

BUSINESS IMPROVEMENT DISTRICT NO. 48

Granville
Business Improvement District

2017 PROPOSED OPERATING PLAN

AUGUST 2016

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 received a petition from property owners in September, 2012, requesting the creation of a Business Improvement District for the purpose of revitalizing and improving the Granville area neighborhood on Milwaukee's northwest side (see Appendix B). The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the Granville Business Improvement District. The Granville BID 48 was approved in 2012 and officially began operation in March, 2013.

B. Physical Setting

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

II. DISTRICT BOUNDARIES

Boundaries of the district are shown on the map in Appendix C of this plan

III. PROPOSED OPERATING PLAN

A. Plan Objectives

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

B. Proposed Activities – Year Four

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

1. Safety

Continue to develop collaboration with the Milwaukee Police District Four and the Milwaukee County Sheriff Department, work with the police and area businesses, property managers, and residents to work on existing safety initiatives, create new initiatives as needed, manage business park, retail area, and property manager communication chains, conduct safety seminars, implement safety initiatives, provide continuous education on crime trends and advise how to be proactive, engage youth

with police, develop new safety strategies as needed, and act as a liaison between property managers, business owners and the police. Safety is critical to the continued revitalization of the area; thus the BID complements the work of MPD. The area continues to have more nuisance crimes (drag racing, panhandling) and crimes to personal property (car thefts and break ins to cars). These issues jeopardize the retention of existing business, expansion of existing business, and creation of new business. Thus, the BID has learned in its first three years of operation that security must be increased and have a more obvious presence. In 2017, the BID will increase its private security presence.

2. Beautification

Enhance the area's image through beautification – maintenance and related activities. 2017 will be a year of projected economic revitalization on Brown Deer Road. The beautification efforts will be increased to enhance the area's appeal to developers.

3. Economic Retention and Expansion

All work done by the BID relates to both economic and community development. The BID will continue to actively work on economic retention and economic growth and expansion in the BID area. This will encompass outreach to BID partners, community building, workforce development partnerships, partnerships with area colleges and high schools, promotion of BID area to developers and site seekers, and collaboration with partners who can help BID partners grow and prosper. The BID will begin its strategic plan....Granville....2030.

4. Marketing

2017 is an important year for the BID and it is necessary to brand the area . The BID will continue to develop marketing and promotional programs, strategies, and events to promote the district and foster collaborative partnerships and growth. The BID plans to once again host the highly successful Granville Car, Bike, and Truck spectacular, the new Munchday Monday food truck event and add one other event to promote the diversity of the area to all.

5. Community

We identified a desperate need for resources and are working with the BID partners to be a resource for needed items (i.e. food, school supplies, clothing). We are also working to establish a relationship with neighborhood schools and the businesses and will continue to find collaborative opportunities to bridge education and the local employers. We are working to get businesses directly involved with community via a Young Professionals organization. We will continue to work with home owners and condo associations to create community and organization.

C. Proposed Expenditures – Approximately \$678,015 in 2017.

Proposed Budget

Category/Item	Budget
Beautification and Identity	
Neighborhood clean-ups, signage and boulevard enhancement (trees, perennials, etc.)	\$86000
Community Outreach Initiatives	\$196000
Work with police, property managers, businesses, residents. Provide additional security for area as needed. Camera grant program. Private Security	
Economic Retention/Expansion/Growth	\$136000
Working directly with partners, businesses, workforce development, education to foster retention, expansion, and growth	
Marketing and Promotion	
Development and implementation of activities to increase awareness of the positive attributes and opportunities in the district. (public relations, advertising collaboration, marketing materials, newsletters, surveys, special events, website)	\$177000
Administration and Management	
Management services: Oversight, member communication, administrative support, annual audit, office space/rental, liability insurance, memberships, office supplies, mailings, misc. etc.	\$83015
Total	\$678015
Reserve from 2016 (ESTIMATED)	\$80,000
Assessments	\$678015
GEDC	\$18000

IV. METHOD OF ASSESSMENT

D. Financing Method

It is proposed to raise \$678,015 through BID assessments in Milwaukee (see Appendix D). Future miscellaneous income will be from interest on reserves. 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.

