

BUSINESS IMPROVEMENT DISTRICT 32
2020 PROPOSED OPERATING PLAN

BID 32



**NORTH AVENUE
FOND DU LAC**

MARKETPLACE BID 32

BID 32 was developed to create a viable and sustainable commercial corridor that supports local entrepreneurs, engages current business owners, reduces blight, promotes job growth, advances environmental sustainability and encourages local, regional or national businesses to locate to the community. The BID's boundaries are North Avenue from 8th to 27th Streets and Fond du Lac Avenue from 17th to 27th Streets.



**HISTORIC SEARS BUILDING
(FUTURE HOME OF THE
ONE MKE PLAZA)**

2100 W. NORTH AVE.

One MKE Plaza will be home to: Milwaukee's newest boutique hotel, The IKON, Milwaukee's most energetic and mega-productive co-working and enterprise community; The Beehive, a state-of-the-art conference center; representation from Milwaukee's leading corporate partners, and over 20 thriving small businesses.



THE TANDEM

1843 W. FOND DU LAC AVE.

The Tandem offers full lunch and dinner menus that feature many familiar standbys including, a seasonal specials menu that boasts unique and ever-changing offerings and a 100-year-old wood bar that slings drinks to go with your meal!



FONDY PARK

2201 W. MEINECKE AVE.

Fondy Park has a number of sustainability features that reduces local flooding and water inflow to the sewerage district's pipes during significant rain or melting events, keeping Lake Michigan cleaner.



ADAMS GARDEN PARK

1836 W. FOND DU LAC AVE

Adams Garden Park will become home to four environmental organizations: Milwaukee Environmental Consortium, Milwaukee Water Commons, Wisconsin Conservation Voters, and Walnut Way's Blue Skies Landscaping Program.



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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 received and approved a petition from property owners, which created of a Business Improvement District for the purpose of revitalizing and improving the MARKETPLACE BID 32 business area on Milwaukee's North Side. The area is bounded on North Avenue between I-43 and 27th Streets and Fond du Lac Avenue between 17th and 27th Street. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the Marketplace Business Improvement District #32.

B. Physical Setting

The District covers the retail and commercial corridors of North Avenue from I-43 to 27th Streets and Fond du Lac from 17th to 27th Avenue. This area involves several major commercial nodes; North and Fond du Lac Avenues, Center Street, 27th and Fond du Lac Ave and Teutonia Avenue and North Avenue. It creates a great opportunity for increasing commercial development, business, and employment growth.

II. DISTRICT BOUNDARIES

Boundaries of the district are shown on the map in Appendix C of this plan. A listing of the properties included in the district is provided in Appendix E.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

Create a viable and sustainable commercial corridor that supports pedestrian oriented commercial real estate development with job growth, local entrepreneurs, engaged business owners, beautification, blight reduction, environmental remediation and local, regional or national businesses location in MARKETPLACE BID 32.

KEY STRATEGIC FOCUS AREAS

- Establishing overlay district zoning for the BID
- Create a database of available sites to promote those that are for sale
- Work with the City to RFP city owned sites; this will include promotion of the \$500K TID funding established by Ald. Stamper
- Encourage inclusive development models that incorporate community equity investment
- Obtain Wisconsin Main Street designation.
- Advance Commercial Corridors Maintenance and Streetscape Projects.
- Advance a master plan for the BID streetscapes.
- Execute the [Lindsay Heights Charette](#) as a plan to guide commercial developments
- Initiate Safety and Security practices.
- Advance area as destination for DNC 2020 events and tours & Inform BID businesses of DNC 2020 opportunities
- Provide space for start-up businesses to build capacity in a vacant or underutilized property.

FOCUS AREAS and PROPOSED ACTIVITIES FOR 2020

1. Establish an overlay zone to encourage a pedestrian character to promote street life by regulating building orientation and design and prohibiting certain high impact automobile-oriented uses.
2. Collaborate with MKE Downtown United, City, civic leaders, developers and community-based organizations to bring investments into the target area. Work with Lindsay Heights Commercial Corridors Committee to promote commercial development projects.
3. Implement Let's Grow Together/ Activate the Streets campaign with seasonal events and projects, supported by commercial property owners, businesses and developers, to promote a positive business climate.
4. Host annual live music series in Fondy Park, Fondy Fridays – Live After 5 in June, July and August for community engagement and small business development by having local vendors and promoting them at the events.
5. Select buildings and gain permission from property owners to install murals and make BID 32s portion of North Avenue become a public art space in partnership with Wallpapered City.
6. Attract new businesses to BID 32 to occupy vacant properties and provide resources for marketing, design and redevelopment by participating in Brew City Match and Pop Up MKE
7. Identify security gaps for the businesses that hire private security directed by the BID manager and supported by the Streetscape committee. Explore and promote possible benefits to the major employers on North Avenue collaborating and mapping out boundaries of their secured areas to cover gaps.
8. Inform BID businesses of DNC 2020 opportunities; register venues and services via in person meetings, email and social media.

B. Proposed Expenditures

Proposed 2020 Budget – See Appendix D

C. Financing Method

It is proposed to raise \$79,770 through BID assessments. (See Appendix D) If other resources are raised (grants, program revenue, etc.) they will also be used to fund projects outlined in the BID budget. 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.

D. Organization of BID Board

The Mayor appoints members to the district 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 to Eleven
2. Composition - At least three members shall be owners or occupants of property within the district. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years
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.

E. Relationship to the Business Association -no official business association located in the BID 32 service area to date. The BID is collaborating partner with the Lindsay Heights Commercial Corridors Committee.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

Marketplace BID 32 assess the property in the district at a rate of 6.60/1000 of assessed value, subject to the maximum assessment of \$1,500 and a minimum assessment of \$300 for the purposes of the BID. DCD staff can assist in developing other methods to fit the proposed BID's circumstances.

B. Early Termination of the District

The City shall consider terminating the 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 herein, 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 City Plan Commission requesting termination of the District. On or after the date such a petition is filed, neither the Board nor the City may enter into any new obligations by contract or otherwise until the expiration of thirty (30) days after the date a public hearing is held and unless the District is not terminated.

Within thirty (30) days after filing of a petition, the City Plan Commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a Class 2 notice. Before publication, a copy of the notice with a copy of the Operating Plan and a copy of the detail map showing the boundaries of the District shall be sent by certified mail to all owners of real property within the District.

Within thirty (30) days after the date of such hearing, every owner of property assessed under the Operating Plan may send a written notice to the City Plan Commission indicating, if the owner signed a petition, that the owner retracts the owner's request to terminate the District or, if the owner did not sign the petition, that the owner requests termination of the District.

If, after the expiration of thirty (30) days after the date of the public hearing, by petition or subsequent notification and after subtracting any retractions, 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 properties assessed under the Operating Plan have requested the termination of the District, the City shall terminate the District on the date that the obligation with the latest completion date entered into to implement the Operating Plan expires.

Appendix A

Wisconsin State Legislation

General Municipality Law

Subchapter XI - Development

Section 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 subs. 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](#).

**Appendix B
Annual Updates**

Total Assessed Value of Properties within District

	2019	2018	2017
\$ total assessed value	\$21,197,265	\$21,868,000	\$20,639,400
# properties / tax keys	220	223	225

In the last year the total assessed value of real estate in BID #32 was \$21,197,265 for 220 properties.

