City of Milwaukee

Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

Lafayette L. Crump
Commissioner

Vanessa L. Koster
Deputy Commissioner

NOTICE OF PUBLIC HEARING
CITY OF MILWAUKEE – City Plan Commission
809 North Broadway
Milwaukee, Wisconsin
August 26, 2022

DEAR PROPERTY OWNER:

The City Plan Commission has scheduled a public hearing to receive comments on the proposed Business Improvement District Number Fifty-Three (BID #53), area generally bounded by North 6th Street to the west but including the Froedtert & the Medical College of Wisconsin Sports Science Center which is located further west, just south of West Fond Du Lac Avenue and north of West Winnebago Street and West Juneau Avenue; West Juneau Avenue, West State Street and West Highland Avenue to the south; North Old World Third Street and North Vel R. Phillips Avenue to the east; and West McKinley Avenue and West Fond Du Lac Avenue to the north, in the 4th Aldermanic District.

The proposal was initiated by property owners in this area who submitted a petition to the City of Milwaukee requesting that the City create a Business Improvement District (BID) per Section 66.1109 of the State Statutes. The Statutes allow property owners within the district to develop, manage and promote the district, and to establish an assessment method to fund these activities. The objective of the district is: to enhance the District as a 365-day destination and make the District a premiere location for sports and entertainment, and a neighborhood built for Milwaukee to live, work and play.

Please refer to the reverse side of this notice for map details.

Date: Monday, September 26, 2022
Time: Public Hearing scheduled for 2:20 pm (meeting begins at 1:30 pm)
Location: 1st Floor Boardroom, 809 N Broadway (wearing a mask is encouraged at all times within the meeting room)
Virtual meeting access information: See City Plan Commission website at: https://city.milwaukee.gov/CPC.

This meeting will be hosted both in-person and online to best protect the public health of the community, including meeting participants. This is a public hearing. Those wishing to provide testimony relating to this matter are encouraged to do so by emailing klittl@milwaukee.gov at least one business day prior to the start of the meeting. Those wishing to provide testimony during the meeting will be asked to do so by attending the meeting in person or participating virtually. Those attending in person are encouraged to wear a mask and socially distance within the meeting room. If you prefer to participate virtually, registration information to join the virtual meeting is available on the City Plan Commission website: https://city.milwaukee.gov/CPC. When registering, please indicate whether you may wish to speak during the hearing so that staff can unmute you during the public testimony portion of the hearing. **Property within the district which is exempt from general real estate taxes is exempt from BID assessments.**

Please refer to the enclosed BID Operating Plan for further information, or feel free to call **Kenneth Little, Business Development Manager, at 414-286-5617,** if you have questions about the public hearing or wish to receive an additional copy of the BID Operating Plan.

Sincerely,

, for
Lafayette L. Crump
Executive Secretary
City Plan Commission

Enclosure

Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities through sign language interpreters or auxiliary aids. For additional information or to request this service, contact the Dept. of City Development ADA Coordinator at: (PH) 414-286-6076, (FAX) 414-286-0851 or by writing to the ADA Coordinator at: Dept. of City Development, 809 N. Broadway, 3rd Floor, Milwaukee, WI 53202-3617. Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. Registered lobbyists appearing before a Common Council Committee are required to identify themselves as such. More information is available at www.milwaukee.gov/lobby.

PROPOSED DEER DISTRICT BUSINESS IMPROVEMENT DISTRICT
CITY OF MILWAUKEE

Prepared by the Dept. of City Development Planning Division, 5/21/2021
Source: City of Milwaukee Information Technology Management Division; Dept. of City Development Commercial Corridors Team

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DEER DISTRICT

PROPOSED 2023 OPERATING PLAN BID NO. 53

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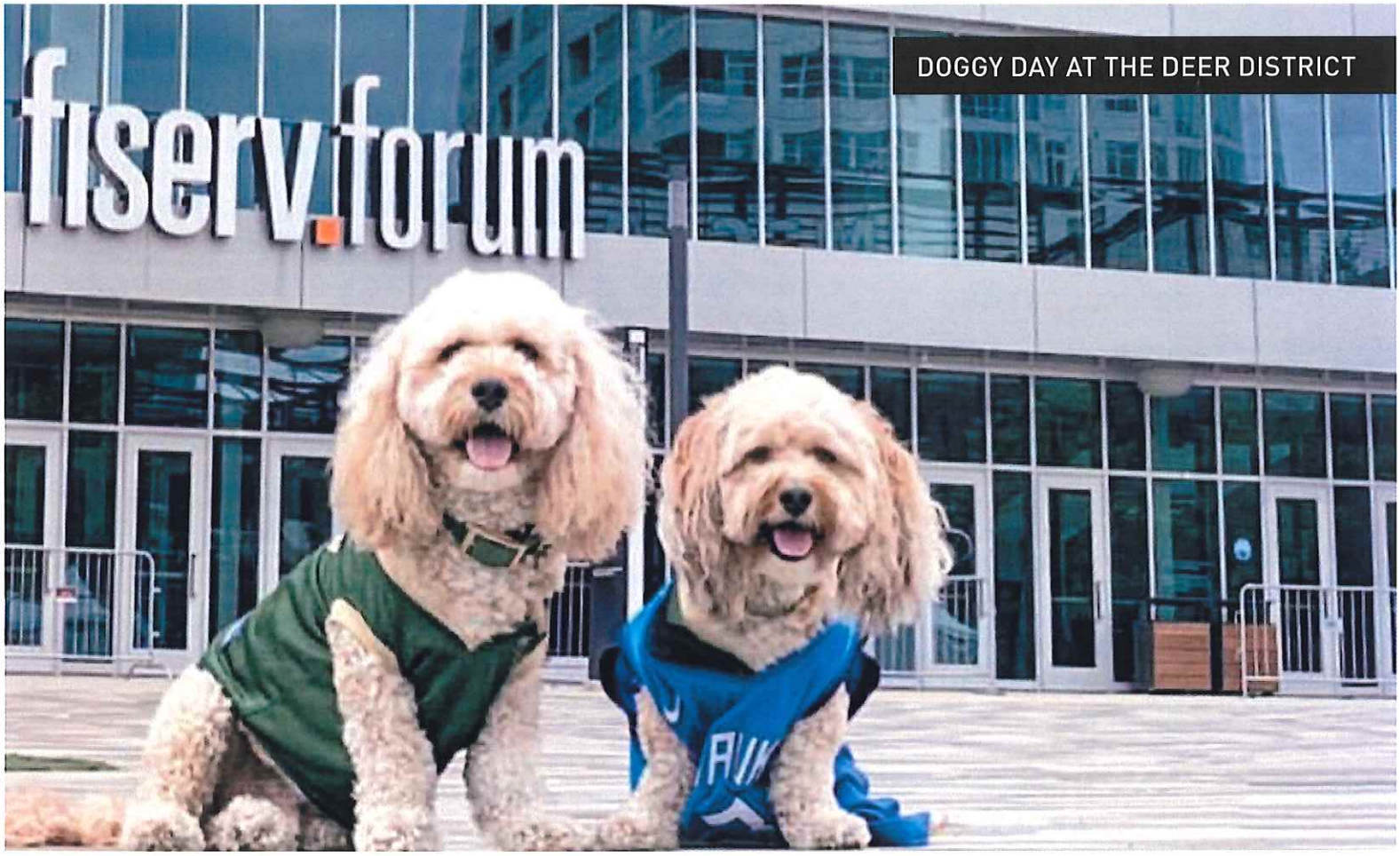


