

**BUSINESS IMPROVEMENT DISTRICT #11
BRADY STREET BUSINESS AREA
2023 OPERATING PLAN**

September 19, 2022

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I. INTRODUCTION

A. Background - in 1984, the Wisconsin legislature created s. 66.1109 of the Statutes 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, Sec1, legislative declaration)

The Common Council of the City of Milwaukee, on September 28, 1993, by Resolution File Number 930854, created BID No. 11 (Brady Street Business Area) and adopted its initial operating plan. The Common Council approved and adopted an amended Improvement List on March 12, 2001.

B. Physical Setting - Brady Street BID #11 is bounded by Prospect Avenue on the East, the Milwaukee River on the west, Pearson St on the north and Kewanee on the south. It generally occupies Brady Street from 700 block to 1400 block, and includes contiguous properties in 1600/1700 blocks of Van Buren, Cass, Marshall, Astor, Humboldt, Franklin, Arlington, Warren, and Farwell Ave. Brady Street has been designated historically significant at both the local and Federal level.

II. DISTRICT BOUNDARIES

Boundaries of the district are shown on the map in Appendix A of this plan. A listing of the properties in the district is provided in Appendix B.

III. 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

forgoing new public and private partnership 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 Brady Street 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 is 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 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 district, as of January 1st of each Plan year, for the purpose of calculating the BID assessment.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

IV. PLAN APPROVAL PROCESS

The City may not create the District if, within 30 days of the City Plan Commission's hearing, a petition is filed with the City containing signatures of Owners of property to be assessed under the proposed initial Operating Plan having a valuation equal to more than 40% 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

Owners of property to be assessed under the proposed initial Operating Plan having an assessed valuation to more than 40% of the assessed valuation of all property to be assessed under the Operating Plan.

NOTE: The Common Council of the City of Milwaukee, on September 28, 1993, by Resolution File Number 930854, created BID No. 11 (Brady Street Business Area) and adopted its initial operating plan. The Common Council approved and adopted an amended Improvement List on March 12, 2001.

V. TERMINATION PROCESS

The City shall consider terminating the District if a petition to terminate is filed with the City Plan Commission in conformity with Wisconsin Statutes section 66.1109(4m).

NOTE: The Common Council of the City of Milwaukee, on September 28, 1993, by Resolution File Number 930854, created BID No. 11 (Brady Street Business Area) and adopted its initial operating plan. The Common Council approved and adopted an amended Improvement List on March 12, 2001.

VI. PROPOSED OPERATING PLAN

This plan proposes a continuation and expansion of the activities described in the initial (JULY 1993) BID operating plan. This plan emphasizes the elements which are required by section 66.1109, Wis. Stats., the proposed changes for 2023, and does not repeat the background information which is contained in the earlier plan.

A. Plan Objectives

1. The Business Improvement District has been used to finance Brady Street property owners' share of "streetscape" improvements / maintenance in the public sidewalk area. The objectives of this streetscape project were to protect and reinforce the street's historic character, to act as a catalyst for private investment, to improve the overall appearance and image of the street, to encourage pedestrian traffic, and to enhance safety and security with improved lighting.
2. To facilitate joint economic development.
3. To collaborate with area organizations, schools and churches to solidify, enhance and strengthen the residential base of the neighborhood.

4. To maintain and enhance infrastructure to augment commercial connections to neighborhoods by encouraging alternative modes of transportation.

B. Proposed Activities

1. Monitor, maintain and repair the streetscape, including updates to bike docks, trash receptacles, banners and seasonal decorations.
2. Monitor the installation and implementation of streetscape improvements, including a plan for gateways to the district and replacing decorative concrete "green flow."
3. Review and update strategic plan for expanding business opportunities.
4. Market and promote the area through updated and re-designed website, social media, joint advertising and sponsorship of a variety of events. To increase attendance and outside sponsors / partners for Spring Art Event, Brady Street Festival, Fall Pet Blessing Event, and Sunday Funday Event.
5. Develop and communicate a plan that efficiently and affectively integrates multiple transportation options, reducing the need for additional parking. Study feasibility of pedestrianizing Brady Street.
6. Evaluate installation of security cameras and WIFI access.

C. Proposed Budget:

Income:

BID Assessments	\$191,255.00
Events / Fund Raising Activities.....	92,750.00
Other Income, including interest.....	5,050.00
Total Income:	<u>\$289,055</u>

Expenditures

Capital Maintenance and repair	20,000.00
Maintenance / Upkeep, Security & Seasonal Decorations	74,947.50
Marketing, Promotions, Events, Community Sponsorships	91,000.00
Direct Operating Expenses	103,107.50
Total Expenditures:	<u>\$289,055</u>

D. Financing Methods:

Allocation of the district's annual expenses will be based on the assessible % of each individual property's assessed valuation as a percentage of the district's total assessed valuation. It is proposed to raise \$191,255 in 2023 through BID assessments.

(see Appendix B). The BID Board will have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. BID Board

The Bid Board is structured and operates as follows:

1. Board size - Eleven
2. Composition - At least seven 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. Term - Appointments to the Board shall be for a period of three years.
4. Current Board: Alaa Musa - Chair
Michael Lee – Vice Chair
Pat Suminski – Secretary / Treasurer
Dane Baldwin - Director
Kurt Bauer - Director
Jeno Cataldo - Director
Michael O'Connor - Director
Teri Regano - Director
Andrea Rowe Richards - Director
Timothy Sluga - Director
5. Compensation - None
6. Meetings - All meetings of the Board shall be governed by the Wisconsin Open Meetings Law.
7. Record Keeping - Files and records of the Board's affairs shall be kept pursuant to public records requirements.
8. Staffing - The Board may employ staff and/or contract for staffing services pursuant to this plan and subsequent modifications thereof.
9. Meetings - The Board shall meet regularly, at least twice a year. The Board has adopted rules of order (by-laws) to govern the conduct of its meetings.

