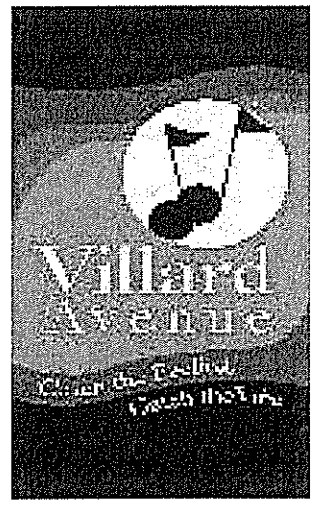


VILLARD AVENUE  
BUSINESS IMPROVEMENT DISTRICT #19  
2008 OPERATING PLAN



By: The Villard Avenue BID Board, the Villard Avenue Business Association  
And the Northwest Side Community Development Corporation  
For: The City of Milwaukee and  
The Villard Avenue Property Owners

10 September 2007

# **WEST VILLARD AVENUE BUSINESS IMPROVEMENT DISTRICT #19 2008 OPERATING PLAN**

## **I. INTRODUCTION**

In 1984, the Wisconsin Legislature created Sec. 66.608 of the Statutes enabling cities to establish Business Improvement Districts (BIDS) upon the petition of at least one property owner within the proposed district. The purpose of the law is “. . .to allow businesses within those districts to develop, manage and promote the districts and to establish an assessment method to fund these activities.” Upon petition from property owners within the West Villard Avenue business district, the Common Council of the City of Milwaukee on September 23, 1997, by Resolution File Number 9707778 created BID No. 19 (West Villard Avenue) and adopted its initial operating plan.

Section 66.608 (3) (b), Wis. Stats. requires that a BID Board “shall annually consider and make changes to the operation plan . . .The board shall then submit the operating plan to the local legislative body for approval.” The Board of BID No. 19 (West Villard Avenue) submits this 2008 BID Operating Plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial July 1997 Operating Plan. Therefore, it incorporates by reference the earlier plan as adopted by the Common Council. In the interest of brevity, this plan emphasizes the elements which are required by Sec. 66.609, Wis. Stats. and the proposed changes for 2008. This plan does not repeat the background information, which is contained in the initial operating plan.

## **II. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY**

No changes in the District planning or zoning have occurred since adoption of the initial operating plan.

## **III. DISTRICT BOUNDARIES**

Boundaries of the district, as shown on the map in Appendix A of this plan, are Villard Avenue from 29<sup>th</sup> Street on the East to 42<sup>nd</sup> Street on the West, 35<sup>th</sup> Street one half block on the South continuing Northeast until Rohr Avenue.

## **IV. PROPOSED OPERATING PLAN**

### **A. Plan Objectives**

The BID will be used to finance the business property owners' share of the cost of streetscape improvements. The objectives of this streetscaping project are as follows:

1. To improve the overall appearance and image of the street.
2. To enhance safety and security of the District.
3. To attract new businesses and increase private investment in the district.
4. To create an environment that will attract new customers and increase shopping in the area.

## **B. Proposed Activities**

Principal activities to be undertaken by the BID during 2008 will include, but are not limited to the following:

1. *To improve the overall appearance and image of the street by:*
  - a. Encouraging design-sensitive renovations of the buildings within the District;
  - b. Providing maintenance and management of the streetscape improvements;
2. *To enhance the safety and security of the District by:*
  - a. Encouraging and supporting Safety Programs in the District including police protection,
  - b. Working with business and property owners of properties that are a nuisance,
  - c. Implement a committee to reinforce and govern Villard Ave. night life activities.
3. *To attract new businesses and increase private investment in the district by:*
  - a. Promoting private and public financing of District development activities;
  - b. Generating business recruitment leads and facilitating development within the BID in order to gain new businesses;
  - c. Creating and maintaining a Villard Avenue presence on the web with links to business resources; Using Federal resources through the Technology Opportunity Program to wire area businesses;
  - d. Developing a tool to identify properties to be targeted for renovation or redevelopment.
4. *To create an environment that will attract new customers and increase patronage in the district by:*
  - a. Maintaining communication with the property owners and businesses operators in the district regarding the design and implementation of BID activities.
  - b. Developing a marketing plan which includes strategies, media coverage, promotional materials and special events for district to increase customer traffic;
  - c. Providing information regarding business, site preparation and selection, and rehabilitation resources in order to strengthen existing and new businesses, and to improve the appearance of the businesses.
  - d. Review and revise the three-year strategic plan for the district.
  - e. Participating in the annual Villard Avenue Day Festival.

