

BUSINESS IMPROVEMENT DISTRICT NO. 40

AIRPORT GATEWAY

2016 OPERATING PLAN



Oct 12, 2015

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I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Milwaukee had approved a petition from property owners in 2006 to create a Business Improvement District for the purpose of revitalizing and improving the Airport Gateway business area on Milwaukee's southeast side. In 2006, the City of Milwaukee adopted and approved Business Improvement District #40.

The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the Airport Gateway Business Improvement District (AGBID) for 2016. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

II. DISTRICT BOUNDARIES

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

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objectives of the AGBID are to:

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

B. Proposed Activities – Tenth Year, 2016

Principle activities to be engaged in by the AGBID during the ninth year of operation, 2016, will include:

1. Continue the contracted safety and security patrols in the entire AGBID area, continue the “Gateway Security Watch” program including signs and vests for properties to use, as well as offering a security system grant program. This program will offer matching grants of up to \$1,000 to reimburse BID #40 property owners on the purchase and installation of security systems;
2. Continue to enhance the beautification of the airport area by funding maintenance of the gardens installed in over the last eight years, implement a standard approach to landscaping the main corridors, install new gardens and upgrade medians on principal roadways or intersections, support the beautification efforts of neighborhood associations and businesses within the Garden (13*) District and Green Corridor, supplement the beautification efforts of WisDOT, General Mitchell International Airport, and the cities around the airport during the road construction projects planned by those entities in and along the AGBID boundaries;
3. Continue to organize a working group of hotel owners and operators to take part in joint marketing opportunities, such as the Gateway to Milwaukee’s Win Win Milwaukee hospitality marketing campaign. This campaign will continue to focus on promoting the airport area’s hospitality industry;
4. Enhance other marketing programs and promotional efforts, in conjunction with the area civic and business groups about AGBID’s hospitality, retail and business development opportunities;
5. Continue to develop The Gateway’s website as the primary communications and promotions tool among businesses and users in The Gateway area, including a section for marketing real estate sales, leases and rental opportunities of AGBID property owners, business and informational workshops for AGBID property owners;
6. In conjunction with the Airport Gateway Business Association’s BID #50 management agreement, BID #40 will also continue close communication and partnership with BID #50, to choreograph and support programs and initiatives that stand to benefit both districts;
7. Formally plan and operate the development of Aerotropolis Milwaukee and its new Development Plan; and
8. Be involved in governmental and community issues that potentially impact the vitality of The Gateway to Milwaukee.

C. Proposed Expenditures - Year Ten

ITEM	2016 Budget
Beautification Maintenance of existing AGBID landscaping; enhancement, and development of additional streetscaping, gardens and public art throughout the business district; support the development of Green Corridor projects that help beautify the area; plan and promote future beautification improvements for new and existing corridors throughout AGBID such as E. Layton Ave., S. Howell Ave., and S. 13 th Street.	80,000
Public Safety Contract with a safety patrol firm to provide unarmed security watch service within AGBID; continue Gateway Security Watch program with signs and vests; continue a security system matching grant program for AGBID property owners.	55,000
Marketing and Promotion Further develop and promote The Gateway to Milwaukee brand through website, printed, and social media communications; continue the Gateway Discount Card program; provide networking opportunities through events and related ventures; support the creation of a Hospitality joint marketing effort that builds promotional packages benefiting hotels and hospitality businesses within AGBID.	70,000
Economic Development Conduct economic development activities and projects to enhance the physical attractiveness and economic competitiveness of AGBID with projects such as Aerotropolis Milwaukee, retail recruitment, and real estate promotion.	30,000
Administration and Management Provide administrative and managerial services and project management for the organization as a whole including monthly financial accounting and annual audits, record keeping and public notices, insurance, personnel expenses, related operating expenses such as memberships, meetings, supplies, printing and postage, rent and utilities for office space.	100,000
TOTAL	\$335,000

D. Financing Method

It is proposed to raise approximately \$335,835 through BID assessments. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. Organization of BID Board

The Mayor will continue to appoint members to the BID board ("board"). The board's primary responsibility will be implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district. It is recommended that the BID board be structured and operate as follows:

1. Board size – Five (AGBID currently has six).
2. Composition - At least three members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
4. Compensation – None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

Current BID #40 Roster

1. Gregg Lindner – Chair (BID property owner) term 5/15-5/18
2. Jaime Maliszewski – Vice Chair (BID property owner/business owner) term 5/14-5/17
3. Samer Abulughod - Secretary (BID business owner) term 5/13-5/16
4. Bryan Simon – Treasurer (BID property owner/business owner) term 5/14-5/17
5. Michael Sweeny (BID business owner) term 5/13-5/16
6. Misty Donough (BID business operator) term 5/15-5/18

F. Relationship to the Airport Gateway Business Association

The BID shall be a separate entity from the Airport Gateway Business Association, notwithstanding the fact that members, officers and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. The Association may, and it is intended, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

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

As of January 1, 2015, the commercial property in the proposed district had a total assessed value of over \$411 million. This plan proposed to assess the property in the district at a rate of \$0.852 per \$1,000.00 of assessed value, subject to the maximum assessment, for the purposes of the BID. Appendix B shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided. A list of Exempt Properties is provided in Appendix C.

1. State Statute 66.1109(1) (f) 1m: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5) (a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix C, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1) (b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

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

A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in The Gateway to Milwaukee business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in District Operation

The City of Milwaukee has committed to helping private property owners in the district promote its development. To this end, the City is expected to play a significant role in the creation of the Business Improvement district and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the District's efforts.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before July 31st of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

VI. BID Board and Plan Review Process

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan;

“a. The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

b. The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

c. The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.

d. Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.”