DOGGY DAY AT THE DEER DISTRICT

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 business 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.)

In the year 2023, the City of Milwaukee received a petition from property owners which requested the creation of a BID for the purpose of revitalizing and improving the District business area in Milwaukee's Downtown (see Appendix B) (the "District"). BID law requires that every district have an annual Operating Plan ("Plan"). Pursuant to the statute, this is the Plan for the year 2023 for the District. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

DISTRICT BACKGROUND

A. NEIGHBORHOOD PROFILE

The District is comprised of thirty (30) acres of mixed-use development and is considered one of Downtown Milwaukee's central attractions. Anchored by Fiserv Forum, home of the Milwaukee Bucks, a member team of the National Basketball Association ("NBA"), the District also includes the plaza, Entertainment Block, the Froedtert & the Medical College of Wisconsin Sports Science Center, as well as a parking structure. Currently, the Entertainment Block houses numerous dining and entertainment options, and is separated by two public walkways, one of which leads to an outdoor beer garden.

B. PHYSICAL SETTING

Boundaries of the BID are shown on Appendix C of this Plan. The BID extends from North 6th Street to the west but including the Froedtert & the Medical College of Wisconsin Sports Science Center which is located further west, just south of West Fond Du Lac Avenue and north of West Winnebago Street and West Juneau Avenue; West Juneau Avenue, West State Street and West Highland Avenue to the south; North Old World Third Street and North Vel R. Phillips Avenue to the east; and West McKinley Avenue and West Fond Du Lac Avenue to the north. Boundaries of the proposed BID are shown on the map in Appendix C of this plan. A listing of the properties included in the BID is provided in Appendix D.

In addition, Section 66.1109(1)(b), Wisconsin Statutes, provides that the boundaries of a BID "shall include parcels that are contiguous to the [D]istrict but that were not included in the original or amended boundaries of the [D]istrict because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the [D]istrict were determined." This Plan recognizes that the parcels shown on Appendix C labeled as "Vacant Land" or "Exempt Open Space" are currently being included within the boundaries of the BID but will not be assessed until such time as the parcel(s) become(s) taxable. Future operating plans of the BID will reflect the inclusion of such parcel(s) at that time.

PROPOSED OPERATING PLAN

A. PLAN OBJECTIVES

The BID's objectives are to enhance the District as a 365-day destination and make the District a premiere location for sports and entertainment, and a neighborhood built for Milwaukee to live, work and play by the following:

i. Increasing pedestrian traffic to the businesses within the BID through cooperative marketing and advertising as well as hosting private and public events;

ii. Promoting economic development and providing growth opportunities to the businesses within the District;

iii. Foster an environment to better serve and support the existing businesses in the District;

iv. Create an appealing, attractive environment for potential, future businesses in the District;

v. Providing businesses in the District with an active role in the programming in and marketing of the District;

vi. Identifying, strategizing and advocating for improvements in the District in terms of infrastructure and public safety

vii. Engage growing neighborhood residential base; and

viii. Develop a plan to have the District be recognized as a preferred destination for diversity, equity and inclusion in the City of Milwaukee.

The District may, from time to time and as it deems necessary in its sole discretion, to modify the scope of the above-listed objectives; provided, however, such modifications maintain the underlying purpose and/or goal of the objectives set forth above.

B. PROPOSED ACTIVITIES FOR 2023

The District's proposed activities to achieve its objectives during calendar year 2023 include, but are not limited to, the following:

i. Funding extensive marketing of the District and businesses, and associated events, located in the BID;

ii. Provide grants, stipends and/or complimentary services (e.g., housekeeping, security staff, electrical) to individuals or businesses to host events in the Plaza or other public areas within the District;

iii. Host events in the District (e.g., Children's Programs, Plaza Events, Annual Signature District Event) and organize and manage contracts related to event-related services and expenses (e.g., housekeeping, security);

iv. Collect and analyze demographic and economic data related to pedestrian traffic, attendance at events, and revenues generated by businesses within the District directly and indirectly related to events held in the District;

v. Working close with City of Milwaukee officials to connect government resources with the businesses within the District and to improve public safety and business growth by assessing opportunities to increase walkability, parking options, and public transportation into and from the District; and

vi. Administrative activities, including, but not limited to, securing an independent certified audit as required by law or as necessary as determined by the BID in its discretion, securing insurance for the activities of the District's Board, and complying with the open meetings law, Subchapter V of Chapter 19 of the Wisconsin Statutes.

