

**BUSINESS IMPROVEMENT DISTRICT NO. 38**

**Cesar E. Chavez Drive**

**DRAFT OPERATING PLAN**

Draft  
July 19, 2005

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## **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 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 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 One**

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 streetlight banners to create a more unified, cultural image 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 One**

Proposed Budget

Items	Expenditure
Technical Assistance Fund for Businesses	\$5,000
Banners	\$7,500
Neighborhood Ambassadors & Technical Assistance Services	\$5,000
Cesar E. Chavez Public Art Project	\$5,000
<b>Total</b>	<b>\$22,500</b>

**D. Financing Method**

It is proposed to raise \$22,500 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.

**E. 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 operate as follows:

1. Board Size - Five (5)
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 ("by laws") to govern the conduct of its meetings.

#### **F. Relationship to the Milwaukee Alliance**

The BID shall be a separate entity from the Milwaukee Alliance, notwithstanding the fact that members, officers and directors of each may be shared. Milwaukee Alliance 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. Milwaukee Alliance may, and it is intended, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

#### **IV. METHOD OF ASSESMENT**

##### **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 \$6,018,600.00. 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.

- 43 properties x \$500 = \$21,500
- 5 tax exempt
  - Madre Angela Medical/Dental
  - Sixteenth Street Community Health Center (2 parcels)
  - Clinica Latina
  - Dental Associates
- 3 parking lots
- 4 billboards (exempt)
- 3 church / residential (exempt)

##### **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 State Statute 66.1109 (5) (a), property exempt from general real estate taxes may not be specially assessed if included in within the district. Tax exempt property 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 on 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. PLAN APPROVAL PROCESS**

### **A. Public Review Process**

The Wisconsin Business Improvement district law establishes a specific process for reviewing and approving proposed districts. Pursuant to the statutory requirements, the following process will be followed:

1. The Milwaukee City Plan Commission will review the proposed district boundaries and proposed Operating Plan and will then set a date for a formal public hearing.
2. The City Plan Commission will send, by certified mail, a public hearing notice and a copy of the proposed Operating Plan to all owners of real property within the proposed district. In addition a Class 2 notice of the public hearing will be published in a local newspaper of general circulation.
3. The City Plan Commission will hold a public hearing, will approve or disapprove the Plan, and will report its action to the Common Council.
4. The Economic Development Committee of the Common Council will review the proposed BID Plan at a public meeting and will make a recommendation to the full Common Council.
5. The Common Council will act on the proposed BID Plan.



6. If adopted by the Common Council, the proposed BID Plan is sent to the Mayor for his approval.
7. If approved by the Mayor, the BID is created and the Mayor will appoint members to the district board established to implement the Plan.

#### **B. Petition against Creation of the BID**

The City may not create the Business Improvement district if, within 30 days of the City Plan Commission's hearing, a petition is filed with the City containing signatures of:

Owners of property to be assessed under the proposed initial Operating Plan having a valuation equal to more than 40% 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

Owners of property to be assessed under the proposed initial Operating Plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed Operating Plan.

### **VII. 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 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.

### **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: BID Statute: formerly 66.608**

**Business Improvement Districts-Chapter 66-66.1109**

**66.1109 Business Improvement Districts.**

**66.1109 (1)**

**(1) In this section:**

66.1109 (1)(a)

(a) "Board" means a business improvement district board appointed under sub. (3) (a).

66.1109 (1)(b)

(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.

66.1109 (1)(c)

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

66.1109 (1)(d)

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

66.1109 (1)(e)

(e) "Municipality" means a city, village or town.

(1)(f)

(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:

66.1109 (1)(f) 1.

1. The special assessment method applicable to the business improvement district.

66.1109 (1)(f) 1m.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

66.1109 (1)(f) 2.

2. The kind, number and location of all proposed expenditures within the business improvement district.

66.1109 (1)(f)3.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

66.1109 (1)(f)4.

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.

66.1109 (1)(f)5.

5. A legal opinion that subds. 1. to 4. have been complied with.

66.1109 (1)(g)

(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.

