

**AIRPORT GATEWAY  
BUSINESS IMPROVEMENT DISTRICT NO. 40**

**PROPOSED 2021 OPERATING PLAN**



September 2020

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## **I. INTRODUCTION**

### **A. Background**

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) 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 had approved a petition from property owners in 2006 to create a Business Improvement District for the purpose of revitalizing and improving the Airport Gateway business area on Milwaukee's southeast side. On October 24<sup>th</sup>, 2006 the City of Milwaukee adopted and approved a resolution to form the Business Improvement District #40 (file #060755). The first year of funded operation for the BID #40 was 2007.

The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the Airport Gateway Business Improvement District (AGBID) for 2021. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

## **II. DISTRICT BOUNDARIES**

Boundaries of the proposed district are described in Appendix A of this plan. A listing of the assessed properties included in the district is provided in Appendix B.

## **III. PROPOSED OPERATING PLAN**

### **A. Plan Objectives**

The objectives of the AGBID are to:

1. Develop the vitality of The Gateway to Milwaukee;
2. Enhance the community image through safety and beautification;
3. Market and help develop The Gateway area as the primary welcoming, hospitality and transportation hub of greater Milwaukee;
4. Promote mutually beneficial opportunities among the AGBID's businesses; and
5. Ultimately grow commercial business and property values.

## **B. Proposed Activities – Year Fifteen**

Principle activities to be engaged in by the AGBID during the Fifteenth year of operation, 2021, will include:

1. Continue the contracted safety and security patrols within the entire AGBID 40 geographic area area;
2. Continue to offer the security system matching grant program. This program will offer up to \$1000 dollars in matching grants to reimburse BID #40 commercial property owners on the purchase and installation of security systems and other security related features on their property;
3. Continue to offer the property improvement matching grant program. This program will offer up to \$1000 dollars in matching grants to reimburse BID #40 property owners for the purchase and installation of façade, signage, and other related outdoor property improvements that elevate the image of the business and the district;
4. Continue to enhance the beautification of the airport area by funding maintenance of the commercial corridor gardens and plantings installed over the past fifteen years;
5. Partner with and support the beautification efforts of neighborhood associations and businesses within the BID #40 district, particularly those projects that directly improve the image and appearance of the major commercial corridors;
6. Take advantage of opportunities to collaborate with other area commercial districts for cost sharing and public safety opportunities;
7. Work to inform and assist local businesses regarding COVID 19 related business practices and related local policy;
8. Continue to organize a working group of owners and operators within the restaurant/hospitality industry to take part in collaborative marketing opportunities, such as the Gateway to Milwaukee's annual Taste of the Gateway event and marketing campaign. This campaign will continue to focus on promoting the airport area's restaurant and hospitality industry;
9. Assist commercial property owners in marketing properties for sale and lease;
10. Continue to develop The Gateway's website as the primary communication and promotional tool among businesses and users in The Gateway area;
11. In conjunction with the Airport Gateway Business Association's BID #50 management agreement, BID #40 will also continue close communication and partnership with BID #50, to choreograph and support programs and initiatives that stand to benefit both districts;
12. Formally plan, implement, and manage the Aerotropolis Milwaukee Economic Development effort, promote and advocate for real estate planning and development in support of the Aerotropolis Development Plan;
13. Continue monitoring BID project and program impact by tracking quantitative and qualitative measurables, and;
14. Be involved in governmental and community issues that potentially impact the vitality of The Gateway to Milwaukee.

### C. Proposed Expenditures - Year Fifteen

<b>ITEM</b>	<b>2021 Budget</b>
<p><b>Beautification</b></p> <p>Maintenance of existing AGBID landscaping; partner with the City of Milwaukee and other stakeholders to enhance the image of the commercial corridor along W Layton Ave; partner on and support beautification efforts along the 6<sup>th</sup> St Green Corridor;</p>	<b>73,000</b>
<p><b>Public Safety</b></p> <p>Contract with a safety patrol firm to provide unarmed mobile security watch services within AGBID; continue the safety &amp; security matching grant program available to commercial property owners and business owners within the AGBID; expand new and existing partnerships with other commercial districts and MPD on safety and security initiatives;</p>	<b>54,000</b>
<p><b>Marketing and Promotion</b></p> <p>Further develop and promote The Gateway to Milwaukee geography and brand through website, printed, and social media communications; provide networking opportunities through events and related ventures; Industry specific programming; Production of seasonal newsletters and resource materials; Promotion of Gateway to Milwaukee grant programs and other area resources; Promote area real estate and development opportunities; event production &amp; management;</p>	<b>65,000</b>
<p><b>Economic Development</b></p> <p>Conduct economic development activities and projects to enhance the physical attractiveness and economic competitiveness of AGBID with projects such as Aerotropolis Milwaukee, retail recruitment, and real estate promotion. Work to implement and promote the Aerotropolis Development Plan, as well as promote real estate development in the region.</p>	<b>30,000</b>
<p><b>Administration and Operations</b></p> <p>Provide administrative, managerial services, project development/project management for the AGBD 40 including monthly financial accounting, annual audits, record keeping and public notices, insurance, personnel expenses, related operating expenses such as memberships, meetings, supplies, printing and postage, rent and utilities for office space.</p>	<b>141,000</b>
<b>TOTAL</b>	<b>\$363,000</b>