Board Member Appointments:

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

Board Resignations/Termination

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

B. Terminating or Dissolving the BID

A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

VII. FUTURE YEAR OPERATING PLANS

A. Phased Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in this initial Operating Plan.

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon Year Ten activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year Ten conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

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

APPENDICES

A. CURRENT DISTRICT BOUNDARIES

The Airport Gateway area is roughly bounded by:

The eastern boundary of the AGBID is the Milwaukee/Cudahy line from Layton Avenue south to College Avenue.

The north side of Layton Avenue comprises most of the northern boundary from the Milwaukee/Cudahy line west to 6th Street, and from 13th Street west to 20th Street only along Layton Avenue. From 6th Street west to 13th Street, the northern boundary is Howard Avenue.

The western boundary of the AGBID is the west side of 13th Street from Howard Avenue south to College Avenue.

The southern boundary is College Avenue from the Milwaukee/Cudahy line west to 13th Street.

There is one rectangular extension of the District on its southwest corner that is bounded by 13th Street on the east side, College Avenue on the north side, I-94 freeway on the west side and the Milwaukee/Oak Creek line on the south side.

B. LISTING OF ASSESSED PROPERTIES WITHIN THE BID

See attached.

C. LISTING OF EXEMPT PROPERTIES WITHIN THE BID

See attached.

Appendix B – 2016 Assessed Properties – BID #40

Appendix B Assessed Properties	
2016 taxkey	BID 40 Assessment
5790001110	\$1,697.19
5790001111	\$250.00
5790002111	\$310.13
5790003000	\$250.00
5790004100	\$250.00
5790004200	\$351.02
5790005000	\$332.28
5790006100	\$328.87
5790010100	\$250.00
5790011110	\$1,097.38
5790015100	\$250.00
5790018110	\$3,442.76
5790161000	\$250.00
5790171000	\$621.96
5790172000	\$250.00
5790183100	\$362.10
5790191100	\$2,230.71
5799948110	\$722.50
5799948120	\$495.86
5799950000	\$250.00
5799951000	\$849.87
5799961100	\$265.91
5799963110	\$674.87
5820712110	\$700.34
5820712120	\$250.00
5820727000	\$250.00
5820728000	\$856.26
5939921000	\$250.00
5939922000	\$414.07
5940101000	\$523.98
5940128000	\$277.75
5940807100	\$449.86
5940810000	\$337.39
5940811000	\$250.00
5940812100	\$463.49
5941006100	\$345.06
5941007110	\$907.38
5950801000	\$368.06

5950831000	\$526.54
5950832000	\$250.00
5950841000	\$2,445.24
5950842000	\$1,445.84
5950843000	\$926.12
5950844000	\$836.66
5950851000	\$5,000.00
5950852000	\$720.62
5959866118	\$1,004.51
5959866119	\$1,139.12
5959866310	\$406.40
5959868120	\$846.04
5959871112	\$733.57
5959872110	\$305.02
5959873111	\$942.31
5960032000	\$250.00
5960041100	\$2,398.38
5960061000	\$340.80
5960062000	\$250.00
5960071100	\$615.14
5960072100	\$250.00
5960091000	\$2,566.22
5960092000	\$1,860.77
5960102000	\$324.61
5960103000	\$743.80
5960122000	\$250.00
5969939110	\$254.83
5969941100	\$572.54
5969942100	\$255.77
5969944000	\$250.00
5969945000	\$250.00
5969948100	\$280.31
5969948200	\$250.00
5969949000	\$250.00
5969955100	\$991.73
5969956100	\$250.00
5969957111	\$3,892.02
5969960100	\$782.99
5969964100	\$622.22
5969983000	\$618.21
5969984111	\$250.00

Appendix B – 2016 Assessed Properties – BID #40

5969989100	\$250.00
5969990100	\$300.33
5969991000	\$250.00
5969993100	\$250.00
5969994100	\$3,501.72
5969997111	\$452.24
5969999112	\$2,509.99
5970621000	\$250.00
5970652000	\$250.00
5971101000	\$254.75
5971102000	\$250.00
5971131100	\$250.00
5979949121	\$527.39
5979952121	\$1,705.70
5979973000	\$358.69
5979987110	\$348.47
5979988121	\$250.00
5989948000	\$357.84
6250004111	\$1,381.94
6250023110	\$250.00
6250024120	\$250.00
6250071000	\$250.00
6250072000	\$250.00
6250081000	\$447.30
6250082000	\$402.14
6250101100	\$951.51
6250111000	\$458.38
6250121100	\$1,207.28
6250132000	\$457.52
6250141000	\$1,954.49
6250142000	\$303.31
6250151000	\$2,424.79
6250171000	\$1,521.67
6250172000	\$451.56
6250181000	\$3,139.62
6250182000	\$2,650.57
6250192000	\$250.00
6250201000	\$250.00
6250202000	\$1,949.38
6250211000	\$250.00
6250221000	\$305.02

6259977100	\$1,220.06
6259978117	\$4,317.94
6259978210	\$757.43
6259981100	\$568.28
6259982100	\$613.44
6259984110	\$259.86
6259986112	\$261.56
6259987110	\$288.83
6259989110	\$432.82
6259991111	\$770.12
6259995111	\$250.00
6259998118	\$722.50
6260006111	\$404.70
6260007110	\$488.20
6260016100	\$710.57
6260017111	\$1,266.07
6260020111	\$431.96
6260022110	\$1,779.06
6260026111	\$1,161.28
6260026121	\$2,550.04
6260036111	\$2,640.94
6260039113	\$3,531.54
6260200100	\$901.42
6260221000	\$1,762.79
6260232000	\$591.29
6260252000	\$504.38
6260263000	\$4,228.48
6260264000	\$829.00
6260271000	\$1,247.33
6260272000	\$757.43
6260281000	\$250.00
6260282000	\$1,659.70
6260292000	\$1,388.76
6260293000	\$463.49
6260301000	\$1,790.05
6260302000	\$2,404.34
6260303000	\$250.00
6260304000	\$1,070.96
6260321000	\$1,813.91
6260322000	\$250.00
6260332000	\$250.00

