

MILWAUKEE '18

Business Improvement District Report

Prepared by: Fatima Sierra-Vargas,
Economic Development Specialist



ABOUT THIS REPORT

How to Read this Report

The FY'18 Business Improvement District Report contains data reported to the Commercial Corridor Team (CCT) in each Business Improvement District (BID)'s FY'18 Audit Report (most current data available).

This report organizes BIDs by assessment revenue size and common area characteristics (Downtown, Industrial, Retail-Based, and Special Project) to illustrate basic comparisons between BIDs in Milwaukee. Neighborhood Improvement District (NID) data is excluded from this FY'18's report, but a brief overview of NIDs is provided.



NID OVERVIEW

NIDs in Milwaukee

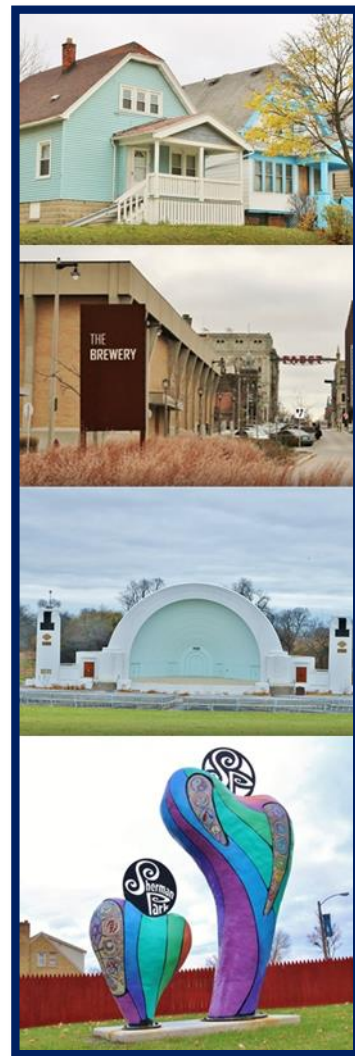
In 2006, the State of Wisconsin signed into law, the 2005 Wisconsin ACT 186, the legislative declaration that was created to give Wisconsin Municipalities (i.e., cities, villages, and towns) the power to establish one or more Neighborhood Improvement District (NID).

Neighborhood Improvement Districts (NIDs) focus on neighborhoods made up solely of large multifamily housing units or mix of businesses and multifamily housing.

Similar to BIDs, the establishment of BIDs allows the assessable residential and commercial properties within the geographic area to contribute to programs aimed at safety, housing repairs, neighborhood branding, activation of public green spaces, and other activities as approved by the NID Board.

NIDs Help...

- Implement public safety activities
- Promote and offer home improvement resources to keep homes well maintained and improve the appearance of neighborhood
- Organize workshops to support neighborhood entrepreneurs
- Manage the maintenance of public areas to create and active and welcoming neighborhood

