

LRB – RESEARCH & ANALYSIS SECTION ANALYSIS

OCTOBER 17, 2006

ITEM 9, FILE 060755

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

EMMA J. STAMPS

File #060755 is a resolution creating Business Improvement District No. 40 (Airport Gateway) and approving its first year Operating Plan. (DCD)

Background

1. In Business Improvement Districts (BIDs), the City imposes special assessments on property owners in designated geographic areas that pay for projects that enhance the local business environment. These may include improvements to the streetscape, marketing efforts, business recruitment activity, and security programs.
2. Section 66.1109, Wisconsin Statutes, requires that BIDs submit annual Operating Plans for City approval.
3. Beginning in 2003, self-supporting and loan repayments for BID activities are provided in the Economic Development Fund special purpose account.

Discussion

1. At a September 11, 2006 City Plan Commission public hearing approximately 30 people showed up to register support or non-support for establishing the Airport Gateway BID No. 40. The City Plan commission reported that 18 were in support, 5 were unsure, and 7 were opposed to the BID.
2. File 060755 establishes a Business Improvement District for the area generally bounded by Layton Avenue, College Avenue, the Milwaukee/Cudahy line and S. 13th Street, in the 13th Aldermanic District. Some properties on Layton west to 20th Street, and, the area south of College bordered on the west by the I-94 freeway, on the south by Oak Creek/Milwaukee line and bounded by 14th Street on the east are also included.
3. In the first year, \$316,800 is needed to provide for the following BID activities:

| Total Expenditure | Category | Activites |
|--------------------------|--|---|
| \$125,000 | Design and Maintenance | Start up supplies, boulevard enhancements |
| \$12,500 | Special project area planning initiative | Southeast side Comprehensive Plan |
| \$30,000 | Public safety | Neighborhood safety patrol contract |
| \$100,700 | Marketing and promotion | Web-based and print |
| \$48,600 | Administration and management | Part-time staff and general operating |

Fiscal Impact

Expenditures totaling \$316,800 for BID No. 40 are contingent upon budget authority pending adoption of the 2007 City of Milwaukee Budget – Business Improvement District SPA. If approved, the Airport Gateway Business Improvement District will not require City contributions.

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