

**BUSINESS IMPROVEMENT  
DISTRICT NO. 39**

**CENTER STREET  
MARKETPLACE  
BUSINESS IMPROVEMENTDISTRICT**

**2008  
PROPOSED  
OPERATING PLAN**

**SEPTEMBER 2007**

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## INTRODUCTION

### 1. Background

In 1984, the Wisconsin Legislature created S. 66.608 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 purposes of revitalizing and improving the Center Street Marketplace District, located on Center Street between 34<sup>th</sup> and 59<sup>th</sup> on Center Street in Milwaukee Wisconsin (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 Center Street Marketplace District. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

### 2. Physical Setting

The District covers a commercial area on Center Street from 34<sup>th</sup> to 59<sup>th</sup> Streets.

## 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**.

## PROPOSED OPERATING PLAN

### 1. Plan Objectives

- Improve the Image of the Target Area.
- Improve negative perceptions of crime/safety in the target area.
- Increase the number and variety of businesses in the target area.
- Coordinate public improvements in the Center Street Marketplace District.
- Protect and preserve the historical significance and integrity of structures in the target area.

### 2. Proposed Activities – 2008

- Implement a Commercial Corridor clean-up initiative
- Implement a façade/sign/lighting pgm.
- Implement a safety program
- Marketing with new banners and other amenities

### 3. Proposed Expenditures – 2008

Items	Expenditure
Façade/Sign/banners/Lighting Pgm	\$32,000
Commercial Corridor Clean-up	\$10,000
Safety/Security Initiative	\$22,784
<b>Total</b>	<b>\$64,784</b>

#### **4. Financing Method**

It is proposed that \$64,784 be raised through BID assessments (see Appendix D). 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.

#### **5. Organization of BID Board**

Upon creation of the BID, the Mayor will appoint 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.

State law requires that the board be composed 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 operated as follows:

Board Size – Seven (9)

- a. Composition – at least five (5) 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.
- b. 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.
- c. Compensation – None.
- d. Meetings – All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
- e. Record keeping – Files and records of the board's affairs shall be kept pursuant to public record requirements.
- f. Staffing – the board may employ staff and/or contract for staffing services pursuant to this plan and subsequent modifications thereof.
- g. Meetings – the Board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

#### **6. Relationship to the local business association**

The BID shall be a separate entity from the local business association, notwithstanding the fact that members, officers and directors of each may be shared. The Association 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 Association may, and its intended, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

## **METHOD OF ADASSESSMENT**

### **1. 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.

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 \$1,500 per parcel will be applied.

As of January 1<sup>st</sup>, 2007, the property in the proposed district had a total assessed value of over \$11,524,800. This plan proposed to assess the property in the district at a rate of \$.600 per \$1000.00 of assessed value, subject to the maximum assessment of \$1,500 and a minimum assessment of \$300, for the purposes of the BID.

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

### **2. 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.

- a. 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.
- b. 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..
- c. 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.

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

### **1. 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 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<sup>th</sup>, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax based 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 Center Street Marketplace District 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.

## **2. 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 expects 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:

- a. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
- b. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
- c. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
- d. Receive annual audits as required per sec. 66.608 (3) © of the BID law.
- e. 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.
- f. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

## **FUTURE YEAR OPERATING PLANS**

### **1. 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 66.608 (3) (a) of the BID law requires the board and the City to annual 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 One

activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year One 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.

**2. Amendment, Severability and Expansion**

The BID has been created under authority of Section 66.60 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 re-establishment.

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 66.608 (3)(b).