## **D. Financing Method**

It is proposed to raise approximately \$367,438.00 through BID assessments. 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 as well as the needs and opportunities that may arise.

## **E. Organization of BID Board**

The Mayor will continue to appoint members to the BID 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 – Seven
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.

### **Current BID #40 Roster**

1. Gregg Lindner – Chair (Owner, 6055 S 6<sup>TH</sup> ST) 4/5/16-4/5/19 nominated term extension
2. Jaime Maliszewski – Vice Chair (Owner/Occupant, 5230 S 13<sup>TH</sup> ST) term 4/17-4/20
3. Samer Abulughod - Secretary (Owner, 5859 S 13<sup>TH</sup> ST) term 12/3/15-12/3/18 nominated term extension
4. Bryan Simon – Treasurer (Owner/Occupant, 4121 S 6<sup>TH</sup> ST) term 12/18-12/21 nominated term extension
5. Michael Sweeny (Business Owner/Occupant 6050 S HOWELL AVE) term 12/17-12/20
6. Misty Donough (Operator/Occupant 5201 S HOWELL AVE) term 12/18-12/21 nominated term extension
7. Jan Krivanek (Operator/Occupant 5282 S 13<sup>TH</sup> ST) term 12/19-12/22

## **F. Relationship to the Airport Gateway Business Association**

The BID shall be a separate entity from the Airport Gateway 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 record law except for its records generated in connection with the BID board. The Association may, and it is intended, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

## **IV. METHOD 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, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportionate assessment of a small number of high value properties, a maximum assessment of \$5,000 per parcel and a minimum assessment of \$250 will be applied.

As of January 1, 2020, the commercial property in the proposed district had a total assessed value of over \$471 million. This plan proposes to assess the property in the district at a rate of \$0.852 per \$1,000.00 of assessed value, subject to the maximum assessment, for the purposes of the BID. Appendix B shows the projected BID assessment for each property included 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. A list of Exempt Properties is provided in Appendix C.

1. State Statute 66.1109(1) (f): 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 C, 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 Gateway to Milwaukee 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's efforts.
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 July 31st of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1<sup>st</sup> 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. BID Board and Plan Review Process**

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;

*“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 an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit 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.”*

### **Board Member Appointments:**

- a. BID Board nomination letter and resume must be submitted to the Department of City Development’s BID staff for review. All nominations must be current on property tax and building code violations.
- b. Department of City Development will review and submit the referred BID Board nominees, if findings are satisfactory.
- c. All BID Board referrals are reviewed by the Mayor’s Office; if approved by the Mayor, the BID Board appointments are submitted to the Common Council for introduction and referral to the appropriate committee.
- d. The Common Council will refer BID Board appointments to the Community and Economic Development Committee. (CED) If approved by the CED committee, the BID Board appointments are referred to the Common Council for approval.
- e. The City Clerk or designee must swear in all newly appointed BID Board members at the first scheduled business meeting.
- f. After the members are sworn the BID Board can hold its first official BID meeting.

### **Board Resignations/Termination**

- a. BID Board officer or BID designee must submit board member's letter of resignation to the Mayor's Office upon expiration of term or member resignation

### **B. Terminating or Dissolving the BID**

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:

(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% 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, 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.

## **VII. 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 Fourteen activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year Fourteen 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.

