



**CITY OF MILWAUKEE
BUSINESS IMPROVEMENT DISTRICT # 19**

Villard Avenue

OPERATING PLAN

2021

I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

On 9/23/1997 resolution # 970778 , the Common Council of the City of Milwaukee approved the creation of Business Improvement District No. 31 (“BID”) and the initial Operating Plan for the BID. The objective of the initial Operating Plan of the BID is revitalizing and improving the Havenwoods business area on Milwaukee's far northwest side. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the BID for 2021 which proposes a continuation of the initial BID Operating Plan. Therefore, it incorporates by reference the initial Operating Plan as adopted by the Common Council of the City of Milwaukee.

B. Physical Setting

The physical setting of the BID District consists of industrial and retail businesses.

II. DISTRICT BOUNDARIES

Boundaries of the BID district are shown on the map in Appendix B of this plan. Boundaries of the BID 19 are W. Villard Avenue from Teutonia Avenue on the East to Sherman Boulevard on the West. Hampton Avenue on the South to Silver Spring Drive on the North. A listing of the properties included in the District is provided in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

- To improve the overall appearance and image of the District
- To enhance safety and security of the District.
- To attract new businesses and increase private investment in the District.
- To create an environment that will attract new customers and increase shopping in the area.

B. Planned Activities

- Improving overall appearance and image of the streets:

- Providing maintenance and management of the streetscape improvements.
- Encouraging design-sensitive renovations of the buildings within the District.
- Promote and encourage the use of the Villard BID business assistance grants for façade, landscaping and security.
- Developing regular business safety meetings to share information between Villard business owners and MPD.
- Working with the business and property owners of the properties to eliminate nuisance issues at their properties.
- Working with City departments, including MPD, to explore options for slowing down traffic within the District.
- To attract new businesses and increase private investments in the District by:
 - Promoting private and public funding of District activities.
 - Generating business recruitment leads and facilitating development within the BID in order to gain new business. This will be done through realtor coffee events, building tours and developer networking events.
- Utilize existing social media to promote Villard Avenue and drive local traffic to Villard Avenue.
- To create an environment that will attract new consumers and increase patronage on the BID by:
 1. Maintaining communication with the property and business owners and operators in the BID regarding the design and implementation of BID activities.
 2. Implementing the latest promotion and marketing plan
 3. Providing information regarding business, site selection, and rehabilitation resources in order to strengthen existing and new businesses and improve the overall appearance of the business

B. Proposed Expenditures

The Board has established priorities for expenditures based on objectives of the BID.

Villard #19	Budget 2021
<u>Income</u>	
Assessments for 2021 (with annexed map)	\$ 185,371.00
Balance from 2019 (projected)	\$ 60,000.00
<u>Expenses</u>	
Administrative (accounting, reporting, compliance, supervision, staffing)	\$ 70,000.00
Business Assistance Grants	\$ 41,371.00
Insurance: D&O, Property Liability	\$ 3,000.00
Street Enhancements and Beautification	\$ 50,000.00
Postage	\$ 2,000.00
Printing	\$ 4,000.00
Events and Programming to include: business workshops, development grand openings, promotional events	\$ 15,000.00
Total Expenses	\$ 185,371.00

C. Finance Method

It is proposed to raise \$185,371.00 through BID assessments (see Appendix B). The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available. The BID tax rate method is \$4 per \$1,000 per thousand on of assessed property value. Total property value for BID #19 is \$45,855,725.00.

D. Organization of BID Board

The Mayor will appoint members to the district board ("board"). The board's primary responsibility will be implementation of this Operating Plan. This will require the board to negotiate with providers of services

and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least seven members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operate as follows:

1. Board Size – 9
2. Composition – The majority members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
3. Board Terms. Each board member will be appointed to a term of two (2) years, with no more than half of the board seats expiring in one year. Board members’ can renew term at the beginning of the year, not to serve more than three (3) terms or submit their resignations
4. Compensation – None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings - The board shall meet once per quarter. The board shall adopt rules of order (“by laws”) to govern the conduct of its meetings.