**APPENDICES**

- **Statute**
- **Petition**
- **Proposed District Boundaries**
- **Year One Projected Assessments**

## CENTER STREET MARKETPLACE BID

PROPERTY CODE	ADDRESS				2007 ASSESSMENT	SPECIAL ASSESSMENT
3271584200	2664	N	38TH	ST	\$84,000	\$504.000
3271352000	2663	N	40TH	ST	\$85,900	\$515.400
3070907000	2702	N	44TH	ST	\$123,000	\$738.000
3280408000	2666	N	48TH	ST	\$68,200	\$409.200
3290417200	2674	N	53RD	ST	\$25,300	\$300.000
3061201000	2707	N	54TH	ST	\$171,000	\$1,026.000
3060629000	5814	W	CENTER	ST	\$75,600	\$453.600
3060632100	5801	W	CENTER	ST	\$146,000	\$876.000
3060801000	5724	W	CENTER	ST	\$55,400	\$332.400
3060800000	5720	W	CENTER	ST	\$179,000	\$1,074.000
3060799000	5704	W	CENTER	ST	\$113,000	\$678.000
3291133000	5631	W	CENTER	ST	\$54,600	\$327.600
3291133000	5627	W	CENTER	ST	\$89,600	\$537.600
3291131100	5625	W	CENTER	ST	\$60,000	\$360.000
3060826000	5622	W	CENTER	ST	\$111,000	\$666.000
3060824000	5600	W	CENTER	ST	\$150,000	\$900.000
3061117000	5530	W	CENTER	ST	\$97,200	\$583.200
3291105100	5521	W	CENTER	ST	\$659,000	\$1,500.000
3061116000	5518	W	CENTER	ST	\$103,000	\$618.000
3061115000	5512	W	CENTER	ST	\$149,000	\$894.000
3291103100	5509	W	CENTER	ST	\$98,200	\$589.200
3061114000	5506	W	CENTER	ST	\$107,400	\$644.400
3061113000	5502	W	CENTER	ST	\$43,600	\$300.000
3291101100	5431	W	CENTER	ST	\$45,400	\$300.000
3061205000	5430	W	CENTER	ST	\$10,000	\$300.000
3291816000	5401	W	CENTER	ST	\$149,000	\$894.000
3061234000	5324	W	CENTER	ST	\$214,000	\$1,284.000
3291801000	5319	W	CENTER	ST	\$120,000	\$720.000
3061233000	5318	W	CENTER	ST	\$64,300	\$385.800
3061232000	5312	W	CENTER	ST	\$132,000	\$792.000
3290443000	5311	W	CENTER	ST	\$156,000	\$936.000
3061231000	5306	W	CENTER	ST	\$180,000	\$1,080.000
3061230000	5302	W	CENTER	ST	\$81,400	\$488.400
3290442000	5301	W	CENTER	ST	\$211,000	\$1,266.000
3290417100	5233	W	CENTER	ST	\$79,800	\$478.800
3061369000	5224	W	CENTER	ST	\$159,000	\$954.000
3061368000	5220	W	CENTER	ST	\$148,000	\$888.000
3061366100	5204	W	CENTER	ST	\$34,800	\$300.000
3061401000	5128	W	CENTER	ST	\$118,000	\$708.000
3061400000	5124	W	CENTER	ST	\$109,000	\$654.000
3061399000	5120	W	CENTER	ST	\$535,500	\$1,500.000
3061398000	5114	W	CENTER	ST	\$65,000	\$390.000
3061397000	5112	W	CENTER	ST	\$97,200	\$583.200
3061396000	5104	W	CENTER	ST	\$95,000	\$570.000



