

The Historic Granville BID #48

Vision and Opportunity



Our Mission

The mission of the Granville-Brown Deer Chamber is to lead the effort to improve the quality of life and general prosperity of the residents, businesses and employees of the Historic Granville and Brown Deer Communities.



Who Is The Granville-Brown Deer Chamber?

- In existence for over ten years
- Not a chamber of commerce but community action group
- Cross-community organization
- Instrumental in the development of Kohl Park
- Over 140 businesses are members
- Organizes and promotes many community events



Partnered To Develop Northwest Side Neighborhood Plan

- Financial backing
- Multiple catalytic projects
In BID area
- Limited resources for
Implementation
- Continued partnerships after
plan adoption: Havenwoods, City Of Milwaukee and
Milwaukee Economic Development Corporation




Why We Need A BID?

- Perception vs. reality
- Crime & security
- Aesthetics
- Economic development and job creation
- Operates as a single voice
- Use strong demographics to our advantage



Potential Business Improvement District No. X (Granville) Option D

Land Use

 BID Boundary

Residential

 Single Family

 Duplex

 Multi-Family

 Condominiums

Commerical

 Commerical

 Mixed Commerical and Residential


Manufacturing, Construction, and Warehousing




Transportation, Communications, and Utilities



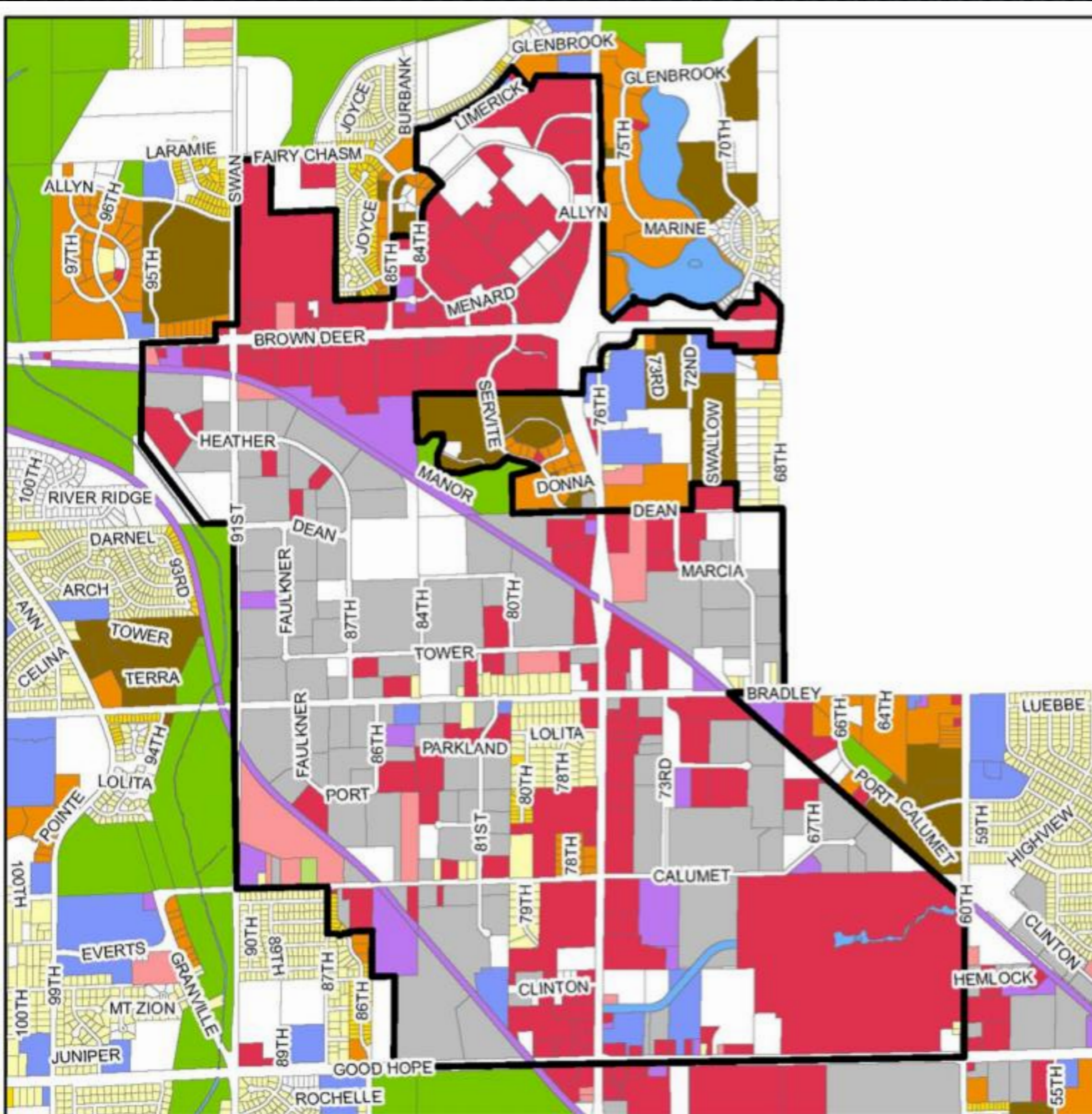
Public and Quasi-Public

 Public Parks and Quasi-Public Open Space

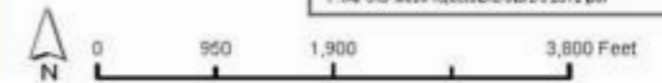
 Public Schools and Buildings, Churches, Cemeteries, and Quasi-Public Buildings

Vacant Land or Recent Taxkey Change





Produced By:
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Project File:
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Map File:
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Operating Plan Objectives



- Enhance viability of local businesses
- Enhance property values
- Attract quality businesses to the properties available
- Market and promote area
- Improves safety, beautification and development



Major Budget Categories For Initial Operating Plan

- Beautification & identity
- Community outreach initiatives
- Marketing & promotion
- Administration & management



Special Charge Assessment Calculation/Formula



- \$1 per \$1000 Of Assessed Value
- \$200 Minimum Per Property
- \$2000 Maximum Per Property

Outreach Efforts For BID

- Seven Public Information Sessions Including an All-Day Business Expo