The District may, from time to time and as it deems necessary in its sole discretion, to modify the scope of the above-listed proposed activities, including, among other things, its staffing levels and size; provided, however, such modifications maintain the underlying objectives of each of the proposed activities set forth above.

C. PROPOSED EXPENDITURES – YEAR ONE

The 2023 proposed annual operating budget is as set forth in the table below:

REVENUES*

CATEGORY	DESCRIPTION	AMOUNT
Assessments	BID Property Taxes	$125,053.57
Sponsorships	Corporate sponsors for events	$20,000
Event Revenues	Revenues from events curated and/or hosted	$30,000
TOTAL		**$175,053.57**

EXPENSES*

CATEGORY	DESCRIPTION	AMOUNT
Marketing & Advertising	Creation and implementation of cooperative branding, marketing and advertising	$40,000
Website Devlopment & Maintenance	Already created	$10,000
Events	Hosting of events in the District (e.g., Children's Programs, Plaza Events, Annual Signature District Event) as well as payment for event-related services and expenses (e.g., housekeeping, security)	$55,000
Administrative	Reserved for administrative expenses such as legal fees, audits, insurance costs, office expenses, and staffing	$50,000
Grants, Stipends or Other Complimentary Services	Financial incentives for individuals or businesses to choose the District as destination for its/their events	$15,000
Reserve	Reserve funds to cover unanticipated costs	$5,053.57
TOTAL		**$175,053.57**

D. FINANCING METHOD

PROJECTED 2023 ASSESSMENTS – $125,053.57

It is proposed that One Hundred Twenty-Five Thousand Fifty-Three Dollars and Fifty-Seven Cents ($125,053.57) shall be raised through BID assessments in Milwaukee through the businesses located in the District (see Appendix D). It is also anticipated that the BID will be able to obtain and secure third-party sponsorships for certain events held within the District in an amount equal to Twenty Thousand Dollars ($20,000.00) as well as revenues from certain events held within the

District in an amount equal to Thirty Thousand Dollars ($30,000.00). The total proposed revenues that the BID expects to have for operating year 2023 equals One Hundred Seventy-Five Thousand Fifty-Three Dollars and Fifty-Seven Cents ($175,053.57). In addition to the services provided by the City of Milwaukee, Deer District LLC, the entity that operates and manages Fiserv Forum, retains and manages contracts with service providers for housekeeping and security within the District. The Board (defined below) 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

Upon creation of BID, the Mayor will appoint members to the board of the BID to implement this Plan ("Board"). All members of the Board shall serve staggered terms as designed by the local legislative body and shall annually consider and make changes to this Plan. In order to implement this Plan, the Board will, among other things, prepare and make available to the public annual reports detailing the BID's current status, including revenues and expenses; negotiate with providers of service and materials to carry out this Plan; to enter into various contracts; to monitor development activity; to periodically revise this Plan; to ensure compliance with the provision of applicable statutes and regulations; and to make reimbursements for any overpayment of BID assessments.

Wisconsin Statutes section 66.1109(3)(a) requires a majority of members of the Board to own or occupy real property in the BID. See Appendix E for the Proposed 2023 District BID roster.

The BID Board for the District will be structured and operate as follows:

i. Board Size— Five (5) board members

ii. Composition—At least three (3) members shall be owners or occupants of property within the District. Any non-member or non-occupants appointed to the Board shall be a resident of the City of Milwaukee. Board composition shall reflect the geographic area and mix of business types and land uses present within the District.

iii. Officers – The Board shall elect a Chairperson, Secretary, and Treasurer from among its members.

iv. Term – Appointment to the board shall be for a period of three (3) years, except that in calendar year 2023, as the BID's inaugural year, two (2) members shall be appointed for a period of three (3) years, two (2) members shall be appointed for a period of two (2) years, and one (1) member shall be appointed for a period of one (1) year.

v. Compensation – None

vi. Meeting – All meetings of the Board shall be governed by the Wisconsin Open Meetings Law. In the event of a tie in any matter on which an even number of Board members vote, the vote of the Chairperson shall be deemed the tie-breaker.

vii. Record Keeping – Files and records of the Board's affairs shall be kept pursuant to public record requirements as outlined in Appendix A.

viii. Staffing – The Board may employ staff and/or enter into contract(s) for staff and/or staffing services pursuant to this Plan and subsequent modification thereof.

ix. Meeting Frequency – The Board shall meet regularly, at least two (2) times per calendar year, and shall draft and adopt by-laws in calendar year 2023, or operating year one (1), to govern the conduct of its meetings.

x. Notice of Meetings – Meeting notices shall follow Wisconsin Open Meetings Law.

F. RELATIONSHIP TO MILWAUKEE DOWNTOWN, INC.

The District is a separate entity from Milwaukee Downtown, Inc., a private, not for profit corporation, exempt from taxation under section 501(c)(3) of the Internal Revenue Code, notwithstanding the fact that some or all of the members, officers and directors of each entity may be shared. Milwaukee Downtown, Inc. 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 Board.

The District and Milwaukee Downtown, Inc. are also separate entities from Alliance for Downtown Parking and Transportation, Inc. (the "Alliance"), a private, not for profit corporation, notwithstanding the fact that the District Board appoints all members to the board of directors of the Alliance. The Alliance 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 Board. The Board may work in tandem with the Alliance and other Downtown commercial organizations to improve and mitigate adverse parking and transportation issues impacting Downtown Milwaukee and to promote positive parking and transportation options within the area.