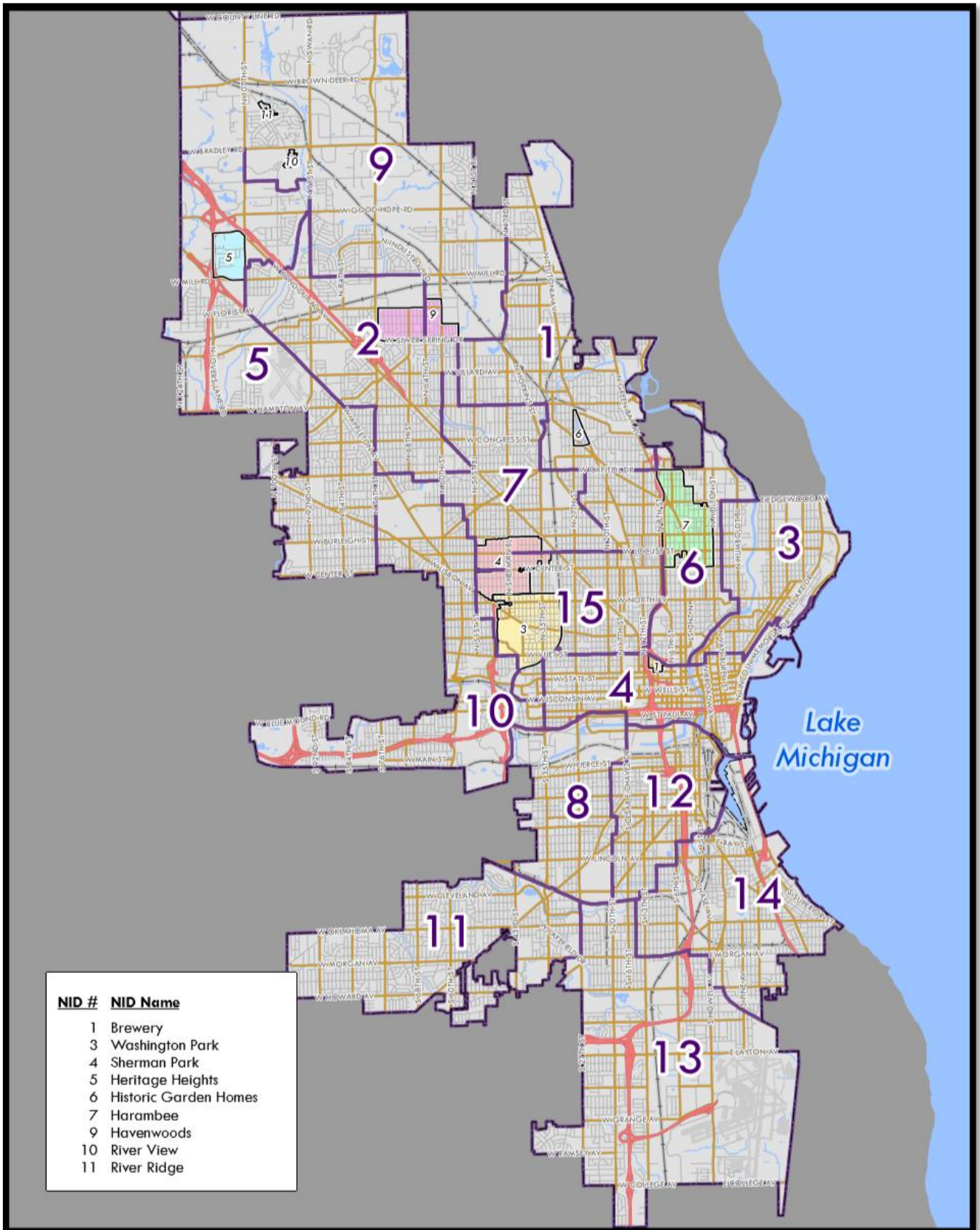


Before



After

City of Milwaukee NID Map



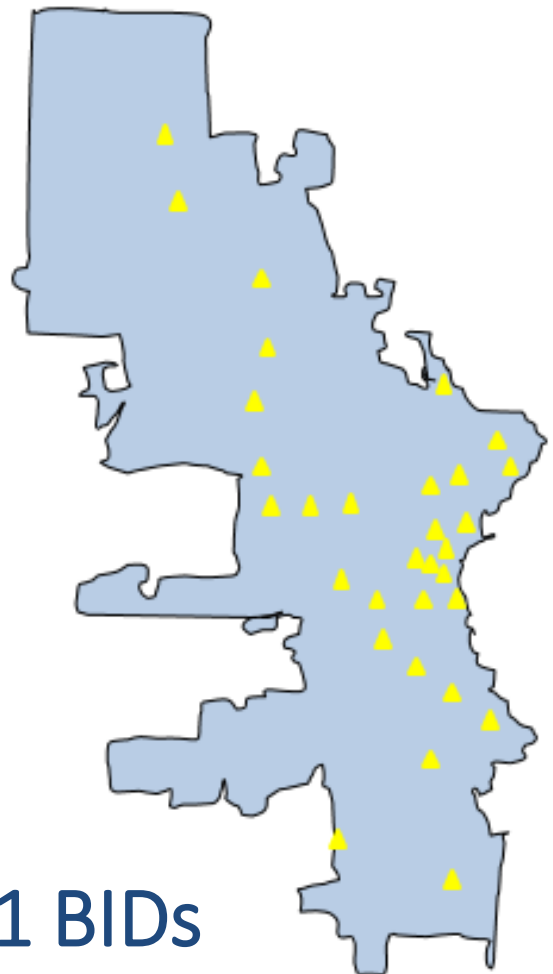
BID OVERVIEW

BIDs in Milwaukee

In 1984, the Wisconsin State legislature created the statute enabling cities to establish BIDs. **Milwaukee has been a model** for all of Wisconsin on how BIDs enliven, grow, and sustain quality business environments. More **\$11 million** pass through BIDs each year to the communities they serve. Each BID determines how to best allocate it's funds and directly impact property and business owners.

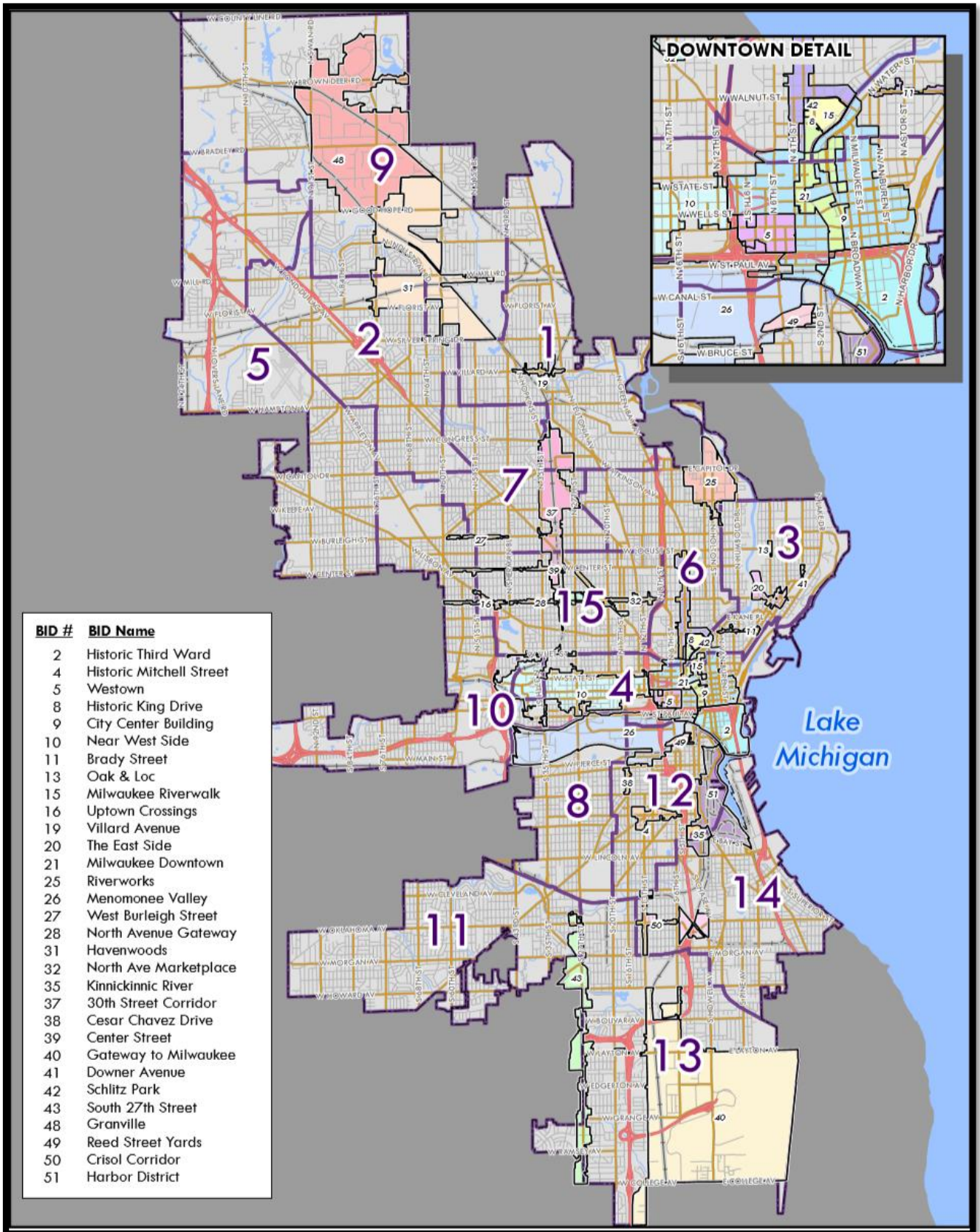
Business Improvement Districts (BIDs) are quasi-public non-profits comprised of private sector property owners, residents, and business operators tasked with the maintenance, business development and marketing of their district.