E. Relationship to the Havenwoods Economic Development Corporation.

The BID shall be a separate entity from the Havenwoods Economic Development Corporation, notwithstanding the fact that members, officers and directors of each may be shared. HEDC shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. The Havenwoods Economic Development Corporation may, and it is intended, contract with the BID to provide services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

A. Assessment Rate and Method

1. BID-eligible properties are assessed in the following manner:

Each tax parcel is assessed at a rate of \$4/\$1000 of assessed value. No minimum to unimproved parcels.

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

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

B. Excluded and Exempt Property

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

1. State Statute 66.1109(1) (f) : The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5) (a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix C, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1) (b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in the Havenwoods business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in District Operation

The City of Milwaukee has committed to helping private property owners in the district promote its development. To this end, the City expected to play a significant role in the creation of the Business Improvement district and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

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

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, information on specific assessed values, budget amounts and assessment amounts are based solely on current conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109(3)(b).

APPENDICES

- A. STATUTE
- B. DISTRICT BOUNDARIES MAP
- C. 2021 PROJECTED ASSESSMENTS
- D. BOARD OF DIRECTORS ROSTER

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 subds. 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

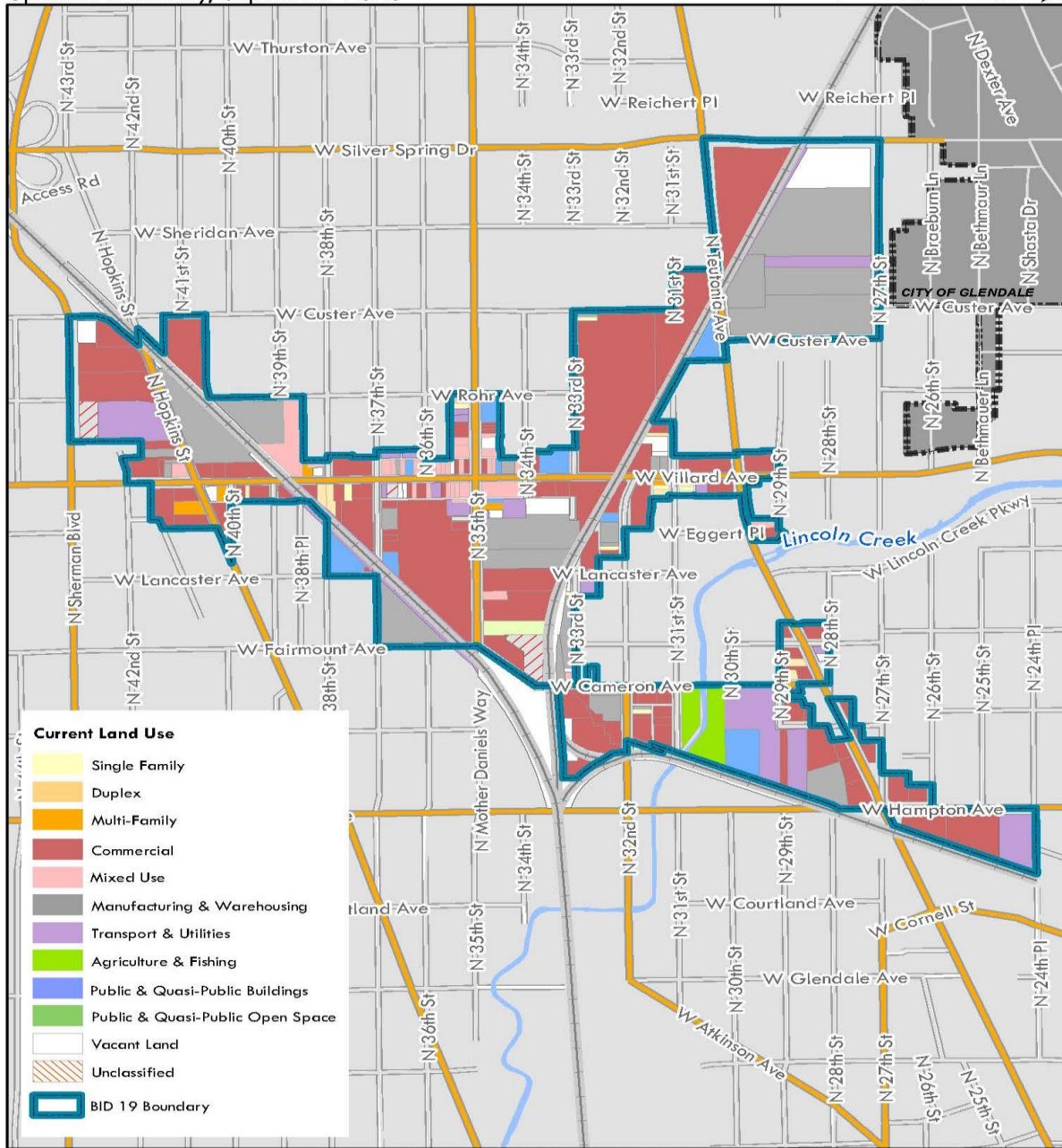
disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