**66.1109 (2)**

**(2)** A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

66.1109 (2)(a)

(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.

66.1109 (2)(b)

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

66.1109 (2)(c)

(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.

66.1109 (2)(d)

(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% 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% 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.

66.1109 (2)(e)

(e) The local legislative body has voted to adopt the proposed initial operating plan for the

municipality.

**66.1109 (3)**

**(3) 66.1109 (3)(a)**

(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.

**66.1109 (3)(b)**

(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.

**66.1109 (3)(c)**

(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.

**66.1109 (3)(d)**

(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.

**66.1109 (4)**

**(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) 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.

**66.1109 (4m)**

**(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% 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% 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:

66.1109 (4m)(a) (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.

66.1109 (4m)(b)

(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).

# APPENDIX B.

## Petition for the Creation of a Business Improvement District

We, the undersigned owners of real property used for industrial and commercial purposes and located in the proposed business improvement district in Appendix A, hereby petition the City of Milwaukee, pursuant to the provisions of Sec. 66.608 (2)(a), Stats. for the creation of a business improvement district for the area described in Appendix A.

<u>Name of Property Owner</u>	<u>Property Address</u>	<u>Signature</u>	<u>Business Owner?</u>
1. SSC HC	1032/1330	[Signature]	<input type="checkbox"/>
2. BADGER Mutyaloss	1635 W. NATION	[Signature]	<input type="checkbox"/> Reg BUSBECK
3. Adnan/HAMAD	12075. Research Dr	[Signature]	<input type="checkbox"/>
4. Maribel Estrada	1327-1336	[Signature]	<input type="checkbox"/>
5. FEDERICO DIAZ	507 1389	[Signature]	<input type="checkbox"/>
6. " " " "	1219 S CHAVEZ		<input type="checkbox"/>
7. " " " "	12205-CHAVEZ		<input type="checkbox"/>
8. LaC. Whiffen	823 S. 16th ST.	[Signature]	<input type="checkbox"/>
9. Ambrose Quelle	905 S. 16*	[Signature]	<input type="checkbox"/>
10. Ernesto Villarreal	1023-516 ST	[Signature]	<input type="checkbox"/>
11.	824-826 S. CHAVEZ DR		<input type="checkbox"/>
12.	936-938 S. CHAVEZ DR		<input type="checkbox"/>
13.	916 S. CESAR DR.		<input type="checkbox"/>
14.	1000-1010 S. CESAR CHAVEZ DR.		<input type="checkbox"/>
15.	1014 S. CESAR CHAVEZ DR.		<input type="checkbox"/>
16.	1016-1085. CESAR CHAVEZ DR.		<input type="checkbox"/>
17.	1037 S. CESAR CHAVEZ DR.		<input type="checkbox"/>
18.			<input type="checkbox"/>
19.			<input type="checkbox"/>

### Creating a BID (Business Improvement District) on Cesar Chavez Drive

Milwaukee Alliance is studying options to form a BID on Cesar Chavez Drive.

Milwaukee Alliance está haciendo investigaciones acerca de formar un BID por la calle Cesar Chávez.

Yes, I would like to see Milwaukee Alliance present a draft BID operating plan.  
Si, quiero que Milwaukee Alliance haga un borrador de proyecto de operación para un BID.

No, I do not want Milwaukee Alliance to continue researching a BID.  
No, no quiero que Milwaukee Alliance siga haciendo investigaciones acerca de un BID.

Undecided / Inseguro

Rita (Ramon)  
Name / Nombre  
Gonzales  
Business / Negocio  
Mede Angola Family Medical Center  
Address / Dirección  
(St. Francis)  
Phone / Teléfono

Comments / Comentarios

Spoke w/ Rita on phone. They are tax-exempt. Not interested in making a contribution to BID @ this time.  
However, spoke w/ Isaac from the Mede Angola Dental Clinic - he is interested.

I am a property owner.  
Soy dueño de propiedad.

I am a business owner / operator.  
Soy un negociante.

maybe he can follow-up w/ Ramon.

