
WESTOWN ASSOCIATION BUSINESS IMPROVEMENT DISTRICT #5 2001 Accomplishments

The Westown Association, Business Improvement District #5 (BID) promotes development of downtown, west of the Milwaukee River as a vibrant commercial area and as an exciting place to live, learn work and play through collaborative efforts with businesses, public and private institutions and property owners.

Westown's mission is achieved through:

- ⇒ Marketing & Special Events
- ⇒ Transportation & Parking Planning
- ⇒ Community-Economic Development Initiatives

Following is a list of selected Westown Association, BID #5 2001 accomplishments. These projects were completed to fulfill the goals and objectives outlined in the 2001 BID #5 Operating Plan.

MARKETING & SPECIAL EVENTS

Westown's marketing projects and special events built neighborhood awareness, enhanced the perception of Westown and promoted the area's assets.

⇒ **St. Patrick's Parade & Party**
March 16, 2001 was an important day in Downtown Milwaukee. The date marked the return of the 8th Annual St. Patrick's Parade after the cancellation of the event in 2000. More than 120 parade units, lead by Parade Grand Marshal George Karl, marched through the downtown streets. Downtown businesses rallied to support the event and even competed in the First Annual Float Competition. Visitors from across the state and northern Illinois attended. Thousands heard about the downtown excitement via television, radio and newspaper coverage.

⇒ **Green River**
For the first time ever, Westown and Irish Fest collaborated to light the Milwaukee River green. From March 9 through March 19, 2001 over 3,500 feet of green lights decorated the Milwaukee riverwalk from Wisconsin Avenue to Highland. A press conference held on March 9th was featured on local news broadcasts and in the Madison area.

⇒ **River Rhythms**
Downtown's fastest growing music festival, River Rhythms attracted more than 17,000 people to Pere Marquette Park on Wednesdays during June, July and August of 2001. The expanded event, which featured 12 weeks of free, live music on the Milwaukee River was included regularly on the nightly news and in the Milwaukee Journal Sentinel. Westown enhanced the 2001 event by adding tables and chairs to the Milwaukee County Historical Society's plaza and programming an extra month of music.

⇒ **Westown Farmer's Market**

On July 11, 2001 the oldest running downtown farmer's market opened for the 15th consecutive year. Every Wednesday through October 31st the Westown Farmer's Market in Zeidler Union Square was home to more than forty vendors. Thousands of downtown employees and visitors enjoyed shopping for Wisconsin-grown produce, original art and lunch from Westown restaurants. Live music was featured every Wednesday.

The event provided community-wide benefits. More than two tons of fresh produce was donated to America's Second Harvest of Wisconsin. Westown partnered with the Hunger Task Force and the 16th Street Community Health Center to provide nutrition education and encourage WIC recipients to shop for fresh produce.

⇒ **Collaborative Marketing of Westown**

Throughout the year, Westown worked with local media, the Collaborative Marketing Committee of Milwaukee Downtown, BID #21, the Holiday Task Force, Collaborative Downtown Associations and Milwaukee Police Department's 1st District Crime Prevention Task Force to increase the awareness of Westown as a premier destination. In addition, Westown's image as a clean, safe and friendly neighborhood grew through an enhanced Westown web site, extensive community relations, speaking engagements to business groups and participation in numerous events.

⇒ **Annual Meeting**

On November 16, 2001 Westown hosted it's an Annual Membership Meeting at the Hilton Milwaukee City Center. Keynote speaker Howard Biel, President of Palisades & Development Corporation briefed the group on the efforts to redevelop and re-tenant the Shops of Grand Avenue.

⇒ **Comprehensive Map of Downtown Milwaukee**

As a member of the Collaborative Downtown Association, Westown partnered with the East Town Association, Milwaukee Downtown, the Historic Third Ward Association and the RiverWalk District to produce the Comprehensive Map of Downtown Milwaukee. The map includes all of the buildings and businesses within the central business district and links to transit and visitor information.

TRANSPORTATION & PARKING PLANNING

Westown's leadership in addressing downtown transportation and parking issues was critical during 2001.

⇒ **ParkMilwaukee.com**

On December 3, 2001 Westown launched ParkMilwaukee.com, an innovative parking information center which houses comprehensive information on all Westown parking facilities. More than 35 destinations, 14,000 parking spaces, a clickable map, pricing and parking operator contact information are included. Many Westown businesses have linked directly to the site and frequently utilize it to direct visitors and employees to parking.

⇒ **Marquette Interchange**

Throughout the year, Westown played a critical role in communicating with downtown businesses about the impacts of the redesign, reconstruction and mitigation of the Marquette Interchange. Westown's Transportation Committee hosted numerous briefings with the Marquette project team and was actively involved in the Alliance for Downtown Parking & Transportation. The group's efforts resulted in retaining the Plankinton Avenue exit, a critical access point for downtown.

