

**BUSINESS IMPROVEMENT DISTRICT NO. 21
MILWAUKEE DOWNTOWN
YEAR TWENTY-NINE OPERATING PLAN**

SEPTEMBER 18, 2025

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I. INTRODUCTION

Under Wisconsin Statutes section 66.1109, cities are authorized to create Business Improvement Districts ("BIDs") upon the petition of at least one property owner within the proposed district. The purpose of the BID statute 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 Wis. Act 184, Section 1, legislative declaration. See Appendix A.

On or about July 16, 1997, the City of Milwaukee (the "City") received a petition from property owners which requested creation of a BID known as the Milwaukee Downtown Management District (the "District"). On October 14, 1997, the Common Council of the City adopted resolution no. 970900, creating the District and approving the initial operating plan for the District (the "Initial Operating Plan"). On November 4, 1997, the Mayor of the City appointed members to the board of the District (the "Board") in accordance with the requirements set forth in Article III.D. of the Initial Operating Plan.

On or about August 20, 2008, owners of additional properties on the fringes of the District's original boundaries petitioned the City to expand the District to include their properties. On October 29, 2008, the Common Council of the City adopted resolution no. 080617, expanding the District boundaries.

The original purpose of the District was to sustain the competitiveness of Downtown and ensure a safe, clean environment conducive to business activity. In connection with strategic planning conducted in 2011, updated in 2014 and re-imagined again in 2023, a refined mission and vision for the District emerged. The District's current mission is "to lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, inclusive, innovative and vibrant heart of the community". The District's vision is "to be an economic catalyst creating opportunities for all. . ." causing Downtown to continue to be a premier destination of choice to live, work, learn, play, and stay. Milwaukee is a renowned world-class city adding value to the region and the state.

Pursuant to the BID statute, this Year Twenty-Nine Operating Plan (the "Operating Plan") for the District has been prepared to establish the services proposed to be offered by the District, proposed expenditures by the District and the special assessment method applicable to properties within the District for its twenty-ninth year of operation. This Plan has been developed by the District Board with technical assistance from the Department of City Development, the Department of Public Works and the Police Department.

II. DISTRICT BOUNDARIES

When created in 1997, the District boundaries covered approximately 120 square blocks and encompassed the City's Downtown. The original District boundaries extended to North 4th Street and North 10th Street to the west; West St. Paul Avenue, the Menomonee River, and West Clybourn Street to the south; Lake Michigan to the east and Schlitz Park to the north. As a result of an expansion in 2008 and subsequent adjustments of taxable parcels, the District's current boundaries include expansion areas adjacent to its original boundaries and approximately 110 square blocks. The District's current boundaries extend to I-43 on the west; West St. Paul Avenue, the Menomonee River and West Clybourn Street to the south; Lake Michigan and North Van Buren Street to the east; and Schlitz Park to the north, as shown in Appendix B of this Operating Plan. A narrative listing of the properties now included in the District is set forth in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The historic objectives of the District are to increase pedestrian traffic Downtown and to better enable Downtown to compete for customers with suburban residential and commercial areas. Post COVID, the District refocused on its core “clean, safe and welcoming” services to encourage workers to return to Downtown offices. In addition, as a result of 2023 strategic planning, the District has committed to elevate its role in Downtown economic growth and place-making, to grow and leverage strategic partnerships and to seek to diversify its funding sources.

Since its inception, the District has attempted to achieve its objectives by, among other methods, supplementing the maintenance and security services provided by the City in order to increase the safety and cleanliness (and the perceived safety and cleanliness) of Downtown. The City will continue to provide its current level of maintenance and policing services. The City and the District have entered into the cooperation agreement on file in the District's office (the "Cooperation Agreement"). For several years, the District also has sought to achieve its objectives by marketing Downtown as a great place to live, work and play and by working with like-minded associates to attract and retain businesses.

The District's 2023 strategic planning update and its leadership efforts in updating the City of Milwaukee's comprehensive plan identified new objectives, including: (1) to reposition the District as a driver of economic

prosperity in Downtown; (2) to play a leadership role on catalytic projects, such as place-making and public art projects, development and enhancement of entertainment districts and the HOP MKE Streetcar; and (3) to harness the energy and vibrancy of diverse Downtown residents, young professionals and other Downtown believers to position them for leadership roles in the Downtown community. A summary of the District's objectives and priorities arising out of its 2023 strategic plan are attached hereto as Appendix E. The District also has led efforts to update the City of Milwaukee's comprehensive plan for Downtown.

In addition, since its creation in 1997, the District has championed Downtown's diversity, equity and inclusion. The District will continue to advocate, listen and build bridges to help end systemic racism and to create an exceptional quality of life environment for all members of its community regardless of age, race, gender or sexual orientation. The District pledges to do its part in advancing and advocating for a community of tolerance, peace and understanding.

B. Proposed Activities

The District offers Downtown owners and occupants additional safety personnel, enhanced sidewalk cleaning, supplemental public space maintenance and integrated marketing and promotional services to complement the base level of services currently being provided by the City. As a supplement to City services, the District retains and manages its own safety and maintenance contracts and develops and implements its own marketing initiatives. The District has hired a chief executive officer (or CEO), who reports to the Board, to implement and manage the day to day activities of the District, to supervise all District staff and to spearhead updated strategic planning objectives. District staff supervised by the CEO may include a chief operating officer (or COO), director of communications, an economic development director, a marketing/events/social media director, a program and placemaking manager, an administrative operations manager and/or up to four interns or other support staff. The following are the activities proposed by the District for calendar year 2026. The District may, from time to time and as it deems necessary, adjust the size and scope of the activities and staffing levels described below, but only so long as such adjustments in activities and staff are part of the activities identified in this Operating Plan. The District may not undertake new activities except as included in duly approved operating plans for future years.

1. Public Service Ambassadors Program. The District will continue to sponsor a Public Service Ambassador Program to provide safety and goodwill services to Downtown, supplemental to existing City police services. The aim of the program is to increase the public's comfort and sense of security through a visible, uniformed presence in addition to law enforcement.

The District may implement this program either by hiring staff directly or by hiring independent contractors to provide staff. In either case, a PSA director, who will report to the COO, will be hired to manage this program, hire and supervise staff and maintain communications with police. Public Service Ambassadors ("PSAs"), including shift supervisors and a homeless outreach coordinator, will be retained to provide approximately 27,872 on-duty hours subject to dictates from the District. The District, in cooperation with the City Police Department, Visit Milwaukee and other City departments and resources, will develop an intensive initial training program, as well as on-going in-service and field training, for PSAs. Training will focus on available City services, preventing and reporting crime, deterring nuisance behaviors, dealing with panhandlers and the homeless, applicable sanitation and building codes, radio and smart phone communications, first aid and CPR, Milwaukee history and local attractions, general retailing, communications skills and interactions with residents and visitors. For a portion of their training PSAs may be paired with police officers or experienced PSAs patrolling their beats. Training will be supplemented by a book of Operating Rules and Procedures serving as a guide for handling both common and unusual incidents.

Following their training, uniformed but unarmed PSAs will be assigned "beats" to patrol on foot. Beat assignments will be based on the amount of foot traffic in the area, hours of business operation, special event schedules, police beat assignments, crime statistics and trends, and Responsible Hospitality Task Force recommendations for night-time economy management. Generally, PSAs will be deployed on beats to maximize the provision of security services during peak hours like weekday lunch hours, before and after business hours at burgeoning nighttimes and for special events. PSAs shall employ smart phone/GIS tracking technology to determine appropriate PSA deployment. A schedule for deploying PSAs on their beats shall be developed by the District's COO together with the PSA director and altered as appropriate for

weather, redeployment for special events and for changing circumstances.

PSAs' primary responsibilities will be to assist and direct workers, shoppers, diners, sports fans, club-goers and visitors, and to observe and report suspicious behavior. PSAs must familiarize themselves with the businesses and residents in their beats and be able to recognize suspicious behavior. PSAs will be supplied with uniforms to create an official but approachable appearance and will be equipped with smart phone-type devices to report any incidents to a PSA supervisor/dispatcher linked directly to the City Police Department. One PSA supervisor/dispatcher shall be on duty or on call whenever PSAs are on patrol. Using handheld smart phone-type devices, the PSA supervisor will maintain communications among PSAs, other Downtown security personnel and City police. Also using handheld smart phone-type devices, PSAs shall document and report public infrastructure related maintenance issues to the City of Milwaukee Department of Public Works.

The City Police Department shall provide the District with the ability to monitor police calls for service. The District will permit any on-duty police officers assigned to the Downtown area to work out of the District office. The agreement between the District and the City Police Department regarding services to be provided is more fully described in the letter from Chief of Police Arthur L. Jones dated July 17, 1997 on file in the District's office.

The District will pursue partnerships with other service providers, including Milwaukee County Housing Services and the Wisconsin Department of Justice. These partnerships may include development and implementation of policies to deter nuisance behaviors and to house the homeless and/or working with other Downtown security resources to share information and develop response strategies. As noted above, the District has designated two PSA positions specifically to coordinate homelessness outreach.

2. Clean Sweep Ambassadors Program. The District will continue to sponsor a Clean Sweep Ambassador Program to provide additional sidewalk cleaning and public space maintenance, to implement special projects and, more generally, to introduce an active, positive force in Downtown.

The District may provide cleaning, maintenance, graffiti removal and landscaping services in any manner deemed reasonable by the District Board, including hiring staff directly or hiring independent contractors to provide staff. In any event, a CSA director will be selected, who will report to the District's COO, to manage this program, hire and supervise staff and serve as a liaison among City departments and property owners and businesses. During the summer months, a minimum of 11 full-time equivalent Clean Sweep Ambassadors ("CSAs") will report directly to the CSA director. Full-time CSA staff will be trained in maintenance, safety and informational services and furnished with identifiable uniforms. In addition, the District may retain other staff and/or independent contractors as it deems reasonable to perform the tasks necessary to implement the program.

The maintenance efforts of CSAs, other staff and independent contractors retained, paid and uniformed by the District will complement the efforts of the City Department of Public Works. CSAs will manually sweep sidewalks and riverwalks, pick up litter and remove graffiti each day. Weather permitting, CSAs will mechanically sweep public sidewalks and riverwalks in a rotation consistent with the City's street sweeping schedule--with approximately one fifth of the District being swept each working day. From April through October, CSAs will also power wash and steam clean sidewalks and clean, maintain, water, plant and weed tree wells and planters. CSAs will be assigned "beats" depending on the public use of the area and the need for services. A schedule for deploying CSAs and their tasks, shall be developed by the District's CEO and the CSA director and altered as appropriate for restrictions imposed by weather and redeployment as necessary in the judgment of District staff.

In addition to their daily cleaning and maintenance duties, the District may deploy CSAs to accomplish special projects. These projects may range from the installation and removal of holiday lights to set up and clean up for special events to "Super-Block" clean up. Additional CSA staffing shall be provided to prepare for and service special events as requested by the District's COO from time to time.

In servicing all aspects of the CSA program, CSAs and other staff servicing this program will maintain a friendly and helpful presence

Downtown. Working during busy hours in recognizable uniforms, they will create an aura, not only of cleanliness, but also of safety. CSAs will be trained in crime resistance and to furnish helpful information and directions to residents and visitors. CSAs will remain in contact with the District office and its other resources using handheld PDA-type devices.

3. Economic Development; Marketing; Business Recruitment and Retention. In furtherance of its 2023 strategic planning objectives, District staff shall strive to attract, retain and grow businesses paying family-supporting wages in Downtown Milwaukee. District efforts shall include, but not be limited to, maintaining relevant market and demographic data, linking business and government resources, providing and/or identifying expertise to assist in business growth and/or serving as project manager for Board-endorsed catalytic special projects.

District staff, in general, and the director of communications, in particular, will coordinate and/or contract to implement public relations programming to promote the cleaner, safer, more welcoming Downtown being created through District efforts. Marketing and programming will aim to encourage increased use of Downtown, to attract businesses to locate, remain and expand in Downtown and to convince both constituents of the District and potential users that Downtown is a positive destination with unique qualities and amenities.

District staff will continue the District's marketing campaign based on a fresh "Downtown" theme. District staff will continue an internal communications program to inform members about District activities and benefits. Internal communications may include a semi-annual newsletter, an annual report, various print and e-mail notices and increased social media. District staff will maintain an umbrella-advertising theme, graphics package and media relations program. District staff will cross sell Downtown's assets with various seasonal promotions.

In addition, District staff will develop and/or contract for other marketing initiatives, attractions and/or events promoting Downtown. These marketing initiatives may include a comprehensive marketing campaign targeted at appropriate constituencies and/or traveling information kiosks and/or similar devices which may be staffed and deployed at various events (inside

and outside of Downtown) to increase District visibility and outreach.

District staff will strive to attract and retain synergistic businesses. District staff will administer, together with the City of Milwaukee, a program of grants and forgivable loans for retailers and landlords to upgrade storefront spaces within the District. The District also will allocate up to \$90,000 in additional funding for catalytic economic development and placemaking special projects, provided that each project must be approved by the District Board consistent with criteria adopted and applied by the Board.

The District may also sponsor or co-sponsor recurring special events such as the Holiday Lights Festival, Downtown Dining Week, Taste and Toast, Downtown Employee Appreciation Week and Tunes at Noon as well as one-day special events such as Big Truck Day and Jack-O-Lantern Jubilee.

The District will continue its sponsorship of the annual holiday lighting each November. Each year, the District will cause lighting purchased by the District in previous years and remaining in good condition to be reinstalled. In addition, the District may spend and/or solicit additional money as it deems necessary to purchase additional and/or replacement holiday lighting. For the winter of 2025-2026, the District will sponsor the twenty-seventh annual Holiday Lights Festival in Downtown. This festival will continue previous year's street lighting efforts and implement intense lighting displays in select Downtown parks such as Pere Marquette Park, Zeidler Union Square, Red Arrow Park, and Cathedral Square.

The District may undertake other economic development and/or marketing initiatives and programming reasonably estimated to attract and retain businesses, residents and tourists to Downtown as deemed appropriate by the District Board.

The District may contract with Milwaukee Downtown, Inc. to coordinate and implement the marketing initiatives described above, as well as related activities. In connection with contracting with Milwaukee Downtown, Inc., the District intends to donate approximately \$1,970,579 to Milwaukee Downtown, Inc. to provide operating funds necessary to implement marketing initiatives and related activities.

4. Initiative to Combat Homelessness. Based on concerns raised by its stakeholders, the District spearheaded initiatives to address chronic homelessness and aggressive panhandling. Such initiatives include funding and raising funds to support a Downtown Homeless Outreach Coordinator, a Downtown Community Prosecutor and two PSA positions dedicated to homelessness outreach.
5. Contracting to Extend Activities/Services Outside of the District. Given the District's success, various constituencies periodically request the District to extend activities or provide services outside of the District boundaries. The District is authorized to contract to extend its activities and/or services outside District boundaries and/or to area residents so long as, by majority vote of the Board, any such contract is deemed to (a) advance the District's objectives and (b) provide activities and/or services on a revenue-neutral basis such that the District avoids incurring any costs not directly benefiting properties within the District.

C. Proposed Expenditures and Financing Method

The 2026 proposed annual operating budget for the District is \$5,145,229. \$5,060,229 will be the amount received from District assessments from properties within the District. \$25,000 will be allotted from cash carryover and \$60,000 is additional income that is anticipated to come from several sources. See Appendix D. Of these amounts, \$1,014,085 will finance the Public Service Ambassadors Program, \$1,340,865 will fund the Clean Sweep Ambassadors Program, \$2,533,081 will pay for economic development, marketing, promotions and business retention and recruitment efforts, including placemaking efforts, and \$257,198 will be reserved for administrative expenses, fundraising and a contingency (including, without limitation, the salaries of a full-time CEO, a COO, a director of communications, a marketing/events/social media director, a placemaking and program manager, an administrative operations manager, interns and other District staff, legal fees, insurance costs and office expenses). In the event that the Board reasonably determines that amounts allocated to any particular program are not needed for that program, unneeded amounts for one program may be used for another program. In addition, any funds collected but unspent pursuant to previous years' operating plans and any unanticipated voluntary contributions or other income will be made available in 2026 (for any purpose set forth in this Operating Plan, including without limitation for core services, public information, marketing, promotions and/or economic development efforts).

The Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

The Board shall approve an annual operating budget for the District each year. Prior to approving any annual operating budget, the District will mail a public hearing notice and make available a copy of the proposed annual operating plan and budget to all owners of real property within the District. In addition, a Class 2 notice of the public hearing will be published in a local newspaper of general circulation, and the notice, annual operating plan and budget will be posted on the District's website. The District Board will hold a public hearing and approve the annual operating plan and budget for the District for that year. If any year's annual operating budget exceeds the prior year's annual operating budget by 4% or more, such budget must be approved by a 2/3 majority of the entire District Board. (This Year Twenty-Nine Operating Plan was unanimously approved by _____ Board members in attendance at the Board meeting of September 18, 2025.) Any capital improvements costing more than \$15,000 each or \$40,000 in the aggregate for any one year must be approved by a 2/3 majority of the entire District Board. For the purposes of this Operating Plan, "capital improvement" means any physical item that is permanently affixed to real estate including, without limitation, street lighting and sidewalk improvements. The term "capital improvement" shall not include, among other things, any maintenance equipment or supply, any communications equipment, any vehicles, any seasonal improvement or any holiday lighting or decorations. After the District Board has approved the annual operating plan and budget, they will be sent to the City for approval, adoption and inclusion in the City's annual budget for that year.

The 2025 assessed valuation of all property subject to assessment within the original District boundaries was approximately \$3,353,287,835. The method of assessing annual operating expenses against properties located within the District is set forth in Article IV of this Operating Plan. Any change in the method of assessing annual operating expenses against properties located within the District must be approved by a 3/4 majority of the entire District Board and a majority of the Common Council of the City. Subsequent revisions to this Operating Plan will specify any additional assessment methodologies and amounts for operating expenses. In addition, if any year's annual aggregate assessment to property owners exceeds the prior year's annual aggregate assessment by 6% or more, such increased assessment must be approved by the owners of property assessed by the District having a property tax assessed valuation equal to at least 3/4

of the aggregate property tax assessed valuation of all property assessed by the District.

The District may not borrow funds without approval of a 2/3 majority of the entire District Board.

D. Organization of the District Board

The Mayor shall appoint members to the District Board. The Board shall be responsible for implementation of this Operating Plan. This requires the Board to negotiate with providers of services and materials to carry out the Operating Plan; to enter into various contracts; to monitor the effectiveness of the District's activities; to ensure compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of District assessments.

Wisconsin Statutes section 66.1109(3)(a) 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.

The Board shall be structured and operate as follows:

1. Board size - Up to 19 members.
2. Composition -
 - (a) Three members shall be representatives of each of the three largest (as measured by assessed valuation) multi-tenant office buildings in the District. In 2026, U.S. Bank Center (777 and 811 East Wisconsin Avenue), 411 East Wisconsin Avenue and 790 North Water Street are the three largest office buildings.
 - (b) Two members shall be representatives of the fourth through the ninth largest (as measured by assessed valuation) multi-tenant office buildings in the District. In 2026, 833 East Michigan Street, Schlitz Park (at the intersection of 2nd and Pleasant Streets), The Associated Bank Rivercenter Center (107 East Kilbourn Avenue), 875 East Wisconsin Avenue, Plaza East (330 East Kilbourn Avenue) and Cathedral Place (555 East Wells Street) are the fourth through the ninth largest multi-tenant office buildings.

- (c) Three members shall be representatives of any multi-tenant office buildings in the District.
- (d) Three members shall be representatives of owner-occupied or single tenant buildings in the District with assessed valuations in excess of \$5,000,000. One member from this category shall be a representative of The Northwestern Mutual Life Insurance Company.
- (e) One member shall be an owner or operator of a street-level retail business located within the District (which business may, but need not, be a restaurant).
- (f) Two members shall be representatives of hotels located within the District. Such hotels shall not be owned or controlled by the same or related entities or individuals.
- (g) One member shall be a representative of a tax-exempt entity making a voluntary contribution to the District of not less than \$45,000 annually.
- (h) Two members shall be "at large" members who shall not represent any particular constituency but who shall be owners or occupants of real property located within the District used for commercial purposes.
- (i) Two members shall be the immediate two past chairs of the District Board.

For purposes of measuring the assessed valuations of any building or site set forth above, all contiguous buildings and/or sites connected above- or below-ground, separated only by an intervening street and with identical ownership shall be included as one building or site. (For example, the U.S. Bank Center, consisting of property located at 777 and 811 East Wisconsin Avenue, constitutes one site.) Each year, the Board shall reconfirm the assessed valuations, ownerships and occupancies of all properties located within the District. If the assessed valuation, ownership or occupancy of any particular building or site in any year ceases to satisfy the criteria set forth above, the Board shall rearrange such building or site in the appropriate category. In addition to the composition requirements set forth above, one member of the Board (who may be a nonvoting member) may also be a member of the board of directors of

Westtown Association as long as the Westtown Association remains in existence, and one member of the Board (who may be a nonvoting member) may also be a member of the board of directors of the East Town Association as long as the East Town Association remains in existence. In satisfying the categories for Board members set forth above, the geographic representation of Board members shall be varied to the extent possible.

3. Term - Appointments to the Board shall generally be for a period of three years. To the extent possible, the terms of members representing each of the categories set forth in subparagraph (2) above shall be staggered so that the terms of not more than 60% of the representatives of any one category shall expire simultaneously. Despite the expiration of a Board member's term, the member shall continue to serve, subject to the by-laws adopted by the Board, until the member's successor is appointed.
4. Compensation - None.
5. Meetings - All meetings of the Board shall be governed by the Wisconsin Open Meetings Law if and as legally required.
6. Record Keeping - Files and records of the Board's affairs shall be kept pursuant to public record requirements.
7. Staffing and Office - The Board may employ staff and/or contract for staffing services pursuant to this Operating Plan and subsequent modifications thereof. In 2026, the Board may employ a full-time CEO, COO, a director of communications, a full-time administrative operations manager, , a marketing/events/social media director, a placemaking and program manager and/or up to four interns and other support staff. The Board shall maintain an office for the District, which shall be centrally located in Downtown. The District's current office is located at 301 West Wisconsin Avenue, Suite 106. All District staff, including PSAs and CSAs, may work out of the District office or other approved spaces.
8. Meetings - The Board shall meet regularly, at least once quarterly. The Board has adopted rules of order (by-laws) to govern the conduct of its meetings. In the event of a tie in any matter on which an even number of Board Members vote, the vote of the Chair shall be deemed the tie-breaker.

9. Executive Committee - The Board shall elect from its members a chair, a vice-chair, a secretary, a treasurer and an assistant secretary who, together with the immediate past Chair of the Board, shall comprise an Executive Committee of the Board. At least one member of the Executive Committee shall be elected from the category of members set forth in subparagraphs (2)(a) or (b) above. Moreover, the member representing The Northwestern Mutual Life Insurance Company under subparagraph (2)(d) above shall be elected to some office on the Executive Committee. The immediate past chair of the Board shall serve on the Executive Committee until the current Chair ceases to serve as Chair, in which case the immediately past serving Chair shall become immediate past Chair. The Executive Committee shall be authorized to oversee the day to day operations of the District, subject to the by-laws adopted by the Board. In the event of a tie in any matter on which all officers vote, the vote of the Chair shall be deemed the tie-breaker.
 10. Non-voting Members - At the option of a majority of the members of the Board, representatives of Visit Milwaukee, the Milwaukee Development Corporation, the Metropolitan Milwaukee Association of Commerce, the Wisconsin Center District and one or more significant Milwaukee arts venues (and/or similar organizations) may be invited to attend meetings of the Board or Executive Committee as nonvoting members.
 11. Emeritus Members – By resolution of a majority of the members of the Board, former Board members who have demonstrated extraordinary service to the District may be appointed "emeritus" members in honor and recognition of their exceptional contributions.
 12. No public bidding – Notwithstanding anything herein to the contrary and/or any contrary decisions by the Board relative to specific contracts, the District shall not be subject to any prevailing wage and/or public bidding requirements under either Wisconsin Statutes and/or City of Milwaukee ordinances.
- E. RELATIONSHIP TO MILWAUKEE DOWNTOWN, INC. AND ALLIANCE FOR DOWNTOWN PARKING AND TRANSPORTATION, INC.

The District is a separate entity from Milwaukee Downtown, Inc., a private, not for profit corporation, exempt from taxation under section 501(c)(3) of the Internal Revenue Code, notwithstanding the fact that some or all of the

members, officers and directors of each entity may be shared. Milwaukee Downtown, Inc. shall remain a private organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with the Board. The Board may contract with Milwaukee Downtown, Inc. to provide marketing and promotional services to the District and to retain an economic development director. The Board shall donate operating funds to Milwaukee Downtown, Inc. to facilitate the provision of such services and staffing, all in accordance with this Operating Plan.

The District and Milwaukee Downtown, Inc. are also separate entities from Alliance for Downtown Parking and Transportation, Inc. (the "Alliance"), a private, not for profit corporation, notwithstanding the fact that the District Board appoints all members to the board of directors of the Alliance. The Alliance shall remain a private organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with the Board. The Board may work in tandem with the Alliance and other Downtown commercial organizations to improve and mitigate adverse parking and transportation issues impacting Downtown Milwaukee and to promote positive parking and transportation options within the area, consistent with the purposes of this Operating Plan.

IV. METHOD OF ASSESSMENT

A. Annual Assessment Rate and Method

The annual assessment for District operating expenses will be levied against each property within the District in direct proportion to the commercial assessed value of each property for real property tax purposes on record with the District as of the date the District held the public hearing regarding its Year Twenty-Ninth Operating Plan (September 18, 2025). No owner of property within the District shall be eligible to receive or be subject to any reductions or increases in its assessment as a result of a decrease or increase in the assessed value for their property occurring after such date. The Board may, however, at its sole option, consider updated assessment information until the Common Council approves this Operating Plan. In addition, the amount of an assessment against a particular property may change from year to year if that property's assessed value changes relative to other properties within the District.

Appendix C identifies each property included in the District and shows the proposed BID assessment for each property for the twenty-ninth year of

operation. Such proposed assessments are based on the assessed value and classification estimated in 2026 pursuant to the foregoing formula.

In addition, any amounts due to the District from a property owner pursuant to a contract between the District and the property owner may, at the option of the District Board, become a special assessment or special charge against that property upon 30 days' prior written notice to the property owner.

B. Excluded and Exempt Property

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

1. Wisconsin Statutes section 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 Operating Plan because it is assumed that they will benefit from development in the District.
2. Wisconsin Statutes section 66.1109(5)(a): Property used exclusively for residential purposes will not be assessed. Mixed use properties containing some residential use will be assessed by the District consistent with applicable law.
3. Consistent with Wisconsin Statutes section 66.1109(5)(a), property within the District boundaries but exempt from general real estate taxes under Wisconsin Statutes section 70.11 may not be specially assessed by the District but will be asked to make a financial contribution to the District on a voluntary basis. Funds collected in this manner in any given year may be used in any manner deemed appropriate by the Board. In addition, consistent with Wisconsin Statutes section 66.1109(1)(b), those tax exempt properties within the original or amended boundaries of the District which later become taxable shall automatically become included within the District and subject to assessment under any current operating plan without necessity to undertake any other act.

V. PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

A. Enhanced Safety and Cleanliness

Under Wisconsin Statutes section 66.1109(1)(f)(4), this Operating Plan is required to specify how the creation of the District promotes the orderly development of the City. The District will enhance the safety and cleanliness of Downtown and, consequently, encourage commerce in the City. Increased business activity in the City will increase sales tax revenues and property tax base.

B. City Role in District Operation

The City has committed to assisting owners and occupants in the District to promote its objectives. To this end, the City has played a significant role in creation of the District and in the implementation of this Operating Plan. In furtherance of its commitment, the City shall:

1. Perform its obligations and covenants under the Cooperation Agreement.
2. Provide technical assistance to the District in the adoption of this and subsequent operating plans and provide such other assistance as may be appropriate.
3. Collect assessments, maintain the same in a segregated account and disburse monies to the Board.
4. Receive annual audits as required per Wisconsin Statutes section 66.1109(3)(c).
5. Provide the Board, through the Office of Assessment, on or before July 1 of each year, and periodically update, with the official City records on the assessed value of each tax key number within the District as of January 1 of each year for purposes of calculating the District assessments.
6. Promptly appoint and confirm members to the Board, consistent with this Operating Plan.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

The BID statute establishes a specific process for reviewing and approving operating plans. Pursuant to the statutory requirements, the following process will be followed:

1. The District shall submit its proposed Operating Plan to the Department of City Development.
2. The Community and Economic Development Committee of the Common Council will review the proposed Operating Plan at a public meeting and will make a recommendation to the full Common Council.
3. The Common Council will act on the proposed Operating Plan.
4. If adopted by the Common Council, the proposed Operating Plan is sent to the Mayor for his approval.
5. If approved by the Mayor, this Year Twenty-Nine Operating Plan for the District is approved and the Mayor will appoint, in accordance with Article III.D., new members to the Board to replace Board members whose terms have expired or who have resigned.

VII. FUTURE YEAR OPERATING PLANS

A. Changes

It is anticipated that the District will continue to revise and develop this Operating Plan annually, in response to changing needs and opportunities in the District, in accordance with the purposes and objectives defined in this Operating Plan.

Wisconsin Statutes section 66.1109(3)(b) 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 proposed activities, information on specific assessed values, budget amounts and assessment amounts are based solely upon current conditions. Greater detail about subsequent years' 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 Operating Plan and the BID statute.

In later years, the District 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 approval of a 3/4 majority of the entire District Board and consent of the City of Milwaukee. In addition, if any year's annual aggregate assessment to property owners exceeds the prior year's annual aggregate assessment by 6% or more, such increased assessment must be approved by the owners of property assessed by the District having a property tax assessed valuation equal to at least 3/4 of the aggregate property tax assessed valuation of all property assessed by the District. Further, as set forth in Article III.C. above, a 2/3 majority of the entire District Board must approve increases in the District operating budget exceeding 4% of the prior year's budget and capital improvement expenditures of over \$15,000 in any one instance or of \$40,000 in the aggregate in any one year.

B. Early Termination of the District

The City shall consider terminating the 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 herein, 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 City Plan Commission requesting termination of the District. On or after the date such a petition is filed, neither the Board nor the City may enter into any new obligations by contract or otherwise until the expiration of thirty (30) days after the date a public hearing is held and unless the District is not terminated.

Within thirty (30) days after filing of a petition, the City Plan Commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a Class 2 notice. Before publication, a copy of the notice with a copy of the Operating Plan and a copy of the detail map showing the boundaries of the District shall be sent by certified mail to all owners of real property within the District.

Within thirty (30) days after the date of such hearing, every owner of property assessed under the Operating Plan may send a written notice to the City Plan Commission indicating, if the owner signed a petition, that the owner retracts the owner's request to terminate the District or, if the owner did not sign the petition, that the owner requests termination of the District.

If, after the expiration of thirty (30) days after the date of the public hearing, by petition or subsequent notification and after subtracting any retractions, 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 properties assessed under the Operating Plan have requested the termination of the District, the City shall terminate the District on the date that the obligation with the latest completion date entered into to implement the Operating Plan expires.

C. Amendment, Severability and Expansion

This District has been created under authority of Wisconsin Statutes section 66.1109. Except as set forth in the next sentence, should any court find any portion of this statute invalid or unconstitutional its decision will not invalidate or terminate the District and this Operating Plan shall be amended to conform to the law without need of re-establishment. Should any court find invalid or unconstitutional the organization of the entire District Board, any requirement for a 2/3 or 3/4 majority vote of the District Board, the budgeting process or the automatic termination provision of this or any subsequent Operating Plan, the District shall automatically terminate and this Operating Plan shall be of no further force and effect.

Should the legislature amend the statute to narrow or broaden the definition of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this Operating Plan may be amended by a 2/3 majority of the entire District Board and a majority of the Common Council of the City of Milwaukee as and when they conduct their annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under section 66.1109(3)(b).

D. Automatic Termination Unless Affirmatively Extended.

The District Board shall not incur obligations extending beyond thirty years from the date on which the District was created. At the end of the twenty-ninth year of the District's existence, the District Board shall prepare an operating plan for the thirtieth year that contemplates termination of the District at the commencement of the thirtieth year as set forth in Wisconsin Statutes section 66.1109(3)(b), unless the owners of property assessed by the District having a valuation equal to 60% of the valuation of all property assessed by the District affirmatively vote to continue the District.

