



2021 Milwaukee Improvement Districts Report



Prepared by: Sally Svetic,
Economic Development Specialist

ABOUT THIS REPORT

The 2021 Milwaukee Improvement District Report contains data reported to the Commercial Corridor Team (CCT) from each Business Improvement District (BID)'s Annual Documents including their Financial Statements, Operating Plans and Annual Reports (most current data available – generally from fiscal year 2019).

This report organizes BIDs by assessment revenue, average assessed property value and common area characteristics to illustrate basic comparisons among Milwaukee improvement districts.

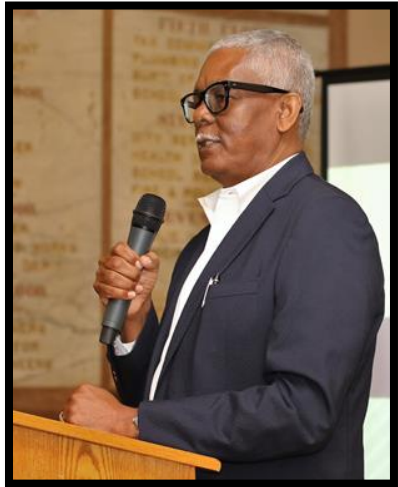


COMMERCIAL CORRIDOR TEAM

The Department of City Development’s Commercial Corridor Team (CCT) provides support, technical assistance, and business development resources to commercial and retail businesses and designated commercial districts such as the BIDs and NIDs.

Additionally, CCT is responsible for the management of the City’s Façade, Signage, Whitebox, Retail Investment Fund and Foreclosed Commercial Property Renovation Fund Grants.

CCT’s work expands to collaborating with City Real Estate and Planning to further support projects that help improve the City’s neighborhoods and commercial corridors’ quality of life.



Kenneth Little,
Neighborhood Business
Development Manager



Natanael Martinez,
Commercial Corridor Manager

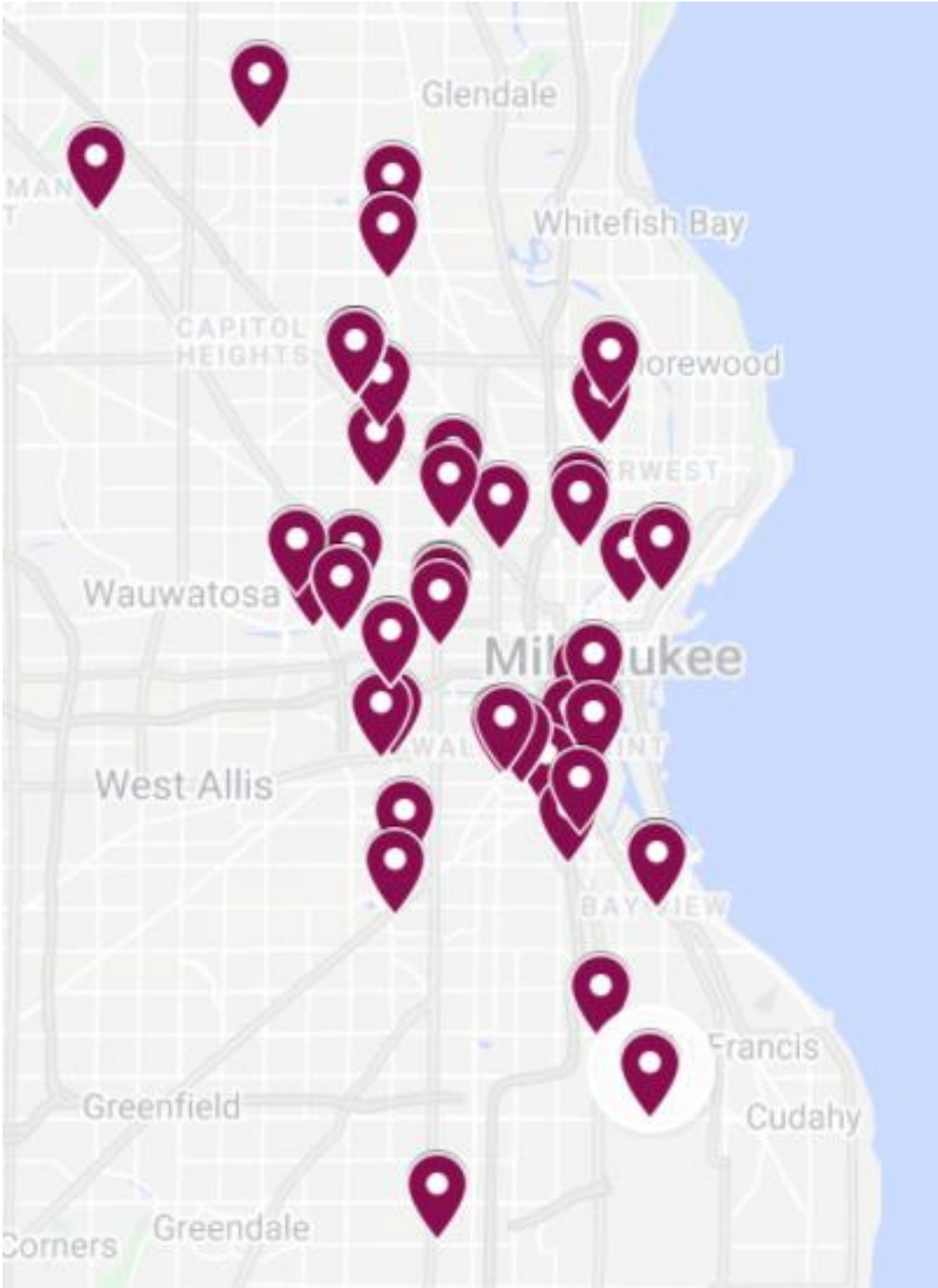


Economic Development Specialists:
Sally Svetic, Rick Banks, Vanessa Claypool, Jessica Sanchez

2021 TEAM GRANTMAKING ACTIVITY

To date in 2021, 53 grants have been approved for a total of \$843,546.12, assisting business and property owners to invest an estimated \$5,895,818.55 in their properties or commercial spaces.

