

BUSINESS IMPROVEMENT DISTRICT 19

Villard Avenue

OPERATING PLAN

2020

## 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. 19 (“BID”) and the initial Operating Plan for the BID. The objective of the initial Operating Plan of the BID is revitalizing and improving Villard Avenue’s business area on Milwaukee’s north side. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the BID for 2020 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. A listing of the properties included in the district is provided in Appendix C.

Boundaries of the BID 19 are Villard Avenue from 29<sup>th</sup> Street on the east to 42nd Street on the west, 35th Street one half blocks on the south continuing northeast to Rohr Avenue. 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 Façade, Sign and Landscape Grants.
- To enhance the Safety and security of the District by:
- Developing regular business safety meeting to share information between Villard business owners and MPD.
- Promote and encourage the use of the Villard BID Security Camera and lighting grants.
- 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 a charrette process, realtor coffee events, and building tours.  
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.

<b>Villard #19</b>	<b>Budget 2020</b>
<b><u>Income</u></b>	
Assessments for 2020 (projected prior to expansion option)	\$ 64,081.53
Assessment rollover from 2018 (projected)	\$ 130,000.00
<b>Total Revenue</b>	\$ 194,081.53
<b><u>Expenses</u></b>	
Administrative (accounting, reporting, compliance, supervision, staffing)	\$ 58,000.00
Façade, Landscaping, Sign and security grants	\$ 50,000.00
D&O Insurance	\$ 1,300.00
Street Enhancements and Beautification	\$ 26,500.00
Outreach for Postage and Printing	\$ 4,000.00
Printing	\$ 2,500.00
Promotion and Marketing	\$ 14,000.00
<b>Total Expenses</b>	\$ 156,300.00

C. Finance Method

It is proposed to raise \$64,081.53 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 total property value for BID #19 is \$20,516,000.00

#### 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 of Villard Avenue's business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

### B. City Role in District Operation

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

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30<sup>th</sup> of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1<sup>st</sup> of each Plan year, for purposes of calculating the BID assessments.
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. 2019 PROJECTED ASSESSMENTS
- D. BOARD OF DIRECTORS ROSTER