In addition, the Board may elect by majority vote to terminate the District if the City is in default of any obligation or covenant of the City set forth in the Cooperation Agreement. In such event, the District shall terminate as set forth in Wisconsin Statutes section 66.1109(4m).

APPENDIX A

Wisconsin Statutes section

(b) Designation by the planning commission of the boundaries of a reinvestment neighborhood or area recommended by it to be designated and submission of the recommendation to the local legislative body.

(c) Adoption by the local legislative body of a resolution which:

1. Describes the boundaries of a reinvestment neighborhood or area with sufficient definiteness to identify with ordinary and reasonable certainty the territory included in the neighborhood or area. The boundaries may, but need not, be the same as those recommended by the planning commission.

2. Designates the reinvestment neighborhood or area as of a date provided in the resolution.

3. Contains findings that the area to be designated constitutes a reinvestment neighborhood or area.

History: 1977 c. 418; 1979 c. 361 s. 112; 1985 a. 29 s. 3200 (14); 1999 a. 150 s. 479; Stats. 1999 s. 66.1107; 2001 a. 104.

66.1108 Limitation on weekend work. (1) DEFINITIONS. In this section:

(a) “Construction project” means a project involving the erection, construction, repair, remodeling, or demolition, including any alteration, painting, decorating, or grading, of a private facility, including land, a building, or other infrastructure that is directly related to onsite work of a residential or commercial real estate development project.

(b) “Political subdivision” means a city, village, town, or county.

(2) **CONSTRUCTION PROJECTS: WEEKEND WORK.** (a) A political subdivision may not prohibit a private person from working on the job site of a construction project on a Saturday. A political subdivision may not impose conditions that apply to a private person who works on a construction project on a Saturday that are inapplicable to, or more restrictive than the conditions that apply to, such a person who works on a construction project during weekdays.

(b) If a political subdivision has enacted an ordinance or adopted a resolution before April 5, 2018, that is inconsistent with par. (a), that portion of the ordinance or resolution does not apply and may not be enforced.

History: 2017 a. 243.

66.1109 Business improvement districts. (1) In this section:

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

(b) “Business improvement district” means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

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

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

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

(f) “Operating plan” means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

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

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

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

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

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

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

(g) “Planning commission” means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

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

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.

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

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

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

(2m) A municipality may annex territory to an existing business improvement district if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.

(b) The planning commission has approved the annexation.

(c) At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. 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 a detail map showing the boundaries of the territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.

(d) Within 30 days after the hearing under par. (c), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be

annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.

(3) (a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include one of the following:

1. If the cash balance in the segregated account described under sub. (4) equaled or exceeded \$300,000 at any time during the period covered by the report, the municipality shall obtain an independent certified audit of the implementation of the operating plan.

2. If the cash balance in the segregated account described under sub. (4) was less than \$300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.

(cg) For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. (c) 1. and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. (c) 2. shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the nearest multiple of \$10 if the revised amount is not a multiple of \$10 or, if the revised amount is a multiple of \$5, such an amount shall be increased to the next higher multiple of \$10.

(cr) The municipality shall obtain an additional independent certified audit of the implementation of the operating plan upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than

special assessments, to pay the costs of audits and reviewed financial statements required under sub. (3) (c), or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4g) A municipality may convert a business improvement district under this section into a neighborhood improvement district under s. 66.1110 if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. 66.1110 (4) (b).

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

- (a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

- (b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).

- (c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

- (d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

- (e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

- (5) (a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes

under s. 70.11 may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

(d) If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85; 2017 a. 59, 70, 189.

66.1110 Neighborhood improvement districts. (1) In this section:

(a) “Board” means a neighborhood improvement district board elected under sub. (4) (a).

(b) “Chief executive officer” means a mayor, city manager, village president, or town chairperson.

(c) “Local legislative body” means a common council, village board of trustees, or town board of supervisors.

(d) “Municipality” means a city, village, or town.

(e) “Neighborhood improvement district” means an area within a municipality consisting of nearby but not necessarily contiguous parcels, at least some of which are used for residential purposes and are subject to general real estate taxes, and property that is acquired and owned by the board if the local legislative body approved acquisition of the property under sub. (4) (d) as part of its approval of the initial operating plan under sub. (3) (e).

(f) “Operating plan” means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation, and promotion of a neighborhood improvement district.

(g) “Owner” means the owner of real property that is located within the boundaries, or the proposed boundaries, of a neighborhood improvement district.

(h) “Planning commission” means a plan commission under s. 62.23 or, if none exists, a board of public land commissioners or, if none exists, a planning committee of the local legislative body.

(2) An operating plan shall include at least all of the following elements:

(a) The special assessment method applicable to the neighborhood improvement district.

(b) The kind, number, and location of all proposed expenditures within the neighborhood improvement district.

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

(d) A description of how the creation of the neighborhood improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

(e) A statement as to whether the local legislative body authorizes the board to own real property and, if so, a description of the real property to be owned, the purpose of the ownership, and a statement of to whom the real property will be transferred if the neighborhood improvement district is terminated.

(f) A legal opinion that pars. (a) to (e) have been complied with.

(3) A municipality may create a neighborhood improvement district and adopt its operating plan if all of the following conditions are met:

(a) An owner of real property subject to general real estate taxes and located in the proposed neighborhood improvement dis-

trict designated under par. (b) has petitioned the municipality for creation of a neighborhood improvement district.

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

(c) At least 30 days before creation of the neighborhood improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed neighborhood 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 neighborhood improvement district, shall be sent by certified mail to all owners of real property within the proposed neighborhood improvement district. The notice shall state the boundaries of the proposed neighborhood improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), one of the following has not filed a petition with the planning commission protesting the proposed neighborhood improvement district or its proposed initial operating plan:

1. The owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan.

2. The owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the neighborhood improvement district. The local legislative body shall publish a class 2 notice under ch. 985 regarding the meeting at which the local legislative body will vote on whether to adopt the proposed initial operating plan for the neighborhood improvement district. Before publication, a copy of the notice shall be sent by certified mail to all owners of real property within the proposed neighborhood improvement district.

(4) (a) 1. If the local legislative body adopts the proposed initial operating plan under sub. (3) (e), it shall determine the size of board, which shall consist of at least 5 members, all of whom shall own or occupy real property in the neighborhood improvement district.

2. The number of board members who represent commercial and residential property, respectively, shall be set by the local legislative body, as closely as possible, in the same proportion as is the aggregate valuation of commercial property in the neighborhood improvement district to the total assessed value of all property in the district, and the aggregate valuation of residential property in the district to the total assessed value of all property in the district.

3. The local legislative body shall set the time and place for a meeting at which members of the board will be elected, and shall publish a class 2 notice under ch. 985 that contains this information. The notice shall specify that all individuals who either own or occupy real property within the neighborhood improvement district are eligible to serve on the board and vote at the election.

4. At the meeting, the individuals who own or occupy real property shall be divided into 2 groups. One group shall consist of those individuals who own or occupy commercial property, and one group shall consist of those individuals who own or occupy residential property. Each group shall elect from among its members the number of board members set to represent its group by the local legislative body under subd. 2.

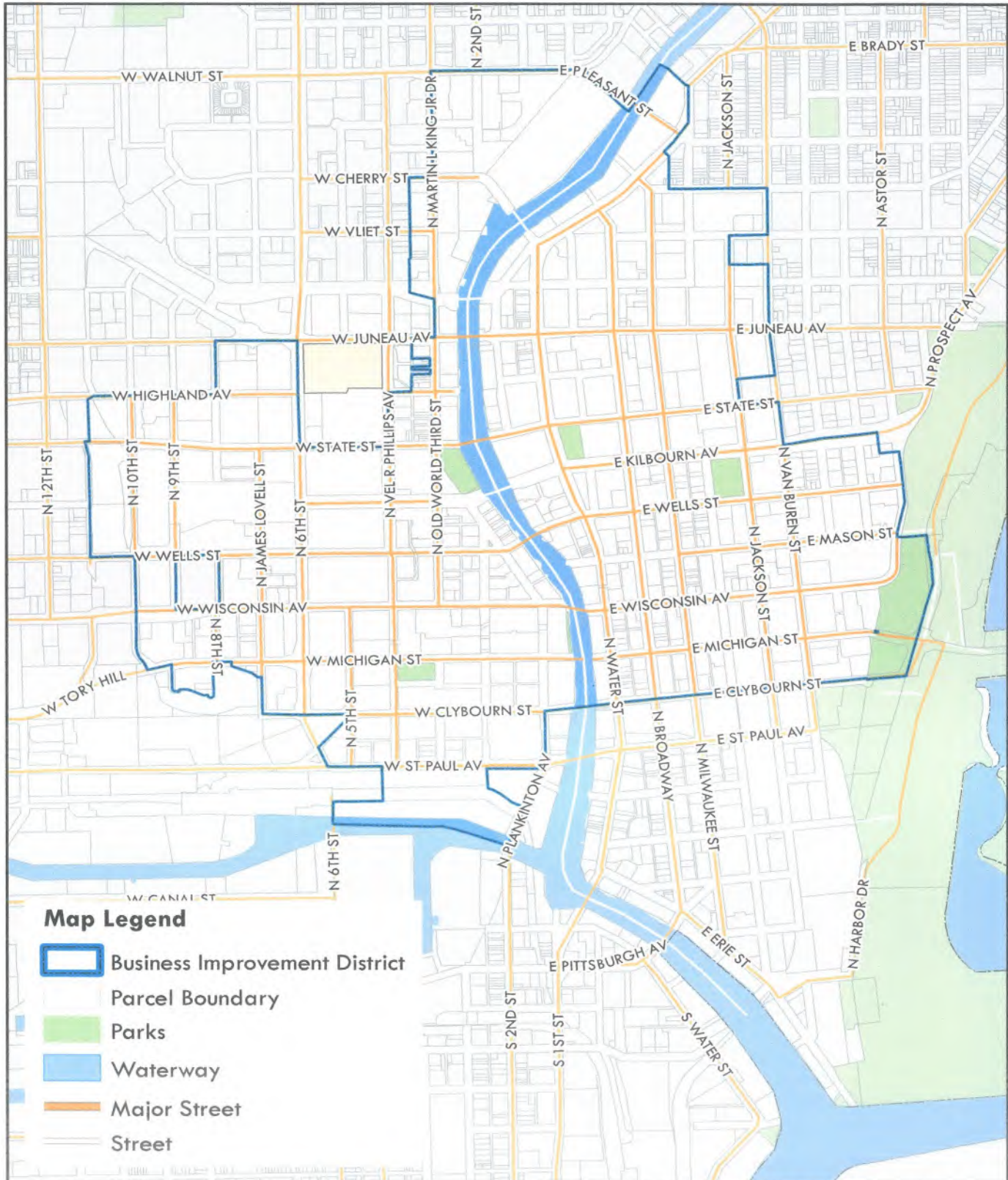
5. Board members elected under subd. 4. shall serve a one year term, and may be reelected. Annually, the number of board members who represent commercial and residential properties,

APPENDIX B

BID NO. 21: MILWAUKEE DOWNTOWN CITY OF MILWAUKEE

Prepared by the Dept. of City Development Planning Division, 8/12/2020
Source: City of Milwaukee Information Technology Management Division;
Dept. of City Development Commercial Corridors Team

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APPENDIX C

Narrative listing of properties

Taxkey	Address	Owner1	Owner2	Class	Building Description	total	res	units	comm	res sqft	comm	build	MIX	owner	owner	owner	land	vacant	zoning	land	imprv	lot sqft	obj	Percent	BID Assessble	BID 21
														address	city	state	zip	use						Commercial	Value	Assessment
3610764300	635 N PLANKINTON AV	HAGGERO'S MALL LLC	C/O HEMPLE COMPANIES	Special Mercantile	Super Regional Shopping Center	0	0	1800	0	3900	0	NO	80 S 8TH	MINNEAPOLIS	55402-211	9	C9E	0	0	0	0	0	100	\$0	\$	-
3970764130	627 N 2ND ST	HAGGERO'S MALL LLC	C/O HEMPLE CO	Special Mercantile	Super Regional Shopping Center	0	0	1	0	1614	1614	NO	10050 CRO	EDEN PRAIRIE	55344-211	9	C9E	0	0	0	0	0	100	\$0	\$	-
3970765200	607 N 2ND ST	MILWAUKEE PARKING JV OWNER	1 LLC	Special Mercantile	Parking Garage, Parking Ramp	0	0	1	0	0	0	NO	200 N LAS	CHICAGO	60601	7525	C9E	0	0	0	0	0	100	\$0	\$	-
3970203000	161 W WISCONSIN AV, Unit PC	HAGGEROS MALL PLANKINTON SPE LLC		Special Mercantile		100	0	0	0	0	0	NO	10050 CRO	EDEN PRAIRIE	55344	7	Vacant	C9E	0	100	0	0	100	\$100	\$	0.16
3910763100	606 W WISCONSIN AV, Unit 203	LYLE MEYER	SUZANNE MEYER	Special Mercantile	Office Building - Class B	9900	0	1	0	626	626	NO	606 W WISCONSIN	MILWAUKEE	53202	7400	C9F(A)	3000	6900	75	100	\$9,900	\$	14.95		
3970192100	360 W ST PAUL AV, Unit 2	PALMOUIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	23800	0	1	0	606	866	NO	788 N JEFFERSON	MILWAUKEE	53202-237	9999	C9G	2100	21700	378	OBJ	100	\$23,800	\$	35.92	
3910762000	606 W WISCONSIN AV, Unit 202	WI TOWER CONDO ASSOC LTD		Special Mercantile	Office Building - Class B	47900	0	1	0	437	437	NO	606 W WISCONSIN	MILWAUKEE	53203	7400	C9F(A)	2600	45300	51	100	\$47,900	\$	72.30		
3970444000	413 N 2ND ST, Unit 160	ISLAND INVESTMENT HOLDINGS	LLC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	49800	0	1	0	280	3	NO	413 N 2ND	MILWAUKEE	53203	9911	C9G	1500	48300	280	100	\$49,800	\$	75.17		
3970544000	633 N BROADWAY , Unit 4	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	68500	0	1	0	976	976	NO	322 E MICHIGAN	MILWAUKEE	53202	5932	C9F(A)	6700	61800	447	100	\$68,500	\$	103.39		
3970546000	637 N BROADWAY , Unit 6	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	70800	0	1	0	1015	1015	NO	322 E MICHIGAN	MILWAUKEE	53202	7400	C9F(A)	34800	36000	464	100	\$70,800	\$	106.86		
3970545000	635 N BROADWAY , Unit 5	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	74000	0	1	0	1294	2695	NO	322 E MICHIGAN	MILWAUKEE	53202	5611	C9F(A)	18500	55500	1233	100	\$74,000	\$	111.69		
3970543000	631 N BROADWAY , Unit 3	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	77000	0	1	0	1369	2737	NO	322 E MICHIGAN	MILWAUKEE	53202	5611	C9F(A)	18800	58200	1252	100	\$77,000	\$	116.22		
3922872000	270 E HIGHLAND AV, Unit 3003	HIGHLAND AVE LLC		Special Mercantile	Store Building - Single tenant, 1 story	81200	0	1	0	660	660	NO	305 S BRITTON	UNION GROVE	53182	9911	C9B(A)	15300	65900	306	100	\$81,200	\$	122.56		
3930611000	715-723 N MILWAUKEE ST, Unit 101	G/S PARTNERSHIP		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	82100	0	1	0	637	21240	NO	PO BOX 64	MILWAUKEE	53201-106	5571	C9F(C)	35600	46500	475	100	\$82,100	\$	123.91		
3920671000	210 E MICHIGAN ST	GRAND AVENUE CLUB INC	C/O PHILIP CONNELLY	Special Mercantile	Office Building - Class C	85000	0	7	0	22620	22620	NO	210 E MICHIGAN	MILWAUKEE	53202	9999	C9F(A)	27000	58000	7200	100	\$85,000	\$	128.29		
3970443200	413 N 2ND ST, Unit 140	JAM HOLDINGS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	86400	0	1	0	570	3	NO	413 N 2ND	MILWAUKEE	53203	9911	C9G	3100	83300	570	100	\$86,400	\$	130.40		
3970443300	413 N 2ND ST, Unit 130	JAM HOLDINGS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	86400	0	1	0	570	3	NO	413 N 2ND	MILWAUKEE	53203	8811	C9G	3100	83300	570	100	\$86,400	\$	130.40		
3970443400	413 N 2ND ST, Unit 120	JAM HOLDINGS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	86400	0	1	0	570	3	NO	413 N 2ND	MILWAUKEE	53203	9911	C9G	1300	85100	236	100	\$86,400	\$	130.40		
3970550000	223 E WISCONSIN AV, Unit 10	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	86600	0	1	0	1236	1236	NO	322 E MICHIGAN	MILWAUKEE	53202	7400	C9F(A)	42400	44200	565	100	\$86,600	\$	130.71		
3922561110	1150-1154 N WATER ST	MILWAUKEE SCHOOL OF ENGINEERING		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1801700	120	64	0	11220	22409	YES	1026 N BRADSHAW	MILWAUKEE	53202	8899	PD	213800	1587900	28505	5	\$90,085	\$	135.96		
3970445000	413 N 2ND ST, Unit 175	ISLAND INVESTMENT HOLDINGS	LLC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	90500	0	2	0	0	3	NO	413 N 2ND	MILWAUKEE	53203	9911	C9G	2100	88400	385	100	\$90,500	\$	136.59		
3970552000	217 E WISCONSIN AV, Unit 12	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	91700	0	1	0	1320	1320	NO	322 E MICHIGAN	MILWAUKEE	53202	7400	C9F(A)	45300	46400	604	100	\$91,700	\$	138.40		
3970441000	413 N 2ND ST, Unit 100	SECOND PROPERTY LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	92200	0	1	0	621	3	NO	413 N 2ND	MILWAUKEE	53203	9911	C9G	1400	90800	255	100	\$92,200	\$	139.16		
3610534000	324-326 W STATE ST	324 STATE LLC		Special Mercantile	Parking Lot	100100	0	6	0	0	2500	NO	4660 N ARTHUR	WHITEFISH	53211	7699	C9G	100000	100	0	100	\$100,100	\$	151.08		
3922873000	270 E HIGHLAND AV, Unit 3004	HIGHLAND AVE LLC		Special Mercantile	Store Building - Single tenant, 1 story	102100	0	1	0	956	956	NO	305 S BRITTON	UNION GROVE	53182	9911	C9B(A)	22200	79900	443	100	\$102,100	\$	154.10		
3922132000	1241-1243 N WATER ST	STEGGEMAN INVESTMENTS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	207100	1	1	999	999	1998	YES	929 N ASTOR	MILWAUKEE	53202	8899	RED	120500	86600	2410	50	\$103,550	\$	156.29		
3970541000	627 N BROADWAY , Unit 1	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	105600	0	1	0	2072	4143	NO	322 E MICHIGAN	MILWAUKEE	53202	9960	C9F(A)	28400	77200	1895	100	\$105,600	\$	159.38		
3921891000	145-151 E JUNEAU AV	HONEY BADGER DK LLC		Special Mercantile	Commercial Land	106400	0	1	0	2124	0	NO	1227 N WATER	MILWAUKEE	53202	7523	C9B(A)	106200	200	2124	100	\$106,400	\$	160.59		
3970442200	413 N 2ND ST, Unit 115	SECOND PROPERTY LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	109200	0	1	0	771	3	NO	413 N 2ND	MILWAUKEE	53203	9911	C9G	4200	105000	771	100	\$109,200	\$	164.81		
3922481000	108 W WELLS ST, Unit 0	THE CAWKER BUILDING CONDOMINIUM ASSOCIATION, INC.	PMI OF GREATER MILWAUKEE	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	112500	0	1	0	7800	7800	NO	2665 S MCNEIL	NEW BERLIN	53151	7336	C9E	32700	79800	654	100	\$112,500	\$	169.79		
3922342000	144 E WELLS ST	PABST THEATER FOUNDATION INC		Special Mercantile	Theater	117000	0	2	0	25886	25886	NO	710 N PLANKINTON	MILWAUKEE	53203	7922	C9D(A)	89200	27800	14859	100	\$117,000	\$	176.59		
3923003000	808 N MARTIN L KING JR DR, Unit 3	CENTURY BUILDING	MILWAUKEE LLC	Mercantile Apartments	Subsidized/Affordable Housing	2956000	44	1	0	2498	62456	YES	230 OHIO	OSHKOSH	54902	8850	C9E	834300	2121700	11061	OBJ	4	\$118,240	\$	178.46	
3610536000	316-318 W STATE ST	JOHN HINKEL BUILDING LLC		Special Mercantile	Parking Lot	124400	0	10	0	240	2400	NO	W63 N674	CEDARBURG	53012	7523	C9G	96000	28400	2400	100	\$124,400	\$	187.75		
3970542000	629 N BROADWAY , Unit 2	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	131900	0	1	0	2063	2063	NO	322 E MICHIGAN	MILWAUKEE	53202	9960	C9F(A)	14200	117700	944	100	\$131,900	\$	199.07		
3922875000	270 E HIGHLAND AV, Unit 3009	HIGHLAND AVE LLC		Special Mercantile	Store Building - Single tenant, 1 story	135700	0	1	0	1434	1434	NO	305 S BRITTON	UNION GROVE	53182	9911	C9B(A)	33300	102400	665	100	\$135,700	\$	204.81		
3920660100	514 N WATER ST	C-SYSTEMS INC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	550000	3	2	5400	1800	7200	YES	6805 CHEYENNE	EDINA MN	55439	9999	C9F(A)	144000	406000	2400	25	\$137,500	\$	207.53		
3922871000	270 E HIGHLAND AV, Unit 3002	HIGHLAND AVE LLC		Special Mercantile	Store Building - Single tenant, 1 story	138300	0	1	0	1471	1471	NO	305 S BRITTON	UNION GROVE	53182	9911	C9B(A)	34100	104200	682	100	\$138,300	\$	208.73		
3970549000	221 E WISCONSIN AV, Unit 9	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	144000	0	1	0	1667	3472	NO	322 E MICHIGAN	MILWAUKEE	53202	4225	C9F(A)	119100	24900	1588	100	\$144,000	\$	217.34		
3920659000	510-512 N WATER ST	BUTTON BLOCK HOLDINGS LLC	ATTN JOHN REINHART	Special Mercantile	Parking Lot	144100	0	12	0	0	4800	NO	4015 80TH	KENOSHA	53142	7523	C9F(A)	144000	100	4800	100	\$144,100	\$	217.49		
3981301000	915 W MICHIGAN ST	MICHIGAN STREET APTS LLC		Mercantile Apartments	Subsidized/Affordable Housing	7207400	99	0	81306	3318	133507	NO	4011 80TH	KENOSHA	53142	8772	C9G	574200	6633200	0	2	\$144,148	\$	217.56		
3930614000	723 N MILWAUKEE ST, Unit 104	G/S PARTNERSHIP		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	144400	0	1	0	1062	21240	NO	PO BOX 64	MILWAUKEE	53201-106	6099	C9F(C)	108000	36400	1440	100	\$144,400	\$	217.94		
3610433000	1113-1115 N MARTIN L KING JR DR	HIGHLAND BEACH SURFERS INC	C/O IRGENS	Special Mercantile	Parking Garage, Parking Ramp	150100	0	14	0	0	1038	NO	1401 DISCOUNT	MILWAUKEE	53226	7523	RED	150000	100	3750	100	\$150,100	\$	226.54		
3970548000	225 E WISCONSIN AV, Unit 8	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	153400	0	1	0	2547	4468	NO	322 E MICHIGAN	MILWAUKEE	53202	5992	C9F(A)	153300	100	2044	100	\$153,400	\$	231.52		
3970442100	413 N 2ND ST, Unit 125	SECOND PROPERTY LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	161400	0	1	0	1139	3	NO	413 N 2ND	MILWAUKEE	53203	9911	C9G	4500	156900	818	100	\$161,400	\$	243.60		
3970443500	413 N 2ND ST, Unit 110	JAM HOLDINGS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	166000	0	1	0	1021	3	NO	413 N 2ND	MILWAUKEE	53203	9911	C9G	5600	160400	1021	100	\$166,000	\$	250.54		
3970551000	219 E WISCONSIN AV, Unit 11	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	166200	0	1	0	1647	3432	NO	322 E MICHIGAN	MILWAUKEE	53202	5944	C9F(A)	117800	48400	1570	100	\$166,200	\$	250.84		
3610438000	316 W HIGHLAND AV	316 HIGHLAND, LLC		Special Mercantile	Parking Lot	170100	0	10	0	0	2550	NO	117 N JEFFERSON	MILWAUKEE	53202	7523	RED	102000	68100	2550	100	\$170,100	\$	256.73		
3930871000	768 N MILWAUKEE ST	WILSON BLDG LLC		Special Mercantile	Parking Lot	172600	0	6	0	0	0	NO	788 N JEFFERSON	MILWAUKEE	53202	7523	C9F(A)	172500	100	3449	100	\$172,600	\$	260.50		
3610432000	1105-1107 N MARTIN L KING JR DR	THE CARMELINO R. CAPATI, JR. AND CONCEPCION C CAPA		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	347100	1	1	1775	1775	3550	YES	1117 W BRADSHAW	RIVER HILLS	53217	8899	RED	150000	197100	3750	50	\$173,550	\$	261.93		
3922874000	270 E HIGHLAND AV, Unit 3005	HIGHLAND AVE LLC		Special Mercantile	Store Building - Single tenant, 1 story	179900	0																			