VII. METHODS OF ASSESSMENT

A. Assessment Rate and Method

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, an assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

As of January 1, 2022 the property in the district has a total assessed value of approximately \$81,957 million (approximately \$43,706 million considered exempt from special assessment). An assessment of approximately .005% on the assessable commercial value of remaining properties was applied Appendix B shows the projected BID assessment for each property in the district.

B. Excluded and Exempt Property

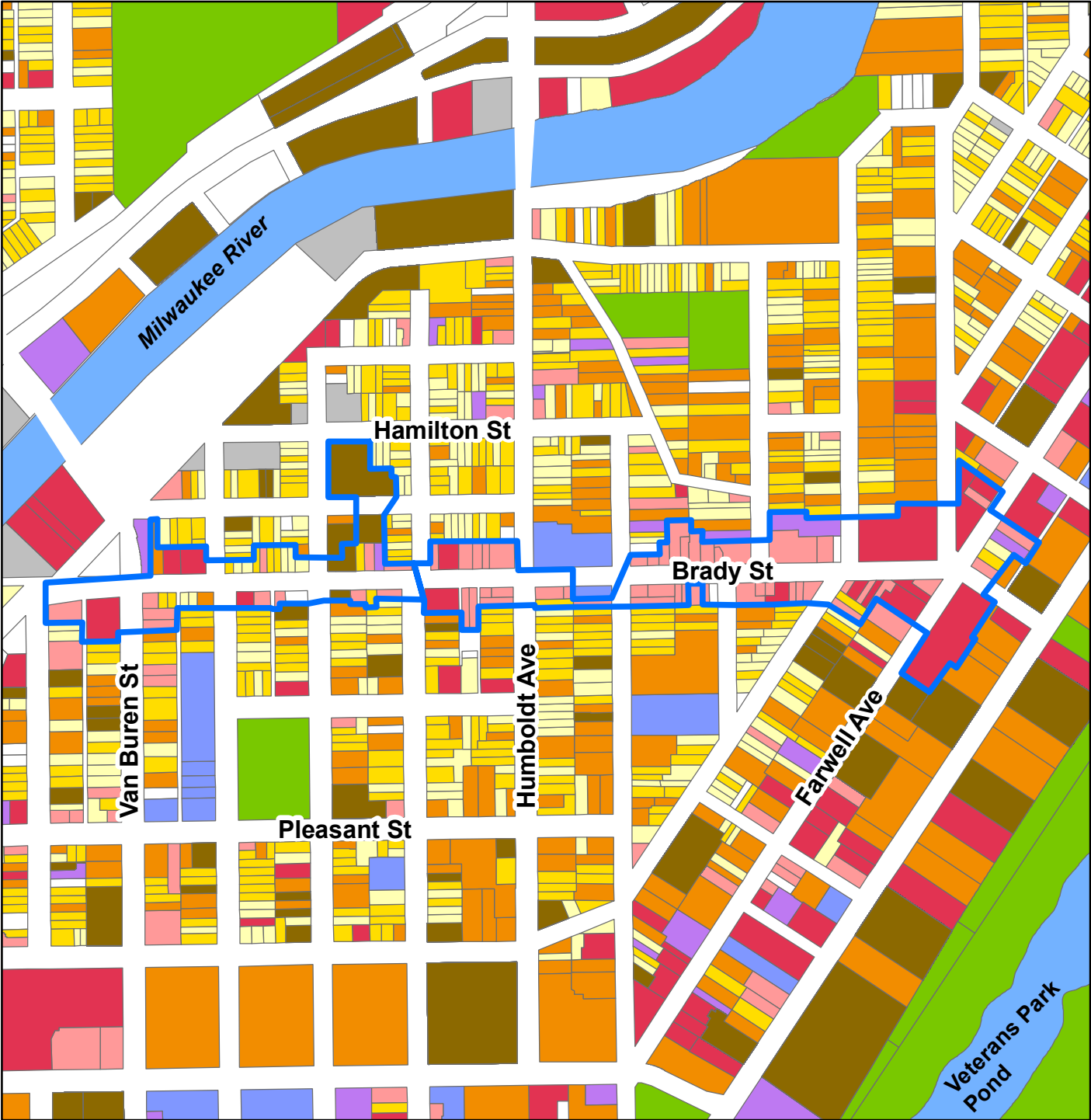
The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statute 66.1109(1)(f) Im: 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 B, 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 have been excluded from the district. Privately owned tax exempt property which is expected to benefit from district activities may be asked to make a financial contribution on a voluntary basis.