- (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.

VILLARD AVENUE BID #19
 Updated Boundary, September 2020

Prepared by the Department of City Development Planning Division, 9/25/2020
 Source: DCD Planning Division, Information and Technology Management Division



Document Path: S:\GIS and Data Projects\2020\20-08-28_BID19Expansion_Revision\Map - BID 19 - Villard Avenue_Adopted_September2020.mxd

Appendix C: Assessments

Existing BID19 Assessments

Taxkey	Address	BID 19 Assessment	
1920311000	3602 W VILLARD AV	\$	70.40
1920313000	3614-3616 W VILLARD AV	\$	159.94
1920314000	3618-3620 W VILLARD AV	\$	291.20
1920315000	3622-3624 W VILLARD AV	\$	121.39
1920316100	3628 W VILLARD AV	\$	237.42
1920318100	5224 N 37TH ST	\$	79.60
1920331000	5279 N 35TH ST	\$	55.10
1920333000	5265 N 35TH ST	\$	50.40
1920334000	5261 N 35TH ST	\$	54.00
1920335000	5249 N 35TH ST	\$	2,779.60
1920336000	5235-5239 N 35TH ST	\$	270.43
1920337100	5229-5231 N 35TH ST	\$	74.82
1920339000	3500-3502 W VILLARD AV	\$	388.80
1920340000	3504-3506 W VILLARD AV	\$	161.62
1920341000	3510 W VILLARD AV	\$	262.40
1920342000	3514 W VILLARD AV	\$	18.00
1920343000	3518 W VILLARD AV	\$	131.00
1920344000	3520-3524 W VILLARD AV	\$	179.10
1920345000	3526-3528 W VILLARD AV	\$	107.20
1920346000	5204 N 36TH ST	\$	465.20
1920372000	3400 W VILLARD AV	\$	299.85
1920373100	3406 W VILLARD AV	\$	213.20
1920376000	3422-3424 W VILLARD AV	\$	112.40
1920377000	3426-3428 W VILLARD AV	\$	173.40
1920378000	3430-3432 W VILLARD AV	\$	343.60
1920379000	5220 N 35TH ST	\$	260.93
1920383000	5240 N 35TH ST	\$	94.69
1920384000	5244 N 35TH ST	\$	414.80
1920385000	5246-5248 N 35TH ST	\$	249.60
1920386000	5252-5256 N 35TH ST	\$	533.60
1920390111	5264-5278 N 35TH ST	\$	2,531.20
1920411110	3328 W VILLARD AV	\$	432.00
1920748110	3720 W VILLARD AV	\$	3,730.00
1920774000	3802 W VILLARD AV	\$	23.60
1920775000	3812 W VILLARD AV	\$	-
1920829000	3501 W VILLARD AV	\$	799.04
1920830000	3511 W VILLARD AV	\$	163.30
1920831000	3513-3515 W VILLARD AV	\$	189.80
1920832000	3519-3521 W VILLARD AV	\$	131.04
1920833000	3523 W VILLARD AV	\$	240.40
1920834000	3527 W VILLARD AV, Unit +	\$	47.20
1920835000	3535 W VILLARD AV	\$	229.38
1920836100	3541 W VILLARD AV	\$	483.20