2019 Key Strategic Focus Areas	Result
<ul style="list-style-type: none"> ○ Improve Façades on commercial corridors. 	<ul style="list-style-type: none"> ○ The Five Businesses that were Approved for Façade Grants have been completed.
<ul style="list-style-type: none"> ○ Address issues concerning safety 	<ul style="list-style-type: none"> ○ identifying security gaps for the businesses that hire private security directed by the BID manager and supported by the Streetscape committee. Possible benefits to the major employers on North Avenue collaborating and mapping out boundaries of their secured areas to cover gaps.
<ul style="list-style-type: none"> ○ Continue work with Wisconsin Main Street designation and technical assistance provided. 	<ul style="list-style-type: none"> ○ Connect Community Status maintained
<ul style="list-style-type: none"> ○ Implement Let's Grow Together/Activate the Streets campaign with seasonal events and projects, supported by commercial property owners, businesses and developers, to promote a positive business climate. 	<ul style="list-style-type: none"> ○ BID Manager established a new annual live music series in Fondy Park: Fondy Fridays – Live After with a purpose to provide a space for BID 32 Businesses and Neighbors to engage with each other, or as our flyer says: to Network, Break Bread and Groove together in one of the BID's gems, Fondy Park There were bands, local vendors and food trucks in the park for 5 Fridays in June, July and August; BID businesses and residents were engaged and 800 attendees were in the park over the course of the series.
<ul style="list-style-type: none"> ○ Update the 2011 Lindsay Heights Market analysis 	<ul style="list-style-type: none"> ○ In partnership with City of Milwaukee and LISC, a North Avenue/Fond du lac Market Analysis was completed in 2019 and is available for use.

<ul style="list-style-type: none"> ○ Evaluate and select office space to provide easy access for business and property owners; staff and partners. 	<ul style="list-style-type: none"> ○ New office established inside Columbia Savings & Loan in 2019 which provides easy access, parking and space for meetings.
<ul style="list-style-type: none"> ○ Begin attracting new businesses to BID 32 by improving the database of properties available for sale or lease, and work to facilitate the transfer of specific properties to responsible private ownership. 	<ul style="list-style-type: none"> ○ BID 32 is a participant in Brew City Match, an initiative to attract businesses to occupy vacant properties. This partnership includes LISC, MKE United, Columbia Savings & Loan, WWBIC, City of Milwaukee, MEDC & Hmong Chamber of Commerce
<ul style="list-style-type: none"> ○ Provide space for start-up businesses to build capacity in a vacant or underutilized property. 	<ul style="list-style-type: none"> ○ As a result of LISC Milwaukee PopUp MKE program, a permanent business was established opportunity in the underutilized space at 1617 W. North Avenue.

Core Programs

- Street Maintenance/Plantings performed by Blue Skies Landscaping which provides maintenance and planting for hanging flower baskets, containers, and (3) public spaces.
- Approved in 2019 for the Department of Neighborhood Services Retail Area Graffiti Removal Program.
- Our 2nd annual 'Christmas Caroling on North Avenue' event hosted by St. Ann Center for Intergenerational Care was successfully attended by public officials and BID #32 stakeholders. Outreach to our district's religious organizations was conducted, and the event was featured on local news stations.
- Activate the Streets Program funded by a grant from the Zilber Family Foundation. This will include continuation of the annual Fondy Fridays – Live After 5 Music Series. Partnered with 2 other BIDs to do a tour of the areas to educate on assets and opportunities to attract investment.
- The work at BID #32 is supported by one FTE and an active Board of Directors. A full time BID Manager was hired in December of 2018 to advance the BIDs efforts in maintaining a close relationship with businesses, residents, the City of Milwaukee and revitalizing the corridor.
- In 2019 the Board of Directors for BID #32 met regularly, every other month, in January, March, May, and July. The Annual Meeting will be held September 16th, and a new schedule for 2020 will be determined. The Board of Directors met regularly to review financial statements, minutes, and updates from community partners.

Economic Development

Funding Leveraged

<ul style="list-style-type: none"> North Avenue Greenscaping Initiative funded by LISC, City, and Zilber Family Foundation 	<ul style="list-style-type: none"> Five businesses approved and projects are completed leveraging over \$60,000 in commercial façade improvements.
<ul style="list-style-type: none"> Zilber Family Foundation 'Activate the Streets' program grant for use over the period August 1 2019 – August 30 2021. 	<ul style="list-style-type: none"> \$50,000 funds approved
<ul style="list-style-type: none"> LISC PopUp Milwaukee & Brew City Match grant to utilize 1 property for PopUp MKE that will house 2-3 businesses, a minimum of 3 commercial properties will be redeveloped 	<ul style="list-style-type: none"> \$10,000 funds approved for salary/benefits \$80,000 for design & property redevelopment
<ul style="list-style-type: none"> Let's Grow Together neighborhood guide & Fondy Fridays Live After 5 sponsorship 	<ul style="list-style-type: none"> \$4,525 received
<ul style="list-style-type: none"> Approved for DNS Retail Area Graffiti Abatement Grant 	<ul style="list-style-type: none"> \$1,000 in funds from City for graffiti abatement services.
<ul style="list-style-type: none"> Supported the Walnut Way application for funding through the Wisconsin Partnership Program 	<ul style="list-style-type: none"> Not funded. Seeking other sources to submit the program to.

- Welcomed 4 new businesses "Basia Rose Designs", "Milwaukee Environmental Consortium", "Milwaukee Water Commons", & "Wisconsin Conservation Voters".
- Worked with new property owner HG Sears to support the "Ikon Hotel" development project.
- Continued engagement efforts through districtwide mailings, email updates, and one-on-one meetings with property owners and business operators.
- Celebrated the groundbreaking of Adam's Garden Park which will be the future home of 4 environmental organizations: "Milwaukee Environmental Consortium", "Milwaukee Water Commons", & "Wisconsin Conservation Voters".
- Celebrated the grand opening of Legacy Lofts and new home of Legacy Redevelopment Corps offices.
- Celebrated the grand opening of St. Ann's expansion which includes aquatic center, overnight respite care and band shell.

Marketing & Branding

- News Articles:
 - [BID 32 leaders committed to 'building neighborhood from within'](#) Urban Milwaukee, Press Release December 11, 2018
 - [Brew City Match launches entrepreneurship revitalization in Milwaukee](#) LISC Milwaukee, June 4, 2019

- [Fondy Fridays Live After 5 - The Big Serve](#) August 16, 2019
- Social Media:
 - Facebook at [North Avenue / Fond du Lac Marketplace BID #32](#) reached over 8500 people organically this summer, an increase of 8000 from last year. We also started using Twitter in September @MarketplaceBID32
- New [Organizational Poster](#)
- Recognized as a *Connect Community* by WI Economic Development Corporation

Core Events

- Started a new annual live music series, Fondy Fridays Live After 5 and had 5 events in Fondy park: 6/21, 7/12, 7/26, 8/16 & 8/30
- Hosted an Informational Session for Pop-Up MKE on August 8th
- Hosted a bus tour in partnership with King Drive BID and Near West Side September 10th as part of the inaugural BID/NID Week MKE.