## **C. Principal Expenses**

The principal expense of the district in 2007? shall be used to fund business technical assistance, maintenance projects, and streetscape. The BID #19 will contract with Northwest Side Community Development Corporation to manage proposed activities for the BID.

## **D. Payments**

The loan amount after design changes approved by the BID was \$237,500.00, this is \$11,000 more than originally estimated. As a result the annual payment for years 2 though 15 are \$ 26,488.53. This payment maintains the original interest rate, and makes up for the “undersized” initial payment. Payments are to be made in January of each year.

## **E. Financing Method**

The proposed expenditures will be financed from funds collected from the BID assessments. The estimated assessed value of BID-eligible properties within the District is \$15,334,900.

The BID Board will have the authority and responsibility to prioritize expenditures and to revise the district budget as necessary to match the funds actually available. Any funds unspent at the end of 2007 shall be carried over to 2008 and applied against future expenses.

## **V. METHOD OF ASSESSMENT**

### **A. Assessment Rate and Method**

As of August 18 2006, the property in the proposed district has a total estimated assessed value of over \$15 million. Parcels are assessed by the BID in proportion to each parcel's part of the total assessed value in the district. For example, 3526 West Villard Avenue is 0.0066% (\$706.20) of the total annual BID assessment of \$95,361.42.

### **B. Excluded and Exempt Property**

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

1. Sec. 66.608 (1) (f): "The district may contain property used exclusively for manufacturing purposes, as well as properties used in part of 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. Sec. 66.608 (5) (a): "Property known to be used exclusively for residential purposes will not be assessed. Such properties are identified as BID Exempt Properties in Appendix B, as revised each year."

In accordance with the interpretation of the City Attorney regarding Sec. 66.608 (1) (b), Wis. Stats. property exempt from general real estate taxes has been excluded from the district. Privately owned tax exempted property which is expected to benefit from district activities may be asked to make a financial contribution on a voluntary basis.

### **C. Remediation Payments**

If for any reason a property within the BID is assessed in error. The BID Board approves of the following activities to repay BID tax funds;

1. Remit funds to property owners and /or the City of Milwaukee.
2. Remove and correct erroneous BID assessment from tax bill and relieve property owner of any accrued penalties.
3. Return BID funds to the City Treasurers Office.

## **VI. 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 has played a significant role in the creation of the BID and in the implementation of its operating plan. In particular, the City will continue to:

- A. Provide technical assistance to the proponents of the district through adoption of the operating plan and provide assistance as appropriate thereafter.
- B. Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.
- C. Collect BID assessments; maintain the BID assessments in a segregated account; and disburse the BID assessments to the district.
- D. Receive annual audits as required per Sec. 66.608 (3) of the BID law.
- E. On or before June 1<sup>st</sup> of each plan year, provide the Board, through the Tax Commissioner's Office, with the official City records on the assessed value of each tax key number within the district as of January 1<sup>st</sup> of each plan year for the purpose of calculating the BID assessments.
- F. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

## **VII. BUSINESS IMPROVEMENT DISTRICT NO. 19 BOARD OF DIRECTORS**

The Board's primary responsibility will be the implementation of this operating plan. The current BID No. 19 Board of Directors is comprised as follows:

- Tom Dienhart, Chairman  
*Property Owner, Business owner of Marine Land Pet Store*
- Rita Warford, Vice Chairwoman  
*Business owner of Sew What?*
- Michelle Spicer, Secretary  
*Operational Supervisor, Continental Savings Bank*
- Peggy Mier, Treasurer  
*Bank Branch Manager, Wells Fargo*
- Charles Belin, Board Member  
*Property owner, Business owner of Villard Avenue Washer & Dryer*
- Yvonne Ali, Board Member  
*Property Owner, Business owner of Agape Theater*
- Sandra Renfro, Board Member  
*Business owner of Sista' Sista'*

## **VIII. VILLARD AVENUE BUSINESS ASSOCIATION**

The BID shall be a separate entity from the Villard Avenue Business Association notwithstanding the fact that members, officers, and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law and not subject to the public records law except for its records generated in connection with the BID Board. In accordance with this plan, the Association may contract with the BID to provide services to the BID.