1920838000	3607 W VILLARD AV	\$	77.44
1920839000	3611 W VILLARD AV	\$	-
1920840000	3615 W VILLARD AV	\$	-
1920848100	3323 W VILLARD AV	\$	1,979.60
1920852000	3311 W VILLARD AV	\$	572.00
1920853000	3217 W VILLARD AV	\$	1,604.80
1920901100	3820 W VILLARD AV	\$	535.34
1920903000	3904-3922 W VILLARD AV	\$	156.00
1920904000	4010 W VILLARD AV	\$	238.80
1920905000	5206 N HOPKINS ST	\$	400.00
1929982000	4108 W VILLARD AV	\$	361.91
1929983000	5219 N HOPKINS ST	\$	245.20
1929984000	4120 W VILLARD AV	\$	177.20
1929986100	4134 W VILLARD AV	\$	2,876.00
1930424000	5194 N TEUTONIA AV	\$	363.60
1930501111	5300 N 33RD ST	\$	9,791.20
1930508120	3223 W CUSTER AV	\$	33.60
1930521000	2904-2908 W VILLARD AV	\$	4,642.40
1930705100	3030 W VILLARD AV	\$	7,066.40
1930910100	3100-3104 W VILLARD AV	\$	169.60
1930912000	3110 W VILLARD AV	\$	253.60
1930913110	3120 W VILLARD AV	\$	574.80
2070002100	5168 N 35TH ST	\$	-
2070004110	5160 N 35TH ST	\$	12.40
2070004210	5160-R N 35TH ST	\$	23.60
2070020000	5150 N 32ND ST	\$	927.20
2070137000	3101 W VILLARD AV	\$	-
2070892000	5186 N 35TH ST, Unit 200	\$	-
2070893000	5186 N 35TH ST, Unit 300	\$	-
2070992000	5165 N 34TH ST	\$	132.00
2079997000	5193 N TEUTONIA AV	\$	3,768.00
2079998000	3025-3031 W VILLARD AV	\$	512.80
2080001000	5173-5175 N 35TH ST	\$	138.00
2080002100	5161-5171 N 35TH ST	\$	81.60
2080006000	5151 N 35TH ST	\$	554.40
2080018100	3727 W VILLARD AV	\$	673.60
2080021000	3809-3815 W VILLARD AV	\$	252.80
2080101000	4105 W VILLARD AV	\$	2,148.40
2080863000	3841 W VILLARD AV	\$	184.40
2081301100	3903 W VILLARD AV	\$	355.20
2081304100	3927 W VILLARD AV	\$	472.40
2081333000	4001 W VILLARD AV	\$	-
2081441000	3709 W VILLARD AV	\$	2,085.60
2081461000	3621 W VILLARD AV	\$	-
		\$	62,095.72

BID 19 Annexation Assessment List

1920310000	5221 N 36TH ST	\$0.000
1920380100	5232 N 35TH ST	\$0.000
1920403100	3310 W VILLARD AV	\$0.000
1930913120	5229 N 31ST ST	\$0.000
1939996000	5335-5377 N TEUTONIA AV	\$0.000
2070179000	5053 N 33RD ST	\$0.000
2070292000	4930 N 32ND ST	\$0.000
2070293000	4926 N 32ND ST	\$0.000
2070302110	4934 N 31ST ST	\$0.000
2070687000	2820 W STARK ST	\$0.000
2070694100	4970 N TEUTONIA AV	\$0.000
2070746111	2919 W CAMERON AV	\$0.000
2070746112	2931 W CAMERON AV	\$0.000
2079898000	4900-ADJ N 32ND ST	\$0.000
2079901113	3311 W CAMERON AV	\$0.000
2080008000	5112 N 37TH ST	\$0.000
2080106100	4129 W VILLARD AV	\$0.000
2081334000	5174 N HOPKINS ST	\$0.000
2089979210	5105-5015 N 37TH ST	\$0.000
2070693100	4980 N TEUTONIA AV	\$23.200
2070851000	4959 N 33RD ST	\$30.800
1929996120	4225 W CUSTER AV	\$86.800
2080012000	5158-5166 N 37TH ST	\$87.600
2070281120	3308 W CAMERON AV	\$90.800
2070204000	5046-5064 N 33RD ST	\$105.200
2070832000	4861 N TEUTONIA AV	\$130.800
2081413000	5101 N 37TH ST	\$137.600
2070274000	3226-3228 W CAMERON AV	\$152.845
2070166000	5151-5153 N 32ND ST	\$186.400
1929994100	5361 N HOPKINS ST	\$191.200
1929988000	5235 N HOPKINS ST	\$200.000
2319995110	2601 W HAMPTON AV	\$204.800
2070852000	3300 W CAMERON AV	\$207.907
2070015000	5008 N 35TH ST	\$234.000
2070991000	5168 N 34TH ST	\$236.900
2070294000	4920 N 32ND ST	\$240.400
2070861000	3225 W CAMERON AV	\$243.600
2080013000	5174 N 37TH ST	\$248.400
2070170000	5125 N 32ND ST	\$261.084
2070742000	2845 W STARK ST	\$270.400
2080010000	5138 N 37TH ST	\$271.200
2070014000	5024-5040 N 35TH ST	\$276.000
2070690000	4934 N 29TH ST	\$277.600
2070745100	2817 W STARK ST	\$297.600