This map shows the locations of the 53 grants awarded in 2021



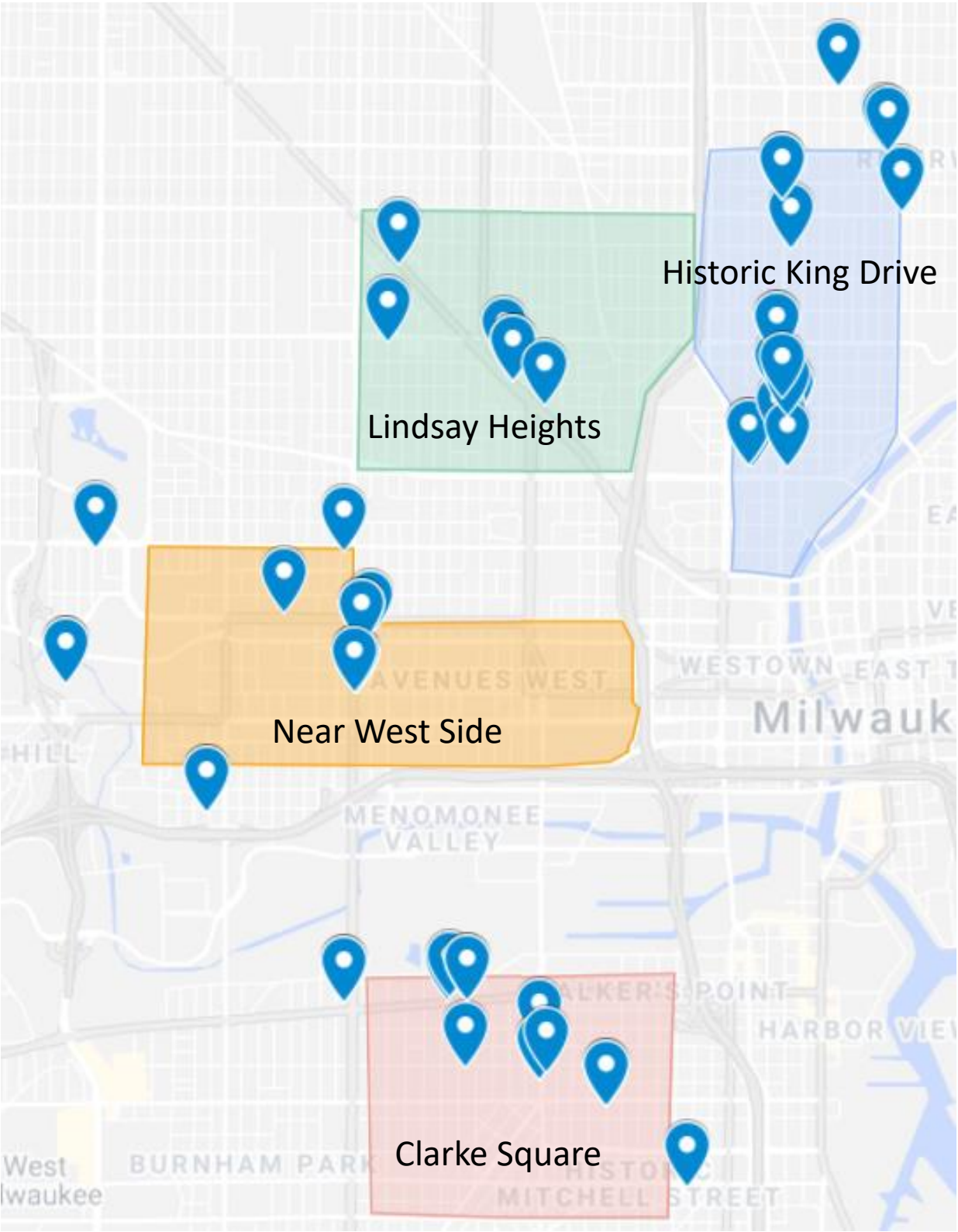
2021 BREW CITY MATCH ACTIVITY



brew city match is an innovative collaboration with LISC that aims to fuel commercial corridor revival and the resurgence of entrepreneurship in Milwaukee. The program focuses on the BIDs within the MKE United footprint:

- The Historic King Drive BID #8
- North Avenue Marketplace BID #32
- Near West Side BID #10
- Cesar Chavez Drive BID #38
- Historic Mitchell Street BID #4
- Riverworks BID #25

\$804,855.97 in city funds have been awarded in BCM areas since 2018 with **\$4,480,446.64** leveraged in private capital.



Map of BCM area grants since 2018

BID OVERVIEW

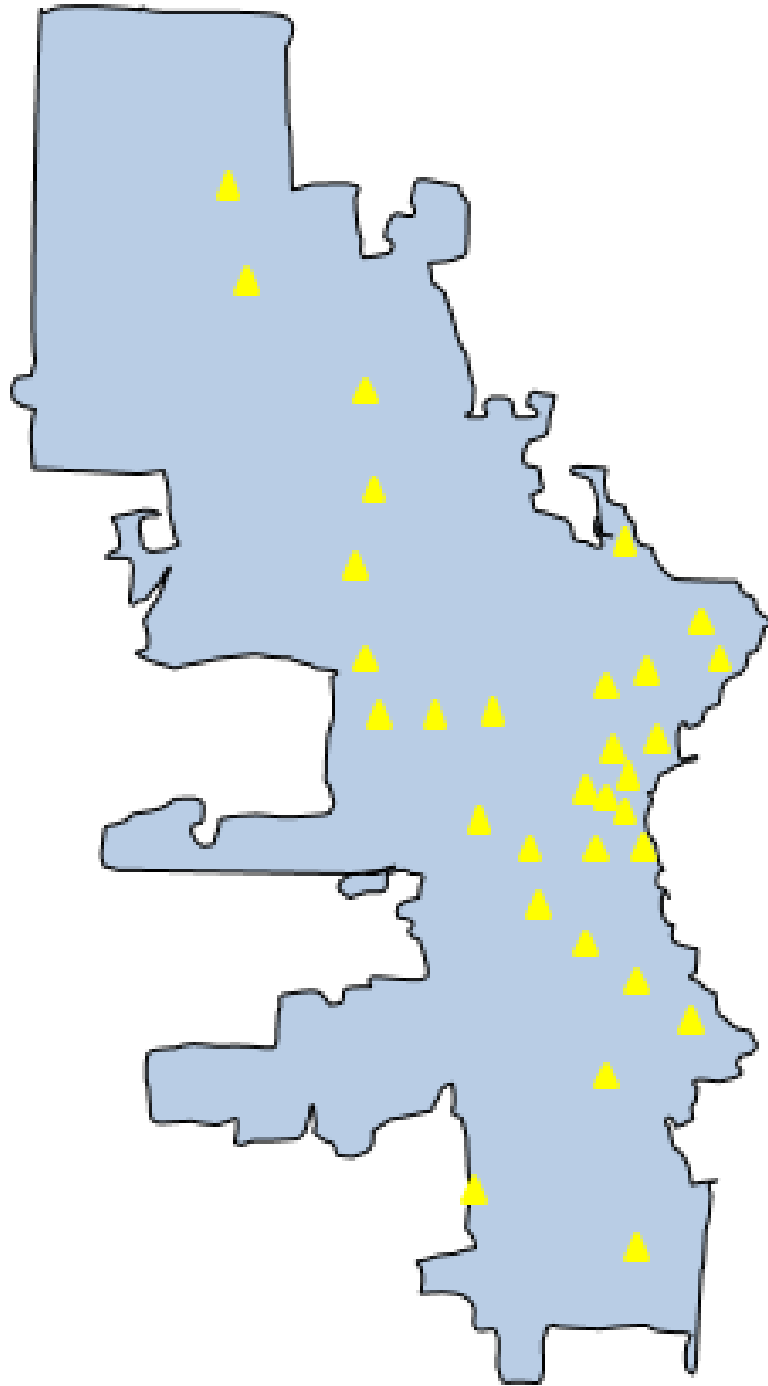
30 active BIDs

In 1984, the Wisconsin State legislature created the statute enabling cities to establish BIDs. **Milwaukee has been a model** for all of Wisconsin on how BIDs enliven, grow, and sustain quality business environments. More **\$11 million** pass through BIDs each year to the communities they serve. Each BID determines how to best allocate its funds and directly impact property and business owners.

Business Improvement Districts (BIDs) are quasi-public organizations comprised of private sector property owners, residents, and business operators tasked with the maintenance, business development and marketing of their district.