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Undecided / Inseguro

RUELLE'S FURNITURE CENTER  
Name / Nombre  
905 Cesar Chavez Drive  
Business / Negocio  
Milwaukee, Wisconsin 53204  
Address / Dirección  
Phone: 383-0260  
Phone / Teléfono

Selling the business  
Retiring - Let new owner decide

Comments / Comentarios

I am a property owner.  
Soy dueño de propiedad.

I am a business owner / operator.  
Soy un negociante.

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Si, quiero que Milwaukee Alliance haga un borrador de proyecto de operación para un BID.

No, I do not want Milwaukee Alliance to continue researching a BID.  
No, no quiero que Milwaukee Alliance siga haciendo investigaciones acerca de un BID.

Undecided / Inseguro

Jamal Hamayel  
Name / Nombre  
D.H. Plus  
Business / Negocio

Comments / Comentarios

I received my store facade and I didn't receive any help.



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*Sí, quiero que Milwaukee Alliance haga un borrador de proyecto de operación para un BID.*

No, I do not want Milwaukee Alliance to continue researching a BID.  
*No, no quiero que Milwaukee Alliance siga haciendo investigaciones acerca de un BID.*

Undecided / Inseguro

BID WELLENSTEIN  
Name / Nombre  
COMMUNITY FINANCIAL SERVICE CENTER CORP  
Business / Negocio

Address / Dirección 801 S CESAR CHAVEZ

Phone / Teléfono 414-449-5645

Comments / Comentarios

I am a property owner.  
*Soy dueño de propiedad.*

I am a business owner / operator.  
*Soy un negociante.*

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*Sí, quiero que Milwaukee Alliance haga un borrador de proyecto de operación para un BID.*

No, I do not want Milwaukee Alliance to continue researching a BID.  
*No, no quiero que Milwaukee Alliance siga haciendo investigaciones acerca de un BID.*

Undecided / Inseguro

Name / Nombre \_\_\_\_\_

Business / Negocio \_\_\_\_\_

Address / Dirección \_\_\_\_\_

Phone / Teléfono \_\_\_\_\_

Comments / Comentarios

I am a property owner.  
*Soy dueño de propiedad.*

I am a business owner / operator.  
*Soy un negociante.*

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No, I do not want Milwaukee Alliance to continue researching a BID.  
 No, no quiero que Milwaukee Alliance siga haciendo investigaciones acerca de un BID.

Undecided / Inseguro  
 Name / Nombre: Sasmi Nara  
 Business / Negocio: La Reyna  
 Address / Dirección: 1275 S. 16th St

Phone / Teléfono: (414) 672-9557

Comments / Comentarios

I'm indebt. sorry I can't cooperate.

I am a property owner.  
 Soy dueño de propiedad.

I am a business owner / operator.  
 Soy un negociante.

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Yes, I would like to see Milwaukee Alliance present a draft BID operating plan.  
 Sí, quiero que Milwaukee Alliance haga un borrador de proyecto de operación para un BID. CONFIRMED BY PHONE 7/7

No, I do not want Milwaukee Alliance to continue researching a BID.  
 No, no quiero que Milwaukee Alliance siga haciendo investigaciones acerca de un BID.

Undecided / Inseguro  
 Name / Nombre: Ray Reed  
 Business / Negocio: Towne Appliances  
 Address / Dirección: 1800 S. Cesar Chavez Dr

Phone / Teléfono: 643-7999

Comments / Comentarios

I am a property owner.  
 Soy dueño de propiedad.

I am a business owner / operator.  
 Soy un negociante.

I am a business owner / operator.  
 Soy un negociante.  
 I am a property owner.  
 Soy dueño de propiedad.

Name / Nombre: NOETHERS-J. HAMMON  
 Business / Negocio: HAMMON BLD  
 Address / Dirección: 1930 S. CESAR CHAVEZ DR  
 Phone / Teléfono: 414-441-5331

Undecided / Inseguro  
 Yes, I would like to see Milwaukee Alliance present a draft BID operating plan.  
 Sí, quiero que Milwaukee Alliance haga un borrador de proyecto de operación para un BID.  
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Yes, I would like to see Milwaukee Alliance present a draft BID operating plan.  
Sí, quiero que Milwaukee Alliance haga un borrador de proyecto de operación para un BID.