3061395000	5100	W	CENTER	ST	\$131,000	\$786.000
3280338000	5033	W	CENTER	ST	\$106,000	\$636.000
3070217100	5030	W	CENTER	ST	\$162,000	\$972.000
3280337000	5029	W	CENTER	ST	\$92,800	\$556.800
3070215000	5016	W	CENTER	ST	\$120,000	\$720.000
3070214000	5008	W	CENTER	ST	\$227,500	\$1,365.000
3070213000	5004	W	CENTER	ST	\$128,000	\$768.000
3280334000	5001	W	CENTER	ST	\$105,000	\$630.000
3280306000	4933	W	CENTER	ST	\$108,000	\$648.000
3280304000	4925	W	CENTER	ST	\$150,000	\$900.000
3280303000	4917	W	CENTER	ST	\$59,200	\$355.200
3280302000	4905	W	CENTER	ST	\$229,000	\$1,374.000
3280301000	4901	W	CENTER	ST	\$58,900	\$353.400
3280426000	4833	W	CENTER	ST	\$110,000	\$660.000
3280425000	4823	W	CENTER	ST	\$95,200	\$571.200
3280424000	4819	W	CENTER	ST	\$66,000	\$396.000
3280423000	4813	W	CENTER	ST	\$62,600	\$375.600
3280422000	4805	W	CENTER	ST	\$181,000	\$1,086.000
3280421000	4801	W	CENTER	ST	\$93,900	\$563.400
3280407000	4731	W	CENTER	ST	\$115,000	\$690.000
3280406000	4723	W	CENTER	ST	\$66,200	\$397.200
3280405000	4715	W	CENTER	ST	\$43,100	\$300.000
3280404000	4709	W	CENTER	ST	\$41,600	\$300.000
3071021000	4704	W	CENTER	ST	\$80,600	\$483.600
3280403000	4703	W	CENTER	ST	\$155,000	\$930.000
3070992000	4620	W	CENTER	ST	\$135,000	\$810.000
3281694000	4619	W	CENTER	ST	\$43,300	\$300.000
3281662000	4527	W	CENTER	ST	\$46,200	\$300.000
3281663000	4519	W	CENTER	ST	\$53,400	\$320.400
3281632000	4419	W	CENTER	ST	\$48,100	\$300.000
3070934000	4402	W	CENTER	ST	\$92,000	\$552.000
3080368000	4018	W	CENTER	ST	\$81,100	\$486.600
3080367000	4012	W	CENTER	ST	\$84,400	\$506.400
3080399000	3912	W	CENTER	ST	\$120,000	\$720.000
3271082100	3833	W	CENTER	ST	\$68,500	\$411.000
3271080000	3825	W	CENTER	ST	\$102,000	\$612.000
3271079000	3821	W	CENTER	ST	\$109,000	\$654.000
3080987000	3820	W	CENTER	ST	\$87,100	\$522.600
3271078000	3817	W	CENTER	ST	\$70,500	\$423.000
3271077000	3813	W	CENTER	ST	\$75,000	\$450.000
3080986000	3812	W	CENTER	ST	\$63,000	\$378.000
3271076000	3805	W	CENTER	ST	\$75,400	\$452.400
3271584100	3731	W	CENTER	ST	\$57,700	\$346.200
3271583000	3723	W	CENTER	ST	\$167,000	\$1,002.000
3080955000	3718	W	CENTER	ST	\$46,700	\$300.000
3271582000	3715	W	CENTER	ST	\$112,000	\$672.000
3080954000	3712	W	CENTER	ST	\$75,300	\$451.800
3271547000	3623	W	CENTER	ST	\$139,000	\$834.000
3080923000	3612	W	CENTER	ST	\$75,000	\$450.000
3081162000	3516	W	CENTER	ST	\$514,000	\$1,500.000
3271502000	3501	W	CENTER	ST	\$57,700	\$346.200

3090816100	3302	W	CENTER	ST	\$7,500	\$300.000
3090821000	3326	W	CENTER	ST	\$40,000	\$300.000
3261436110	3327	W	CENTER	ST	\$38,200	\$300.000
3090856000	3412	W	CENTER	ST	\$160,500	\$963.000
3090858000	3420	W	CENTER	ST	\$101,000	\$606.000
3090859000	3424	W	CENTER	ST	\$5,200	\$300.000
3090860000	3430	W	CENTER	ST	\$133,000	\$798.000

<b>TOTAL</b>					\$11,524,800	\$64,784
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