- Two-thirds of BID funds come from property assessments on commercial properties
- BIDs are governed by their boards which are made up of commercial property owners & representatives of businesses and residents
- The Commercial Corridor Team (CCT) oversees BID compliance with the state statute

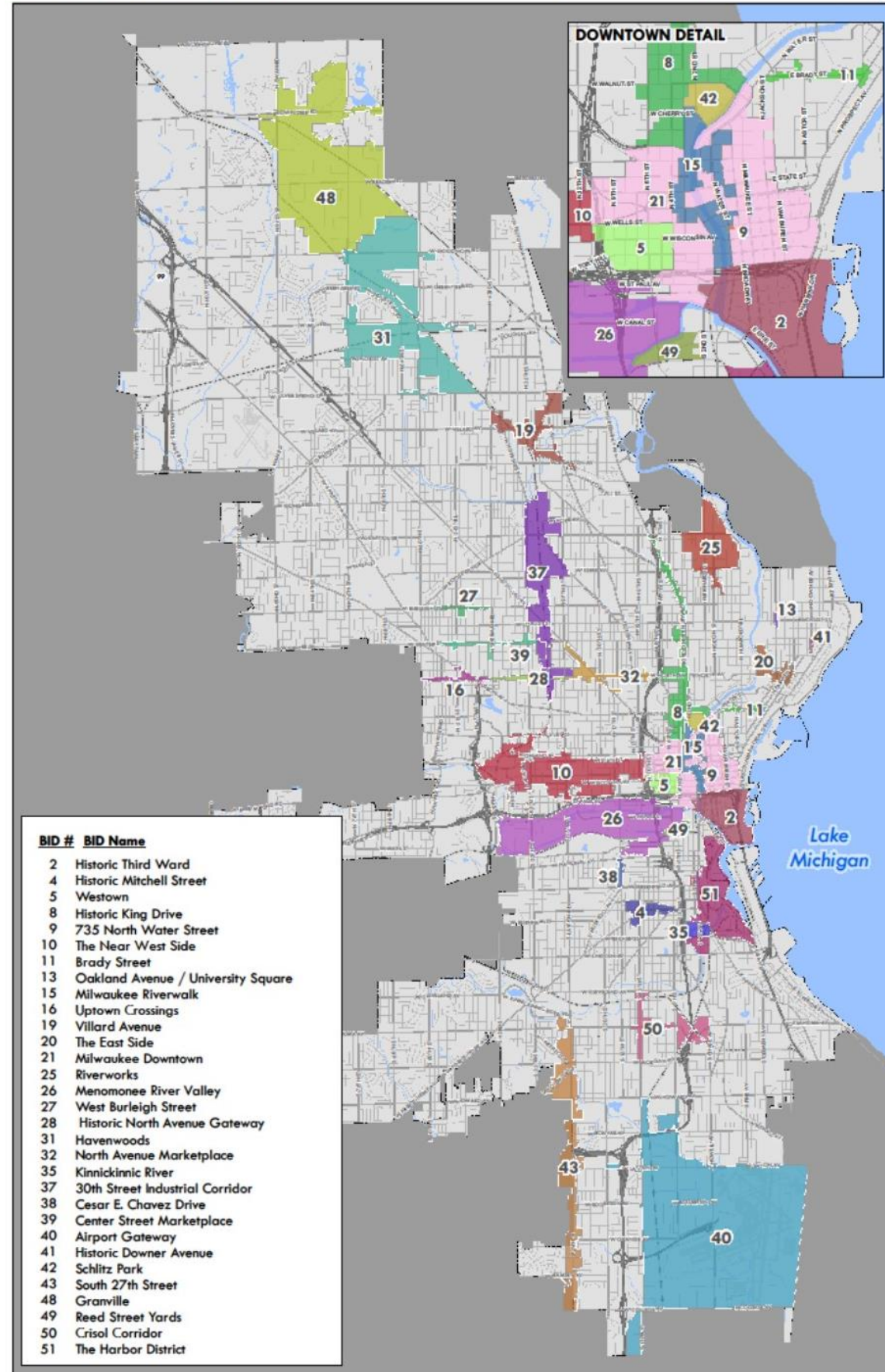
City of Milwaukee BID Map



* As of 8/9/21

BUSINESS IMPROVEMENT DISTRICTS CITY OF MILWAUKEE, 2021

Prepared by the Department of City Development Planning Division, Economic Development Division 8/9/2021
Source: City of Milwaukee Information Technology Management Division, Department of City Development



BID #	BID Name
2	Historic Third Ward
4	Historic Mitchell Street
5	Westtown
8	Historic King Drive
9	735 North Water Street
10	The Near West Side
11	Brady Street
13	Oakland Avenue / University Square
15	Milwaukee Riverwalk
16	Uptown Crossings
19	Villard Avenue
20	The East Side
21	Milwaukee Downtown
25	Riverworks
26	Menomonee River Valley
27	West Burleigh Street
28	Historic North Avenue Gateway
31	Havenwoods
32	North Avenue Marketplace
35	Kinnickinnic River
37	30th Street Industrial Corridor
38	Cesar E. Chavez Drive
39	Center Street Marketplace
40	Airport Gateway
41	Historic Downer Avenue
42	Schlitz Park
43	South 27th Street
48	Granville
49	Reed Street Yards
50	Crisol Corridor
51	The Harbor District

INDEX OF BIDs BY ALDERMANIC DISTRICTS

Aldermanic District	BID Name	BID #
1	Villard Avenue	19
	30th Street Corridor	37
2	Havenwoods	31
3	Brady Street	11
	Oakland Avenue	13
	East North Avenue	20
	Riverworks	25
	Downer Avenue	41
	Downtown	21
4	Historic Third Ward	2
	Westown	5
	Near West Side	10
	Milwaukee Riverwalk	15
	Downtown	21
	Schlitz River Center	42
	Menomonee Valley	26
	City Center Building	09
6	Historic King Drive	8
	Riverworks	25
	Schlitz River Center	42
	Milwaukee Riverwalk	15
	Downtown	21
7	Burleigh Street	27
	30th Street Corridor	37
	Center Street Marketplace	39

Aldermanic District	BID Name	BID #
8	Menomonee Valley	26
9	Havenwoods	31
	Granville	48
10	Near West Side	10
	Uptown Crossings	16
	Burleigh Street	27
	Center Street Marketplace	39
11	South 27th Street	43
12	Greater Mitchell Street	4
	Menomonee Valley	26
	Cesar Chavez Avenue	38
	Reed Street Yards	49
	Harbor District	51
	Kinnickinnic River	35
13	Airport Gateway	40
	South 27th Street	43
	Crisol Corridor	50
14	Kinnickinnic River	35
	Harbor District	51
15	Near West Side	10
	North Avenue Gateway	28
	North Avenue Marketplace	32
	30th Street Corridor	37
	Center Street Marketplace	39
	Uptown Crossings	16

*District 5 does not have a BID presence

BID Creation, Expansion And Termination

Villard Avenue (#19) expanded in 2020



Historic King Drive (#8) expanded in 2020



BIDs BY ASSESSMENT REVENUE

Under \$50K	Between \$50K and \$100K	Between \$100K and \$200K	Between \$200K and \$300K	Over \$300K
Kinnickinnic River	Villard Avenue	Historic Mitchell Street	East Side	Near West Side
Oakland Avenue	North Avenue Marketplace	Schlitz River Center	Historic King Drive	Airport Gateway
Cesar Chavez Drive	Reed Street Yards	Uptown Crossings	Havenwoods	Milwaukee Riverwalk
West Burleigh Street	Downer Avenue	Brady Street	Riverworks	Historic Third Ward
Center Street Marketplace	Westtown	South 27th Street		Granville
North Avenue Gateway	Harbor District	30th Street Corridor		Downtown
Crisol Corridor		Menomonee Valley		

*City Center Building - Inactive

*Data as of 2019

2019 Smallest Assessment Revenue: Kinnickinnic River, \$25,142
2019 Largest Assessment Revenue: Downtown, \$3,937,725
2019 Average Assessment Revenue (Excluding Downtown): \$175,210
2019 Average Assessment Revenue: \$300,628