⇒ **Transportation Planning & Advocacy**

Westown maintained constant communication between businesses and planners about the impacts of numerous transportation projects. Staff and volunteers weighed in on the redevelopment of the Park East, resurfacing of I-43 and Milwaukee Connector and installation of bike racks.

COMMUNITY-ECONOMIC DEVELOPMENT

During 2001 Westown worked closely with businesses and the City of Milwaukee to increase the economic vibrancy of the area by encouraging development consistent with the Downtown Master Plan and setting standards for quality design.

⇒ **Design Guidelines**

Westown's Community-Economic Development Committee researched design guidelines developed for cities across the country. In an effort to build consensus for the project, Westown staff and volunteers photographed numerous examples of design, facilitated workshops and interviewed design professionals. The work completed in 2001 has resulted in a joint project between the City of Milwaukee Planning Department, Milwaukee County and Westown. The Planning & Design Institute has been hired by the group to develop design guidelines for the Westown area. The expected completion date is January 2003.

⇒ **Streetscape Improvements**

Westown played a leadership role in planning for the downtown streetscape improvements. The work completed in 2001 will result in the installation of new street and sidewalk texturing, harp lights, wayfinding signage, planters and trees. Construction of the catalytic project along Wisconsin Avenue between 2nd and 4th Street will begin in the summer of 2002.

Westown BUSINESS IMPROVEMENT DISTRICT #5

2003 OPERATING PLAN

To be submitted: September 13, 2002

To: City of Milwaukee, Department of City Development

The Westown Association, BID #5
633 W. Wisconsin Ave. Suite #409
Milwaukee, WI 53203-1918
Phone: (414) 276-6696
Fax: (414) 276-6366
stephanie@westown.org

Westown Business Improvement District #5 2003 Operating Plan

I. INTRODUCTION

In 1984, the Wisconsin legislature created s. 66.608 of the Statutes enabling cities to establish Business Improvement Districts (BIDs) upon the petition of at least one property owner within the proposed district. The purpose of the law is ".....to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." Upon petition from property owners within the Westown business district, the Common Council of the City of Milwaukee, on November 14, 1989, by Resolution File Number 890817, created BID No. 5 (Westown) and adopted its initial operating plan.

Section 66.608 (3) (b), Wisconsin Statutes, requires that a BID board "shall annually consider and make changes to the operating plan. . . . the board shall then submit the operating plan to the local legislative body for approval." The Board of BID No. 5 (Westown) submits this 2003 Operating Plan in fulfillment of the statutory requirement.

This plan proposes the continuation and expansion of the activities described in the initial (August 1989) and subsequent BID operating plans. Therefore, it incorporates by reference the earlier plan as adopted by the Common Council. In the interest of brevity, this plan emphasizes the elements which are required by sec. 66.608, Wis. Stats., the proposed changes for 2003, and does not repeat the background information which is contained in the earlier plans.

II. DISTRICT BOUNDARIES

Boundaries of the district are shown on the map in Appendix A. Properties included in BID #5 are listed in Appendix C.

III. PROPOSED OPERATING PLAN

A. Mission: Westown Business Improvement District #5 promotes development of the western portion of Milwaukee's Central Business District as a vibrant commercial area and as an exciting place to live, learn, work and play through collaborative efforts with area businesses, public and private institutions, property owners and residents.

B. Strategic Vision: Milwaukee's downtown will be a vibrant, diverse, clean, safe, premier destination with increased economic vitality. This will be achieved through Westown's leadership and involvement in broad-based collaborative efforts.

Westown, BID #5 will achieve this by:

- Promoting the area's assets;
- Facilitating board and member involvement in downtown improvement decisions;
- Strengthening ties with small business and area residents; and
- Expanding and diversifying the organization's funding base.

C. Proposed Projects - Year Fourteen (2003): Each year, Westown, BID #5, engages in principal activities to achieve the mission and vision outlined above. In 2001, the Board of Directors participated in a strategic planning session that reestablished the goals and strategies for Westown. The board will reconvene at the beginning of 2003 for its annual strategic planning session to re-evaluate these goals and make necessary modifications for year fourteen. The goals and strategies proposed for 2003 are outlined below.

GOALS AND STRATEGIES

Goal 1: Increase the Economic Vibrancy of the Westown Area

- (1A) Attract new businesses. BID #5 will work with the Department of City Development (DCD) and Milwaukee Downtown, BID 21 to market available retail space and link business owners interested in Westown locations with property owners.
- (1B) Retain existing businesses. BID #5 will continue to work with Westown restaurants for prepared food sales at the Westown Farmer's Market, River Rhythms, River Flicks and the St. Patrick's Day Parade. Their participation in these events increases their visibility, marketing and sales during their off-peak season.
- (1C) Increase business activity. BID #5 will encourage Westown businesses to access DCD's Façade Grants to improve their exterior appeal and increase business activity.
- (1D) Coordinate plans with other business and neighborhood associations. BID #5 will continue to actively participate in the Milwaukee Downtown Collaborative Marketing Group and other joint efforts.
- (1E) Encourage new development, including housing that is consistent with the recommendations in the Downtown Master Plan.
- (1F) Ensure that new physical developments and additions to properties in Westown are compatible with the aesthetic and economic development goals of Westown. BID #5 will lead the development, marketing and use of Westown Design Guidelines. The guidelines will be completed in partnership with the City of Milwaukee, Milwaukee County and Westown property and business owners in March of 2003.