2069985000	2610 W HAMPTON AV	\$316.000
2070291000	4940 N 32ND ST	\$318.000
1930903000	5253 N 31ST ST	\$327.200
2070295000	4900-4918 N 32ND ST	\$332.400
2070654000	5003 N TEUTONIA AV	\$338.400
2070681100	4957 N TEUTONIA AV	\$356.000
1939964121	5400-5406 N TEUTONIA AV	\$400.000
2070013000	5048-5050 N 35TH ST	\$424.956
2070297100	4901-4905 N 31ST ST	\$460.400
2070842000	5140 N TEUTONIA AV	\$461.200
2070677000	4979 N TEUTONIA AV	\$467.200
2070282000	3235 W CAMERON AV	\$511.600
2079893110	4905 N 32ND ST	\$519.600
2070296000	4875 N 31ST ST	\$541.200
2070841000	5148 N TEUTONIA AV	\$544.000
2070016100	5000 N 35TH ST	\$550.400
1929987000	5231 N HOPKINS ST	\$553.200
2070172000	5117 N 32ND ST	\$560.000
2070287100	3101 W CAMERON AV	\$696.000
1929990110	5250-5268 N SHERMAN BL	\$713.600
2070811000	3239 W CAMERON AV	\$774.000
2070167100	5135-5147 N 32ND ST	\$776.000
2070019000	3328 W CAMERON AV	\$777.600
1930531000	2727 W SILVER SPRING DR	\$790.400
2070734112	4870 N TEUTONIA AV	\$796.000
2070290100	3125 W CAMERON AV	\$797.600
2070871000	4911-4919 N 31ST ST	\$819.200
2070641100	2812 W FAIRMOUNT AV	\$842.000
2081442000	5169 N 37TH ST	\$851.200
2070833000	4837-4847 N TEUTONIA AV	\$872.000
2070688000	2830 W STARK ST	\$892.400
1920902110	3901 W ROHR AV	\$898.400
2070176110	5015 N 33RD ST	\$900.800
2070881000	4910 N TEUTONIA AV	\$1,070.400
2070862000	4925 N 32ND ST	\$1,112.400
1929991100	5255 N HOPKINS ST	\$1,114.800
1920911111	4033 W CUSTER AV	\$1,233.200
2070012000	5070 N 35TH ST	\$1,400.000
2070741000	2837 W STARK ST	\$1,443.200
2079892111	4875 N 32ND ST	\$1,492.800
2319999100	2475 W HAMPTON AV	\$1,572.800
1939959100	5445 N 27TH ST	\$1,633.600
2080103000	5161 N HOPKINS ST	\$1,908.800
2080802111	5008-5024 N 37TH ST	\$2,008.400
2081412100	3712-3734 W LANCASTER AV	\$2,144.000
2070175000	3232 W LANCASTER AV	\$2,221.600
2069987000	4806 N TEUTONIA AV	\$2,486.000