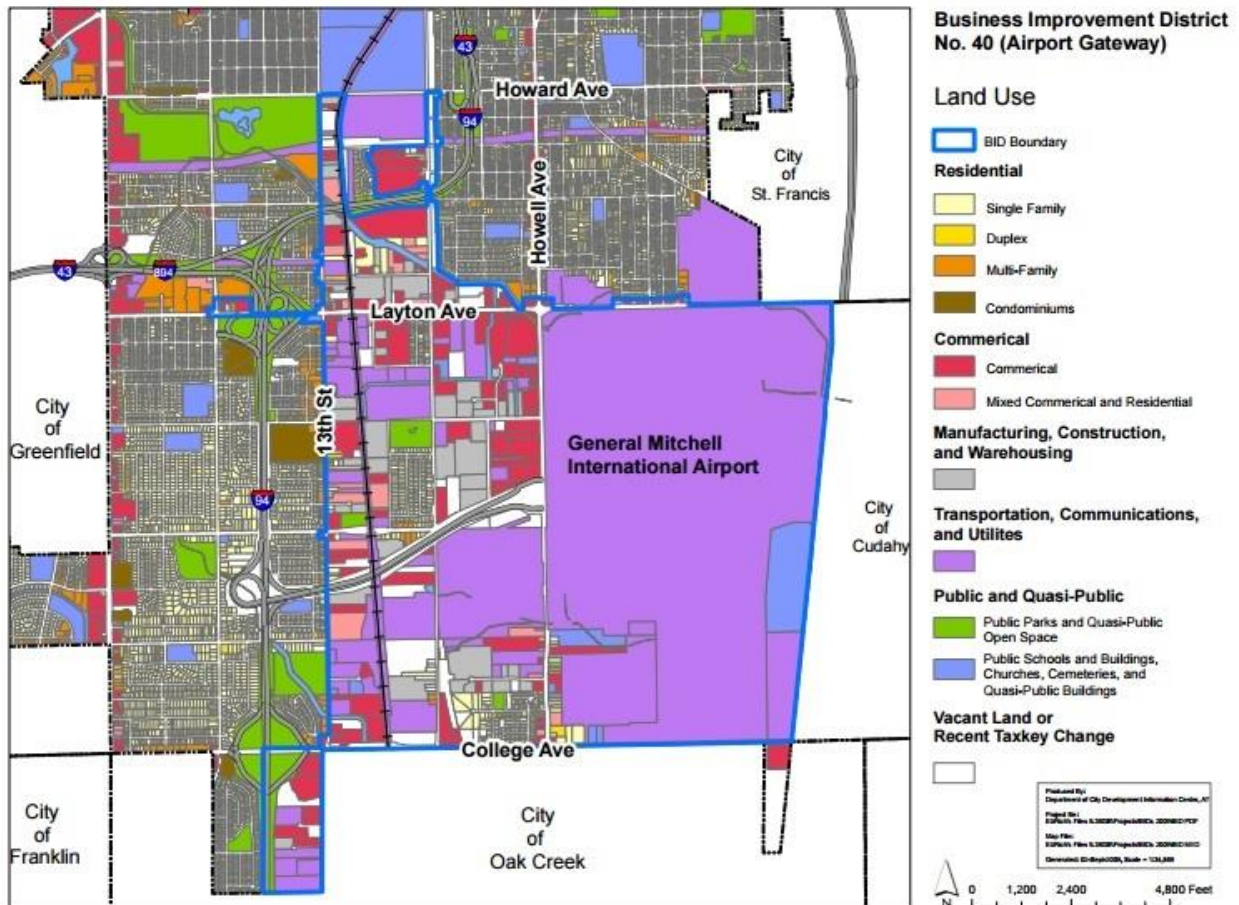
Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109(3)(b).

# APPENDICES

## A. CURRENT DISTRICT BOUNDARIES

The Airport Gateway area is roughly bounded by:

- The eastern boundary of the AGBID is the Milwaukee/Cudahy line from Layton Avenue south to College Avenue.
- The north side of Layton Avenue comprises most of the northern boundary from the Milwaukee/Cudahy line west to 6<sup>th</sup> Street, and from 13<sup>th</sup> Street west to 20<sup>th</sup> Street only along Layton Avenue. From 6<sup>th</sup> Street west to 13<sup>th</sup> Street, the northern boundary is Howard Avenue.
- The western boundary of the AGBID is the west side of 13<sup>th</sup> Street from Howard Avenue south to College Avenue.
- The southern boundary is College Avenue from the Milwaukee/Cudahy line west to 13<sup>th</sup> Street.
- There is one rectangular extension of the District on its southwest corner that is bounded by 13<sup>th</sup> Street on the east side, College Avenue on the north side, I-94 freeway on the west side and the Milwaukee/Oak Creek line on the south side.