- Two-thirds of BID funds come from property assessments on commercial properties
- BIDs are governed by Mayor-appointed boards of directors
- Boards are made up of commercial property owners & representatives of businesses and residents
- The Commercial Corridor Team (CCT) oversees BID compliance with the state statute



31 BIDs

City of Milwaukee BID Map




BID #	BID Name
2	Historic Third Ward
4	Historic Mitchell Street
5	Westown
8	Historic King Drive
9	City Center Building
10	Near West Side
11	Brady Street
13	Oak & Loc
15	Milwaukee Riverwalk
16	Uptown Crossings
19	Villard Avenue
20	The East Side
21	Milwaukee Downtown
25	Riverworks
26	Menomonee Valley
27	West Burleigh Street
28	North Avenue Gateway
31	Havenwoods
32	North Ave Marketplace
35	Kinnickinnic River
37	30th Street Corridor
38	Cesar Chavez Drive
39	Center Street
40	Gateway to Milwaukee
41	Downer Avenue
42	Schlitz Park
43	South 27th Street
48	Granville
49	Reed Street Yards
50	Crisol Corridor
51	Harbor District

BIDS BY ASSESSMENT REVENUE

Under \$50K	Between \$50K and \$100K	Between \$100K and \$200K	Between \$200K and \$300K	Over \$300K
Kinnickinnic River	Villard Avenue	Historic Mitchell Street	Havenwoods	Near West Side
Oakland Avenue	Reed Street Yards	Uptown Crossings	Historic King Drive	Airport Gateway
Cesar Chavez Drive	North Avenue Marketplace	Schlitz River Center	East Side	Milwaukee Riverwalk
West Burleigh Street	Downer Avenue	South 27th Street	Riverworks	Historic Third Ward
Center Street Marketplace	Westown	Brady Street		Granville
Crisol Corridor	Harbor District	30th Street Corridor		Downtown
North Avenue Gateway		Menomonee Valley		

*City Center Building - Inactive

*Data as of 2018

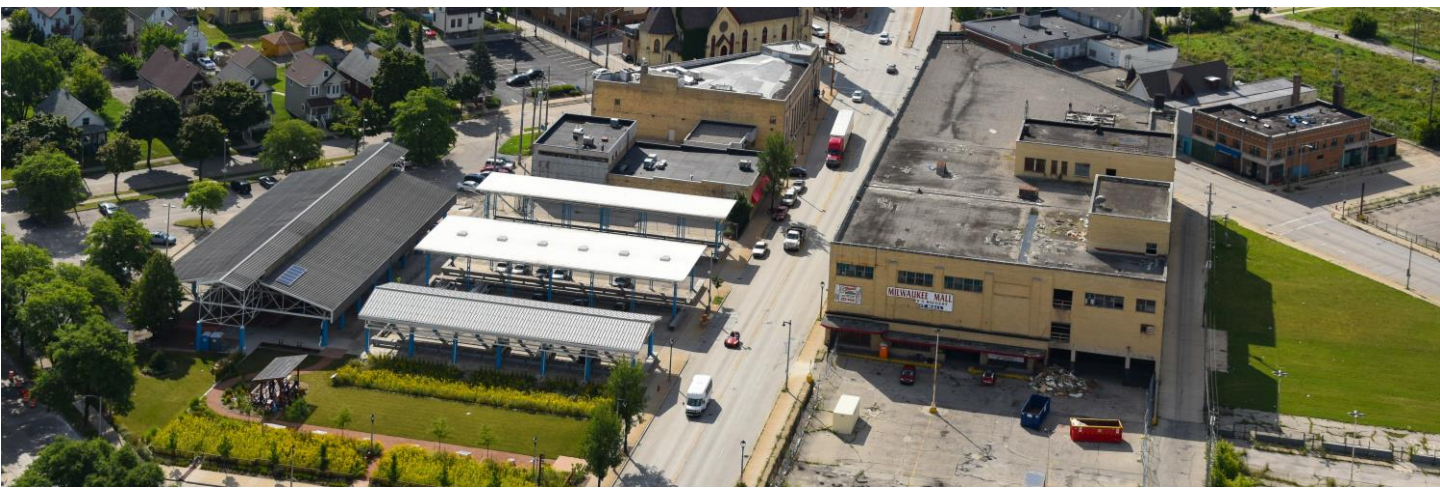


2018 Smallest Assessment Revenue: Kinnickinnic River, \$21,902
 2018 Largest Assessment Revenue: Downtown, \$3,719,364
 2018 Average Assessment Revenue: \$291,806
 Average Assessment Revenue (Excluding Downtown): \$167,827

BIDs BY COMMON AREA CHARACTERISTICS

Downtown	Industrial	Special Project	Retail & Mainstreet
Historic Third Ward	Riverworks	City Center Building	Historic Mitchell Street
Westtown	Menomonee Valley	Milwaukee Riverwalk	Historic King Drive
Downtown	Havenwoods	Kinnickinnic River	Near West Side
	30th Street Corridor	Schlitz River Center	Brady Street
	Airport Gateway		Oakland Avenue
	Granville		Uptown Crossings
	Reed Street Yards		Villard Avenue
	Harbor District		East Side
			West Burleigh Street
			North Avenue Gateway
			North Avenue Marketplace
			Cesar Chavez Drive
			Center Street Marketplace
			South 27th Street
			Crisol Corridor
			Downer Avenue