IV. METHOD 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, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

The assessment method will be on the current year general property assessment that is established by the City of Milwaukee. The rate will be approximately \$1.87 per \$1000 of assessed value subject to a \$231 minimum and \$5231 maximum per property.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$5231 per parcel will be applied.

As of January 1, 2016, the property in the proposed district had a total assessed value of over \$413,953,902

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

B. Excluded and Exempt Property

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

1. State Statute 66.1109(1)(f)lm: 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.

APPENDIX A

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 subsds. 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.

(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 an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit 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 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.

(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.













History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85.

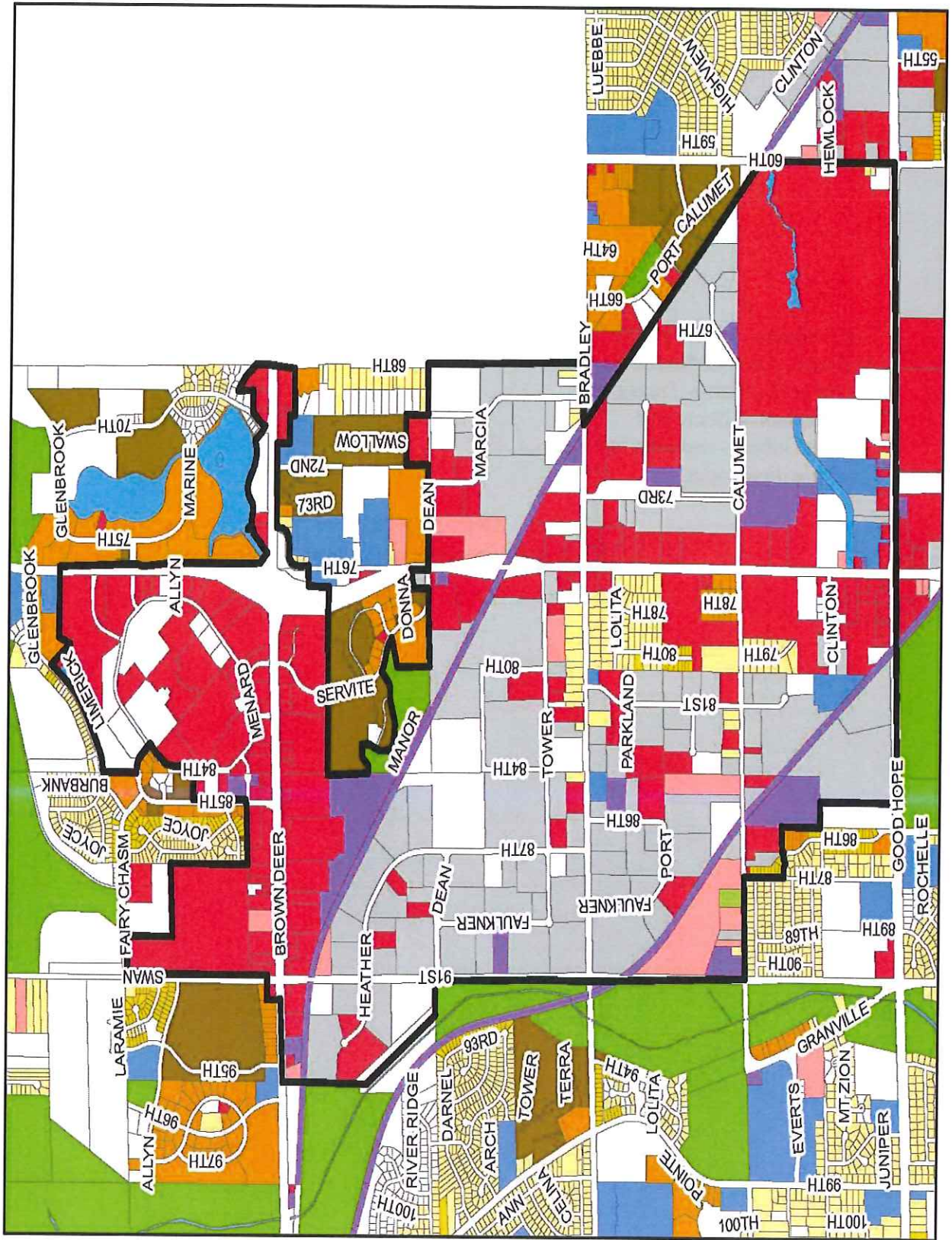
**APPENDIX B
BOARD MEMBERS**

Mark Krause – Board Chair
Michael Mallwitz Board Vice Chair
Suzanne Quinlan – Treasurer
Tim Hanson – Secretary
Kristie Goben – member at large
Two positions open