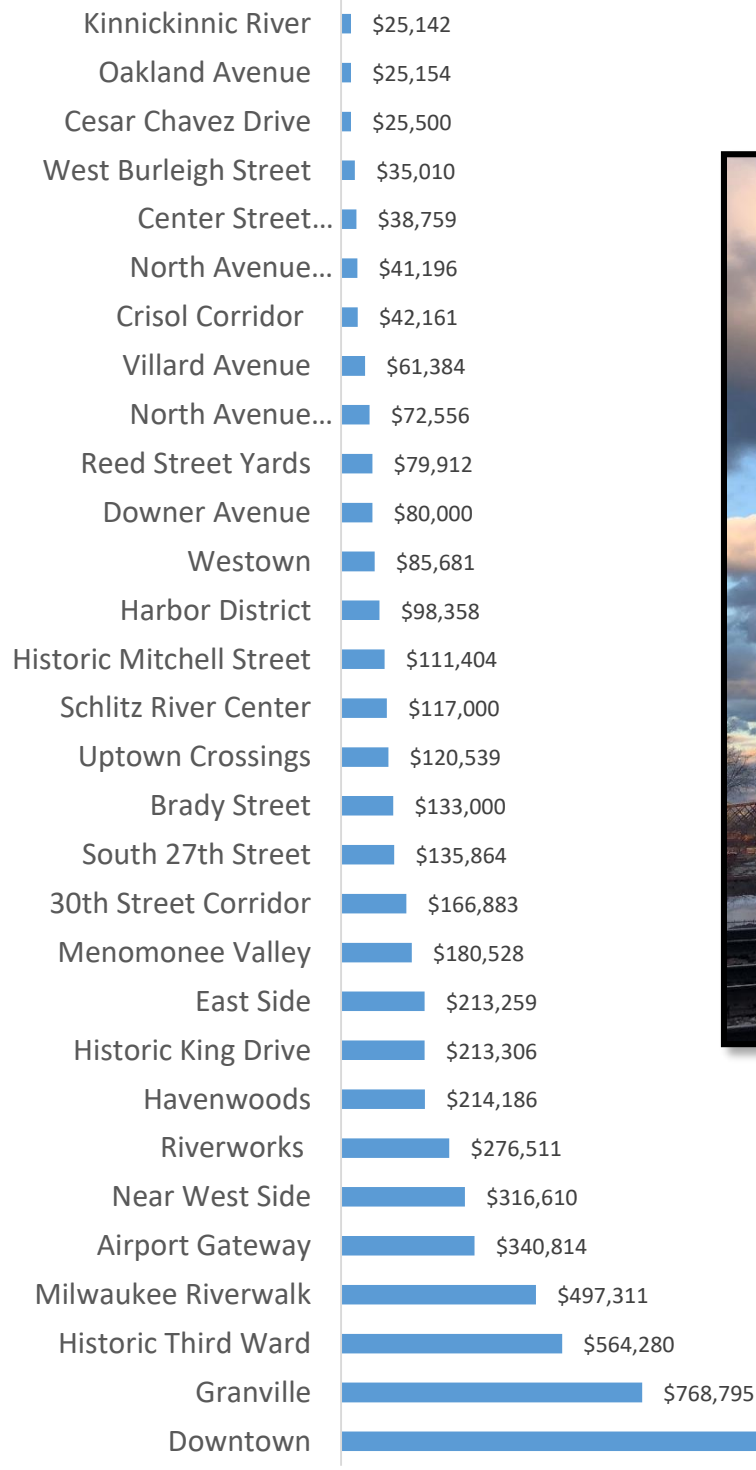
TOTAL BID ASSESSMENTS COLLECTED

2019 BID
Assessment Total:
\$9,015,381.82

2020 BID
Assessment Total:
\$9,454,282.29

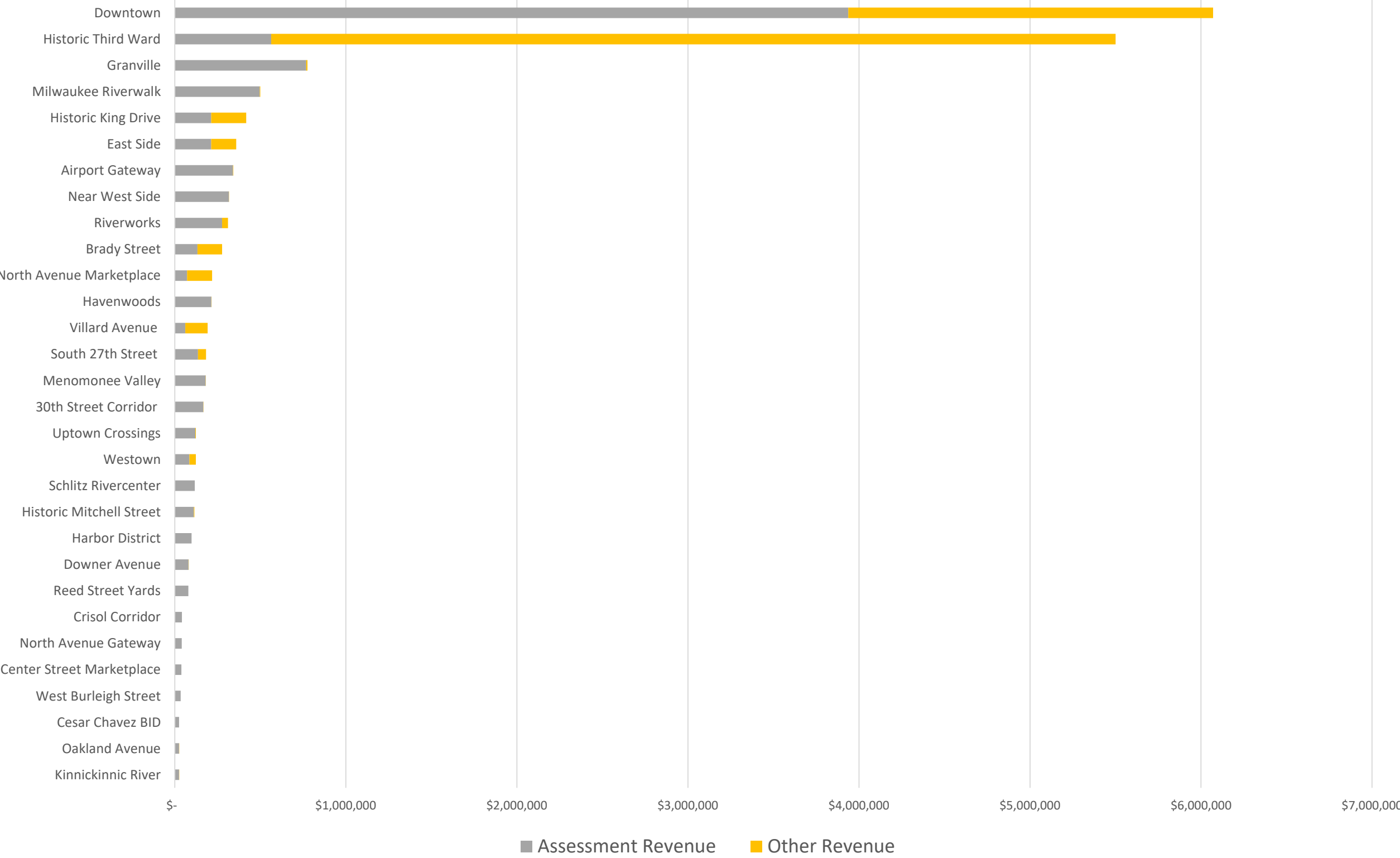
2021 BID
Assessment Total:
\$9,377,904.19