3611901000	730 N PLANKINTON AV	MOSTRETT III LLC	GLOBAL RESTAURANT SYSTEMS	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	382000	0	3	0	3375	3375	NO	730 N PLA	MILWAUK	53203-324	7400		C9E	36500	345500		405		100	\$382,000	\$	576.53
3612301000	834 N PLANKINTON AV	TAG 834 LLC		Special Mercantile		383500	0	0	0	0	0	NO	1840 N FA	MILWAUK	53202	5932	Vacant	C9E	383500	0	7670		100	\$383,500	\$	578.80	
3920705100	216-222 E MASON ST	HUGO H DELPORTILLO	STELLA M MONTOYA DELPORTILLO	Special Mercantile	Mansions With Commercial Usage	385900	0	5	0	9410	9410	NO	2352 E OK	MILWAUK	53207	8111		C9F(A)	180000	205900	2400		100	\$385,900	\$	582.42	
3930532000	906 E MASON ST	920 E MASON LLC		Special Mercantile	Parking Lot	417800	0	38	0	398	7956	NO	920 E MAS	MILWAUK	53202	7523		C9A(A)	417700	100	7956		100	\$417,800	\$	630.57	
3922143000	144 E JUNEAU AV	LYLE C MESSINGER TOD	C/O DOWNTOWN JUNEAU AVE INVESTMENTS LLC	Special Mercantile	Tavern	424300	0	3	0	3258	1800	NO	11400 WE	MILWAUK	53225	5813		RED	90000	334300	1800		100	\$424,300	\$	640.38	
3601882000	459 E PLEASANT ST, Unit 202	NORTH END PHASE I LLC	C/O MANDEL GROUP INC	Local Commercial	Store Building - Single tenant, 1 story	425000	0	1	0	3663	0	NO	330 E KILB	MILWAUK	53202-231	5812		RED	38800	386200	0		100	\$425,000	\$	641.43	
3921192000	1139 N WATER ST	HONEY BADGER DK LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	430600	0	6	0	2448	2448	NO	1227 N WA	MILWAUK	53202	9999		C9B(B)	54000	376600	1080		100	\$430,600	\$	649.88	
3970176100	606 W WISCONSIN AV, Unit 101	SOBO & SOBO HOLDINGS LLC	ATTN ACCOUNTS PAYABLE	Special Mercantile	Store Building - Single tenant, 1 story	432900	0	1	0	8716	8716	NO	1 DOLSON	MIDDLETO	10940	5812		C9F(A)	26300	406600	525		100	\$432,900	\$	653.35	
3920669000	625 N BROADWAY	MICHAEL G IANNELLI AND ROSEMARY S IANNELLI REV LIV		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	433800	0	3	0	3625	3776	NO	3608 N MI	SHOREWO	53211	9999		C9F(A)	180000	253800	2400		100	\$433,800	\$	654.71	
3921179100	100-110 E STATE ST	THE EDISON SPE LLC		Special Mercantile	Parking Lot	450600	0	38	0	353	5875	NO	25 W MAI	MADISON	53703	7523		C9B(A)	440600	10000	5875		100	\$450,600	\$	680.07	
3930582000	710 N MILWAUKEE ST	PLANET DEVELOPMENT LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	659800	1	2	2152	4500	6522	YES	710 N MIL	MILWAUK	53202	8899		C9F(C)	174800	485000	2330		69	\$455,262	\$	687.10	
3920723000	792 N BROADWAY	BROADWAY PARKING CO LLC	C/O INTERSTATE PARKING	Special Mercantile	Parking Lot	464100	0	27	0	288	6912	NO	710 N PLA	MILWAUK	53203	7523		C9F(A)	432000	32100	7200		100	\$464,100	\$	700.44	
3960472000	319 E WISCONSIN AV	319 EAST WISCONSIN LLC		Special Mercantile	Office Building - Class B	470900	0	2	0	12961	13788	NO	731 N JAC	MILWAUK	53221	7011		C9F(A)	122500	348400	1633		100	\$470,900	\$	710.71	
3970193100	350 W ST PAUL AV, Unit 3	PALMOIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	471900	0	1	0	11097	11097	NO	732 N JAC	MILWAUK	53202-246	7400		C9G	23600	448300	4284	OBJ	100	\$471,900	\$	712.22	
3920821000	776-778 N MILWAUKEE ST	MKE-DT 780, LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	891100	1	2	5465	5679	10716	YES	780 N MIL	MILWAUK	53202	8899		C9F(A)	477000	414100	6000		53	\$472,283	\$	712.79	
3970202000	161 W WISCONSIN AV, Unit LR	HAGGEROS MALL PLANKINTON SPE LLC		Special Mercantile	Super Regional Shopping Center	480000	0	9	0	19520	0	NO	10050 CRC	EDEN PRA	55344	7400		C9E	242900	237100	0		100	\$480,000	\$	724.44	
3970194100	350 W ST PAUL AV, Unit 4	PALMOIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	480900	0	1	0	11719	11719	NO	732 N JAC	MILWAUK	53202-246	7400		C9G	27100	453800	4927	OBJ	100	\$480,900	\$	725.80	
3970195100	350 W ST PAUL AV, Unit 5	PALMOIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	480900	0	1	0	11330	11330	NO	732 N JAC	MILWAUK	53202-246	7400		C9G	27100	453800	4927	OBJ	100	\$480,900	\$	725.80	
3970196100	350 W ST PAUL AV, Unit 6	PALMOIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	480900	0	1	0	11680	11680	NO	732 N JAC	MILWAUK	53202-246	7400		C9G	24700	456200	4927	OBJ	100	\$480,900	\$	725.80	
3922133100	1233 N WATER ST	PAGET ON WATER, LLC,		Special Mercantile	Parking Lot	482200	0	35	0	289	9642	NO	545 HI VIE	ELM GROV	53122	7523		RED	482100	100	9642		100	\$482,200	\$	727.76	
3970197100	350 W ST PAUL AV, Unit 7	PALMOIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	484800	0	1	0	11254	11254	NO	732 N JAC	MILWAUK	53202-246	7400		C9G	24500	460300	4890	OBJ	100	\$484,800	\$	731.68	
3611852121	1542 N 2ND ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Multi Story Warehouse	485000	0	1	0	32904	32904	NO	301 COMIN	FORT WOR	76102	4225		C9G	337400	147600	16872		100	\$485,000	\$	731.99	
3611722000	612-624 W WISCONSIN AV	WISCONSIN AVENUE PROPERTY, LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	2556200	42	4	0	10402	54748	YES	612 W WI	MILWAUK	53203	8899		C9F(A)	661800	1894400	13688	OBJ	19	\$485,678	\$	733.01	
3610634000	810 N PLANKINTON AV	PLANET DEVELOPMENT LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	487500	0	5	0	12550	12550	NO	712 N MIL	MILWAUK	53202	9999		C9E	157500	330000	2520		100	\$487,500	\$	735.76	
3922142000	146-148 E JUNEAU AV	CREAM CITY ACQUISITIONS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	489500	0	2	0	3352	3420	NO	146 E JUN	MILWAUK	53202	8899		RED	60000	429500	1200		100	\$489,500	\$	738.78	
3922482000	108 W WELLS ST, Unit 1	THE CAWKER BUILDING CONDOMINIUM ASSOCIATION, INC.	C/O PMI GREATER MILWAUKEE	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	492000	0	3	0	8970	7800	NO	2665 S MC	NEW BERL	53151	5812		C9E	48800	443200	975		100	\$492,000	\$	742.55	
3930541000	741 N MILWAUKEE ST	BRIAN CHARLES ZARLETTI		Special Mercantile	Sit Down Restaurant	495100	0	1	0	2300	2300	NO	741 N MIL	MILWAUK	53220-044	5812		C9F(A)	35300	459800	470		100	\$495,100	\$	747.23	
3611718100	723 N 6TH ST	601723 LP		Special Mercantile	Parking Lot	498900	0	52	0	1200	11040	NO	3500 FIFTH	SAN DIEGO	92103	7523		C9F(A)	480000	18900	12000		100	\$498,900	\$	752.96	
3920816000	767-769 N JEFFERSON ST	CAROL HARITTER		Special Mercantile	Single Tenant Multi Story Retail	523600	0	3	0	12160	12160	NO	767 N JEFF	MILWAUK	53202	8899		C9F(C)	240000	283600	4800		100	\$523,600	\$	790.24	
3920818000	416-424 E MASON ST	BMO HARRIS BANK NA		Special Mercantile	Bank, Savings & Loan	533300	0	3	0	578	578	NO	111 W MC	CHICAGO	60603	6010		C9F(C)	312000	221300	6240		100	\$533,300	\$	804.88	
3981281000	735 W WISCONSIN AV	WISCONSIN AVENUE LOFTS LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	17873800	144	3	6667	3333	111109	YES	6250 N RIV	ROSEMONT	60018	7400		C9F(A)	2422100	15451700	33827	OBJ	3	\$536,214	\$	809.28	
3610431000	1109-1111 N MARTIN L KING JR DR	OLD WORLD THIRD	PROPERTIES LLC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	817900	1	9	2228	4455	6750	YES	1729 N CO	MILWAUK	58322	8899		RED	150000	667900	3750		66	\$539,814	\$	814.71	
3921700000	900 E WELLS ST	ESG PROPERTIES LLC		Special Mercantile	Residence With Commercial Usage	544200	0	3	0	3232	3232	NO	800 N MA	MILWAUK	53202	8111		C9A(A)	378000	166200	5040		100	\$544,200	\$	821.33	
3610535000	322 W STATE ST	DEHNE BROTHERS PROP LLC	JAKE DEHNE	Special Mercantile	Tavern	1052600	3	4	2025	4212	8100	YES	2365 ROBB	BROOKFIE	53005	8899		C9G	100000	952600	2500		52	\$547,352	\$	826.09	
3923004000	808 N MARTIN L KING JR DR, Unit 4	230 WELLS STREET	COMMERCIAL LLC	Special Mercantile	Office Building - Class C	554500	0	3	0	11844	11844	NO	230 OHIO	OSHKOSH	54902	7400		C9E	157100	397400	2095		100	\$554,500	\$	836.88	
3921618000	839 N MARSHALL ST	LPT 27 LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	9443800	80	3	4615	5538	92304	YES	1007 N CA	MILWAUK	53202	8899		C9A(A)	744800	8699000	15063	OBJ	6	\$566,628	\$	855.18	
3610635000	808 N PLANKINTON AV	ROBERT E JOHN	C/O THE BOOKSHOP	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	570900	0	5	0	12800	12800	NO	5300 S HO	MILWAUK	53207	5813		C9E	128000	442900	2560		100	\$570,900	\$	861.63	
3923002000	808 N MARTIN L KING JR DR, Unit 2	230 WELLS STREET	COMMERCIAL LLC	Special Mercantile	Office Building - Class C	573300	0	4	0	9979	9979	NO	230 OHIO	OSHKOSH	54902	8899		C9E	133100	440200	1775		100	\$573,300	\$	865.25	
3921562000	819 N CASS ST	PRESERVE REDEVELOPMENT PARTNERS LLC		Special Mercantile	Residence With Commercial Usage	679000	1	7	646	3663	4309	YES	819 N CAS	MILWAUK	53202	9999		C9A(A)	180000	499000	3600		85	\$577,150	\$	871.06	
3612272000	1406 N WATER ST	HF OF2 LLC		Special Mercantile		584000	0	0	0	14600	0	NO	1400 N WA	MILWAUK	53202	8880	Vacant	PD	584000	0	14600		100	\$584,000	\$	881.40	
3920812000	787-789 N JEFFERSON ST	JEFFERSON STREET PROPERTIES MKE LLC	C/O TINO BATES	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	584000	0	5	0	3094	3094	NO	1729 N CO	MILWAUK	53222	8899		C9F(C)	180000	404000	3600		100	\$584,000	\$	881.40	
3920744000	626-628 N BROADWAY	MBI PROPERTIES LLC	C/O ROBERT A LEVINE	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	584800	0	4	0	13392	14400	NO	630 N BRO	MILWAUK	53202	9999		C9F(A)	270000	314800	3600	OBJ	100	\$584,800	\$	882.61	
3923005000	808 N MARTIN L KING JR DR, Unit 5	230 WELLS STREET	COMMERCIAL LLC	Special Mercantile	Office Building - Class C	586100	0	3	0	11843	11843	NO	230 OHIO	OSHKOSH	54902	7400		C9E	157100	429000	2095		100	\$586,100	\$	884.57	
3610901100	400-410 N 3RD ST	CULLEN OAKLAND INC		Special Mercantile	Parking Lot	586400	0	54	0	1500	13800	NO	40 W PARK	ATLANTA	430342	7523		C9G	165000	421400	15000		100	\$586,400	\$	885.02	
3612182000	700-738 W WISCONSIN AV	LIBRARY HILL LLC	C/O MANDEL GROUP INC	Special Mercantile	Store Building - Multiple Tenants, 1 story	590900	0	3	0	7065	7284	NO	330 E KILB	MILWAUK	53202-231	8899		C9F(A)	281000	309900	7024		100	\$590,900	\$	891.81	
3601472000	624-632 E OGDEN AV	PALAZZO LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	2713700	12	17	3904	3904	17744	YES	3555A N S	SHOREWO	53211	8899		C9C	364800	2348900	12160		22	\$597,014	\$	901.04	
3921622100	807-809 N MARSHALL ST	MARSHALL & WELLS LLC	C/O SIEGEL-GALLAGHER MGMT	Special Mercantile	Parking Lot	600200	0	41	0	360	12000	NO	1840 N FA	MILWAUK	53202-296	7523		C9A(A)	600000	200	12000		100	\$600,200	\$	905.85	
3920923112	723 N VAN BUREN ST	GAS LIGHT MILWAUKEE PARKING LLC		Special Mercantile	Parking Lot	603100	0	24	0	0	0	NO	20 S CLARK	CHICAGO	60603	7523		C9F(A)	603000	100	8040		100	\$603,100	\$	910.23	
3610619000	836-838 N MARTIN L KING JR DR	GIORGIO FAZZARI	AKA GINO FAZZARI	Special Mercantile	Sit Down Restaurant	605900	0	1	0	3606	3606	NO	842 N MA	MILWAUK	53203	5812		C9D(A)	281300	324600	3750		100	\$605,900	\$	914.45	

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3610620000	830-834 N MARTIN L KING JR DR	AMARAWAN PHOUNGPHOL 2008	REVOCABLE TRUST D1-15-08	Special Mercantile	Sit Down Restaurant	1575000	1	1	6101	9151	15252	YES	830 N MA	MILWAUK	53203-317	8899		C9D(A	562500	1012500	7500		60	\$945,000	\$	1,426.24
3922441000	123-137 E WELLS ST	CITY HALL SQUARE	PROPERTIES LLC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	6774000	45	5	3767	13183	94167	YES	123 E WEL	MILWAUK	53202	8899			315000	6459000	0	OBJ	14	\$948,360	\$	1,431.31
3922993000	769 N BROADWAY	WWVB DEVELOPMENT II, LLC		Special Mercantile	Parking Lot	9513000	0	82	0	211	13939	NO	1401 DISC	MILWAUK	53226	7523		C9F(A	951200	100	15854		100	\$951,300	\$	1,435.74
3920715000	767 N MILWAUKEE ST	COLBY ABBOT BLDG LLP	C/O CHARLES F KAHN JR	Special Mercantile	Parking Garage, Parking Ramp	9550000	0	122	0	216	21600	NO	3043 N SU	MILWAUK	53211	7525		C9F(A	432000	523000	7200		100	\$955,000	\$	1,441.33
3910881000	1004-1036 N 10TH ST	HISTORIC 10TH STREET RESIDENCES LLC		Mercantile Apartments	Subsidized/Affordable Housing	2030000	60	2	0	20530	42771	YES	731 N JAC	MILWAUK	53202	9850		C9D(A	486000	1544000	24523		48	\$974,400	\$	1,470.61
3920411000	753-757 N WATER ST	DERMOND ASSOCIATES LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	984300	0	5	0	8221	10025	NO	757 N WA	MILWAUK	53202	9999		C9F(B	389300	595000	4325		100	\$984,300	\$	1,485.55
3930581000	714 N MILWAUKEE ST	MOUNTAINVIEW INVESTMENTS LLC		Special Mercantile	Sit Down Restaurant	986900	0	3	0	9373	9468	NO	714 N MIL	MILWAUK	53202	8899		C9F(C	178400	808500	2379		100	\$986,900	\$	1,489.47
3930451000	925 E WELLS ST	LPT 75 LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	16500000	80	5	115361	7363	122745	YES	1007 N CA	MILWAUK	53202	8899		C9A(A	3402000	13098000	0		6	\$990,000	\$	1,494.15
3930942000	711 E KILBOURN AV	701 E KILBOURN LLC	C/O NEW LAND ENTERPRISES LLC	Mercantile Apartments		1000000	0	0	0	0	0	NO	1840 N FA	MILWAUK	53202-369	8880		PD	1000000	0	0		100	\$1,000,000	\$	1,509.24
3922423000	1010 N WATER ST	BEVERLY HILLS PROPERTIES I	MODERN PRODUCTS INC	Special Mercantile	Office Building - Class A	1043800	0	39	0	18876	19460	NO	1000 N WA	MILWAUK	53202-266	9999		C9B(B	155600	888200	2593		100	\$1,043,800	\$	1,575.35
3610317100	1345 N MARTIN L KING JR DR	BREWERY WORKERS CREDIT UNION		Special Mercantile	Bank, Savings & Loan	1059400	0	3	0	4624	5138	NO	1351 N MA	MILWAUK	53212-240	6061		IL2	447700	611700	22275		100	\$1,059,400	\$	1,598.89
3610515100	1048 N VEL R PHILLIPS AV	THE MILWAUKEE TURNERS		Special Mercantile	Parking Lot	1069200	0	55	0	300	14700	NO	PO BOX 51	MILWAUK	53201	7523		C9G	600000	469200	15000		100	\$1,069,200	\$	1,613.68
3920841100	510 E WISCONSIN AV	ENDF3DK LLC		Special Mercantile	Office Building - Class C	1091800	0	4	0	17770	17770	NO	731 N JAC	MILWAUK	53202	6035		C9F(B	603000	488800	8040		100	\$1,091,800	\$	1,647.79
3920811000	419-433 E WELLS ST	JT WELLS MILWAUKEE LLC		Special Mercantile	Store Building - Multiple Tenants, 1 story	1094700	0	3	0	7143	7143	NO	W279 N28	PEWAUKE	53072	9999		C9F(C	360000	734700	7200		100	\$1,094,700	\$	1,652.17
3930857000	825 N PROSPECT AV, Unit PARK	UNIVERSITY CLUB TOWER LLC	C/O UNIVERSITY CLUB OF MILW	Special Mercantile	Parking Garage, Parking Ramp	1135800	0	114	0	0	0	NO	7401 N 43	MILWAUK	53209	7525		PD	0	1135800	0		100	\$1,135,800	\$	1,714.20
3921574100	822 N VAN BUREN ST	WIS SCOTTISH RITE BODIES	S R B INC	Special Mercantile	Parking Lot	1148400	0	69	0	230	22965	NO	720 E WIS	MILWAUK	53202	7523		PD	1148300	100	22965		100	\$1,148,400	\$	1,733.22
3920809000	730 N MILWAUKEE ST	HAYDEN PROPERTIES LLC		Special Mercantile	Tavern	1178700	0	3	0	6728	6728	NO	1134 N 9T	MILWAUK	53233	5812		C9F(C	180000	998700	2400		100	\$1,178,700	\$	1,778.95
3970331000	101 W WISCONSIN AV, Unit 1	H/R2 PARTNERS LLC		Special Mercantile	Parking Garage, Parking Ramp	1203600	0	149	0	896	89639	NO	10050 CRC	EDEN PRA	55344	7525		C9E	591800	611800	7890		100	\$1,203,600	\$	1,816.53
3610531100	332 W STATE ST	332 WEST STATE STREET LLC		Special Mercantile	Parking Lot	1213100	0	104	0	750	24500	NO	710 N PLA	MILWAUK	53203	7523		C9G	1000000	213100	25000		100	\$1,213,100	\$	1,830.86
3920662000	530 N WATER ST	WATER STREET DEVELOPMENT GRDUP, LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1218400	0	4	0	8700	10000	NO	530 N WA	MILWAUK	53204	9999		C9F(A	288000	930400	4800		100	\$1,218,400	\$	1,838.86
3922149111	1232 N EDISON ST	1232 NORTH EDISON LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1218800	0	11	0	18652	17112	NO	12075 N C	MEQUON	53092	5074		RED	1012200	206600	28920		100	\$1,218,800	\$	1,839.47
3981204100	701-721 W WISCONSIN AV	CIK LLP	C/O BIECK MANAGEMENT INC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	2595400	16	8	1883	14299	29903	YES	9800 W BL	WALWATON	53226	8899		C9F(A	720000	1875400	18000	OBJ	47	\$1,219,838	\$	1,841.03
3920676000	628 N WATER ST	ELK VI LLC	C/O NICK SZABO	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1222400	0	3	0	13392	14400	NO	PO BOX 27	MILWAUK	53227	9999		C9F(B	355500	866900	4740	OBJ	100	\$1,222,400	\$	1,844.90
3922531000	771 N WATER ST, Unit 11	CHAMAS HOLDINGS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1232800	0	1	0	7983	7983	NO	9045 S 130	SANDY UT	84094-433	5812		C9F(B	239900	992900	2666		100	\$1,232,800	\$	1,860.60
3612101100	1141 N MARTIN L KING JR DR, Unit 1	MILWAUKEE MODERNE LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1248400	0	1	0	7134	7134	NO	1141 MAR	MILWAUK	53203	9911		RED	36800	1211600	354		100	\$1,248,400	\$	1,884.14
3930471100	920 E MASON ST	920 E MASON LLC		Special Mercantile	Mansions With Commercial Usage	1260200	0	4	0	5635	5635	NO	920 E MAS	MILWAUK	53202	9999		C9A(A	70100	1190100	467		100	\$1,260,200	\$	1,901.95
3610521000	1033 N MARTIN L KING JR DR	THIRD STREET PROPERTY MGMT	LLC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	2279800	5	3	8907	9780	17464	YES	727 RIVER	THIENSVIL	53092	8899		C9G	177000	2102800	4425		56	\$1,276,688	\$	1,926.83
3970201000	161 W WISCONSIN AV, Unit LO	HAGGEROS MALL PLANKINTON SPE LLC		Special Mercantile	Super Regional Shopping Center	1277300	0	13	0	16749	49262	NO	10050 CRC	EDEN PRA	55344	9999		C9E	700900	576400	9345		100	\$1,277,300	\$	1,927.76
3930991000	795 N VAN BUREN ST	PALADIN HOLDING COMPANY LLC		Special Mercantile	Parking Lot	1280000	0	0	0	0	0	NO	788 N JEFF	MILWAUK	53202	8880		C9F(A	1279900	100	0		100	\$1,280,000	\$	1,931.83
3981282000	610 N 8TH ST	735 W WISCONSIN AVE LLC		Special Mercantile	Parking Lot	1283000	0	110	0	274	0	NO	710 N PLA	MILWAUK	53203	7523		C9F(A	1209100	73900	30228		100	\$1,283,000	\$	1,936.36
3610622000	823 N 2ND ST	CHALET AT THE RIVER LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	11760200	112	29	3000	16500	150000	YES	823 N 2ND	MILWAUK	53203	8899		C9E	788000	10972200	0	OBJ	11	\$1,293,622	\$	1,952.39
3610877000	422 N 5TH ST	CAFFEINE FACTORY LLC		Manufacturing	Multi Story Warehouse	1331700	0	2	0	0	0	NO	422 N 5TH	MILWAUK	53203	9999		C9G	251200	1080500	7492		100	\$1,331,700	\$	2,009.86
3600911000	1237 N VAN BUREN ST	NOVA LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	66893400	251	1	294408	6008	300416	YES	1840 N FA	MILWAUK	53202	9999		PD	1803900	65089500	0	OBJ	2	\$1,337,868	\$	2,019.17
3921391210	811-817 N JEFFERSON ST	CATHEDRAL SQUARE LIMITED	PARTNERSHIP	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1338100	0	6	0	13265	13265	NO	732 N JAC	MILWAUK	53202	9999		C9F(A	327000	1011100	6540		100	\$1,338,100	\$	2,019.52
3601881000	1531-1575 N WATER ST, Unit 201	NORTH END ONE LLC	C/O MANDEL GROUP INC	Local Commercial	Store Building - Multiple Tenants, 1 story	1339600	0	5	0	11903	18313	NO	330 E KILB	MILWAUK	53202-233	9999		RED	135200	1204400	3381		100	\$1,339,600	\$	2,021.78
3922150111	1201 N EDISON ST	1201 NORTH EDISON LLC		Special Mercantile	Parking Lot	1361700	0	84	0	778	25413	NO	12075 N C	MEQUON	53092	7523		RED	1361500	200	27229		100	\$1,361,700	\$	2,055.14
3920202000	843-863 N PLANKINTON AV	THANKS A-LOT LLC		Special Mercantile	Parking Lot	1366500	0	66	0	2277	20949	NO	8130 N BE	MILWAUK	53217	7523		C9D(A	1366300	200	22771		100	\$1,366,500	\$	2,062.38
3921194100	1135 N WATER ST	HONEY BADGER DK LLC		Special Mercantile	Tavern	1366800	0	1	0	5560	0	NO	1227 N WA	MILWAUK	53202	5813		C9B(A	301900	1064900	0		100	\$1,366,800	\$	2,062.83
3970181112	275 W WISCONSIN AV	HAGGERO'S MALL ARCADE SPE, LLC		Special Mercantile	Super Regional Shopping Center	1381400	0	4	0	13238	13238	NO	10050 CRC	EDEN PRA	55344	9999		C9E	94800	1286600	2529		100	\$1,381,400	\$	2,084.87
3920806000	718-720 N MILWAUKEE ST	PALERMATHEN LLC	C/O D DIMITROPOULOS	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1396800	0	4	0	11880	12000	NO	PO BOX 11	SHOREWO	53211	9999		C9F(C	360000	1036800	4800		100	\$1,396,800	\$	2,108.11
3921178100	1005 N EDISON ST	THE EDISON SPE LLC		Special Mercantile		1398000	0	0	0	0	0	NO	25 W MAIN	MADISON	53703	5159	Vacant	C9B(A	1398000	0	18640		100	\$1,398,000	\$	2,109.92
3921941110	1333-1339 N MILWAUKEE ST	1333 N MILWAUKEE OWNER LLC		Mercantile Apartments		1404300	0	0	0	0	0	NO	363 W ON	CHICAGO	60647	8880	Vacant	RED	1404300	0	56332		100	\$1,404,300	\$	2,119.43
3920733000	329-331 E WISCONSIN AV	ADK BROADWAY ONE LLC		Special Mercantile	Office Building - Class B	1414300	0	5	0	15810	17000	NO	333 E WIS	MILWAUK	53202	9999		C9F(A	318800	1095500	3400		100	\$1,414,300	\$	2,134.52
3610876100	404 W ST PAUL AV	CULLEN OAKLAND INC		Special Mercantile	Parking Lot	1443400	0	135	0	0	0	NO	40 W PARK	ATLANTA	30342	7523		C9G	165000	1278400	30000		100	\$1,443,400	\$	2,178.44
3610656100	738 N MARTIN L KING JR DR	MVP MILWAUKEE WELLS, LLC		Special Mercantile	Parking Lot	1462600	0	51	0	0	0	NO	30 W 4TH	CINCINNA	45202			C9E	1462500	100	19500		100	\$1,462,600	\$	2,207.42
3611713100	601 W WELLS ST	601723 LP		Special Mercantile	Parking Lot	1470100	0	122	0	0	0	NO	3500 FIFTH	SAN DIEGO	92103	7523		C9F(A	1470000	100	36750		100	\$1,470,100	\$	2,218.74
3921209100	1122 N EDISON ST	EDISON STREET PARTNERS		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1476600	0	21	0	13382	13382	NO	1122 N ED	MILWAUK	53202	9999		C9B(A	785600	691000	15712		100	\$1,476,600	\$	2,228.55
3610437000	1103 N MARTIN L KING JR DR	OLD WORLD DEV LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	1498800	0	6	0	15000	15000	NO	117 N JEFF	MILWAUK	53202	9999		RED	198000	1300800	4950	OBJ	100	\$1,498,800	\$	2,262.05
3612322000	340 W KILBOURN AV	SKUNK HOLLOW LAND AND CATTLE COMPANY, LLC		Special Mercantile	Tavern	1507500	0	2	0	0	12932	NO	PO BOX 38	MILWAUK	53201	2711	</									

3921187110	1128-1144 N EDISON ST	1144 EDISON LLC		Special Mercantile	Sit Down Restaurant	2420000	0	11	0	25839	23925	NO	1122 N ED	MILWAUK	53202	5812		C9B(A	1396000	1024000	27920		100	\$2,420,000	\$	3,652.37
3922062100	1421 N WATER ST	SW PLATTVILLE LLC	CHERRY WATER II LLC	Local Commercial	Multi Story Warehouse	2484400	0	3	0	12536	12536	NO	1200 N MA	WAUWAT	53226	4225		RED	1052100	1432300	23380		100	\$2,484,400	\$	3,749.56
3610523000	1023-1027 N MARTIN L KING JR DR	HACKBARTH COMMERCIAL LLC		Special Mercantile	Tavern	2532300	0	5	0	17503	12870	NO	2107 E CA	SHOREWO	53211	5812		C9G	233000	2299300	5824		100	\$2,532,300	\$	3,821.85
3931003000	777 N VAN BUREN ST, Unit 3	777 NORTH VAN BUREN RETAIL L		Special Mercantile	Sit Down Restaurant	2551400	0	1	0	9744	10513	NO	720 E WIS	MILWAUK	53202-470	8899		C9F(A	496600	2054800	6207		100	\$2,551,400	\$	3,850.68
3920750110	500 N BROADWAY	PATSY & PAUL INCORPORATED		Special Mercantile	Parking Lot	2592100	0	180	0	432	43200	NO	1900 SAN	ELM GROV	53122	7523		C9F(A	2592000	100	43200		100	\$2,592,100	\$	3,912.11
3930602000	535 E WELLS ST	CATHEDRAL PLACE LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	2766700	0	21	0	16530	19000	NO	788 N JEFF	MILWAUK	53202-237	9999		C9F(A	117400	2649300	1957		100	\$2,766,700	\$	4,175.62
3610822110	633 W MICHIGAN ST	6TH STREET DEVELOPMENT LLC		Special Mercantile		2810900	0	0	0	0	0	NO	4015 80TH	KENOSHA	53142	7011	Vacant	TL	2810900	0	80311		100	\$2,810,900	\$	4,242.33
3600901100	606 E JUNEAU AV	MBOGO PROPERTIES LLC	WOODLAWN CORNER, LLC	Special Mercantile	Post Office, Social Security Building	2853000	0	1	0	38193	38193	NO	9440 ENTE	MOKENA I	60448	4311		C9C	1159100	1693900	38638		100	\$2,853,000	\$	4,305.87
3920835110	741 N JACKSON ST	WASHINGTON SQUARE ASSOC I	LTD PARTNERSHIP	Special Mercantile	Parking Lot	2857700	0	116	0	1143	37338	NO	717 N JAC	MILWAUK	53202	7523		C9F(B	2857500	200	38100		100	\$2,857,700	\$	4,312.96
3920739000	322 E MICHIGAN ST	MC GEOCH BUILDING LLC		Special Mercantile	Office Building - Class C	2896500	0	15	0	37846	39423	NO	322 E MIC	MILWAUK	53202	7400		C9F(A	540000	2356500	7200		100	\$2,896,500	\$	4,371.52
3601471000	600 E OGDEN AV	RIVERCREST II LLC	C/O GABALDON PROPERTIES	Special Mercantile	Store Building - Multiple Tenants, 1 story	3666300	2	3	4333	11601	13977	YES	311 E CHIC	MILWAUK	53202	8899		C9C	775600	2890700	25853		83	\$3,043,029	\$	4,592.67
3960492000	818 E CLYBOURN ST	US BANK NATIONAL ASSOCIATION	C/O RYAN PTS DEPT 908	Special Mercantile	Parking Garage, Parking Ramp	3088000	0	63	0	33232	65161	NO	PO BOX 46	HOUSTON	77056	7525		C9F(A	3087900	100	32166		100	\$3,088,000	\$	4,660.54
3930931000	750-782 N JEFFERSON ST, Unit 1	WASHINGTON SQUARE ASSOC IV L		Special Mercantile	Office Building - Class B	3121000	0	21	0	55296	86400	NO	717 N JAC	MILWAUK	53202	9999		C9F(A	914400	2206600	15240	OBJ	100	\$3,121,000	\$	4,710.34
3922077000	1301-1357 N EDISON ST	MH EXCHANGE LLC		Special Mercantile	Parking Lot	3132000	0	200	0	0	45618	NO	111 E KILB	MILWAUK	53202	7523		RED	2280900	851100	45618		100	\$3,132,000	\$	4,726.94
3921200000	1119-1125 N WATER ST	OCE INVESTMENTS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	3217400	0	9	0	33126	35240	NO	4945 W FC	MILWAUK	53216	9999		C9B(A	405000	2812400	8100		100	\$3,217,400	\$	4,855.83
3970185000	301 W WISCONSIN AV	MATTHEWS BUILDING SPE LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	3262500	0	13	0	36832	40924	NO	800 LASAL	MINNEAP	55402	9999		C9E	1062500	2200000	14167		100	\$3,262,500	\$	4,923.90
3610540111	1030 N MARTIN L KING JR DR	FRED USINGER INC		Manufacturing		3275300	0	0	0	0	0	NO	1030 N MA	MILWAUK	53203-3130		Vacant		2297300	978000	48961		100	\$3,275,300	\$	4,943.22
3920697000	734-746 N WATER ST	CITY CENTER MILWAUKEE HOLDINGS LLC		Special Mercantile	Parking Garage, Parking Ramp	3309900	0	281	0	3840	95040	NO	7222 CERN	NORTH RIV	60546	7525		C9F(B	840000	2469900	12000		100	\$3,309,900	\$	4,995.44
3610781000	555 N PLANKINTON AV	GIMBELS PARTNERS LLC		Special Mercantile	Parking Garage, Parking Ramp	3356000	0	399	0	10672	152463	NO	10050 CRC	EDEN PRA	55344	6021		C9F(A	2400000	956000	40000	OBJ	100	\$3,356,000	\$	5,065.01
3920930100	732 N JACKSON ST	NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY		Special Mercantile	Office Building - Class B	3398400	0	12	0	49823	80950	NO	720 E WIS	MILWAUK	53202	9999		C9F(A	1237500	2160900	16500		100	\$3,398,400	\$	5,129.01
3920943110	790 N JACKSON ST	ABFH LLC		Special Mercantile	Hotel - Select Service	3441100	0	15	0	48654	45900	NO	788 N JEFF	MILWAUK	53202	9999		C9F(A	1241600	2199500	16510		100	\$3,441,100	\$	5,193.45
3930461000	790 N VAN BUREN ST	SAXONY VAN BUREN LLC		Mercantile Apartments	Office Building - Class C	3494000	0	5	0	65400	0	NO	222 NORTH	NORTHFIE	60093	8641			2082700	1411300	0		100	\$3,494,000	\$	5,273.29
3921390100	825 N JEFFERSON ST	K&L TRST LLC		Special Mercantile	Office Building - Class B	3516400	0	48	0	47880	57000	NO	825 N JEFF	MILWAUK	53202	9999		C9F(A	570000	2946400	11400		100	\$3,516,400	\$	5,307.10
3922127100	1214 N WATER ST	MILWAUKEE SCHOOL OF ENGINEERING		Special Mercantile	Parking Lot	3546800	0	257	0	0	77400	NO	1025 N BR	MILWAUK	53202	7523		RED	3096000	450800	77400		100	\$3,546,800	\$	5,352.98
3611954110	215 W PLEASANT ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Parking Garage, Parking Ramp	3611200	0	476	0	0	40670	NO	301 COMM	FORT WO	76102	7525		C9G	2494200	1117000	83139	OBJ	100	\$3,611,200	\$	5,450.17
3611802100	1124 N MARTIN L KING JR DR	MVP MILWAUKEE ARENA LOT, LLC		Special Mercantile	Parking Lot	3625900	0	75	0	0	36186	NO	250 E 5TH	CINCINNA	45202	7523		RED	3625800	100	48344		100	\$3,625,900	\$	5,472.36
3921304210	252 E HIGHLAND AV	GG 252 HIGHLAND LLC	C/O FOUNDERS 3 MANAGEMENT COMPANY	Special Mercantile	Office Building - Class C	3643100	0	4	0	55968	55968	NO	13400 BIS	BROOKFIE	53005	7400		C9B(A	737200	2905900	14744		100	\$3,643,100	\$	5,498.32
3920664000	207 E MICHIGAN ST	207 EAST MICHIGAN STREET LLC	C/O COLLIERIS	Special Mercantile	Office Building - Class B	3656900	0	4	0	50400	50400	NO	PO BOX 21	MILWAUK	53201	9999		C9F(A	576000	3080900	9600	OBJ	100	\$3,656,900	\$	5,519.14
3920681100	205 E WISCONSIN AV	IRON BLOCK BUILDING PTNRS		Special Mercantile	Office Building - Class B	3736200	0	8	0	37416	40670	NO	205 E WIS	MILWAUK	53202	9999		C9F(A	630000	3106200	8400		100	\$3,736,200	\$	5,638.83
3611963100	101 E PLEASANT ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Parking Lot	3776000	0	1	0	0	0	NO	301 COMM	FORT WO	76102	7523		C9G	3644200	131800	161964		100	\$3,776,000	\$	5,698.90
3920702000	751-765 N BROADWAY	NEW 757 LLC		Special Mercantile	Office Building - Class C	4073000	0	47	0	58464	67200	NO	757 N WA	MILWAUK	53202	9999		C9F(A	720000	3353000	9600	OBJ	100	\$3,931,600	\$	5,933.73
3970132000	615 N 2ND ST	MILWAUKEE PARKING JV OWNER	1 LLC	Special Mercantile	Parking Garage, Parking Ramp	4274200	0	601	0	0	0	NO	200 N LAS	CHICAGO	60601	7525		C9E	3201800	1072400	42690		100	\$4,274,200	\$	6,450.80
3612282000	1400 N WATER ST, Unit 2	HC PK, LLC		Special Mercantile	Parking Garage, Parking Ramp	4304100	0	360	0	0	125684	NO	1400 N WA	MILWAUK	53202			PD	850200	3453900	21254		100	\$4,304,100	\$	6,495.92
3922952000	250 E WISCONSIN AV, Unit 2	FULCRUM 250 EAST LLC	C/O MILLBROOK PROPERTIES	Special Mercantile	Parking Garage, Parking Ramp	4306800	0	444	0	0	76880	NO	250 E WIS	MILWAUK	53202	7521		C9F(B	3016600	1290200	0		100	\$4,306,800	\$	6,500.00
3922562100	1101 N MARKET ST	GRAND CENTRAL FARMS LLC	C/O OGDEN & COMPANY	Special Mercantile	Office Building - Class B	4313800	0	77	0	43850	60609	NO	1665 N WA	MILWAUK	53202	7400		C9B(A	1634300	2679500	32686	OBJ	100	\$4,000,000	\$	6,036.96
3930631000	924 E WELLS ST	WELLS STREET LLC		Special Mercantile	Sport, Health & Recreational Properties	4349000	0	27	0	40623	59031	NO	720 E WIS	MILWAUK	53202	8641		PD	1924200	2424800	18326	OBJ	100	\$4,349,000	\$	6,563.69
3601852000	1635 N WATER ST, Unit 2	NORTH END PHASE III	RETAIL LLC	Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	4359600	0	102	0	32238	0	NO	330 E KILB	MILWAUK	53202-231	5411		RED	812100	3547500	0		100	\$4,359,600	\$	6,579.69
3920696100	718-722 N WATER ST	100 EAST PROPCO LLC		Special Mercantile	Parking Garage, Parking Ramp	4464200	0	408	0	0	0	NO	718 N WA	MILWAUK	53202-420	7400		C9F(B	1176000	3288200	16800		100	\$4,464,200	\$	6,737.55
3920740000	602-606 N BROADWAY	600 BROADWAY LLC		Special Mercantile	Hotel - Select Service	4504800	0	2	0	30350	30350	NO	602-606 N	MILWAUK	53202	7400		C9F(A	540000	3964800	7200		100	\$4,504,800	\$	6,798.83
3960482000	620 E CLYBOURN ST	LEWIS CENTER LLC	C/O TOWNE REALTY INC	Special Mercantile	Parking Lot	4529500	0	211	0	0	0	NO	710 N PLA	MILWAUK	53203	7523		C9F(A	4529400	100	50327		100	\$4,529,500	\$	6,836.11
3930872000	752-764 N MILWAUKEE ST	MONROE SUBSIDIARY LLC		Special Mercantile	Office Building - Class B	4566700	0	115	0	50969	55401	NO	788 N JEFF	MILWAUK	53202	9999		C9F(A	718500	3848200	14370	OBJ	100	\$4,566,700	\$	6,892.25
3610539110	1044-1054 N MARTIN L KING JR DR, Unit \	HIGHLAND BEACH SURFER INC	C/O IRGENS	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	4589400	0	26	0	68445	76904	NO	833 E MIC	MILWAUK	53202	9999		C9G	1164800	3424600	15531		100	\$4,589,400	\$	6,926.51
3920717000	755-759 N MILWAUKEE ST	COLBY ABBOT BLDG LLP	C/O CHARLES F KAHN JR	Special Mercantile	Office Building - Class B	4669500	0	42	0	54120	52544	NO	3043 N SU	MILWAUK	53211-134	9999		C9F(A	720000	3949500	12000		100	\$4,669,500	\$	7,047.40
3610739120	615 N VEL R PHILLIPS AV	NWC 331 PARKING GARAGE LLC		Special Mercantile	Parking Garage, Parking Ramp	4720200	0	716	0	25278	280872	NO	306 W ER	CHICAGO	60654	7525		C9E	2880000	1840200	48000		100	\$4,720,200	\$	7,123.92
3922401000	815 N WATER ST	HALES CORNERS DEV CORP	C/O ASSOCIATED BANK	Special Mercantile	Office Building - Class A	4723200	0	4	0	30793	30793	NO	433 MAIN	GREEN BA	54301	9999		C9D(A	1593600	3129600	15936		100	\$4,723,200	\$	7,128.45
3921388100	839 N JEFFERSON ST	839 NORTH JEFFERSON	STREET BLDG, LLC	Special Mercantile	Office Building - Class B	4739700	0	71	0	54260	54260	NO	839 N JEFF	MILWAUK	53202	7400		C9F(A	600000	4139700	12000	OBJ	100	\$4,739,700	\$	7,153.35
3970332000	101 W WISCONSIN AV	H/R2 PARTNERS LLC		Special Mercantile	Office Building - Class B	4802400	0	10	0	70504	73442	NO	10050 CRC	EDEN PRA	55344	7400		C9E	982400	3820000	13098		100	\$4,802,400	\$	7,247.98
3921395000	401 E KILBOURN AV	PHOENIX 401 LLC		Special Mercantile	Office Building - Class B	4932300	0	27	0	41014	46607	NO	401 E KILB	MILWAUK	53202	6021		C9F(A	720000	4212300	14400		100	\$4,932,300	\$	7,444.03
3920651000	225 E MICHIGAN ST	225 EAST MICHIGAN ST LLC	C/O COLLIERIS	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	9018800	25	11	19310	26666	4															