## Appendix A

### **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.

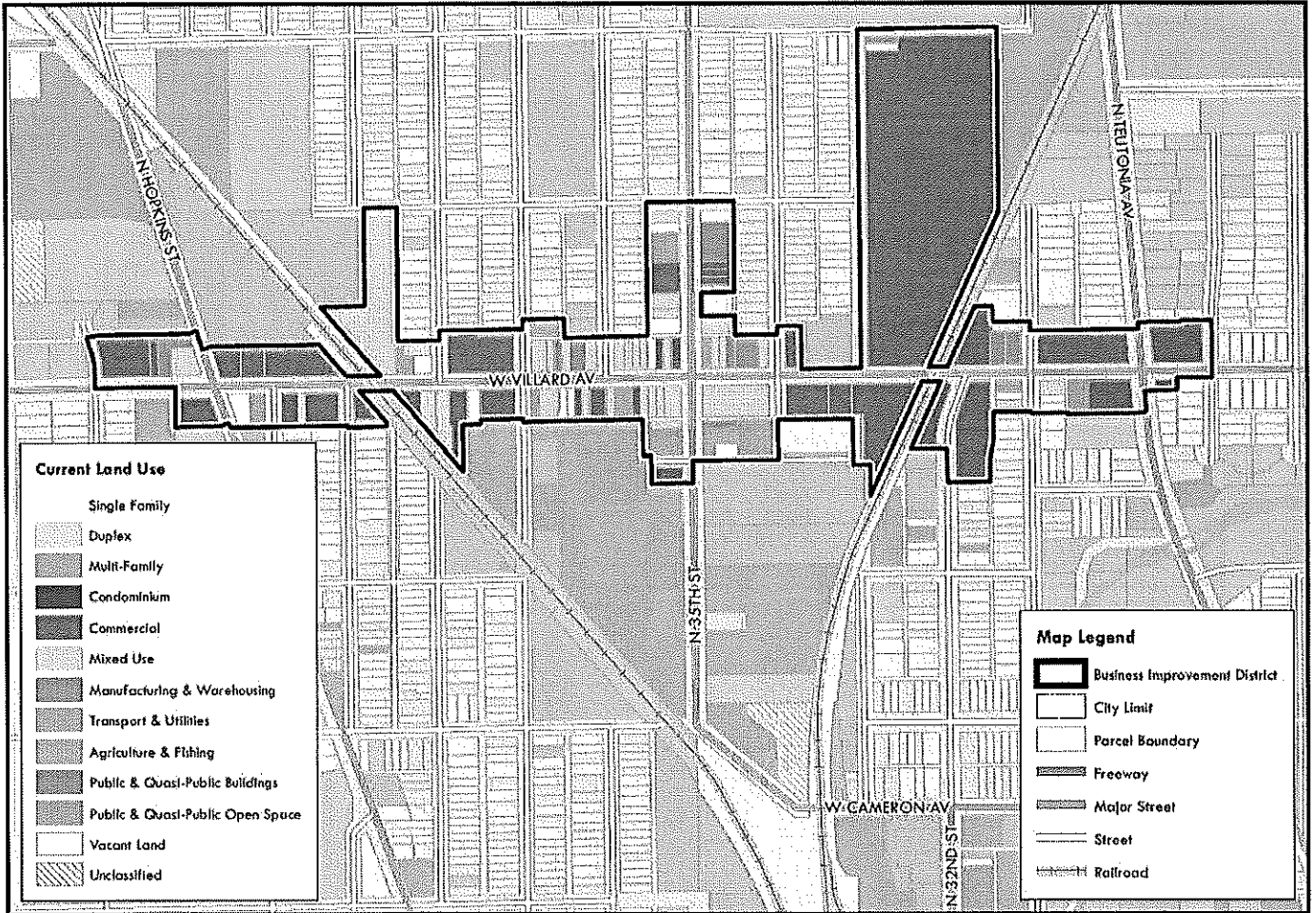
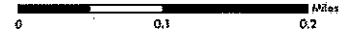
**(5)**

- (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.

**BID NO. 19: VILLARD AVENUE**  
**CITY OF MILWAUKEE**

Prepared by the Dept. of City Development Planning Division, 7/6/2017  
 Source: City of Milwaukee Information Technology Management Division;  
 Dept. of City Development Commercial Corridors Team



Document Path: E:\GIS\_Data\Projects\2017 Projects\17-01-30 Updated BID Maps\Up-Updated Maps (7-5-17)\Map - BID 19 - Villard Avenue.mxd

Appendix C: Assessments

bid	taxkey	Assessment
B19	1920311000	\$ 87.00
B19	1920312000	\$ -
B19	1920313000	\$ 151.97
B19	1920314000	\$ 333.60
B19	1920315000	\$ 171.26
B19	1920316100	\$ 257.13
B19	1920318100	\$ 79.60
B19	1920331000	\$ 48.91
B19	1920332000	\$ -
B19	1920333000	\$ 50.40
B19	1920334000	\$ 54.00
B19	1920335000	\$ 2,328.40
B19	1920336000	\$ 328.31
B19	1920337100	\$ 68.88
B19	1920339000	\$ 452.80
B19	1920340000	\$ 164.72
B19	1920341000	\$ 247.60
B19	1920342000	\$ 18.40
B19	1920343000	\$ 130.00
B19	1920344000	\$ 154.78
B19	1920345000	\$ 104.60
B19	1920346000	\$ 364.80
B19	1920372000	\$ 301.32
B19	1920373100	\$ 307.60
B19	1920375000	\$ -
B19	1920376000	\$ 105.40
B19	1920377000	\$ 172.60
B19	1920378000	\$ 305.60
B19	1920379000	\$ 287.69
B19	1920383000	\$ 105.82
B19	1920384000	\$ 301.20
B19	1920385000	\$ 244.40
B19	1920386000	\$ 505.20
B19	1920390111	\$ 1,864.80
B19	1920411110	\$ 428.40
B19	1920748110	\$ 3,731.60
B19	1920773000	\$ -
B19	1920774000	\$ -
B19	1920775000	\$ -

