

BUSINESS IMPROVEMENT DISTRICT NO. 38

CESAR E CHAVEZ DRIVE
2012

Operating Plan

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I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created S. 66.1109 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.)

The City of Milwaukee has received a petition from property owners which requests creation of a Business Improvement District for the purpose of revitalizing and improving the Cesar E. Chavez Drive business area on Milwaukee's Near South Side (see Appendix B). The BID law requires that every district have an annual Operating Plan. This document is the initial Operating Plan for the proposed Cesar E. Chavez BID district. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

B. Physical Setting

The Cesar E. Chavez District covers a commercial area on Cesar E. Chavez Drive, stretching from National Avenue in the North to Greenfield Avenue in the South. The Cesar E. Chavez District also includes a parcel adjacent to the west side of Cesar E. Chavez Drive, 1635 West National Avenue

II. DISTRICT BOUNDARIES

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

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of the BID is to:

- a) Improve public safety, image and public perception of the Cesar E. Chavez District.
- b) Coordinate public improvement projects in the Cesar E. Chavez Drive District.
- c) Increase the capacity of local businesses.
- d) Promote Cesar E. Chavez Drive as a unique shopping and tourist destination by creating an improved cultural image through the installation of public art.

B. Proposed Activities - 2010

Principle activities to be engaged in by the district during its 5th year of operation will include:

- a. Upgrade the Streetscape to present a unified and aesthetically pleasing environment for Cesar E. Chavez Drive.
- b. Implement cleaning services to promote upkeep on the street.
- c. Contribute to and implement public art projects in the district

C. Proposed Expenditures - Year Four

Proposed Budget

Items	Expenditure
Public Art Projects	\$4,000
Weekly Cleaning Services	\$15,000
District Marketing Effort	\$6,500
Audit and Operations	\$1,500
Carryover set aside for repayment of Streetscape Loan	\$5,000
Total	\$27,500

D. Financing Method

It is proposed to raise \$27,000 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.

E. Organization of BID Board

The Mayor appoints 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 five 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 - Five (5)
2. Composition - At least three 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 except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
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 regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

F. Relationship to the BID

The BID shall be a separate entity from the contract agency notwithstanding the fact that members, officers and directors of the each may be shared. The contracted agency 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. BID Board may contract with any agency to provide services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

The principle behind the assessment methodology is that each property should equally contribute to the BID. After consideration of other assessment methods, it was determined that each owner would benefit equally from the BID projects and participation would promote involvement with the BID. The assessment will be a flat fee of \$500 with the exception of tax-exempt properties that will join the BID on a voluntary basis.

As of January 1, 2009, the property in the proposed district had a total assessed value of \$13,468,300.00. This plan proposes to assess the property in the district at a rate of \$500 per parcel of property.

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

- 54 properties x \$500 = \$27,000

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)1m: 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 D, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

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

A. City Plans

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

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

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

B. City Role in District Operation

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

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

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

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

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon Year Two activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year Two 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. District boundaries
- B. Listing of properties

Appendix A:

Business Improvement Districts-Chapter 66-66.1109

66.1109 Business Improvement Districts.

66.1109(1)

(1) In this section:

66.1109(1)(a)

(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.

66.1109(1)(c)

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

66.1109(1)(d)

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

66.1109(1)(e)

(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:

66.1109(1)(1)

1. The special assessment method applicable to the business improvement district.

66.1109(1)(1m)

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

66.1109(1)(2)

2. The kind, number and location of all proposed expenditures within the business improvement district.

2.

66.1

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

66.1109(1)(04.

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.

66.1109(1X05.

5. A legal opinion that subds. 1. to 4 have been complied with.

66.1 109 (!)(!,*)

(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

66.1100(2)

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

66.11(9)(2)(a)

(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.

66. 1109 (2)(b)

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

66.1109<2)(c)

(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.

66.1109(2)(d)

(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% 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% 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 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.

66.1 109 (4m)

(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% 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% 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:

66.1109 (4ni)(a) (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.

66.1109(4m)(b)

(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).