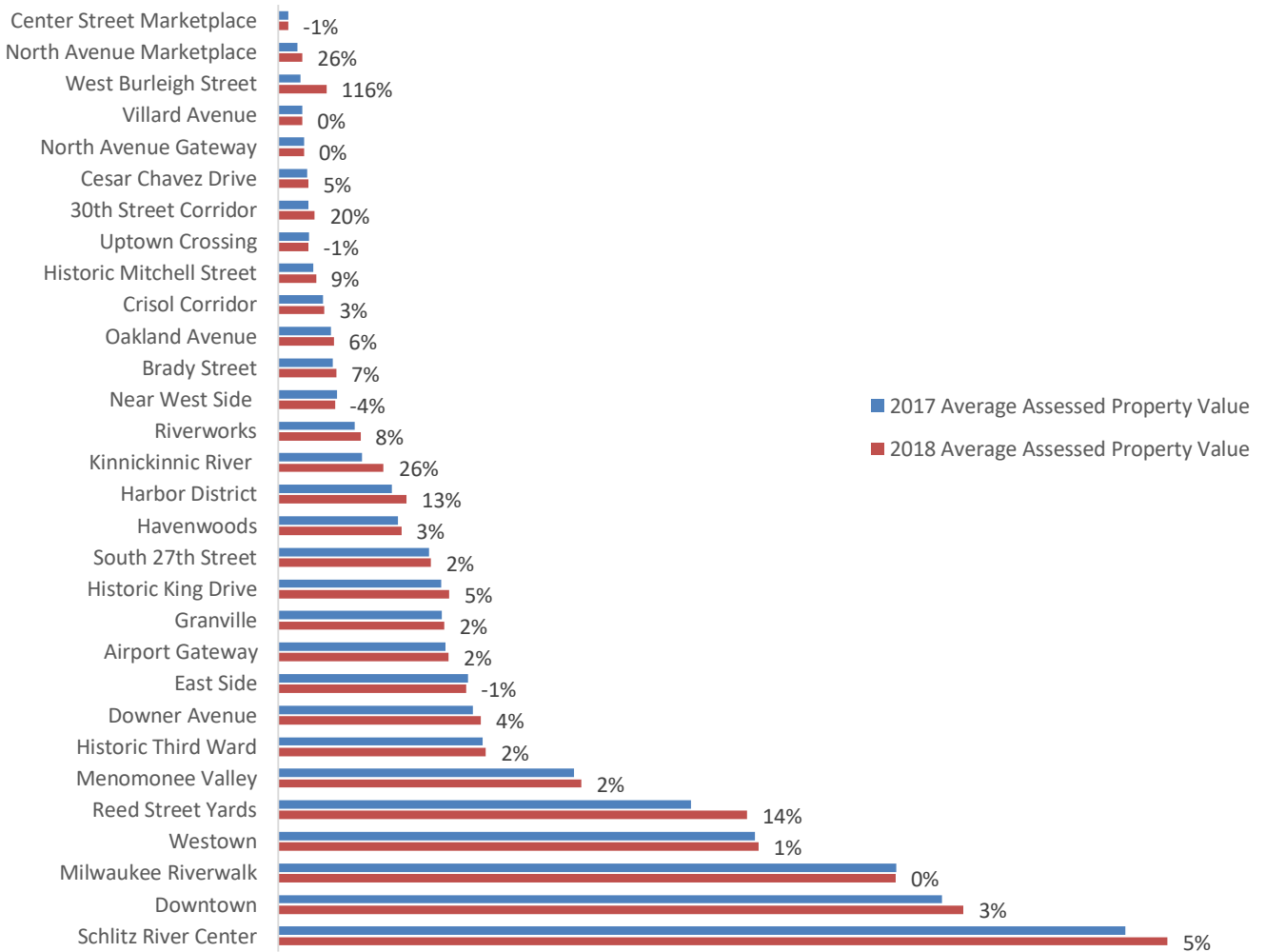
*Data as of 2018



AVERAGE ASSESSED PROPERTY VALUE IN FY'17 & FY'18

BID Name	2017 Average Assessed Property Value	2018 Average Assessed Property Value	Difference
Center Street Marketplace	\$ 79,269	\$ 78,363	\$ (906)
North Avenue Marketplace	\$ 149,722	\$ 188,819	\$ 39,097
West Burleigh Street	\$ 176,741	\$ 382,339	\$ 205,598
Villard Avenue	\$ 192,106	\$ 191,826	\$ (280)
North Avenue Gateway	\$ 203,255	\$ 202,583	\$ (672)
Cesar Chavez Drive	\$ 227,752	\$ 239,129	\$ 11,377
30th Street Corridor	\$ 240,648	\$ 289,423	\$ 48,775
Uptown Crossing	\$ 242,191	\$ 240,833	\$ (1,359)
Historic Mitchell Street	\$ 276,584	\$ 300,493	\$ 23,909
Crisol Corridor	\$ 356,682	\$ 367,227	\$ 10,545
Oakland Avenue	\$ 417,877	\$ 441,350	\$ 23,474
Brady Street	\$ 432,168	\$ 462,418	\$ 30,250
Near West Side	\$ 468,854	\$ 450,736	\$ (18,118)
Riverworks	\$ 607,330	\$ 653,559	\$ 46,229
Kinnickinnic River	\$ 666,100	\$ 837,580	\$ 171,480
Harbor District	\$ 902,213	\$ 1,019,880	\$ 117,667
Havenwoods	\$ 949,643	\$ 980,025	\$ 30,382
South 27th Street	\$ 1,197,390	\$ 1,215,713	\$ 18,323
Historic King Drive	\$ 1,294,594	\$ 1,361,284	\$ 66,690
Granville	\$ 1,300,777	\$ 1,320,635	\$ 19,858
Airport Gateway	\$ 1,329,002	\$ 1,355,743	\$ 26,741
East Side	\$ 1,508,673	\$ 1,494,199	\$ (14,474)
Downer Avenue	\$ 1,548,131	\$ 1,612,811	\$ 64,680
Historic Third Ward	\$ 1,625,906	\$ 1,651,955	\$ 26,049
Menomonee Valley	\$ 2,355,058	\$ 2,412,138	\$ 57,080
Reed Street Yards	\$ 3,284,990	\$ 3,729,778	\$ 444,788
Westtown	\$ 3,794,874	\$ 3,821,834	\$ 26,960
Milwaukee Riverwalk	\$ 4,916,987	\$ 4,913,542	\$ (3,445)
Downtown	\$ 5,282,605	\$ 5,453,372	\$ 170,767
Schlitz River Center	\$ 6,743,620	\$ 7,076,060	\$ 332,440