Appendix B – 2016 Assessed Properties – BID #40

6260333000	\$2,527.88
6260341000	\$5,000.00
6260342000	\$1,053.07
6269979000	\$558.06
6269982100	\$250.00
6269983111	\$937.20
6269985000	\$250.00
6269986000	\$1,135.03
6269988100	\$2,242.46
6269989100	\$1,428.46
6269990000	\$263.01
6269993111	\$1,649.47
6269996120	\$551.24
6269996135	\$4,004.40
6269997112	\$687.99
6269997114	\$667.97
6269997116	\$1,832.65
6269998100	\$250.00
6269999110	\$604.07
6410011000	\$1,107.60
6410012100	\$5,000.00
6410031100	\$316.09
6410032000	\$353.58
6410033100	\$3,578.40
6410051000	\$1,128.90
6410052000	\$1,019.84
6410071110	\$3,942.20
6410072110	\$3,670.42
6410082000	\$1,363.20
6410092000	\$1,150.20
6410093000	\$250.00
6410111000	\$1,920.41
6410131110	\$250.00
6410151000	\$996.41
6410152000	\$250.00
6410161000	\$1,704.85
6410171100	\$2,226.28
6410172100	\$5,000.00
6410173000	\$5,000.00
6419988111	\$5,000.00
6419990111	\$4,741.38

6420681000	\$871.60
6420682110	\$521.85
6420693000	\$250.00
6420694200	\$250.00
6420752100	\$956.80
6420782000	\$515.46
6429963100	\$1,468.25
6429968110	\$265.74
6429969110	\$403.85
6429970100	\$250.00
6429974111	\$912.58
6429976110	\$250.00
6429979110	\$250.00
6429980000	\$250.00
6429982110	\$1,393.02
6429983110	\$250.00
6429984110	\$250.00
6429986100	\$374.88
6429987100	\$378.29
6429988110	\$250.00
6429988120	\$250.00
6429990111	\$5,000.00
6429990211	\$5,000.00
6429990212	\$250.00
6432481000	\$387.66
6709999110	\$350.17
6710023000	\$250.00
6719968110	\$779.24
6719969110	\$519.72
6719970110	\$341.82
6719977113	\$250.00
6719979100	\$250.00
6719980110	\$387.66
6719980211	\$250.00
6719980221	\$250.00
6719981100	\$333.22
6719982111	\$314.39
6719985111	\$886.08
6719988200	\$250.00
6719991213	\$2,379.89
6720311000	\$310.98

Appendix B – 2016 Assessed Properties – BID #40

6720312000	\$2,671.02
6730001000	\$727.52
6730002000	\$5,000.00
6730003000	\$283.80
6860001000	\$250.00
6860002000	\$250.00
6860003000	\$250.00
6860004000	\$263.61
6869972100	\$259.26
6869973100	\$250.00
6869974100	\$250.00
6869976100	\$250.00
6869977100	\$250.00
6869978100	\$251.94
6869979120	\$250.00
6869993222	\$668.14
6869994210	\$250.00
6869995100	\$250.00
6869996100	\$1,284.73
6870146100	\$307.74
6870673100	\$856.26
6870731100	\$610.88
6870741000	\$622.81
6870742000	\$533.35
6870743000	\$436.74
6870744000	\$827.29
6870751000	\$250.00
6870781000	\$558.06
6870791000	\$4,470.44
6870801000	\$476.78
6870811000	\$863.08
6870821000	\$683.30
6870822000	\$1,752.56
6870831000	\$250.00
6870832000	\$250.00
6879956111	\$250.00
6879958110	\$1,736.38
6879978110	\$250.00
6879980100	\$558.74
6879981310	\$367.21
6879993100	\$283.72

6879994110	\$731.02
6879995110	\$3,345.80
6879998111	\$1,840.32
6879999000	\$332.28
6880031100	\$436.22
6880041100	\$1,078.63
6880052100	\$1,208.14
6880053100	\$358.69
6880062000	\$261.22
6880071100	\$5,000.00
6880091000	\$4,317.94
6880101000	\$263.10
6880102000	\$317.28
6880111000	\$5,000.00
6889972100	\$2,070.36
6889973111	\$250.00
6889974110	\$788.10
6889974211	\$1,115.35
6889977110	\$492.71
6889985121	\$250.00
6890272000	\$856.26
7160402100	\$255.60
7160403100	\$1,899.96
7160411000	\$889.49
7160421000	\$1,448.40
7160422000	\$655.61
7160431000	\$4,382.94
7160432000	\$1,599.63
7160433000	\$1,893.14
7160441000	\$4,628.06
7160442000	\$250.00
7169999110	\$2,794.56
7169999120	\$886.93
7360001000	\$1,235.40
7360002000	\$2,644.61
7369999110	\$2,296.82
Total Projected BID 40 Assessment =	335,835.38

Appendix C – 2016 Exempt Properties – BID #40

Appendix C	
BID #40 Exempt Properties	
5790009100	Exempt
5799954000	Exempt
5799955100	Exempt
5800577100	Exempt
5800594110	Exempt
5800752100	Exempt
5800765221	Exempt
5959868110	Exempt
5959874000	Exempt
5959895112	Exempt
5959895200	Exempt
5960082000	Exempt
5969936110	Exempt
5969937000	Exempt
5969974110	Exempt
5969992110	Exempt
5969997112	Exempt
5969997211	Exempt
5969997212	Exempt
5969999121	Exempt
6249999200	Exempt
6250191000	Exempt
6259978120	Exempt
6259980000	Exempt
6260104110	Exempt
6260234000	Exempt
6260244000	Exempt
6260312000	Exempt
6260351000	Exempt
6260352000	Exempt
6260353000	Exempt
6269981120	Exempt
6269992200	Exempt
6269993122	Exempt
6269999210	Exempt
6269999220	Exempt
6409999118	Exempt
6419969111	Exempt