Goal 2: Increase Westown's Leadership Role in Leveraging Downtown Development

- (2A) Compile and maintain data which profiles the economic base, demographic, and spending behaviors of residents and visitors as customers of existing or potential Westown businesses.
- (2B) Advocate for development that reflects Westown's vision of downtown...keeping in mind current and future projects.

- (2C) Coordinate Westown's efforts with other businesses and neighborhood associations.
- (2D) Continue to actively participate on committees of Milwaukee Downtown, BID 21 and coordinate with the activities and strategies to collaboratively meet the objectives of each organization.
- (2E) Work collaboratively with the City of Milwaukee and numerous downtown partners to keep businesses and property owners involved in the Pedestrian Corridors Project (Wisconsin Avenue Streetscaping) and the redevelopment of the Park East corridor.

Goal 3: Enhance the Perception of Westown & Promote Assets

- (3A) Create a consistent and positive image of Westown. BID #5 will continue to participate in the Collaborative Downtown Marketing Group to aid in the consistent and positive "branding" of Milwaukee's downtown. BID #5 will publish a quarterly newsletter and maintain a presence on the World Wide Web to increase the awareness of Westown.
- (3B) Promote Westown as a safe, clean and secure environment integral to the growth of the central business district. Westown will continue to coordinate successful image-building events including the Westown Farmer's Market, River Rhythms, River Flicks and the St. Patrick's Day Parade. These events draw thousands of visitors to downtown, resulting in increased pedestrian traffic and improved sales for local businesses. Strategic event plans will be used to increase attendance and improve Westown's image as a clean, safe and friendly destination.
- (3C) Work with the Collaborative Downtown Associations on related efforts. Westown will continue to be a leader in the revision, publication and distribution of the *Comprehensive Map of Downtown Milwaukee*.

Goal 4: Develop and Advocate for Transportation and Parking Plans That Will Enhance Downtown

- (4A) Conduct briefings with public and private sector leadership on downtown transportation and parking projects including the Marquette Interchange design, construction and mitigation of the negative impacts, Park East redevelopment, Milwaukee Connector, Intermodal Passenger Facility, MCTS bus and trolley service, and bicycle corridor development to ensure that all projects positively contribute to Westown's development.
- (4B) Leverage membership to be a more influential player in city, county, regional and state transportation planning. BID #5 will hold monthly Transportation Committee meetings and continue to actively participate in the Alliance for Downtown Parking and Transportation to keep members informed of new developments.

- (4C) Advocate for comprehensive mass transit service downtown, including circulation within downtown (MCTS Trolley, Milwaukee Connector, parking shuttles, etc.).
- (4D) Advocate for expansion of skywalks, riverwalks, and other pedestrian circulation systems.
- (4E) Promote, expand and update ParkMilwaukee.com, a comprehensive web site that directs visitors, residents and employees to downtown parking. Westown will expand the marketing of the site and continue to work collaboratively with Milwaukee Downtown, East Town and the Historic Third Ward to include all downtown parking.

Goal 5: Expand and Diversity our Funding Base

- (5A) More aggressive recruitment and retention of membership to help offset declining BID revenues.
- (5B) Increase membership through targeting non-property owner (i.e. tenants, residents) membership.
- (5C) Expand the base of sponsorship, grant and foundation support for events and special projects.
- (5D) Expand our use of skilled volunteers, particularly downtown residents.
- (5E) Identify and respond to member needs.
- (5F) Increase cash or in-kind contributions from tax-exempt properties.
- (5G) Communicate the mission, vision and accomplishments of Westown to constituents.
- (5H) Enhance profitability of Westown Association sponsored events (i.e. Westown Farmer's Market, River Rhythms, River Flicks & the St. Patrick's Day Parade).

SELECTION OF PROJECTS

It is beyond the capacity and resources of BID #5 to address every issue affecting Westown. As a result, the Westown BID #5 Board of Directors will identify priority projects from those listed above that demonstrate cost effectiveness, efficiency, and an ability to further the organization's goals. Selected projects will become incorporated into a work plan for 2003.