## **IX. FUTURE YEARS' OPERATING PLANS**

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 operating plan.

Section 66.608 (3) (a) of the BID law requires the BID 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 project, it focuses upon 2006 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2003 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating 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. The method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

## **X. AMENDMENT, SEVERABILITY, AND EXPANSION**

The BID has been created under the authority of Section 66.608 of the Statutes of the State of Wisconsin. Should any court find any portion of this statute invalid or unconstitutional, a decision will not invalidate or terminate the BID and this BID operating plan shall be amended to conform to the law without need of re-establishment. Should the legislature amend the statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties of certain class or classes of properties, then this BID operating plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual review and approval of the operating plan and without necessity to undertake any other act. This is specifically authorized under Sec. 66.608 (3) (b), Wis. Stats.

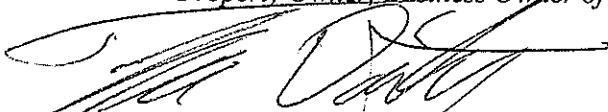
As an appointed member of the Villard Avenue Business Improvement District #19 Board, I hereby approve the Year 2008 Operating Plan as written above.

BOARD SIGNATURES:

DATE:

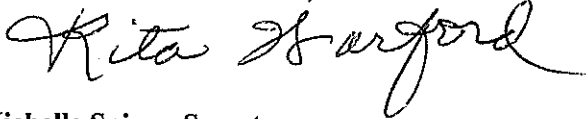
**Tom Dienhart, Chairman**

*Property Owner, Business Owner of Marine Land Pet Store*



**Mr. Rita Warford, Vice Chairwoman**

*Business Owner, Sew What?*



**Michelle Spicer, Secretary**

*Operational Supervisor, Continental Saving Bank*



**Peggy Mier, Treasurer**

*Bank Branch Manager, Wells Fargo Bank*

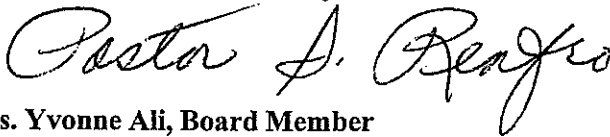


**Charles Belin, Board Member**

*Property Owner, Business Owner of Villard Avenue Washer & Dryer*

**Pastor Sandra Renfro, Board Member**

*Business Owner of Sista' Sista'*



**Ms. Yvonne Ali, Board Member**

*Property Owner, Business Owner of Agape Theater*



2008 Proposed

BID #	Taxkey	Check Digit	Record Status	Property Address	Owner1	Total Assessment	Charges
16	3280631000	9	Active	4404 W NORTH	DANIEL T DEVALK	\$28,700	\$157.85
16	3280633000	X	Active	4414 W NORTH	KEITH B TERRY	\$148,900	\$818.95
16	3280634000	5	Active	4420 W NORTH	WENDY C VEHRING	\$52,300	\$287.65