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3960251000	622 N CASS ST	US BANK NATIONAL ASSN	C/O RYAN PTS DEPT 908	Special Mercantile	Office Building - Class B	13948500	0	173	0	151199	275036	NO	PO BOX 46	HOUSTON	77056	9999		C9F(A	7138500	6810000	52297		100	\$13,948,500	\$ 21,051.64
3920919111	727-733 N VAN BUREN ST	NORTHWESTERN MUTUAL LIFE	INSURANCE COMPANY	Special Mercantile	Office Building - Class B	14349800	0	11	0	147571	153720	NO	720 E WIS	MILWAUK	53202	9999		C9F(A	1620000	12729800	21600		100	\$14,349,800	\$ 21,657.30
3970422000	640 N VEL R PHILLIPS AV	NWC 331 COMMERCIAL LLC		Special Mercantile	Office Building - Class B	14633200	0	3	0	170449	170449	NO	445 N WEL	CHICAGO	60654	7400		C9E	1954100	12679100	26054		100	\$14,633,200	\$ 22,085.02
3612281000	1400 N WATER ST, Unit 1	HF OF 1, LLC		Special Mercantile	Office Building - Class B	15197200	0	7	0	81072	81072	NO	1400 N W	MILWAUK	53202		PD	1275200	13922000	31881		100	\$15,197,200	\$ 22,936.23	
3610785100	503-521 N PLANKINTON AV	APF MILWAUKEE LLC		Special Mercantile	Hotel - Select Service	15488000	0	132	0	80708	0	NO	1 RAVINIA	ATLANTA	30346	9850		C9F(A	2400000	13088000	40000	OBJ	100	\$15,488,000	\$ 23,375.11
3970541100	275 W WISCONSIN AV, Unit 4	HAGGERO'S MALL ARCADE SPE, LLC		Special Mercantile	Super Regional Shopping Center	16000900	0	63	0	106707	108885	NO	10050 CRQ	EDEN PRA	55344	9999		C9E	3560700	12440200	94953		100	\$16,000,900	\$ 24,149.20
3922951000	250 E WISCONSIN AV, Unit 1	FULCRUM 250 EAST LLC	C/O MILLBROOK PROPERTIES WI	Special Mercantile	Office Building - Class B	16147800	0	62	0	189170	193031	NO	250 E WIS	MILWAUK	53202	7400		C9F(B	2327900	13819900	0		100	\$16,147,800	\$ 24,370.91
3970106113	341 W ST PAUL AV	MILWAUKEE POSTAL REALTY HOLDINGS LLC		Special Mercantile	Post Office, Social Security Building	16502100	0	1	0	941109	941109	NO	75 COLUM	CEDARHU	11516	4311		C9G	2882100	13620000	411729		100	\$16,502,100	\$ 24,905.63
3920908111	617 E WISCONSIN AV	FEWI DEVELOPMENT CORPORATION		Special Mercantile	Office Building - Class B	16836000	0	10	0	140031	189490	NO	611 E WIS	MILWAUK	53202	9999		C9F(A	8229600	8606400	91440	OBJ	100	\$16,836,000	\$ 25,409.57
3920923111	626 E WISCONSIN AV	GAS LIGHT MILWAUKEE LLC		Special Mercantile	Office Building - Class B	17397400	0	26	0	138256	245128	NO	833 E MIC	MILWAUK	53202	7400		C9F(A	3956400	13441000	37680	OBJ	100	\$17,397,400	\$ 26,256.86
3920670000	611 N BROADWAY	FIRST MKD, LLC	C/O MICHELLE SANTIAGO	Special Mercantile	Hotel - Select Service	17950800	0	127	0	920	91996	NO	222 W AD	CHICAGO	60606	7011		C9F(A	1620000	16330800	21600		100	\$17,950,800	\$ 27,092.07
3922961000	744-754 N VEL R PHILLIPS AV	JSVD COMMERCE LLC		Special Mercantile	Hotel - Select Service	18361200	0	157	0	12244	122440	NO	731 N JAC	MILWAUK	53202	7011		C9F(A	3426000	14935200	30453		100	\$18,361,200	\$ 27,711.46
3610714111	611 W WISCONSIN AV	BRIAN KVALHEIM	DEAN FITZGERALD	Special Mercantile	Hotel - Full Service	19918300	0	244	0	479	172609	NO	525 W JOH	MADISON	53703	7011		C9F(A	1678200	18240100	41955		100	\$19,918,300	\$ 30,061.50
3920690113	700 N WATER ST	DRURY MILWAUKEE LLC		Special Mercantile	Hotel - Limited Service	19942200	0	37	0	151669	153201	NO	101 S FAR	CAPE GIRA	63701	7400		C9F(B	1106000	18836200	15800		100	\$19,942,200	\$ 30,097.57
3610713111	633 W WISCONSIN AV	633 HOLDINGS LLC	C/O COLLIERS	Special Mercantile	Office Building - Class B	20236200	0	79	0	230825	424625	NO	PO BOX 21	MILWAUK	53201	9999		C9F(A	2856000	17380200	71400	OBJ	100	\$20,236,200	\$ 30,541.29
3612212000	235 W GALENA ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Office Building - Multi Story (Ofc & Apt)	20874400	0	9	0	150107	150107	NO	301 COMM	FORT WOR	76102	9999		C9G	618700	20255700	51560	OBJ	100	\$20,874,400	\$ 31,504.48
3970333000	648 N PLANKINTON AV	CSM MILW DOWNTOWN LLC		Special Mercantile	Hotel - Extended Stay	20972400	0	131	0	133188	133188	NO	500 WASH	MINNEAP	55415	7011		C9E	1775300	19197100	23671	OBJ	100	\$20,930,300	\$ 36,688.57
3970152100	300 W MICHIGAN ST	MCR MILWAUKEE LLC	C/O COURTYARD BT MARRIOTT	Special Mercantile	Hotel - Select Service	21262600	0	169	0	1125	112472	NO	3200 OLYN	DALLAS TX	75019	7011		C9E	3334300	17928300	44457	OBJ	100	\$21,262,600	\$ 32,090.37
3620472100	1220-1240 N MARTIN L KING JR DR	MIDAS MILWAUKEE LLC	MILWAUKEE RIVER HOTEL LLC DBA ALOFT HOTELS	Special Mercantile	Hotel - Select Service	21575300	0	160	0	924	92402	NO	1804 BOR	ST LOUIS	N63146	7011	RED	1211500	20363800	37860		100	\$21,575,300	\$ 32,562.31	
3960522000	515 N JEFFERSON ST	HOP CITY LODGING LLC		Special Mercantile	Hotel - Limited Service	22617700	0	100	0	0	112438	NO	2706 JAM	CORALVILL	52241-1806			C9F(A	1925600	20692100	0		100	\$22,617,700	\$ 34,135.54
3610664113	310 W WISCONSIN AV	310 WI EQUITIES LLC	310 W FARBER LLC	Special Mercantile	Office Building - Class A	22771700	0	91	0	600000	753600	NO	310 W WIS	MILWAUK	53202	7400		C9E	7275000	15496700	97000		100	\$22,771,700	\$ 34,367.96
3922061100	1433-1475 N WATER ST	CHERRY WATER LLC		Local Commercial	Office Building - Class B	24309300	0	5	0	140629	141917	NO	1200 N MA	MILWAUK	53226	8742	RED	1999800	22309500	51277		100	\$24,309,300	\$ 36,688.57	
3920604110	100 E WISCONSIN AV	100 EAST PROPCO LLC		Special Mercantile	Office Building - Class A	24605400	0	438	0	433343	465960	NO	111 E KILB	MILWAUK	53202	7400		C9F(B	2752600	21852800	0		100	\$24,605,400	\$ 37,135.46
3920718100	758 N BROADWAY	TIWAIN GI IV LLC	C/O J. JEFFERS & CO., LLC	Special Mercantile	Sport, Health & Recreational Properties	27319900	0	91	0	1724400	186550	NO	PO BOX 21	MILWAUK	53201	8641		C9F(A	2174400	25595500	28740	OBJ	100	\$27,319,900	\$ 41,232.29
3922424000	1000 N WATER ST	AAP PROPERTIES LLC		Special Mercantile	Office Building - Class A	27890200	0	21	0	291239	297183	NO	1000 N W	MILWAUK	53202-266	7400		C9B(B	3578700	24311500	59645		100	\$27,890,200	\$ 42,093.01
3922931000	735 N WATER ST, Unit 1	CITY CENTER MILWAUKEE HOLDINGS LLC		Special Mercantile	Office Building - Class B	28464900	0	114	0	296545	385123	NO	7222 CERN	NORTH RIN	60546	7400		C9F(B	2520500	25944400	25205		100	\$28,464,900	\$ 42,960.37
3920605111	111 E WISCONSIN AV	CHASE TOWER WISCONSIN REALTY LP	C/O CBRE	Special Mercantile	Office Building - Class B	29778200	0	62	0	475847	480654	NO	111 E WIS	MILWAUK	53202	7400		C9F(B	4118600	25659600	41186		100	\$29,778,200	\$ 44,942.45
39223352000	135-139 E KILBOURN AV	MARCUS W LLC		Special Mercantile	Hotel - Full Service	31650300	0	219	0	0	214710	NO	111 E KILB	MILWAUK	53202	7011		C9D(A	2484500	29165800	29229	OBJ	100	\$31,650,300	\$ 47,767.90
3920848100	507-525 E MICHIGAN ST	BREG507 LLC		Special Mercantile	Office Building - Class C	31824100	0	8	0	444227	444549	NO	4011 80TH	KENOSHA	53142	3822		C9F(A	7315200	24508900	91440	OBJ	100	\$31,824,100	\$ 48,030.21
3930972000	720 E WISCONSIN AV	NORTHWESTERN MUTUAL LIFE	INSURANCE COMPANY	Special Mercantile	Office Building - Class B	34611500	0	14	0	260826	322007	NO	720 E WIS	MILWAUK	53202	6311		C9F(A	8168000	26443500	54453		100	\$34,611,500	\$ 52,237.06
3611994100	1254-1320 N MARTIN L KING JR DR	ORION MILWAUKEE WI LLC		Special Mercantile	Office Building - Class B	35197100	0	1	0	166041	189063	NO	2325 E CA	PHOENIX	85016	4841	RED	3073400	32123700	102448	OBJ	100	\$35,197,100	\$ 53,120.87	
3960471000	625 N MILWAUKEE ST	WISCONSIN & MILWAUKEE HOTEL LLC		Special Mercantile	Hotel - Full Service	36469900	0	206	0	0	147010	NO	731 N JAC	MILWAUK	53202	7011		C9F(A	2484000	33985900	33120	OBJ	100	\$36,469,900	\$ 55,041.84
3970681000	511 N BROADWAY	511 HOLDINGS LLC C/O DEBORAH HALL	C/O COLLIERS	Special Mercantile	Office Building - Class A	38004100	0	8	0	282295	166554	NO	PO BOX 21	MILWAUK	53201	7523		C9F(A	1728700	36275400	0	OBJ	100	\$38,004,100	\$ 57,357.31
3960501000	550 N VAN BUREN ST	JSVD WI VENTURE I LLC		Special Mercantile	Hotel - Full Service	40579300	0	220	0	0	0	NO	731 N JAC	MILWAUK	53202	9850		C9F(A	4487400	36091900	37395		100	\$40,579,300	\$ 61,243.91
3610603116	333 W KILBOURN AV	NLCA MILWAUKEE FEE OWNER LLC		Special Mercantile	Hotel - Full Service	40909000	0	482	0	0	356540	NO	333 W KILB	MILWAUK	53203	7011		C9D(A	5530500	35378500	73740	OBJ	100	\$40,909,000	\$ 61,741.50
3930601000	555 E WELLS ST	CATHEDRAL PLACE LLC		Special Mercantile	Office Building - Class A	43850700	0	14	0	216500	216500	NO	788 N JEFF	MILWAUK	53202-237	7400		C9F(A	1046500	42804200	17442	OBJ	100	\$43,850,700	\$ 66,181.23
3920801100	424 E WISCONSIN AV	PFISTER LLC		Special Mercantile	Hotel - Full Service	48392700	0	573	0	11743	391430	NO	111 E KILB	MILWAUK	53202	7011		C9F(B	3240000	45152700	43200		100	\$48,392,700	\$ 73,036.20
3610184112	1505-1555 N RIVERCENTER DR	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Office Building - Multi Story (Ofc & Apt)	52830100	0	23	0	442106	508168	NO	301 COMM	FORT WOR	76102	7400		C9G	19029000	33801100	634300	OBJ	100	\$52,830,100	\$ 79,733.30
3930402100	330 E KILBOURN AV	330 KILBOURN WI REALTY LP		Special Mercantile	Office Building - Class B	53376600	0	65	0	537105	534786	NO	8598 COTT	LEWIS CEN	43035	7400		C9D(A	3956200	49420400	79123	OBJ	100	\$53,376,600	\$ 80,558.10
3931051000	720-818 E MASON ST	NORTHWESTERN MUTUAL LIFE	INSURANCE COMPANY	Special Mercantile	Office Building - Class A	56289800	0	19	0	799116	0	NO	720 E WIS	MILWAUK	53202	7400		C9F(A	17757800	38532000	0		100	\$56,289,800	\$ 84,954.82
3960252100	875 E WISCONSIN AV	875 EAST 1 LLC ET AL	C/O WANGARD	Special Mercantile	Office Building - Class A	56563000	0	12	0	235000	425000	NO	1200 N MA	MILWAUK	53226	7400		C9F(A	9293100	47269900	61954	OBJ	100	\$56,563,000	\$ 85,367.14
3922301100	250 E KILBOURN AV	MORTGAGE GUARANTY INSURANCE	CORPORATION	Special Mercantile	Office WHQ	59701600	0	10	0	210552	210552	NO	250 E KILB	MILWAUK	53202	7991		C9D(A	6351100	53350500	105851	OBJ	100	\$59,701,600	\$ 90,104.05
3610719112	509 W WISCONSIN AV	MILW CITY CENTER LLC		Special Mercantile	Hotel - Full Service	64268000	0	991	0	0	491759	NO	111 E KILB	MILWAUK	53202	7011		C9F(A	6539000	57729000	130780	OBJ	100	\$64,268,000	\$ 96,995.84
3922361000	107-111 E KILBOURN AV	MILWAUKEE CENTER MGMT LLC		Special Mercantile	Office Building - Class A	69623200	0	56	0	374930	378717	NO	433 MAIN	GREEN BA	54301	7400		C9D(A	2219300	67403900	26738	OBJ	100	\$69,623,200	\$ 105,078.12
3611992000	201-229 W CHERRY ST	RCS-MPOWER (BLA) LLC	RCS-MPOWER (SIEM) LLC	Special Mercantile	Office WHQ	72500000	0	1	0	280000	0	NO	PO BOX 51	FORT MYE	33994	7361	RED	3581600	68918400	0		100	\$72,500,000	\$ 109,419.90	
3610776114	105-111 W MICHIGAN ST	RX MILWAUKEE WI LANDLORD LLC		Special Mercantile	Office WHQ	79019200	0	152	0	207618	414410	NO	3333 PEAC	ATLANTA	30326	9999		C9F(A	7556700	71462500	93989	OBJ	100	\$79,019,200	\$ 119,258.94
3960491000	833 E MICHIGAN ST	833 BUENA VISTA TIERRA	INVESTORS LLC	Special Mercantile	Office Building - Class A	93663400	0	28	0	369247	362007	NO	1404 DISC	WALWAT	53226	7400		C9F(A	5321900	88341500	44349	OBJ	100	\$93,663,400	\$ 141,360.5

APPENDIX D
2026 Budget

BUSINESS IMPROVEMENT DISTRICT #21
CLEAN*SAFE*WELCOMING
2026 BUDGET

2026 OPERATING PLAN - BUDGET

INCOME

BID #21 Assessments	5,060,229
Contributions, grants, and other income*	85,000
TOTAL INCOME	5,145,229

EXPENSES

Core Services		
Public Service Ambassador Program	1,014,085	
Clean Sweep Ambassador Program	884,000	
Street beautification/ Landscaping	451,865	
Graffiti Removal	5,000	
	2,354,950	46%
Communication, Events & Marketing/ Business Retention & Recruitment/ Economic Development/ Public Space Initiatives/ Homeless Outreach	2,533,081	49%
Administrative and Fundraising	257,198	5%
TOTAL EXPENSES	5,145,229	

*MDI may receive and spend other funding independent of any funding from BID 21.

APPENDIX E
Strategic Plan Goals and Big Moves

Clean, Safe, & Welcoming

GOAL: Continue to provide BID 21 services and expand programs that keep Downtown Milwaukee clean, safe, and welcoming for all.

BIG MOVE: Milwaukee Downtown BID 21 will act as the steward for the entirety of the Downtown public realm, expanding beautification services, identifying and advocating for needed repairs, improvements, activate the Riverwalk and be thought and action leaders in addressing homelessness.

Economic Growth

GOAL: Strengthen Downtown's role as the best place in the Midwest for local businesses, large employers, retail, nighttime entertainment, and tourism to grow and thrive.

BIG MOVE: Milwaukee Downtown BID 21 will prioritize recruiting and retaining employers of all sizes, and making Downtown a place that helps them to recruit and retain a strong, diverse, and creative workforce.

Placemaking & Management

GOAL: Bring people together through new and exciting shared experiences by activating Downtown's public and private owned/publicly accessible open spaces.

BIG MOVE: Milwaukee Downtown BID 21 will take the lead in establishing a public space management initiative to develop, maintain, and activate inclusive public spaces in a financially and environmentally sustainable manner.

Arts, Culture, Entertainment, & Sports

GOAL: Grow Downtown Milwaukee's reputation as a premier location for arts, culture, entertainment, nightlife, and sports.

BIG MOVE: Milwaukee Downtown BID 21 will significantly increase its role in elevating and promoting Downtown as a world class destination for the public and performing arts, music, film and tv, and sporting events.

Neighborhood & District Partnerships

GOAL: Leverage the exciting diversity of Downtown neighborhoods and the clout of collective action by strengthening existing and creating new partnerships with neighborhoods, community organizations, and other districts.

BIG MOVE: Milwaukee Downtown BID 21 will take the lead in convening partners and coordinating efforts to strengthen downtown, community, and district connections.

Downtown Living

GOAL: Residential developers and residents contribute to the vitalization of Downtown through meaningful financial contributions and active participation.

BIG MOVE: Milwaukee Downtown BID 21 will engage Downtown residential developers and residents to better fund, create and advocate for a complete downtown neighborhood with vibrant, accessible, and affordable programs, events, and services for Downtown residents.

A wide-angle photograph of the Milwaukee skyline at sunset. The sky is filled with soft, orange and pink clouds. Several tall skyscrapers are visible, including the US Bank Tower and the PNC Tower. In the foreground, the Milwaukee Art Museum's distinctive architecture is reflected in the water. The overall scene is a vibrant representation of the city's urban landscape.

YEAR-END ACCOMPLISHMENTS

September 1, 2024 – August 31, 2025



An aerial photograph of the Milwaukee skyline at sunset. The sun is low on the horizon, casting a warm glow over the city. Several tall skyscrapers are visible, including the Bank of America Tower and the Fiserv Tower. The Milwaukee Art Museum is prominent in the foreground, situated on the waterfront. The sky is filled with soft, white clouds.

MATT DORNER

CEO



BEHIND BID #21

MISSION

We lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, inclusive, innovative and vibrant heart of the community.

VISION

Milwaukee Downtown is an economic catalyst creating opportunities for all. Downtown continues to be a premier destination of choice to live, work, learn, play and stay. Milwaukee is a renowned world-class city adding value to the state and Great Lakes region.





BID #21 PRIORITIES

PRIORITY #1: Clean, Safe & Welcoming

Continue to provide BID #21 services and expand programs that keep Downtown Milwaukee clean, safe and welcoming for all.

PRIORITY #2: Economic Growth

Strengthen Downtown's role as the best place in the Midwest for local businesses, large employers, retail, daytime and nighttime entertainment, and tourism to grow and thrive.

PRIORITY #3: Placemaking, Marketing & Events

Bring people together through new and exciting shared experiences by activating Downtown's public and private owned/publicly accessible open spaces.

PRIORITY #4: Arts, Culture, Entertainment & Sports

Grow Downtown Milwaukee's reputation as a premier location for arts, culture, entertainment, nightlife and sports.

PRIORITY #5: Downtown Living

Further engage residential developers and residents in the ongoing revitalization and activation of Downtown through meaningful financial contributions and active participation.

PRIORITY #6: Neighborhood & District Partnerships

Leverage the exciting diversity of Downtown neighborhoods and the clout of collective action by strengthening existing and creating new partnerships with neighborhoods, community organizations and other districts.

YEAR TWENTY-EIGHT OPERATING PLAN BUDGET

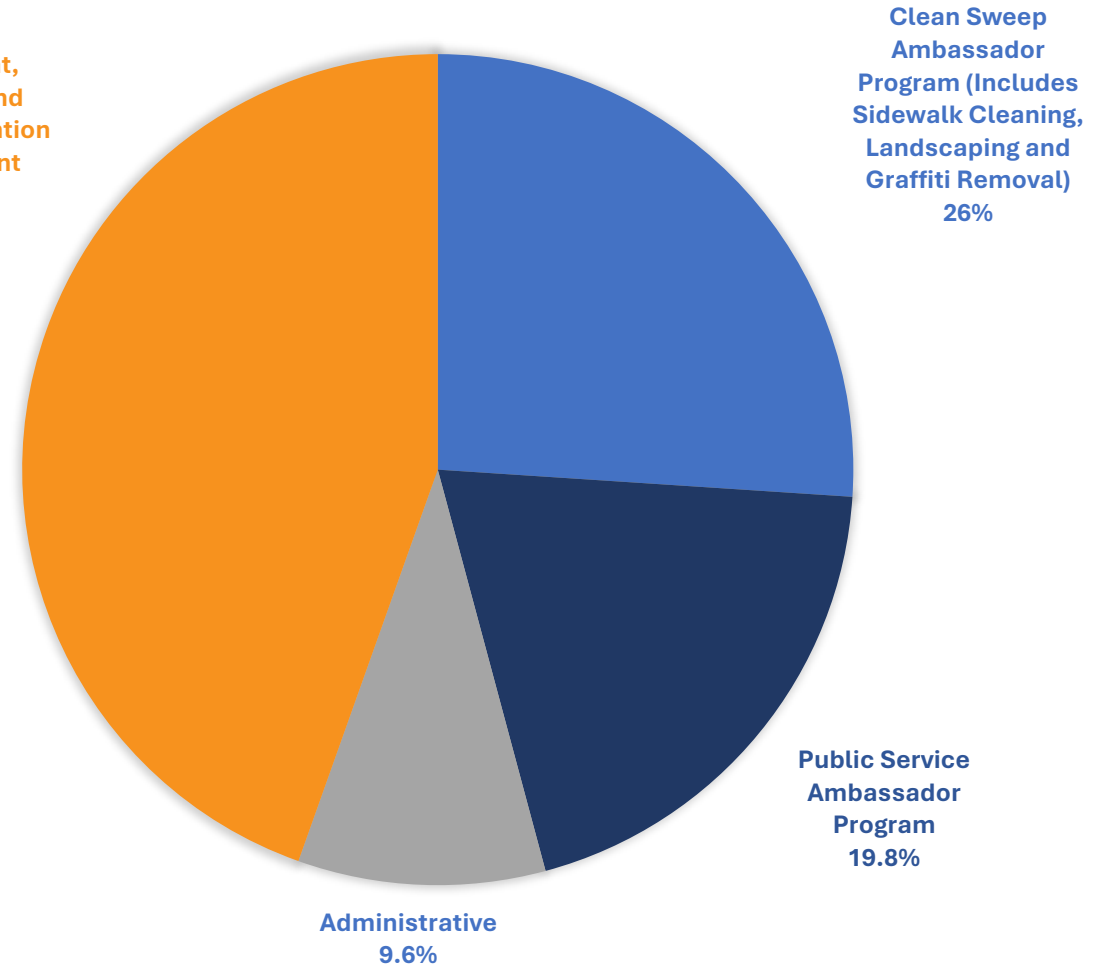
- 2025 Assessments: \$4,844,501
- Cash Carryover: \$125,000
- Additional Income: \$62,500
- **Total Income: \$5,032,001**



- Clean Sweep Ambassador Program: \$1,310,446
- Public Service Ambassador Program: \$995,418
- Administrative & Fundraising: \$484,104
- Economic Development, Marketing, Business Retention/Recruitment, & Special Projects: \$2,242,033
- **Total Expenses: \$5,032,001**

2025 OPERATING BUDGET

Economic
Development,
Marketing, and
Business Retention
& Recruitment
44.6%





BRIAN JOHNSON

DIRECTOR OF PUBLIC SERVICE AMBASSADOR PROGRAM



PUBLIC SERVICE AMBASSADORS

- Contract services with Block by Block
- Extra set of eyes and ears for Milwaukee's police and fire departments
- Regular communication with Downtown Security Network
- Homeless Outreach PSA (Terence Lee) supports Downtown Homeless Outreach Coordinator
 - 679 Homeless Outreach interactions conducted
 - 292 Homeless Outreach service referrals
 - 63 panhandling and public nuisance interventions
 - 137 care packages distributed



PUBLIC SERVICE AMBASSADORS

- Patrolled the district 9am to 10pm, Monday - Friday, and 9am to 5pm, Saturday and Sunday
- Frontlines of welcoming guests
 - Staff the MOTOR – Milwaukee's Own Traveling Outdoor Resource
 - Relocation to Vel R. Phillips Plaza for summer
- 157,000+ hospitality assistance connections
- 59,000+ brochures and publications distributed
- 9,000+ contacts made with Downtown businesses
- 2,100+ maintenance requests logged in the public realm





GRAFFITI REMOVAL TEAM

- 2,994 tags and stickers removed in last year
 - Power washing
 - Paint matching
 - Chemical removal
- 37,746 tags eliminated since 2000
- Eliminate within 24 hours of discovery

DAILY DATA COLLECTION

- Heightened focused on data collection
- Using data to track return on investment
 - Where are calls for service occurring?
 - What types of service are being requested?
 - When were they remediated?
- Daily field data helps inform program decisions
- Ambassador input helps devise efficient solutions and prioritize our resources



A woman, Erica Green, is operating a white vacuum truck on a city street. She is wearing a dark jacket, a cap with the 'mke' logo, and safety glasses. The truck has a large, flexible, corrugated vacuum hose attached to its rear. The background shows a river, trees, and city buildings. The truck has 'mke' and 'DOWNTOWN' written on its side.