D. Proposed Expenditures - Year 14

Proposed Westown BID #5 Budget – 2003

Revenue	
BID Assessments	88,009
City Match	18,000
Membership Dues	19,000
Interest Income	2,000
Total Revenue	127,009
Expenses	
Gross Wages (pre-tax & pre 40% employee benefit reduction)	77,351
Employer Benefit Contribution (60% of health, dental, life)	4,557
Employer Taxes (Comp FICA + MCARE)	5,917
Payroll Expense: Paychex	960
Association Dues	1,211
Bank Charges	1,346
Business Meeting Costs	2,731
Insurance	2,845
Miscellaneous (parking, water)	2,768
Equipment Lease/Maintenance	3,122
Equipment Purchase	2,710
Office Supplies	1,938
Postage	3,152
Printing	2,422
Professional Services (Audit/Legal/Consulting)	5,382
Subscriptions	615
Telephone/Fax	2,414
Meetings / Conferences	3,729
Newsletter	1,838
Total Expenses	127,009

E. Financing Method - Proposed expenditures will be financed from revenue collected from the BID #5 assessments and voluntary contributions. Based on assessed valuation information provided by the City, it is estimated that \$88,009 or approximately 69 percent of the BID #5 budget will be raised through assessments.

As part of the City budget process, the City of Milwaukee has been requested to annually contribute \$18,000 or approximately 14 percent of the budget, in support of BID #5.

The Westown Association will solicit voluntary contributions, grants, dues and sponsorships from "exempt" property owners adjoining the boundaries of the District and from property owners, companies and foundations who will benefit from the improvements and actions proposed in this plan. BID #5 expects to raise \$19,000, or approximately 15 percent of the budget, through such efforts.

Westown projects that an additional \$2,000, or 2 percent of the total budget will be generated from interest on existing assets.

The BID #5 Board shall have the authority and responsibility to prioritize expenditures and to revise the budget during the year as necessary to match the funds actually available.

F. The BID #5 Board and Terms of Office – In 1992, the Board of Directors was reduced from twelve (12) members to ten (10) members. The Board is now composed of at least six (6) owners or occupants of property within the Westown BID #5 boundaries. Directors will serve terms of three (3) years. On August 3, 1990, the BID Board adopted new by-laws for itself as permitted under the initial operating plan. A copy of the by-laws is attached as Appendix D and the BID #5 Board is listed in Appendix E.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method – The annual assessment for the BID #5 operating expenses will be levied against each property within the BID in direct proportion to the current assessed value of each property for real property tax purposes as of the date the BID holds its public hearing regarding its Year Fourteen Operating Plan (September 10, 2002). No owner of property within the BID shall be eligible to receive or be subject to any reductions or increases in its assessment as a result of a decrease or increase in the assessed value for their property occurring after such date. In addition, the amount of a special assessment against a particular property may change from year to year if that property's assessed value changes relative to other properties within the BID.

As of January 1, 2002 the property in the Westown district had a total assessed value of \$129,515,500. This plan proposes to assess the property in the district at a rate of \$.900 per \$1,000 of assessment for the purposes of the BID with a \$210 per parcel minimum assessment and a \$12,600 per parcel maximum assessment. Appendix C shows the projected BID assessment for each property included in the BID.

The principle behind the assessment methodology (Appendix B) is that each property should contribute to the BID in proportion to 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 assessment methodology for this BID. It is assumed that development of the District will produce at least some minimum benefit for all parcels. Thus, a \$210 minimum assessment has been applied.

B. Excluded and Exempt Property - The BID law requires explicit consideration of certain classes of property. In compliance, the following statements are provided.

1. State Statute 66.608 (1) (f)lm: 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 66.608 (5) (a): Property known to be used exclusively for residential purposes will not be assessed; such properties are identified as BID Exempt Properties in Appendix C with no value assigned.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.608 (1) (b), property exempt from general real estate taxes has been excluded from the district boundaries. Tax exempt property adjoining the district and which is expected to benefit from district activities will be asked to make a financial contribution to the district on a voluntary basis.

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

A. City Role in District Operation - The City of Milwaukee has committed to helping private property owners to promote the District's development. To this end, the City has played a significant role in the creation of the Business Improvement District and in the implementation of its operating plan. In particular, the City will continue to:

1. Provide assistance as appropriate to the BID Board.
2. Monitor and, when appropriate, apply for outside funds which could be used in support of the District.
3. Collect assessments, maintain in a segregated account, and control the disbursement of these monies.
4. Obtain annual audits as required per Sec. 66.608 (3) (c) of the BID law.
5. Provide the Board, through the Tax Commissioner's Office on or before June 1st of each Plan year, with the official City records on the assessed value of each tax key number within the District, as of January 1st 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.

The presentation of this plan to the City shall be deemed a standing order of the Board under Sec. 66.608 (4) Wis. Stats. to disburse the BID assessment, disbursement method, or accounting method. Disbursements made under this plan shall be shown in the City's budget as a line item, and shall not be included in the control of any department of the City.

VI. FUTURE OPERATING PLANS

Through an annual strategic planning process, the Westown, BID #5 Board will 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 the initial operating plan.