6419972110	Exempt
6420781000	Exempt
6429950120	Exempt
6429989000	Exempt
6429994110	Exempt
6719967100	Exempt
6719968200	Exempt
6719978110	Exempt
6719998110	Exempt
6729962100	Exempt
6739998110	Exempt
6758999000	Exempt
6849999000	Exempt
6869970100	Exempt
6869971100	Exempt
6869991112	Exempt
6869999100	Exempt
6870110000	Exempt
6870201100	Exempt
6870301110	Exempt
6870633110	Exempt
6879955110	Exempt
6879957100	Exempt
6879986110	Exempt
6879992200	Exempt
6879998200	Exempt
6880021000	Exempt
6880022000	Exempt
6889965000	Exempt
6889969111	Exempt
6889973210	Exempt
6889986110	Exempt
6889992111	Exempt
6889995120	Exempt
6870804100	Manufacturing
6420773000	Mercantile Apartment
6429956121	Mercantile Apartment
6429956123	Mercantile Apartment
6429956124	Mercantile Apartment

Appendix C – 2016 Exempt Properties – BID #40

6710011110	Mercantile Apartment
6710012100	Mercantile Apartment
6710013100	Mercantile Apartment
6889981200	Mercantile Apartment
6889982210	Mercantile Apartment
5790014110	Residential
5790016110	Residential
5790162000	Residential
5960021000	Residential
5960031000	Residential
5960033000	Residential
5960101000	Residential
5960104000	Residential
5969950000	Residential
5969962000	Residential
5969973100	Residential
5969977000	Residential
5969985000	Residential
6250005100	Residential
6250006100	Residential
6250007100	Residential
6250008100	Residential
6250009100	Residential
6250010100	Residential
6250011100	Residential
6250012100	Residential
6250013100	Residential
6250014000	Residential
6250015000	Residential
6250016000	Residential
6250017000	Residential
6250018000	Residential
6250019000	Residential
6250020000	Residential
6250021000	Residential
6250022000	Residential
6250026100	Residential
6250027000	Residential

6250028000	Residential
6250029000	Residential
6250030000	Residential
6250031000	Residential
6250032000	Residential
6250033000	Residential
6250034000	Residential
6250035100	Residential
6250036100	Residential
6250037110	Residential
6250039100	Residential
6250040100	Residential
6250041100	Residential
6250042100	Residential
6250043100	Residential
6250044100	Residential
6250045100	Residential
6250046000	Residential
6250047000	Residential
6250048000	Residential
6250049000	Residential
6250050000	Residential
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6250052000	Residential
6250053000	Residential
6250054000	Residential
6250055000	Residential
6250056000	Residential
6250057000	Residential
6250058100	Residential
6250058200	Residential
6250059000	Residential
6250060000	Residential
6250061000	Residential
6250062000	Residential
6250063000	Residential
6250064000	Residential
6250065000	Residential
6250066000	Residential
6250067000	Residential
6250068000	Residential

Appendix C – 2016 Exempt Properties – BID #40

6250161000	Residential
6259979100	Residential
6420001000	Residential
6420002000	Residential
6420003000	Residential
6420004000	Residential
6420005000	Residential
6420006000	Residential
6420007000	Residential
6420008000	Residential
6420009100	Residential
6420010000	Residential
6420011000	Residential
6420012000	Residential
6420013000	Residential
6420014000	Residential
6420015000	Residential
6420016000	Residential
6420017000	Residential
6420018000	Residential
6420019000	Residential
6420020000	Residential
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6420026000	Residential
6420027000	Residential
6420028000	Residential
6420029000	Residential
6420030000	Residential
6420031000	Residential
6420032000	Residential
6420033000	Residential
6420034000	Residential
6420101000	Residential
6420102000	Residential
6420103000	Residential
6420104000	Residential
6420105000	Residential

6420106000	Residential
6420107000	Residential
6420108000	Residential
6420109000	Residential
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6420215000	Residential
6420216000	Residential
6420217000	Residential
6420218000	Residential
6420219000	Residential
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6420222000	Residential
6420301000	Residential
6420302000	Residential
6420303000	Residential
6420304000	Residential
6420305000	Residential
6420306000	Residential
6420307000	Residential
6420308000	Residential
6420309000	Residential
6420310000	Residential
6420311000	Residential
6420312000	Residential
6420313000	Residential

Appendix C – 2016 Exempt Properties – BID #40

6420314000	Residential
6420315000	Residential
6420316000	Residential
6420317000	Residential
6420318000	Residential
6420319000	Residential
6420320000	Residential
6420321000	Residential
6420322000	Residential
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6420324000	Residential
6420325000	Residential
6420326000	Residential
6420327000	Residential
6420401000	Residential
6420402000	Residential
6420403000	Residential
6420404000	Residential
6420405000	Residential
6420501000	Residential
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6420503000	Residential
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6420622000	Residential
6420623000	Residential
6420632000	Residential
6420633000	Residential
6420634000	Residential
6420641000	Residential
6420642000	Residential
6420643000	Residential
6420651000	Residential
6420652000	Residential
6420653000	Residential
6420661100	Residential

6420662100	Residential
6420691000	Residential
6420692000	Residential
6420701000	Residential
6420702000	Residential
6420703000	Residential
6420711000	Residential
6420712000	Residential
6420713000	Residential
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6420762000	Residential
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6429951000	Residential
6429952112	Residential
6429952113	Residential
6429952115	Residential
6429952116	Residential
6429952119	Residential
6429952120	Residential
6429952200	Residential
6429953111	Residential
6429953113	Residential
6429953114	Residential
6429953210	Residential
6429956111	Residential