APPENDICES

- A. District Boundaries
- B. Projected Assessment
- C. Board of Directors 2020-2021
- D. Wisconsin State Statute 66.1109

Business Improvement District No. 11 (Brady Street)



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

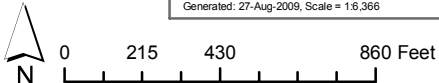
 Public Parks and Quasi-Public Open Space

 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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Taxkey	Address	Owner1	BID 11 Assessment
3540753000	712-714 E BRADY ST	ZAYNA'S LLC	1925
3540755100	728 E BRADY ST	AIM INVESTMENTS LLC	6873
3540771000	816 E BRADY ST	CHERYL ANN PETER REVOCABLE TRUST	425.92
3540792000	916-918 E BRADY ST	CLASSICS BARBERSHOP LLC	381.64
3540793000	922-924 E BRADY ST	SRG INVESTMENTS LLC	498
3540794000	928-932 E BRADY ST	WIRED VENTURES BRADY LLC	1080.81
3540810100	1006 E BRADY ST	DEMANO INCORPORATED	1166.62
3540810200	1014 E BRADY ST	JIN SHOEI HORING	3575.5
3540811000	1016-1022 E BRADY ST	GLORIOSO BROTHERS	1895.04
3540812000	1024-1028 E BRADY ST	GLORIOSO BROTHERS	899.7
3540813000	1030 E BRADY ST	GAMBO LLC	1077
3540994000	904 E PEARSON ST	MCCOTTER PROPERTIES LLC	1642
3550006000	1700 N FARWELL AV	BRADY FARWELL PROPERTIES, LLC	1047.24
3550009000	1718 N FARWELL AV	BRADY FARWELL PROPERTIES, LLC	877
3550010000	1722-1724 N FARWELL AV	MICHAEL J ZAFFIRO	1181.18
3550020000	1733 N FARWELL AV	JOHN E MACHULAK	1696.5
3550022000	1729 N FARWELL AV	ROSEMARY MANISCALCO	979.2
3550023110	1709-1723 N FARWELL AV	ROSSF LLC	7002
3550054100	1414-1438 E BRADY ST	BRADY MKE LLC	35572.5
3550841000	1234-1238 E BRADY ST	DOMINION 7 LLC	1808.275
3550842100	1228-1232 E BRADY ST	JWK MGMT LLC	2263.36
3550843100	1224 E BRADY ST	J W K MANAGEMENT LLC	300.295
3550844000	1218-1220 E BRADY ST	SUMINSKI ET AL, LLC	1224.75
3550845000	1214-1216 E BRADY ST	BRADY 1216 LLC	1941.135
3550846000	1208-1212 E BRADY ST	JWK MANAGEMENT LLC	619.56
3550847000	1200-1204 E BRADY ST	SOPHEN LLC	789
3550876000	1338-1344 E BRADY ST	ORCH PROPERTIES LLC	472.68
3551511000	1300-1330 E BRADY ST	J W K MANAGEMENT LLC	3611.825
3552031000	1701-1715 N ARLINGTON PL	HI HAT REAL ESTATE, LLC	2931.18
3590602000	1687-1689 N FRANKLIN PL	DONNA R OLSON	759.84
3590616000	1115-1117 E BRADY ST	CITY OF MILWAUKEE	281.48
3590618100	1201-1205 E BRADY ST	J W K MANAGEMENT LLC	1635.2
3590618200	1209-1219 E BRADY ST	MIROSLAV ROKVIC	925.695
3590619000	1688-1690 N FRANKLIN PL	SHEPARDS LLC	743.92
3590639100	1229-1233 E BRADY ST	1231 BRADY LLC	3663.5
3590641000	1225-1227 E BRADY ST	DIANE LUKICH	705.75
3590642000	1221-1223 E BRADY ST	DIANE LUKICH	816.93
3590643000	1315-1317 E BRADY ST	YOUNG ROSCOE LLC	1325
3590644000	1309-1311 E BRADY ST	PATRICIA A CATALDO	2026
3590665000	1327 E BRADY ST	JC CAPITAL 1327 BRADY LLC	2093.5
3590666000	1329 E BRADY ST	MICHAEL D LEE REV TRUST &	752.25
3590667000	1333-1339 E BRADY ST	MDL LLC	1309.5
3590668000	1673-1677 N FARWELL AV	ZAILOTI II LLC	4131
3590669000	1669 N FARWELL AV	THE EXCLUSIVE COMPANY CORP	1858
3590678000	1419 E BRADY ST	FALA7 INVESTMENTS LLC	682.275
3590679000	1415-1417 E BRADY ST	B DEEP LLC	611.47
3590680000	1413 E BRADY ST	AMARJIT KALSEY	997.25
3590681000	1407 E BRADY ST	RICK MARTIN RUDOLPH REVOCABLE LIVING TRUST	917.5
3591341000	1301-1307 E BRADY ST	JC CAPITAL 1301 BRADY LLC	4618.17
3591342000	1323 E BRADY ST	SCHAEFER LAND LLC	6137
3591401100	1239 E BRADY ST	SS LAND LLC	4286.5
3591402110	1235-1237 E BRADY ST	TODD A LANGENESS	715.25
3592261000	1668 N WARREN AV	GNOME BRADY LLC	5455
3600001000	707 E BRADY ST	707 EAST BRADY LLC	1760.275
3600006100	1681-1683 N VAN BUREN ST	LV & JV REALTY LLC	8040
3600045100	615 E BRADY ST	MILWAUKEE HOLDINGS LLC	6821.5
3600201100	1011 E BRADY ST	GLORIOSO REAL ESTATE LLC	7324