16	3280635000	0	Active	4424 W NORTH	CHARLES BAGNIESKI	\$160,000	\$880.00
16	3280636000	6	Active	4428 W NORTH	CITY OF MILW	\$0	\$0.00
16	3281207000	1	Active	4806 W LISBON	AMJAD TUFAIL	\$122,500	\$673.75
16	3281209100	9	Active	4820 W LISBON	ALPHA WOMEN'S CENTER INC	\$0	\$0.00
16	3281210000	8	Active	4828 W LISBON	RONALD I PACHEFSKY	\$81,500	\$448.25
16	3281211000	3	Active	4842 W LISBON	RUSSEL GREATHOUSE	\$94,000	\$517.00
16	3281228000	6	Active	4700 W NORTH	HATZLACHAH LLC	\$197,000	\$1,083.50
16	3281229000	1	Active	4708 W NORTH	EDGAR JILES	\$145,000	\$797.50
16	3281230000	7	Active	4716 W LISBON	AGAPE LOVE DELIVERANCE	\$277,000	\$1,523.50
16	3281231100	9	Active	4720 W LISBON	UPTOWN CROSSING LLC	\$0	\$0.00
16	3281233000	3	Active	4734 W LISBON	STEPHEN BIALK	\$159,000	\$874.50
16	3281257000	4	Active	2309 N 46TH	LUCILLE E MUSTA	\$83,600	\$459.80
16	3281258000	X	Active	2303 N 46TH	NEIGHBORHOOD WORKS LLC	\$73,100	\$402.05
16	3281282000	0	Active	4534 W NORTH	SANDRA A JONES	\$86,500	\$475.75
16	3281505100	8	Active	4900 W NORTH	LUC LE	\$520,000	\$2,860.00
16	3281507000	2	Active	4926 W NORTH	FRANK HEILBRONNER	\$277,000	\$1,523.50
16	3281908100	9	Active	2429 N 50TH	ROBERTA LAMB	\$138,700	\$762.85
16	3281910110	7	Active	5006 W LISBON	WILHELM COMMERCIAL HOLDING	\$313,000	\$1,721.50
16	3281911100	5	Active	2432 N 51ST	WILHELM COMMERCIAL	\$12,600	\$69.30
16	3282101100	X	Active	4930 W LISBON	NORTH SIDE PETROLEUM INC	\$1,354,000	\$7,447.00
16	3282121000	2	Active	4630 W NORTH	JHH ENTERPRISES LLC	\$134,000	\$737.00
16	3282131000	7	Active	4923 W LISBON	CITY OF MILWAUKEE	\$0	\$0.00
16	3289992110	X	Active	4500 W NORTH	WALGREEN NEW BERLIN #01336	\$1,276,000	\$7,018.00
16	3290010000	X	Active	5304 W NORTH	RICHARD XIONG	\$461,000	\$2,535.50
16	3290019110	2	Active	5220 W NORTH	FIRSTAR BANK MILWAUKEE NA	\$854,000	\$4,697.00
16	3290026000	7	Active	5038 W NORTH	KLAPPER & CO INC	\$119,000	\$654.50
16	3290027000	2	Active	5020 W NORTH	MILWAUKEE WEST SSA LLC	\$3,211,000	\$17,660.50
16	3290125110	9	Active	5814 W NORTH	RIECO INC	\$600,600	\$3,303.30
16	3290148000	0	Active	5900 W NORTH	FIRST FINANCIAL SAVINGS ASSN	\$575,000	\$3,162.50
16	3290149000	6	Active	5916 W NORTH	HOP TRUNG TRAN	\$148,000	\$814.00
16	3290150000	1	Active	5920 W NORTH	HILBERT COMPANY LLC	\$512,200	\$2,817.10
16	3290212000	8	Active	5700 W NORTH	DIROT PROPERTIES TWO LLC	\$612,000	\$3,366.00
16	3290224000	3	Active	5612 W NORTH	BORDER PATROL WISCONSIN INC	\$276,000	\$1,518.00