B19	1920829000	\$ 760.92
B19	1920830000	\$ 167.93
B19	1920831000	\$ 271.60
B19	1920832000	\$ 127.99
B19	1920833000	\$ 255.20
B19	1920834000	\$ 47.20
B19	1920835000	\$ 390.72
B19	1920836100	\$ 483.20
B19	1920838000	\$ 71.58
B19	1920839000	\$ 332.80
B19	1920840000	\$ 18.40
B19	1920841100	\$ -
B19	1920848100	\$ 1,980.80
B19	1920852000	\$ 758.40
B19	1920853000	\$ 1,570.80
B19	1920901100	\$ 642.37
B19	1920903000	\$ 156.40
B19	1920904000	\$ 240.80
B19	1920905000	\$ 457.20
B19	1929982000	\$ 373.21
B19	1929983000	\$ 489.60
B19	1929984000	\$ 330.80
B19	1929985000	\$ -
B19	1929986100	\$ 2,876.00
B19	1930424000	\$ 332.40
B19	1930501111	\$ 9,791.20
B19	1930508110	\$ -
B19	1930508120	\$ 33.60
B19	1930521000	\$ 4,649.60
B19	1930705100	\$ 6,744.00
B19	1930909000	\$ -
B19	1930910100	\$ 192.00
B19	1930912000	\$ 505.20
B19	1930913110	\$ 1,434.40
B19	2070001000	\$ -
B19	2070002100	\$ -
B19	2070004110	\$ 12.40
B19	2070004210	\$ 23.60
B19	2070020000	\$ 855.20
B19	2070101000	\$ -
B19	2070102000	\$ -
B19	2070103000	\$ -
B19	2070137000	\$ -
B19	2070138000	\$ -

B19	2070139000	\$	-
B19	2070891000	\$	-
B19	2070892000	\$	-
B19	2070893000	\$	-
B19	2070992000	\$	132.40
B19	2079997000	\$	3,768.00
B19	2079998000	\$	512.80
B19	2080001000	\$	186.40
B19	2080002100	\$	81.60
B19	2080006000	\$	1,446.80
B19	2080014100	\$	-
B19	2080015000	\$	-
B19	2080017000	\$	-
B19	2080018100	\$	751.60
B19	2080019100	\$	-
B19	2080020000	\$	-
B19	2080021000	\$	274.00
B19	2080101000	\$	2,149.20
B19	2080863000	\$	212.80
B19	2080864000	\$	-
B19	2081301100	\$	412.40
B19	2081303000	\$	-
B19	2081304100	\$	430.40
B19	2081332000	\$	-
B19	2081333000	\$	-
B19	2081441000	\$	2,086.80
		\$	64,081.53