Section 66.608 (3) (a) of the BID law requires the Board and the City to annually review and make changes as appropriate in the District plan. Therefore, this document focuses upon Year Fourteen (14) activities and information on specific assessed values, budget amounts and assessments amounts are based on Year Fourteen (14) 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 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.

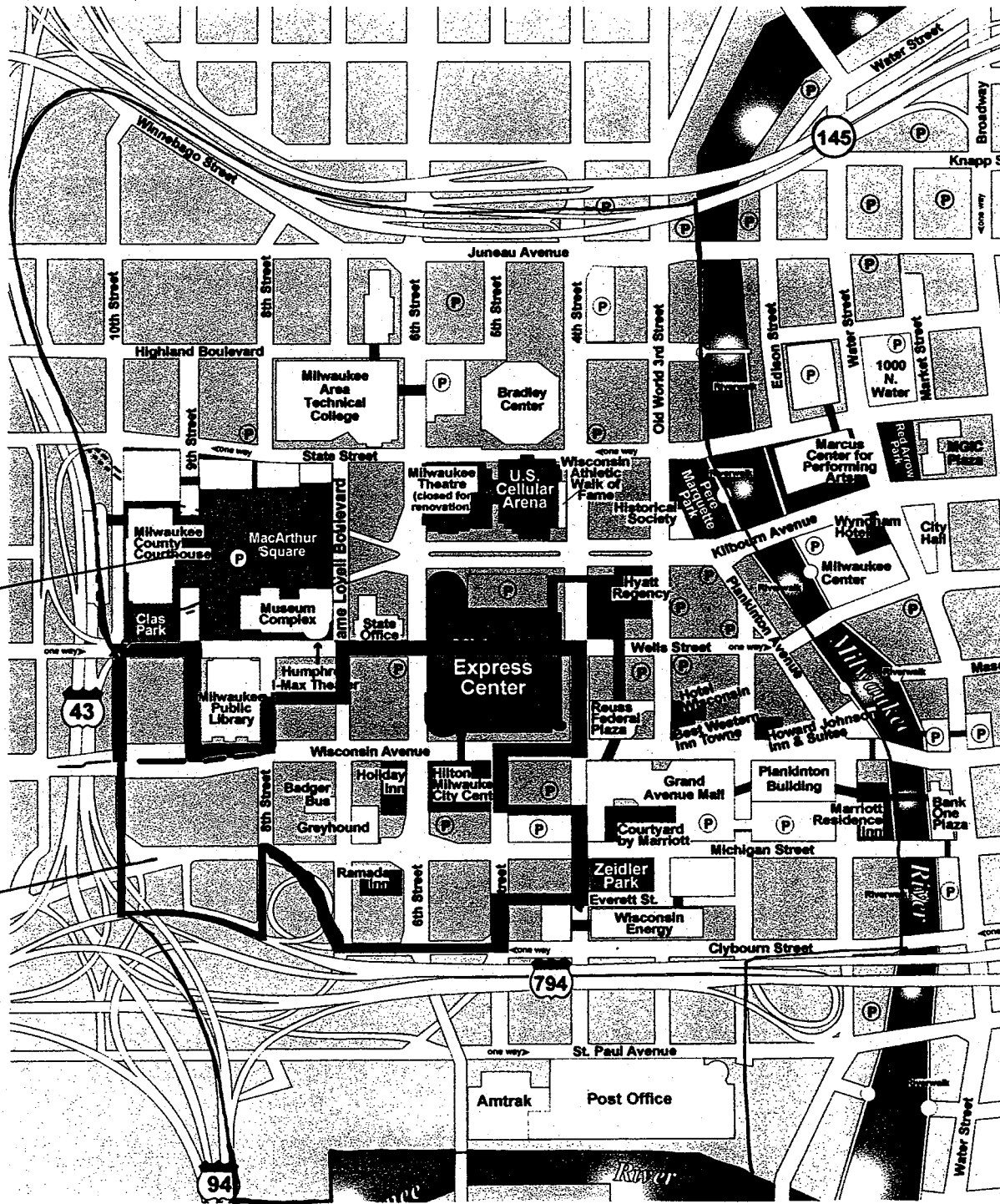
VII. THE WESTOWN ASSOCIATION OF MILWAUKEE, INC.

The Westown BID shall be a separate entity from the Westown Association of Milwaukee, Inc., notwithstanding the fact that members, officers and directors of each may be shared. The Westown Association of Milwaukee, 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 its contact with the BID Board and may, and it is intended, contract with the BID to provide services to the BID, in accordance with the Plan.

Any contracting with the Westown Association to provide services to the BID will be exempt from the requirements of Section 63.15 Stats., because such contracts shall not be for the construction or improvements or provisions of materials. If the BID does contract for the construction of improvements or provisions of materials, it shall follow the requirements of such statutes to the extent applicable.

