

BUSINESS IMPROVEMENT DISTRICT NO. 48

**Granville  
Business Improvement District**

**2016 PROPOSED OPERATING PLAN**

September, 2015

## **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 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 initial Operating Plan for the proposed Granville Business Improvement District. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

### **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 proposed district are shown on the map in Appendix C of this plan. A listing of the properties included in the district is provided in Appendix D.

## **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, dining, and entertainment), 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 Three**

Principle activities to be engaged in by the district during its third 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 and will hire private security on an as needed basis.

## 2. **Beautification**

Enhance 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.

## 4. **Marketing**

Continue to develop marketing and promotional programs, strategies, and events to promote the district and foster collaborative partnerships and growth. A gain, be the organizer for the Granville Car, Bike, and Truck spectacular and add one other event to promote the area in collaboration with businesses.

## 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 will continue to work with home owners and condo associations to create community and organization.

C. Proposed Expenditures – Approximately \$486,000 in 2016.

### **Proposed Budget**

| <b>Category/Item</b>                                                                | <b>Budget</b> |
|-------------------------------------------------------------------------------------|---------------|
| <b>Beautification and Identity</b>                                                  |               |
| Neighborhood clean-ups, signage and boulevard enhancement (trees, perennials, etc.) | \$80,929.25   |
| <b>Community Outreach Initiatives</b>                                               | \$62500       |
| Work with police, property managers, businesses, residents. Provide additional      |               |

|                                                                                                                                                                                                                                                    |                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| security for area as needed. Camera grant program.                                                                                                                                                                                                 |                     |
| <b>Economic Retention/Expansion/Growth</b>                                                                                                                                                                                                         | <b>\$78200</b>      |
| Working directly with partners, businesses, workforce development, education to foster retention, expansion, and growth                                                                                                                            |                     |
| <b>Marketing and Promotion</b>                                                                                                                                                                                                                     |                     |
| 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) | <b>\$149000</b>     |
| <b>Administration and Management</b>                                                                                                                                                                                                               |                     |
| Management services: Oversight, member communication, administrative support, annual audit, office space/rental, liability insurance, memberships, office supplies, mailings, misc. etc.                                                           | <b>\$83800</b>      |
| <b>Total</b>                                                                                                                                                                                                                                       | <b>\$486,929.25</b> |
| <b>Reserve from 2014 (ESTIMATED)</b>                                                                                                                                                                                                               | <b>\$65,000</b>     |
| <b>Assessments</b>                                                                                                                                                                                                                                 | <b>\$486,929.25</b> |
| <b>Interest/Dividends(5% interest/variable)</b>                                                                                                                                                                                                    | <b>\$2000</b>       |
|                                                                                                                                                                                                                                                    |                     |
|                                                                                                                                                                                                                                                    |                     |

#### **D. Financing Method**

It is proposed to raise \$486,929.25 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 ASSESMENT**

#### **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 \$1.37 per \$1000 of assessed value subject to a \$234 minimum and \$3,892 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 \$3,892 per parcel will be applied.

As of January 1, 2014, the property in the proposed district had a total assessed value of over \$420,621,502. This plan proposed to assess the property in the district at a rate

of \$1.37 per \$1,000.00 of assessed value, subject to the minimum and maximum assessment, for the purposes of the BID.

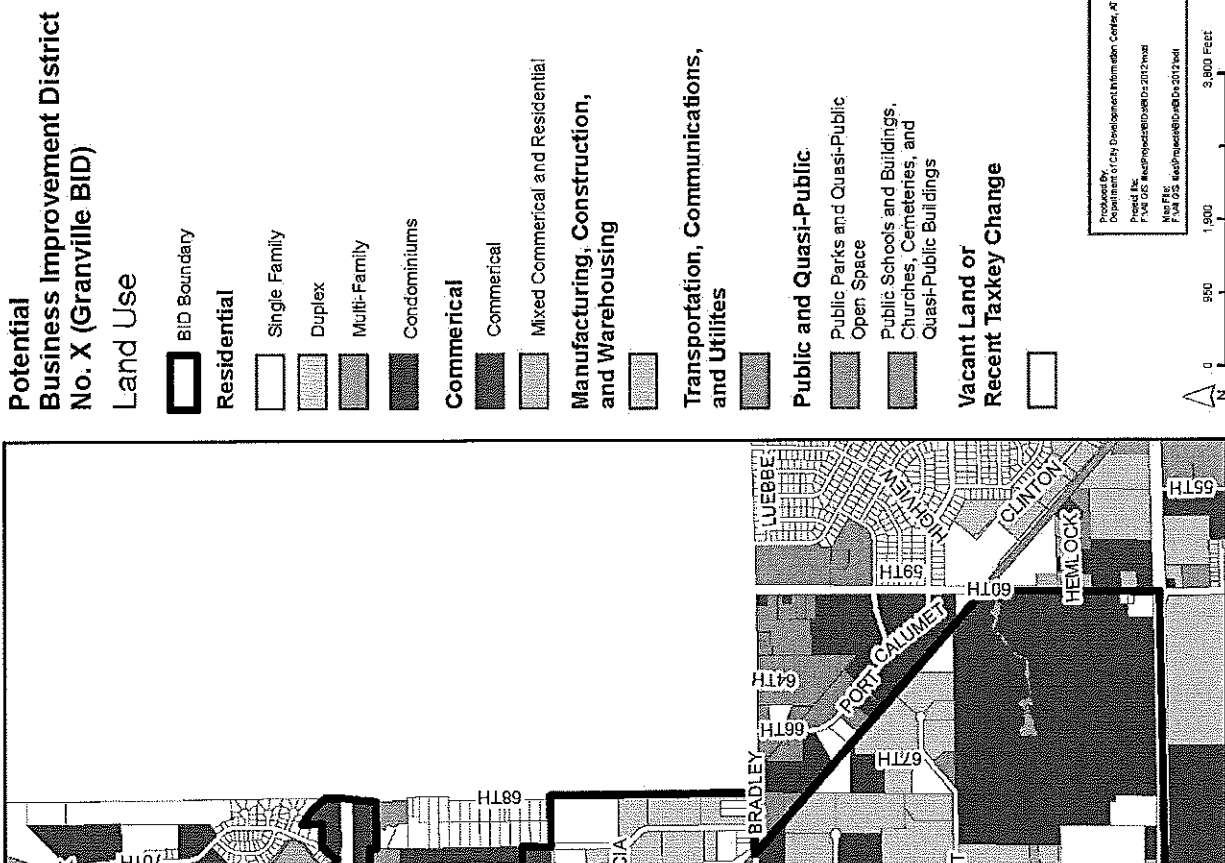
Appendix D shows the projected BID assessment for each property included in the district.