Partner/Collaborative Initiatives

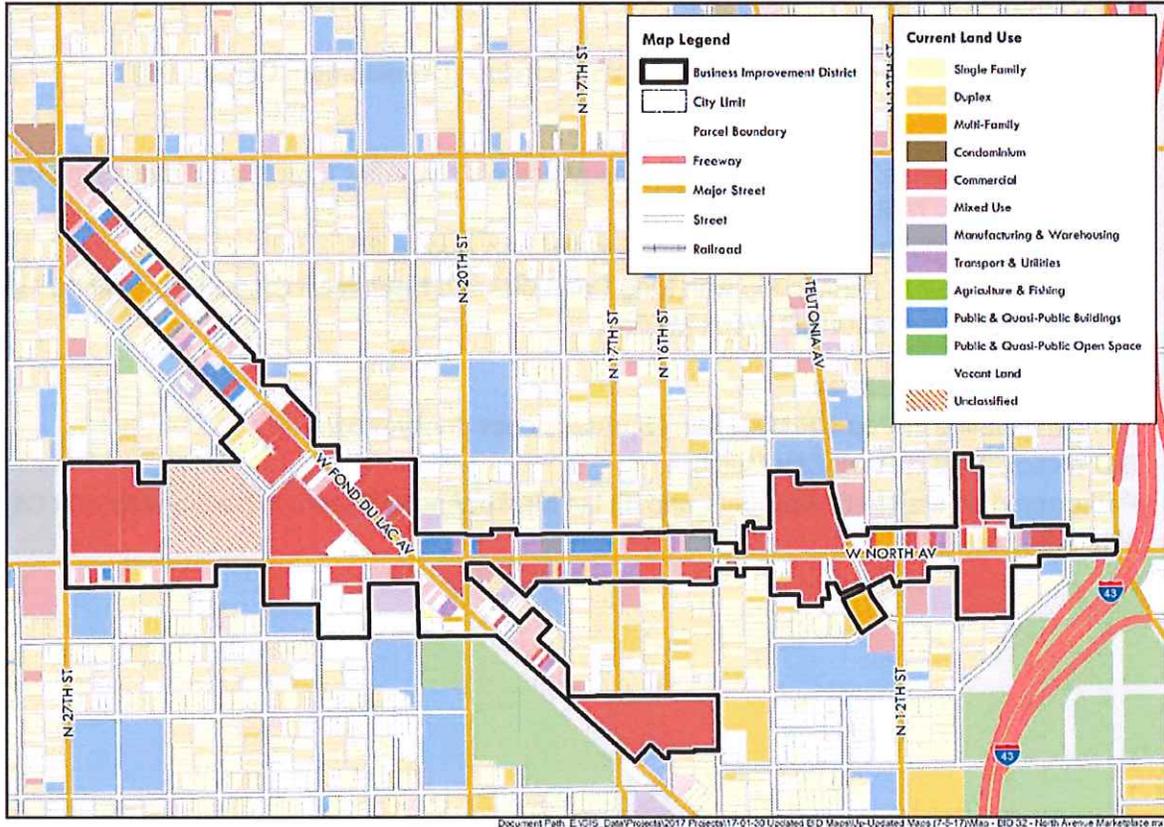
- BID participating in Pop-UP MKE retail business opportunity program.
- BID participating in Brew City Match
- Participated on the North Avenue/ Fond du lac Market Analysis team in partnership with City of Milwaukee and LISC

Appendix C

Marketplace Business Improvement District 32 Area Map

BID NO. 32: NORTH AVENUE MARKETPLACE
CITY OF MILWAUKEE

Prepared by the Dept. of City Development Planning Division, 7/6/2017
Source: City of Milwaukee Information Technology Management Division;
Dept. of City Development Commercial Corridor Team



Document Path: E:\GIS_Data\Projects\2017 Projects\17-01-20 Updated BID Maps\Up-Updated Maps (7-6-17)\Map - BID 32 - North Avenue Marketplace.mxd

Appendix D – Proposed 2019 Budget

North Avenue Fond du Lac Marketplace BID 32		
2020 Budget		
9/13/2019		
	2020	2019 Budget Notes
	Budget	
Grant - City of Milwaukee Assessment	79,770	
Foundation Grants	35,000	Zilber Foundation \$25K/ Brew City Match
Sponsorships	15,000	Sponsorships/ Let's Grow
Brew City Match Grant	80,000	Commercial Redev/architectural design
Interest Income		
Total Revenue	\$209,770	
Salaries & Wages	50,000	Manager Salary - full time
Payroll Taxes & Benefits	5,000	
Professional Fees	11,000	Financial Statements/Audit
Brew City Match Grants	80,000	
Marketing/ Advertising	6,000	
Insurance	1,800	
Telephone & Internet	1,300	
Program Supplies	300	
Office Supplies/Postage	1,500	
Occupancy	12,000	office rent
Conferences & Meetings	1,900	
Travel	1,200	
Repairs/Maintenance/Plantings	20,000	Blue Skies
Interest Expenses	7,200	
License, Permit & Fees	100	
Dues/Publications & Subscriptions	500	
Website Maintenance/Hosting	1,000	
Board & Staff Development	1,500	
Community Outreach	7,000	Fondy Fridays
Miscellaneous Expense	470	
	\$209,770	
Operational Surplus (Deficit)	\$0	
Non-Operational Items:		
Depreciation		
Net Surplus (Deficit)	\$0	

APPENDIX E – PROPERTIES LIST

	<u>Address</u>	<u>Owner</u>	<u>Owner</u>	<u>Class</u>
1	<u>920 W NORTH AV</u>	<u>NEVADA CORP DBA</u>	<u>MCDONALDS CORP</u>	<u>Specail Mercantile</u>
2	<u>928 W NORTH AV</u>	<u>MCDONALDS CORP</u>	<u>C/O MAC PYLES</u>	<u>Specail Mercantile</u>
3	<u>938 W NORTH AV</u>	<u>HARNAM SINGH</u>	-	<u>Local Commercial</u>
4	<u>2320 N 11TH ST</u>	<u>MCP CO INC</u>	-	<u>Manufacturin g</u>
5	<u>2315-2317 N 10TH ST</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
6	<u>1000-1006 W NORTH AV</u>	<u>THE BEGINNING LLC</u>	-	<u>Local Commercial</u>
7	<u>1016 W NORTH AV</u>	<u>JOSEPH JULIUS</u>	-	<u>Residential</u>
8	<u>1022 W NORTH AV</u>	<u>CJ & P DEVELOPMENT LLC</u>	-	<u>Residential</u>
9	<u>1022-A W NORTH AV</u>	<u>HENRY HAMILTON & JERRY HW</u>	-	<u>Residential</u>
10	<u>1026 W NORTH AV</u>	<u>KIRBY WILKS</u>	<u>C/O AA AUTO BODY</u>	<u>Local Commercial</u>
11	<u>1028 W NORTH AV</u>	<u>MICHELLE SCOTT</u>	-	<u>Residential</u>
12	<u>1032 W NORTH AV</u>	<u>FEDERAL NATL MTG ASSN</u>	-	<u>Residential</u>
13	<u>1028-R W NORTH AV</u>	<u>ALVIN ROBINSON</u>	-	<u>Local Commercial</u>
14	<u>1100 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
15	<u>1104-1106 W NORTH AV</u>	<u>AMERICAN SUB INC</u>	-	<u>Local Commercial</u>
16	<u>1108-1110 W NORTH AV</u>	<u>AMERICAN SUB INC</u>	-	<u>Local Commercial</u>
17	<u>1112-1116 W NORTH AV</u>	<u>AMERICAN SUB INC</u>	-	<u>Local Commercial</u>
18	<u>1118-1126 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
19	<u>1218 W NORTH AV</u>	<u>PRINCE HALL MASONIC BOARD</u>	-	<u>Local Commercial</u>
20	<u>800 W NORTH AV</u>	<u>S & L GLOBAL CONSULTING</u>	<u>USA LLC</u>	<u>Local Commercial</u>
21	<u>818-820 W NORTH AV</u>	<u>CITY OF MILWAUKEE</u>	<u>C/O CITY REAL ESTATE</u>	<u>Exempt</u>
22	<u>830-832 W NORTH AV</u>	<u>S & L GLOBAL CONSULTING</u>	<u>USA LLC</u>	<u>Local Commercial</u>
23	<u>2300-2304 N 12TH ST</u>	<u>GRANT-ACQUAH REALTY LLC</u>	-	<u>Local Commercial</u>
24	<u>1210-1214 W NORTH AV</u>	<u>PRINCE HALL VILLAGE LLC C/O</u>	<u>COMMONWEALTH CONSTRUCTION</u>	<u>Mercantile Apartment</u>