3600221000	1689-1691 N HUMBOLDT AV	EASTSIDE RE LLC	181.775
3600222000	1693-1695 N HUMBOLDT AV	WEST RIVER LLC	822.5
3600223000	1027-1029 E BRADY ST, Unit]	SVED A HASSAN	526.6
3600224000	1021-1023 E BRADY ST	THE BENNY J TRAVIA AND PHYLL	246.22
3600225000	1017-1019 E BRADY ST	MARCIA TAYLOR	613.95
3600301000	827-829 E BRADY ST	PEPERONI CANNOLLI LLC	237.3
3600302000	1697-1699 N MARSHALL ST	24BUCKS LLC	2357.06
3600312000	815-821 E BRADY ST	MAKE A FORT LLC	2040.06
3600313000	807-811 E BRADY ST	THE DAVID D LARSON AND MICHELLE N. LARSON REVOCABL	2287.5
3600341000	1686-1688 N VAN BUREN ST	MORTELLARO REALTY CO LLC	852.96
3600342000	1680-1682 N VAN BUREN ST	MICHAEL W ROSS REV TRUST	983.5
3600583000	911-915 E BRADY ST	SCHWARKBRADY LLC	953.25
3600586000	1699 N ASTOR ST	MICHAEL P & KATHLEEN A	1642
3592241000	1692 N HUMBOLDT AV	VELLA REAL ESTATE HOLDINGS	4681
3541901000	1701-1711 N HUMBOLDT AV	KEYSTONE ON BRADY LLC	1952.5
3600337100	1693-1695 N CASS ST	DIROT PROPERTIES FOUR LLC	0
3600582100	1696 N MARSHALL ST	FOX BEACH LLC	0
3550875000	1348 E BRADY ST	PH 1348 BRADY STREET LLC	3989.5
3590221210	1650-1680 N FARWELL AV	SCP 2006-C23-115 LLC #8763	9736
			191255.34

BID # 11 BRADY STREET Board of Directors 2021-22

<p>Kurt Bauer, Director <i>Owner, Brady Street Futons</i> 1200 E. Brady Sreet Milwaukee, WI 53202 Cell: 414-915-4102 kurt@bradystreetfutons.com</p> <p>Term – 3 yrs Term expires: 7/12/2020</p>	<p>Dane Baldwin Owner, Diplomat 815 E.Brady Street Milwaukee, WI 53202 Cell: 414-202-5608 DaneBaldwin@thediplomat.com</p> <p>Term - 3 yrs Term expires: 4/3/2022</p>	<p>Jeno Cataldo Owner, Dorsia 7324 N. Crossway Road Fox Point, WI 53217 414-737-9189 jeno@jcccapitalcorp.com</p> <p>Term – 3 yrs Term expires:6/22/2024</p>
<p>Michael Lee, Director <i>Club Brady</i> 1339 E Brady St Milwaukee, WI 53202 Cell: 414-520-9195 Mlee33@execpc.com</p> <p>Term – 3 yrs Term expires:7/20/2020</p>	<p>Alaa Musa, President <i>Casablanca On Brady</i> 728 E. Brady St. Milwaukee, WI 53202 Cell: 414-350-3785 casablancaonbrady@sbcglobal.net</p> <p>Term – 3 yrs Term expires: 6/26/2020</p>	<p>Michael O'Connor, Director <i>Dominion Properties</i> 2025 N. Summit Ave Ste #200 Milwaukee, WI 53202 Cell: 414-406-8888 moconnor@dominionproperties.com</p> <p>Term - 3 yrs. Term expires: 06/22/2021</p>
<p>Teri Regano, Director <i>Regano's Roman Coin</i> 1004 E. Brady St. Milwaukee, WI 53202 Cell: 414-364-9334 romancoin@sbcglobal.net</p> <p>Term –3 yrs Term expires:2/18/2022</p>	<p>Andrea Rowe Richards, Director <i>Resident</i> 1823 N. Oakland Ave Milwaukee, WI 53202 Cell: 414-270-9898 onlyontheeastside@gmail.com</p> <p>Term –3 yrs Term expires: 2/09/2024</p>	<p>Pat Suminski, Secretary / Treasurer <i>Suminski Family Funeral Homes</i> 1218 E. Brady St. Milwaukee, WI 53202 Cell: 414 349-3547 ptsumins@hotmail.com</p> <p>Term – 3 yrs Term expires: 6/27/2020</p>
<p>Tim Sluga, Director GM, Nomad Pub 829 E. Knapp St Apt 30 Milwaukee, WI 53202 Cell: 414-477-4466 tsluga@caravanhospitality.com</p> <p>Term –3 yrs Term expires:2/17/2024</p>		
<p>Rachel Taylor, Executive Director 1220 A E. Brady St. Milwaukee, WI 53202 BID Office: 414-272-3978 Cell: 414-544-9899 executivedirector@bradystbid.com</p>		<p>Graffiti Frank Alioto Home: 414-289-0264</p>

Wisconsin State Statute

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 subsds. 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.

66.1109(5)(d) (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.

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2021
(With Summarized Totals for the Year Ended December 31, 2020)
with Accountant's Review Report

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11

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INDEPENDENT ACCOUNTANT'S REVIEW REPORT

To the Board of Directors
Brady Street Business Improvement District #11
Milwaukee, Wisconsin

We have reviewed the accompanying financial statements of Brady Street Business Improvement District #11 (a nonprofit organization), which comprise the statement of assets, liabilities and net assets - modified cash basis as of December 31, 2021, and the related statements of revenue and expenses - modified cash basis and functional expenses - modified cash basis for the year then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management's Responsibility for the Financial Statements

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

Accountant's Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

We are required to be independent of Brady Street Business Improvement District #11 and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements related to our review.