- Property Owners and Business Owners received:
 - Two postcards about informational meetings,
 - Two mailings about all-day sessions at Business Expo
 - Certified Letter
 - BID Plan and informational handout provided at every meeting



Granville Business Improvement District

Facts about BIDs

- Over 2000 BIDs currently operating in North America
- Success measured by sales and property values
- BID renewal rate is 99%
- Over 30 BIDs in the Milwaukee metro area
- Five BIDs in Milwaukee are combinations of commercial and industrial

Long Term Impact

- Revitalize neighborhoods
- Create jobs
- Transform perception of an area
- Increase commercial occupancy rates & increase property value
- Leverage positive change - New Energy!
- Strengthen competitiveness as a regional marketplace and destination
- Create a unified voice and serve as an advocate for growth
- Attract & retain businesses, employees, and customers
- Attract new investors
- Provide funding for continued development

Possible BID Activities

- Landscaping
- Marketing/Public Relations
- Area Clean-ups
- Special Events
- Public Safety
- Capital Improvements
- Business Liaison
- Visitor Assistance
- Holiday Decorations
- Much More.....

What is a Business Improvement District?
A Business Improvement District (BID) is a public/private partnership in which property and business owners elect to make a collective contribution to the maintenance, development and promotion of their commercial and industrial district.

The purpose of a BID is to improve conditions for business in a specific area, attract and retain businesses, generate jobs and improve the quality of life for those who use the district. A BID enables stakeholders to decide which services and activities to provide to best meet the district's unique needs.

Who oversees a BID?
A Board of Directors oversees the BID. Area stakeholders nominate board members and the Board is appointed by the Mayor. Directors are responsible for the administration of the BID and have a fiduciary responsibility to see that the BID operates in accordance with its annual operating plan and budget.

How is a BID funded?
BID programs and activities are underwritten by a special charge collected from non-residential property owners within the district. The special charge is collected by the City of Milwaukee and is distributed 100% to the BID Board of Directors who in turn deliver the district's services.