<u>25</u>	<u>2207-2231 N TEUTONIA AV</u>	<u>PRINCE HALL VILLAGE LLC C/O</u>	<u>COMMONWEALTH CONSTRUCTION OF WISCONSIN INC</u>	<u>Mercantile Apartment Exempt</u>
<u>26</u>	<u>1350 W NORTH AV</u>	<u>MC PREPATORY SCHOOL</u>		<u>Exempt</u>
<u>27</u>	<u>1400 W NORTH AV</u>	<u>FADI R IMSEITEF</u>	-	<u>Local Commercial</u>
<u>28</u>	<u>1426 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>29</u>	<u>1730 W NORTH AV</u>	<u>SD PROPERTIES INC</u>	-	<u>Exempt</u>
<u>30</u>	<u>1622 W NORTH AV</u>	<u>NORTH AVENUE GALST LLC</u>	-	<u>Specail Mercantile</u>
<u>31</u>	<u>1632-1634 W NORTH AV</u>	<u>JAKE'S DELICATESSEN, INC</u>	-	<u>Local Commercial</u>
<u>32</u>	<u>2300 N TEUTONIA AV</u>	<u>BACHAN SINGH</u>	-	<u>Local Commercial</u>
<u>33</u>	<u>1900-1926 W NORTH AV</u>	<u>ABDUL M MOTLANI</u>	<u>ABDUL R MOTLANI</u>	<u>Local Commercial</u>
<u>34</u>	<u>1934 W NORTH AV</u>	<u>FREE WILL CHURCH</u>	<u>DELIVERANCE INC & GREATER</u>	<u>Local Commercial</u>
<u>35</u>	<u>1810 W NORTH AV</u>	<u>SD PROPERTIES INC</u>	-	<u>Exempt</u>
<u>36</u>	<u>1824 W NORTH AV</u>	<u>SD PROPERTIES INC</u>	-	<u>Exempt</u>
<u>37</u>	<u>1832-1834 W NORTH AV</u>	<u>DKLEIN LLC</u>	<u>C/O AUTO PARTS REAL EST LLC</u>	<u>Local Commercial</u>
<u>38</u>	<u>1500-1540 W NORTH AV</u>	<u>15TH & NORTH AVE APMTS LLC</u>	-	<u>Mercantile Apartment</u>
<u>39</u>	<u>2249-2253 W FOND DU LAC AV</u>	<u>FRIENDSHIP INC</u>	-	<u>Local Commercial</u>
<u>40</u>	<u>2245 W FOND DU LAC AV</u>	<u>FRIENDSHIP INC</u>	<u>C/O TRACEY HOOKER</u>	<u>Exempt</u>
<u>41</u>	<u>2239 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>42</u>	<u>2229-2231 W FOND DU LAC AV</u>	<u>JAMES CANADY</u>	-	<u>Local Commercial</u>
<u>43</u>	<u>2100 W NORTH AV</u>	<u>HG SEARS LLC</u>	-	<u>Specail Mercantile</u>
<u>44</u>	<u>2202-2218 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>45</u>	<u>2228 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>46</u>	<u>2353 W FOND DU LAC AV</u>	<u>NEW PARADISE MISSIONARY</u>	<u>BAPTIST CHURCH, INC</u>	<u>Local Commercial</u>
<u>47</u>	<u>2347 W FOND DU LAC AV</u>	<u>KILBOURN COURT LLC</u>	-	<u>Local Commercial</u>
<u>48</u>	<u>2337 W FOND DU LAC AV</u>	<u>MINNETTE D WILSON</u>	-	<u>Local Commercial</u>

<u>49</u>	<u>2322 W OAK ST</u>	<u>OAK AND FONDY LLC</u>	<u>C/O MORAN FOODS LLC</u>	<u>Specail Mercantile</u>
<u>50</u>	<u>2420-2422 W MEDFORD AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>51</u>	<u>2428 W MEDFORD AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>52</u>	<u>2432 W MEDFORD AV</u>	<u>WILLIE B LUMPKINS</u>	-	<u>Residential</u>
<u>53</u>	<u>2434 W MEDFORD AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>54</u>	<u>2438 W MEDFORD AV</u>	<u>ALFRED B POSTON</u>	-	<u>Residential</u>
<u>55</u>	<u>2440 W MEDFORD AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>56</u>	<u>2446-2448 W MEDFORD AV</u>	<u>CAROL D COX</u>	<u>CAROLYN D COX</u>	<u>Residential</u>
<u>57</u>	<u>2449 W FOND DU LAC AV</u>	<u>MILWAUKEE LIVING LLC</u>	-	<u>Local Commercial</u>
<u>58</u>	<u>2425 W FOND DU LAC AV</u>	<u>PRAISE FELLOWSHIP CHURCH OF</u>	<u>GOD IN CHRIST</u>	<u>Exempt</u>
<u>59</u>	<u>2429 W FOND DU LAC AV</u>	<u>NEW LIFE CHURCH OF HOLINESS</u>	-	<u>Exempt</u>
<u>60</u>	<u>2419-A W FOND DU LAC AV</u>	<u>JOHN NELSON SIMS &</u>	<u>BOBBIE RAY SIMS</u>	<u>Local Commercial</u>
<u>61</u>	<u>2415 W FOND DU LAC AV</u>	<u>SPIRITUAL ISRAEL CHURCH &</u>	<u>IT'S ARMY</u>	<u>Exempt</u>
<u>62</u>	<u>2407 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>63</u>	<u>2401-2405 W FOND DU LAC AV</u>	<u>NEW PARADISE MISSIONARY</u>	<u>BAPTIST CHURCH, INC</u>	<u>Exempt</u>
<u>64</u>	<u>2495-2499 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>65</u>	<u>2491 W FOND DU LAC AV</u>	<u>JAMES MACK</u>	-	<u>Local Commercial</u>
<u>66</u>	<u>2487 W FOND DU LAC AV</u>	<u>LC MARTIN TOD</u>	<u>C/O ANTHONY AVERY</u>	<u>Local Commercial</u>
<u>67</u>	<u>2481-2483 W FOND DU LAC AV</u>	<u>L. C. MARTIN</u>	<u>C/O ANTHONY AVERY</u>	<u>Residential</u>
<u>68</u>	<u>2475-2479 W FOND DU LAC AV</u>	<u>TALESHA L CAMPBELL</u>	-	<u>Mercantile Apartment</u>
<u>69</u>	<u>2473 W FOND DU LAC AV</u>	<u>WILLIAM H SMITH</u>	-	<u>Local Commercial</u>
<u>70</u>	<u>2465-2469 W FOND DU LAC AV</u>	<u>ANTOINE WILLIAMS</u>	-	<u>Local Commercial</u>