Appendix C – 2016 Exempt Properties – BID #40

6429957210	Residential
6429961000	Residential
6429972111	Residential
6429978100	Residential
6429985120	Residential
6429991121	Residential
6429991124	Residential
6429992110	Residential
6429993110	Residential
6429993120	Residential
6429993130	Residential
6429993200	Residential
6710021000	Residential
6710022000	Residential
6710031000	Residential
6710032000	Residential
6719977112	Residential
6719984100	Residential
6719996110	Residential
6719997111	Residential
6869979110	Residential
6869992100	Residential
6869993110	Residential
6869994100	Residential
6869997111	Residential
6869997121	Residential
6869997210	Residential
6870001111	Residential
6870003110	Residential
6870003200	Residential
6870003300	Residential
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6870005200	Residential
6870006100	Residential
6870101000	Residential
6870102000	Residential
6870103000	Residential
6870104000	Residential
6870105000	Residential
6870106000	Residential
6870107000	Residential

6870108000	Residential
6870109000	Residential
6870111000	Residential
6870112000	Residential
6870113000	Residential
6870114000	Residential
6870115000	Residential
6870116000	Residential
6870117000	Residential
6870118000	Residential
6870119000	Residential
6870120000	Residential
6870121000	Residential
6870122000	Residential
6870123000	Residential
6870124000	Residential
6870125000	Residential
6870126000	Residential
6870127000	Residential
6870128000	Residential
6870129000	Residential
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6870137000	Residential
6870138000	Residential
6870139000	Residential
6870140000	Residential
6870141000	Residential
6870142000	Residential
6870143000	Residential
6870144000	Residential
6870145000	Residential
6870216000	Residential
6870217000	Residential
6870218000	Residential
6870219000	Residential

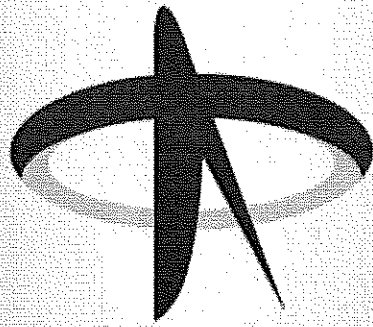
Appendix C – 2016 Exempt Properties – BID #40

6870220000	Residential
6870221000	Residential
6870222000	Residential
6870223000	Residential
6870224000	Residential
6870225000	Residential
6870226000	Residential
6870227000	Residential
6870228000	Residential
6870229000	Residential
6870230000	Residential
6870231000	Residential
6870232000	Residential
6870233000	Residential
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6870235000	Residential
6870236000	Residential
6870237000	Residential
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6870239000	Residential
6870240000	Residential
6870303110	Residential
6870304110	Residential
6870305110	Residential
6870306110	Residential
6870307110	Residential
6870308110	Residential
6870309110	Residential
6870310110	Residential
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6870312110	Residential
6870313110	Residential
6870314110	Residential
6870401000	Residential
6870402000	Residential
6870403000	Residential
6870501100	Residential
6870502000	Residential
6870503000	Residential
6870601000	Residential
6870602000	Residential

6870621000	Residential
6870622000	Residential
6870623000	Residential
6870631000	Residential
6870641000	Residential
6870642000	Residential
6870643000	Residential
6870651000	Residential
6870652000	Residential
6870653000	Residential
6870654000	Residential
6870655000	Residential
6870656000	Residential
6870657000	Residential
6870661000	Residential
6870662000	Residential
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6870682000	Residential
6870683000	Residential
6870684000	Residential
6870685000	Residential
6870686000	Residential
6870687000	Residential
6870688100	Residential
6870689000	Residential
6870690000	Residential
6870691000	Residential
6870692000	Residential
6870693000	Residential
6870694000	Residential
6870695000	Residential
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6870697100	Residential
6870698000	Residential
6870699000	Residential
6870700000	Residential
6870701000	Residential
6870702000	Residential
6870703000	Residential
6870711000	Residential
6870712000	Residential

Appendix C – 2016 Exempt Properties – BID #40

6870713000	Residential
6870714000	Residential
6879959000	Residential
6879960000	Residential
6879961111	Residential
6879961113	Residential
6879961114	Residential
6879961115	Residential
6879961211	Residential
6879961212	Residential
6879961213	Residential
6879962211	Residential
6879962213	Residential
6879962214	Residential
6879962215	Residential
6879964100	Residential
6879966000	Residential
6879967000	Residential
6879968000	Residential
6879969000	Residential
6879970000	Residential
6879971000	Residential
6879972000	Residential
6879973100	Residential
6879973210	Residential
6879974100	Residential
6879974230	Residential
6879981210	Residential
6889991100	Residential
6889993100	Residential
Total # Exempt Properties = 515	