METHOD OF ASSESSMENT

A. ASSESSMENT RATE AND METHOD

ASSESSMENT RATE – $2 PER $1,000 OF ASSESSED VALUE

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; provided, however, no one (1) individual property shall be required to pay an amount greater than fifty percent (50%) of the total assessment for all properties in the BID during any given operating year. All assessed values of a property will be based on the values set by tax assessors. However, the amount of an assessment against a particular property may change from year to year if that property's assessed value changes relative to other properties within the District.

Based on the tax bills for calendar year 2020 for each of the properties included in the District, such properties had a total, combined assessed value of Sixty-Two Million Five Hundred Twenty-Six Thousand Seven Hundred Eighty-Four Dollars ($62,526,784.00). This Plan proposed to assess the property in the District at a rate of Two Dollars ($2.00) per One Thousand Dollars ($1,000.00) of assessed value, for the purpose of the BID.

Appendix D 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:

i. Wisconsin Statute 66.1109(1)(f)1m: If applicable, the District will contain property used exclusively for manufacturing purpose, 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.

ii. Wisconsin 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.

RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN & 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 forgoing new public and private partnership 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 District 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:

i. Provide technical assistance to the proponents of the District through adoption of this Plan, and provide assistance as appropriate thereafter;

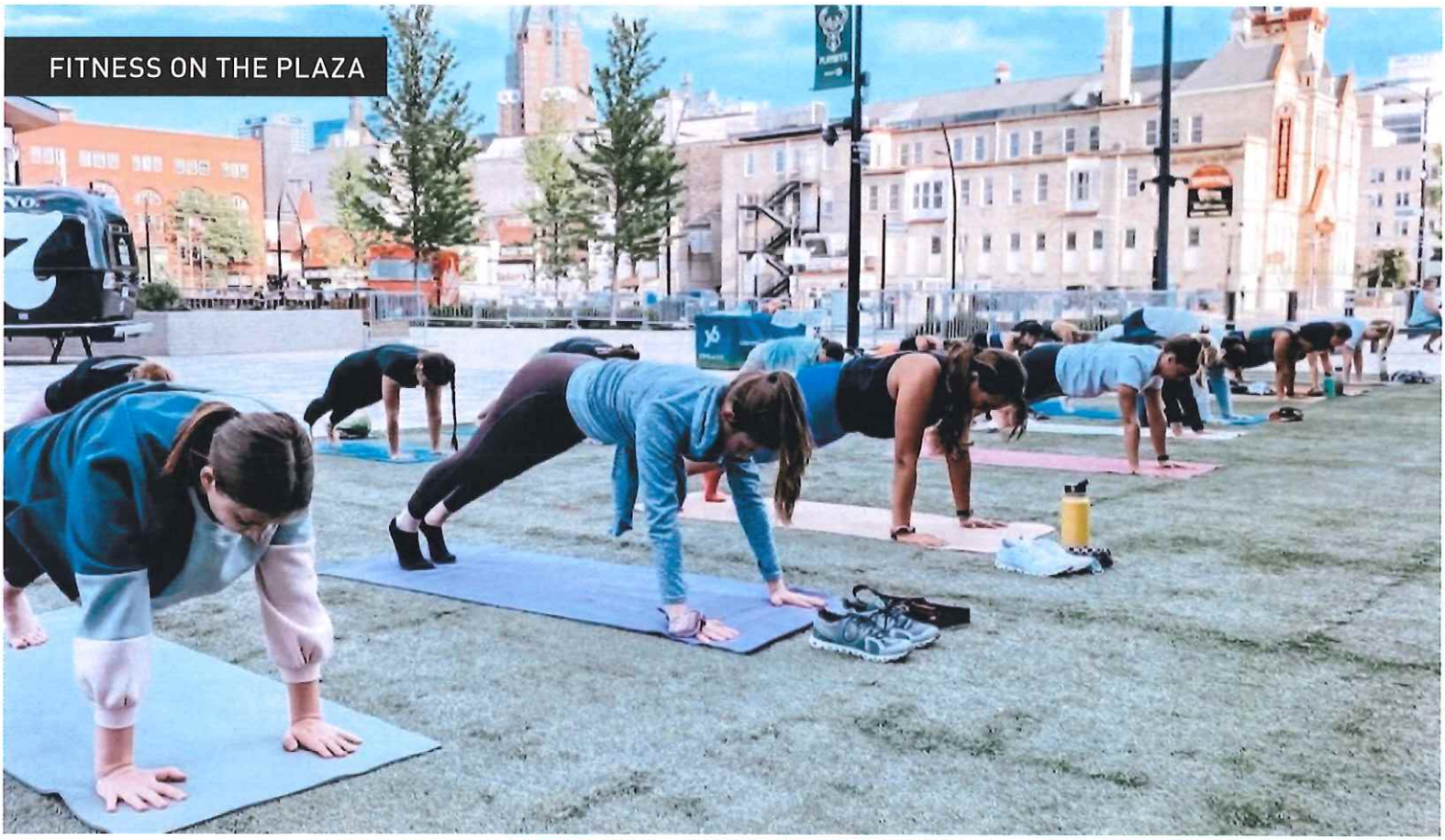
ii. Monitor and, when appropriate, apply for outside funds that could be used in support of the District;

iii. Collect assessments, maintain in a segregated account, and disburse the monies of the District;

iv. Receive annual audits as required per sec. 66.1109(3)(c) of BID law;

v. 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 District, as of January 1st of each Plan year, for the purpose of calculating the BID assessment; and

vi. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the District.