**APPENDIX B – PROPOSED 2021 BID 40 ASSESSED PROPERTIES**

<b>Proposed BID #40 Assessment for 2021</b>		
	Taxkey	Proposed BID Assessment
1	6879957100	\$250
2	5969991000	\$250
3	6420693000	\$250
4	6719988200	\$250
5	6429990212	\$250
6	5969944000	\$250
7	6260322000	\$250
8	7160442000	\$250
9	5790172000	\$250
10	6429988110	\$250
11	5940811000	\$250
12	6719977113	\$250
13	5790015100	\$250
14	5970621000	\$250
15	6260303000	\$250
16	5960041100	\$250
17	6410131110	\$250
18	5970655100	\$250
19	5790161000	\$250
20	5790003000	\$250
21	6250181000	\$250
22	6250201000	\$250
23	6420781000	\$250
24	5970652000	\$250
25	6250023110	\$250
26	6869994210	\$250
27	6889973111	\$250
28	6429980000	\$250
29	6710023000	\$250
30	5969956100	\$250
31	6250192000	\$250
32	5969949000	\$250
33	6269982100	\$250
34	5820712120	\$250
35	5969948200	\$250
36	6410152000	\$250

37	5960072100	\$250
38	5939921000	\$250
39	5950832000	\$250
40	6250211000	\$250
41	6719979100	\$250
42	6429976110	\$250
43	6870831000	\$250
44	6869976100	\$250
45	6429970100	\$250
46	6259995111	\$250
47	5989948000	\$250
48	5960032000	\$250
49	5820727000	\$250
50	5960111000	\$250
51	6870832000	\$250
52	5979988121	\$250
53	5969945000	\$250
54	5790010100	\$250
55	6410093000	\$250
56	6869979120	\$250
57	5969989100	\$250
58	5790001110	\$250
59	6429979110	\$250
60	5970653110	\$250
61	6860002000	\$250
62	6860003000	\$250
63	6250071000	\$250
64	6879978110	\$250
65	6250024120	\$250
66	6269985000	\$250
67	6420694210	\$250
68	5971102000	\$250
69	6860001000	\$250
70	6269998100	\$250
71	5969984111	\$250
72	6260332000	\$250
73	5799950000	\$250
74	6719980221	\$250
75	5790004100	\$250
76	5942001000	\$250
77	6719980211	\$250
78	6260281000	\$250
79	6869995100	\$250

80	6889985121	\$250
81	6869975111	\$250
82	6250072000	\$250
83	5790001111	\$250
84	6869978100	\$252
85	6869972100	\$253
86	6879956111	\$254
87	7160402100	\$255
88	6259984110	\$260
89	5960062000	\$261
90	6880062000	\$261
91	5799961100	\$266
92	5969942100	\$273
93	6730003000	\$282
94	6429968110	\$288
95	5969948100	\$291
96	6879999000	\$300
97	6259987110	\$300
98	6269997114	\$302
99	5960122000	\$304
100	6879993100	\$305
101	5942002000	\$309
102	6870146100	\$309
103	5971101000	\$309
104	6719978110	\$315
105	6880102000	\$317
106	6250142000	\$318
107	5969990100	\$320
108	6269990000	\$331
109	5959872110	\$332
110	6269996120	\$337
111	5969939110	\$338
112	5790002111	\$340
113	6719981100	\$341
114	6719970110	\$342
115	6889977110	\$346
116	5960102000	\$349
117	6860004000	\$349
118	6709999110	\$357
119	5790004200	\$357
120	5979973000	\$366
121	5941006100	\$366
122	5790006100	\$367

123	5950801000	\$368
124	5790183100	\$370
125	6259986112	\$371
126	5790005000	\$379
127	5979987110	\$383
128	5960061000	\$386
129	6880053100	\$387
130	5940810000	\$394
131	6429987100	\$394
132	6432481000	\$395
133	6410031100	\$397
134	6719982111	\$409
135	6250082000	\$409
136	5969997111	\$414
137	6429986100	\$425
138	6719980110	\$446
139	6410151000	\$447
140	6880031100	\$451
141	6260006111	\$454
142	6250081000	\$460
143	6260020111	\$462
144	6260293000	\$464
145	5940812100	\$465
146	6250172000	\$471
147	6429969110	\$473
148	5939922000	\$475
149	5969941100	\$489
150	6260252000	\$505
151	6870801000	\$507
152	6720311000	\$512
153	6250132000	\$516
154	5950861000	\$522
155	5799948120	\$524
156	5959871112	\$524
157	6870743000	\$528
158	6879981310	\$530
159	5940101000	\$531
160	5950831000	\$537
161	6260007110	\$538
162	5959866119	\$539
163	6260232000	\$544
164	6259989110	\$549
165	5959866310	\$554