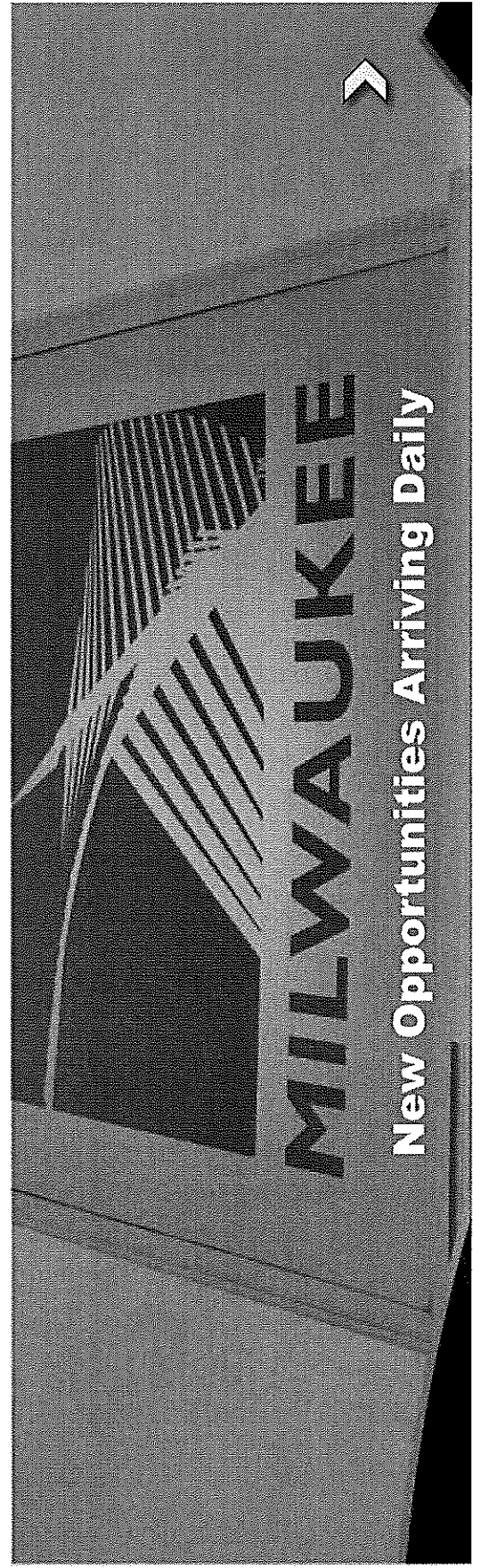
**The Gateway
To Milwaukee**

www.gatewaytomilwaukee.com

**Airport Gateway
Business Improvement District
Annual Meeting**

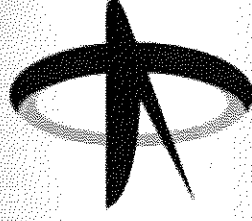
May 19, 2015

Crowne Plaza Milwaukee Airport





AGBID ANNUAL MEETING



**The Gateway
To Milwaukee**
www.gatewaytomilwaukee.com

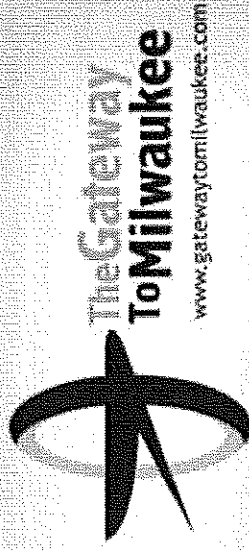
2014 Year In Review

Plans for 2015

New Opportunities Arriving Daily



➤ THE GATEWAY ORGANIZATIONS



Airport Gateway Business Assn. (AGBA)

- Operating entity, 2 FTE/2PT
- Membership based
 - 17 Directors
 - 501(c)6 Non-Profit

Airport Gateway Business Improvement District #40 (AGBID)

- Commercial properties within City of Milwaukee
 - WI Governmental unit
- Managed by AGBA with annual agreement

Aerotropolis Milwaukee

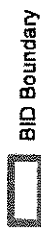
- Regional economic development
- 23 Directors (2/3 public 1/3 private)
 - Milwaukee and South Shore communities
 - 501(c)3 Non-Profit
- Managed by AGBA with annual agreement

New Opportunities Arriving Daily

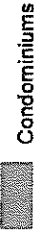
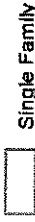


Business Improvement District No. 40 (Airport Gateway)

Land Use



Residential



Commercial



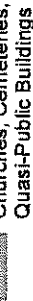
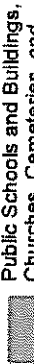
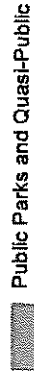
Manufacturing, Construction, and Warehousing