2080102000	5175-5177 N HOPKINS ST	\$0.000
2070743210	4811 N TEUTONIA AV	\$2,612.400
2070744100	2724 W HAMPTON AV	\$2,711.600
2070011000	5110-5152 N 35TH ST	\$2,746.400
1929981111	5228-5260 N HOPKINS ST	\$2,779.200
2070007111	5150 N 35TH ST	\$3,561.200
2319996100	2525 W HAMPTON AV	\$3,589.600
1929996110	5350 N SHERMAN BL	\$4,326.400
1931113110	3101 W CUSTER AV	\$4,583.600
1939960000	5425-5435 N 27TH ST	\$5,538.400
1929993100	5301 N HOPKINS ST	\$5,841.200
2080007100	5023 N 35TH ST	\$6,104.400
1939968100	2935 W SILVER SPRING DR	\$7,454.400
1939961100	2800 W CUSTER AV	\$8,462.400
1930532000	5525 N 27TH ST	\$15,250.400
		\$123,275.692

Appendix D

Villard BID #19 Board Roster 2021

	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
Board Member			
1. Andre Carter	Member	05/16/2017	05/16/2020
2. Brian Rott	Member	5/14/2018	5/14/2021
3. Malatesta	Member	06/22/2017	06/22/2020
4. Jenette Wright-Claus	Member	5/14/2018	5/14/2021
5. Jeff Hanewall	Member	6/8/2018	6/20/2021
6. Karen Bleach	member	6/10/2020	6/10/2023
7. vacancy	member		
8. vacancy	member		
9. vacancy	Member		



on the AVENUE



Villard Avenue Annual Report (Sept.2019 – Sept. 2020)

The Villard Avenue BID contracts with Havenwoods Economic Development Corporation to manage the BID. Havenwoods has one employee that works fulltime on Villard Avenue. Total Assessed Value of Properties within BID #19 for 2020 was \$20,516,000.00. The BID raised \$64,081.53 through BID assessments.

- In 2019, the BID raised \$61, 384.37 which is a slight increase in 2020 due to at least one city owned property being purchased by a private owned and put back on the tax rolls.
- The Villard BID board has in its operation plan seats for 9 board members. Currently, the board has 6 seats and intends to fill empty seats with the new expansion. Board member

BID #19 CORE PROGRAMS

1. DESIGN *Enhance the physical and visual assets of Villard Avenue*

Key Partners: Havenwoods EDC, BID #19, Dept. of City Development, Dept. of Neighborhood Services, stakeholders.

- We hired a Street Maintenance company to clean the BID streets from Teutonia to Sherman Blvd, and also on 35th, 37th, and Hopkins Street which is approximately 15 -20 blocks including side streets.
- We hired a contractor to refurbish our BID light poles (Qty 45), trash receptacles (Qty 15), and bike racks (Qty 8)
- We provided approximately 5 grants for facade, safety, landscaping, and

Public art initiatives

- We installed Art on all 4 bus stops in our district (Sherman Blvd, Hopkins & Villard St., 35th Street & Villard)
- We installed Neighborhood banners on 22 light poles to encourage community pride.
- We hired a contract to install and maintain 12 hanging planters on 12 BID owned light poles to beautify the district.
- We installed 8 concrete planters on 35th street and hired a contractor to paint them the colors of the Villard branding, as well as hired a contractor to install colorful plants and maintain the planters.
- We hired a contractor to weed and mulch all tree wells in the district (qty 60).
- We installed 22 holiday wreaths on BID owned light poles.
- We installed 6 large scale planters on Villard Avenue. Total estimated costs \$50,000.
- Funds leveraged for the project: \$25,000 anonymous donation, \$9,000 from Milwaukee Eco Office, \$4,000 from DCD/NIDC/CIP grant, \$2500 business sponsorship from Covanta Environmental Solutions, and \$1,000 AARP-WI small dollar big impact grant.
- Security programs (crime rates)

2. ECONOMIC VITALITY: *To attract new capital, financial incentives, catalyze development, and create a supportive environment for innovators that drive local economies.*