Accountant's Conclusion

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

Ritz Holman LLP

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To the Board of Directors
Brady Street Business Improvement District #11

Summarized Comparative Information

We previously reviewed Brady Street Business Improvement District #11's 2020 financial statements and in our conclusion dated March 25, 2021, stated that based on our review, we were not aware of any material modifications that should be made to the 2020 financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America. We are not aware of any material modifications that should be made to the summarized comparative information presented herein as of and for the year ended December 31, 2020, for it to be consistent with the reviewed financial statements from which it has been derived.

Basis of Accounting

We draw attention to Note A of the financial statements, which describes the basis of accounting. The financial statements are prepared in accordance with the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our conclusion is not modified with respect to this matter.


RITZ HOLMAN LLP
Certified Public Accountants

Milwaukee, Wisconsin
April 5, 2022

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
STATEMENT OF ASSETS, LIABILITIES AND NET ASSETS - MODIFIED CASH BASIS
DECEMBER 31, 2021
(With Summarized Totals for December 31, 2020)
(See Accountant's Review Report)

ASSETS		2021	2020
CURRENT ASSETS			
Cash		\$ 253,798	\$ 253,772
Total Current Assets		\$ 253,798	\$ 253,772
FIXED ASSETS			
Holiday Decorations		\$ 16,747	\$ 16,747
Security Cameras		36,017	36,017
Accumulated Depreciation		(27,467)	(20,264)
Net Fixed Assets		\$ 25,297	\$ 32,500
TOTAL ASSETS		\$ 279,095	\$ 286,272
NET ASSETS			
NET ASSETS			
Without Donor Restrictions		\$ 279,095	\$ 286,272
Total Net Assets		\$ 279,095	\$ 286,272
TOTAL NET ASSETS		\$ 279,095	\$ 286,272

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

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
STATEMENT OF REVENUE AND EXPENSES - MODIFIED CASH BASIS
FOR THE YEAR ENDED DECEMBER 31, 2021
(With Summarized Totals for the Year Ended December 31, 2020)
(See Accountant's Review Report)

	Without Donor Restrictions	
	2021	2020
REVENUE		
Assessment Income	\$ 138,035	\$ 138,000
Interest Income	29	153
Rental Income	600	---
Special Events		
Special Event Income	13,035	5,876
Special Event Expenses	(24,650)	(1,114)
Other Income	---	1,214
Total Revenue	\$ 127,049	\$ 144,129
EXPENSES		
Program Services	\$ 111,298	\$ 108,932
Management and General	17,502	17,021
Fundraising	5,426	5,628
Total Expenses	\$ 134,226	\$ 131,579
 CHANGE IN NET ASSETS	 \$ (7,177)	 \$ 12,550
Net Assets, Beginning of Year	286,272	273,722
 NET ASSETS, END OF YEAR	 \$ 279,095	 \$ 286,272

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

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
STATEMENT OF FUNCTIONAL EXPENSES - MODIFIED CASH BASIS
FOR THE YEAR ENDED DECEMBER 31, 2021
(With Summarized Totals for the Year Ended December 31, 2020)
(See Accountant's Review Report)

	Program Services	Management and General	Fundraising	2021 Total	2020 Total
Salaries	\$ 37,375	\$ 8,970	\$ 3,488	\$ 49,833	\$ 47,031
Payroll Taxes	3,603	865	336	4,804	3,372
Professional Fees	---	3,550	---	3,550	2,550
Promotional Expense	738	---	---	738	4,652
Telephone	1,127	270	105	1,502	708
Postage	136	33	13	182	165
Printing	42	10	4	56	149
Occupancy	5,355	1,285	500	7,140	7,140
Utilities	906	217	84	1,207	899
Interest	---	---	---	---	---
Advertising	5,442	1,306	508	7,256	14,863
Maintenance and Repairs	18,335	---	---	18,335	5,265
Streetscape Maintenance	18,082	---	---	18,082	34,535
Public Internet Access and Security Cameras	6,690	---	---	6,690	---
Insurance	3,268	784	305	4,357	5,022
Equipment Purchases	2,111	---	---	2,111	---
Depreciation	7,203	---	---	7,203	4,186
Other Expense	885	212	83	1,180	1,042
Subtotal	<u>\$ 111,298</u>	<u>\$ 17,502</u>	<u>\$ 5,426</u>	<u>\$ 134,226</u>	<u>\$ 131,579</u>
Special Events					
Advertising	\$ ---	\$ ---	\$ 6,018	\$ 6,018	\$ ---
Awards	---	---	2,375	2,375	---
Donations	---	---	1,000	1,000	---
Entertainment	---	---	2,629	2,629	---
Fees	---	---	1,446	1,446	---
Miscellaneous	---	---	1,507	1,507	24
Permits	---	---	2,105	2,105	---
Photographer	---	---	285	285	---
Professional Fees	---	---	4,750	4,750	1,090
Signage	---	---	2,535	2,535	---
Total Special Events	<u>\$ ---</u>	<u>\$ ---</u>	<u>\$ 24,650</u>	<u>\$ 24,650</u>	<u>\$ 1,114</u>
TOTAL EXPENSES	<u><u>\$ 111,298</u></u>	<u><u>\$ 17,502</u></u>	<u><u>\$ 30,076</u></u>	<u><u>\$ 158,876</u></u>	<u><u>\$ 132,693</u></u>

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

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2021

(See Accountant's Review Report)

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2021
(See Accountant's Review Report)

NOTE A - Summary of Significant Accounting Policies

Organization

Brady Street Business Improvement District #11 (Brady Street BID) was created by the Common Council of the City of Milwaukee pursuant to Wisconsin Statutes. Brady Street BID is to sustain the competitiveness of the Brady Street Residential and Commercial District of the City of Milwaukee and to ensure a safe, clean environment conducive to business activity. Brady Street BID is responsible for monitoring, maintaining and repairing the streetscape and for developing a plan to facilitate joint economic development efforts in the Brady Street area.