ERICA GREEN

CHIEF OPERATING OFFICER



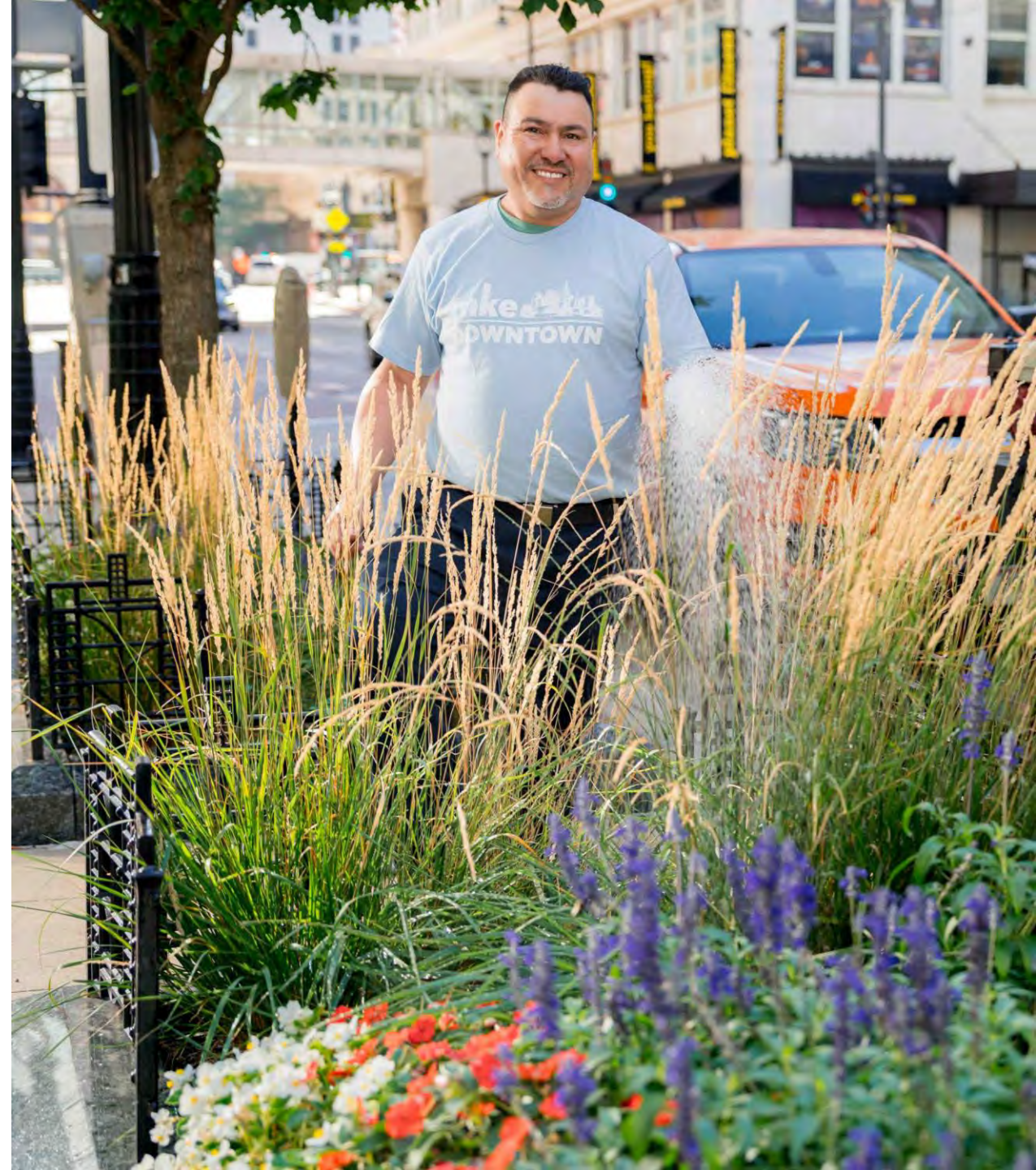
CLEAN SWEEP AMBASSADORS

- Contract clean sweep services with Modern Maintenance
- 406,300+ gallons of trash collected in last year
- Emptied 58 garbage cans, as well as receptacles along the Riverwalk
- Power washed and removed gum on sidewalks
- Performed quarterly Super Block Cleanups
- Refurbished, painted and rebulbed Milwaukee Downtown-owned displays for Holiday Lights Festival
- Built new RGB displays for Holiday Lights Festival
- Put out and stored chairs for Heart(beats) of the City
- Set up and tore down tables, chairs, signage, and games; plus assisted with food distribution and trash collection for Downtown Employee Appreciation Week



LANDSCAPE CREW

- Contract landscape services with KEI
- 375+ planters and beds
- 75+ hanging baskets
- Spring, summer, fall and holiday arrangements
- Tended to Wisconsin Avenue, Dr. Martin Luther King Jr. Drive, Broadway, Milwaukee Riverwalk and Court of Honor
- Assisted with plantings for Active Streets program and evergreen boughs for Ornament Trail beds



COMMUNITY INTERVENTION TEAM

- Monthly meetings with representatives from Milwaukee County Housing Division, Behavioral Health Division, Milwaukee Police Department, District Attorney's Office, City Attorney's Office, State of Wisconsin Interagency Council on Homelessness, Visit Milwaukee and other near-downtown neighborhood organizations
- Since 2015, this group has identified best practice programs, standard operating procedures, and communication tools to address homelessness and public nuisance behaviors

SHELTERS

In Milwaukee County, people experiencing a housing crisis are supported by a comprehensive system in which streamlined assessment tools determine strengths, needs and vulnerabilities. This approach caters to those with the most severe needs and ensures that they are prioritized. In most cases, access to an emergency shelter requires a referral via IMPACT 2-4-1.

The following shelters utilize the Coordinated Entry System:

- The Cathedral Center
- Guest House of Milwaukee
- Hope House of Milwaukee
- Milwaukee Women's Center (family placements only)
- Pathfinders Milwaukee
- Salvation Army Emergency Lodge

To access Coordinated Entry, call 2-4-1, 414-773-4141, anytime or day of the week, or text to TXT-2H (898-211) 9pm and IMPACT 2-4-1.

MEAL SITES & SERVICES

Cathedral of St. John the Evangelist - Open Door Café
838 N. Van Buren Street
414-276-8814 | stjohnscathedral.org
Lunches distributed 11:30am to 2:30pm, Sun - Fri. Please arrive by 12:30pm. Hot or cold lunch options available Mon-Fri. Sun is cold lunch only.

The Gathering at Running Rebels
1000 W. Fond Du Lac Avenue
414-272-4172 | thegatheringrebel.org
Breakfast provided from 9:30am to 9:30am, Mon - Fri, lunch from 11:30am to 12:30pm, Sat. only.

Milwaukee Rescue Mission - Safe Harbor and Door of Hope (Women's Only)
1000 N. 10th Street
414-344-2211 | mrmilwaukee.org
Need to be a resident to receive meal services. Call to receive information on shelter, addiction recovery and children's educational programs.

Repairs of the Breach
1335 W. Vliet Street
414-342-9323 | repairs.org
Breakfast served from 7am to 8am, Mon - Sat. Lunch served from 11:30am to 1:30pm, Mon - Sat. Second helpings served from 1pm to 1:30pm. Brown bag lunches available daily, along with donated drinks for anyone to take with them.

St. Ben's Community Meal
830 W. State Street
414-271-0385 | capuchincommunityservices.org
Dinner served from 5:30pm to 6:30pm, Sun - Thu. On Fri, food is distributed in bags from 1pm to 4pm.

St. Ben's - Open Door Ministry
1004 N. 10th Street
414-271-0385 | capuchincommunityservices.org
Mon - Fri services: laundry and shower services from 11:00am to 4pm. Case Manager services from 11:30am to 2:00pm (by appointment). Mail pick-up available from 1pm to 4pm.

Wed services: Birth certificate assistance from 1pm to 3:30pm. Hygiene items available from 1pm to 4pm. Health screenings from 1pm to 4pm (by appointment).

FOOD PANTRIES

Interchange Food Pantry - Village Church
180 E. Juneau Avenue
414-444-2184 | interchangefoodpantry.org
Open 12pm to 4pm, Tues, 4pm to 6pm, Wed, 9:30am to 11:30am, Thurs and Sat. Please bring ID. Must live in the City of Milwaukee.

House of Peace
1702 W. Walnut Street
414-931-6200 | capuchincommunityservices.org
The emergency food pantry is open from 9:30am to 2:30pm, Mon - Fri. For residents of 53203, 53204 and 53233. If a person is not staying in one of these zip codes, bread and other fresh items will be provided. The clothing closet is open from 1pm to 2:30pm, Mon - Fri (by appointment).

Nourish MKE

TRANSPORTATION

Milwaukee County Transit System - Reduced Fare WiGo Card
1642 N. 10th Street
414-937-8218 | ridemts.com
Apply in-person from 8am to 4:00pm, Mon - Fri, or download the application online and email us.

TELEPHONES

TIPS FOR ADDRESSING PANHANDLERS

While many panhandlers are truly in need, giving spare change is only a short-term solution.

- If you are comfortable talking with someone who is asking for assistance, encourage them to call 2-4-1. IMPACT 2-4-1 can offer information about a variety of resources to resolve basic needs.
- If you feel threatened in any way, call the police or step inside a business and have someone call for you.
- Donating to local organizations that are working to house unsheltered individuals is another way to provide assistance. Monetary donations can be made to an organization directly or at keytochangemke.com.

CONTACT AN OUTREACH COORDINATOR

Milwaukee County Housing Services provides outreach assistance as a component of the Housing First model. Outreach staff coordinate immediate housing and service plans to quickly get individuals off the street.

For issues concerning unsheltered individuals, messages may be left for Milwaukee County Housing Services' outreach coordinators at 414-263-0889. The 24-hour hotline is for messages only; calls will not be returned. You can also email outreach@milwaukeecountywi.gov.

KEY TO CHANGE

Key to Change is a local campaign created to assist unsheltered individuals within our community. The campaign raises quality-of-life programs and collect donations for both short- and long-term assistance. 100% of all donations go directly toward housing assistance and support services.

keytochangemke.com

To donate, visit keytochangemke.com.

DOWNTOWN MILWAUKEE COMMUNITY RESOURCE GUIDE

mke 2-4-1 DOWNTOWN

mke 2-4-1
DOWNTOWN

301 W. Wisconsin Avenue, Ste. 108
Milwaukee, WI 53203
414-220-4700
milwaukee downtown.com

To donate, visit keytochangemke.com.

mke 2-4-1
DOWNTOWN



KEY TO CHANGE CAMPAIGN

- Partnership with Milwaukee County Housing Division to address homelessness and public nuisance behaviors with Housing First model
- Key to Change website accepts monetary donations to support the Housing First model
- Milwaukee Downtown also leads fundraising efforts to support a Downtown Homeless Outreach Coordinator and Community Prosecutor
- Entering seventh year of subsidizing Downtown Homeless Outreach Coordinator
- PSA Outreach Coordinator (Terence Lee) assists Downtown Homeless Outreach Coordinator

DOWNTOWN HOMELESS OUTREACH COORDINATOR

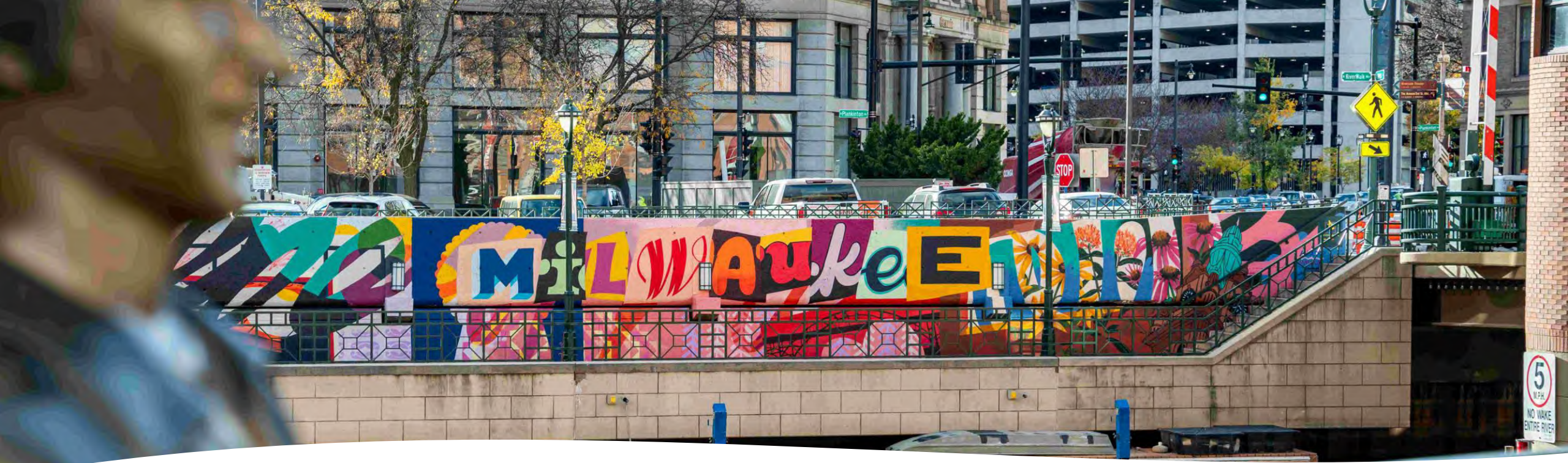
- Position funded by BID #21
- 3,600+ in-person connections over last year with people experiencing homelessness
 - 50-85 in-person connections each week
 - Each interaction sought for rapid, permanent solutions to each unique homeless experience
- 50+ individuals placed into permanent solutions from Downtown homeless origins
 - Each individual exited homelessness and did not return to homelessness
- Other duties include:
 - Overnight outreach shifts at least two times a month, 10pm and 8am
 - Real-time response to community partners, including property managers, business owners and police and security officers, when an individual with an acute need is in a public space
 - Follow-up support for individuals during regular business hours, including referrals for shelter and housing, vital document procurement, obtaining or increasing income, addressing physical and behavioral healthcare needs, as well as accessing other resources and addressing any other needs identified
 - Visits to meal sites, day shelters and other public gathering places (i.e., libraries, food halls) in order to identify others in need
 - Education and advocacy at community meetings



COMMUNITY PROSECUTOR

- Position funded by BID #21
- Addresses the needs of homeless and mentally ill individuals who present themselves as high utilizers of law enforcement resources for medical services and/or arrest purposes
- Takes a strategic approach to dealing with these individuals rather than simply have them arrested and charged with a crime
- Brings much-needed relief to businesses, patrons and residents by working in collaboration with key partners and stakeholders to identify the most salient problems and address them in a meaningful and impactful way
- 4 Tenets of position: Address challenged places, address challenged people (high utilizers of system); provide counsel; and build collective efficacy through community engagement
- Carefully tracks and monitors repeat offenders who are not open to alternative options, ensuring these individuals are prosecuted accordingly
 - Interagency Partner Meetings: 78 instances
 - Place-Based Interventions: 88 instances
 - Person-Based Interventions: 178 instances
 - Nuisance Abatement Meetings/Events: 17 instances
 - Collective Efficacy: 63 instances
 - Presentations: 58 instances





RIVERWALK MURAL COLLECTION

- Managed the installation of four new murals along the Milwaukee River that reflect the vitality and significance of the Milwaukee River and Riverwalk and the unique neighborhood context of each mural site
- Partnership with City of Milwaukee, Milwaukee Riverwalk District, Visit Milwaukee and Milwaukee Theater District
- Mural titles and locations
 - *Luminous Waters* by Unnaturell Design Co., Knapp Street Bridge
 - *Glimmer Pursuit* by CERA, Juneau Bridge Tower
 - *Vessels of Milwaukee* by Christina Vang, Marcus Performing Arts Center at the Milwaukee River
 - *Buoyancy* by Brian Kaspr, 740 North by 3L Living at the Milwaukee Riverwalk
- Estimated 5,000 square feet of mural art added to the Riverwalk 2024-2025



STARLIGHT 2024/2025

By LeMonde Studio

- Temporary lighting installation at Red Arrow Park, December 9-January 30
- Featured five customizable, lighted stars by LeMonde Studio as a combination of lighting, seating and play pieces
- Presented in partnership with MGIC and Milwaukee County Parks
- Featured at skating events



THOMAS J PRICE SCULPTURE

- *Within the Folds (Dialogue I)* by Thomas J Price installed at Vel R. Phillips Plaza
- 9-foot bronze figure of a casually dressed Black man
- Partnership with America's Black Holocaust Museum, City of Milwaukee and Sculpture Milwaukee
- Piece to remain in place for one year beginning in June 2025

Thomas J Price (British, b. 1981)
Within the Folds (Dialogue I), 2020
Cast silicon bronze, ed. 2
108 x 27 x 27 inches
Gift of the Greater Milwaukee Foundation to America's Black Holocaust Museum 2021.
Photography by Michael Lagerman

LOST by AMANDA PARER

- Seven nights of free live entertainment and public art, July 14-20, 2025 (added 2 nights in 2025)
- Three illuminated floral sets with a footprint of over 2,100 square feet reaching up to 16 feet in height
- Partnership with MPAC included free live entertainment from talent including Digable Planets, Fool House, Brass Queens and more



SIDEWALK SIGN ACTIVATION

- Refreshed sidewalk sign holder inventory with 50 new, robust sidewalk sign holders
- Updated code of conduct signage and deployed in Downtown entertainment districts

CODE OF CONDUCT FOR DOWNTOWN MILWAUKEE'S ENTERTAINMENT DISTRICTS

For the safety of all guests and patrons,
the following activities are prohibited:

- **No open alcohol**
– Ordinance #106-1.8
- **No illegal drugs**
– Ordinance #961.41 (3g)
- **No portable speakers**
– Ordinance #80-63
- **No loitering on sidewalks**
– Ordinance #106-31-6
- **No trespassing/
loitering in parking lots**
– Ordinance #106-31-8
- **No loud music from
cars/motorcycles**
– Ordinance #80-63
- **Do not store valuables
or firearms in
unattended vehicles.**

Failure to comply may result in a citation from the Milwaukee Police Department.

www.milwaukeedowntown.com



PSMO UPDATE

- Completed Phase I of Public Space Management Organization, which included research by MIG and Milwaukee Downtown into five PSMOs – Center City District (Philadelphia), Dallas Parks Conservancy, Hudson River Park Trust & Friends, Memphis River Parks Partnership and NoMa Parks Foundation
- Facilitated virtual panel of leaders from all five case-study PSMOs to inform research and best practices
- Phase I culminated in Preliminary Scope & Objectives Memo applying to Milwaukee lessons learned from the best practices research





RACHEL FARINA

DIRECTOR OF COMMUNICATIONS





Hello, Milwaukee Downtown-ers!

Festivals, concerts, outdoor dining, and fun on the water continue to be hallmarks of Downtown's bustling summer schedule.

Thank you to everyone who visited the Marcus Performing Arts Center Outdoor Grounds to check out Rainbow Summer and Amanda Parer's "Lost" installation. Along with seven nights of free public performances, we hosted this internationally acclaimed installation which added wonder and delight with illuminated flowers towering over 16 feet tall! It was a fabulous partnership with our friends at MPAC.

This month marks two important milestones for our organization. The [20th annual Downtown Employee Appreciation Week](#) returns August 18 – 22. Get the scoop on lunchtime giveaways, afterwork socials, morning workout sessions, and more.

Plus, a grand opening date for the much-anticipated [MKE Dog Park](#) has been set! The park will officially open on Wednesday, August 20 with a ribbon-cutting ceremony at 3pm, followed by a Yappy Hour sponsored by Fromm® Family Foods from 4pm to 7pm. Learn more about this exciting event, along with plans for an (un)official Bring Your Dog to Work Day on the same day.

Our team is growing! Last month, we welcomed Daisy Perez as our new Placemaking & Program Manager. Get acquainted with Daisy below.

Finally, save the date for our State of Downtown meeting on Thursday, October 16 at 8am at the Milwaukee Public Museum. We'll discuss nationwide trends, local successes, and recognize the 2025 class of Downtown Achievement Award winners. There's still time to submit a nomination for this year's awards, so don't delay in providing your



Matt Dörner | CEO
Milwaukee Downtown, BID #21
matt@mkeadowntown.org

STAKEHOLDER COMMUNICATIONS - DIGITAL

- Downtown Hotlist
 - First and third Friday of every month
 - 18,300+ subscribers; 35% open rate
- e-Ripple Effect
 - First Thursday of every month
 - 4,500+ subscribers; 40.6% open rate
- Miscellaneous emails relative to community engagement opportunities, road closures and surveys

STAKEHOLDER COMMUNICATIONS - PRINT

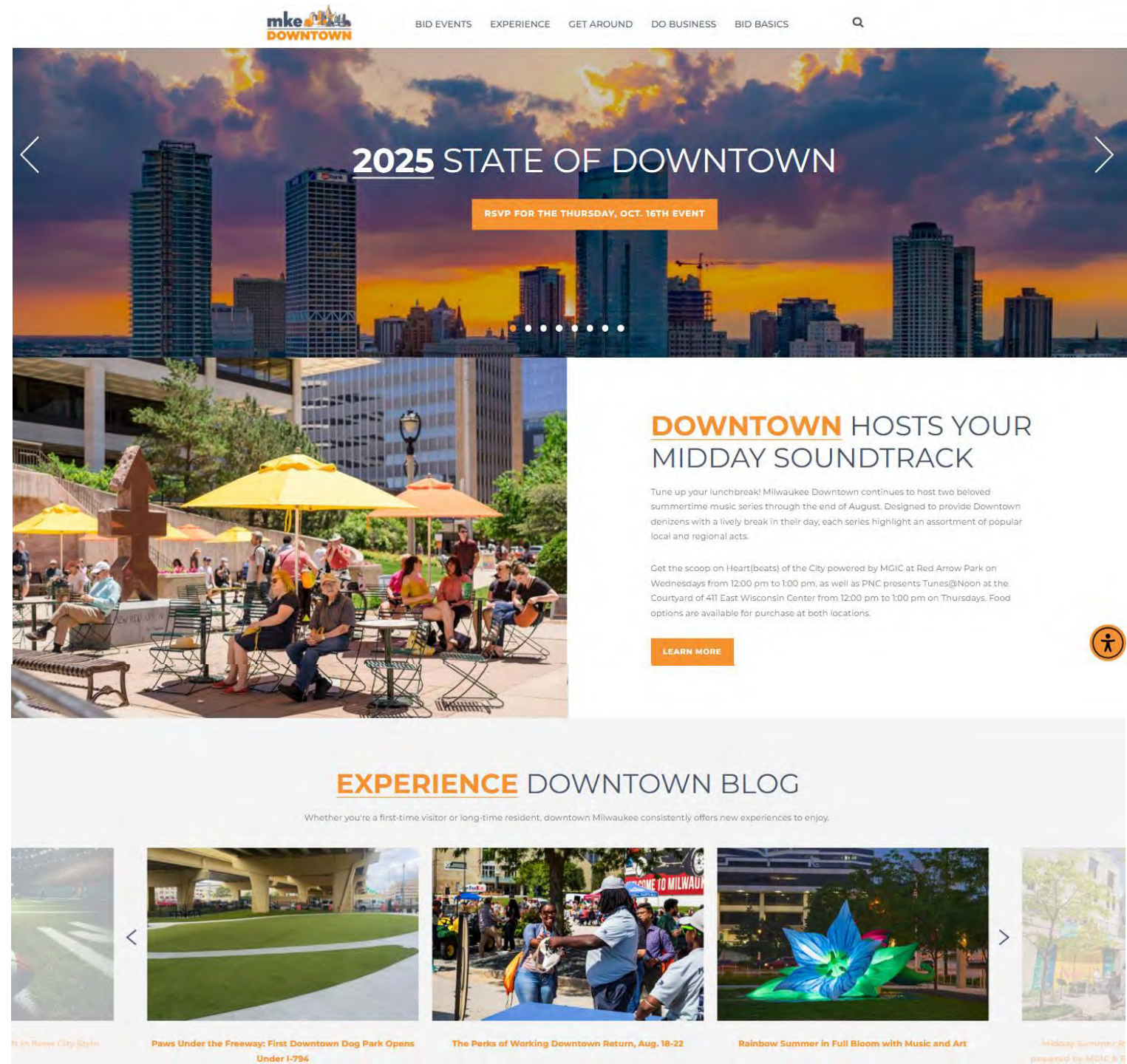
- Summer Calendar
 - June – September 2025 events
 - 25,000 copies
- Ripple Effect + Blueprint Magazine
 - 5,000 copies
- Community Resource Guide
 - 5,000 copies
- Skywalk Brochure
 - 2,500 copies



WEBSITE

September 1, 2024 –
August 31, 2025

- 255,958 sessions
- 357,146 pageviews
 - Dining Week and Holiday Lights most visited
- 49.8% acquired through an organic search, 27.7% direct, 9.8% through referral, 6.1% by organic social and 6.6% through other (paid search/social)





MKE IT DOWNTOWN BLOGS

Experience

ALL | ARTS & CULTURE | BUSINESS SPOTLIGHTS | SUMMER IN THE CITY | SILVER LININGS | SHOPPING | DINING & NIGHTLIFE | MUSIC | SPORTS | HOTELS | NEWS | HOTLIST



- Published 21 blogs between Sept. 1, 2024 – Aug. 31, 2025
- 14,500+ pageviews
 - Top blogs: “Walking Routes,” Valentine’s Day Ideas, and Sports Bar Guide



[EXPLORE MAP](#)

[LEARN MORE](#)





NEWSLETTER SIGN-UP BLOG SHOP DONATE CONTACT English

WHAT'S HAPPENING EXPLORE DOWNTOWN DO BUSINESS SERVICES ABOUT US

Welcome to Downtown Milwaukee

The place where community members, visitors, and businesses gather to live, connect, and thrive.



NEWSLETTER SIGN-UP BLOG SHOP DONATE CONTACT English

WHAT'S HAPPENING EXPLORE DOWNTOWN DO BUSINESS SERVICES ABOUT US

Welcome to Downtown Milwaukee

The place where community members, visitors, and businesses gather to live, connect, and thrive.



What's Happening Around Town



Tunes@Noon Presented by PNC
Live music every Thursday through August
[LEARN MORE](#)



Heart(beat)s of the City Presented by MGIC
Lunchtime concert and food truck series
[LEARN MORE](#)



Red Arrow Park Enhancements
Red Arrow Park Enhancements
[LEARN MORE](#)



Upcoming Art Installation Goes Here
Add a short description here.
[LEARN MORE](#)



Downtown Employee Appreciation Week

August 18-22, 2025

Perks, anyone? Downtown Employee Appreciation Week returns for a week of giveaways, discounts, and fun for our favorite local workforce.

[SEE EVENT DETAILS](#)

We're Milwaukee Downtown, BID #21

That stands for Business Improvement District. And it's exactly what we love to do. Milwaukee is the place to be, with over \$90 billion invested in completed, current, and proposed projects.

[WHAT WE DO](#)



416,100
gallons of trash removed (2023)

[CLEAN SWEEP](#)



30,000+
tags removed since 2000

[GRAFFITI REMOVAL](#)



375+
garden beds maintained

[LANDSCAPE CREW](#)



24,000
brochures to visitors each month

[PUBLIC SERVICE AMBASSADORS](#)



NEWSLETTER SIGN-UP BLOG SHOP DONATE CONTACT English

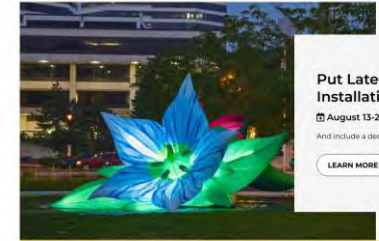
WHAT'S HAPPENING EXPLORE DOWNTOWN DO BUSINESS SERVICES ABOUT US



Public Art and Spaces

Take an Inspired Look Around

Textures, colors, and stories are infused throughout Downtown Milwaukee, thanks to over 140 works of outdoor public art. Explore this world-class gallery at your fingertips, from sculptures and monuments to murals and photographs.



Put Latest Art Installation Here

August 13-22, 2025

And include a description here.

[LEARN MORE](#)

Where to Find Public Art Downtown

There's a large collection of art ready to catch your eye, whether you're on your lunch break, a neighborhood stroll, or a self-guided tour.

[EXPLORE MAP](#)

Even More Art, Coming Right Up

Milwaukee Downtown, BID #21, is passionately committed to supporting the arts in our district. We are a founding partner of Sculpture Milwaukee, which annually installs sculptures on Wisconsin Avenue. We also review proposals for new mural spots in the city. Check back to see what will be unveiled next!

COMING SOON

Name of Upcoming Installation Here

August 25-29, 2025

And include a description here.

[LEARN MORE](#)



Completed Public Art Collection

Since 2017, we've leveraged over \$200,000 to fund district-defining murals, partnering with property owners and local artists to bring them to life.



[Broadway Corridor Murals](#)
[LEARN MORE](#)



[Giannis Mural](#)
[LEARN MORE](#)



[Grand Avenue Club Mural](#)
[LEARN MORE](#)

OVER \$14 MILLION IN EARNED MEDIA VALUE

From September 2024 to August 2025,
Milwaukee Downtown received over 1.4 billion
impressions and \$14.03 million in earned
media value through public relations efforts.



GET DOWN TO BUSINESS CAMPAIGN

- Testimonial campaign in full swing on AM620 WTMJ
- 12 radio testimonials recorded
- Display ads linking to “Get Down to Business” page
- Testimonial video underway
- 10 interviews conducted
- Video completion: early October
- Additional platforms being explored to expand reach once new website is launched





ISABEL ULLRICH

MARKETING, EVENTS & SOCIAL MEDIA DIRECTOR





SOCIAL MEDIA STATS

(September 1, 2024 – August 31, 2025)

- **Facebook**

- Total followers: 57,500+
- Total page likes: 49,000+
- Number of posts: 340
- Total engagement: 308,317
- Engagement Rate: 6.92%
- Reach: 1.99 million
- Reactions: 26,100+

- **Twitter/X:**

- Followers: 59,500+
- Number of tweets (including retweets): 530
- Total Engagement: 2,140
- Engagement Rate: 0.90%
- Impressions: 202,499

- **Instagram:**

- Followers: 46,900+
- Numbers of Posts and stories: 864
- Engagement Rate: 5.25%
- Reach: 1.11+ million
- Impressions: 1.95+ million
- New followers: 5,100+



RANDOM ACTS OF KINDNESS

- Coordinated themed giveaways inviting engagement and spurring consumer purchases
- Supported Downtown businesses through gift card purchases and collaborations
 - February - Valentine's Day cookies and stickers
 - April - NFL Draft swag giveaway
 - June - Summerfest tickets
 - More planned for fall!

MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2024

- Presented by Johnson Financial Group
- Despite unfavorable conditions, 1,900+ guests attended the kickoff on November 21
- WISN 12 aired the kickoff ceremony live
 - Station's two broadcasts netted over 46,500 impressions for adults 18+
- 500,000+ lights illuminated Downtown for the season
 - “Community Spirit Park” at Cathedral Square Park, “¡Felices Fiestas!” at Pere Marquette Park and “Santa’s Celebration Square powered by We Energies” at Zeidler Union Square



MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2024

- 3,200+ riders on the Jingle Bus
 - 40-minute tour narrated by our own PSAs
- 1,300+ handwritten letters with help from Educators Credit Union, Serving Older Adults and National Letter Carriers Association Branch 2
- Other events led by Milwaukee Downtown throughout the season included:
 - Two Christmas Cavalcades
 - Cocoa with the Clauses
 - NYE MKE at Discovery World
 - The Ornament Trail



TASTE & TOAST 2025

- February 24 – 28
- 24 participating restaurants
- 39% of participants neither lived nor worked downtown
- 41% of survey takers found out about the event through social media
- 87.9% rated food excellent or good
- 80% rated beverages excellent or good
- 90% rated service excellent or good
- 66% of diners had dinner at a restaurant, attended a sporting event or concert, shopped, or went to a museum after Taste & Toast
- 8,800+ pageviews



DOWNTOWN DINING WEEK 2025

- May 29 – June 5
- 12,500 reported diners throughout the week
- 733 survey responses
- 43% of diners indicated a first-time visit
- 51% originated from outside of downtown (Do not work or live downtown)
- 68% were ages 40+
- 88% Food, environment & service ratings were excellent or good
- 54% of diners heard about the events from social media
- 70,700+ pageviews



DOWNTOWN EMPLOYEE APPRECIATION WEEK 2025

- August 18 – 22
- 80+ Downtown partners and/or prize contributors
- 16,000+ lunch item giveaways
- 3,000+ giveaway prizes
- Activities included: morning jolt coffee sessions, happy hours, meditation, service industry night, yappy hour, office challenge games, free lunch, kayaking, fitness classes
- 25,100+ pageviews



STATE OF DOWNTOWN 2025

- Thursday, October 16 – 7am to 9:30am
- Milwaukee Public Museum
- Theme: Streets of New Milwaukee
- Guest speaker: John Gurda
- Awards presenters: Gerron Jordan and Mallory Anderson, WISN 12 News Anchors



The word on the street is...
there's something big happening on October 16. We're hitting the Streets of Old Milwaukee to celebrate the streets of new Milwaukee!

Stroll this legendary Museum exhibit, then enjoy a talk by acclaimed historian John Gurda. He'll share stories about the people and places that have transformed Downtown, and guide us through the district's progress over the past century.



Plus, just as the Museum is undergoing a transition, so has Milwaukee Downtown with the appointment of CEO Matt Dornier. He'll report on BID #21's accomplishments in 2025 and preview the road map for 2026.

We'll then honor this year's Downtown Achievement Award winners, who continue to pave the way for Downtown Milwaukee's bright future.