166	6719969110	\$556
167	6269979000	\$557
168	5979949121	\$559
169	6250111000	\$560
170	6420682110	\$564
171	6870742000	\$590
172	6259981100	\$614
173	6250221000	\$617
174	6870781000	\$619
175	5790171000	\$642
176	7160422000	\$655
177	5969964100	\$661
178	6880041100	\$671
179	6269997112	\$680
180	5969983000	\$686
181	6870741000	\$688
182	6869993222	\$688
183	6259982100	\$706
184	5820712110	\$711
185	5959873111	\$716
186	6260272000	\$724
187	6719985111	\$724
188	6420792000	\$725
189	6870731100	\$726
190	6260304000	\$727
191	5799948110	\$730
192	6870821000	\$743
193	6879994110	\$745
194	5960071100	\$745
195	6879980100	\$746
196	5959868120	\$771
197	5960103000	\$780
198	5799963110	\$792
199	5969960100	\$796
200	6259978210	\$797
201	6260016100	\$804
202	6259998118	\$804
203	6260264000	\$829
204	6719968110	\$842
205	5950843000	\$855
206	6260312000	\$855
207	6889974110	\$866
208	5950844000	\$873

209	5820728000	\$876
210	6870673100	\$876
211	6890272000	\$876
212	6870744000	\$896
213	5959866118	\$899
214	6870811000	\$901
215	7160411000	\$903
216	6420791000	\$932
217	6420681000	\$933
218	6269999110	\$957
219	6410051000	\$959
220	6260221000	\$981
221	6250101100	\$999
222	6269983111	\$1,032
223	6420752110	\$1,038
224	6410052000	\$1,052
225	6429974111	\$1,079
226	6889974211	\$1,086
227	6260342000	\$1,120
228	6260200100	\$1,131
229	6269986000	\$1,135
230	6260017111	\$1,144
231	5941007110	\$1,144
232	6259991111	\$1,153
233	6250121100	\$1,155
234	6410092000	\$1,170
235	7169999120	\$1,198
236	6260321000	\$1,215
237	6880052100	\$1,242
238	6260282000	\$1,257
239	6269993111	\$1,258
240	6259977100	\$1,285
241	7360001000	\$1,295
242	6869996100	\$1,309
243	6250004111	\$1,331
244	6410032000	\$1,333
245	6260026111	\$1,340
246	6260292000	\$1,343
247	6410082000	\$1,363
248	5799951000	\$1,382
249	6429982110	\$1,467
250	7160421000	\$1,469
251	6870804100	\$1,479

252	6250171000	\$1,522
253	5950842000	\$1,550
254	5969955100	\$1,561
255	5790011110	\$1,636
256	6410161000	\$1,680
257	7160432000	\$1,683
258	6269997116	\$1,704
259	6260022110	\$1,768
260	6410111000	\$1,776
261	6879998111	\$1,840
262	6260301000	\$1,854
263	5960092000	\$1,930
264	5979952121	\$1,948
265	6260302000	\$1,960
266	6870822000	\$2,027
267	6260026121	\$2,079
268	7160433000	\$2,090
269	6250202000	\$2,134
270	5790191100	\$2,189
271	7160403100	\$2,195
272	5950841000	\$2,239
273	6250141000	\$2,248
274	6410171100	\$2,263
275	6889972100	\$2,264
276	7369999110	\$2,419
277	6260039113	\$2,466
278	6260333000	\$2,528
279	6269988100	\$2,539
280	6719991213	\$2,584
281	7360002000	\$2,670
282	6260036111	\$2,681
283	6250182000	\$2,705
284	7169999110	\$2,755
285	6269989100	\$2,779
286	6250151000	\$2,894
287	5960091000	\$2,899
288	5950862000	\$2,968
289	6419990111	\$3,112
290	6879995110	\$3,347
291	6410091100	\$3,368
292	6260263000	\$3,604
293	5969957111	\$3,622
294	6879958110	\$3,670

295	6410072110	\$3,739
296	6410011000	\$3,825
297	6410071110	\$3,843
298	5969994100	\$4,000
299	6880091000	\$4,160
300	6259978117	\$4,364
301	6870791000	\$4,392
302	7160431000	\$4,924
303	7160441000	\$5,000
304	6429990211	\$5,000
305	5969999113	\$5,000
306	5790018110	\$5,000
307	6419988111	\$5,000
308	6880071100	\$5,000
309	6429990111	\$5,000
310	6720312000	\$5,000
311	6260341000	\$5,000
312	6269996135	\$5,000
313	6730001000	\$5,000
314	6410173000	\$5,000
315	6410033100	\$5,000
316	6880111000	\$5,000
317	6410121100	\$5,000
318	6410012100	\$5,000
319	5950851000	\$5,000
320	6410172100	\$5,000
321	6730002000	\$5,000
Total Proposed BID #40 Assessment		\$362,493