No, I do not want Milwaukee Alliance to continue researching a BID.  
No, no quiero que Milwaukee Alliance siga haciendo investigaciones acerca de un BID.

Undecided / Inseguro  
Name / Nombre: DAVE KANE  
Business / Negocio: BADGER MUTUAL INS. Co  
Address / Dirección: 1635 W National Ave

414 647 3683  
Phone / Teléfono

Comments / Comentarios

I am a property owner.  
Soy dueño de propiedad.

I am a business owner / operator.  
Soy un negociante.

Comments / Comentarios

Go For It!

I am a property owner.  
Soy dueño de propiedad.

I am a business owner / operator.  
Soy un negociante.

Milwaukee Alliance is studying options to form a BID on Cesar Chavez Drive.

Milwaukee Alliance está haciendo investigaciones acerca de formar un BID por la calle Cesar Chávez.

Yes, I would like to see Milwaukee Alliance present a draft BID operating plan.  
Sí, quiero que Milwaukee Alliance haga un borrador de proyecto de operación para un BID.

No, I do not want Milwaukee Alliance to continue researching a BID.  
No, no quiero que Milwaukee Alliance siga haciendo investigaciones acerca de un BID.

Undecided / Inseguro

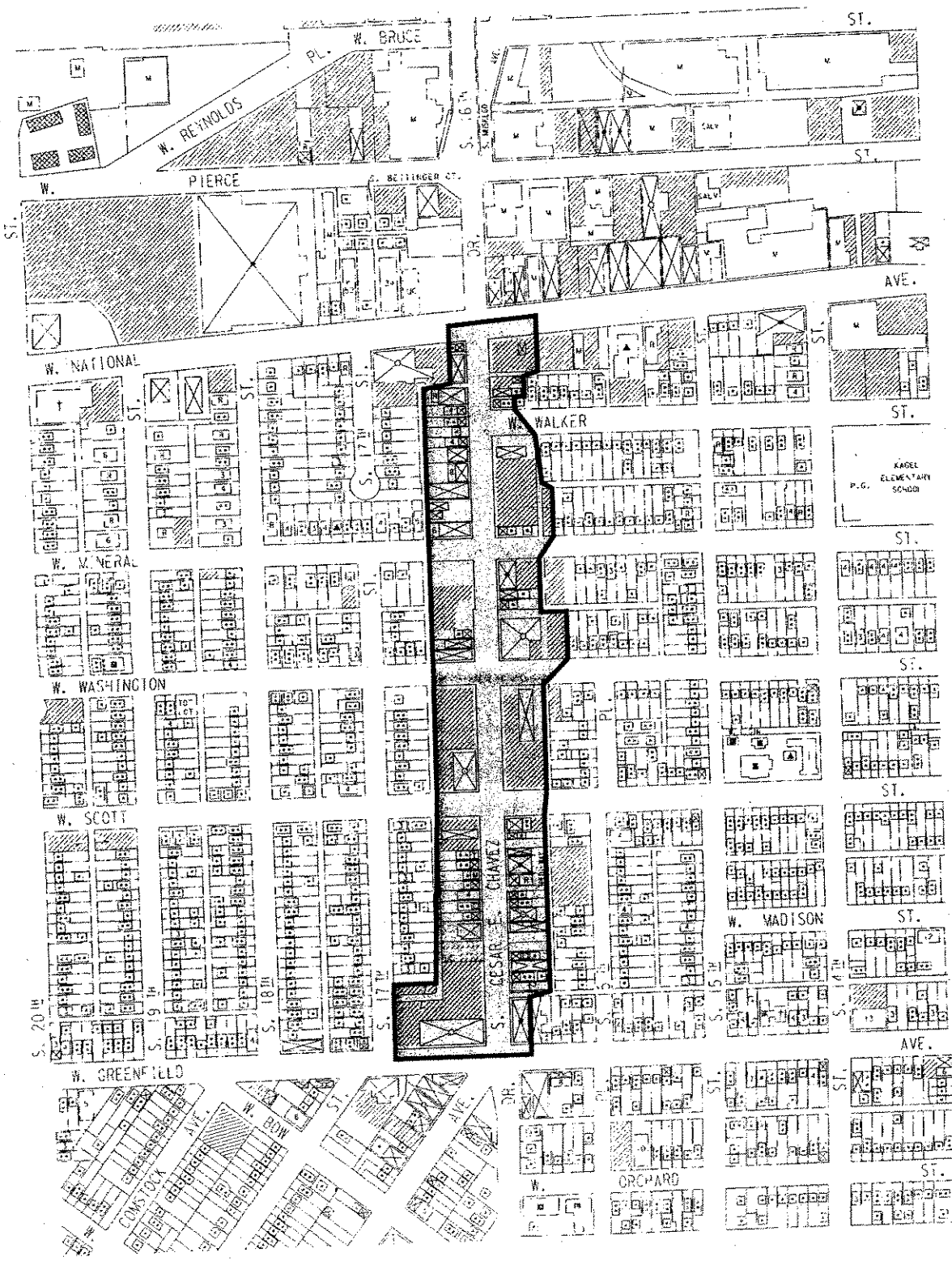
Name / Nombre: \_\_\_\_\_

Business / Negocio: \_\_\_\_\_

Address / Dirección: \_\_\_\_\_

Phone / Teléfono: \_\_\_\_\_

## Creating a BID (Business Improvement District) on Cesar Chavez Drive

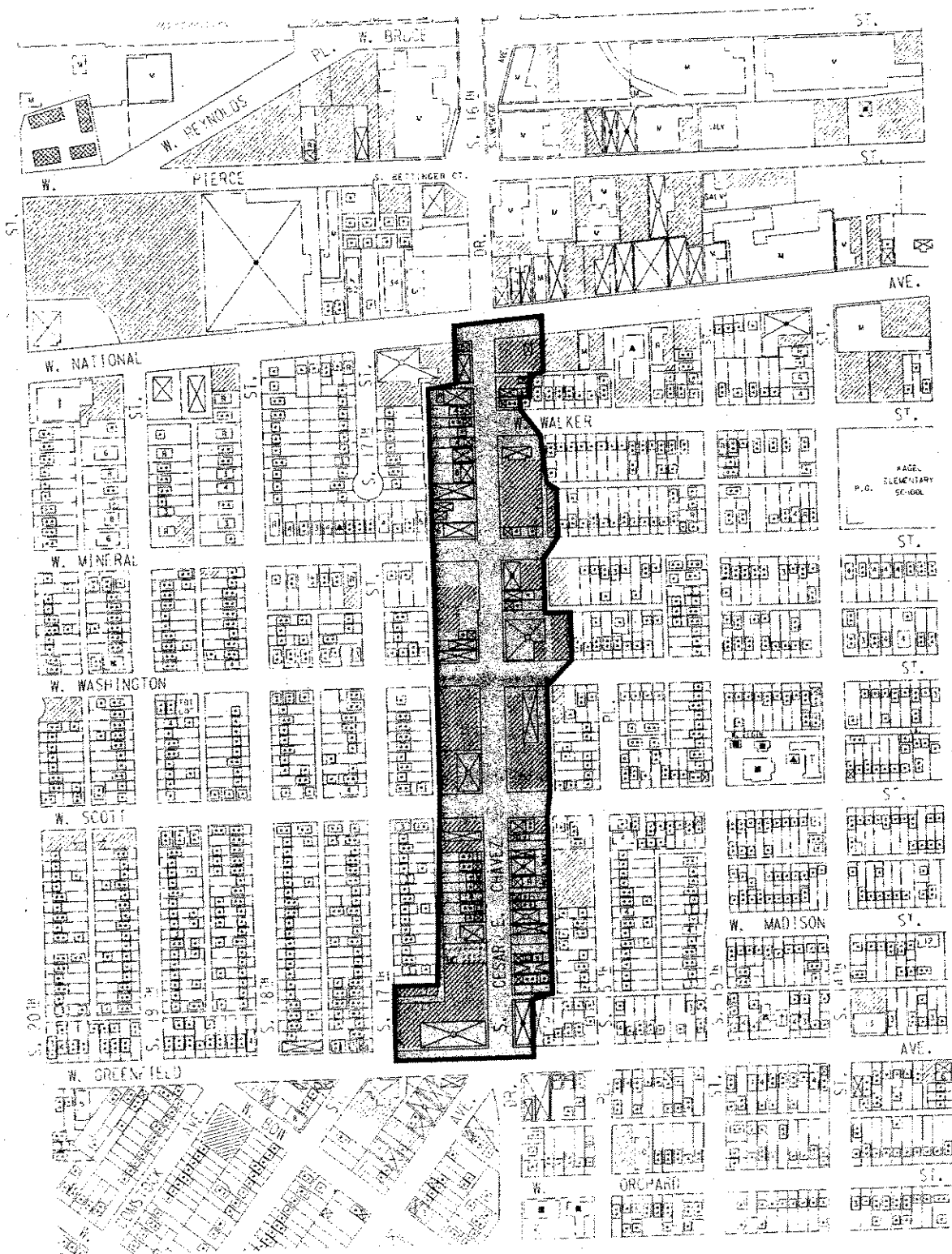


# Cesar Chavez Commercial District



PRODUCED BY THE DEPARTMENT OF CITY DEVELOPMENT INFORMATION CENTER  
 Design: 1990 W. C. C. 001  
 Planning and Research Unit  
 Office: 1000 W. 10th St., Suite 1000  
 Phone: (505) 241-2000  
 Fax: (505) 241-2000  
 E-mail: info@cityofdenver.com

# Appendix C



## Cesar Chavez Commercial District



PRODUCED BY THE DEPARTMENT OF CITY DEVELOPMENT INFORMATION CENTER  
 Date: 07/17/04 File: 124.004.dwg Scale: 1/8"=1'-0"  
 Author: J. Lee, Jr. Date: 07/17/04  
 Project: 22-00-2006 Date: 07/17/04  
 Project: 124-004114-1, 00000 Date: 07/17/04  
 Project: 124-004114-1, 00000 Date: 07/17/04