Further, the annual accounting required under Section 66.608 (3) (c) Stats., shall be deemed to fulfill the requirements of Section 62.15 (14) Stats. The BID Board and the City shall comply with the provisions of 66.60 before the City inserts assessments for this BID Plan onto the tax bills for the parcels assessed hereunder, only to the extent required by law, to create a lien on the parcels assessed.

Appendix A – MAP



2002 BID #5 Assessments

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Taxkey	Property Address	Class	Owner/Name	Current Land	Current Improve.	Current Total	Land Sqt.	Floor Area	Base BID Assessment	2003 BID Assessment
361-0701-000-3	825 W. Wisconsin	MAP	St. James Court Historic Apartments Ltd Ptn	\$140,400	\$679,600	\$820,000			\$738.00	\$738.00
361-0702-000-9	815 W. Wisconsin	SME	Towne Peterson LLC	\$68,800	\$27,000	\$95,800	4,576	4,576	\$66.04	\$210.00
361-0703-000-4	801 W. Wisconsin	SME	Towne Peterson LLC	\$330,900	\$46,100	\$377,000	22,057	22,057	\$339.30	\$339.30
361-0707-10-X	735 W. Wisconsin	SME	Towne Peterson LLC	\$1,008,000	\$1,730,000	\$2,738,000	63,000	111,109	\$2,484.20	\$2,484.20
361-0709-100-3	625 N. James Lovell	SME	Towne Peterson LLC	\$87,300	\$8,000	\$95,300	7,275	7,275	\$65.77	\$210.00
361-0711-000-8	712 W. Michigan	SME	7th & Michigan Associates LLC C/O SGMC	\$67,500	\$948,500	\$1,016,000	7,500	28,889	\$914.40	\$914.40
361-0712-000-3	700 W. Michigan	SME	Michigan Associates LLC C/O SGMC	\$135,000	\$681,000	\$1,016,000	15,000	27,802	\$914.40	\$914.40
361-0713-111-0	633 W. Wisconsin	SME	The Clark Building Joint Venture	\$1,428,000	\$6,892,000	\$8,320,000	71,400	424,295	\$7,488.00	\$7,488.00
361-0714-111-6	611 W. Wisconsin	SME	Downtown Ventures LLP	\$839,100	\$7,157,900	\$7,997,000	41,955	172,809	\$7,197.30	\$7,197.30
361-0719-111-3	509 W. Wisconsin	SME	Milw City Center LLC	\$4,176,000	\$27,643,000	\$31,819,000	104,400	491,759	\$28,637.10	\$12,600.00
361-0724-100-5	518 W. Michigan	SME	Milw City Center LLC	\$450,000	\$236,000	\$686,000	22,500	22,500	\$617.40	\$617.40
361-0739-120-1	615 N. 4th Street	SME	Bosco LLC c/o Wispark LLC	\$1,440,000	\$988,000	\$2,428,000	48,000	280,872	\$2,194.20	\$2,194.20
361-0739-110-1	409 W. Michigan	SME	Istar CTL LLP c/o Istar Financial, Inc.	\$1,920,000	\$15,124,000	\$17,044,000	84,000	236,218	\$15,339.60	\$12,600.00
361-0814-122-5	501 W. Michigan	SME	Time Insurance Company Attn Tax Departme	\$2,873,700	\$23,232,300	\$26,106,000	127,718	370,160	\$23,485.40	\$3,122.10
361-0822-110-5	633 W. Michigan	SME	Donald R. Dreiske c/o Robert Fitzshall	\$963,700	\$2,505,300	\$3,469,000	80,311	96,022	\$3,122.10	\$3,122.10
361-0825-120-9	525 N. 6th Street	SME	Honeywell, Inc. Tax Dept MN12-4184	\$238,000	\$1,090,000	\$1,328,000	28,752	19,779	\$1,195.20	\$1,195.20
361-0834-210-7	545 N. James Lovell	SME	7th & Michigan Associates c/o SGMC	\$33,800	\$74,200	\$108,000	5,625	5,625	\$97.20	\$210.00
361-0835-000-2	555 N. James Lovell	SME	The Schette Joint Revocable Trust D2-8-98	\$30,000	\$276,000	\$308,000	5,000	5,046	\$277.20	\$277.20
361-0840-111-1	803 W. Michigan	SME	Towne Realty Inc.	\$492,100	\$2,667,900	\$3,160,000	60,280	132,334	\$2,835.00	\$2,835.00
361-0849-100-5	531 N. 8th Street	SME	Towne Realty Inc.	\$78,800	\$7,200	\$84,000	9,600	9,600	\$75.60	\$210.00
361-0850-110-8	521 N. 8th Street	SME	Towne Realty Inc.	\$75,300	\$160,700	\$236,000	9,146	7,200	\$212.40	\$212.40
361-1713-100-3	601 West Wells	SME	Realty Parking Properties LP c/o Realty Part	\$735,000	\$2,816,000	\$3,553,000	36,750	159,916	\$3,197.70	\$3,197.70
361-1715-000-8	738 N. James Lovell	SME	Mitchell Family Trust D8-10-93	\$40,000	\$82,000	\$122,000	2,000	2,612	\$109.80	\$210.00
361-1716-000-3	746 N. James Lovell	SME	Steven M. Lechter & Mitchell H. Lechter	\$35,000	\$82,000	\$117,000	1,750	1,986	\$105.30	\$210.00
361-1717-000-9	728 N. James Lovell	SME	Lovell Development, LLC	\$300,000	\$147,000	\$447,000	15,000	45,000	\$402.30	\$402.30
361-1718-100-0	723 N. 6th Street	SME	Allright Realty Company	\$240,000	\$116,000	\$356,000	12,000	12,000	\$320.40	\$320.40
361-1721-000-0	626 W. Wisconsin	SME	The Central Marketplace Co % Robert A. Tel	\$326,200	\$45,800	\$372,000	16,312	16,312	\$334.80	\$334.80
361-1722-000-6	612 W. Wisconsin	MAP	Wisconsin Avenue Property LLC	\$274,000	\$616,000	\$890,000			\$801.00	\$801.00
361-1723-000-1	606 W. Wisconsin	SME	MAIN Partnership James Zilber 1994 Trust	\$262,500	\$1,737,500	\$2,000,000	10,500	97,133	\$1,800.00	\$1,800.00
361-1729-110-8	700 W. Wisconsin	MAP	Partnership to Develop Westown Inc.	\$556,000	\$6,644,000	\$7,200,000			\$6,480.00	\$6,480.00
391-0101-000-0	900 W. Wisconsin	SME	Wisconsin Club	\$1,714,600	\$2,081,400	\$3,796,000	118,250	46,398	\$3,416.40	\$3,416.40
398-0116-000-3	539 N. 9th Street	SME	Towne Realty Inc.	\$28,800	\$9,000	\$37,800	3,600	3,600	\$34.02	\$210.00
398-0117-200-1	533 N. 9th Street	SME	Towne Realty Inc.	\$28,800	\$9,000	\$37,800	3,600	3,600	\$34.02	\$210.00
398-1202-100-5	635 N. James Lovell	SME	Badger Coaches, Inc.	\$240,000	\$129,000	\$369,000	12,000	8,750	\$332.10	\$332.10
398-1203-000-4	641 N. James Lovell	SME	Shanton Family LTD Partnership	\$64,000	\$107,000	\$161,000	4,500	3,000	\$144.90	\$210.00
398-1204-000-X	701 W. Wisconsin	SME	Shanton Family LTD Partnership	\$202,500	\$603,500	\$806,000	13,500	27,236	\$725.40	\$725.40
Totals	36 Taxable Properties			\$21,901,600	\$107,613,900	\$129,515,500	1,049,837	2,903,250	\$118,663.95	\$88,008.20