**APPENDIX C – PROPOSED 2021 BID EXEMPT PROPERTIES**

<b>Proposed BID #40 2021 Exempt Properties</b>	
	Taxkey
1	5790009100
2	5799954000
3	5799955100
4	5800577100
5	5800594110
6	5800752100
7	5800765221
8	5959868110
9	5959874000
10	5959895112
11	5959895200
12	5960082000
13	5969936110
14	5969937000
15	5969974110
16	5969992111
17	5969992112
18	5969992112
19	5969993110
20	5969993110
21	5969993999
22	5969993999
23	5969997112
24	5969997211
25	5969997212
26	5969999121
27	6249999200
28	6250191000
29	6259978120
30	6259980000
31	6260104110
32	6260234000
33	6260244000
34	6260271000
35	6260351000

36	6260352000
37	6260353000
38	6269981120
39	6269992200
40	6269993122
41	6269999210
42	6269999220
43	6409999120
44	6419969111
45	6419972110
46	6420782000
47	6429950120
48	6429989000
49	6429994110
50	6719967100
51	6719968200
52	6719972200
53	6719976210
54	6719998110
55	6739998110
56	6758999000
57	6849999000
58	6869970100
59	6869971100
60	6869991112
61	6869999100
62	6870201100
63	6870301110
64	6870633110
65	6879955111
66	6879998200
67	6880021000
68	6880022000
69	6880101000
70	6889965000
71	6889969111
72	6889973210
73	6889986110
74	6889992111
75	6889995120
76	6889995200
77	5971131100
78	6420773000

79	6429956121
80	6429956123
81	6429956124
82	6710011110
83	6710012100
84	6710013100
85	6889981200
86	6889982210
87	5790014110
88	5790016110
89	5790162000
90	5960021000
91	5960031000
92	5960033000
93	5960101000
94	5960104000
95	5960123000
96	5969950000
97	5969962000
98	5969973100
99	5969977000
100	5969985000
101	6250005100
102	6250006100
103	6250007100
104	6250008100
105	6250009100
106	6250010100
107	6250011100
108	6250012100
109	6250013100
110	6250014000
111	6250015000
112	6250016000
113	6250017000
114	6250018000
115	6250019000
116	6250020000
117	6250021000
118	6250022000
119	6250026100
120	6250027000
121	6250028000

122	6250029000
123	6250030000
124	6250031000
125	6250032000
126	6250033000
127	6250034000
128	6250035100
129	6250036100
130	6250037110
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133	6250041100
134	6250042100
135	6250043100
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156	6250063000
157	6250064000
158	6250065000
159	6250066000
160	6250067000
161	6250068000
162	6250161000
163	6259979100
164	6420001000

165	6420002000
166	6420003000
167	6420004000
168	6420005000
169	6420006000
170	6420007000
171	6420008000
172	6420009100
173	6420010000
174	6420011000
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201	6420104000
202	6420105000
203	6420106000
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205	6420108000
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209	6420201000
210	6420202000
211	6420203000
212	6420204000
213	6420205000
214	6420206000
215	6420207000
216	6420208000
217	6420209000
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221	6420213000
222	6420214000
223	6420215000
224	6420216000
225	6420217000
226	6420218000
227	6420219000
228	6420220000
229	6420221000
230	6420222000
231	6420301000
232	6420302000
233	6420303000
234	6420304000
235	6420305000
236	6420306000
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242	6420312000
243	6420313000
244	6420314000
245	6420315000
246	6420316000
247	6420317000
248	6420318000
249	6420319000
250	6420320000