AVERAGE ASSESSED PROPERTY VALUE IN FY'17 & FY'18



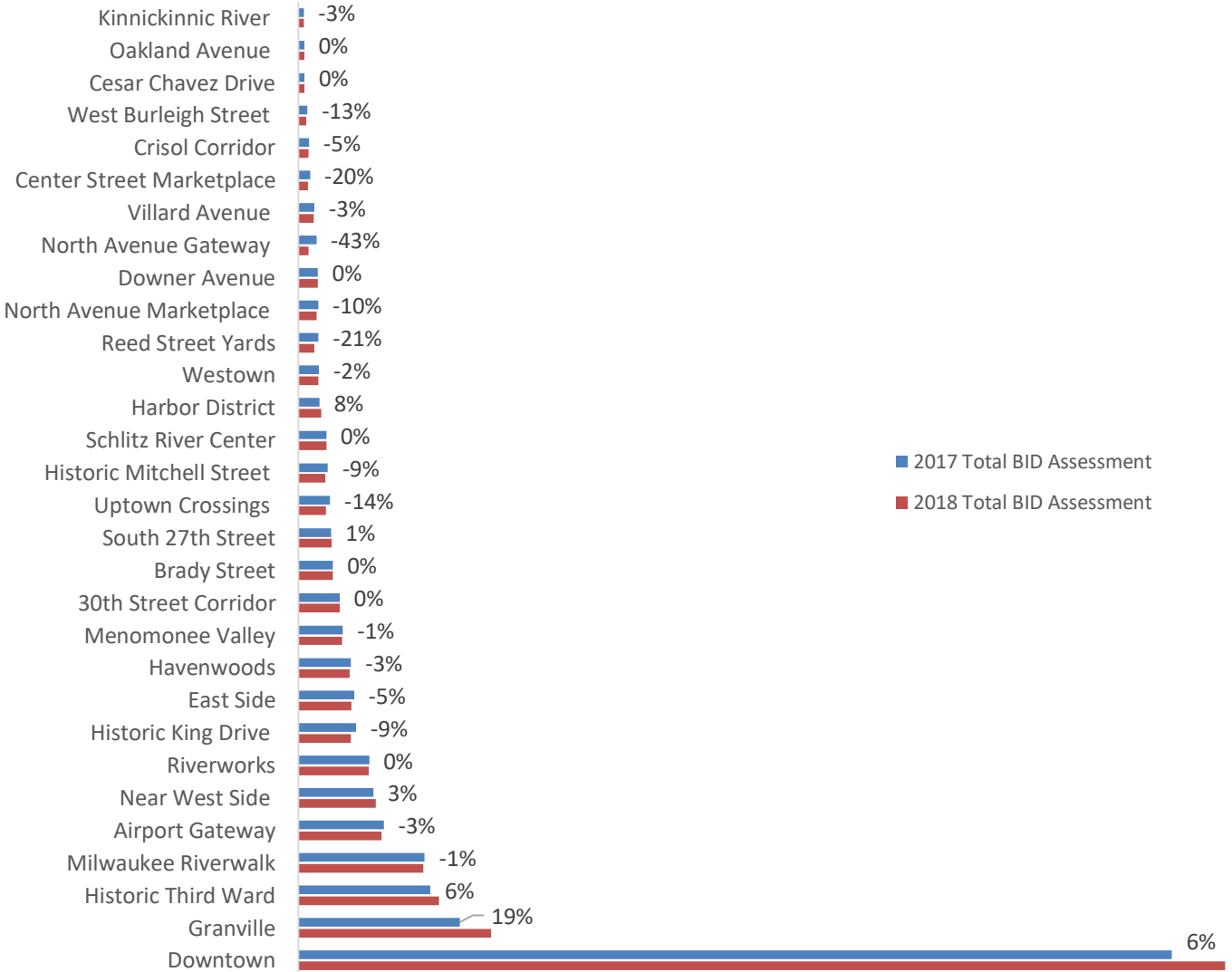
*Data as of 2018



TOTAL BID ASSESSMENTS COLLECTED IN FY'17 & FY'18

BID Name	2017 Total BID Assessment	2018 Total BID Assessment	Difference
Kinnickinnic River	\$ 22,543	\$ 21,902	\$ (641)
Oakland Avenue	\$ 25,000	\$ 25,000	\$ -
Cesar Chavez Drive	\$ 25,500	\$ 25,500	\$ -
West Burleigh Street	\$ 37,833	\$ 32,799	\$ (5,034)
Crisol Corridor	\$ 43,825	\$ 41,433	\$ (2,392)
Center Street Marketplace	\$ 48,069	\$ 38,468	\$ (9,601)
Villard Avenue	\$ 65,226	\$ 62,971	\$ (2,255)
North Avenue Gateway	\$ 73,319	\$ 41,882	\$ (31,437)
Downer Avenue	\$ 80,000	\$ 80,000	\$ -
North Avenue Marketplace	\$ 81,034	\$ 73,128	\$ (7,906)
Reed Street Yards	\$ 81,462	\$ 64,512	\$ (16,950)
Westown	\$ 83,665	\$ 81,969	\$ (1,696)
Harbor District	\$ 86,067	\$ 92,550	\$ 6,483
Schlitz River Center	\$ 113,000	\$ 113,000	\$ -
Historic Mitchell Street	\$ 118,953	\$ 108,372	\$ (10,581)
Uptown Crossings	\$ 128,555	\$ 111,093	\$ (17,462)
South 27th Street	\$ 132,863	\$ 134,109	\$ 1,246
Brady Street	\$ 140,000	\$ 140,000	\$ -
30th Street Corridor	\$ 167,219	\$ 166,663	\$ (556)
Menomonee Valley	\$ 179,003	\$ 177,646	\$ (1,357)
Havenwoods	\$ 211,226	\$ 205,879	\$ (5,347)
East Side	\$ 224,360	\$ 213,237	\$ (11,123)
Historic King Drive	\$ 232,786	\$ 211,268	\$ (21,518)
Riverworks	\$ 284,726	\$ 283,468	\$ (1,258)
Near West Side	\$ 302,027	\$ 312,561	\$ 10,534
Airport Gateway	\$ 343,753	\$ 333,892	\$ (9,861)
Milwaukee Riverwalk	\$ 507,612	\$ 502,463	\$ (5,149)
Historic Third Ward	\$ 530,596	\$ 564,280	\$ 33,684
Granville	\$ 648,673	\$ 774,776	\$ 126,103
Downtown	\$ 3,504,862	\$ 3,719,364	\$ 214,502

TOTAL BID ASSESSMENTS COLLECTED IN FY'17 & FY'18



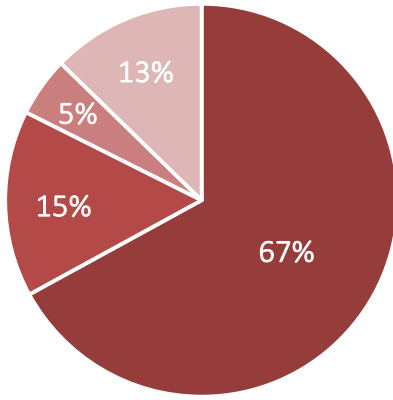
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*Data as of 2018

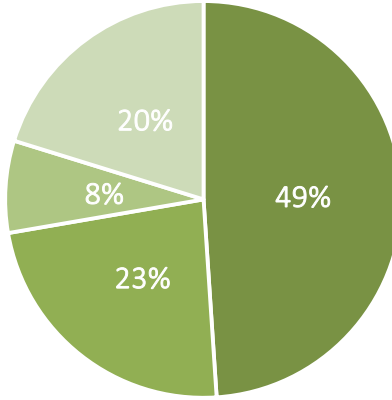
COMPARISON OF BID TOTAL REVENUE, ASSESSMENT REVENUE & TOTAL EXPENSES OF FY'17 TO FY'18