Number	Street	Property Owner	Assessed Value	Specials
1200-1204	S. Chavez Dr.	Maria G. Arteaga	\$ 272,000.00	\$ 500.00
1232-1234	S. Chavez Dr.	Rigoberta & Jaime Arteaga	\$ 239,000.00	\$ 500.00
1239-1241	S. Chavez Dr.	Song Thao Yang, Xiaoyee South West Imports, LLC	\$ 125,000.00	\$ 500.00
1243-1247	S. Chavez Dr.	South West Imports, LLC	\$ 160,000.00	\$ 500.00
1230	S. Chavez Dr.	Ragheb Hamdan	\$ 124,000.00	\$ 500.00
1225-1227	S. Chavez Dr.	Jaime Lara	\$ 94,500.00	\$ 500.00
821-823	S. Chavez Dr.	Juan J. Jimenez	\$ 187,000.00	\$ 500.00
1208	S. Chavez Dr.	Luis J. Jimenez	\$ 80,200.00	\$ 500.00
1210	S. Chavez Dr.	Luis J. Jimenez	\$ 11,700.00	\$ 500.00
1214	S. Chavez Dr.	Severe Gonzalez, Jessie Torrijos, LLC	\$ 93,600.00	\$ 500.00
816-820	S. Chavez Dr.	JF Drywall, LLC	\$ 159,000.00	\$ 500.00
825-827	S. Chavez Dr.	Juan M. Sanchez	\$ 161,000.00	\$ 500.00
1242	S. Chavez Dr.	Eduardo Velez	\$ 139,000.00	\$ 500.00
1308	S. Chavez Dr.	Prieto Property Holdings	\$ 433,000.00	\$ 500.00
933-937	S. Chavez Dr.	Imad Koran	\$ 389,000.00	\$ 500.00
1217-1219	S. Chavez Dr.	Federico Diaz	\$ 179,000.00	\$ 500.00
1216-1222	S. Chavez Dr.	Federico Diaz	\$ 244,000.00	\$ 500.00
807-815	S. Chavez Dr.	Ahn J. Lee	\$ 187,000.00	\$ 500.00
801-803	S. Chavez Dr.	CFSC Properties LLC	\$ 143,000.00	\$ 500.00
824-826	S. Chavez Dr.	El Rey Enterprises LLP	\$ 182,900.00	\$ 500.00
831-833	S. ChavezDr.	Ruben Arce	\$ 143,000.00	\$ 500.00
901-903	S. Chavez Dr.	James and Karen Dropp	\$ 204,000.00	\$ 500.00
905-907	S. Chavez Dr.	Ruelle Family, LLC	\$ 112,000.00	\$ 500.00
911-915	S. ChavezDr.	Rose E. Espino	\$ 370,000.00	\$ 500.00
916	S. ChavezDr.	El Rey Enterprises LLP	\$ 2,309,000.00	\$ 500.00
923	S. ChavezDr.	Makbul Sajjan	\$ 223,000.00	\$ 500.00
925-927	S. Chavez Dr.	Robert F. Zellmer	\$ 108,000.00	\$ 500.00
1014	S. Chavez Dr.	El Rey Enterprises LLP	\$ 72,400.00	\$ 500.00
1016-1018	S. ChavezDr.	El Rey Enterprises LLP	\$ 136,000.00	\$ 500.00
1023	S. ChavezDr.	El Rey Enterprises LLP	\$ 481,000.00	\$ 500.00
1032-1036	16th Street Community S. Chavez Dr.	Health Center Inc.		

1033- 1035	S. Chavez	Dr.	Rueben Herrera	\$ 274,000.00	\$ 500.00
1037	S. Chave	Dr. Dr.	El Rey Enterprises LLp	\$ 112,000.00	\$ 500.00
1109	z		John G. Gonis Trust	\$ 103,000.00	\$ 500.00
1127- 1135	S. Chave	Dr.	John G. Gonis Trust	\$ 811,000.00	\$ 500.00
1207	S. Chave	Dr.	Rajeh Assad	\$ 218,000.00	\$ 500.00
					\$ 500.00
1215	S. Chave	Dr.	Torrijos,LLC	\$ 152,000.00	\$ 500.00
1221- 1223	S. Chave	Dr.	Torrijos, LLC	\$ 144,000.00	\$ 500.00
1224	S. Chave	Dr.	Torrijos, LLC	\$ 142,000.00	\$ 500.00
	z				
1235- 1237	S. Chave	Dr.	Torrijos, LLC	\$ 135,000.00	\$ 500.00
1238	S. Chave	Dr.	Leonardo Aponte	\$ 269,000.00	\$ 500.00
1246- 1248	S. Chave	Dr.	Torrijos, LLC	\$ 14,500.00	\$ 500.00
1300- 1302	S. Chave	Dr.	Torrijos, LLC	\$ 13,200.00	\$ 500.00
1304- 1306	S. Chave	Dr.	Torrijos, LLC	\$ 182,000.00	\$ 500.00
1305- 1307	S. Chave	Dr.	E. Villarreal Properties,	\$ 45,300.00	\$ 500.00
1310- 1312	S. Chave	Dr.	Iglesia del Dios Vivo	\$ 111,700.00	\$ 500.00
1322- 1330	S. Chave	Dr.	Maribel Estrada 16th Street Community	\$ 525,300.00	\$ 500.00
1337	S. Chave	Dr.	Health Center Inc	\$ 284,000.00	\$ 500.00
1567	W. National Ave.		Popeye's National Corp	\$ 272,000.00	\$ 500.00
1635	W. National Ave.		Badger Mutual Insurance	\$ 948,000.00	\$ 500.00
1575	W. Washington		McDonald's	\$ 950,000.00	\$ 500.00

\$13,468,300.00 \$27,000.00