FITNESS ON THE PLAZA

DEER DISTRICT FARMERS MARKET

PLAN APPROVAL PROCESS

A. PUBLIC REVIEW PROCESS

The Wisconsin Business Improvement district law establishes a specific process for reviewing and approving proposed districts. Pursuant to the statutory requirements, the following process will be followed:

i. The Milwaukee City Plan Commission will review the proposed District boundaries and proposed Plan and will then set a date for a formal public hearing.

ii. The City Plan Commission will send, by certified mail, a public hearing notice and copy of the proposed Plan to all owners of real property within the proposed District. In addition, a Class 2 notice for the public hearing will be published in a local newspaper of general circulation.

iii. The City Plan Commission will hold a public hearing, will approve or disapprove the Plan, and will report its action to the Common Council.

iv. The Community and Economic Development Committee of the Common Council will review the proposed Plan at a public meeting and will make a recommendation to the full Common Council.

v. The Common Council will act on the proposed Plan.

vi. If adopted by the Common Council, the proposed Plan is sent to the Mayor for his approval.

vii. If approved by the Mayor, the BID is created and the Mayor will appoint members to the Board established to implement the Plan.

B. PETITION AGAINST CREATION OF BID

The City may not create the BID if, within thirty (30) days of the City Plan Commission's hearing, a petition is filed with the City containing signatures of:

Owners of property to be assessed under the proposed initial Plan having a valuation equal to more than forty percent (40%) of the valuation of all property to be assessed under the proposed initial Plan, using the method of valuation specified in the proposed initial Plan; or

Owners of property to be assessed under the proposed initial Plan having an assessed valuation equal to more than forty percent (40%) of the assessed valuation of all property to be assessed under the proposed initial Plan.

FUTURE YEAR OPERATING PLANS

A. PHASED DEVELOPMENT

It is anticipated that the BID will continue to revise and develop the Plan annually, in response to changing development needs and opportunities in the District, in accordance with the purposes and objectives defined in this initial 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 Plan. Therefore, while this Plan outlines in general terms the complete development program, it focuses upon activities in year one (1) of the BID ("Year One"), and information on specific assessed values, budget amounts and assessment amounts are based on Year One 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's 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 Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statue 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 Plan may be amended by the Common Council of the City of Milwaukee as and when it conducted its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109(3)(b).

WISCONSIN STATE STATUE

66.1109 Business improvement districts.

(1) In this section:

(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.

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

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

(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:

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

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

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

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

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.

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

(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.

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

(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.

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

(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.

(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 percent 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 percent 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 or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(2m) A municipality may annex territory to an existing business improvement district if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.

(b) The planning commission has approved the annexation.

(c) At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. 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 a detail map showing the boundaries of the territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.

(d) Within 30 days after the hearing under par. (c), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.

(3)

(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 one of the following:

1. If the cash balance in the segregated account described under sub. (4) equaled or exceeded $300,000 at any time during the period covered by the report, the municipality shall obtain an independent certified audit of the implementation of the operating plan.

2. If the cash balance in the segregated account described under sub. (4) was less than $300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.

(cg) For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. (c) 1. and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. (c) 2. shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the nearest multiple of $10 if the revised amount is not a multiple of $10 or, if the revised amount is a multiple of $5, such an amount shall be increased to the next higher multiple of $10.

(cr) The municipality shall obtain an additional independent certified audit of the implementation of the operating plan 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.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits and reviewed financial statements required under sub. (3) (c), or on order of the board for the purpose of implementing the operating plan. On termination of the 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.

(4g) A municipality may convert a business improvement district under this section into a neighborhood improvement district under s. 66.1110 if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. 66.1110 (4) (b).

(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 percent 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 percent 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 percent 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 percent 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.

(5)

(a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. 70.11 may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

(d) If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85; 2017 a. 59, 70, 189.