PROJECTED
2022 BID
Assessment Total:
\$9,653,260.41



*Data as of 2019

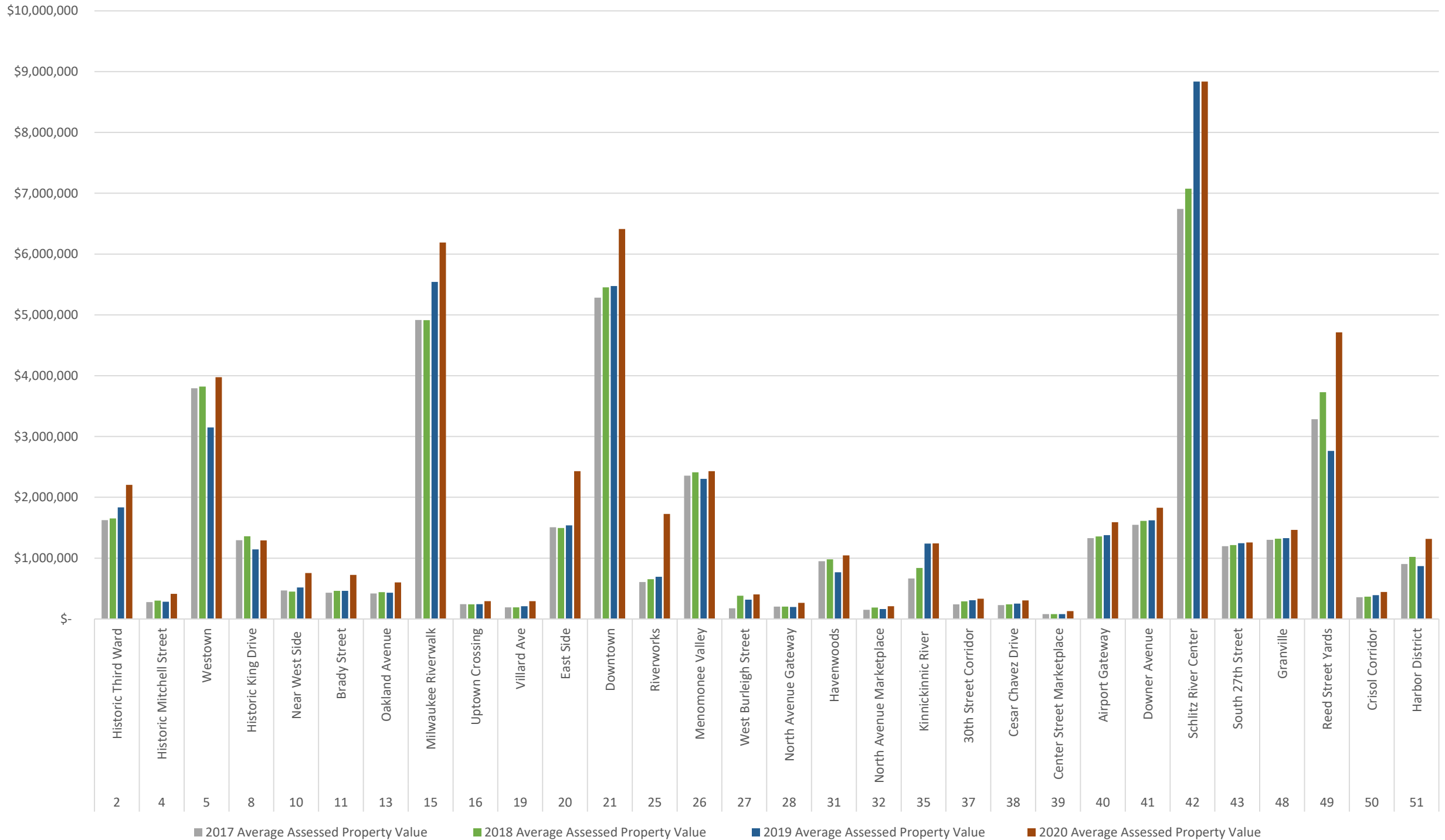
COMPARISON OF BID REVENUE



*Data as of 2019

AVERAGE ASSESSED PROPERTY VALUE

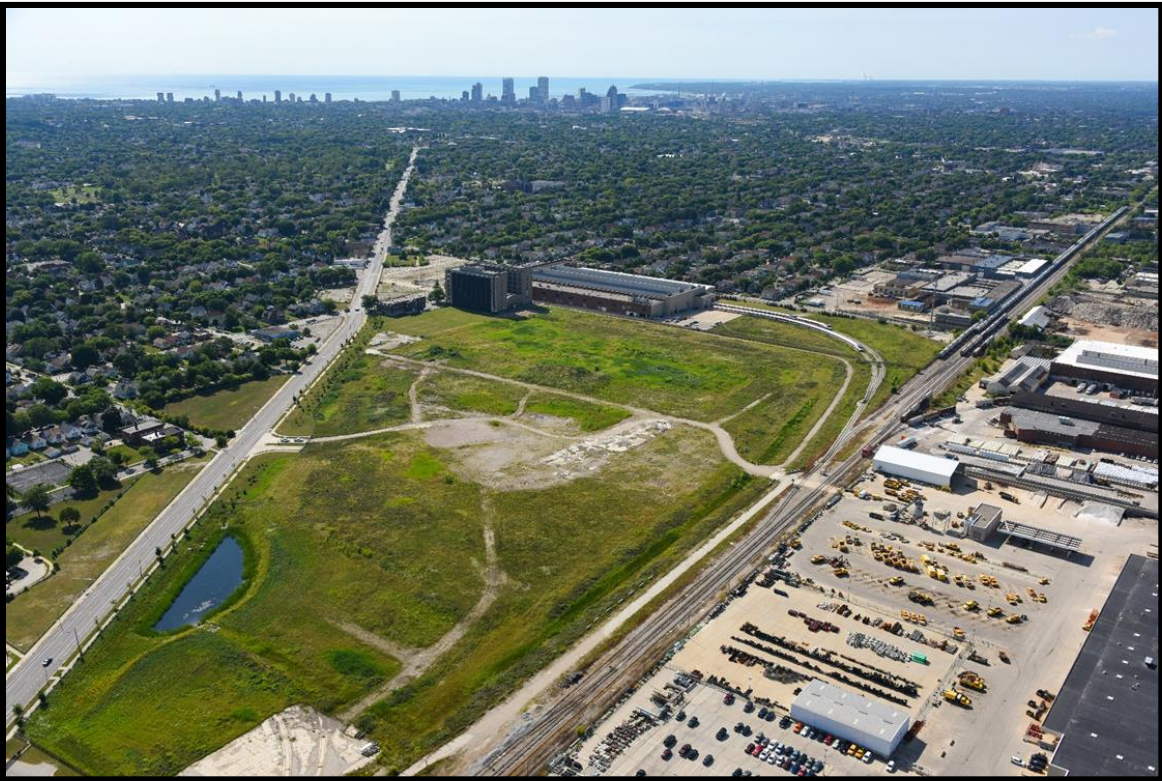
*The average value of assessable properties in the district