4.2 A quorum of the Board shall consist of at least six (6) members.

4.3 Special meetings may be called by the Chair or at the request of six (6) members of the Board.

4.4 All meetings shall be open to the public, except those specified in Section 18.85 Wisconsin Statutes.

5.0 **Hearings**

5.1 Prior to submitting its annual operating plan to the Common Council of the City of Milwaukee, the Board shall hold a public hearing on the proposed plan. Written notice of the hearing shall be mailed to all owners of property within the BID at least one week prior to the hearing. The notice shall state that copies of the operating plan are available from the Board on request.

5.2 In addition to the annual hearing on the operating plan, the Board may hold public hearings or informational meetings when it decides such hearings will be in the public interest.

6.0 **Financial**

6.1 The Board shall open such bank account, checking account or other accounts with a financial institution in the City of Milwaukee, as the board may deem necessary or advisable.

6.2 The officers shall be the authorized signers of checks or withdrawal orders in connection with any such account. The signatures of two officers shall be required on any check for withdrawal.

6.3 The Secretary shall certify the names and signatures of the current officers to the financial institution and the financial institution shall be fully protected in relying on any such certification by the Secretary until it receives written notice of change in such office or signing authority.

6.4 All invoices for goods supplied or services rendered to the BID shall be approved for payment by the Chair and payment made by procedures established by the Chair and the Treasurer.

6.5 Board members may make application to the Chair for reimbursement of out-of-pocket expenses up to \$25.00. Reimbursement for out of pocket expenses in excess of \$25.00 will require prior Board approval.

7.0 **Board Membership**

7.1 A Board member may resign by submitting a written resignation to the Secretary.

7.2 A Board member may be removed from the Board by a two-thirds vote of the membership of the Board after notice and opportunity for a hearing are afforded the member in question.

7.3 Upon a vacancy being created on the Board, the Board shall notify the Mayor and petition the Mayor to appoint a replacement.