What is the proposed Granville BID budget and special charge?
The sum of all the individual special charges that property owners pay comprises the total yearly operating budget of the BID. An individual non-residential property owner will pay from \$200 to \$2000 based on the property value.

How to get involved?
Business and property owners have many opportunities to get involved with the BID. Once established, the BID will hold regular meetings and set up special committees. In addition to serving on the Board of Directors, property owners can attend meetings to provide input to the Board, participate on various committees, and work on special projects.

FOR MORE INFORMATION
phone 414-736-2891 OR e-mail mhoehne@alexianbrothers.net

Additional Outreach...

- Planning Commission recommended another info session after September CPC hearing
- Sent a mailing to all property owners announcing another informational meeting on October 1st.
- New mailing included detailed Q & A Informational Sheet
- One On One Meetings with Concerned Property Owners



 **Granville Business Improvement District**
Frequently Asked Questions

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How do you measure the success of BIDs?
BIDs provide annual reports, obtain outside audits and are renewed yearly. It is common for BIDs to institute performance indicators like crime rates, occupancy rates, property value, number of jobs created, business surveys, etc. It has been argued that BIDs which implement such monitoring systems not only benefit the community by providing supplemental services but also ensure that publicly funded services remain constant over time.

Do BIDs address security issues and is it successful?
Yes, security is addressed. BID security actions displace petty and serious crime to the neighboring areas.

Is the amount of money collected via the special charge enough to make significant impact?
Funding via special charge seldom the only source of funding because BIDs are innovative fund-raisers that typically rely on several sources of revenue to sustain their operations.

- In-kind donations
- Grants (foundation and government)
- Federal funding
- Voluntary contributions

The creation of a BID allows the area to leverage its ability to get additional monies that allow the BID to have a much larger impact.

What are the typical drivers of a BID?
The universal drivers of the BID budget are sanitation, security, capital improvements, marketing and promotion, economic development, advocacy and metropolitan governance and administration. BIDs help to establish partnerships, manage public space and advocate for the area. Nationally the BID renewal rate is 99%.

Why form a BID on this part of Milwaukee's Northwest side?

- Enhance Safety and Maintenance by possibly enhancing safety patrols, video monitoring, graffiti cleanup, community and business watch programs and more effective communication with police and city services.
- Strengthen the Granville Area's Competitiveness in the Regional Marketplace: The BID supports a results-oriented set of programs that will produce both short-term and long-term tangible improvements. These improvements and services will help accelerate efforts to attract and retain consumers, visitors, new businesses and investment to Granville.
- Create a Reliable Source of Funding for Granville. A BID will provide a reliable, multi-year source of funding to ensure these programs can continue to showcase and benefit the area.
- Leverage Positive Changes in the Area: The BID will help generate new energy and investment to create an eclectic and exciting business mix.
- Broaden Private Sector Control and Accountability: The BID will be governed by a board of property and business owners. Annual BID workplans and budgets will be developed by the board, ensuring that the BID will be directly accountable to those who pay an assessment. New programs are subject to private sector performance standards and controls.
- Create a Unified Voice for the Granville Area: A BID will help broaden the foundation for developing a viable and unified private sector voice. A BID will unify and enhance the current Granville-Brown Deer Chamber efforts, and act as an advocate for the healthy growth and development of the entire BID area.
- Help to Make the Granville Area Attractive to New Manufacturers, Employees, and Businesses. The BID will help to make Granville a more attractive place to do business, grow your business and get new business development. The net effect will be neighborhood revitalization and new job creation.
- Transform the way residents, employees, consumers, and visitors view the area, Granville, the Northwest side of the city and Milwaukee and shape their views about working, living, shopping, recreating, developing and staying in the area.
- Be the catalyst for positive change.
- Potential to increase property values, improve sales and decrease commercial vacancy rates.
- Helps the area compete with nearby retail and business centers and keep needed jobs in the area.

Do BIDs impact property values?
A study of BIDs in New York and Philadelphia found that BIDs generate a significant and positive benefit to property owners and values. There is a positive aggregate impact of multiple BIDs operating in a single municipality.

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Thank You

Questions?