*Data as of 2019

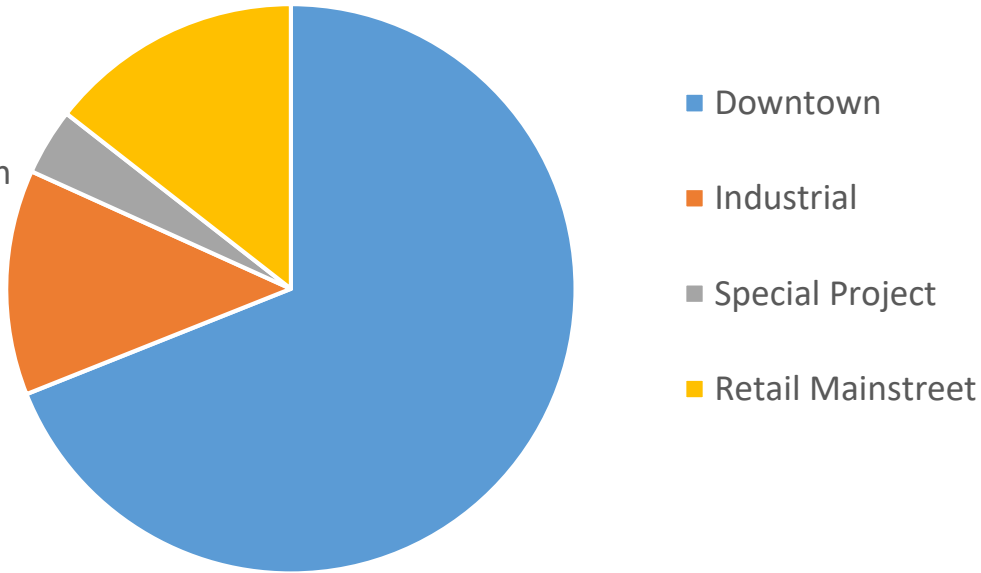
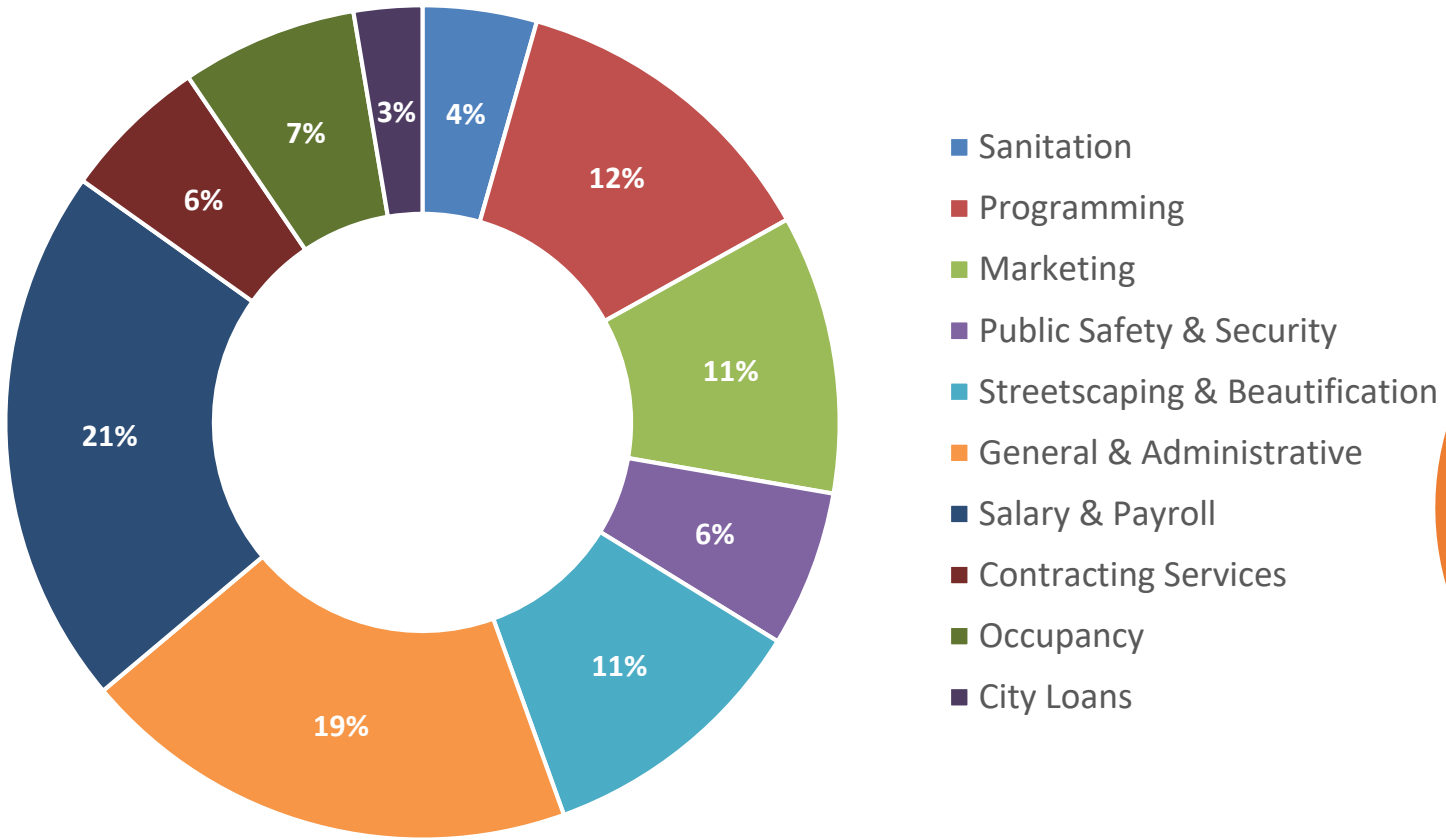
BIDs BY COMMON AREA CHARACTERISTICS

Retail & Mainstreet	Industrial	Special Project	Downtown
Historic Mitchell Street	Riverworks	Milwaukee Riverwalk	Historic Third Ward
Historic King Drive	Menomonee Valley	Kinnickinnic River	Westtown
Near West Side	Havenwoods	Schlitz River Center	Downtown
Brady Street	30th Street Corridor		The Brewery (NID 1)
Oakland Avenue	Airport Gateway		
Uptown Crossings	Granville	*City Center Building - Inactive	
Villard Avenue	Reed Street Yards		
East Side	Harbor District		
West Burleigh Street			
North Avenue Gateway			
North Avenue Marketplace			
Cesar Chavez Drive			
Center Street Marketplace			
South 27th Street			
Crisol Corridor			
Downer Avenue			



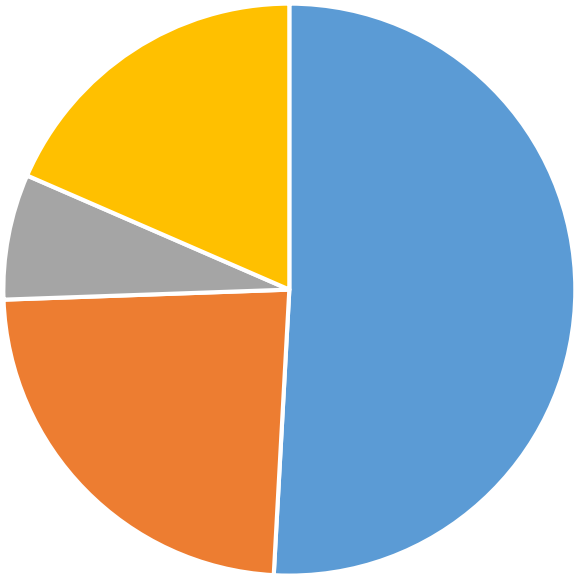
*Data as of 2019

SUMMARY OF ALL BID EXPENSES



FY 19 Total Revenue

Category	Total Expense	Percentage
Sanitation	\$ 687,884.00	4%
Programming	\$ 1,942,245.00	12%
Marketing	\$ 1,681,129.00	11%
Public Safety & Security	\$ 941,940.00	6%
Streetscaping & Beautification	\$ 1,663,993.00	11%
General & Administrative	\$ 3,013,344.00	19%
Salary & Payroll	\$ 3,258,529.00	21%
Contracting Services	\$ 882,026.00	6%
Occupancy	\$ 1,062,020.00	7%
City Loans	\$ 412,534.00	3%
Total	\$ 15,545,644.00	100%



FY 19 Assessed Revenue

*Does not include data from one BID

DOWNTOWN BID EXPENSES



- Sanitation
- Programming
- Marketing
- Public Safety & Security
- Streetscaping & Beautification
- General & Administrative
- Salary & Payroll
- Contracting Services
- Occupancy
- City Loans