<u>71</u>	<u>2459 W FOND DU LAC AV</u>	<u>TABERNACLE COMMUNITY</u>	<u>BAPTIST CHURCH</u>	<u>Exempt</u>
<u>72</u>	<u>2451-2453 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>73</u>	<u>2458 N 24TH ST</u>	<u>JEWEL BARROW</u>	<u>BESSIE L BARROW</u>	<u>Residential</u>
<u>74</u>	<u>2454 N 24TH ST</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>75</u>	<u>2350-2352 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	<u>% CITY REAL ESTATE</u>	<u>Exempt</u>
<u>76</u>	<u>2344-2346 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>77</u>	<u>2342 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	<u>% CITY REAL ESTATE</u>	<u>Exempt</u>
<u>78</u>	<u>2338-2340 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>79</u>	<u>2330 W FOND DU LAC AV</u>	<u>JOE LEE PARKER</u>	-	<u>Local Commercial</u>
<u>80</u>	<u>2312 W FOND DU LAC AV</u>	<u>IQRA ENTERPRISES LLC</u>	-	<u>Specail Mercantile</u>
<u>81</u>	<u>2404-2406 N 23RD ST</u>	<u>F STREET INVESTMENTS LLC</u>	-	<u>Local Commercial</u>
<u>82</u>	<u>2200 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	<u>DEPT OF CITY DEVELOPMENT</u>	<u>Exempt</u>
<u>83</u>	<u>2134 W FOND DU LAC AV</u>	<u>INTERSTATE BLOOD BANK INC OF</u>	<u>WISCONSIN</u>	<u>Local Commercial</u>
<u>84</u>	<u>2210-2224 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	<u>DEPT OF CITY DEVELOPMENT</u>	<u>Exempt</u>
<u>85</u>	<u>2452 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>	-	<u>Local Commercial</u>
<u>86</u>	<u>2420 W CYPRESS ST</u>	<u>CITY OF MILWAUKEE</u>	<u>% CITY REAL ESTATE</u>	<u>Exempt</u>
<u>87</u>	<u>2454-2456 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>88</u>	<u>2458-2460 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>	-	<u>Residential</u>
<u>89</u>	<u>2462 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>	-	<u>Local Commercial</u>
<u>90</u>	<u>2466-2468 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>	-	<u>Local Commercial</u>
<u>91</u>	<u>2476-2482 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>	-	<u>Local Commercial</u>

<u>92</u>	<u>2486 W FOND DU LAC AV</u>	<u>KIMBRA LLC</u>	-	<u>Local Commercial</u>
<u>93</u>	<u>2490-2492 W FOND DU LAC AV</u>	<u>J E D INVESTMENT CORP</u>	-	<u>Local Commercial</u>
<u>94</u>	<u>2418-2420 W WRIGHT ST</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>95</u>	<u>2442-2444 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>96</u>	<u>2421 W CYPRESS ST</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>97</u>	<u>2446 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>98</u>	<u>2448 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>99</u>	<u>2412-2414 W FOND DU LAC AV</u>	<u>MOHAMMAD A CHOUDRY IRREVOCAB</u>	<u>PROPERTY TRUST</u>	<u>Local Commercial</u>
<u>100</u>	<u>2617 W FOND DU LAC AV</u>	<u>OASIS OF HOPE PENTECOSTAL</u>	<u>CHURCH OF GOD INC</u>	<u>Exempt</u>
<u>101</u>	<u>2607 W FOND DU LAC AV</u>	<u>CURATIVE CARE NETWORK INC</u>	-	<u>Exempt</u>
<u>102</u>	<u>2535-2537 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>103</u>	<u>2533 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>104</u>	<u>2527-2529 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>105</u>	<u>2525 W FOND DU LAC AV</u>	<u>ROBERT D FERGUSON</u>	-	<u>Local Commercial</u>
<u>106</u>	<u>2517 W FOND DU LAC AV</u>	<u>AZAREEL SANCTUARY CHURCH</u>	<u>OF GOD IN CHRIST OF MILW INC</u>	<u>Exempt</u>
<u>107</u>	<u>2030 W NORTH AV</u>	<u>BETHEL BAPTIST CH OF MILW</u>	-	<u>Exempt</u>
<u>108</u>	<u>2000 W NORTH AV</u>	<u>2000 W NORTH AVE MILWAUKEE L</u>	-	<u>Local Commercial</u>
<u>109</u>	<u>2126-2130 W FOND DU LAC AV</u>	<u>INTERSTATE BLOOD BANK, INC</u>	<u>OF WIS</u>	<u>Local Commercial</u>
<u>110</u>	<u>2102 W FOND DU LAC AV</u>	<u>SELF-HELP FEDERAL CREDIT</u>	<u>UNION</u>	<u>Specail Mercantile</u>
<u>111</u>	<u>2636-2654 W FOND DU LAC AV</u>	<u>CFSC PROPERTIES LLC</u>	<u>ATTN BOB WELLENSTEIN</u>	<u>Local Commercial</u>
<u>112</u>	<u>2600-2604 W FOND DU LAC AV</u>	<u>TPJ CO</u>	<u>THOMAS P JENSEN</u>	<u>Local Commercial</u>