- We issued out 7 business grants for safety cameras, façade work, signs, and PPE reimbursement.
- We had 5 new businesses join our district: Villard Commons, Bodies Event, Poshmetics Cosmetics, Motor Kings LLC, and No Limit Auto LLC.
- We currently have approximately 15 Commercial Vacancies most of whom are currently undergoing construction to open new businesses.
- Business (BID)/Resident (NID) engagement
We held 2 large in person community visioning sessions to inform our strategic plan of what the community needs are. 120 residents, businesses, and stakeholders participated.
(level of contact/engagement, surveys of needs)
- **Enhancement Projects:** We completed a charrette which included holding in person focus groups of residents, businesses, and developers/investors to inform the charrette. 60 people participated in the focus groups.
- We also held a 2 part virtual charrette focus groups. Total was 80 people for both days.

3. PROMOTION *To position the Villard Avenue BID as the center of the community's economic activity, while creating a positive image that showcases the community's assets.*

- Recognition (awards, newspaper/TV mentions):
- <https://onmilwaukee.com/articles/villard-charrette>
- <https://urbanmilwaukee.com/2020/01/15/eyes-on-milwaukee-a-new-design-vision-for-villard-avenue/>
- <https://communityjournal.net/villard-makes-milwaukee-history-with-virtual-charrette/>
- <https://www.smithgroup.com/perspectives/2020/restoring-the-heartbeat-of-a-historic-milwaukee-community>
- <https://www.milwaukeeemag.com/milwaukee-gets-another-outdoorsy-mural-on-historic-villard-avenue/>
- <https://onmilwaukee.com/articles/villard-mural-project>
- <https://urbanmilwaukee.com/pressrelease/villard-avenue-bid-launches-large-scale-mural-project/>
- <https://www.tmj4.com/news/local-news/villard-avenue-bid-announces-large-mural-project-in-milwaukee>
- <https://milwaukeeerecord.com/arts/artists-being-sought-for-5-mural-visual-vibes-on-villard-project/>
- <https://onmilwaukee.com/articles/villard-mural-artists>

- <https://urbanmilwaukee.com/pressrelease/five-muralists-announced-by-villard-avenue-bid-19/>
- Social media posts: over 200 social media posts to promote the BID were completed on our social media facebook, Instagram, and twitter accounts.

Grants received: The BID received three grants (Milwaukee Eco, AARP-WI, and DCD/NIDC/CIP) awarded.

- Social media breakdown (# of posts, amount of Facebook, Twitter, etc. followers or likes/shares)
- Advocacy done on BID's behalf

4. PUBLIC SAFETY *Increase public safety on Villard by partnering with Milwaukee law enforcement and Dept. of Public works to address concerns about personal safety and traffic safety*

- **Green Light Program-** We are working with Alderman Hamilton and the MPD about the "Green Light Project" camera program for Villard Ave.
- **Speed study:** request letter was sent to Alderman Hamilton on March 4, 2020. We will be moving forward based on the information submitted from both MPD Districts 4 &7.
- **Crime and Safety Meetings-** Crime and safety meetings were held in the district during 2019, and during the pandemic that we have to pivot for. Virtual meetings will be held in November 2020 moving forward at quarterly increments.
- **Security Grant-** I am in the process of trying to get an internal contact at RING to see what they could offer our corridor.
- **Crime and Safety Meetings-** I am planning a virtual crime and safety meeting in September or October 2021, which will be offered quarterly via zoom.

5. CAPACITY BUILDING

- New board Treasurer selected in February 2020
- BID expansion outreach was completed to be able to support more of our community.
- Outreach to fill empty seats for 2021 is being performed.