251	6420321000
252	6420322000
253	6420323000
254	6420324000
255	6420325000
256	6420326000
257	6420327000
258	6420401000
259	6420402000
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271	6420612000
272	6420621000
273	6420622000
274	6420623000
275	6420632000
276	6420633000
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279	6420642000
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281	6420651000
282	6420652000
283	6420653000
284	6420661100
285	6420662100
286	6420691000
287	6420692000
288	6420701000
289	6420702000
290	6420703000
291	6420711000
292	6420712000
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294	6420714000
295	6420721000
296	6420722000
297	6420723000
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309	6429947120
310	6429948100
311	6429949100
312	6429950200
313	6429951000
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316	6429952115
317	6429952116
318	6429952119
319	6429952120
320	6429952200
321	6429953111
322	6429953113
323	6429953114
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327	6429961000
328	6429972111
329	6429978100
330	6429985120
331	6429991121
332	6429991124
333	6429992110
334	6429993110
335	6429993120
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337	6429993200
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342	6719977112
343	6719984100
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346	6869979110
347	6869992100
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349	6869994100
350	6869997111
351	6869997121
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355	6870003200
356	6870003300
357	6870005100
358	6870005200
359	6870006100
360	6870101000
361	6870102000
362	6870103000
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415	6870227000
416	6870228000
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423	6870235000
424	6870236000
425	6870237000
426	6870238000
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430	6870304110
431	6870305110
432	6870306110
433	6870307110
434	6870308110
435	6870309110
436	6870310110
437	6870311110
438	6870312110
439	6870313110
440	6870314110
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444	6870501100
445	6870502000
446	6870503000
447	6870601000
448	6870602000
449	6870621000
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457	6870652000
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459	6870654000
460	6870655000
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463	6870661000
464	6870662000
465	6870681000

466	6870682000
467	6870683000
468	6870684000
469	6870685000
470	6870686000
471	6870687000
472	6870688100
473	6870689000
474	6870690000
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502	6879962213
503	6879962214
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505	6879964100
506	6879966000
507	6879967000
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513	6879973100
514	6879973210
515	6879974100
516	6879974230
517	6879981210
518	6889991100
519	6889993100
520	6870751000
521	6870841000
522	6870842000
523	5960112000
524	5969993100
525	6429983110
526	6429984110
527	6429988120
528	6869974100
529	6869977100

# Airport Gateway BID #40

## Annual Report Summary / Fall 2019 – Summer 2020

### Vision & Mission

The Gateway to Milwaukee works tirelessly to raise the value of the businesses and commercial corridors surrounding the Mitchell Airport and its region. To guide our vision, the organization has established the following goals:

- Actively impact government direction
- Enhance community image through safety and beautification
- Market and develop The Gateway district for economic growth
- Network for mutually beneficial opportunities
- Increase the value of businesses and commercial property

### Financial Relationship with the Airport Gateway Business Association

The Airport Gateway Business Improvement District (AGBID #40) operates by way of an annual agreement with the Airport Gateway Business Association for contracted administrative and management services related to BID management and oversight, financial reporting, as well as marketing, public relations and other responsibilities related to the implementation of the annual BID operating plan goals and objectives.

### Total Property Value within the BID #40

For the fourth consecutive year, the total value of all property within the BID has seen an increase – with an approximate increase of \$19.5 million from 2019 to 2020.

BID 40 Total Property Value	
2012	\$486,292,900
2013	\$480,494,100
2014	\$502,785,600
2015	\$494,785,500
2016	\$484,465,600
2017	\$497,726,900
2018	\$500,519,600
2019	\$523,640,100
2020	\$543,124,900

### Safety & Security:

- Connected business and commercial property owners with the Gateway Security matching grant program.
- Continued promotion of the MPD-Ring, Inc. camera partnership program. Businesses and commercial property owners within the district were contacted to promote this volunteer-based property surveillance program.
- Continued the Airport Gateway Mobile Security Patrol – a privately contracted mobile patrol unit that provides daily patrol of the BID’s commercial corridors



## Airport Gateway BID #40 Annual Report Summary / Fall 2019 – Summer 2020

- Worked to reinvigorate those businesses within airport hotel cluster to meet and discuss safety and security trends in the airport BID region, along with MPD District 6 and other business & community stakeholders.

### Beautification:

- With the completion of the final landscape installation phase of construction on the redevelopment of South Howell Ave and West Layton Ave, the BID 40 supported and expanded its annual landscape management and maintenance along the two intersecting corridors to further enhance the look and overall image of the district.

Such enhancements in this final phase included...