2025 STATE OF DOWNTOWN:
THE STREETS OF NEW MILWAUKEE
THURSDAY, OCT. 16 | 7:00-9:30 AM | MILWAUKEE PUBLIC MUSEUM

AGENDA

7:00-8:00am
Registration, Networking & Breakfast Stations
The Streets of Old Milwaukee

8:00-8:15am
Welcome
Matt Dornier
CEO, Milwaukee Downtown BID #21

8:15-8:30am
Keynote Address
John Gurda, Writer and Historian

8:30-8:45am
BID #21 Year in Review & 2026 Outlook
Matt Dornier
CEO, Milwaukee Downtown BID #21

8:45-9:30am
Downtown Achievement Awards
Gerron Jordan and Mallory Anderson
WISN 12 News Anchors

REGISTER TODAY!
Registration is \$25/person.
Registration closes on Monday, October 6.
<https://mke.ly/BID25p>

THE STREETS OF NEW MILWAUKEE

MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2025

- Returns November 20, 2025 – January 1, 2026
- Return of the Kickoff Extravaganza, Santa's Mailbox, Cocoa with the Clauses and more
- Operational updates for Jingle Bus service
- WISN 12 partnership renewed
 - Kickoff will be broadcasted live on November 20



A man in a red shirt and sunglasses is playing a guitar and singing into a microphone. He is part of a band performing outdoors. In the background, there are banners for 'TUNES @ NOON' and 'JUNE THROUGH AUGUST'. Other band members playing saxophone and flute are also visible.

DAISY PEREZ

PLACEMAKING & PROGRAM MANAGER



BEST SEATS IN MILWAUKEE 2024

- Activation designed to highlight our thriving Milwaukee Theater District
- 10 theater chairs donated by Milwaukee Rep and refurbished into five pairs of working, reupholstered theater chairs serving as temporary public seating
- Partnership with Visit Milwaukee
- Meant to visually highlight in the public realm Milwaukee's leading number of theater seats per capita; bringing theater seats into the public eye
- Five locations, September 15-October 20, leading up to Milwaukee Theater Week
- Red Arrow Park, Vel R. Phillips Plaza, Riverwalk at Chase Tower, Cathedral Square Park, N. Broadway Parklet



HALLOWEEN VILLAGE 2024

BAIRD COMMUNITY COMMONS

- New partnership with Baird that introduced a Halloween lighting activation to Downtown
- Featured 5 lighted, seasonal, photo-op figures (two witches, ghost, Frankenstein, scarecrow), a 12-foot walkthrough pumpkin, and additional lighting and fall décor throughout the space



JACK-O-LANTERN JUBILEE 2024

BAIRD COMMUNITY COMMONS

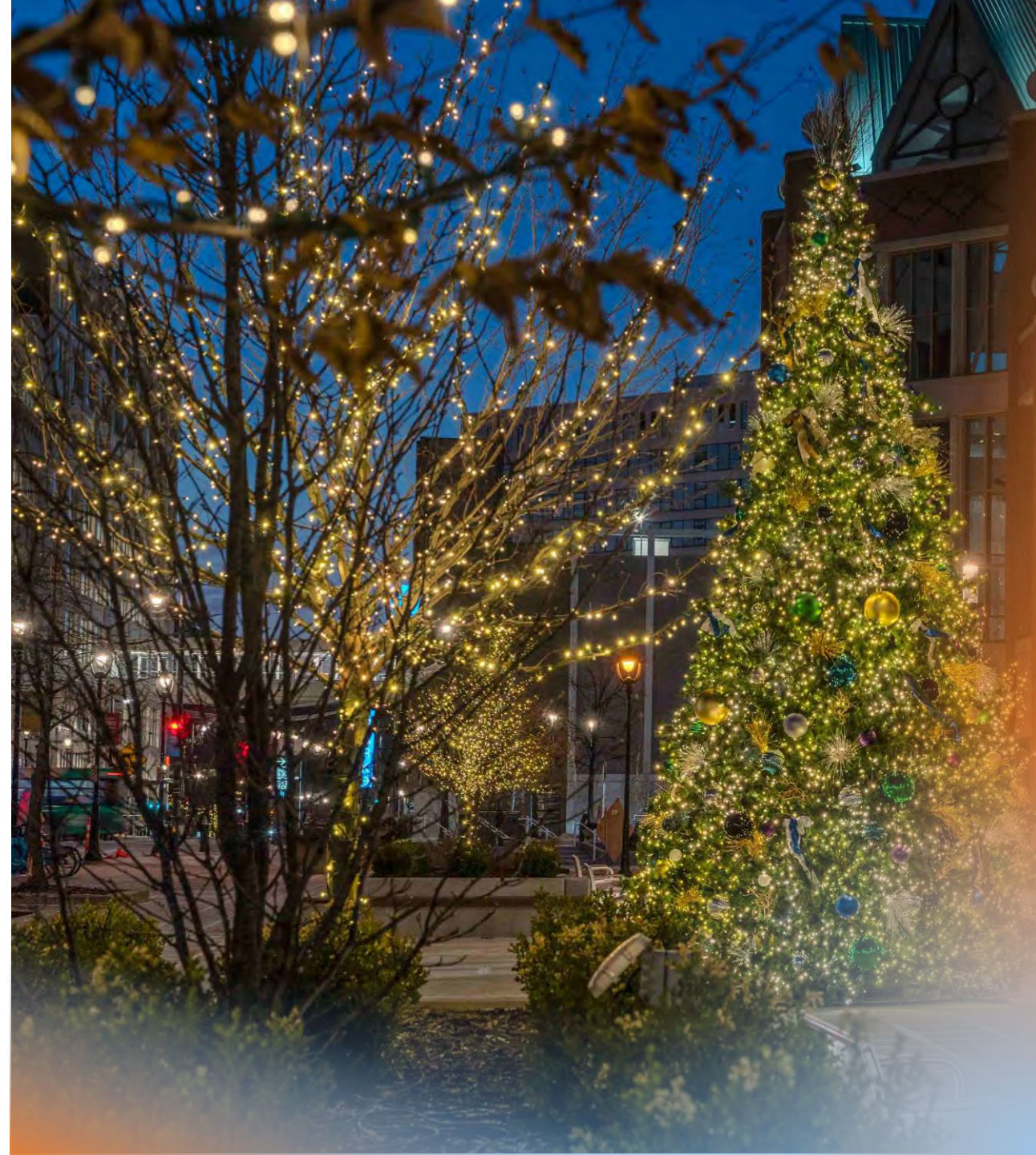
- 3rd annual Jack-O-Lantern Jubilee relocated to Baird Community Commons for the first time
- October 26, 11 AM – 2 PM
- Sponsored by Baird in new partnership to activate commons for the community and leverage seasonal Halloween Village décor
- Programming included: 400 free pumpkins, 400 free bags of kettle corn, 400 free trick-or-treat goodie bags, pumpkin-decorating, face-painting, balloon art, photo ops, storytelling, MFD Survive Alive House and fire engine, book sale with Milwaukee Public Library, and more



HOLIDAY DÉCOR

BAIRD COMMUNITY COMMONS

- Partnered with Wisconsin Center District to bring new 24-foot holiday tree to Baird Community Commons





2024/2025 ORNAMENT TRAIL

- 15 ornaments installed
- Locations along Wisconsin Avenue and Water Street
- Trail extended into the Historic Third Ward
- 7,500 Ornament Trail activity guides distributed, including to area schools
- November 21 – January 19

WICKED SKATE NIGHT 2025

- January 25 at Red Arrow Park
- 200+ free adult and child skate rentals redeemed, sponsored by WaterStone Bank (\$2,100 value)
- 160+ free drinks from Biggby Coffee redeemed, sponsored by Milwaukee Downtown (\$1,600 value)
- Two “Defying Gravity” performances by Ice Theatre MKE
- Free Wicked-themed face-painting by 42ndartist Entertainment



BIG TRUCK DAY 2025

- May 17, 11 AM – 2 PM at Red Arrow Park
- Sponsored by Brooks Tractor, RNOW Inc., Truck Country, Monroe Trucking, Kriete Truck Center, Henderson, and Casper's Truck Equipment
- Estimated 4,350 guests
- 74% increase in parking redeemed
- Expanded footprint for more trucks!
- Trucks & equipment: Front-end loader, road patcher, street sweeper, grapple saw, plow truck, trackless skid steer, mounted horse patrol, BearCat tactical enforcement vehicle, bomb squad command post, fire engine, Survive Alive House, MCTS bus, MPL outreach vehicle



BIG TRUCK DAY 2025

- Activities: Arts & crafts with AWE, free face-painting, bubble playtime, recycling activity, book sale, plant sale, lawn games, Hero Pup photo ops, food truck park
- Giveaways: 1,000 child-sized construction hats, 1,000 construction-themed goodie bags





HEART(BEATS) OF THE CITY powered by MGIC

- Fourth annual summertime series of 13 concerts, held Wednesdays at Red Arrow Park June-September
- 59 food truck slots accommodated lunchtime diners all season-long
- Featured giveaways including Biggby Coffee gift cards, beach balls, sunglasses, tote bags and more
- Performers included Eddie Butts Band, Listening Party, Charambo Latin Jazz, The Midnight Purchase, Jenny Thiel Group, Horizon – Navy Band Great Lakes, Jon Hintz & Friends, Rob Knapp and the Soul Patrol, Kal Bergendahl Project, Roots Renegades, Rhythm Kings and Donna Woodall Group



PNC presents TUNES@NOON

- Seventh annual lunchtime concert series of 12 concerts at the 411 East Wisconsin Center's outdoor courtyard, held Thursdays June-August
- Introduced weekly food trucks and monthly food features by Davians at 411
- Featured giveaways including Milwaukee swag and gift cards
- Paid social campaign aimed at Downtown workforce
- Performers included Frogwater, Roxie Beane, Jorge Vallentine, Jay Matthes, Kal Bergendahl Trio, Jon Hintz, Darryl Armistead, Jenny Thiel Group, Mighty Ms. Erica, El Sebas, Montage and Van Isaacson





LANDMARK LIGHTING

- Organized more than 25 landmark lighting initiatives, including for the Brewers' postseason run, Milwaukee Theater Week, Domestic Violence Awareness, Bucks Home Opener, Transgender Day of Remembrance, Milwaukee Holiday Lights Festival, Bob Uecker Memorial, Pride Month, and more holidays and events
- 25+ properties opted in to support Landmark Lighting initiatives

GIRLS WHO WALK MKE

- Led two walks around Downtown in partnership with Girls Who Walk
- Public art walk – 11/17, 3-mile walk past more than 30 public art works, 85+ attendees
- Skywalk walk – 2/19, 1.5-mile walk in the skywalks beginning and ending at Chase Tower, 50+ attendees



MATT DORNER

CEO: ECONOMIC DEVELOPMENT UPDATES

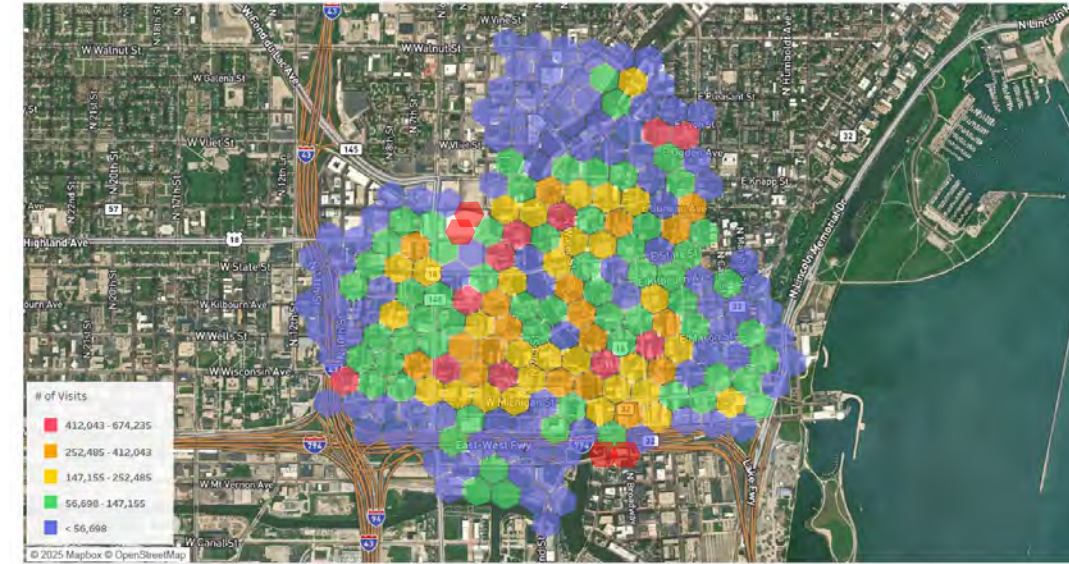


MARKET DATA

- Value of Downtown's report complete, summary presentation created for 2024 Annual Meeting
 - Featured in Milwaukee Business Journal on Oct. 11
- Placer.ai – data tool
 - Tracks downtown activity for various user groups
 - Downtown demographics, trade area analysis, visitor journey reports
- Downtown Attraction & Recruitment Pitch Deck updated multiple times throughout the year



Business Improvement District #21 Boundary Milwaukee, WI



Delivery Date: 02 Apr 2025

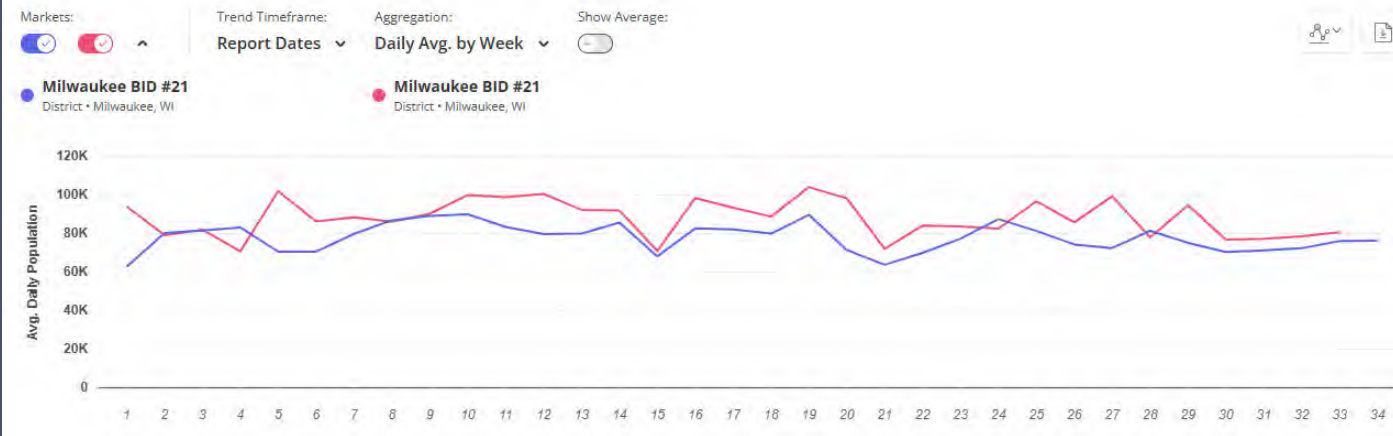
Audience Filter: Visitor

MARKET DATA

Measuring Downtown Activity

Using Placer.ai to track January through August 2019 compared to 2025, the number of Employees, Residents, and Visitors in BID #21 is trending to equal, signaling a full activity recovery in Downtown Milwaukee!

Daily Population Trend ?



Heat Maps Track Downtown's Density

Hotspots include:

- Deer District & Old World Third Entertainment District
- Water & Wisconsin/Juneau intersection
- Milwaukee & Mason/Pfister/Jefferson Street
- Wisconsin Center District properties
- East Pointe Marketplace

DOWNTOWN IS EXPERIENCING UNPRECEDENTED INVESTMENT

Downtown Milwaukee is the economic hub of Southeastern Wisconsin. Since 2015, over \$5.4 billion has been invested in completed private and public projects. Meanwhile, more than \$3.6 billion is currently under construction or proposed to start soon, spurring significant momentum that reinforces Downtown as the vibrant economic center of Wisconsin.

This development adds to the more than \$2 billion invested between 2005 and 2015. The Downtown Area Investment map showcases where unprecedented growth is occurring.

Download the Greater Downtown Area Investment Map at www.MilwaukeeDowntown.com



\$5.4 Billion +
COMPLETED PROJECTS SINCE 2015



\$3.6 Billion +
UNDER CONSTRUCTION OR PROPOSED



Photo Courtesy of Nate Vorhof

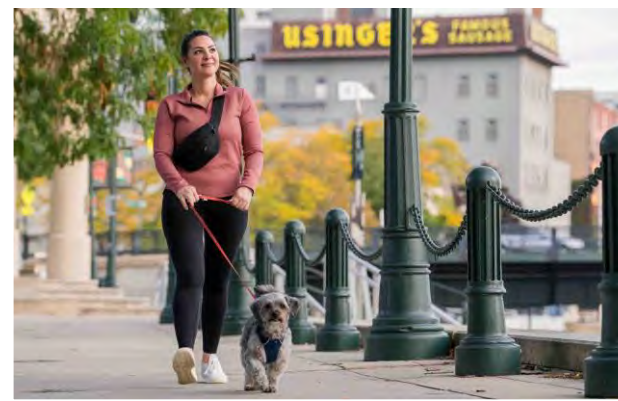


Photo Courtesy of VISIT Milwaukee

BY THE NUMBERS

THE GREATER DOWNTOWN AREA IS IN ONE OF ITS GREATEST GROWTH PERIODS, ADDING RECORD INVESTMENT SINCE 2010:

- **21.2%** population growth since 2010, up to 42,275+ residents
- **4.7+** million SF of new/renovated office space
- **90,700+** estimated total jobs downtown
 - 7,800+ new employees located or announced plans to grow downtown since 2020
 - 31% of all jobs within the City of Milwaukee are located Downtown
- **2,950+** new hotel rooms
 - Hilton Tempo and the Moxy expected to start in 2025
- **11,000+** new housing units with 11% being non-market rate units
 - 900+ additional housing units under construction with more in the pipeline



RECORD RECRUITMENT & EXPANSION SUCCESS

7,800+ new jobs have located or announced plans to grow employment in downtown Milwaukee since 2020 alone!

BizTimes Industries Ideas People Companies Data Stocks Magazines Events Submit Subscribe Advertise About

Milwaukee employers say new downtown offices have bolstered their recruitment efforts

Northwestern Mutual plans \$500 million upgrade to its HQ, will bring 2,000 Franklin employees downtown

Company will transform North Office Building at Milwaukee campus

By Andrew Weiland - Feb 2, 2023 7:15 am

Share     



Investment firm will move 300 employees from Menomonee Falls to the Third Ward

By Hunter Targis - Jan 17, 2024 9:28 am

Share     



Fiserv moving headquarters to downtown Milwaukee from Brookfield. 800 jobs are involved.

Tom Daykin
Milwaukee Journal Sentinel

Published 8:21 a.m. CT Oct. 27, 2022 | Updated 8:36 p.m. CT Oct. 27, 2022

Share   



Potawatomi Business Development Corp. opening downtown office

Advertise About

Veolia North America hosts grand opening of new downtown Milwaukee office

CEO teases future growth

By Ashley Smart
Sep 6, 2024 10:58 am

Share     



Downtown lands another corporate headquarters. Enerpac moving from Menomonee Falls

Tom Daykin
Milwaukee Journal Sentinel

Published 8:55 a.m. CT Feb. 21, 2024

Share   



Global technology firm opening downtown Milwaukee office

Share       



Staffing firm MARS Solutions Group moving HQ to downtown Milwaukee

By Hunter Targis
Oct 15, 2024 11:00 am

Share    



Milwaukee Tool to expand corporate offices to downtown Milwaukee, add up to 2,000 jobs

Share    



A 2015 photo of Assurant Health's former downtown Milwaukee offices
LEE MATZ

SoftwareONE to move U.S. HQ from Waukesha County to Milwaukee's Third Ward

By Ashley Smart - Apr 15, 2022 12:17 pm

Share     



BUSINESS EXECUTIVES TESTIMONIAL CAMPAIGN UNDERWAY – RADIO & TV

- Mayor Johnson, City of Milwaukee
- Bob Hau, Fiserv
- Mary Ellen Stanek, BAIRD
- Rashi Arora Khosla, MARS Solutions Group
- Omar Shaikh, Carnevor & 3rd Street Market Hall
- Al Orr, Reinhart
- Peggy Williams Smith, Visit Milwaukee
- Saj Thachenkary, MSOE
- Matt Dorner, Milwaukee Downtown
- Paul Sternlieb, Enerpac Tool Group
- Jim Popp, Johnson Financial Group
- Tim Mattke, MGIC
- Susan Lovern, von Briesen & Roper
- Grady Crosby, Northwestern Mutual



Downtown Business Executives Applaud Downtown's Value

Milwaukee business leaders agree that Downtown is a great place to do business and attract talent. From the synergies that exist among neighboring companies and organizations to the unparalleled amenities and emerging pool of talent fed by nearby universities, Downtown Milwaukee is where business gets done. Plus, with more than \$27 billion in completed and recently announced investments since 2010, it's no wonder that Downtown's growth is outpacing peer cities of its size.



"HNTB, much like Downtown Milwaukee, is on an accelerated growth track. The opportunities in Downtown Milwaukee are endless and it continues to be a tremendous location for retaining and attracting talent."

— Ashley Booth
Wisconsin Office Leader & Vice President,
HNTB



"We came back to our roots when we relocated our national central offices to the heart of Downtown Milwaukee. Being Downtown has strengthened Herzing University's ties and involvement with business, healthcare and educational communities. I love working Downtown and our team members nationally love visiting us here."

— Renee Herzing
President, Herzing University



"Our office is not just a physical space; it's a reflection of our deep-rooted commitment to the community we call home. We consider it a privilege to be woven into the fabric of Milwaukee through our work, and we embrace the vibrant energy that permeates Downtown."

— John Kistinger
President & CEO, Colliers



"Colliers Wisconsin is in the business of finding companies the right home. When it came to our own space, we decided Downtown Milwaukee was the place to be. Downtown has the amenities, activity and access to talent that has propelled our growth for the last 10 years."

— Lyle Landowski
President & CEO, Colliers Wisconsin



"MGIC has been committed to Downtown Milwaukee since our founding in 1957. The amenities that surround our home office are unmatched. Our Downtown is a vibrant work environment that aligns with our top-workplace culture and our commitment to a thriving local community."

— Tim Mattke
CEO, MGIC



"We make it a point to invest in and support the communities we serve. Our flagship location at the top of Cathedral Place is a perfect example of that commitment. Our associates love the energy, activities and the connections they're able to make by being Downtown. It's a great time to be in the city of Milwaukee."

— Jim Popp
President & CEO, Johnson Financial Group



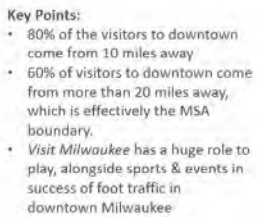
"Baird has been invested in the vitality of Downtown Milwaukee for over a century. As one of Downtown's largest employers, we believe in supporting the communities we serve. We're proud to call Downtown our home and even prouder to elevate our city's world-class amenities with a new convention center."

— Mary Ellen Stanek
President of Baird Securities and
Co-Head of Investment Officer of
Baird Advisory, Baird

- # Downtown Milwaukee
- ## Phase 1: Retail Assessment

Retail, Services, Food & Nightlife + Key Downtown Districts

Trade Area Coverage by Distance



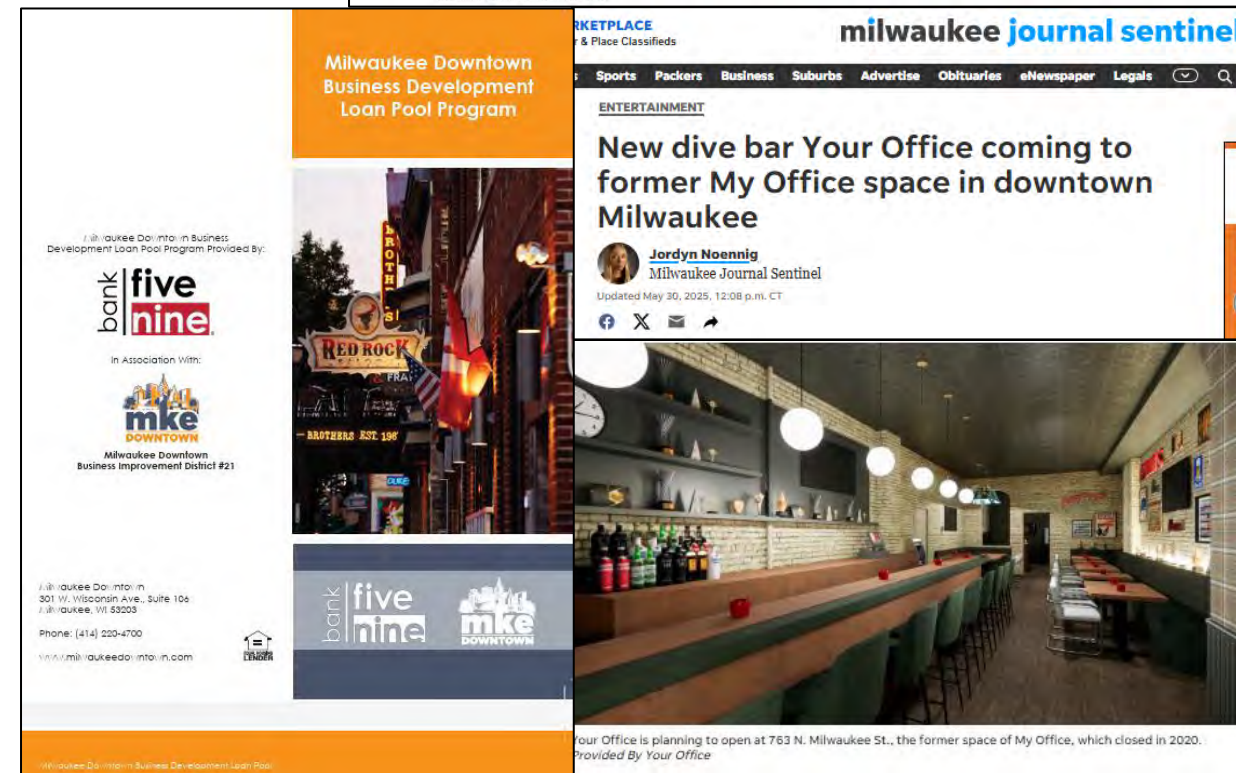
NEW BUSINESS/ INVESTMENT SUPPORT

- Skywalk/Riverwalk tours for Fiserv employees
- Engaged with Enerpac for employee relocation support
- Attended Veolia, Enerpac and more Downtown office opening celebrations
- Multiple investor, developer, business tours provided



TOOLBOX: GO-TO RESOURCE FOR BUSINESS INCENTIVES

- Business Development Loan Pool (BDLP)
 - \$240,000 in BDLP loans to support \$8+ million in storefront and business reinvestment
- Connector for City and other incentives





PUBLIC SPACE PROJECTS

- Downtown Milwaukee Dog Park
 - Groundbreaking in September 2024 and opened in August 2025
 - OnMilwaukee's "Top 5 Projects to Watch in 2025" and multiple other media mentions
 - \$580,000+ in earned media over the past year
 - New sponsorship recognition with more opportunities
- Red Arrow Park Design & Community Engagement Consultant Selected
 - TKWA, Olin, and P3 selected as design and community engagement consultants to lead redesign alternatives
 - Expected completion in Summer 2026
- Active Streets for Businesses returned for the 6th year
- Led Taylor's sidewalk expansion as part of Wells Street reconstruction
- Participant in workshops for Water Street, Michigan Street and Kilbourn Avenue improvements

DOWNTOWN DOG PARK GROUNDBREAKING CELEBRATION SEPTEMBER 5, 2024



Downtown, city of Milwaukee and state transportation officials speak in front of supporters at the official groundbreaking for a 22,000-square-foot dog park in the city's downtown. (Staff photo by Ethan Duran)

Construction begins on downtown dog park in Milwaukee

THE BUSINESS JOURNALS | Select a City ▾
MILWAUKEE BUSINESS JOURNAL | BEST PLACES TO WORK: Go behind the scenes with these rockstar companies >



FOX6 LIVE News Weather Sports WakeUp Real MKE Contests More

Milwaukee dog park groundbreaking; fenced space for pups of all sizes

By April Preciado and FOX6 News Digital Team | Published September 5, 2024 4:27pm CDT | Milwaukee | FOX6 News Milwaukee



Milwaukee dog park groundbreaking
It is a project that downtown Milwaukee has been waiting for a dog park. The groundbreaking ceremony was held Thursday afternoon. Sept 5

BEFORE



AFTER





Support Downtown's
First Dog Park!



www.MKEDogPark.com



PAWS of FAME



THANK YOU TO OUR COMMUNITY PARTNERS:

State of Wisconsin Department of Transportation
City of Milwaukee
Milwaukee County
Federal Highway Administration
Milwaukee Development Corporation



Behl/Janasik
Family

UNDER CLYBOURN STREET BRIDGE RIVERWALK CONNECTION

To enhance connectivity and create safe walkways, BID #21 is project managing a 100+ foot extension under the Clybourn Street bridge that will connect to the existing Riverwalk by Regal Rexnord and new Riverwalk extension at the dog park.



RED ARROW PARK REDESIGN

Request for Qualifications (RFQ) released in Fall 2024

RFQ packages were due in October

Stakeholder Committee Currently Reviewing Proposals & Interviewing Consultants

Contract Execution Kick-off Meeting: May 20, 2025

Community Engagement, stakeholder outreach, alternative generation, adoption of preferred concept

Fall 2024

October 2024

Nov – Jan.

May 2025

Summer 2025 - 2026



Red Arrow Park Improvements

Work Session #1.0 - Meeting Summary
May 20, 2025



HOME MUSIC CITY LIFE FOOD/DRINK COMEDY FILM ARTS SPG

FACEBOOK TWITTER



Red Arrow Park, 2022

TKWA and OLIN team selected to lead design recommendations for future Red Arrow Park improvements



ADVOCACY & COLLABORATION

- The Madison + Milwaukee Downtown Exchange
- Advocacy for e-scooters, historic tax credits, tax increment finance, workforce housing support, 6th Street and other infrastructure projects
- Red Arrow Park RFQ and Marcus Center parking garage RFP promotion
- Advocate for Nighttime Economy Office
- CARW, Marquette Real Estate Days and NAIOP Participation



DOWNTOWN EVENT PARTICIPATION

- CARW Market Event
- CARW Retail Conference
- CARW Next Gen Economic Development Session
- Wisconsin Downtown Action Council Summit
- Jacksonville Leadership Retreat
- Planning Louisville Business Executive Retreat

DRAFT AGENDA		
 Event : WDAC Downtown Summit 2025 Dates : May 20-22, 2025 Location : Beloit, WI Building for the Future: Hitting It Out of the Park Showcasing how strategic downtown redevelopment can lead to a thriving future.		
May 20, 2025	<i>The Powerhouse Beloit College</i> <i>ABC Supply Stadium</i>	12:00 PM Registration 12:30 PM Welcome from WDAC Board President & Lunch 1:00 PM Best Practices for Managing Homelessness 2:00 PM Ironworks or Downtown Living Tours (2-4p) 5:00 PM Welcome Reception (Dinner & Drinks) 5:30 PM ABC Supply Development Session 6:05 PM Beloit Sky Carp Game
May 21, 2025	<i>The Powerhouse Beloit College</i>	7:30 AM Registration and Breakfast 8:00 AM Welcome to Beloit! 8:15 AM WEDC 8:45 AM Wisconsin Technical Assistant Referral Tool 9:15 AM The Creative Economy 10:00 AM Placer.ai and Downtown Gap Analysis 10:45 AM Exhibitor Presentations/Fair 11:30 AM Lunch and Fireside Chat 12:30 PM State of Downtowns Panel 1:30 PM Historic Preservation or Events Breakout 2:45 PM Market Toolbox or Demolition Impact Breakout 4:00 PM Beloit Business Bout (4-6p) 6:30 PM Dine Arounds
May 22, 2025	<i>Visit Beloit</i>	8:00 AM Breakfast and Networking 8:30 AM Marketing and Hospitality Panel 9:15 AM Interactive Downtown Workshop 11:15 AM 2026 Summit Announcement and Closing 12:00 PM WDAC/WEDA Academy (12-3p)
Thank you to Visit Beloit, our 2025 Summit Host!		