Transportation, Communications, and Utilities



Public and Quasi-Public



Vacant Land or

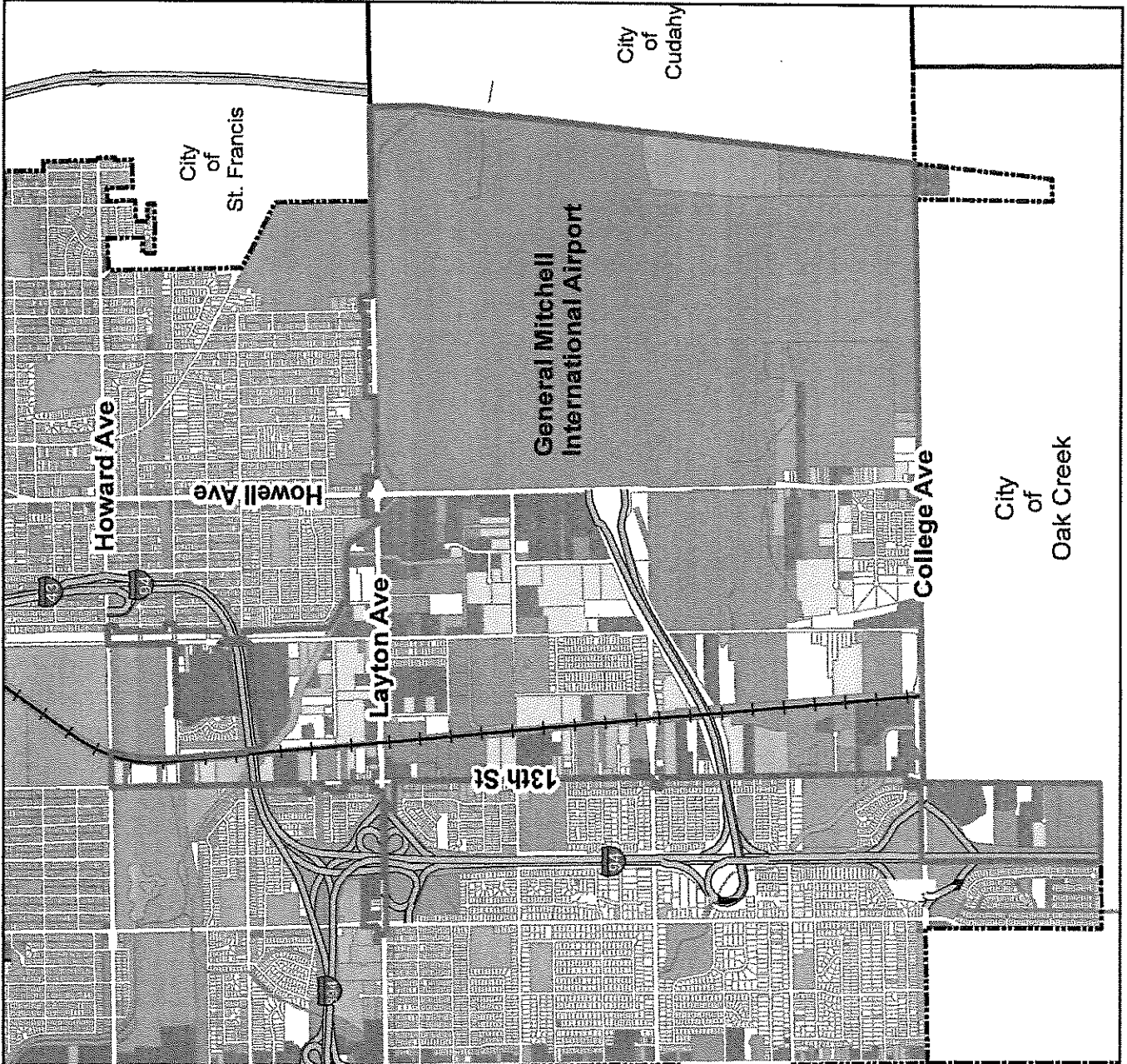
Recent Taxkey Change



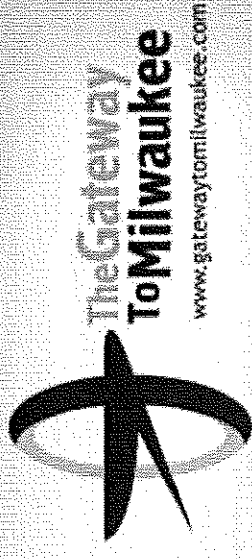
Produced by:
Department of City Development Information Center, AT
Project No:
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Map File:
EIR/IS/EA File 0.36281/Project/0000_2009/0000.MXD
Generated: 02-Sep-2009, Scale = 1:24,000



0 1,200 2,400 4,800 Feet



➤ LOOKING AHEAD TO 2015



- Implement E. Layton Ave beautification plan
- Continued maintenance on landscaped medians
 - Holiday decoration plan and installation
 - Security grant program
- Business appreciation & networking events
 - Continue security patrol - SPI
- Hospitality Committee & Marketing Campaign
 - Green Corridor

New Opportunities Arriving Daily



➤ THANK YOU FOR YOUR SUPPORT



If you have any questions or would like to share your ideas and get involved, please contact us anytime.

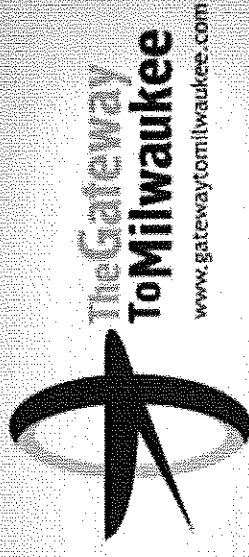
Leif Otteson
414 455 3323
Leif@gatewaytomilwaukee.com
4121 S. 6th Street

**Stay in touch – follow The Gateway on Facebook
and sign up for our E-newsletters**

New Opportunities Arriving Daily



HOSPITALITY & MARKETING 2014 YEAR IN REVIEW



- Completed market analysis of travelers (JEM grant – YR 1)
- Savage Solutions used data to develop the “Win Win Milwaukee” hospitality marketing campaign (launch June 2015)
- GTM received a second JEM grant of \$39,550

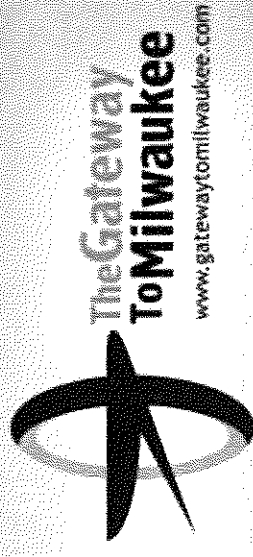
YOU KNOW
MILWAUKEE ♡'s YOU.
WHAT ABOUT THE
REST OF ?

winwin
-MILWAUKEE-

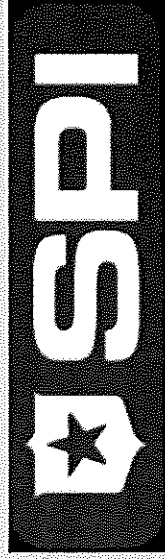
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SAFETY AND SECURITY



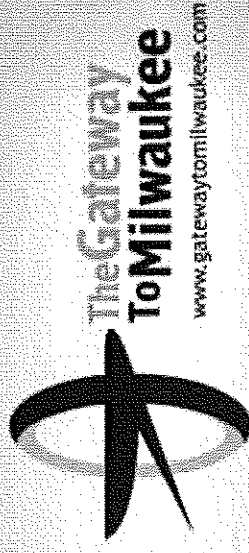
Category	2006	2007	2008	2009	2010	2011	2012	2013
Total offenses	982	1163	1263	1353	1024	949	1069	732
Locked Vehicle	212	282	352	385	197	207	206	147
Theft	291	288	342	295	305	258	282	214
Criminal Damage	176	244	210	254	170	139	169	90
Burglary	84	89	133	168	124	113	153	89
Assault Offenses	90	110	100	115	120	117	156	103
Vehicle Theft	88	107	90	75	68	59	54	42
Robbery	22	29	19	24	17	38	22	28
Sex Offense	15	14	16	20	22	16	23	15
Arson	3	0	1	16	1	1	4	2
Homicide	1	0	0	1	0	1	0	2