#### 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)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.

### Exhibit C PROPOSED DISTRICT BOUNDARIES





BUSINESS IMPROVEMENT DISTRICT NO. 48

**Granville**  
**Business Improvement District**

**2014-2015 Annual Report**

September, 2015

## **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 2015 included:**

#### **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.

#### **2. Beautification**

Enhance 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.

#### **4. Marketing**

Continue to develop marketing and promotional programs, strategies, and events to promote the district and foster collaborative partnerships and growth.

#### **5. Community**

We 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. In 2015 we will work with collaborators and networks. We will also work with home owners to create community and organization

The budget was:

| Category/Item                                                                                                                                                                                                                                         | Budget            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| <b>Beautification and Identity</b>                                                                                                                                                                                                                    |                   |
| Neighborhood clean-ups, signage and boulevard enhancement (trees, perennials, etc.)                                                                                                                                                                   | \$60,000          |
| <b>Community Outreach Initiatives</b>                                                                                                                                                                                                                 | \$62500           |
| Work with police, property managers, businesses, residents.                                                                                                                                                                                           |                   |
| <b>Economic Retention/Expansion/Growth</b>                                                                                                                                                                                                            | \$64700           |
| Working directly with partners, businesses, workforce development, education to foster retention, expansion, and growth                                                                                                                               |                   |
| <b>Marketing and Promotion</b>                                                                                                                                                                                                                        |                   |
| 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) | \$96800           |
| <b>Administration and Management</b>                                                                                                                                                                                                                  |                   |
| Management services: Oversight, member communication, administrative support, annual audit, office space/rental, liability insurance, memberships, office supplies, mailings, misc. etc.                                                              | \$96,000          |
| <b>Total</b>                                                                                                                                                                                                                                          | <b>\$ 380,000</b> |
| <b>Reserve from 2014 (ESTIMATED)</b>                                                                                                                                                                                                                  | <b>\$77,000</b>   |
| <b>Assessments</b>                                                                                                                                                                                                                                    | <b>\$ 380,000</b> |
| <b>Interest/Dividends(5% interest/variable)</b>                                                                                                                                                                                                       | <b>\$2000</b>     |
|                                                                                                                                                                                                                                                       |                   |
|                                                                                                                                                                                                                                                       |                   |

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 2015 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. Contributed to National Night Out. Partnered with the Faith Base Initiative.

- b. Continued to work with the city on the ongoing 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 76<sup>th</sup> 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. Lastly, held 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 76<sup>th</sup> 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.

In 2016 the Granville BID will continue to work on the initiatives described above and other initiatives that develop. Overall, 2015 has been an active and productive year that continues to build the foundation to revitalize and energize the area. 2016 is another 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:

**\*\*BID composition NOT INCLUDED in Operating Plan\*\***

| <u>Board Member</u> | <u>Title</u> | <u>Start Date</u> | <u>End Date</u> |
|---------------------|--------------|-------------------|-----------------|
| David Branovan      | Member       | 5/4/2015          | 5/1/2018        |
| Douglas Smith       | Member       | 5/2/2014          | 5/2/2017        |
| Kim Eccleston       | Member       | 2/11/2013         | 2/11/2015       |
| Larry Kamke         | Member       | 2/11/2013         | 2/11/2016       |
| Mark Krause         | Member       | 2/11/2013         | 2/11/2016       |
| Michael Mallwitz    | Member       | 3/6/2013          | 3/6/2016        |
| Michael Weiss       | Member       | 2/11/2013         | 2/11/2014       |
| Suzanne Quinlan     | Member       | 2/11/2013         | 2/11/2016       |