Brady Street BID collaborates with the following other area organizations for the common benefit of Brady Street: the Brady Street Area Association, an independent incorporated entity, the Brady Area Merchants, an informal group of business owners, and the Brady Area Foundation, a not for profit organization supporting arts and education. These organizations are not part of the Brady Street BID's financial statements.

Brady Street Business Improvement District #11 is exempt from tax as an affiliate of a governmental unit under Section 501(a) of the Internal Revenue Code.

Accounting Method

The financial statements of the Organization have been prepared on the cash basis of accounting modified for the presentation of payroll tax liabilities, which is a comprehensive basis other than generally accepted accounting principles. Under this basis, all items are recorded on the cash basis except for payroll taxes, which are recognized when incurred rather than when paid, and fixed assets according to the Organization's capitalization policy.

Fixed Assets

Fixed assets are recorded at cost. Depreciation is provided over the estimated useful lives of the assets using the straight-line method for all asset purchases totaling \$2,500 and greater.

Contributions and Grant Revenue

Contributions received and unconditional promises to give are measured at their fair values and are reported as increases in net assets. Contributions are considered available for the Organization's general programs unless specifically restricted by the donor. Contributions received with restrictions that are met in the same reporting period are reported as revenue without donor restrictions and increase net assets without donor restrictions. Conditional promises to give are not recognized until they become unconditional. A conditional contribution is one that has both a barrier that must be overcome and an agreement requiring advance payment to be returned or future payment not to be obligated when the barrier is not overcome. Amounts received for which the donor has limited the use of the asset or designated the gift as support for future periods are considered restricted support and included in net assets with donor restrictions. When a donor restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions. When the restriction on a contribution is met in the same reporting period as the contribution is received, the contribution is reported in net assets without donor restrictions.

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

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2021
(See Accountant's Review Report)

NOTE A - Summary of Significant Accounting Policies (continued)

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

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

Government Grants and Contract Revenue

Government grants and contract revenue are recognized when earned. Revenue is earned when eligible expenditures, as defined in each grant, contract or other allowable cost manual, are made. Any cash received for revenue not yet earned is considered to be deferred revenue. Revenue earned but not yet paid to the Organization is included in grants receivable. Expenditures under government contracts are subject to review by the granting authority. To the extent, if any, that such review reduces expenditures allowable under these grants or contracts, the Organization records the disallowance at the time the final assessment is made. Management believes that disallowances, if any, would not have a significant effect on the financial statements.

Estimates

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

Basis of Presentation

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

At December 31, 2021, the Organization's net assets were all without donor restrictions.

Functional Expenses

Expenses for salaries and wages and related items are allocated 75% to program, 18% to management and general, and 7% to fundraising categories based on management's estimate of time and effort. Other expenses that are not direct costs of program or management and general are allocated in proportion to the allocation of salaries and wages.

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2021
(See Accountant's Review Report)

NOTE B - Comparative Financial Information

The financial information shown for 2020 in the accompanying financial statements is included to provide a basis for comparison with 2021. The comparative information is summarized by total only, not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity to generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2020, from which the summarized information was derived.

For comparability, certain 2020 amounts have been reclassified to conform with classifications adopted in 2021. The reclassifications have no effect on reported amounts of net assets or changes in net assets.

NOTE C - Future Accounting Pronouncements

Accounting Standards Update 2020-07, Presentation and Disclosures by Not-for-Profit Entities for Contributed Nonfinancial Assets (Topic 958) will be effective for fiscal years beginning after June 15, 2021. The amendments in this update are required and provide new presentation and disclosure requirements about contributed nonfinancial assets to nonprofits, including additional disclosure requirements for recognized contributed services. Contributed nonfinancial assets will be required to be reported as a separate line in the statement of activities. A financial statement note will be required to provide disaggregated contributed nonfinancial assets by category including: the type of contributed nonfinancial asset; qualitative information about the monetization or utilization of the nonfinancial assets; the policy about the monetization or utilization of nonfinancial assets; a description of restrictions, valuation, and the market used to determine the fair value. The amendments, required to be presented retrospectively to all periods presented, will not change the recognition and measurement requirements for those assets.

Accounting Standards Update 2016-02, Leases (Topic 842) will be effective for fiscal years beginning after December 15, 2021. This update requires the recognition of lease assets and lease liabilities on the statement of financial position measured at the present value of lease payments and requires disclosure of key information about the leasing arrangements.

Accounting Standards Update 2020-08, Receivables – Nonrefundable Fees and Other Costs (Topic 310-20) will be effective for fiscal years beginning after December 15, 2021. The amendments in this update represent changes to clarify the codification. An organization shall apply the amendment prospectively. This amendment impacts the effective yield of an existing individual callable debt security.

Accounting Standards Update 2016-13, Financial Instruments - Credit Losses (Topic 326) will be effective for fiscal years beginning after December 15, 2023. The main objective of this update is to provide financial statement users with more decision-useful information about the expected credit losses on financial instruments and other commitments to extend credit held by a reporting entity at each reporting date. To achieve this objective, the amendments in this update replace the incurred loss impairment methodology in current GAAP with a methodology that reflects expected credit losses and requires consideration of a broader range of reasonable and supportable information to inform credit loss estimates, including exploring more forward-looking alternatives.