<u>113</u>	<u>2606-2608 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>114</u>	<u>2616-2618 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>115</u>	<u>2620-2622 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>116</u>	<u>2624 W FOND DU LAC AV</u>	<u>JUNIOR COOPER & MARTHA</u>	-	<u>Local Commercial</u>
<u>117</u>	<u>2500-2502 W FOND DU LAC AV</u>	<u>LLOYD COVINGTON</u>	-	<u>Mercantile Apartment</u>
<u>118</u>	<u>2506 W FOND DU LAC AV</u>	<u>BACCHUS FINANCIAL</u>	<u>RESOURCES</u>	<u>Residential</u>
<u>119</u>	<u>2516 W FOND DU LAC AV</u>	<u>PENTECOST CHURCH OF</u>	<u>GOD IN CHRIST</u>	<u>Local Commercial</u>
<u>120</u>	<u>2520-2522 W FOND DU LAC AV</u>	<u>LETDELL B BRIGGS</u>	-	<u>Residential</u>
<u>121</u>	<u>2524 W FOND DU LAC AV</u>	<u>PENTECOST CHURCH OF</u>	<u>GOD IN CHRIST INC</u>	<u>Local Commercial</u>
<u>122</u>	<u>2528 W FOND DU LAC AV</u>	<u>RICHARD A BUSH</u>	-	<u>Residential</u>
<u>123</u>	<u>2532-2538 W FOND DU LAC AV</u>	<u>SALEM SARSOOR</u>	-	<u>Local Commercial</u>
<u>124</u>	<u>2544-2546 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>125</u>	<u>2552-2554 W FOND DU LAC AV</u>	<u>LAKESHA P JACKSON</u>	-	<u>Local Commercial</u>
<u>126</u>	<u>2496 W FOND DU LAC AV</u>	<u>ALLEN RHODES, CARL RHODES,</u>	<u>MCKINLEY RHODES &</u>	<u>Local Commercial</u>
<u>127</u>	<u>2328-2364 N 27TH ST</u>	<u>MILWAUKEE AREA WORKFORCE</u>	<u>INVESTMENT BOARD LLC</u>	<u>Specail Mercantile</u>
<u>128</u>	<u>2341 N 25TH ST</u>	<u>EEI REAL EST HOLDINGS</u>	<u>PRIMA LLC</u>	<u>Specail Mercantile</u>
<u>129</u>	<u>2502 W TAMARACK ST</u>	<u>FOND DU LAC APARTMENTS LLC</u>	<u>C/O HEARTLAND HOUSING INC</u>	<u>Mercantile Apartment</u>
<u>130</u>	<u>2450 W NORTH AV</u>	<u>ST ANN CENTER PROPERTIES INC</u>	<u>ATTN SR EDNA LONEGAN</u>	<u>Exempt</u>
<u>131</u>	<u>2635 W FOND DU LAC AV</u>	<u>FRYERZ, INC.</u>	<u>BASSAM AL-RAMAHI</u>	<u>Local Commercial</u>
<u>132</u>	<u>2041 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	<u>FOND DU LAC PEDESTRIAN MALL</u>	<u>Exempt</u>

<u>133</u>	<u>2033-2035 W FOND DU LAC AV</u>	<u>STRATEGIC HOLDINGS AND</u>	<u>CONFIDENT CONSULTING LLC</u>	<u>Local Commercial</u>
<u>134</u>	<u>2029-2031 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>135</u>	<u>2025-2027 W FOND DU LAC AV</u>	<u>MC FOND PROPERTIES LLC</u>	-	<u>Local Commercial</u>
<u>136</u>	<u>2019 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>137</u>	<u>2007-2015 W FOND DU LAC AV</u>	<u>COLUMBIA SAVINGS & LOAN ASSN</u>	-	<u>Specail Mercantile</u>
<u>138</u>	<u>2209 N 20TH ST</u>	<u>WWG PROPERTY</u>	<u>INVESTMENTS LLC</u>	<u>Residential</u>
<u>139</u>	<u>2008 W GARFIELD AV</u>	<u>CITY OF MILW REDEV AUTH</u>	-	<u>Exempt</u>
<u>140</u>	<u>2200 N 21ST ST</u>	<u>CITY OF MILW REDEV AUTH</u>	-	<u>Exempt</u>
<u>141</u>	<u>2210 N 21ST ST</u>	<u>LILLIAN C BOYD</u>	<u>ALTON V BOYD</u>	<u>Residential</u>
<u>142</u>	<u>2210-A N 21ST ST</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>143</u>	<u>2216 N 21ST ST</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>144</u>	<u>2222 N 21ST ST</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>145</u>	<u>2129-2135 W NORTH AV</u>	<u>ANTONIO M JOSEPH</u>	<u>LATOYA N JOSEPH</u>	<u>Local Commercial</u>
<u>146</u>	<u>2125-2127 W NORTH AV</u>	<u>JULIAN L NELSON</u>	-	<u>Local Commercial</u>
<u>147</u>	<u>2121-2123 W NORTH AV</u>	<u>C.P. CORPORATION INC</u>	-	<u>Local Commercial</u>
<u>148</u>	<u>2111-2117 W NORTH AV</u>	<u>UNITED 1301 INVESTMENT LLC</u>	-	<u>Local Commercial</u>
<u>149</u>	<u>2101-2107 W NORTH AV</u>	<u>ADEL INVESTMENT GROUP LLC</u>	-	<u>Local Commercial</u>
<u>150</u>	<u>2235 W NORTH AV</u>	<u>CITY OF MILW REDEV AUTH</u>	-	<u>Exempt</u>
<u>151</u>	<u>2213 W NORTH AV</u>	<u>3501 MILWAUKEE LLC</u>	-	<u>Local Commercial</u>
<u>152</u>	<u>2000-2040 W FOND DU LAC AV</u>	<u>COLUMBIA SAV & LOAN ASSN</u>	-	<u>Specail Mercantile</u>
<u>153</u>	<u>2635 W NORTH AV</u>	<u>VERA M LEWIS, ETHEL IVORY,</u>	<u>LILLIE IVORY, BETTY OWENS</u>	<u>Local Commercial</u>
<u>154</u>	<u>2625 W NORTH AV</u>	<u>JOHN M MULLARKEY REV TRUST</u>	-	<u>Local Commercial</u>
<u>155</u>	<u>2621-ADJ W NORTH AV</u>	<u>CITY OF MILWAUKEE</u>	<u>C/O CITY REAL ESTATE</u>	<u>Exempt</u>
<u>156</u>	<u>2621 W NORTH AV</u>	<u>BYRON MEYER</u>	-	<u>Local Commercial</u>