**Appendix D****List of Properties and Assessments**

<b>Parcel Address</b>	<b>Owner</b>	<b>Current Use</b>	<b>BID Assessment</b>	<b>Voluntary Assessment</b>	<b>Current Total Assessment</b>
1567 W. National Ave	Popeye's National Corp	Restaurant	\$500.00		\$262,000.00
1635 W. National Ave	Badger Mutual Insurance	Insurance Company	\$500.00		
801 S Chavez Drive	CFSC Properties LLC	Check Cashing	\$500.00		\$84,600.00
807-815 S. Cesar Chavez Drive	Ahn J Lee	Apparel	\$500.00		\$181,000.00
816-820 S. Cesar Chavez Drive	Juan S. Sanchez	Grocery	\$500.00		\$104,000.00
821-823 S Cesar Chavez Drive	Juan J Jimenez	Tavern	\$500.00		\$124,000.00
824-826 S Cesar Chavez Drive	El Rey Enterprises LLP	Apparel	\$500.00		\$92,400.00
825-827 S Cesar Chavez Drive	Juan M. Sanchez	Money Transfer	\$500.00		\$96,200.00
831-833 S Cesar Chavez Drive	Ruben Arce		\$500.00		\$67,800
901-903 S Cesar Chavez Drive	James & Karen M Dropp	Money Transfer	\$500.00		\$107,000
905-907 S Cesar Chavez Drive	Ambrose Ruelle	Furniture Store	\$500.00		\$114,000
911-915 S Cesar Chavez Drive	Rose E Espino	Tavern	\$500.00		\$252,000