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2021
(See Accountant's Review Report)

NOTE D - Liquidity

The Organization maintains \$253,798 of cash on hand to represent approximately 24 months of general operating expenditures. These balances are held in liquid bank accounts.

NOTE E - Concentration of Risk

Brady Street Business Improvement District #11 receives property tax assessment income and grants from the City of Milwaukee. Brady Street BID's operations rely on the availability of these funds. Approximately 95% of the Organization's gross revenue was from the City of Milwaukee for the year ended December 31, 2021.

The Organization maintains its cash balance at a financial institution. Accounts at the institution are insured by the Federal Deposit Insurance Corporation up to \$250,000. At December 31, 2021, the Organization's uninsured cash balances total \$4,571.

NOTE F - Advertising Costs

The Organization uses advertising to promote its programs throughout the community. Advertising costs are expensed as incurred. Advertising expense for the year ended December 31, 2021, was \$7,256.

NOTE G - Operating Lease

The Organization leases office space under an operating lease that expired March 31, 2021. The lease continued on a month-to-month basis during 2021. Rent expense was \$7,140 for the year ended December 31, 2021.

NOTE H - Assessment Income

In order to provide revenues to support the Organization's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified Brady Street area. The assessment is calculated based on assessed values of the properties as of every fall. The assessment levied on the Brady Street properties was \$.0038 for every dollar of assessed property value for the year ended December 31, 2021.

BRADY STREET BUSINESS IMPROVEMENT DISTRICT #11
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2021
(See Accountant's Review Report)

NOTE I - Revenue from Contracts with Customers

Special Events Income

The Organization holds multiple special events throughout the year. The event revenue is reported at the amount that reflects the consideration to which the Organization expects to be entitled in exchange for providing access to the events and event activities. Revenue from these events are recognized at the point in time the event is held and the Organization's performance obligation to hold the event is completed. The Organization also provides the opportunity to sponsor events. Sponsorships for the Organization's events opens months before the events are scheduled to be held and are recognized as revenue when the event is held. The COVID-19 pandemic caused all special events to be cancelled in 2020.

At December 31, 2021, there were no assets or obligations related to revenue from contracts with customers for special events income. For the year ended December 31, 2021, special event revenue was \$13,035.

NOTE J - Related Party Transactions

During the year, the Organization leased its office space from one member of the board of directors. Total amount paid to related parties were \$7,140 for the year ended December 31, 2021.

NOTE K - Subsequent Events

The Organization has evaluated events and transactions occurring after December 31, 2021, through April 5, 2022, the date the financial statements are available to be issued, for possible adjustments to the financial statements or disclosures. The COVID-19 outbreak in the United States has caused business disruption through mandated and voluntary closings of many businesses and nonprofit organizations. While the disruption is expected to be temporary, there is considerable uncertainty around the duration of the closings.

Brady Street Business Improvement District #11
1220A E. Brady Street
Milwaukee, WI 53202

In planning and performing our review of the financial statements of Brady Street Business Improvement District #11 for the year ended December 31, 2021, we considered the Organization's internal control structure to determine our review procedures in order to provide a reasonable basis for our report and not to provide assurance on the internal control structure.

However, during our review we became aware of the following matter that is an opportunity for strengthening internal controls and operating efficiency:

- Form 1099s for 2021 were not filed by the IRS filing deadline of January 31, 2022. It is recommended that all tax filings be made on a timely basis.

This letter does not affect our report dated April 5, 2022, on the financial statements of Brady Street Business Improvement District #11.

We will review the status of this comment during our next review engagement. We have already discussed this comment and suggestion with various Organization personnel, and we will be pleased to discuss it in further detail at your convenience, to perform any additional study of this matter, or to assist you in implementing the recommendation.



RITZHOLMAN LLP
Certified Public Accountants

April 5, 2022

Ritz Holman LLP

Serving business, nonprofits, individuals and trusts.

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Brady Street Business Improvement District #11 2022 Annual Report

BRADY ST BID #11 BOARD OF DIRECTORS

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President

MIKE LEE
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JENO CATALDO
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STAFF

RACHEL TAYLOR, MBA
Executive Director

excutedirector@
bradystbid.com

The Brady St BID Board of Directors welcomes you to join our public meeting on Wednesday, September 14th at 5:30pm at Heritage Funeral Home, Suminski-Weiss Chapel, located at 1901 N. Farewell Ave. Parking is available.

The Brady Street Bid #11 exists to support and recruit businesses, enhance and maintain the streetscape and create an infrastructure and amenities to encourage urban living in the Brady Street Area.

The BID partners with both the Brady Street Area Association, which is our membership-based group comprised mostly of residents, and the Brady Area Foundation for Art and Education, which is our 501(c)3.

Total Assessed Value of Properties Within District

The total assessed value of the properties in BID #11 as of January 2022 was \$81,956,965 the total value of commercial properties \$56,796,065. Of the 76 commercial properties, 47 are classified mixed use, and \$38,251,068 is assessable.

Year-to-Year comparison: the total value of commercial properties in the district increased approximately 4.7% over the previous year, due in part to the revaluation of recently redeveloped/improved, sold properties.

Core Programs

We currently service 10 blocks of Brady Street from Holton Street to Prospect Avenue. We have contracted with Riverworks Development Corp for cleaning (and watering) services 4 days per week. We have 5 concrete planters that BID Board members plant and help maintain.

We have been fortunate to spend very small amounts of money on graffiti removal this year.

We decorate the entire district with holiday lighting from November to the end of January to try to help drive traffic into the district during the cold winter months.