7.4 A Board member who has submitted a written resignation or whose term has expired shall continue to serve on the board, if otherwise able, until a successor is confirmed by the Common Council.

BYLAWS

**BOARD OF DIRECTORS
WESTOWN BUSINESS IMPROVEMENT DISTRICT
(BID NO. 5)**

1.0 Objectives

1.1 The objectives of the Board shall be those set forth in section 66.608 Wisconsin Statutes, and in the operating plan adopted by the City of Milwaukee for Business Improvement District No. 5 (Westown).

2.0 Officers and Their Duties

2.1 The officers of the Board shall consist of a Chair and Vice Chair, a Secretary, and a Treasurer.

2.2 The Chair shall preside at all meetings and hearings of the Board and shall perform such duties as are customarily exercised by a presiding officer. In addition, the Chair may appoint general or special committees if and when the occasion requires.

2.3 The Vice-Chair shall perform the duties of the Chair in the latter's resignation, absence or inability to act.

2.4 The Secretary shall keep the permanent minutes of the Board; file copies of the minutes, reports and records of the Board with the City Clerk; see that all notices are duly given in accordance with the provisions of these bylaws, or as required by law; and, in general, perform all duties incident to the office of Secretary.

2.5 The Treasurer shall have charge and custody of and be responsible for all funds and securities of the BID. The Treasurer shall perform all of the duties incident to the office of Treasurer. The Treasurer and Chair shall prepare or have prepared an annual operating budget showing income and expenses, shall present it to the Board for approval and shall prepare or have prepared the annual audit required by law.

2.6 The Board may assign other duties to each officer as may from time to time be deemed necessary. The office shall be required to fulfill all duties so assigned by the board.

3.0 Election of Officers

3.1 The officers shall be elected at the first meeting in January to serve for (1) year or until their successors have been elected, and their term of office shall begin at the meeting at which they are elected.

4.0 Meeting

4.1 The Board shall meet on a quarterly basis. At least one week written notice, delivered to the members and to the City Clerk, shall be necessary to schedule a meeting of the Board.

ASSESSMENT METHODOLOGY for BID #5 in YEAR Fourteen (2003)
ASSESSMENTS (2002)

It is intended to assess all properties described in the plan equally, with the exception that there shall be a minimum assessment of \$210.00 and a maximum assessment of \$12,600.00 on all individual parcels. The rate for Year Fourteen will be \$0.900 per \$1,000.00 in assessed valuation.

EXAMPLES:

SHAFTON FAMILY LTD PARTNERSHIP, 641 N. James Lovell

Given that the total valuation of this property as of 1 January 2002 is \$161,000.00; then dividing this by \$1000 and then multiplying this valuation by \$0.900 would result in an assessment of \$144.90. Because this is below the \$210.00 minimum, the actual assessment for the BID should be \$210.00.

THE CLARK BUILDING JOINT VENTURE, 633 W. Wisconsin Ave.

Given that the total valuation of this property as of 1 January 2002 is \$8,320,000.00; then dividing this by \$1000 and multiplying this valuation by \$0.900 would result in an assessment of \$7488.00. Because this is not below the \$210.00 minimum and not above the \$12,600.00 maximum, the actual assessment for the BID would be \$7488.00.

FORTIS HEALTH INSURANCE BUILDING, FORTIS INSURANCE COMPANY

501 W. Michigan Avenue

Given that the total valuation of this property as of 1 January 2002 is \$26,106,000.00; then dividing this by \$1000 and multiplying this valuation by \$0.900 would result in an assessment of \$23,495.40. Because this is above the \$12,600.00 maximum, the actual assessment for the BID would be \$12,600.00.

Complete tabulation of the assessment per parcel in the Westtown BID #5 is in Appendix C.

8.0 Amendment

8.1 These by-laws may be amended, to the extent not in conflict with section 66.608 Wisconsin Statutes or the operating plan, by an amendment adopted by two-thirds vote of the Board, provided advance notice of the amendment was previously forwarded to each member of the Board, at least one week before the meeting.

9.0 Parliamentary Authority

9.1 The rules contained in the current edition of Roberts Rules of Order shall govern the Board in all cases which are applicable and in which they are not inconsistent with these bylaws, the operating plan, and any statutes applicable.

Appendix E

2002-2003

BUSINESS IMPROVEMENT DISTRICT #5 OFFICERS

Debra Usinger	Chair
Ken A. Stein	Vice-Chairman
Jack Gochenaur	Secretary
Mike Kenney	Treasurer

BUSINESS IMPROVEMENT DISTRICT #5

BOARD MEMBER

TERM EXPIRES

Thomas G. Bernacchi	9 September 2004
Jack A. Gochenaur	9 September 2004
Gerald Rappaport	9 September 2004
Mike Kenney	13 September 2005
Ken A. Stein	13 September 2005
Debra Usinger	13 September 2005
Joan Farrell	1 January 2003
Larry Stephens	20 March 2004