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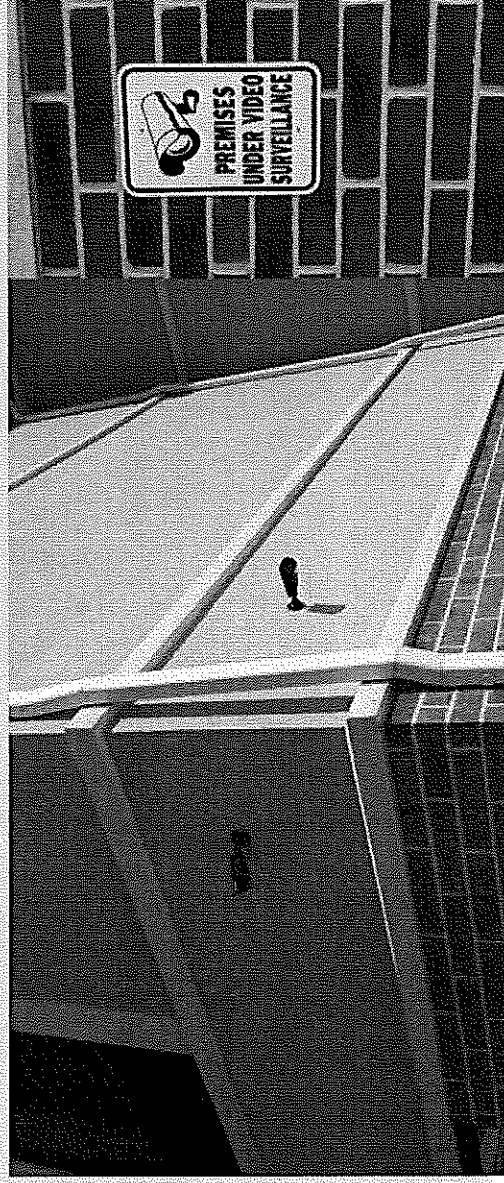
➤ SAFETY AND SECURITY YEAR IN REVIEW



Security System Grant Program: 2014

- AGBID commercial properties and businesses
 - 50% match up to \$1,000

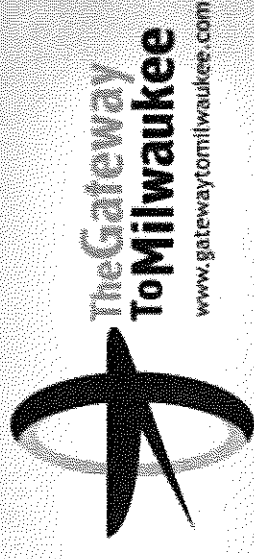
6 Grants Awarded in 2014



New Opportunities Arriving Daily



➤ BEAUTIFICATION YEAR IN REVIEW



- Completion of landscaping on W Layton Ave
 - Beautification plan completed for E Layton Ave corridor (Airport ⇨ I-794)
- GTM/MC/DPW**
- Ongoing maintenance of landscaping
 - *Green Corridor*: Promotion and infrastructure



New Opportunities Arriving Daily



FINANCIAL



Year	Total Property Value	AGBID Assess
2011	401,668,400	330,627
2012	486,292,900	334,704
2013	480,494,100	339,343
2014	502,785,600	341,272
2015	494,785,500	334,458

AGBID commercial property assessment - \$0.852 per \$1,000.00 of assessed value.
Min/max = \$250/\$5000

2014 Summary - Organization as a whole

Revenue	
AGBID assessment and interest	\$342,126
AGBA membership dues, misc.	\$9,100
MGAC contributions	\$45,484
Public Sector Grants	\$39,550
Expense	
Beautification	\$76,000
Security	\$51,000
Marketing and Events	\$60,000
Economic Development	\$50,000
Personnel	\$94,000
Office and Admin	\$26,000
Insurance	\$5,000

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STRATEGIC INITIATIVES - 2015

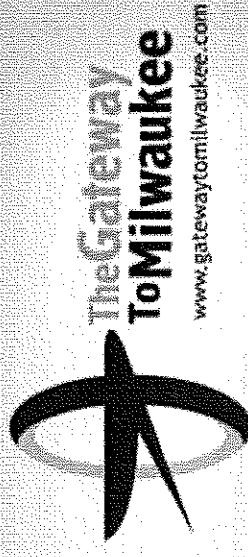


- ¹ Continue and expand the beautification planning and implementation throughout BID #40
- ² Leverage ongoing Aerotropolis Milwaukee projects to benefit the business district
- ³ Continue the security patrol, as well as the security system grant program.
- ⁴ Positively impact community issues and government direction to improve the vitality of the Gateway business district
- ⁵ Develop and expand the marketing & hospitality campaign/website
- ⁶ Promote the Gateway district and organizational accomplishments
- ⁷ Cultivate and expand collaboration with other business/civic groups

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MISSION



Our Mission

We will take a leadership role in planning, promoting, and developing the vitality of The Gateway To Milwaukee

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➤ **AGBID DIRECTORS**



Chairman - Gregg Lindner, Lindner Logistics
Vice-Chair - Jaime Maliszewski, Reliable Plating Works
Secretary - Mike Sweeney, Sweeney's Gym
Treasurer - Dimitri Dimitropoulos, Culver's
Samer Abulughod, Crystal Limousine & Coach
Bryan Simon, Simon Landscape Co.

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BID #40 (Airport Gateway) Board Member Sheet

Board Organization: 5 members; @ least 3 members shall be owners/occupants of properties within BID district; Term= 3 years.

<u>Board Member</u>	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
Bryan Simon	Member	2/7/2011	2/17/2014
D. Dimitropoulos	Member	9/4/2014	9/4/2017
Gregg Lindner	Member	7/14/2011	7/14/2014
Jaime Maliszewski	Member	4/18/2012	4/18/2015
Mike Sweeney	Member	6/13/2014	12/2/2017
Samer Abulughod	Member	4/17/2012	4/17/2015