We have no debt service at this time.

Our crime rates are similar to the rest of Milwaukee. The current problems consisting of pan handling, open air drug dealing, entries to autos, and some robberies. There have been three shootings, one culminating in a fatality, on Brady Street this year. We have been in regular communication with MPD to try to mitigate some of these issues. MPD has included Brady Street in its Code Red operations, enabling regular officer involvement on the street at peak times of attendance.

We have one full time Executive Director and one part-time seasonal Events Intern.

We hold monthly meetings except for December. We also hold our Annual Public Budget Meeting in September.

We coordinate public meetings to discuss pertinent matters relating to safety when appropriate.

Visit the newly designed
Brady Street BID website at
www.bradystreet.org

Economic Development

The BID had several new businesses open or transfer ownership between August 2021 and September 2022.

- Retail clothing store **Economy Clothing Company** opened in 2022.
- Tattoo parlor **Black Ink MKE** opened in October of 2021.
- New restaurants **Wurst Bar, Twisted Plants, and Sticky Rice** opened.
- **Nomad Coffee Bar** opened early in 2022.
- **Concoctions**, a bar specializing in slushies, open in July of 2022.
- Live music venue **Nashville North** opened in June of 2022.
- The Exclusive Company changed ownership and is now **Lilliput Records**.
- **The Truck Stop** moved to HiHat Garage’s kitchen in Spring.
- **SaveMKE Escape Room** changed ownership.
- **Smokin Brady** vape shop opened.

We currently have 9 vacant storefronts. Three storefronts are in development.

The following properties are available for lease:

- **833 E. Brady St** – This is a brand new development being leased by Colliers International.
- **1688 N. Humboldt Ave** – This is a mix use property with apartments and a store front.
- **1210 E. Brady St** – Formerly the extremely popular Brewed Cafe, this property is being leased by Key Commercial Real Estate.
- **1320 E. Brady St** – Leased by Key Commercial Real Estate, this is a highly desired location in a bustling area of the neighborhood.

PROPERTY OWNERS: Let Rachel know if your property is available for commercial lease. The BID is getting an increase in requests. Rachel can be contacted at executivedirector@bradystbid.com.

Marketing & Branding

Recognition/Mentions: Brady Street is mentioned in the press around 3 times per week. We've been mentioned in articles in the Shepherd Express, Milwaukee Magazine, Journal Sentinel, Milwaukee Business Journal, Urban Milwaukee, Milwaukee Record, On Milwaukee, MKE Lifestyle, and Biz Times.

We have a strong social media presence. For Facebook we have over 8,109 followers, a 8.4% increase from last year, and we post daily. Twitter has 12,800+ followers. Instagram has 2,827 followers, a 34.5% increase from last year.

We use a number of outlets from radio to print to online media to market our district. We have year-long advertising contracts with 91.7 WMSE and Milwaukee Record, and a 6-month contract with OnMilwaukee that will be extended to include the Brady St Pet Parade. We have advertised in Key Magazine and Fetch Magazine this year, and have had press releases carried by Shepherd Express, Urban Milwaukee, Radio Milwaukee, TMJ4, Fox 6, CBS 58, WISN 12, WUWM, and Milwaukee Radio. We have also appeared on Wake Up with Fox 6 television, TMJ's Morning Program and WISN 12. The BID was interviewed by 91.7 WMSE, WUWM, and TMJ4 in the past 5 months. TMJ4's morning show hosted its program from Brady Street to promote the Brady Street Festival. The BID believes this helped increase daytime attendees.

In August of 2022 the BID launched a new website created and designed by First Station Media. The new website will improve connectivity between business and patrons through its enhanced business directory and improved SEO. The new site will also allow the BID to generate additional income that's not events-based.

Core Events

The BID produces several events per year, including; The Brady Street Art Walk, Annual Pet Parade, Halloween Costume Contest, Festivus, and our signature event, The Brady Street Festival.

The 2022 Brady Street Festival was very well attended

(estimated 45,000 attendees). Costs for staffing, clean-up, and security increased overall costs, however there was a 26% increase in sponsorship raised, a 237.5% increase in revenue from merchandise, and 23.9% increase in vendor fees that helped offset costs, enabling a profit to be realized from the event. The BID also successfully ensured the street and neighborhood were clean after Brady St Festival. Many neighbors and business owners commented it was the cleanest the area had been after this event.

The Brady St BID held its first bike race in coordination with Tour of Americas Dairyland on June 23. While the event was popular with businesses, the board has decided to not hold this event in 2023 due to other events around the same date.

The BID was a co-sponsor, along with BID business Casablanca, for Wisconsin Bike Fed's Bike-In Movie Series. This event invited people to bike to Swing Park and enjoy a feature length movie on the 3rd Friday of June, July, August, and September.

Partner/Collaborative Initiatives

Partnerships/Memberships: The BID is an active member of various community and business groups including The Brady Street Area Association, The Brady Area Association for Art and Education, The Charles Allis Museum, VISIT Milwaukee, The WI Bike Federation, The International Downtown Association, and the BID Council.

We also have an extensive list of sponsors that we work with on various events including: Beechwood Distributors, Badger Liquor, Gruber Law Offices, Shorewest Realtors Downtown, Ra! Wellness, Beer Capitol, North Shore Bank, Tri City Bank, Mac's Pet Depot, Skilos Family Pet Store, Plant Botanicals, OffLeash MKE, Insitute of Beauty and Wellness, Valentine Coffee, and Nomad Coffee Bar.