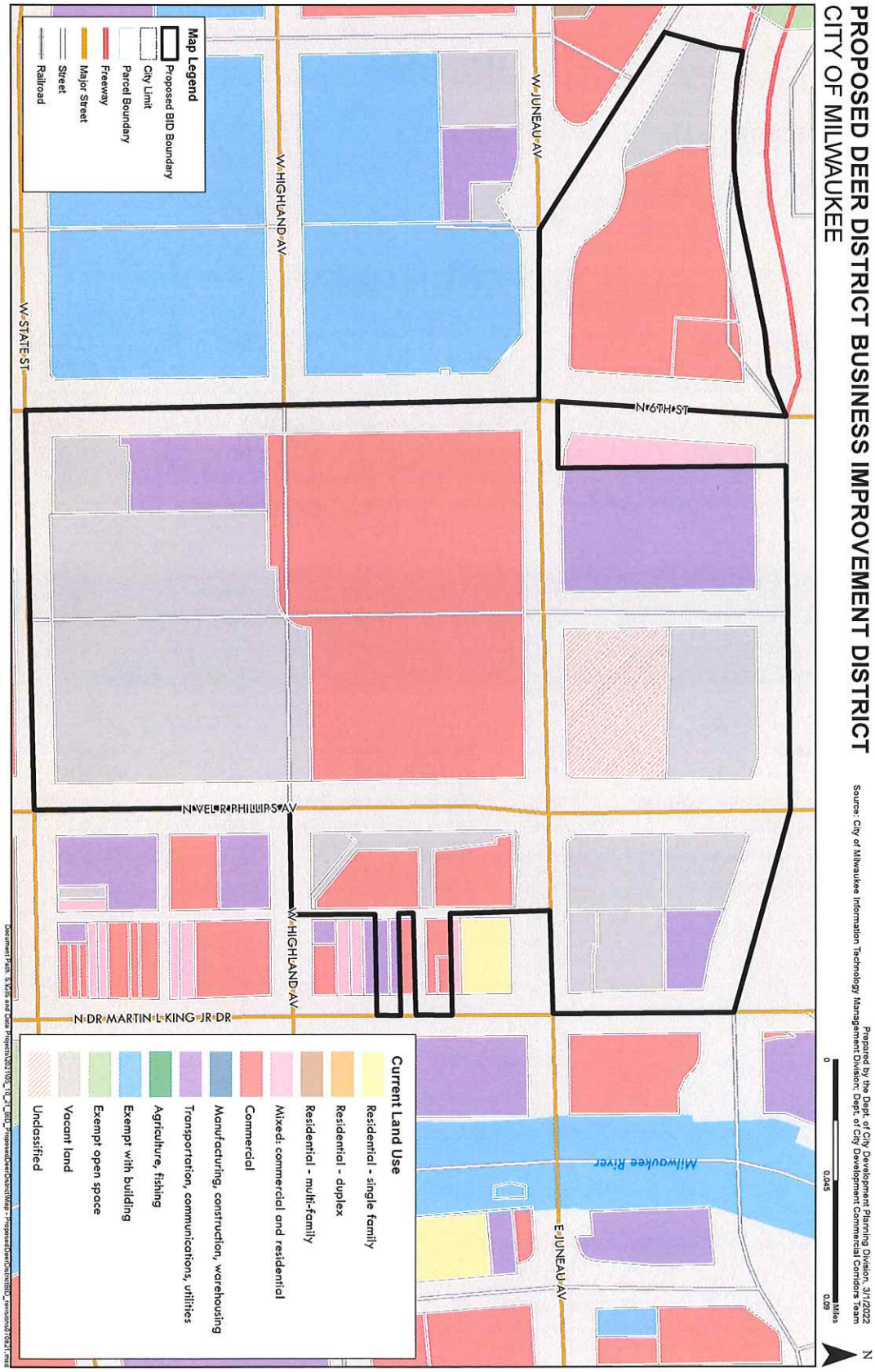
MORNING GLORY CRAFT FAIR

BLOODY MARY FEST

LISTING OF PROPERTIES IN THE DISTRICT

TAX KEY	ADDRESS	OWNER	CLASS	BUILDING DESCRIPTION	ASSESSED VALUE	BID 53 EST.
3610409110	300-318 W JUNEAU AVE	REDEV AUTH CITY OF MKE	EXEMPT		--	--
3610409110	300-318 W JUNEAU AVE	REDEV AUTH CITY OF MKE	EXEMPT		--	--
3612261000	1215 N 5TH ST	CITY OF MKE	EXEMPT	PRK. GAR., PRK. RAMP	--	--
3620466100	423 W MCKINLEY AVE	MKE COUNTY	EXEMPT	COMM. LAND	--	--
3620467100	420 W JUNEAU AVE	MKE COUNTY	EXEMPT	COMM. LAND	--	--
3620468100	1224 N VEL R PHILLIPS AVE	MKE COUNTY	EXEMPT	COMM. LAND	--	--
3620469100	1245 N OLD WORLD 3RD ST	MKE COUNTY	EXEMPT	COMM. LAND	--	--
3620470100	1225 N OLD WORLD 3RD ST	MKE COUNTY	EXEMPT	COMM. LAND	--	--
3620471100	1224 N VEL R PHILLIPS AVE	MKE COUNTY	EXEMPT	COMM. LAND	--	--
3922971100	1111 N VEL R PHILLIPS AVE	WI CENTER DISTRICT	EXEMPT	SPORT, HEALTH & REC. PROP.	--	--
3923024000	324 W HIGHLAND AVE	WI CENTER DISTRICT	EXEMPT		--	--
3610427000	1121-1123 N OLD WORLD 3RD ST	1117 NOW3RD LLC	SPECIAL MERC.	PRK. LOT	$183,400.00	$366.80
3923023000	340 W HIGHLAND AVE	MKE BLK4L3 LLC	SPECIAL MERC.	COMM. LAND	$247,600.00	$495.20
3610429000	1117-1119 N OLD WORLD 3RD ST	1117 NOW3RD LLC	SPECIAL MERC.	PRK. LOT	$269,700.00	$539.40
3923011000	1129 N OLD WORLD 3RD ST	DEER DISTRICT LLC	SPECIAL MERC.	COMM. LAND	$320,400.00	$640.80
3923012000	1133 N OLD WORLD 3RD ST	MKE BLK4D LLC	SPECIAL MERC.	TAVERN	$409,900.00	$819.80
3612263000	520 W JUNEAU AVE	DEER DISTRICT LLC	SPECIAL MERC.	PRK. GARAGE, PRK. RAMP	$442,500.00	$885.00
3612262000	535 W MCKINLEY AVE	DEER DISTRICT LLC	SPECIAL MERC.	PRK. GARAGE, PRK. RAMP	$478,400.00	$956.80
3612231000	740 W WINNEBAGO ST	HEAD OF THE HERD LLC	SPECIAL MERC.		$507,100.00	$1,014.20
3910731000	1010 N 6TH ST	MKE BLK23 LLC	SPECIAL MERC.		$893,400.00	$1,786.80
3923022000	320 W HIGHLAND AVE	MKE BLK4L2 LLC (PUNCH BOWL SOCIAL)	SPECIAL MERC.	TAVERN	$3,877,300.00	$7,754.60
3923022000	320 W HIGHLAND AVE	MKE BLK4L2 LLC (DRINK WISCONSINBLY)	SPECIAL MERC.	TAVERN	$553,900.00	$1,107.80
3923021000	333 W JUNEAU AVE	MKE BLK4L1 LLC (GOOD CITY)	SPECIAL MERC.	TAVERN	$1,024,508.05	$2,049.02
3923021000	333 W JUNEAU AVE	MKE BLK4L1 LLC (GATHER AT OO)	SPECIAL MERC.	EVENT VENUE	$1,618,036.72	$3,236.07
3923021000	333 W JUNEAU AVE	MKE BLK4L1 LLC (MECCA SPORTS BAR & GRILL)	SPECIAL MERC.	TAVERN	$1,986,755.23	$3,973.51
3640490110	1030 N 6TH ST	MKE BLK23, LLC	SPECIAL MERC.	PRK. GAR., PRK. RAMP	$7,048,600.00	$14,097.20
3922371100	1001 N VEL R PHILLIPS AVE	MKE BLK23, LLC	SPECIAL MERC.		$10,348,200.00	$20,696.40
3612233000	1271 N 6TH ST	MKE BLOCK 8.3 LLC	SPECIAL MERC.	MEDICAL CLINIC	$10,394,400.00	$20,788.80
3612232000	1201 N 6TH ST	HEAD OF THE HERD LLC	SPECIAL MERC.	SPORT, HEALTH & REC. PROP.	$20,944,000.00	$41,888.00
				TOTAL	**$62,526,784.00**	**$125,053.57**