<u>157</u>	<u>2613-2619 W NORTH AV</u>	<u>MATT TALBOT</u>	<u>RECOVERY CENTER INC</u>	<u>Local Commercial</u>
<u>158</u>	<u>2609-2611 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>159</u>	<u>2601-2605 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>160</u>	<u>2245-2247 N 26TH ST</u>	<u>BETHESDA OUTREACH</u>	<u>PROGRAM INC</u>	<u>Residential</u>
<u>161</u>	<u>2533 W NORTH AV</u>	<u>NORTHSIDE LUTHERAN MINISTERIE</u>	<u>INC</u>	<u>Exempt</u>
<u>162</u>	<u>2529 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>163</u>	<u>2521 W NORTH AV</u>	<u>GLENN R BROWN</u>	-	<u>Residential</u>
<u>164</u>	<u>2513 W NORTH AV</u>	<u>DEXTER L BROWN</u>	-	<u>Residential</u>
<u>165</u>	<u>2509 W NORTH AV</u>	<u>CITY OF MILWAUKEE</u>	<u>C/O CITY REAL ESTATE</u>	<u>Exempt</u>
<u>166</u>	<u>2501-2503 W NORTH AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>167</u>	<u>2475 W NORTH AV</u>	<u>AUTOZONE INC</u>	<u>DEPT 8088</u>	<u>Local Commercial</u>
<u>168</u>	<u>2451-2457 W NORTH AV</u>	<u>EWS ELECTRIC & INDUSTRIAL TRUCKLING & TRAFFIC CONT</u>	-	<u>Exempt</u>
<u>169</u>	<u>2399 W NORTH AV</u>	<u>POPEYES NORTH CORP</u>	<u>C/O BRODERSEN MGMT</u>	<u>Specail Mercantile</u>
<u>170</u>	<u>2329 W NORTH AV</u>	<u>POPEYES NORTH CORP</u>	<u>C/O BRODERSEN MGMT</u>	<u>Local Commercial</u>
<u>171</u>	<u>1700 W FOND DU LAC AV</u>	<u>SECOND HARVESTERS OF</u>	<u>WISCONSIN INC</u>	<u>Specail Mercantile</u>
<u>172</u>	<u>1635 W NORTH AV</u>	<u>AMJAD TUFAIL</u>	<u>KAUSAR F CHATTHA</u>	<u>Local Commercial</u>
<u>173</u>	<u>1701 W NORTH AV</u>	<u>SD PROPERTIES INC</u>	-	<u>Exempt</u>
<u>174</u>	<u>1721-1723 W NORTH AV</u>	<u>GERALDINE MURRY</u>	-	<u>Residential</u>
<u>175</u>	<u>1729-1735 W NORTH AV</u>	<u>SD PROPERTIES INC</u>	-	<u>Exempt</u>
<u>176</u>	<u>1801-1803 W NORTH AV</u>	<u>GLEN MURPHY</u>	-	<u>Residential</u>
<u>177</u>	<u>1805-1807 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>178</u>	<u>1809 W NORTH AV</u>	<u>WILLIE D WEEKS</u>	<u>CAROLYN WEEKS</u>	<u>Local Commercial</u>
<u>179</u>	<u>1819 W NORTH AV</u>	<u>WILLIE D WEEKS</u>	<u>CAROLYN WEEKS</u>	<u>Local Commercial</u>
<u>180</u>	<u>1829 W NORTH AV</u>	<u>DKLEIN LLC</u>	<u>C/O AUTO PARTS REAL EST LLC</u>	<u>Local Commercial</u>
<u>181</u>	<u>1905 W NORTH AV</u>	<u>WILLIE B WEEKS SR</u>	-	<u>Local Commercial</u>

<u>182</u>	<u>2226-2240 N 20TH ST</u>	<u>JT REAL ESTATE LLC</u>	-	<u>Local Commercial</u>
<u>183</u>	<u>1948-1950 W FOND DU LAC AV</u>	<u>JT REAL ESTATE LLC</u>	-	<u>Local Commercial</u>
<u>184</u>	<u>1944 W FOND DU LAC AV</u>	<u>JT REAL ESTATE LLC</u>	-	<u>Local Commercial</u>
<u>185</u>	<u>1940-1942 W FOND DU LAC AV</u>	<u>JT REAL ESTATE LLC</u>	-	<u>Local Commercial</u>
<u>186</u>	<u>1932-1938 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>187</u>	<u>1928-1930 W FOND DU LAC AV</u>	<u>M.N.M. OF WISCONSIN LLC</u>	-	<u>Local Commercial</u>
<u>188</u>	<u>1924-1926 W FOND DU LAC AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>189</u>	<u>1922 W FOND DU LAC AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>190</u>	<u>1862 W FOND DU LAC AV</u>	<u>JOHNSON PARK LOFTS LLC</u>	-	<u>Mercantile Apartment</u>
<u>191</u>	<u>1848-1850 W FOND DU LAC AV</u>	<u>EYE NTOBOASE LLC</u>	-	<u>Local Commercial</u>
<u>192</u>	<u>1844 W FOND DU LAC AV</u>	<u>MEGAN'S INVESTMENTS LLC</u>	-	<u>Local Commercial</u>
<u>193</u>	<u>1840-1842 W FOND DU LAC AV</u>	<u>EYE NTOBOASE LLC</u>	-	<u>Local Commercial</u>
<u>194</u>	<u>1836 W FOND DU LAC AV</u>	<u>ADAMS GARDEN PARK LLC</u>	-	<u>Local Commercial</u>
<u>195</u>	<u>1834 W FOND DU LAC AV</u>	<u>ADAMS GARDEN PARK LLC</u>	-	<u>Local Commercial</u>
<u>196</u>	<u>1826 W FOND DU LAC AV</u>	<u>ADAMS GARDEN PARK LLC</u>	-	<u>Residential</u>
<u>197</u>	<u>1810-1822 W FOND DU LAC AV</u>	<u>M C COLE</u>	-	<u>Local Commercial</u>
<u>198</u>	<u>1533 W NORTH AV</u>	<u>JACK & HILDA INVESTMENT INC</u>	<u>C/O HILDA KHEIRIEH</u>	<u>Local Commercial</u>
<u>199</u>	<u>1609-1617 W NORTH AV</u>	<u>WELLNESS COMMONS LLC</u>	-	<u>Local Commercial</u>
<u>200</u>	<u>2250-2252 N 16TH ST</u>	<u>JACK & HILDA INVESTMENT INC</u>	-	<u>Residential</u>
<u>201</u>	<u>1515 W NORTH AV</u>	<u>PRIMAX PROPERTIES LLC</u>	-	<u>Local Commercial</u>
<u>202</u>	<u>2265 N 14TH ST</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>

<u>203</u>	<u>1407 W NORTH AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>204</u>	<u>1419 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>205</u>	<u>1427-1433 W NORTH AV</u>	<u>NAIL F MSEITIF</u>	-	<u>Local Commercial</u>
<u>206</u>	<u>1437-1439 W NORTH AV</u>	<u>NAIL F MSEITIF</u>	-	<u>Local Commercial</u>
<u>207</u>	<u>1319 W NORTH AV</u>	<u>BACHAN & PATRICIA SINGH</u>	-	<u>Specail Mercantile</u>
<u>208</u>	<u>1351 W NORTH AV</u>	<u>JOHN M STERN</u>	<u>C/O WINDERMERE PROPERTIES</u>	<u>Local Commercial</u>
<u>209</u>	<u>2250 N 14TH ST</u>	<u>CARLA R HARRIS</u>	-	<u>Residential</u>
<u>210</u>	<u>1375-1379 W NORTH AV</u>	<u>CITY OF MILWAUKEE</u>	-	<u>Exempt</u>
<u>211</u>	<u>1373 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>212</u>	<u>1369 W NORTH AV</u>	<u>CITY OF MILW</u>	-	<u>Exempt</u>
<u>213</u>	<u>1337-1339 W NORTH AV</u>	<u>BACHAN SINGH</u>	-	<u>Local Commercial</u>
<u>214</u>	<u>1333-1335 W NORTH AV</u>	<u>BACHAN SINGH</u>	-	<u>Local Commercial</u>
<u>215</u>	<u>1205 W NORTH AV</u>	<u>BFC MANAGEMENT LTD INC</u>	<u>C/O THOMAS ROEPSCH CPA</u>	<u>Specail Mercantile</u>
<u>216</u>	<u>1115 W NORTH AV</u>	<u>CITY OF MILWAUKEE</u>	<u>C/O CITY REAL ESTATE</u>	<u>Exempt</u>
<u>217</u>	<u>1101-1105 W NORTH AV</u>	<u>CITY OF MILWAUKEE</u>	<u>C/O CITY REAL ESTATE</u>	<u>Exempt</u>
<u>218</u>	<u>2242 N 12TH ST</u>	<u>M SAJAN I LLC</u>	-	<u>Specail Mercantile</u>
<u>219</u>	<u>1003 W NORTH AV</u>	<u>ZAILOTI II LLC</u>	-	<u>Specail Mercantile</u>
<u>220</u>	<u>925-929 W NORTH AV</u>	<u>BACHAN SINGH</u>	-	<u>Local Commercial</u>

