S. Chavez Dr.	John G. Gonis Trust	\$ 603,000.00	\$ 500.00
1207	S. Chavez Dr.	Adnan Ahmad	\$ 145,000.00	\$ 500.00
				\$ 500.00
1215	S. Chavez Dr.	Juan Torrijos	\$ 33,200.00	\$ 500.00
1221- 1223	S. Chavez Dr.	Edwin& Lucille Puzia, trustees	\$ 60,300.00	\$ 500.00
1224	S. Chavez Dr.	Jose Torrijos	\$ 84,600.00	\$ 500.00
1235- 1237	S. Chavez Dr.	Juan Torrijos	\$ 83,800.00	\$ 500.00
1238	S. Chavez Dr.	Leonardo Aponte	\$ 107,000.00	\$ 500.00
1246- 1248	S. Chavez Dr.	Juan Torrijos	\$ 10,900.00	\$ 500.00
1300- 1302	S. Chavez Dr.	Juan Torrijos	\$ 9,900.00	\$ 500.00
1304- 1306	S. Chavez Dr.	Juan Torrijos	\$ 95,300.00	\$ 500.00
1305- 1307	S. Chavez Dr.	Juan Torrijos	\$ 15,000.00	\$ 500.00
1310- 1312	S. Chavez Dr.	Iglesia del Dios Vivo	\$ 82,200.00	\$ 500.00
1316	S. Chavez Dr.	Iglesia del Dios Vivo	\$ 114,000.00	\$ 500.00
1322- 1330	S. Chavez Dr.	Maribel Estrada 16th Street Community Health Center Inc	\$ 309,300.00	\$ 500.00
1337	S. Chavez Dr.	Health Center Inc	\$ 259,500.00	\$ 500.00
1567	W. National Ave.	Popeye's National Corp	\$ 262,000.00	\$ 500.00
1635	W. National Ave.	Badger Mutual Insurance	\$ 318,000.00	\$ 500.00
1575	W Washington Ave	McDonald's	\$ 732,000.00	\$ 500.00
			<b>\$8,031,700.00</b>	<b>\$27,000.00</b>