BID BOUNDARY MAP



2023 BUDGET

INCOME

2023 BID Assessments	$125,053.57
Sponsorships	$20,000.00
Event Revenues	$30,000.00
TOTAL	**$175,053.57**

EXPENDITURES

Marketing and Advertising	$40,000	27.58%
Website Development and Maintenance	$10,000	6.89%
Events	$35,000	24.13%
Administrative	$40,000	27.58%
Grants, Stipends or Other Complimentary Services	$15,000	10.34%
Reserve	$5,053.57	3.48%
TOTAL	**$145,053.57**	

PROPOSED BID ROSTER

NAME	EMAIL	TITLE	PROPERTY OWNED OR REPRESENTING	TERM LENGTH	TERM
Dan Katt	Dan@goodcitybrewing.com	Member	333 W. Juneau Ave (Owner)	3 years	2023 – 2026
Michael Belot	MBelot@bucks.com	Chairperson	333 W. Juneau Ave (Representing)	3 years	2023 – 2026
Jill Ingels	Jill.Ingels@bucks.com	Secretary	Owner	2 years	2023 – 2025
Grant Freitag	GFreitag@bucks.com	Treasurer	1129 N. Old World 3rd St (Representing)	2 years	2023 – 2025
Hotel Group Representative	--	Member	Owner	1 year	2023 – 2024

PUBLIC RECORDS CODE

City of Milwaukee Code: 305-32

305-32. Official Depository for City Documents. The legislative reference bureau is the official depository of copies of city documents as identified in this section. The head of each city department, board and commission shall promptly submit the following to the bureau:

1. Three copies of each report. In this subsection "reports" includes studies, bulletins, circulars, brochures, pamphlets or similar items issued by any city department, board and commission regardless of the medium on which it is produced. "Reports" also in cludes consultants' reports, but excludes materials such as forms, general correspon dence, interoffice and intra-office memoranda or materials of a similar nature.

2. One copy of minutes and bylaws. In this subsection:
   a. "Minutes" refers to the summaries or transcriptions of meetings held by city boards, committees, task forces and commissions.
   b. "Bylaws" refers to the rules adopted by any board or commission for its governance and the conduct of meetings.

3. Three copies of annual reports or any statement of its activities for the preceding year as soon as printed or otherwise available.

CITY ATTORNEY'S OPINION

TEARMAN SPENCER
City Attorney

CELIA M. JACKSON
Special Deputy City Attorney

ODALO J. OHIKU
ROBIN A. PEDERSON
YOLANDA Y. MCGOWAN
TODD FARRIS
Deputy City Attorneys

CITY OF MILWAUKEE
Office of the City Attorney

Milwaukee City Hall Suite 800 · 200 East Wells Street · Milwaukee, Wisconsin 53202-3551
Telephone: 414.286.2601 · TDD: 414.286.2025 · Fax: 414.286.8550

HEIDI WICK SPOERL
GREGG C. HAGOPIAN
KATHRYN Z. BLOCK
THOMAS D. MILLER
PETER J. BLOCK
ALLISON N. FLANAGAN
ANDREA J. FOWLER
PATRICK J. MCCLAIN
ELLENY B. CHRISTOPOULOS
HANNAH R. JAHN
JULIE P. WILSON
JAMES M. CARROLL
MEIGHAN M. ANGER
ALEXANDER R. CARSON
ALEX T. MUELLER
ALEXANDER COSSI
LISA A. GILMORE
NICHOLAS R. SINRAM
TAVISS K. SMITH
KATHERINE A. HEADLEY
ANTHONY JACKSON
JOHN D. MCNALLY
STACY MILLER
Assistant City Attorneys

May 2, 2022

Lafayette Crump, Commissioner
Department of City Development
809 North Broadway
Milwaukee, WI 53202

Re: Proposed Operating Plan for Business Improvement District No. 53

Dear Commissioner Crump:

This letter is written in response to your request of April 14, 2022 for this office to review the proposed initial Operating Plan for Business Improvement District No. 53 (the "Deer District Plan"). You asked us to provide an opinion with respect to compliance on the part of the Deer District Plan with the requirements of Wis. Stat. § 66.1109 (1)(f).

We have reviewed the Deer District Plan, and based upon such review, are of the opinion the Plan meets the requirements of Wis. Stat. § 66.1109 (1)(f), in particular subsections 1 through 4 thereof.

Very truly yours,

TEARMAN SPENCER
City Attorney

S. TODD FARRIS
Deputy City Attorney

STF:tas/CADB01 #280085

MILWAUKEE

PETITION SIGNATURES

By: _____

Peter Feigin, as Owner of 1117 NOW3RD LLC, MKE BLK4L3 LLC, DEER DISTRICT LLC, MKE BLK4D LLC, HEAD OF THE HERD LLC, MKE BLK23 LLC, MKE BLK4L2 LLC, MKE BLK4L1 LLC, and MKE BLOCK 8.3 LLC

NCG
NORTH CENTRAL GROUP

VIA EMAIL

April 6, 2022

Michael Belot
Deer District LLC
SVP, Bucks Ventures & Development
1543 N. 2nd Street, 6th Floor
Milwaukee, Wisconsin 53212

Dear Michael,

North Central Group is the developer, owner and operator of the Trade Milwaukee Hotel which is scheduled to open in 2023. We are in support of Deer District LLC's ("Deer District") proposed Business Improvement District ("BID") Number 53 in the City of Milwaukee. We strongly support the creation of BID Number 53 to help make the Deer District a premier location for dining, lodging, sports and entertainment, and a neighborhood built for Milwaukee to live, work and play.