16	3290225000	9	Active	5600 W NORTH	L J NEUMAN & SHARON E LAVIN	\$274,000	\$1,507.00
16	3290248000	4	Active	5522 W NORTH	H DUCK INC	\$273,000	\$1,501.50
16	3290249110	3	Active	5516 W NORTH	BASEM AL-SALHI	\$370,000	\$2,035.00
16	3290542000	2	Active	5114 W LISBON	ADVANCED PROPERTIES &	\$40,800	\$224.40
16	3290911100	4	Active	5428 W NORTH	FAMILY DOLLAR STORS OF WI	\$599,500	\$3,297.25
16	3291012000	9	Active	5710 W NORTH	5714 REAL EST HOLDINGS LLC	\$489,100	\$2,690.05
16	3291301000	X	Active	5105 W LISBON	HOUSING AUTH CITY OF MILW	\$0	\$0.00
16	3291882000	X	Active	5104 W LISBON	WILHELM COMMERCIAL	\$12,800	\$70.40
16	3299991100	4	Active	5722 W NORTH	R.A. EVANS LLC	\$171,000	\$940.50
16	3460115000	1	Active	5725 W NORTH	JGS HOLDINGS LLC	\$230,000	\$1,265.00
16	3460126100	8	Active	5803 W NORTH	PAUL R ORWAL	\$207,000	\$1,138.50
16	3460141000	3	Active	5823 W NORTH	HANI S MATLOUB AND BRENDA S	\$60,400	\$332.20
16	3460142100	5	Active	5901 W NORTH	KEREN PROPERTIES 4 LLC	\$66,100	\$363.55
16	3460142200	1	Active	5909 W NORTH	KEREN PROPERTIES 4 LLC	\$76,700	\$421.85
16	3460166000	X	Active	5919 W NORTH	KEREN PROPERTIES 4 LLC	\$221,000	\$1,215.50
16	3460501000	X	Active	2255 N 54TH	PAULETTE A BLAKE	\$54,900	\$301.95
16	3460523000	X	Active	5419 W NORTH	LOREN MICHAELS PROP, LLC	\$101,700	\$559.35
16	3461401000	4	Active	5501 W NORTH	ROBERT C & EDITH I PRESCHER	\$261,000	\$1,435.50
16	3461402000	X	Active	5507 W NORTH	KLAUSE HARTTER	\$125,000	\$687.50
16	3461403000	5	Active	5511 W NORTH	KLAUSE HARTTER	\$192,000	\$1,056.00
16	3461404000	0	Active	5517 W NORTH	JEANETTE MALONE	\$315,000	\$1,732.50
16	3461405000	6	Active	5523 W NORTH	CATHERINE L PRETCHOLD	\$167,000	\$918.50
16	3461406000	1	Active	5527 W NORTH	LINCOLN FONG	\$246,000	\$1,353.00
16	3461423000	4	Active	5601 W NORTH	MIDWEST AMERICAN PROP LLC	\$179,000	\$984.50
16	3461424000	X	Active	5609 W NORTH	VIKTORIYA SHTEYNBUK	\$131,000	\$720.50
16	3461425000	5	Active	5611 W NORTH	RONALD W BARCHUS	\$241,000	\$1,325.50
16	3461426000	0	Active	5623 W NORTH	PELICARIC GOJO	\$96,700	\$531.85
16	3461427000	6	Active	5629 W NORTH	5629 LLC	\$142,000	\$781.00
16	3461444000	9	Active	5701 W NORTH	JACK RABON	\$107,000	\$588.50
16	3461445000	4	Active	5707 W NORTH	DONALD S CONSTANTINEAU	\$256,000	\$1,408.00
16	3461446000	X	Active	5713 W NORTH	DONALD S CONSTANTINEAU	\$209,000	\$1,149.50
16	3461601100	8	Active	5101 W NORTH	ROSEMARIE DUNHAM REVOC TRUST	\$240,000	\$1,320.00
16	3461603000	2	Active	5115 W NORTH	ASKIA HANEY	\$195,000	\$1,072.50
16	3461604000	8	Active	5119 W NORTH	ELLEN N AHNERT	\$91,500	\$503.25
16	3461605000	3	Active	5125 W NORTH	B C MANAGEMENT LLC	\$163,000	\$896.50
16	3461606000	9	Active	5129 W NORTH	HEFENG CHU	\$242,500	\$1,333.75
16	3461623000	1	Active	5211 W NORTH	FUTURE HEIGHTS LLC	\$122,000	\$671.00
16	3461624000	7	Active	5205 W NORTH	FUTURE HEIGHTS LLC	\$108,000	\$594.00
16	3461625000	2	Active	5201 W NORTH	FUTURE HEIGHTS LLC	\$87,200	\$479.60