6. CORE EVENTS

- Community Visioning Sessions- 120 participants
- Business Networking- 20 participants
- Jane's Walk Hosted/Co-hosted 2019(estimated attendance, # of businesses participating)
- Big Clean Mke 2019 – 10 participants
- Doors Open Mke 2019- 50 participants
- Sponsored activities
- Charrette Focus Groups participants= 60 participants
- Mural Art project Artist appreciation event = 50 participants
- Activities BID participated in, but did not sponsor

7. PARTNER /COLLABORATIVE INITIATIVES

- BIZ Starts and Villard BID held Business Classes x 2 = 25 participants
- Hosted/Co-hosted (estimated attendance, # of businesses participating)
- Sponsored activities

8. NEW PROGRAMS/NEW COMMITTEES FORMED

- Landscaping grant program
- Personal Protection Equipment Grant program
- Mural Selection Committee

9. HOSTED/CO-HOSTED

- Member of 30th Street Corridor “Rails to Trails.”
- Member of MMSD Tree Canopy Project
- Participated in MMDC and Havenwoods Tree Canopy project as a facilitator and Villard received 10 new trees in empty treeboxes.
- Member of the Coalition for Safe Driving Milwaukee Group, participating in advocating for safe streets, bike lanes, and curbing auto accidents.



Villard Avenue BID
C/o Havenwoods EDC
6161 N. 64th Street
Milwaukee. WI 53218

THANKS TO OUR PARTNERS:



ABOUT THE VILLARD AVENUE BUSINESS IMPROVEMENT DISTRICT (BID)#19

Established in 1997, the Villard Avenue Business Improvement District (BID) #19 is located on Villard Avenue from N 29th Street to N 42nd Street. The boundaries also include buildings on key side streets that intersect with Villard Avenue between 29th and 42nd Streets. With an average daily traffic count of 13,400 vehicles, the Villard Avenue BID #19 is home to 110 commercial business parcels with abundant opportunity for new investment. Residents and visitors enjoy the convenience of our national franchises such as CVS Pharmacy, U.S. Bank, Wells Fargo, Cousins Subs, and McDonald's.



Our public amenities such as the Villard Square Library, Smith Park, and the ArtHaus, attract patrons to Villard Avenue supporting local businesses. For both the residents that call Milwaukee home, and families that enjoy the amenities that urban main streets offer, the Villard Avenue BID #19 boasts blocks of walkable streets, in a community with a wide range and mix of commercial use. We are undergoing strategic revitalization and support our businesses in many ways. We partner with business owners to ensure they are operating at their fullest potential. Villard Avenue BID #19 is committed to supporting and promoting our district and advertising our businesses.



MAP SOURCE: Villard Avenue Revitalization Plan, 2007

Villard Ave Business Improvement District 19

Profit & Loss

10/01/20

September 1, 2019 through October 1, 2020

Accrual Basis

	<u>Sep 1, '19 - Oct 1, 20</u>
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	64,081.63
45000 · Investments	0.00
Total Income	<u>64,081.63</u>
Expense	
60900 · Business Expenses	80.00
62100 · Professional Services	
62101 · Marketing and Design	2,921.68
62110 · Accounting Fees	1,000.00
62112 · HEDC Admin	44,522.50
62150 · Outside Contract Services	41,800.00
62160 · Catering	2,472.52
62100 · Professional Services - Other	<u>5,280.00</u>
Total 62100 · Professional Services	97,996.70
62800 · Facilities and Equipment	683.32
62801 · Street Improvements	43,081.46
65000 · Operations	11,099.97
65102 · Grants	3,540.00
68300 · Travel and Meetings	20.00
69800 · Uncategorized Expenses	<u>500.00</u>
Total Expense	<u>157,001.45</u>
Net Ordinary Income	<u>-92,919.82</u>
Net Income	<u><u>-92,919.82</u></u>

Villard Ave Business Improvement District 19

Balance Sheet

10/01/20

As of October 1, 2020

Accrual Basis

	<u>Oct 1, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
11011 · US Bank Checking	81,423.67
Total Checking/Savings	<u>81,423.67</u>
Total Current Assets	81,423.67
Other Assets	
18600 · Other Assets	-2,500.00
Total Other Assets	<u>-2,500.00</u>
TOTAL ASSETS	<u><u>78,923.67</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	10,005.13
Total Accounts Payable	<u>10,005.13</u>
Total Current Liabilities	<u>10,005.13</u>
Total Liabilities	10,005.13
Equity	
32000 · Unrestricted Net Assets	119,729.31
Net Income	-50,810.77
Total Equity	<u>68,918.54</u>
TOTAL LIABILITIES & EQUITY	<u><u>78,923.67</u></u>