- Flowering perennial plantings along the entire length of S Howell Ave between Layton Ave and Grange Ave.
  - Complete restoration of the major signature planter beds along W Layton Ave between S Howell Ave and S 13<sup>th</sup> St. In addition to clearing of old growth and material, this restoration included the full tear out of old planter bed stone retention walls on all of the beds, and full replacement with natural form stone boulders. By replacing all of the stone walls with the same new boulder material, this major landscape upgrade brings a unified scale and appearance to the district by utilizing the same stone material now throughout both S Howell Ave and W Layton Ave – where before there had been a mix of various stone types and styles.
- Worked with Department of Public Works on outreach to W Layton Ave businesses in advance to, and during West Layton Ave repaving taking place between S Howell Ave and S 27<sup>th</sup> St (landscape plans and enhancements to be installed in 2020).
  - Connected business and commercial property owners with the Gateway Property Improvement matching grant program.
  - New seasonal winter holiday décor installed in winter of 2019. Unique six foot and ten foot 3 dimensional LED lit snowflakes were mounted at various locations along the center median on S Howell Ave, bringing a tasteful yet one of a kind large seasonal decorative highlight that brought the district to life both during the day and night.
  - Leveraged existing BID Property Improvement matching grant program by successfully connecting businesses to City of Milwaukee Façade & Signage grant programs.
  - Continued district wide trash can maintenance agreement with the City of Milwaukee DPW, collecting and keeping over 23,000 gallons of trash and litter of the streets and out of the community.
  - Continued regular maintenance of more than 3 miles of commercial corridor road median maintenance and seasonal plantings to improve the image of the district.

# Airport Gateway BID #40

## Annual Report Summary / Fall 2019 – Summer 2020

### Marketing, Outreach & Promotion:

- Website & social media updated. Area events and business-related functions promoted.
- Continued regular maintenance and replacement of districtwide street pole banners. Custom designed American flag themed banners were installed prior to the anticipated Democratic National Convention.
- Business-spotlights/ Interviews /Photo shoots posted to social media outlets.
- Regular BID resource mailers were distributed to all BID 40 businesses & commercial property owners.
- Contributed to and sponsored the Garden District Winter Wonderland holiday lighting event that took place on December 3<sup>rd</sup>. In addition to lighting displays contributed by local residents and businesses, the Gateway partnered with locally based and nationally renowned commercial lighting experts Reinders, Inc. to bring a first-of-its-kind professionally installed hi-tech holiday lighting display to Milwaukee's southside. This public holiday lighting showcase was kicked off at the December 3<sup>rd</sup> event and was on display and available to the public to enjoy through the end of the year, ending on January 6<sup>th</sup>.

### COVID-19 Business Assistance & Resources:

Since the outbreak of COVID-19 in late March of 2020 and the subsequent release of various policies impacting area businesses, the Gateway to Milwaukee has been acutely focused on engaging with BID 40 property owners and businesses to better understand and support their needs in this unprecedented social and economic climate. Listed below is a summary of that major effort, which is currently still ongoing:

- Designed, printed, and distributed resource mailers (letters and postcards) to BID 40 businesses notifying them of current resource offerings (both from the BID 40 as well as from local and state government when applicable).
- Created and regularly updated the Gateway to Milwaukee's comprehensive COVID-19 Business Resource page on its website. Distributed these same resources and updates via direct email as well as sponsored social media ads and promotions.
- Connected with businesses to assist with grant applications and letters of support where needed to obtain various local, state, and federal resources.

*“COVID-19 Business Assistance & Support” Continued on page 5*

# Airport Gateway BID #40

## Annual Report Summary / Fall 2019 – Summer 2020

- Created and distributed the Gateway to Milwaukee COVID-19 Business Survey. This survey was distributed via email, and in many cases one on one phone calls to all of the businesses within the BID 40 geography. The survey helped Gateway management and our board of directors better understand and respond to the needs and concerns presented by our BID area businesses.

From that Survey, the Gateway Safe Start Business Support Program was created. The Gateway Safe-Start Program is a comprehensive package of business support resources facilitated by the BID 40, consisting of the following three major resource components:

1. **Rapid Response Marketing Grant** – This program provided a pool of funds for which any business in the BID 40 could apply for and receive a matching reimbursement of up to \$500 toward a variety of marketing related expenses that went toward promotion of their business.
2. **PPE Direct** – Through an easily accessible online order form, businesses and commercial property owners are offered a variety of personal protective equipment and supplies to support their business. These items are offered at no additional charge to any and all businesses and commercial property owners within the BID 40, and consisted of the following:
  - a. **Reusable facemasks\*** - sourced directly from an in-house manufacturer right here within the BID 40. Businesses had their choice of blank or custom branded masks with their business logo.
  - b. **Disposable facemasks\***
  - c. **Disposable nitrile food-safe gloves\*** (in a variety of sizes)
  - d. **Liquid Hand sanitizer/disinfectant\***

***\*PPE products were sourced from manufacturers and distributors located within the BID 40 and/or locally when and where available, and when cost competitive.***

3. **Safe-Start Facility Improvement Grant** – This program provides a 50% matching reimbursement toward expenses relating to any facility upgrades, improvements, contracted services and supplies purchased that aim to improve the health and safety of both staff and customers (maximum grant of \$1000 per business).