FY'17 Total Revenue
All BIDs



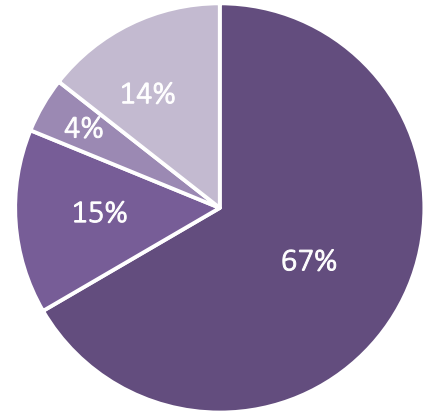
- Downtown
- Industrial
- Special Project
- Retail/Mainstreet

FY'17 Total BID Assessment Revenue
All BIDs



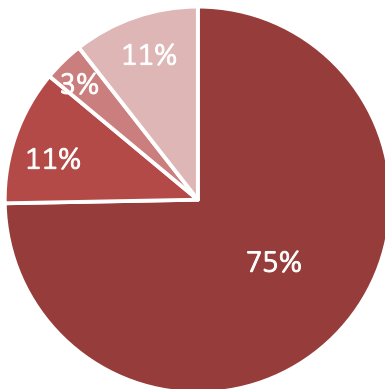
- Downtown
- Industrial
- Special Project
- Retail/Mainstreet

FY'17 Total BID Expenses
All BIDs



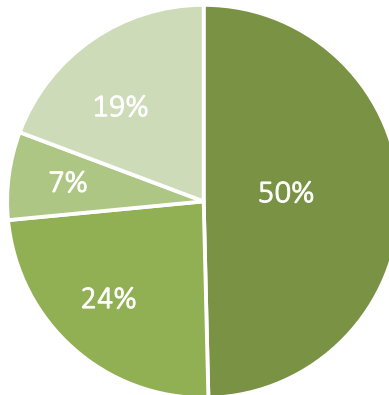
- Downtown
- Industrial
- Special Project
- Retail/Mainstreet

FY'18 Total Revenue
All BIDs



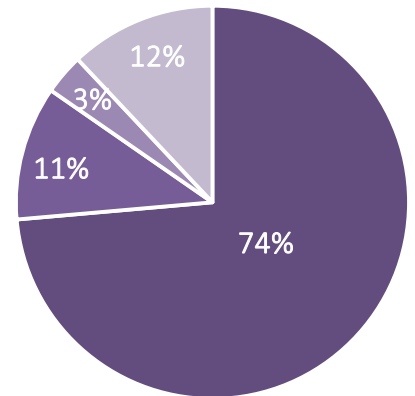
- Downtown
- Industrial
- Special Project
- Retail/Mainstreet

FY'18 Total BID Assessment Revenue
All BIDs



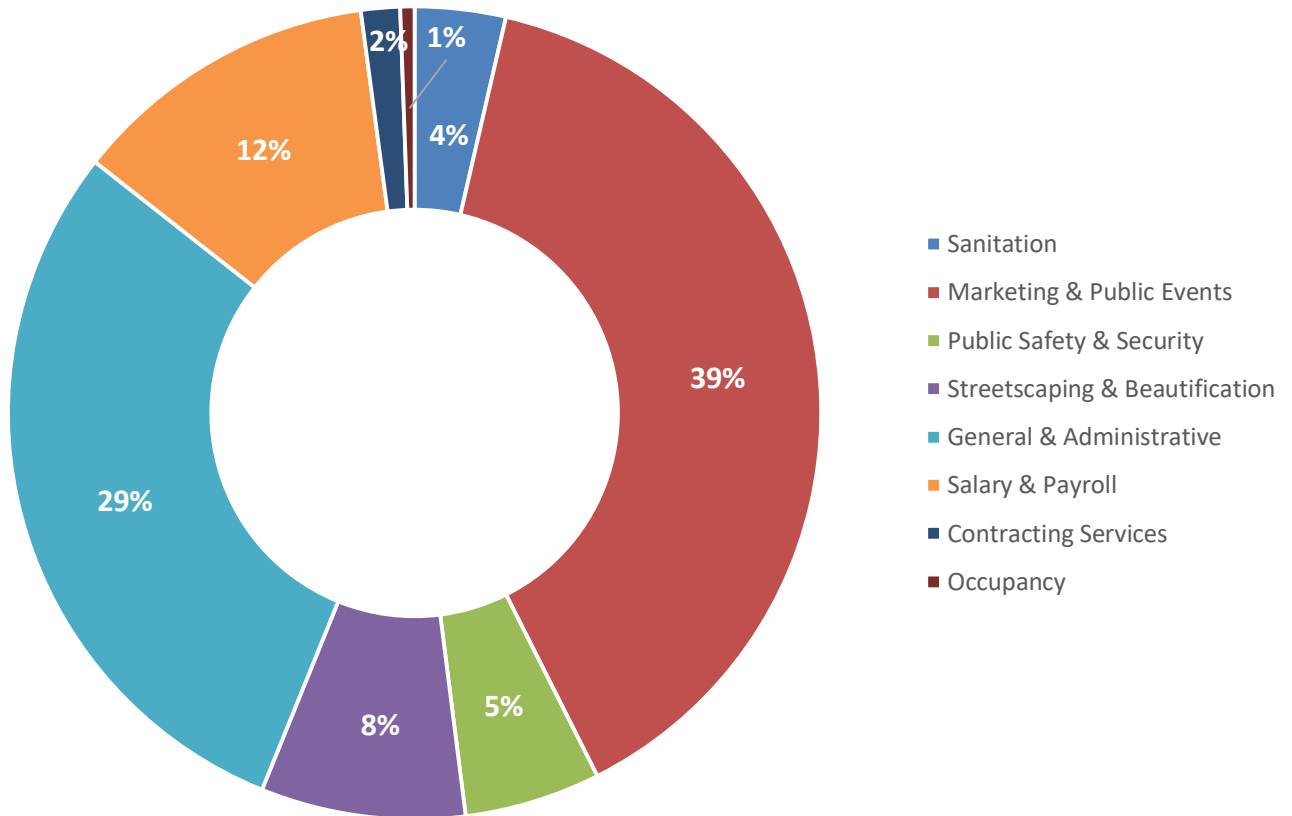
- Downtown
- Industrial
- Special Project
- Retail/Mainstreet