916 S Cesar Chavez Drive	El Rey Enterprises LLP	vacant	\$500.00		\$350,000.00
923 S. Cesar Chavez Drive	Grant Whiffen	Archery	\$500.00		\$83,200.00
925-927 S Cesar Chavez Drive	Robert F Zellmer	warehouse	\$500.00		\$61,800.00
933-937 S Cesar Chavez Drive	Imad Koran	Furniture Store	\$500.00		\$241,000.00
936-938 S Cesar Chavez Drive	El Rey Enterprises LLP	Specialty	\$500.00		\$108,300
1000-1010 S Cesar Chavez Drive	El Rey Enterprises LLP	Specialty	\$500.00		\$228,400.00
1000-1010 S Cesar Chavez Drive	El Rey Enterprises LLP	Billboard			
1014 S Cesar Chavez Drive	El Rey Enterprises LLP	Discount Store	\$500.00		\$73,300.00
1016-1018 S Cesar Chavez Drive	El Rey Enterprises LLP	Travel Agency	\$500.00		\$85,900.00
1023 S Cesar Chavez Drive	El Rey Enterprises LLP	Grocery Store	\$500.00		\$406,000.00
1032-1036 S Cesar Chavez Drive	16 <sup>th</sup> Street Community Health Center Inc	Health Center	Tax exempt	\$500	
1033-35 S Cesar Chavez Drive	Rueben Herrera	Restaurant	\$500.00		\$212,000.00
1037 S. Cesar Chavez Drive	El Rey Enterprises LLP	Specialty Store	\$500.00		\$96,400.00
1037 S. Cesar Chavez Drive	El Rey Enterprises LLP	Billboard			

1109 S. Cesar Chavez Drive	John G. Gonis Trust	Parking Lot	Tax exempt		
1127-1135 S. Cesar Chavez Drive	John G. Gonis Trust	Dental Clinic	Tax exempt		
1575 W Washington Street	Mc Donald's Corp	Restaurant	\$500.00		\$732,000.00
1200-1204 S Cesar Chavez Drive	Maria G Arteaga	Restaurant	\$500.00		\$155,000.00
1207 S Cesar Chavez Drive	Adnan Ahmad	Beer Depot and Liquor Store	\$500.00		\$145,000.00
1208 S Cesar Chavez Drive	Luis J Jimenez	Store Front	\$500.00		\$49,100.00
1210 S. Cesar Chavez Drive	Luis J Jimenz	Vacant Land	\$500.00		\$5,900.00
1214 S Cesar Chavez Drive	Severo Gonzalez, Jessie Cortez, Gilbert Cortez	Specialty Store	\$500.00		\$79,200
1215 S Cesar Chavez Drive	Juan Torrijos	Building	\$500.00		\$33,200.00
1216-1222 S Cesar Chavez Drive	Federico Diaz	Apparel	\$500.00		\$176,000
1217-1219 S. Cesar Chavez Drive	Federico Diaz	Salon	\$500.00		\$120,000
1221-1223 S Cesar Chavez Drive	Edwin & Lucille Puzia, Trustees		\$500.00		\$60,300.00
1224-ADJ S Cesar Chavez Drive	City of Milwaukee Pedway	exempt			
1224 S Cesar Chavez Drive	Jose Torrijos	Travel Agency	\$500.00		\$84,600.00



1225-1227 S Cesar Chavez Drive	Jaime Lara	Record Store	\$500.00		\$68,800.00
1230 S Cesar Chavez Drive	Ragheb Hamdan	Convenience Store	\$500.00		\$96,000
1232-1234 S Cesar Chavez Drive	Rigoberto & Jaime Arteaga	Restaurant	\$500.00		\$123,000.00
1235-1237 S Cesar Chavez Drive	Juan Torrijos	Auto Accessories	\$500.00		\$83,800.00
1238 S Cesar Chavez Drive	Leonardo Aponte	Medical Clinic	Tax exempt		
1239-1241 S Cesar Chavez Drive	Song Thao Yang, Xaoyee Yang, Yee Yang	Store Front	\$500.00		\$80,900.00
1242 S Cesar Chavez Drive	Eduardo Velez	Music Store	\$500.00		\$98,600.00
1243-1247 S Cesar Chavez Drive	Xaoyee Yang	Grocery Store	\$500.00		\$86,700.00
1246-1248 S Cesar Chavez Drive	Juan J Torrijos	Parking Lot			\$10,900.00
1300-1302 S Cesar Chavez Drive	Juan J Torrijos	Parking Lot			\$9,900.00
1304-1306 S Cesar Chavez Drive	Juan J Torrijos	Restaurant	\$500.00		\$95,300.00
1305-1307 S Cesar Chavez Drive	Juan J Torrijos	Parking Lot			\$15,000.00
1308 S Cesar Chavez Drive	Ramon & Rita Gonzalez	Medical Clinic	Tax exempt		
1310-1312 S Cesar Chavez Drive	Iglesia del Dios Vivo	Church	Tax exempt		