Exploring Milwaukee & Madison Markets
Challenges, Opportunities, and Collaboration

Wednesday, April 16th

Sponsored by:

Presented in collaboration by:

Wisconsin Retail Conference



Wednesday, April 30th, 2025
Hyatt Regency Milwaukee

REAL RESULTS

Hello Milwaukee Downtown-ers,

2025 has arrived and with it came some major milestones. In January, we announced leadership changes within our organization. For those unaware, our long-admired CEO Beth Weirick will be stepping down at the end of June. Milwaukee Downtown's Board of Directors has tapped me as the organization's next leader.



I am truly honored and humbled by this opportunity. Beth has been a tremendous leader and mentor. Her community is profound. While she leaves so much, I am poised to carry out the solid course she has set for the organization to ensure its continued success.

Speaking of continued success and growth, a major priority of the Connecting MKE: Downtown is to enhance the connectivity, vibrancy, and inclusion of the community. Recently, Milwaukee Downtown, along with Milwaukee County, named the consultant team for Red Arrow Park. The team was selected to enhance the connectivity, vibrancy, and inclusion of the community.

Plus, we have updates on the MKE Dog Park which opens next month.

Thanks for reading!

Matt Dorner

Matt Dorner
Economic Development Director
mdorner@milwaukeedowntown.com
Follow us on X | @RealResultsMKE

DOWNTOWN MILWAUKEE DOG PARK



DOWNTOWN MILWAUKEE DOG PARK
— GRAND OPENING —
WEDNESDAY, AUGUST 20TH @ 3PM
103 W. CLYBOURN STREET



WE LOOK FORWARD TO CELEBRATING THE OPENING OF DOWNTOWN'S FIRST DOG PARK AS PART OF THE 20TH ANNUAL DOWNTOWN EMPLOYEE APPRECIATION WEEK

COMMUNICATION TOOLS

- Published Real Results e-newsletters
 - 50% open rate, 2,300+ subscribers
- Promoted economic development news through @RealResultsMKE Twitter/X handle
 - 1,300+ followers
- Managed MKE Dog Park social media, blog posts and newsletters

IDA EXECUTIVE LEADERSHIP RETREAT

Thank you for the opportunity to attend and be part of the
2025 IDA Executive Leadership Retreat Cohort



2025 IDA Executive Leadership Retreat
February 24-27 | Phoenix, Arizona

Facilitated By:

The PEAK Fleet

Creating an engaged workforce that thrives together

PEAK Values® = Persistence | Empathy | Authenticity | Kindness



**INSPIRED LEADERS
SHAPING CITIES**



LOOKING AHEAD





2026 INITIATIVES

- Continued focus on quality-of-life initiatives, including crime reduction and public safety
- Allocation of resources to advance recommendations from the Connec+ing MKE: Downtown Plan 2040
- Fundraising for Community Prosecutor and Homeless Outreach Coordinator positions
- Activation of public spaces
 - Exploration of the creation of a public space management organization
- Continued positioning of Downtown Milwaukee as an attractive place to do business and to work
- Continued focus on a strong Downtown campaign supporting arts, culture, entertainment and sports
- Continued support and advocacy of our vital and growing nighttime economy
- Embrace and implement the mission, vision, goals and “Big Moves” of the organization’s five-year strategic plan

**MOTION NEEDED:
TO OPEN THE PUBLIC HEARING**

PUBLIC HEARING OF THE YEAR TWENTY-NINE OPERATING PLAN

- Operating Plan Highlights
 - Budget
 - Discussion and Public Comment
-

**MOTION NEEDED:
TO CLOSE THE PUBLIC HEARING**





DEBORAH TOMCZYK

LEGAL COUNSEL, REINHART BOERNER VAN DEUREN S.C.

2026 SUMMARY OF CHANGES



Summary of Changes in 2026 Operating Plan

Section III(B) (Page 3)

- Noted BID 21 staff changes and new COO managing contracts, new director of communications, change to program and placemaking manager.

Section III(B)(1) (Page 5)

- Noted that PSAs report not only security issues to MPD but also maintenance issues to DPW.

Section III(B)(2) (Page 6)

- Noted that CSAs will provide more staffing for special events.

Section III(B)(3) (Page 8)

- Noted that holiday lights occur in Red Arrow Park as well as Pere Marquette, Zeidler and Cathedral Square.

Section III(C) (Pages 9-10)

- Updated budget and assessment information.

Section III(D)(2) (Pages 11, 12)

- Updated board categories. (East Town and Westown slots.)

Appendix D

- Updated budget; mill rate is currently \$1.51 per \$1,000 of assessable value.

2026 BUDGET



- The 2026 Budget increase is only 2.2% from the 2025 Budget, which is the lowest increase in the most recent 5-year period.
- Total BID #21 Assessable Property Value increased by \$236,667,947 (7%) since last year.
- The result is a BID #21 forecasted Mill Rate of \$1.51. Over the last 5 years, the Mill Rate has ranged from \$1.64 to \$1.47, averaging \$1.53.



2026 OPERATING PLAN - BUDGET

INCOME

BID #21 Assessments	5,060,229
---------------------	-----------

Contributions, grants, and other income*	85,000
--	--------

TOTAL INCOME	5,145,229
---------------------	------------------

EXPENSES

Core Services

Public Service Ambassador Program	1,014,085
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Clean Sweep Ambassador Program	884,000
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Street beautification/ Landscaping	451,865
------------------------------------	---------

Graffiti Removal	5,000
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2,354,950	46%
-----------	-----

Communication, Events & Marketing/ Business Retention & Recruitment/ Economic Development/ Public Space Initiatives/ Homeless Outreach	2,533,081	49%
--	-----------	-----

Administrative and Fundraising	257,198	5%
--------------------------------	---------	----

TOTAL EXPENSES	5,145,229
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MOTION NEEDED TO:

Approve the Year Twenty-Nine
2026 Milwaukee Downtown,
Business Improvement District #21
Operating Plan and Budget.





THANK YOU!

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MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2024
(With Summarized Totals for the Year Ended December 31, 2023)

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE

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Independent Auditor's Report

Board of Directors
Milwaukee Downtown Business Improvement District No. 21 and Affiliate

Opinion

We have audited the accompanying combined financial statements of Milwaukee Downtown Business Improvement District No. 21 and Affiliate (a nonprofit organization) which comprise the combined statement of financial position as of December 31, 2024, and the related combined statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the combined financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Milwaukee Downtown Business Improvement District No. 21 and Affiliate as of December 31, 2024, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Milwaukee Downtown Business Improvement District No. 21 and Affiliate and to meet other ethical responsibilities in accordance with the ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Milwaukee Downtown Business Improvement District No. 21 and Affiliate's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

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Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and, therefore, is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Milwaukee Downtown Business Improvement District No. 21 and Affiliate's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Milwaukee Downtown Business Improvement District No. 21 and Affiliate's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

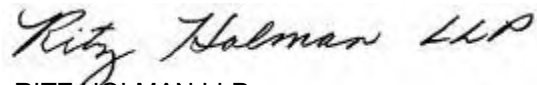
Report on Summarized Comparative Information

We have previously audited Milwaukee Downtown Business Improvement District No. 21 and Affiliate's December 31, 2023, financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated July 22, 2024. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2023, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Board of Directors
Milwaukee Downtown Business Improvement District No. 21 and Affiliate

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The combined schedule of activities by organization and combined schedule of functional revenue and expenses without donor restrictions are presented for purposes of additional analysis and is are not a required part of the basic financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the basic financial statements. The information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the basic financial statements as a whole.



RITZ HOLMAN LLP
Certified Public Accountants

Milwaukee, Wisconsin
September 15, 2025

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2024
(With Summarized Totals for December 31, 2023)

ASSETS	2024	2023
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 2,081,766	\$ 2,522,186
Accounts Receivable	72,359	8,101
Pledges Receivable	131,750	136,500
Due From Run PKG	929,107	34,000
Prepaid Expenses	24,703	36,952
Inventory	106,195	97,261
Total Current Assets	<u>\$ 3,345,880</u>	<u>\$ 2,835,000</u>
FIXED ASSETS		
Holiday Light Fixtures	\$ 786,265	\$ 476,956
Clean Sweep Equipment	275,951	231,103
Equipment	230,164	228,580
Leasehold Improvements	17,766	17,766
Asset in Progress	8,757	144,178
Intangible Assets - Website	68,240	68,240
Total Fixed Assets	<u>\$ 1,387,143</u>	<u>\$ 1,166,823</u>
Less: Accumulated Depreciation	(500,305)	(608,068)
Less: Accumulated Amortization	(65,419)	(63,680)
Net Fixed Assets	<u>\$ 821,419</u>	<u>\$ 495,075</u>
LEASES		
Right-of-Use Asset - Operating, Net of Amortization	\$ 258,038	\$ 305,533
Right-of-Use Asset - Financing, Net of Amortization	13,200	1,323
Total Lease Assets	<u>\$ 271,238</u>	<u>\$ 306,856</u>
OTHER ASSETS		
Pledges Receivable	\$ 259,771	\$ 312,782
Less Current Portion of Pledges Receivable	(131,750)	(136,500)
Investments	512,940	502,337
Total Other Assets	<u>\$ 640,961</u>	<u>\$ 678,619</u>
TOTAL ASSETS	<u><u>\$ 5,079,498</u></u>	<u><u>\$ 4,315,550</u></u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$ 620,258	\$ 236,988
Current Portion of Long-Term Liabilities	68,138	63,880
Total Current Liabilities	<u>\$ 688,396</u>	<u>\$ 300,868</u>
LONG-TERM LIABILITIES		
Finance Lease Liability	\$ 13,329	\$ 1,201
Operating Lease Liability	267,382	313,508
Assessment Settlement Liability	20,983	37,650
Less: Current Portion of Long-Term Liabilities	(68,138)	(63,880)
Total Long-Term Liabilities	<u>\$ 233,556</u>	<u>\$ 288,479</u>
Total Liabilities	<u>\$ 921,952</u>	<u>\$ 589,347</u>
NET ASSETS		
Without Donor Restrictions		
Operating	\$ 2,580,896	\$ 2,041,034
Board Designated	348,084	575,737
Total Net Assets Without Donor Restrictions	<u>\$ 2,928,980</u>	<u>\$ 2,616,771</u>
With Donor Restrictions	1,228,566	1,109,432
Total Net Assets	<u>\$ 4,157,546</u>	<u>\$ 3,726,203</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 5,079,498</u></u>	<u><u>\$ 4,315,550</u></u>

The accompanying notes are an integral part of these financial statements.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2024
(With Summarized Totals for the Year Ended December 31, 2023)

	Without Donor Restrictions	With Donor Restrictions	2024 Total	2023 Total
REVENUE				
Assessment Income	\$ 4,666,351	\$ ---	\$ 4,666,351	\$ 4,417,873
Contributions	209,047	321,453	530,500	593,440
Special Events Income	58,109	---	58,109	57,177
Key to Change	702	---	702	2,330
Government Grants	96,699	---	96,699	80,099
In-Kind Revenue	67,905	---	67,905	93,764
Investment Return	180,627	---	180,627	172,234
Ornament and Merchandise Sales	10,270	---	10,270	10,670
Insurance Proceeds	---	---	---	6,680
Loss on Disposal of Asset	(2,210)	---	(2,210)	---
Miscellaneous Income	5,728	---	5,728	2,880
Net Assets Released from Restrictions	202,319	(202,319)	---	---
Total Revenue	<u>\$ 5,495,547</u>	<u>\$ 119,134</u>	<u>\$ 5,614,681</u>	<u>\$ 5,437,147</u>
EXPENSES				
Program	\$ 4,779,801	\$ ---	\$ 4,779,801	\$ 4,718,897
General and Administrative	295,162	---	295,162	360,665
Fundraising	108,375	---	108,375	76,974
Total Expenses	<u>\$ 5,183,338</u>	<u>\$ ---</u>	<u>\$ 5,183,338</u>	<u>\$ 5,156,536</u>
 CHANGE IN NET ASSETS	 \$ 312,209	 \$ 119,134	 \$ 431,343	 \$ 280,611
Net Assets at Beginning of Year	<u>2,616,771</u>	<u>1,109,432</u>	<u>3,726,203</u>	<u>3,445,592</u>
 NET ASSETS AT END OF YEAR	 <u>\$ 2,928,980</u>	 <u>\$ 1,228,566</u>	 <u>\$ 4,157,546</u>	 <u>\$ 3,726,203</u>

The accompanying notes are an integral part of these financial statements.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2024
(With Summarized Totals for the Year Ended December 31, 2023)

EXPENSES	Program	General and Administrative	Fundraising	2024 Total	2023 Total
Salaries and Wages	\$ 490,506	\$ 97,528	\$ 48,769	\$ 636,803	\$ 594,194
Contract Services -					
Public Service Ambassadors	904,449	---	---	904,449	832,639
Clean Sweep Ambassadors	773,907	---	---	773,907	684,682
Planter Maintenance	385,627	---	---	385,627	380,938
Other Program Services	596,613	---	36,000	632,613	854,885
Employee Benefits	119,408	20,486	6,555	146,449	146,050
Payroll Taxes	35,331	4,611	1,476	41,418	38,333
Postage and Shipping	3,511	213	113	3,837	4,346
Occupancy	40,173	7,826	4,174	52,173	52,173
Utilities	21,050	2,038	1,087	24,175	21,078
Equipment Rental and Maintenance	57,081	---	---	57,081	40,412
Insurance	14,924	7,884	1,551	24,359	23,596
Depreciation and Amortization	57,706	15,425	---	73,131	77,411
Personal Property Tax	---	---	---	---	6,406
Event Entertainment	55,561	---	---	55,561	99,425
Event Decoration	52,121	---	---	52,121	40,673
Food and Beverages	82,483	---	---	82,483	76,652
Supplies	88,921	3,560	1,059	93,540	145,248
Accounting Fees	2,000	82,190	---	84,190	81,102
Legal Fees	46,448	40,135	4,460	91,043	44,427
Dues, Licenses and Permits	45,379	4,617	1,521	51,517	46,398
Bank Charges	9,840	133	---	9,973	9,024
Cost of Goods Sold	7,009	---	---	7,009	11,661
Assessment Settlement Expense	---	---	---	---	39,304
Advertising and Marketing	605,009	---	---	605,009	552,777
Grants to Others	177,166	---	---	177,166	159,699
Information Technology	46,797	3,156	---	49,953	32,044
Awards and Promotions	25,820	867	---	26,687	15,097
Bad Debt Expense	2,725	---	---	2,725	1,435
Travel	29,057	3,869	1,610	34,536	42,324
Interest	225	---	---	225	39
Miscellaneous	2,954	624	---	3,578	2,064
TOTALS	\$ 4,779,801	\$ 295,162	\$ 108,375	\$ 5,183,338	\$ 5,156,536

The accompanying notes are an integral part of these financial statements.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2024
(With Summarized Totals for the Year Ended December 31, 2023)

	<u>2024</u>	<u>2023</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ 431,343	\$ 280,611
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities		
Depreciation and Amortization	73,131	77,411
Unrealized (Gain) Loss on Investments	8,647	(4,999)
Donated Stock	(5,588)	(7,695)
Loss on Disposal of Fixed Assets	2,210	---
(Increase) Decrease in Accounts Receivable	(64,258)	425,879
(Increase) Decrease in Pledges Receivable	53,011	(45,648)
(Increase) Decrease in Due From Run PKG	(895,107)	(34,000)
(Increase) Decrease in Prepaid Expenses	12,249	(17,712)
(Increase) Decrease in Deposits	---	37,500
(Increase) Decrease in Inventory	(8,934)	(4,837)
(Increase) Decrease in Operating Lease Right-of-Use Asset	47,495	46,780
Increase (Decrease) in Accounts Payable	142,227	(567,601)
Increase (Decrease) in Operating Lease Liability	(46,126)	(44,154)
Increase (Decrease) in Assessment Settlement Liability	(16,667)	(16,667)
Net Cash (Used) Provided by Operating Activities	<u>\$ (266,367)</u>	<u>\$ 124,868</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from Sale of Investments	\$ 5,846	\$ 7,695
Purchases of Investments	(19,508)	(18,464)
Purchase of Fixed Assets	<u>(158,235)</u>	<u>(155,367)</u>
Net Cash Used by Investing Activities	<u>\$ (171,897)</u>	<u>\$ (166,136)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Payments on Finance Lease	<u>\$ (2,156)</u>	<u>\$ (3,089)</u>
Net Cash Used by Financing Activities	<u>\$ (2,156)</u>	<u>\$ (3,089)</u>
Net Decrease in Cash and Cash Equivalents	\$ (440,420)	\$ (44,357)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	<u>2,522,186</u>	<u>2,566,543</u>
CASH AND CASH EQUIVALENTS AT END OF YEAR	<u><u>\$ 2,081,766</u></u>	<u><u>\$ 2,522,186</u></u>
SUPPLEMENTAL DISCLOSURE OF CASH FLOW INFORMATION		
Donated Stock	\$ 5,588	\$ 7,695
Interest Expense	225	39
Right-of-Use Assets Received in Exchange for New Finance Lease Liabilities	14,340	---

The accompanying notes are an integral part of these financial statements.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024**

NOTE A - Summary of Significant Accounting Policies

Organization

The Milwaukee Downtown Business Improvement District No. 21 (MDBID) (the "Organization") was created by the Common Council of the City of Milwaukee pursuant to Wisconsin Statutes. The mission of MDBID is to lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative, and vibrant heart of the community.

Milwaukee Downtown Business Improvement District No. 21 is exempt from tax as an affiliate of a governmental unit under Section 501(a) of the Internal Revenue Code.

Combined Financial Statements

The combined financial statements include the accounts of Milwaukee Downtown Business Improvement District No. 21 and Milwaukee Downtown, Inc. (MDI). MDI is incorporated as a nonprofit organization exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code. The Organization is not classified as a private foundation. MDI's board of directors is appointed by MDBID. All significant intercompany transactions and accounts are eliminated.

Accounting Method

The financial statements of Milwaukee Downtown Business Improvement District No. 21 and Affiliate have been prepared on the accrual basis of accounting.

Basis of Presentation

The Organization reports information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions.

At December 31, 2024, the Organization had \$1,228,566 of net assets with time and purpose donor restrictions.

Cash and Cash Equivalents

For purposes of the statement of cash flows, cash and cash equivalents include all highly liquid debt instruments with original maturities of three months or less.

Accounts Receivable and Credit Losses

Accounts receivable on trade and other receivables are stated at unpaid balances, less an allowance for credit losses. The expected credit losses are updated by management at each reporting date to reflect changes in credit risk since the financial instrument was initially recognized. The expected credit losses on trade or other receivables are estimated based on historical credit loss experience, aging analysis, and management's assessment of current conditions and reasonable and supportable expectations of future conditions. The Organization assesses collectability by pooling receivables where similar characteristics exist and evaluates receivables individually when specific customer balances no longer share those risk characteristics and are considered at risk or uncollectible. Accounts receivable balances are charged off against the allowance for credit losses after recovery efforts have ceased. The expense associated with the allowance for expected credit losses is recognized in bad debts expense. As of December 31, 2024, accounts receivable are expected to be collected in full; therefore, no allowance for credit losses has been recorded.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024**

NOTE A - Summary of Significant Accounting Policies (continued)

Pledges and Grants Receivable

Pledges and grants receivable are recorded at net realizable value if they are due in less than one year from the statement of financial position date. Net realizable value is the undiscounted expected future cash flows that will be received and is considered a reasonable estimate for fair value. If pledges and grants receivable are expected to be collected in more than one year, they are initially recorded at fair value using present value techniques incorporating risk-adjusted discount rates designed to reflect the assumptions market participants would use in pricing the asset. In subsequent years, amortization of discounts is included in contribution revenue in the statement of activities. If the Organization's expectation of the ability to collect receivables changes, an allowance for uncollectible accounts is recognized in the period in which the expectation changes. The Organization determines the allowance for uncollectible accounts based on historical experience, an assessment of economic conditions and review of subsequent receipts. As of December 31, 2024, pledges and grants receivable are considered fully collectible; therefore, no allowance for uncollectible accounts has been recorded.

Contributions and Grant Revenue

Contributions received and unconditional promises to give are measured at fair value and are reported as increases in net assets. Contributions are considered available for the Organization's general operations and included in net assets without donor restrictions unless specifically restricted by a donor. A restricted contribution is reported in revenue and net assets without donor restrictions when the restriction is met within the same reporting period as the contribution is received. Contributions received restricted for a purpose not yet met or to support a future period are included in net assets with donor restrictions. When a donor restriction from a prior year expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions. Conditional contributions are not recognized as revenue until they become unconditional. A conditional contribution is one that has both a barrier that must be overcome and an agreement requiring advance payment to be returned or future payment not to be obligated if the barrier is not overcome.

Net assets restricted for acquisition of building or equipment are reported as net assets with donor restrictions until the specified asset is placed in service when the net assets are released to net assets without donor restrictions.

When a donor requires the investment of a contribution and restricts the use of investment income, the investment income is reported as net assets with donor restrictions until appropriated for the designated time or use when the net assets are released to net assets without donor restrictions.

Contributions of assets other than cash are recorded at their estimated fair value at the date of the gift. Donated services are recognized as contributions if the services create or enhance nonfinancial assets or the services require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Organization. Accordingly, the value of contributed time that does not meet these requirements has not been determined and is not reflected in the accompanying financial statements.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024

NOTE A - Summary of Significant Accounting Policies (continued)

Inventory

Inventory consists of holiday ornaments which are recorded at cost.

Fixed Assets

Fixed assets are recorded at cost. Depreciation is computed on a straight-line basis over the estimated useful lives of assets. The Organization capitalizes items greater than \$5,000.

Leases

The Organization recognizes operating and finance leases in accordance with the FASB Accounting Standards Codification (ASC) 842. A lease exists when an organization has the right to control the use of property, plant or equipment over a lease term.

The lessee classifies a lease as either a finance or operating lease. The accounting of a finance lease is similar to when an asset is purchased. An operating lease is when the right-of-use of an asset exists over the lease-term, but the lease doesn't meet the definition of a finance lease.

The Organization has elected to establish a threshold to exclude lease assets and obligations that are immaterial to the financial statements. The Organization recognizes individual lease assets and liabilities when they are greater than \$5,000. However, if the combined lease assets or liabilities for individually insignificant leases are greater than \$10,000, the Organization recognizes the lease assets and obligations.

The Organization has elected not to apply the recognition requirements in ASC 842 to short-term leases (those with a term of 12 or less months) and no expected purchase at the end of the term.

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Functional Expenses

The Organization allocates costs based on their functional and natural classification in the statement of functional expenses. Program costs are those associated with carrying out the mission of the Organization; management costs are those for management of the Organization including accounting, office expense, human resources, budgeting or board of directors costs; and fundraising costs are those attributed to the solicitation of contributions. Whenever possible, the Organization allocates costs directly to program, management or fundraising. The cost of individuals that participate in more than one function are allocated to each function based on that individual's time in each function. Other costs that relate to more than one function are allocated based on their estimated share in each function.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024**

NOTE B - Comparative Financial Information

The financial information shown for 2023 in the accompanying financial statements is included to provide a basis of comparison with 2024. The comparative information is summarized by total only, not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity to generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2023, from which the summarized information was derived.

NOTE C - Liquidity

The Organization has financial assets available to meet cash needs for general expenditure consisting of the following:

Cash and Cash Equivalents	\$2,081,766
Accounts Receivable	72,359
Current Portion of Pledges Receivable	<u>131,750</u>
Total Financial Assets	<u>\$2,285,875</u>

Financial assets of \$1,228,566 are subject to donor or other contractual restrictions that make them unavailable for general expenditure within one year of the combined statement of financial position date. The Organization also has \$512,940 of investments. The accounts and pledges receivable are subject to implied time restrictions but are expected to be collected within one year. The Organization structures its financial assets to be available as its general expenditures, liabilities, and other obligations become due.

NOTE D - Fair Value Measurements

The Organization has adopted the Financial Accounting Standards Board guidance on fair value measurements. A three-tier hierarchy is used to maximize the use of observable market data inputs and minimize the use of unobservable inputs, and to establish classification of fair value measurements for disclosure purposes. Financial assets valued using Level 1 inputs are based on unadjusted quoted market prices within active markets. Financial assets valued using Level 2 inputs are based primarily on quoted prices for similar assets in active or inactive markets. Financial assets valued using Level 3 inputs are based primarily on valuation models with significant unobservable pricing inputs and which result in the use of management estimates.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024

NOTE D - Fair Value Measurements (continued)

The following table sets forth by level, within the fair value hierarchy, the Organization's assets at fair value as of December 31, 2024:

<u>Investment Category</u>	<u>Fair Value</u>	Quoted Prices In Active Markets for Identical Assets (Level 1)	Significant Other Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)
Fixed Income	<u>\$346,132</u>	<u>\$346,132</u>	\$ ---	\$ ---
Total Investments at Fair Value	\$346,132	<u>\$346,132</u>	<u>\$ ---</u>	<u>\$ ---</u>
Cash and Cash Equivalents in Investments	<u>166,808</u>			
Total	<u>\$512,940</u>			

NOTE E - Pledges Receivable

Pledges receivable consist of the following at December 31, 2024:

<u>Source</u>	<u>Amount</u>
Holiday Lights	\$ 96,500
Key To Change	15,000
Public Space Initiatives	10,250
Republican National Convention	10,000
Dog Park	<u>135,000</u>
Total Pledges Receivable	\$266,750
Less: Present Value Discount	<u>(6,979)</u>
Net Pledges Receivable	<u>\$259,771</u>

Future collections for the year ended December 31, 2024, are as follows:

<u>Year</u>	<u>Amount</u>
2025	\$131,750
2026	85,000
2027	40,000
2028	<u>10,000</u>
Total	<u>\$266,750</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024**

NOTE F - Due from RUN PKG

The Organization is a member of Run PKG, a Wisconsin nonstock corporation, whose members are City of Milwaukee Business District #21 and The City of Milwaukee Business Improvement District #2. Run PKG has a right of way use agreement and a lease from the Wisconsin Department of Transportation for the purpose of creating a dog exercise area and accessory surface parking lot in downtown Milwaukee.

In 2023 the Organization signed an agreement with RUN PKG to loans funds raised from sponsorship funds to RUN PKG throughout the development and construction of the dog park and parking lot. Loaned funds do not accrue interest, and upon demonstration of use of all funds in accordance with the donors' restrictions, all loaned funds will be forgiven. As of December 31, 2024, draws on the loan totaled \$929,107.

NOTE G - Assessment Income

In order to provide revenues to support the MDBID's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified downtown area. The assessment is calculated based on the assessed values of the properties as of every fall. The assessment levied on the downtown properties was \$.00164 for every dollar of assessed property value for the year ended December 31, 2024. Resulting assessment revenues recorded in 2024 were \$4,666,351.

NOTE H - Commitments

MDBID has management contracts with public service ambassadors and clean sweep ambassadors which extend until December 31, 2025.

Future payments as of December 31, 2024, are as follows:

<u>Year</u>	<u>Amount</u>
2025	<u>\$1,477,558</u>

NOTE I - Grants to Others

The Organization awards grants to its affiliate, Milwaukee Downtown, Inc. The grant for the year ended December 31, 2024, was \$1,922,312 and is for the accomplishment of the Affiliate's objectives.

The Organization also provided donations to others of \$177,166 for the year ended December 31, 2024, consisting of:

<u>Purpose</u>	<u>Amount</u>
Key to Change	\$175,666
Holiday Lights Festival	<u>1,500</u>
Total	<u>\$177,166</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024**

NOTE J - Leasing Activities

In January 2019, the Organization had an operating lease for the rental of a building in Milwaukee, Wisconsin. Starting August 1, 2019, the Organization occupied the building. Due to leasehold improvements in the new location, the lease was amended so that payments begin on February 1, 2020, and expire on January 1, 2030.

The Organization has two finance lease obligations, one for a copier and the other for a postage meter. The equipment is amortized over the life of their respective leases. The combined cost of \$14,340 is included as a right-of-use asset. As of December 31, 2024, \$1,140 is included in accumulated amortization for the equipment.

The weighted average discount rate for operating leases is: 1.59%
The weighted average remaining lease term in years for operating leases is: 5.17 years

The weighted average discount rate for finance leases is: 4.08%
The weighted average remaining lease term in years for finance leases is: 4.34 years

The following summarizes the line items in the statements of activities which include the components of lease expense for the year ended December 31, 2024:

	<u>Amount</u>
Operating Lease Costs:	
Fixed Lease Payments	\$52,173
Finance Lease Costs:	
Amortization of Lease Asset	\$ 1,140
Interest on Lease Liabilities	\$ 218

The following summarizes cash flow information related to leases for the year ended December 31, 2024:

	<u>Amount</u>
Operating Cash Flows from Operating Leases	\$50,690
Operating Cash Flows from Finance Leases	\$ 212
Financing Cash Flows from Finance Leases	\$ 2,156

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024

NOTE J - Leasing Activities (continued)

The maturities of lease liabilities as of December 31, 2024, were as follows:

<u>Year Ending December 31:</u>	<u>Operating</u>	<u>Finance</u>
2025	\$ 47,317	\$ 3,456
2026	53,239	3,456
2027	54,574	3,340
2028	55,950	2,760
2029	57,351	1,552
Thereafter	10,474	---
Total Lease Payments	\$278,905	\$14,564
Less: Present Value Discount	(11,523)	(1,235)
Present value of lease liabilities	<u>\$267,382</u>	<u>\$13,329</u>

NOTE K - Assessment Settlement Liability

The Organization entered into a settlement agreement with the City of Milwaukee regarding business improvement property tax assessments. The Organization has agreed in good faith partnership to pay a total of \$120,985 beginning in 2019 with seven equal installments and a final payment in 2026. The balance of the obligations is \$20,983 as of December 31, 2024.

Future minimum settlement payments for the year ended December 31, 2024, are as follows:

<u>Year</u>	<u>Amount</u>
2025	\$16,667
2026	<u>4,316</u>
Total	<u>\$20,983</u>

NOTE L - Concentration of Risk

The Organization maintains its cash balances at one financial institution. The combined account balances are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000 at the institution. At December 31, 2024, the Organization's uninsured cash balances totaled \$1,639,932.

The Organization received property assessment income from the City of Milwaukee. The Organization's operations rely on the availability of these funds. For the year ended December 31, 2024, 83% of the Organization's revenue was from the City of Milwaukee.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024**

NOTE M - Board Designated Net Assets

Board designated net assets as of December 31, 2024, consist of the following:

<u>Designation</u>	<u>Amount</u>
Holiday Lights	\$ 50,791
Office Equipment	13,239
Economic Development	79,325
Website	120,000
Red Arrow Park	9,575
Clean Sweep Equipment	<u>75,154</u>
Total	<u>\$348,084</u>

NOTE N - Net Assets With Donor Restrictions

Net assets with donor restrictions as of December 31, 2024, consist of the following:

<u>Purpose-Restricted</u>	<u>Amount</u>
Holiday Lights	\$ 89,440
Brighten the Passage	18,125
Dog Park	1,087,227
Key To Change	5,000
Riverwalk Mural	4,395
Ornament Trail	14,379
Red Arrow Park	<u>10,000</u>
Total	<u>\$1,228,566</u>

NOTE O - Conditional Contributions

The Organization has several contracts with governmental agencies which include specific use stipulations requiring funds be used only on qualifying expenses determined by the grant contract and allowable cost policies. The Organization will not receive the grant funds unless spent on the required activity and within the allowable cost guidance. As of December 31, 2024, the Organization has the following funds available for its programs:

<u>Grant</u>	<u>Grant Period</u>	<u>Balance Available</u>
Tax Incentive District Grant for Riverwalk Mural	Through September 30, 2025	\$ 25,000
Tax Incentive District Grant for Vel R Phillips Plaza	Through December 31, 2026	12,319
Tax Incentive District Grant for Red Arrow Park	Through December 31, 2027	<u>485,982</u>
Total Grants Available in Future Periods		<u>\$ 523,301</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024**

NOTE P - Revenue from Contracts with Customers

Special Events Income

The Organization provides a tour of the holiday lights in the downtown area on the Jingle Bus. The event revenue is reported at the amount received in exchange for a ticket for the tour. Revenue is recognized when tickets are sold and the Organization's performance obligation to host the tour is completed. No assets or liabilities are presented on the financial statements related to Special Events Income. Special Events Income for the year ended December 31, 2024, was \$58,109.