We look forward to working with Deer District.

Sincerely,

North Central Group, Inc.

Jeffrey S. Lenz
President & Chief Development Officer

1600 Aspen Commons, Suite 200 | P.O. Box 620994 | Middleton, WI 53562-0994 | (608) 836-6060 | fax (608) 836-6399
ncghotels.com

[INSERT ORGANIZATION LOGO HERE]

February 23, 2022

Michael Belot
Deer District LLC
SVP, Bucks Ventures & Development
1543 N. 2nd Street, 6th Floor
Milwaukee, Wisconsin 53212

Dear Michael,

I write on behalf of Drink Wisconsinbly in support of Deer District LLC's ("Deer District") proposed Business Improvement District ("BID") Number 53 in the City of Milwaukee. We strongly support this BID proposal and its objectives to make the area within the BID a premier location for sports and entertainment, and a neighborhood built for Milwaukee to live, work and play.

We look forward to working with Deer District.

Sincerely,

Ryan Walther
Owner
Drink Wisconsinbly

GOODCITY
BREWING
MILW CO WISC

February 23, 2022

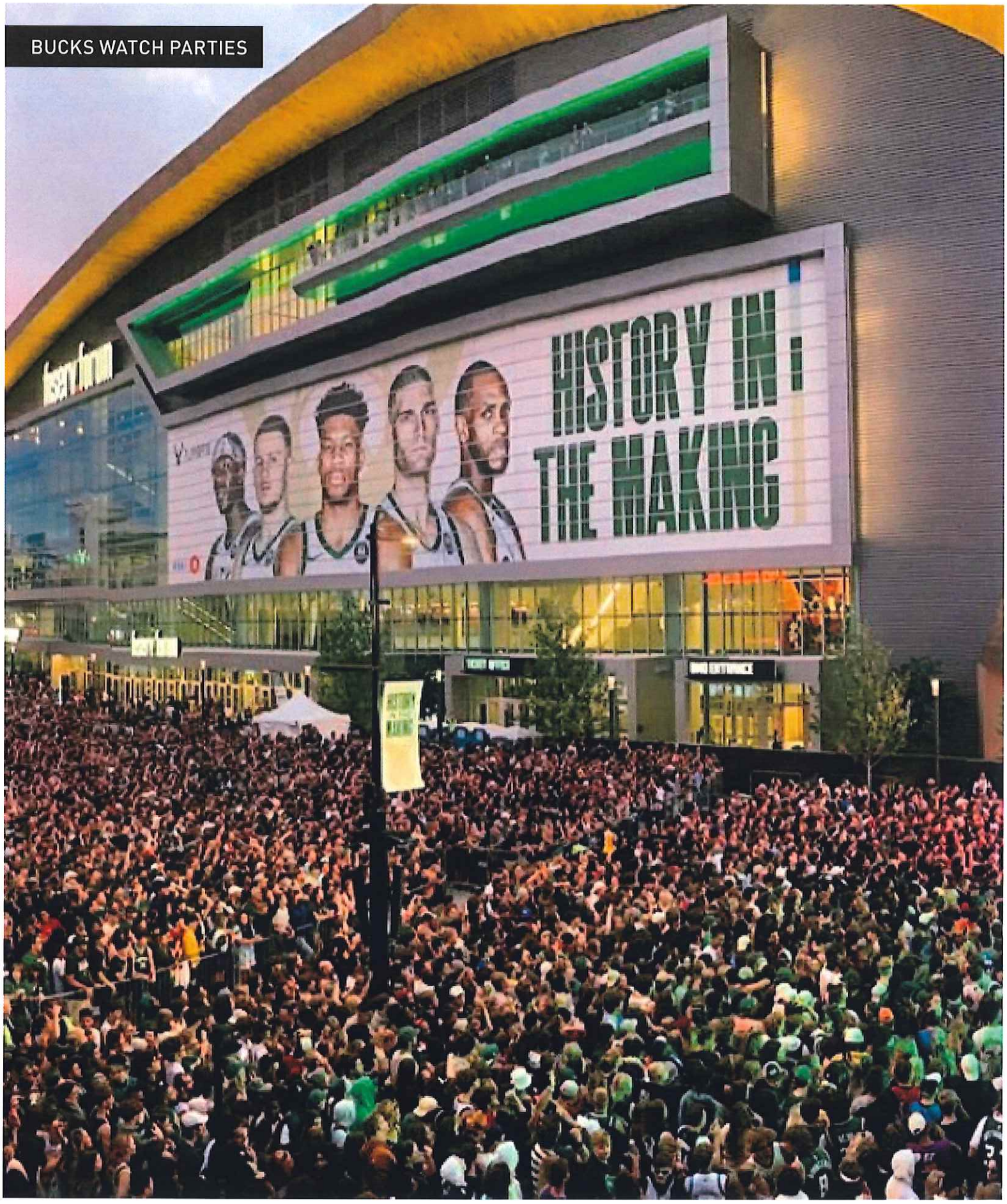
Michael Belot
Deer District LLC
SVP, Bucks Ventures & Development
1543 N. 2nd Street, 6th Floor
Milwaukee, Wisconsin 53212

Dear Michael,

I write on behalf of Good City in support of Deer District LLC's ("Deer District") proposed Business Improvement District ("BID") Number 53 in the City of Milwaukee. We strongly support this BID proposal and its objectives to make the area within the BID a premier location for sports and entertainment, and a neighborhood built for Milwaukee to live, work and play.

We look forward to working with Deer District.

Sincerely,

Dan Katt
Owner
Good City Brewing

BUCKS WATCH PARTIES