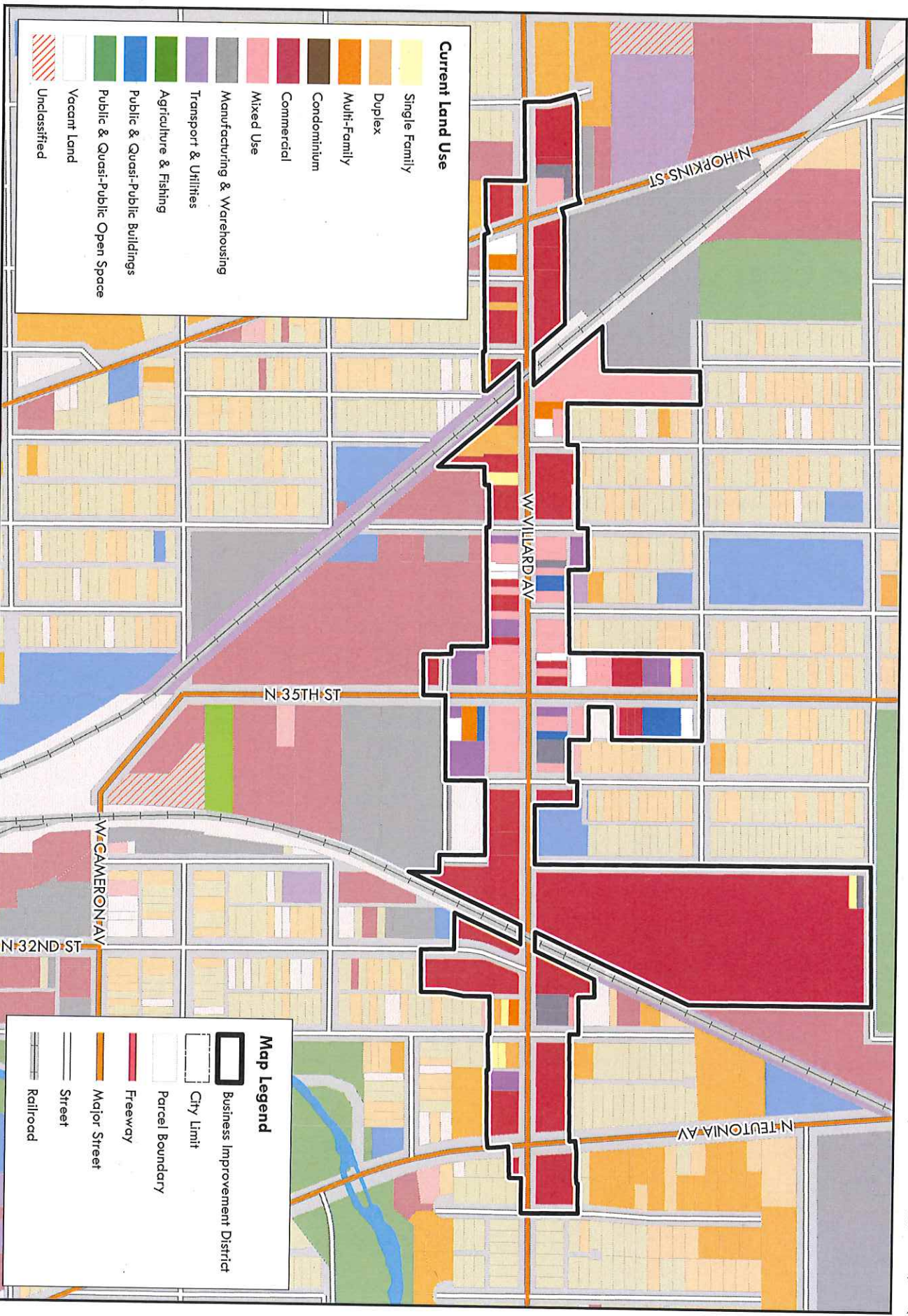
## Villard BID #19 Board Roster 2020

	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
<b>Board Member</b>			
Andre Carter	Member	05/16/2017	05/16/2020
Brian Rott	Member	5/14/2018	5/14/2021
Michael Malatesta	Member	06/22/2017	06/22/2020
Chastity Berry-Rowe	Member	07/10/2017	07/10/2020
Willie Smith	Member	12/07/2017	12/07/2020
Jeannette Wright Claus	Member	5/14/2018	5/14/2021
Jeff Hanewall	Member	6/8/2018	6/20/2021

# BID NO. 19: VILLARD AVENUE

## CITY OF MILWAUKEE

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 Source: City of Milwaukee Information Technology Management Division,  
 Dept. of City Development Commercial Corridors Team