Ornament and Merchandise Sales

The Organization sells merchandise and ornaments online and in person in their stores in the downtown area. Ornament and merchandise sales revenue is recognized when orders are placed and the Organization's performance obligation to deliver the goods is completed. No assets or liabilities are presented on the financial statements related to ornament and merchandise sales. Ornament and merchandise sales for the year ended December 31, 2024, was \$10,270.

NOTE Q - Donated Goods and Services

The Organization received both donated goods and services during the year which are recorded at their estimated fair market value as revenue and expenses. Donated goods totaled \$51,655 and donated services totaled \$16,250 during the year ended December 31, 2024. For both donated services and goods, the Organization utilized them for specific purposes.

<u>Source</u>	<u>Amount</u>
Public Space Initiatives Services	\$11,025
Public Space Initiatives Decorations	1,302
Downtown Employee Appreciation Week Food	24,139
Donated Trees for Holiday Lights	7,258
Downtown Employee Appreciation Week Giveaways	13,556
Other Event Giveaways	3,750
Accounting Services	2,000
Downtown Dining Week Gift Cards	1,600
Taste & Toast Gift Cards	550
Red Arrow Park Services	<u>2,725</u>
Total	<u>\$67,905</u>

NOTE R - Advertising and Marketing

The Organization uses advertising and marketing to promote its programs among the audiences it serves. Advertising and marketing costs are expensed as incurred. Advertising and marketing expense for the year ended December 31, 2024, was \$605,009.

NOTE S - SEP Retirement Contribution

The Organization has a SEP plan that covers all employees who have worked at MDBID for at least one year. Eligible wages are based on total calendar year wages. The Organization made a contribution of 10% of eligible wages and incurred expenses of \$58,133 during 2024.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2024**

NOTE T - Income Tax

The MDI is exempt from income tax under Section 501(c)(3) of the Internal Revenue Code and is classified as other than a private foundation. Management has reviewed all tax positions recognized in previously filed tax returns and those expected to be taken in future tax returns. As of December 31, 2024, MDI had no amounts related to unrecognized income tax benefits and no amounts related to accrued interest and penalties. MDI does not anticipate any significant changes to unrecognized income tax benefits over the next year.

NOTE U - Subsequent Events

The Organization has evaluated events and transactions occurring after December 31, 2024, the date of the most recent statement of financial position, through the date financial statements are available to be issued, September 15, 2025, for possible adjustment to the financial statements or disclosures. The Organization has determined that the following subsequent event needs to be disclosed:

In February 2025, the Organization signed an amendment to extend the term of its operating lease through February 28, 2035, and to expand into additional space in the building.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED SCHEDULE OF ACTIVITIES BY ORGANIZATION
FOR THE YEAR ENDED DECEMBER 31, 2024
(With Summarized Totals for the Year Ended December 31, 2023)**

	Milwaukee Downtown Business Improvement District No. 21	Milwaukee Downtown, Inc. ("Affiliate")	2024 Total	2023 Total
REVENUE				
Assessment Income	\$ 4,666,351	\$ ---	\$ 4,666,351	\$ 4,417,873
Contributions	10,000	520,500	530,500	593,440
Special Events Income	---	58,109	58,109	57,177
Key to Change	---	702	702	2,330
Government Grants	20,000	76,699	96,699	80,099
In-Kind Revenue	1,000	66,905	67,905	93,764
Investment Return	84,198	96,429	180,627	172,234
Ornament and Merchandise Sales	---	10,270	10,270	10,670
Insurance Proceeds	---	---	---	6,680
Loss on Disposal of Asset	---	(2,210)	(2,210)	---
Miscellaneous Income	3,836	1,892	5,728	2,880
TOTAL REVENUE	\$ 4,785,385	\$ 829,296	\$ 5,614,681	\$ 5,437,147
EXPENSES				
Salaries and Wages	\$ 327,836	\$ 308,967	\$ 636,803	\$ 594,194
Contract Services -				
Public Service Ambassadors	904,449	---	904,449	832,639
Clean Sweep Ambassadors	773,907	---	773,907	684,682
Planter Maintenance	385,627	---	385,627	380,938
Other Program Services	28,073	604,540	632,613	854,885
Employee Benefits	81,942	64,507	146,449	146,050
Payroll Taxes	18,445	22,973	41,418	38,333
Postage and Shipping	1,417	2,420	3,837	4,346
Occupancy	52,173	---	52,173	52,173
Utilities	13,588	10,587	24,175	21,078
Equipment Rental and Maintenance	---	57,081	57,081	40,412
Insurance	19,382	4,977	24,359	23,596
Depreciation and Amortization	---	73,131	73,131	77,411
Personal Property Tax	---	---	---	6,406
Event Entertainment	---	55,561	55,561	99,425
Event Decoration	---	52,121	52,121	40,673
Food and Beverages	---	82,483	82,483	76,652
Supplies	21,186	72,354	93,540	145,248
Accounting Fees	35,303	48,887	84,190	81,102
Legal Fees	89,189	1,854	91,043	44,427
Dues, Licenses and Permits	15,210	36,307	51,517	46,398
Bank Charges	---	9,973	9,973	9,024
Ornament and Merchandise Purchases	---	7,009	7,009	11,661
Assessment Settlement Expense	---	---	---	39,304
Advertising and Marketing	---	605,009	605,009	552,777
Donations to Others	---	177,166	177,166	159,699
Information Technology	31,558	18,395	49,953	32,044
Awards and Promotions	17,331	9,356	26,687	15,097
Travel	20,130	14,406	34,536	42,324
Donated Services	---	---	---	---
Bad Debt Expense	---	2,725	2,725	1,435
Interest	---	225	225	39
Miscellaneous	621	2,957	3,578	2,064
TOTAL EXPENSES	\$ 2,837,367	\$ 2,345,971	\$ 5,183,338	\$ 5,156,536
CHANGE IN NET ASSETS BEFORE TRANSFER	\$ 1,948,018	\$ (1,516,675)	\$ 431,343	\$ 280,611
TRANSFER	(1,922,312)	1,922,312	---	---
CHANGE IN NET ASSETS	\$ 25,706	\$ 405,637	\$ 431,343	\$ 280,611

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED SCHEDULE OF FUNCTIONAL REVENUE AND EXPENSES WITHOUT DONOR RESTRICTIONS
FOR THE YEAR ENDED DECEMBER 31, 2024**

	Holiday Lights	Events and Marketing	Retention Recruitment and Economic Development	Key to Change	Miscellaneous Programs	Clean Sweep Public Service Ambassadors, and Landscaping	Total Program	General and Administrative	Fundraising	Total
REVENUE										
Property Assessments	\$ ---	\$ ---	\$ ---	\$ ---	\$ 4,666,351	\$ ---	\$ 4,666,351	\$ ---	\$ ---	\$ 4,666,351
Program Revenue	47,276	22,795	200	---	---	---	70,271	---	---	70,271
Contributions and Grants										
Without Donor Restrictions	15,000	16,120	86,204	58,850	---	31,200	207,374	---	---	207,374
Investment Return	---	---	---	---	---	---	---	180,627	---	180,627
In-Kind Revenue	7,258	43,595	15,052	---	---	---	65,905	2,000	---	67,905
Miscellaneous Income	---	---	---	---	---	---	---	3,836	---	3,836
Loss on Disposal of Asset	---	---	(377)	---	---	(1,833)	(2,210)	---	---	(2,210)
Net Assets Released from Restriction	116,500	2,500	147,393	25,000	10,000	---	301,393	---	---	301,393
TOTAL REVENUE	\$ 186,034	\$ 85,010	\$ 248,472	\$ 83,850	\$ 4,676,351	\$ 29,367	\$ 5,309,084	\$ 186,463	\$ ---	\$ 5,495,547
EXPENSES										
Salaries and Wages	\$ 57,510	\$ 87,946	\$ 225,030	\$ ---	\$ 50,524	\$ 69,496	\$ 490,506	\$ 97,528	\$ 48,769	\$ 636,803
Contract Services -										
Public Service Ambassadors	---	---	---	---	---	904,449	904,449	---	---	904,449
Clean Sweep Ambassadors	---	---	---	---	---	773,907	773,907	---	---	773,907
Street Beautification	---	---	---	---	---	385,627	385,627	---	---	385,627
Other Contracted Services	219,976	39,224	309,340	---	25,573	2,500	596,613	---	36,000	632,613
Employee Benefits	14,000	21,410	54,781	---	12,299	16,918	119,408	20,486	6,555	146,449
Payroll Taxes	4,142	6,335	16,209	---	3,639	5,006	35,331	4,611	1,476	41,418
Postage and Shipping	2,420	---	---	---	1,091	---	3,511	213	113	3,837
Occupancy	---	---	---	---	40,173	---	40,173	7,826	4,174	52,173
Utilities	10,587	---	---	---	10,463	---	21,050	2,038	1,087	24,175
Equipment Rental and Maintenance	16,224	20,005	8,138	---	---	12,714	57,081	---	---	57,081
Insurance	---	---	---	---	14,924	---	14,924	7,884	1,551	24,359
Depreciation and Amortization	22,763	6,242	13,072	---	---	15,629	57,706	15,425	---	73,131
Event Entertainment	9,418	21,633	24,510	---	---	---	55,561	---	---	55,561
Event Decoration	51,931	190	---	---	---	---	52,121	---	---	52,121
Food and Beverages	20,997	54,157	3,757	---	3,572	---	82,483	---	---	82,483
Supplies	33,965	23,392	6,702	---	23,237	1,625	88,921	3,560	1,059	93,540
Accounting Fees	---	---	2,000	---	---	---	2,000	82,190	---	84,190
Legal Fees	---	---	1,854	---	44,594	---	46,448	40,135	4,460	91,043
Dues, Licenses and Permits	2,012	9,568	24,296	377	9,126	---	45,379	4,617	1,521	51,517
Bank Charges	8,852	860	98	30	---	---	9,840	133	---	9,973
Cost of Goods Sold	7,009	---	---	---	---	---	7,009	---	---	7,009
Advertising and Marketing	118,160	439,212	43,915	404	3,318	---	605,009	---	---	605,009
Donations to Others	1,500	---	---	175,666	---	---	177,166	---	---	177,166
Information Technology	1,322	12,365	4,708	---	28,402	---	46,797	3,156	---	49,953
Awards and Promotions	---	3,500	4,356	1,500	16,464	---	25,820	867	---	26,687
Bad Debt Expense	---	2,625	---	100	---	---	2,725	---	---	2,725
Business Meals and Travel	419	4,458	9,530	---	14,650	---	29,057	3,869	1,610	34,536
Interest	---	---	---	---	---	225	225	---	---	225
Miscellaneous	---	1,699	---	55	---	1,200	2,954	624	---	3,578
TOTAL EXPENSES	\$ 603,207	\$ 754,821	\$ 752,296	\$ 178,132	\$ 302,049	\$ 2,189,296	\$ 4,779,801	\$ 295,162	\$ 108,375	\$ 5,183,338
CHANGE IN NET ASSETS	\$ (417,173)	\$ (669,811)	\$ (503,824)	\$ (94,282)	\$ 4,374,302	\$ (2,159,929)	\$ 529,283	\$ (108,699)	\$ (108,375)	\$ 312,209

Minutes of Milwaukee Downtown BID 21
Hybrid In-Person/Virtual Board of Directors Meeting
September 18, 2025

Location: In-Person: 275 W Wisconsin Ave. Intersection Conference Room.
Zoom Virtual Meeting ID: 942 6662 9637; Passcode: 417466

Present: Board Members: Tammy Babisch, Joe Ullrich, Kevin Kennedy (Virtual), Steve Bartelt, Annette Adams, Patti Keating Kahn, Conor Ward (Virtual), Susan Johnson, Phyllis Resop (Virtual), Johan Segerdahl, Omar Shaikh (Virtual), SR Mills (Virtual), and Peggy Williams Smith (Virtual)
CEO: Matt Dörner
Staff: Lesia Ryerson, Erica Green, Isabel Ullrich, Rachel Farina, and Daisy Perez
Minutes recorded by: Lesia Ryerson

Excused: David Knight, Matt Moroney, Jim Cavanaugh, Marty Brooks, and Tom Irgens

Present by Invitation: Debby Tomczyk (Reinhart Boerner Van Deuren), Mary Hintz (Virtual, Hintz Giuffre), Katy Sommer (RitzHolman CPAs), Dax Odom (ADA-Milwaukee County), Brian Johnson (PSA Program), Matt Rejc (City of Milwaukee), and Eric Heitkemper (PCS International)

Members of the Public: Sally Vliet

Tammy Babisch called the meeting to order at 8:05 a.m. In-person and virtual round table introductions were made and recorded by Lesia Ryerson.

Approval of Minutes: Tammy Babisch referred to the July 17, 2025, Board and Executive Committee minutes, which were provided in the meeting packet and the Dropbox file, for Board review. A copy of the Executive Committee meeting minutes for August and September was included in the Board materials packet for review.
<https://www.dropbox.com/scl/fo/gvxlhat2qiazgjj1qowzw/AL8lYm-mcdBZ0OEVzkjKgb0?rlkey=1ljyd8jla5oamvjat4nbsel23&st=t1sr4613&dl=0>

Johan Segerdahl made a motion to approve the minutes from the July 18, 2025, Board of Directors Meeting. Joe Ullrich seconded the motion. The motion carried unanimously.

CEO and Executive Committee Report: Tammy Babisch shared that the team will review the accomplishments spanning the time frame of September 1, 2024, through August 31, 2025. Matt Dörner shared that individual team reports (presented at September's Executive Committee) can be found in the public Dropbox for Board review. Tammy shared that the Finance Committee and the Executive Committee have diligently worked over the last four months on finalizing the budget being presented today. Matt referred to the State of Downtown invite included in the meeting packet; a hard copy can be expected in the mail.

2024 Audit Report: Katy Sommer (RitzHolman) gave a high-level audit review on the combined financial statements for Milwaukee Downtown BID #21 and affiliate Milwaukee Downtown Inc. (with summarized totals) for the year ended December 31, 2024. Reviewed:

- 1) Independent Auditor's Report
- 2) Combined Statement of Financial Position
- 3) Combined Statement of Activities
- 4) Combined Statement of Functional Expenses
- 5) Combined Statement of Cash Flows
- 6) Notes to the Combined Financial Statements
- 7) Combined Schedule of Activities by Organization
- 8) Combined Schedule of Functional Revenue and Expense Without Donor Restrictions

In conclusion, there were no disagreements with management or any other matters. A brief discussion ensued. As there were no other questions, Tammy Babisch requested a motion for the BID 21 Board of Directors to approve the 2024 annual audit. Susan Johnson made a motion to recommend approval of the 2024 Audit. Annette Adams seconded the motion. The motion carried unanimously.

Financials: Mary Hintz (Hintz Giuffre) reviewed the revised copy of the July 31, 2025, financial summary, which includes both BID #21 and Milwaukee Downtown Inc. (MDI). Reported highlights included:

BID21:

Statement of Financial Position: Total assets of \$2.72M, an overall decrease of \$56K from the prior year. Reported cash decrease of \$23K. Total liabilities of \$407K, are a decrease of \$99K from the previous year.

Statements of Activities

Change in net assets year-to-date was \$1.25M compared to \$1.23M in the prior year. Revenue exceeded prior year by \$163K (3.4%) and is on target with budget (0.5% favorable variance). Interest income is expected to exceed the budget for the year.

Expenses increased \$147K over the prior year (4.2%) and are under budget \$37K to date (1%)

- o \$73K under budget for CSA contract Services.
- o 54K over budget for Street beautification/landscaping due to soil bed amendments, approved by the Executive Committee out of cash carryover.
- o \$28K under budget for PSA contract services
- o \$22K over budget for Salaries and Wages, but expect to be at the budget level for the year
- o \$19K under budget in Occupancy Costs due to delayed office expansion. Includes one-time expenses for small equipment and furniture that do not meet the capitalization threshold.
- o \$19K over budget in Legal due to additional work for revisions to office lease, MDI cooperation agreement, bylaws, and other significant contracts reviewed.
- o \$10K over budget in Other Professional Fees related to the MIG contract.

Statement of Cash Flows: Cash flows provided by operating activities year-to-date were \$1.29M. No investing or financing activities.

MDI:

Statement of Financial Position: Total assets were \$4.67M, an increase of \$384K from the prior year. MDI loaned \$929K to RUN PKG INC for Dog Park construction costs, which will be released/granted upon completion. This is the most significant variance in assets. MDI is serving as the 501(c)3 fiscal sponsor for RUN PKG INC, which is the legal owner of the dog park. Total liabilities decreased by \$ 90K from the prior year due to timing differences in accounts payable.

Net assets:

- o \$467K is reserved for the replacement of property and equipment.
- o \$42K reserved for economic development projects and public space initiatives.
- o \$1.4M have donor time and purpose restrictions, of which \$976K is for the Dog Park and \$213K is pledges receivable.

Statement of Activities: The change in net assets without donor restrictions was \$1.21 million, compared to \$1.13 million in the prior year.

Revenue: \$77K (0.1%) increase from prior year total and \$264K (10.6%) variance under budget

- o Contributions & Grants under budget by \$278K; Expect to be under budget for the year.
- o Investment income exceeds budget by \$29K.
- o In-kind donations expected to be at the budgeted level for the year.

Expenses: \$77K (7.1%) decrease from prior year and \$347K (25.5%) variance under budget.

- o Most timing differences to budget & are expected to be at the budgeted level for the year.

- o Management & General includes IDA Executive Leadership retreat expenses, and is budgeted under Economic Development
- o Key to Change includes special supplies purchased for homeless outreach, supported by a grant received in December 2024.

Total change in net assets was \$1.37M compared to \$1.30M in the prior year.

Statement of Cash Flows: There was a net increase in cash and cash equivalents of \$1.12M year-to-date; \$1.39M from operating activities, purchases of property & equipment totaling \$244K.

A brief discussion ensued.

Steve Bartelt made a motion to approve the July 31, 2025, financials for BID 21 and MDI. Patti Keating Kahn seconded the motion. The motion carried unanimously.

Year-to-Date Status Report on District Activities: Matt Dorner commenced the Year-End Accomplishments presentation (Effective September 1, 2024 – August 31, 2025) which covered the following:

Matt Dorner | CEO

Reviewed: Mission and Vision, BID #21 Priorities, and reviewed the Year Twenty-Eight Operating Plan and Budget.

Brian Johnson | Public Service Ambassador Program

Reviewed: Public Service Ambassadors – Scope of Work, Homeless Outreach Support, Graffiti Removal, and Smart System (data collection).

A brief discussion ensued surrounding the capabilities of Block by Blocks SMART System.

Erica Green | COO

Reviewed: Core Programs - Clean Sweep Ambassadors, Landscape Crew, Community Intervention Team, Key to Change, Downtown Homeless Outreach Coordinator, Community Prosecutor Position, Riverwalk Mural Collection, Starlight 2024/2025, Thomas J Price Sculpture, LOST by Amanda Parer, Sidewalk Sign Activation, and PSMO Update.

A brief discussion ensued surrounding the unhoused (placements) and placemaking, tracked by Placer.ai.

Rachel Farina | Director of Communications

Reviewed: Stakeholder Communications – Digital and Print, Website, MKE IT Downtown Blogs, Earned Media, the 'Get Down to Business' Campaign.

Matt Dorner shared a 'Get Down to Business' radio spot featuring Grady Crosby from Northwestern Mutual.

Isabel Ullrich | Director of Marketing, Events, and Social Media Manager

Reviewed: Social Media Stats, Random Acts of Kindness, Milwaukee Holiday Lights Festival 2024 and 2025, Taste and Toast 2024, Downtown Dining Week 2024, Downtown Employee Appreciation Week 2024, and State of Downtown.

Daisy Perez | Placemaking and Program Manager

Reviewed: Best Seats Milwaukee 2024, Halloween Village, Jack-O-Lantern Jubilee 2024, Holiday Décor – Baird Community Commons, 2024/2025 Ornament Trail, Wicked Skate Night, Big Truck Day 2025, Heart(beats), Tunes@Noon, Landmark Lighting, and Girls Who Walk MKE.

Matt Dorner | CEO | Economic Development Updates

Reviewed: Market Data, By the Numbers, Recruitment and Expansion Success, Business Executives Testimonial Campaign – TV And Radio, Retail Strategy Update – Phase 1, New Business/Investment Support, Toolbox: Go-to Resource for Business Incentives, Public Space Projects, Dog Park, Under Clybourn Street Bridge Riverwalk Connection, Red Arrow Park Redesign, Advocacy and Collaboration, and Communication Tools.

Matt Dorner | CEO

Reviewed: Looking Ahead – 2026 Initiatives

A brief discussion ensued.

Tammy Babisch requested a motion to open the public hearing. Steve Bartelt made a motion to open the public hearing of the Year Twenty-Nine Operating Plan and Budget. Patti Keating Kahn seconded the motion. The motion carried unanimously.

Public Hearing of the Year Twenty-Nine Operating Plan: Debby Tomczyk presented the 2026 Summary of Changes and the 2026 Budget. Covered: The Summary of Changes is as follows.

Section III(B) (Page 3)	Noted BID 21 staff changes and new COO managing contracts, new director of communications, change to program and placemaking manager.
Section III(B)(1) (Page 5)	Noted that PSAs report not only security issues to MPD but also maintenance issues to DPW.
Section III(B)(2) (Page 6)	Noted that CSAs will provide more staffing for special events.
Section III(B)(3) (Page 8)	Noted that holiday lights occur in Red Arrow Park as well as Pere Marquette, Zeidler, and Cathedral Square.
Section III(C) (Pages 9-10)	Updated budget and assessment information.
Section III(D)(2) (Pages 11, 12)	Updated board categories. (East Town and Westown slots.)
Appendix D	Updated budget; mill rate is currently \$1.51 per \$1,000 of assessable value.

Debby shared that the 2026 Budget increased 2.2% from the 2025 Budget, which is the lowest increase in the most recent 5-year period. The total BID #21 Assessable Property Value increased by \$236,667,947 (7%) since last year, and the result is a BID #21 forecasted Mill Rate of \$1.51. Over the past five years, the Mill Rate has ranged from \$1.64 to \$1.47, averaging \$1.53. In conclusion, Debby opened things up for questions; there were no questions, at which point a motion to close the public hearing was requested.

Tammy Babisch requested a motion to close the public hearing. Johan Segerdahl made a motion to close the public hearing of the Year Twenty-Nine Operating Plan. Patti Keating Kahn seconded the motion. The motion carried unanimously.

Board Discussion of the Plan: A brief discussion ensued.

Approval of the Year Twenty-Nine Operating Plan: Tammy Babisch requested a motion to approve the Plan. Susan Johnson made a motion to approve the Year Twenty-Nine Operating Plan. Annette Adams seconded the motion. The motion carried unanimously.

Special Economic Development Funding Request: Erica Green presented the following Economic Development Funds Request for Red Arrow Park Holiday Décor:

Economic Development Special Projects Fund Request: Red Arrow Park Holiday Decor, \$12.5K; a copy of the guidelines, criteria, and the white paper was included in the meeting materials packet.

Request: The proposed fund request to support the installation and deinstallation of existing holiday décor, including a 29' gold feather swag, angel wings photo op, lighting the large south spruce, select trees, and harp lamp decor.

A brief Q&A discussion ensued.

With a public space initiatives budget of \$90K, the remaining balance stands at \$ 25K. Prior approvals included \$10K for Thomas Price at VRP Plaza, \$15K for Westown Walkability Projects, \$35K for Rainbow Summer, and Turner Alley Refresh \$5K. With Executive Committee approval, this will reduce the budget balance to \$ 12.5K.

Annette Adams made a motion to approve \$12.5K of 2025 Economic Development Special Projects funding to support Red Arrow Park Holiday Decor. Joe Ullrich seconded the motion. The motion carried unanimously.

Other Business: Tammy Babisch advised that the next Board meeting will be held on November 13. Matt Dorner reminded the Board and members of the public who joined the meeting virtually to register for the State of Downtown meeting being held on October 16th.

Adjourn: At 9:42 am, Annette Adams made a motion to adjourn the meeting. Steve Bartelt seconded the motion. The motion carried unanimously.

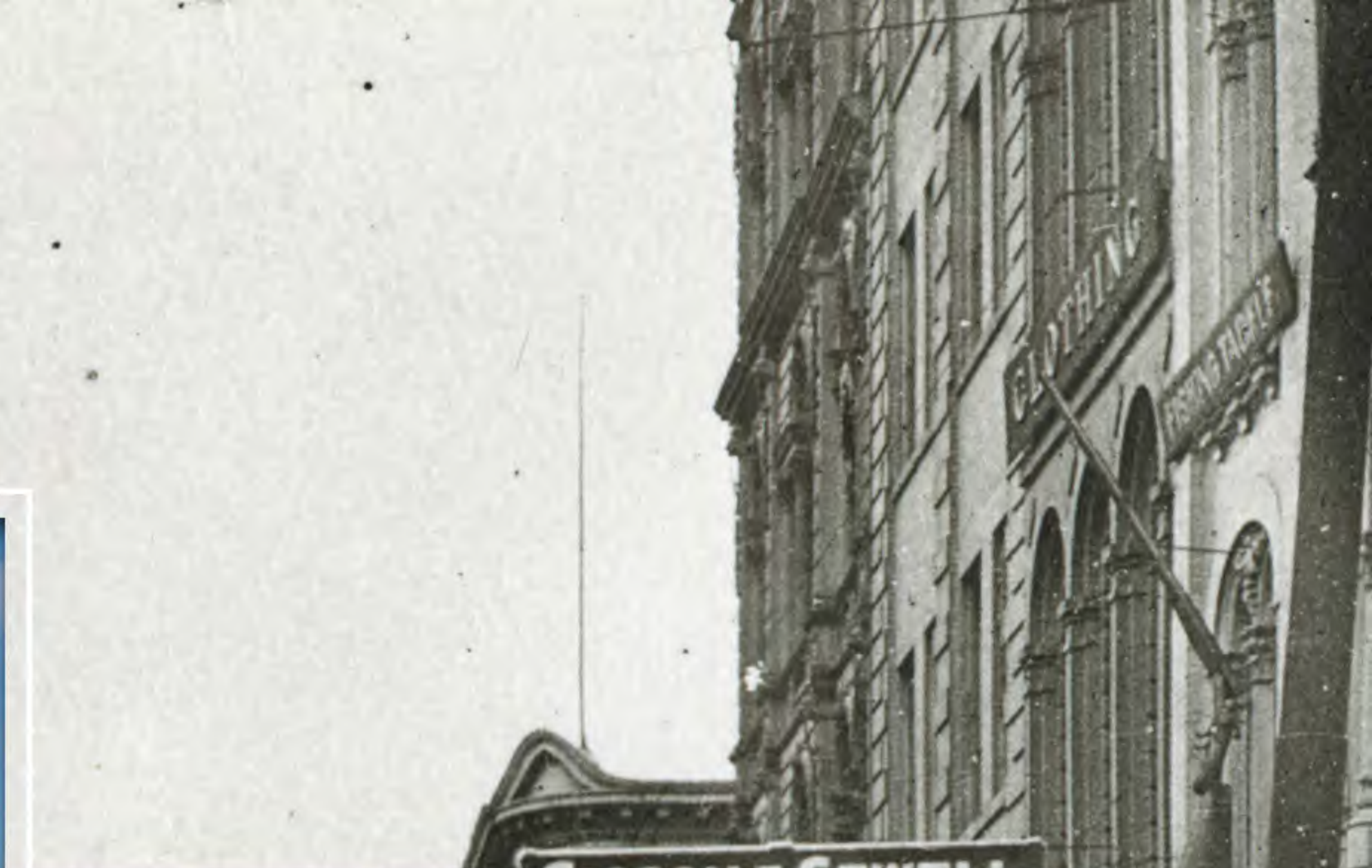
Respectfully submitted,

Steve Bartelt
Secretary to the Board

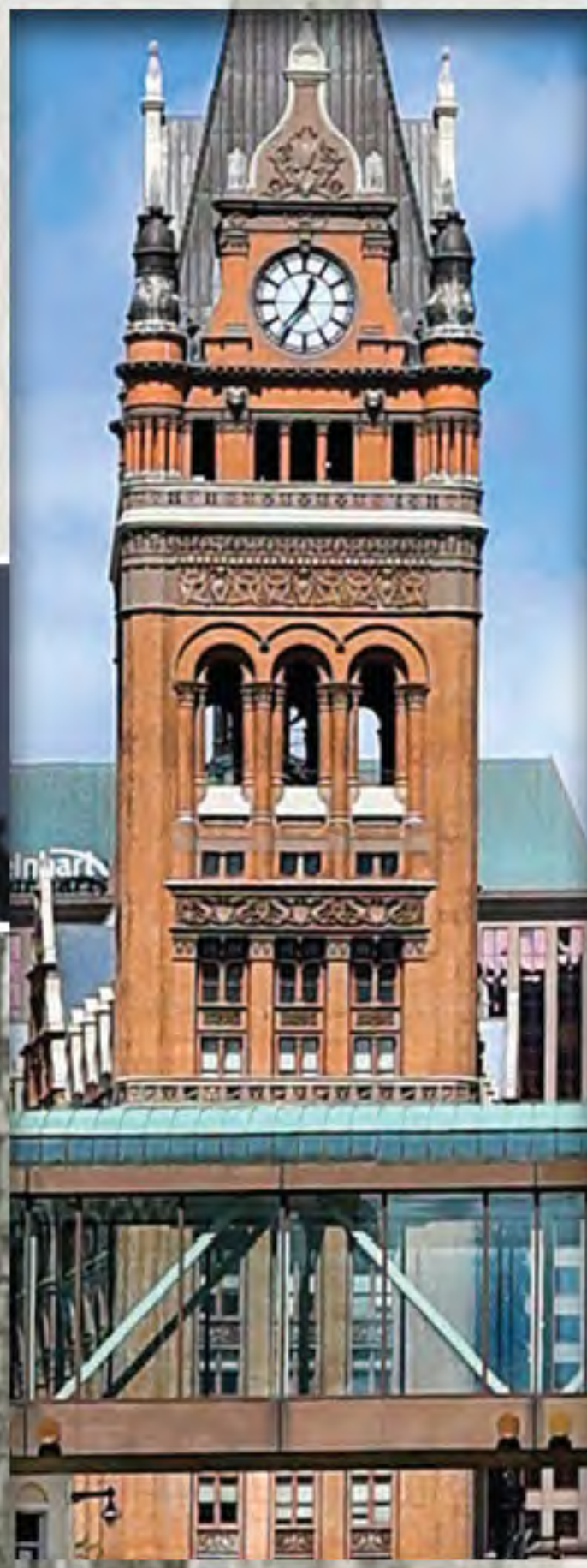
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TWENTY TWENTY-FIVE



STATE OF DOWNTOWN



THE STREETS OF **NEW** MILWAUKEE





The word on the street is...

there's something big happening on October 16. We're hitting the Streets of Old Milwaukee to celebrate the streets of new Milwaukee!

Stroll this legendary Museum exhibit, then enjoy a talk by acclaimed historian John Gurda. He'll share stories about the people and places that have transformed Downtown, and guide us through the district's progress over the past century.

Plus, just as the Museum is undergoing a transition, so has Milwaukee Downtown with the appointment of CEO Matt Dorner. He'll report on BID #21's accomplishments in 2025 and preview the road map for 2026.

We'll then honor this year's Downtown Achievement Award winners, who continue to pave the way for Downtown Milwaukee's bright future.

2025 STATE OF DOWNTOWN: THE STREETS OF *NEW* MILWAUKEE

THURSDAY, OCT. 16 | 7:00-9:30 AM | MILWAUKEE PUBLIC MUSEUM

AGENDA

7:00-8:00am

**Registration, Networking &
Breakfast Stations**

The Streets of Old Milwaukee

8:00-8:15am

Welcome

Matt Dorner

CEO, Milwaukee Downtown, BID #21

8:15-8:30am

Keynote Address

John Gurda, *Writer and Historian*

8:30-8:45am

BID #21 Year in Review & 2026 Outlook

Matt Dorner

CEO, Milwaukee Downtown, BID #21

Tammy Babisch

Board Chair, Milwaukee Downtown, BID #21

8:45-9:30am

Downtown Achievement Awards

Gerron Jordan and Mallory Anderson

WISN 12 News Anchors

REGISTER TODAY!

Registration is \$25/person.

Registration closes on
Monday, October 6.



<https://bit.ly/BIDrsvp>

THE STREETS OF **NEW** MILWAUKEE





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