1322-1336 S Cesar Chavez Drive	Maribel Estrada	Apparel	\$500.00		\$309,300.00
1337 S Cesar Chavez Drive	16 <sup>th</sup> Street Community Health Center Inc	Bank/ Medical Clinic	Tax-exempt	\$500.00	
<b>Totals</b>			<b>\$21,500.00</b>	<b>\$1,000.00</b>	<b>\$22,500.00</b>

# CITY OF MILWAUKEE

Form CA-43

**GRANT F. LANGLEY**  
City Attorney

**RUDOLPH M. KONRAD**  
**PATRICK B. McDONNELL**  
**LINDA ULISS BURKE**  
Deputy City Attorneys



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**THOMAS J. BEAMISH**  
**MAURITA F. HOUREN**  
**JOHN J. HEINEN**  
**MICHAEL G. TOBIN**  
**DAVID J. STANOSZ**  
**SUSAN E. LAPPEN**  
**JAN A. SMOKOWICZ**  
**PATRICIA A. FRICKER**  
**HEIDI WICK SPOERL**  
**KURT A. BEHLING**  
**GREGG C. HAGOPIAN**  
**ELLEN H. TANGEN**  
**MELANIE R. SWANK**  
**JAY A. UNORA**  
**DONALD L. SCHRIEFER**  
**EDWARD M. EHRLICH**  
**LEONARD A. TOKUS**  
**VINCENT J. BOBOT**  
**MIRIAM R. HORWITZ**  
**MARYNELL REGAN**  
**G. O'SULLIVAN-CROWLEY**  
**KATHRYN M. ZALEWSKI**  
**MEGAN T. CRUMP**  
**ELOISA DE LEÓN**  
**ADAM STEPHENS**

Assistant City Attorneys

August 22, 2005

Mr. Rocky Marcoux  
Commissioner  
Department of City Development  
809 Building

Attention: Ms. Rhonda Manuel

Re: Initial Operating Plan for Proposed Business Improvement District No. 38  
(Cesar Chavez Drive)

Dear Mr. Marcoux:

Pursuant to your August 12, 2005 request, we have reviewed the above-captioned draft Operating Plan for Business Improvement District No. 38.

Our only substantive comment regarding the plan relates to sec. IV.B.3. The comment relates to the fact that you have relied upon a prior version of sec. 66.1109 in your interpretive comment in the plan. That paragraph should read as follows:

"In accordance with state statute 66.1109(5)(a), property exempt from general real estate taxes may not be specially assessed if included within the district. Tax exempt property which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis."

We also note that the version of sec. 66.1109 which you have appended to the plan is also not up to date. We are enclosing an up to date copy of that statute.

Mr. Rocky Marcoux

August 22, 2005

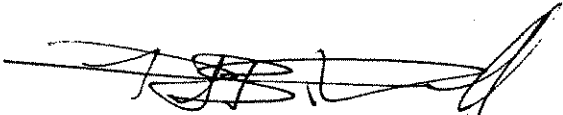
Page 2

With the correction of the above-captioned informational portion of the plan, we otherwise find that the plan is compliant with the requirements of sec. 66.1109(1)(f) and are rendering this legal opinion in accordance with sec. 66.1109(1)(f)5, Stats.

Very truly yours,



GRANT F. LANGLEY  
City Attorney



PATRICK B. MCDONNELL  
Assistant City Attorney

PBM:dms

Enc.

1050-2005-2236:96073