- Current Land Use**
- Single Family
  - Duplex
  - Multi-Family
  - Condominium
  - Commercial
  - Mixed Use
  - Manufacturing & Warehousing
  - Transport & Utilities
  - Agriculture & Fishing
  - Public & Quasi-Public Buildings
  - Public & Quasi-Public Open Space
  - Vacant Land
  - Unclassified

- Map Legend**
- Business Improvement District
  - City Limit
  - Parcel Boundary
  - Freeway
  - Major Street
  - Street
  - Railroad

## **BID #19 Annual Report Out**

### **Operations**

1. Prior to the new leadership for the BID Board there were three years of unreconciled and unaudited financial records. HEDC was able to bring these records up to date allowing the initiatives to move forward with all of the resources that were available.
2. We launched our Board capacity building program by bringing speakers in to attend board meetings to present on various topics to better inform Board members including TIF/TID tools, Opportunity Zones, and BID expansion for example. We partnered with different departments within DCD present to the Board.

### **Management**

1. BID 19 contracted with HEDC to manage the BID corridor.
2. HEDC hired BID Liaison Angelique Sharpe October 1st, 2019 to coordinate ground level efforts to restore the business corridor.
3. BID #19 created a strategic plan committee from within the Board of Directors to work with management to create the revitalization action plan for Villard Avenue.
4. HEDC in collaboration with the BID 19 Board of Directors facilitated and completed community visioning planning meetings with the residents, businesses, and stakeholders to plan the revitalization of Villard Avenue
5. HEDC management team created surveys that mirrored planning discussion questions that were distributed to participants to give them more time to go into details regarding what they wanted in the district
6. We released these surveys online to the general public to solicit feedback

### **Events**

1. BID #19 held a public annual meeting, and elected a New President; Jeff Hanewall
2. BID #19 led a public historical walk in our corridor in partnership with Jane's Walk Mke
3. BID #19 held a business networking event Pizza, Pitchers and Pitches networking event in our district
4. BID #19 held a public outdoors presentation during the Mke Promise Zones Bike Ride
5. BID #19 participated in doors open Milwaukee to give access and promote businesses
6. BID #19 help a "Fight Blight Hike" Community Walk of the district with MPD D4, DNS Code Enforcement, Safe and Sound of our business corridor to address problems in the district.

### **Marketing & Promotion**

1. BID #19 Created the Villard Vibe Newsletter and distributed its first copy via direct mail and electronically to the public

2. We partnered with Riverworks to flyer the area regarding the visioning planning sessions for the strategic plan
3. BID #19 created a strategic outreach plan to invite BID #19 residents, businesses, and stakeholders to the community visioning planning sessions.
4. BID #19 hired a marketing consultant to create a marketing campaign and brand BID #19 which included a new logo, tagline, marketing materials (sell sheets, brochures, posters), and exhibitor resources.
5. Building off its current infrastructure, BID #19 voted to brand and promote the district as a Cultural Arts, Entertainment, & Artisan district.
6. BID #19 contracted with the marketing consultant to create a professional strategic revitalization plan booklet to distribute to the public.

### **Streetscape**

1. We contracted with Riverworks to help clean and beautify our corridor once per week from April 1st through November 1st 2019.
2. BID #19 hired a paint contractor to refurbish and repaint BID owned light poles and trash receptacles
3. In partnership with the BIG Clean MKE, BID #19 did a community clean up
4. BID #19 created and released RFP's for planters and landscaping as well as solicited proposals for street banners, and benches to be considered for vote at October 2019's board meeting.

### **Crime & Safety**

1. BID #19 met with members of the MPD, and President Hamilton regarding the Green Light Camera Project
2. We launched our monthly crime and safety meetings with the businesses in BID #19
3. BID #19 launched its Crime Rewind, which is a public summary of the month's happenings regarding crime and safety in the district
4. Safety Initiative: BID #19 is currently working with MPD D7 & D4, businesses, and community partners to launch a safety initiative for entertainment establishments that have alcohol licenses.