FY'18 Total BID Expenses
All BIDs



- Downtown
- Industrial
- Special Project
- Retail/Mainstreet

FY'18 SUMMARY OF BID EXPENSES



Category	Total Expense
Sanitation	\$ 620,063.00
Marketing & Public Events	\$ 6,688,992.00
Public Safety & Security	\$ 929,161.00
Streetscaping & Beautification	\$ 1,396,378.00
General & Administrative	\$ 5,059,019.00
Salary & Payroll	\$ 2,108,353.00
Contracting Services	\$ 266,544.00
Occupancy	\$ 97,385.00
Total	\$ 17,165,895.00

*Data as of 2018

INDEX OF BIDs BY ALDERMANIC DISTRICTS

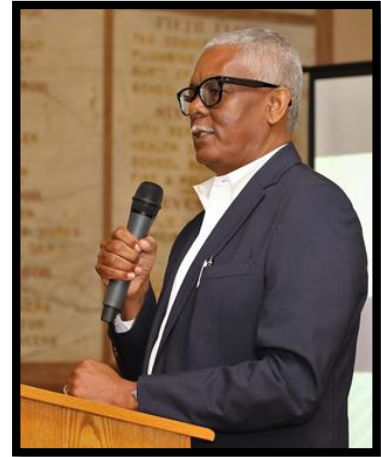
Aldermanic District	BID Name	BID #	Total Revenue	Assessed Revenue	Total Expenses
1	Villard Avenue	19	\$ 65,226.00	\$ 65,226.00	\$ 3,200.00
1	30th Street Corridor	37	\$ 167,811.00	\$ 167,219.00	\$ 176,699.00
2	Havenwoods	31	\$ 211,354.00	\$ 211,226.00	\$ 285,438.00
3	Brady Street	11	\$ 160,160.00	\$ 140,000.00	\$ 129,611.00
3	Oakland Avenue	13	\$ 25,000.00	\$ 25,000.00	\$ 23,469.00
3	East North Avenue	20	\$ 320,239.00	\$ 224,360.00	\$ 353,754.00
3	Riverworks	25	\$ 572,266.00	\$ 284,726.00	\$ 525,332.00
3	Downer Avenue	41	\$ 80,388.00	\$ 80,000.00	\$ 56,390.00
3	Downtown	21	\$ 5,153,378.00	\$ 3,504,862.00	\$ 4,958,530.00
4	Historic Third Ward	2	\$ 4,859,084.00	\$ 530,596.00	\$ 4,362,550.00
4	Westown	5	\$ 123,166.00	\$ 83,665.00	\$ 123,166.00
4	Near West Side	10	\$ 302,190.00	\$ 302,027.00	\$ 327,631.00
4	Milwaukee Riverwalk	15	\$ 610,711.00	\$ 507,612.00	\$ 462,051.00
4	Downtown	21	\$ 5,153,378.00	\$ 3,504,862.00	\$ 4,958,530.00
4	Schlitz River Center	42	\$ 113,000.00	\$ 113,000.00	\$ 154,881.00
4	Menomonee Valley	26	\$ 179,603.00	\$ 179,003.00	\$ 140,947.00
4	City Center Building	09	-	-	-
6	Historic King Drive	8	\$ 238,496.00	\$ 232,786.00	\$ 198,290.00
6	Riverworks	25	\$ 572,266.00	\$ 284,726.00	\$ 525,332.00
6	Schlitz River Center	42	\$ 113,000.00	\$ 113,000.00	\$ 154,881.00
6	Milwaukee Riverwalk	15	\$ 610,711.00	\$ 507,612.00	\$ 462,051.00
6	Downtown	21	\$ 5,153,378.00	\$ 3,504,862.00	\$ 4,958,530.00
7	Burleigh Street	27	\$ 37,833.00	\$ 37,833.00	\$ 55,199.00
7	30th Street Corridor	37	\$ 167,811.00	\$ 167,219.00	\$ 176,699.00
7	Center Street Marketplace	39	\$ 51,711.00	\$ 48,069.00	\$ 59,291.00
8	Menomonee Valley	26	\$ 179,603.00	\$ 179,003.00	\$ 140,947.00
9	Havenwoods	31	\$ 211,354.00	\$ 211,226.00	\$ 285,438.00
9	Granville	48	\$ 657,530.00	\$ 648,673.00	\$ 606,873.00
10	Near West Side	10	\$ 302,190.00	\$ 302,027.00	\$ 327,631.00
10	Uptown Crossings	16	\$ 128,858.00	\$ 128,555.00	\$ 98,498.00
10	Burleigh Street	27	\$ 37,833.00	\$ 37,833.00	\$ 55,199.00
10	Center Street Marketplace	39	\$ 51,711.00	\$ 48,069.00	\$ 59,291.00
11	South 27th Street	43	\$ 141,570.00	\$ 132,863.00	\$ 141,570.00
12	Greater Mitchell Street	4	\$ 148,792.00	\$ 118,953.00	\$ 137,973.00
12	Menomonee Valley	26	\$ 179,603.00	\$ 179,003.00	\$ 140,947.00
12	Cesar Chavez Avenue	38	\$ 25,500.00	\$ 25,500.00	\$ 19,012.00
12	Reed Street Yards	49	\$ 81,462.00	\$ 81,462.00	\$ 40,192.00
12	Harbor District	51	\$ 86,067.00	\$ 86,067.00	\$ 9,000.00
12	Kinnickinnic River	35	\$ 22,564.00	\$ 22,543.00	\$ 9,587.00
13	Airport Gateway	40	\$ 383,587.00	\$ 343,753.00	\$ 296,578.00
13	South 27th Street	43	\$ 141,570.00	\$ 132,863.00	\$ 141,570.00
13	Crisol Corridor	50	\$ 43,825.00	\$ 43,825.00	\$ 34,608.00
14	Kinnickinnic River	35	\$ 22,564.00	\$ 22,543.00	\$ 9,587.00
14	Kinnickinnic Avenue	44	\$ 68,655.00	\$ 55,255.00	\$ 356,736.00
14	Harbor District	51	\$ 86,067.00	\$ 86,067.00	\$ 9,000.00
15	Near West Side	10	\$ 302,190.00	\$ 302,027.00	\$ 327,631.00
15	North Avenue Gateway	28	\$ 73,319.00	\$ 73,319.00	\$ 41,811.00
15	North Avenue Marketplace	32	\$ 106,034.00	\$ 81,034.00	\$ 75,682.00
15	30th Street Corridor	37	\$ 167,811.00	\$ 167,219.00	\$ 176,699.00
15	Center Street Marketplace	39	\$ 51,711.00	\$ 48,069.00	\$ 59,291.00
15	Uptown Crossings	16	\$ 128,858.00	\$ 128,555.00	\$ 98,498.00

INDEX OF NIDS BY ALDERMANIC DISTRICTS

Aldermanic District	NID Name	NID #
1	Historic Garden Homes	6
2	Havenwoods	9
4	The Brewery	1
5	Heritage Heights	5
6	Harambee	7
7	Sherman Park	4
9	Havenwoods	9
9	Riverview	9
9	River Ridge	9
15	Washington Park	3
15	Sherman Park	4

COMMERCIAL CORRIDOR TEAM

The Department of City Development's Commercial Corridor Team (CCT) provides support, technical assistance, and business development resources to commercial and retail businesses, and designated commercial districts such as the BIDs and NIDs.