BID 2 - Historic Third Ward

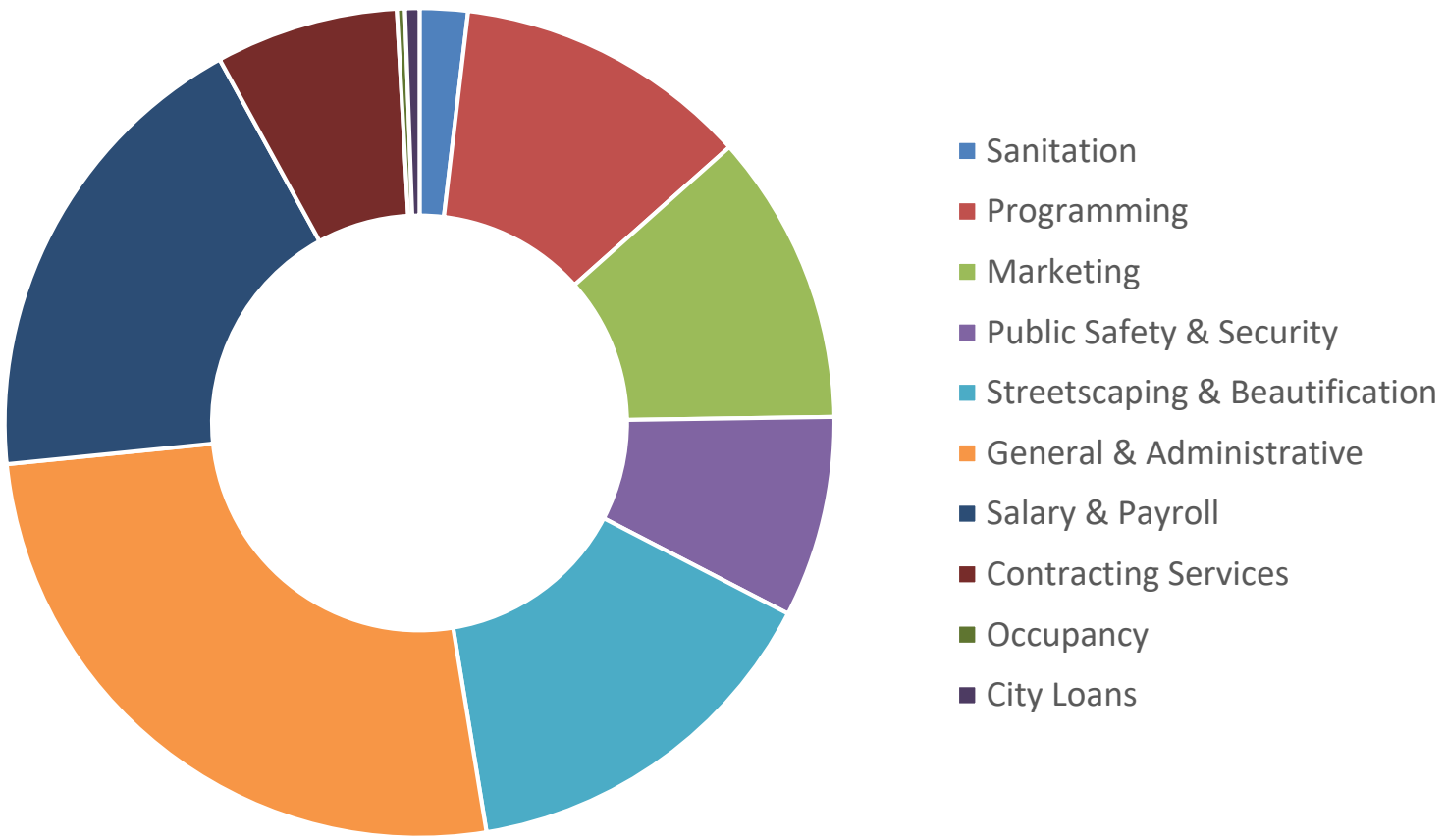
BID 5 - Westtown

BID 21 - Downtown

Category	Total Expense	Percentage
Sanitation	\$ 605,923.00	6%
Programming	\$ 755,011.00	7%
Marketing	\$ 1,403,570.00	13%
Public Safety & Security	\$ 757,442.00	7%
Streetscaping & Beautification	\$ 1,072,422.00	10%
General & Administrative	\$ 2,243,189.00	21%
Salary & Payroll	\$ 2,508,068.00	23%
Contracting Services	\$ 483,437.00	4%
Occupancy	\$ 986,381.00	9%
City Loans	\$ -	0%
Total	\$ 10,815,443.00	100%

*Data as of 2019

INDUSTRIAL BID EXPENSES



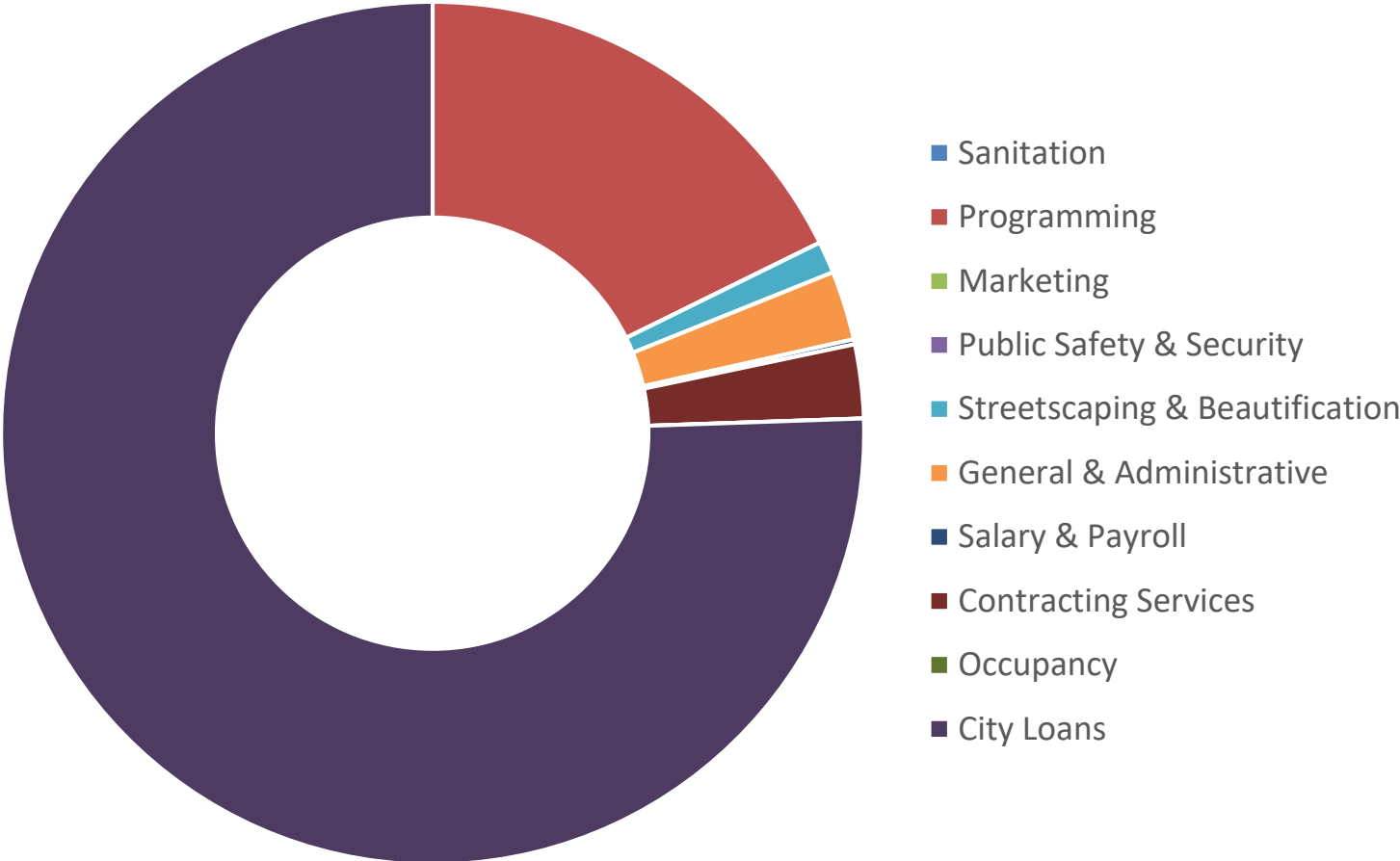
- Sanitation
- Programming
- Marketing
- Public Safety & Security
- Streetscaping & Beautification
- General & Administrative
- Salary & Payroll
- Contracting Services
- Occupancy
- City Loans