**APPENDIX C
DISTRICT BOUNDARIES**

Potential Business Improvement No. X (Granville BID) Land Use

-  BID Boundary
- Residential**
 -  Single Family
 -  Duplex
 -  Multi-Family
 -  Condominiums
- Commercial**
 -  Commercial
 -  Mixed Commercial and
- Manufacturing, Construction and Warehousing**
 - 
- Transportation, Commuter and Utilities**
 - 
- Public and Quasi-Public**
 -  Public Parks and Quasi-Open Space
 -  Public Schools and Churches, Cemeteries, & Quasi-Public Buildings
- Vacant Land or Recent Taxkey Change**
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BUSINESS IMPROVEMENT DISTRICT NO. 48

Granville
Business Improvement District

2015-2016 Annual Report

August, 2016

I. INTRODUCTION

The Granville Business Improvement District (BID 48) was created in 2013 and is roughly bounded by: 60th Street on the East, 95th Street on the West, Glenbrook Road on the North and Good Hope Road on the South.

A. Plan Objectives

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

B. Principle activities engaged in by the district during its 2016 included:

1. Safety

Increased security patrols on Brown Deer Road and inside the industrial parks to put eyes on the street and deter criminal activity as best as possible. Continue to develop collaboration with the Milwaukee Police District Four and the Milwaukee County Sheriff Department, work with the police and area businesses, property managers, and residents to work on existing safety initiatives, create new initiatives as needed, manage business park, retail area, and property manager communication chains, conduct safety seminars, implement safety initiatives, provide continuous education on crime trends and advise how to be proactive, engage youth with police, develop new safety strategies as needed, and act as a liaison between property managers, business owners and the police.

2. Beautification

Enhances the area's image through beautification maintenance and related activities

3. Economic Retention and Expansion

Actively work on economic retention and economic growth and expansion in the BID area. This will encompass outreach to BID partners, community building, workforce development partnerships, partnerships with area colleges and high schools, promotion of BID area to developers and site seekers, and collaboration with partners who can help BID partners grow and prosper. Worked continually with the Northridge Mall owners and the alderwoman and DCD. Worked to promote and move ahead the Brown Deer Road Plan.

4. Marketing

Continue to develop marketing and promotional programs, strategies, and events to promote the district and foster collaborative partnerships and growth. Promoted Granville on radio, television and news outlets to brand the Granville name.

5. Community

We have identified a desperate need for resources, including but not limited to, food programs in summer, after school programs, recreation, health, and GED and financial training for adults. We continue to seek partners to address these issues and are working to get businesses involved.

The budget was:

Category/Item	Budget
Beautification and Identity	
Neighborhood clean-ups, signage and boulevard enhancement (trees, perennials, etc.)	\$93,093
Community Outreach Initiatives	\$137,800
Work with police, property managers, businesses, residents.	
Economic Retention/Expansion/Growth	\$64,700
Working directly with partners, businesses, workforce development, education to foster retention, expansion, and growth	
Marketing and Promotion	
Development and implementation of activities to increase awareness of the positive attributes and opportunities in the district. (public relations, advertising collaboration, marketing materials, newsletters, surveys and special events, website)	\$93,153
Administration and Management	
Management services: Oversight, member communication, administrative support, annual audit, office space/rental, liability insurance, memberships, office supplies, mailings, misc. etc.	\$87,600
Total	\$476,346
Reserve from 2014 (ESTIMATED)	\$77,000
Assessments	\$ 476,346
Interest/Dividends(5% interest/variable)	\$2,000

The Granville Business Improvement District was officially formed in March, 2013 and formed a seven-person board and appointed Mary Hoehne, executive director. Accomplishments during 2016 up to now include, but are not limited to:

- a. Continual development of collaborations with the Milwaukee Police Department. Established email communication systems between area businesses and area properties (large rental properties) to notify each other and the police of crime, suspicious behavior, property violations, retail theft, pan-handling, car theft, dumpster diving, trash dumping, and drag/motorcycle racing. Increased security patrol to include patrol in the industrial parks for drag racing issue and patrol along Brown Deer Road in all the shopping areas to assure customer and employee safety and comfort levels after 3 p.m. and until closing, within the auto dealerships as upticks in crime demanded, and patrol in the industrial area to minimize opportunity for crime to vehicles parked in large parking lots. Contributed to National Night Out. Partnered with the Faith Base Initiative.
- b. Continued to work with the city to get approval and agreement on the Brown Deer Road Neighborhood Plan.
- c. Worked with DNS to address problem signage and properties.
- d. Established a security camera grant for businesses that will reimburse properties either 10 percent of cost or a maximum of \$2000 (if this is a max of 10%) for the costs of security systems approved by MPD.
- e. Began outreach with Vincent High School with objective to create an internship program with students and area businesses. Identified key players at the high school. Hosted a Meet Your Future Luncheon with the students at Vincent High School with the objective to connect employers to students and begin to establish long term relationships.
- f. Continually discussed with business owners what they envision for the area in one, three, five, and ten years, what challenges they have, what they like about the area, and what we need to do to retain the business and grow the business for 2020 and beyond.
- g. Established relationship with the Chinese owners of the mall and worked to understand the plan and assist them where needed to progress with the plan.
- h. Created community among the businesses by hosting the third Manufacturing Employee Appreciation Week event October 29 and October 30. Engaged the owners and the workers in this effort.
- i. Established Synergize Granville, a program collaborated with WMEP to bring highest quality of speakers to address issues facing manufacturers and general businesses. The series was sold out.
- j. Added annuals and perennials to the boulevards on Brown Deer Road and North 76th Street to enhance the area. Hired David Frank Landscapes to maintain the area.
- k. Designed welcome to Granville signage.
- l. Developed web page, newsletter, e-letter, social media and other communications to begin to get information out about the Granville BID. The new website with outstanding capabilities launched in September.
- m. Worked to find partners for future economic activity.
- n. Worked with media to get information about the area (positive) out to the business and general community.
- o. Continue to survey the needs of the business community and the community in an ever-changing environment.
- p. Used a holistic approach to address concerns (education, residents, police, business, faith-based)
- q. Established the 12 Days of Granville which is a holiday marketing program to bring the people who work in Granville to the retail/commercial district.
- r. Hosted a major event (the first major event in the area for years) which was the Granville BID Car, Truck and Bike Spectacular. The purpose of the event was to bring awareness to the thriving auto dealerships on North 76th Streets, advertise the Granville area and build new awareness to the community, celebrate the energy of Granville, and promote the

area. The event was much more than a car show. It included vendors for car enthusiasts and the general public, ten food trucks, a live band, kids games, a live radio broadcast and a deejay.

- s. Brought the food trucks to Granville every Monday from June until October. Munchdays served the dining needs for residents, workers and people from neighboring communities. It is the only successful food truck initiative NOT in a downtown location.
- t. Established roundtables to get more engagement on issues with the BID members.
- u. Hired an intern from the Mayor's Earn to Learn program for summer employment.
- v. Established a Young Professionals Program to be initiated in 2017 to try to attract young people to work and LIVE in Granville.

In 2017 the Granville BID will continue to work on the initiatives described above and other initiatives that develop. Overall, 2016 has been an active and productive year that continues to build the foundation to revitalize and energize the area. 2017 is a critical year to build on the momentum, bring new business to the area, bring people to Granville, and market the area and wonderful community.

BID #48 (Granville) Board Member Sheet

Board Organization: at least 5, at least 60% 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 year terms

<u>Board Member</u>	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
Kristie Goben	Member	6/3/2015	6/3/2018
Mark Krause	Chair	2/11/2013	2/11/2016*
Michael Mallwitz	Vice Chair	3/6/2013	3/6/2016*
Suzanne Quinlan	Treasurer	2/11/2013	2/11/2016*
Timothy Hansen	Secretary	4/27/2015	4/27/2018
Paul Tackes	Member	12/4/2015	12/4/2018**
Douglas Smith	Member	5/2/2014	5/2/2017**

3 board openings to be filled by the end of the year

*Board Members are currently going through the re-appointment process

** Resigned/replaced