Kenneth Little,
Neighborhood Business Development Manger

Additionally, CCT is responsible for the management of the City's Façade, Signage, Whitebox, and Retail Investment Fund (RIF) Grants. However, CCT's work expands to collaborating with City Real Estate and Planning to further support projects that help improve the City's neighborhoods and commercial corridors' quality of life.



Natanael Martinez,
Commercial Corridor Manager



Economic Development Specialists:
Terence Acquah, Sierra Starnier-Heffron,
Kermiath McClendon and Fatima Sierra-Vargas

2020 TEAM ACTIVITY

Restart: A Milwaukee Grant Program

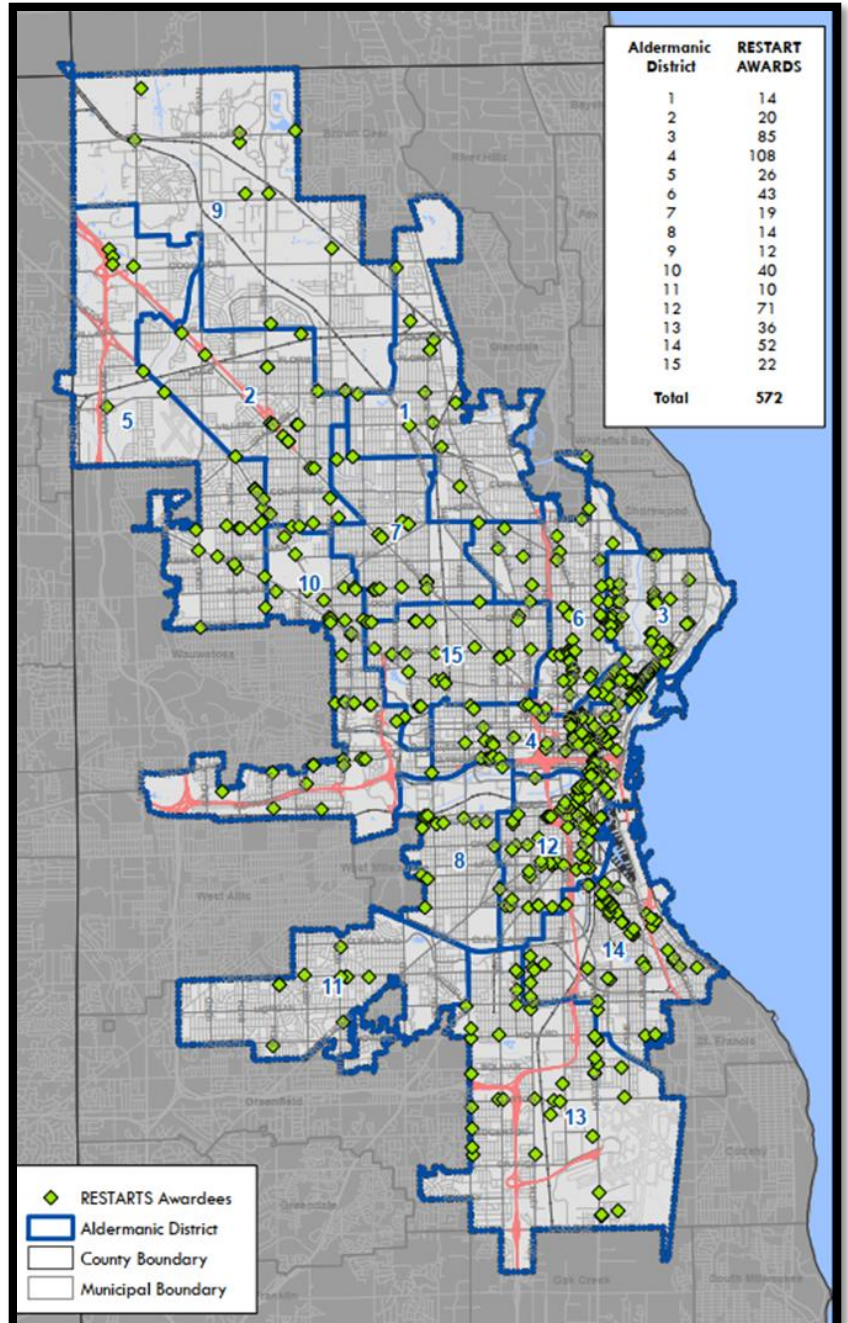
Launched to aid small businesses impacted by COVID-19.

Program offered grants of up to \$15,000 for:

- Personal protective equipment
- Modifications to business space
- Replenish perishable inventory

Round 1 Results:

- 909 applications completed
- 572 applications awarded
- \$4,293,311.69 awarded
- 44% of the grants were to minority owned businesses



2020 TEAM ACTIVITY

Brew City Match

Innovative collaboration that aims to fuel commercial corridor revival and the resurgence of entrepreneurship in Milwaukee. The program focuses investment within:

- The Historic King Drive
- North Avenue & Fond du Lac
- Near West Side
- Cesar Chavez Drive

6 Million public & private investment

- \$304,064.00 in City funds



Fresh Food Access Fund (FFAF)

Generated from the Milwaukee Fresh Food Access Report to combat food deserts. Focuses on health food access in our communities by providing financial support with capital and/or education grants.

- 12 Capital Grants Awarded
 - \$20,000.00 in eligible expenses
 - \$50,000.00 maximum award
- 12 Education Grants Awarded
 - \$2,000.00 in eligible expenses
 - \$5,000.00 maximum award
- Nearly \$400,000.00 in funds awarded



Commercial Corridor Team (CCT)
809 N Broadway, Room 104
Milwaukee, Wisconsin 53202
(414) 286-8201
façadegrants@milwaukee.gov
milwaukee.gov/BusinessToolbox