16	3469974000	6	Active	5311 W NORTH	FREYA ALVARADO LLC	\$89,300	\$491.15
16	3470207000	9	Active	4503 W NORTH	ADEL INVESTMENT GROUP LLC	\$267,000	\$1,468.50
16	3470208000	4	Active	4517 W NORTH	CLEO BURNS BOST	\$84,800	\$466.40
16	3470209100	6	Active	4525 W NORTH	CFSC PROPERTIES LLC	\$378,000	\$2,079.00
16	3470211000	0	Active	2236 N 46TH	HOME ALLIANCE LLC	\$105,500	\$580.25
16	3470212000	6	Active	2230 N 46TH	MARK A WAMSER	\$89,700	\$493.35
16	3470213000	1	Active	4538 W LISBON	RALPHE NEELY	\$63,600	\$349.80
16	3470214000	7	Active	4530 W LISBON	CITY OF MILW	\$0	\$0.00
16	3470215000	2	Active	4522 W LISBON	CITY OF MILW	\$0	\$0.00
16	3470216000	8	Active	4518 W LISBON	VICTORIA C OCHI	\$89,900	\$494.45
16	3470217000	3	Active	4500 W GARFIELD	CITY OF MILW	\$0	\$0.00
16	3470218000	9	Active	4510 W LISBON	CITY OF MILW	\$0	\$0.00
16	3470225100	3	Active	4601 W NORTH	LISBON COMMUNITY	\$629,500	\$3,462.25
16	3470301000	X	Active	4733 W NORTH	NII CAPITAL LLC	\$80,200	\$441.10
16	3470302000	5	Active	4729 W NORTH	METRO VISTA DEV GROUP LLC	\$113,000	\$621.50
16	3470303000	0	Active	4719 W NORTH	METRO VISTA DEV GROUP LLC	\$315,000	\$1,732.50
16	3470304000	6	Active	4701 W LISBON	METRO VISTA DEV GROUP LLC	\$462,000	\$2,541.00
16	3470321000	9	Active	2238 N 48TH	METRO VISTA DEVELOPMENT	\$15,400	\$84.70
16	3470323121	9	Active	4623 W LISBON	FIRST MIL BANK	\$327,000	\$1,798.50
16	3470336000	0	Active	4527 W LISBON	ABDIKADER H ASKAR	\$298,000	\$1,639.00
16	3470708000	2	Pending Drop	4401 W NORTH	4401 NORTH AVENUE LLC	\$1,111,000	\$6,110.50
16	3470709000	8	Active	4415 W NORTH	K.B.T.C.S., INC	\$120,000	\$660.00
16	3470710000	3	Active	4419 W NORTH	KEITH B TERRY	\$118,000	\$649.00
16	3470711000	9	Active	4425 W NORTH	MICHAEL S WISNIEWSKI	\$241,000	\$1,325.50
16	3470911000	6	Active	4321 W NORTH	COMMUNITY BAPTIST CHURCH	\$4,900	\$26.95
16	3470912000	1	Active	2246 N 44TH	NORTH AVENUE INVESTMENTS LLC	\$66,100	\$363.55
16	3470913000	7	Active	4319 W NORTH	NORTH AVENUE INVESTMENTS LLC	\$61,300	\$337.15
16	3471001100	3	Active	4801 W NORTH	S PRICE REAL ESTATE HOLDINGS	\$575,000	\$3,162.50
16	3471019000	5	Active	4815 W NORTH	JAMES E SMITH	\$93,100	\$512.05
16	3471020000	0	Active	4823 W NORTH	S PRICE REAL ESTATE HOLDINGS	\$262,000	\$1,441.00
16	3471021000	6	Active	2257 N 49TH	THEODIE D FREEMON SR	\$101,900	\$560.45
16	3471041000	5	Active	2252 N HI MOUNT	CHARLES A BAURES &	\$137,500	\$756.25
16	3471042000	0	Active	4919 W NORTH	CHRISTINE MCROBERTS	\$98,900	\$543.95
16	3471043000	6	Active	5009 W NORTH	RICHARD V & MARY JEAN	\$165,500	\$910.25
16	3471044000	1	Active	5019 W NORTH	NEIL E & BEVERLY J PETERSON	\$150,000	\$825.00
16	3479992000	1	Active	5027 W NORTH	HIMOUNT INVESTMENTS LLC	\$125,000	\$687.50
16	3479993100	3	Active	5033 W NORTH	JOHN H KOSTECKI	\$68,400	\$376.20

\$27,175,600

\$149,465.80