-
- BID 25 - Riverworks
-
- BID 26 - Menomonee Valley
-
- BID 31 - Havenwoods
-
- BID 37 - 30th Street Corridor
-
- BID 40 - Airport Gateway
-
- BID 48 - Granville
-
- BID 49 - Reed Street Yards
-
- BID 51 - Harbor District
-

Category	Total Expense	Percentage
Sanitation	\$ 39,876.00	2%
Programming	\$ 246,163.00	12%
Marketing	\$ 241,957.00	11%
Public Safety & Security	\$ 167,061.00	8%
Streetscaping & Beautification	\$ 315,727.00	15%
General & Administrative	\$ 554,166.00	26%
Salary & Payroll	\$ 396,215.00	19%
Contracting Services	\$ 151,979.00	7%
Occupancy	\$ 6,602.00	<1%
City Loans	\$ 11,965.00	1%
Total	\$ 2,131,711.00	100%

*Data as of 2019

SPECIAL PROJECT BID EXPENSES

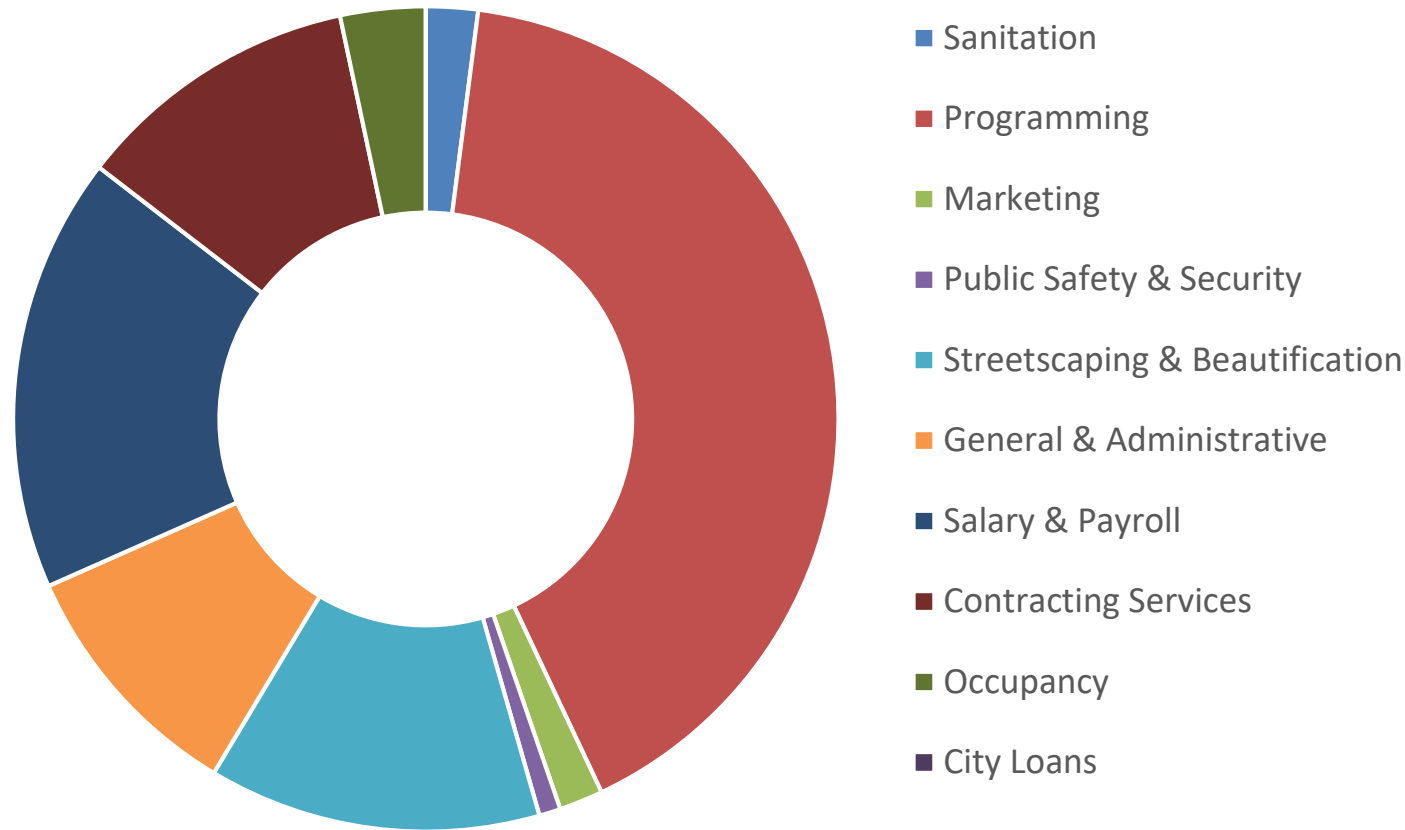


BID 15 - Milwaukee Riverwalk
 BID 35 - Kinnickinnic River
 BID 42 - Schlitz River Center

Category	Total Expense	Percentage
Sanitation	\$ -	0%
Programming	\$ 93,944.00	18%
Marketing	\$ -	0%
Public Safety & Security	\$ -	0%
Streetscaping & Beautification	\$ 6,350.00	1%
General & Administrative	\$ 13,730.00	3%
Salary & Payroll	\$ 1,000.00	<1%
Contracting Services	\$ 14,643.00	3%
Occupancy	\$ -	0%
City Loans	\$ 400,569.00	76%
Total	\$ 530,236.00	100%

*Data as of 2019

RETAIL & MAINSTREET BID EXPENSES



- BID 4 - Historic Mitchell Street
- BID 8 - Historic King Drive
- BID 10 - Near West Side
- BID 11 - Brady Street
- BID 13 - Oakland Avenue
- BID 16 - Uptown Crossings
- BID 19 - Villard Avenue
- BID 20 - East Side
- BID 27 - West Burleigh Street
- BID 28 - North Avenue Gateway
- BID 32 - North Avenue Marketplace
- BID 38 - Cesar Chavez Drive
- BID 39 - Center Street Marketplace
- BID 41 - Downer Avenue
- BID 43 - South 27th Street
- BID 50 - Crisol Corridor

Category	Total Expense	Percentage
Sanitation	\$ 42,085.00	2%
Programming	\$ 847,127.00	41%
Marketing	\$ 35,602.00	2%
Public Safety & Security	\$ 17,437.00	1%
Streetscaping & Beautification	\$ 269,494.00	13%
General & Administrative	\$ 202,259.00	10%
Salary & Payroll	\$ 353,246.00	17%
Contracting Services	\$ 231,967.00	11%
Occupancy	\$ 69,037.00	3%
City Loans	\$ -	0%
Total	\$ 2,068,254.00	100%

*Does not include data from one BID

Commercial Corridor Team (CCT)
809 N Broadway, Room 104
Milwaukee, Wisconsin 53202
(414) 286-8201
façadegrants@milwaukee.gov
milwaukee.gov/BusinessToolbox



CED

October 20, 2021

Approving Year 2022 Operating Plans for
City of Milwaukee BIDs

BID 11 – Brady Street

Presented by: Rachel Taylor, Executive Director of BID 11

BID 19 – Villard Avenue

Presented by: Angelique Sharpe, Director of BID 19

BID 21 - Downtown

Presented by: Beth Weirick, CEO of BID 21