Appendix F

Marketplace Business Improvement District 32 2020 Board of Directors

Sharon Adams, Chair

Adams Garden Park, Co-Owner
BID area property owner
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Sharonfosteradams@gmail.com

Joann Harris-Comodore, Vice Chair

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Arthur Wilson, Secretary

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Sister Edna Lonegran

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Candace Hennessy

Curative Care Network
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Milwaukee, WI 53226
414-479-9360 or 414-507-9900 cell
chennessy@curative.org

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32

FINANCIAL STATEMENTS

FOR THE YEAR ENDED DECEMBER 31, 2018

(With Summarized Totals for the Year Ended December 31, 2017)

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32

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Independent Auditor's Report

Board of Directors
North Avenue Marketplace Business Improvement District No. 32

We have audited the accompanying financial statements of North Avenue Marketplace Business Improvement District No. 32 which comprise the statement of financial position as of December 31, 2018, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Organization's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of North Avenue Marketplace Business Improvement District No. 32 as of December 31, 2018, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

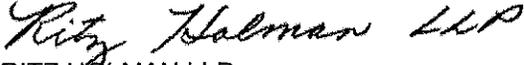
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Board of Directors
North Avenue Marketplace Business Improvement District No. 32

Report on Summarized Comparative Information

We have previously audited North Avenue Marketplace Business Improvement District No. 32's December 31, 2017 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated March 12, 2018. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2017, is consistent, in all material respects, with the audited financial statements from which it has been derived.


RITZ HOLMAN LLP
Certified Public Accountants

Milwaukee, Wisconsin
March 18, 2019

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2018
(With Summarized Totals for December 31, 2017)

	<u>2018</u>	<u>2017</u>
ASSETS		
ASSETS		
Current Assets		
Cash in Banks	\$ 39,332	\$ 50,488
Prepaid Expenses	477	1,313
Security Deposit	700	700
Total Current Assets	<u>\$ 40,509</u>	<u>\$ 52,501</u>
Fixed Assets		
Equipment	\$ 5,735	\$ 5,735
Less: Accumulated Depreciation	<u>(5,108)</u>	<u>(4,881)</u>
Net Fixed Assets	<u>\$ 627</u>	<u>\$ 854</u>
Intangible Assets		
Website	\$ 10,940	\$ 8,181
Less: Accumulated Amortization	<u>(5,198)</u>	<u>(4,140)</u>
Net Intangible Assets	<u>\$ 5,742</u>	<u>\$ 4,041</u>
TOTAL ASSETS	<u><u>\$ 46,878</u></u>	<u><u>\$ 57,396</u></u>
LIABILITIES AND NET ASSETS		
LIABILITIES		
Current Liabilities		
Accounts Payable	\$ 3,091	\$ 400
Payroll Liabilities	<u>1,711</u>	<u>462</u>
Total Current Liabilities	<u>\$ 4,802</u>	<u>\$ 862</u>
LONG-TERM LIABILITIES		
Loan Payable	\$ 100,000	\$ ---
Total Liabilities	<u>\$ 104,802</u>	<u>\$ 862</u>
NET ASSETS		
Without Donor Restrictions (Deficit)	\$ (59,886)	\$ 37,128
With Donor Restrictions	<u>1,962</u>	<u>19,406</u>
Total Net Assets	<u>\$ (57,924)</u>	<u>\$ 56,534</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 46,878</u></u>	<u><u>\$ 57,396</u></u>

The accompanying notes are an integral part of these financial statements.

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2018
(With Summarized Totals for the Year Ended December 31, 2017)

	Without Donor Restrictions	With Donor Restrictions	2018 Total	2017 Total
REVENUE				
City of Milwaukee BID Assessment	\$ 73,136	\$ ---	\$ 73,136	\$ 81,034
Grants	107,538	1,962	109,500	25,000
Newsletter Promotion	8,550	---	8,550	---
Other Program Revenue	348	---	348	---
Contributions	2	---	2	---
Net Assets Released from Restrictions	19,406	(19,406)	---	---
Total Revenue	<u>\$ 208,980</u>	<u>\$ (17,444)</u>	<u>\$ 191,536</u>	<u>\$ 106,034</u>
EXPENSES				
Program Services	\$ 282,784	\$ ---	\$ 282,784	\$ 68,754
Management and Supporting Services	23,210	---	23,210	6,928
Total Expenses	<u>\$ 305,994</u>	<u>\$ ---</u>	<u>\$ 305,994</u>	<u>\$ 75,682</u>
CHANGE IN NET ASSETS	\$ (97,014)	\$ (17,444)	\$ (114,458)	\$ 30,352
Net Assets, Beginning of Year	<u>37,128</u>	<u>19,406</u>	<u>56,534</u>	<u>26,182</u>
NET ASSETS, END OF YEAR	<u><u>\$ (59,886)</u></u>	<u><u>\$ 1,962</u></u>	<u><u>\$ (57,924)</u></u>	<u><u>\$ 56,534</u></u>

The accompanying notes are an integral part of these financial statements.

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2018
(With Summarized Totals for the Year Ended December 31, 2017)

	Zilber Foundation Grant	Street Maintenance	Let's Grow Together	Pop Up MKE	Redevelopment	Other	Total Program Services	Management and General	2018 Total	2017 Total
Professional Fees	\$ 5,414	\$ -	\$ -	\$ -	\$ -	\$ 39,364	\$ 44,778	\$ 16,428	\$ 61,206	\$ 46,536
Salaries	-	-	-	-	-	2,769	2,769	308	3,077	10,789
Payroll Taxes	-	-	-	-	-	212	212	23	235	1,154
Occupancy	-	-	-	4,000	-	7,560	11,560	840	12,400	8,400
Insurance	-	-	-	-	-	-	-	627	627	422
Program Supplies	82	73	-	1,881	-	-	2,036	-	2,036	500
Office Supplies	-	12	26	-	-	-	38	507	545	542
Telephone and Internet	-	-	-	445	-	3,843	4,288	427	4,715	1,740
Postage	46	43	44	45	-	-	178	418	596	236
Printing and Copying	-	-	62	-	-	-	62	955	1,017	73
Advertising	-	-	121	-	-	-	121	-	121	-
Repairs and Maintenance	-	1,037	-	1,200	-	-	2,237	1,805	4,042	-
Depreciation and Amortization	-	-	-	-	-	-	-	1,286	1,286	228
Travel	-	-	-	3	-	-	3	20	23	45
Software Expense	-	-	-	-	-	-	-	475	475	414
Grants to Businesses and Sponsors	-	-	-	-	200,000	-	200,000	-	200,000	1,700
Interest Expense	-	-	-	-	-	-	-	12	12	-
Membership Dues	-	-	-	-	-	-	-	150	150	-
Website Development and Maintenance	2,500	-	-	-	-	-	2,500	(1,904)	596	1,085
Community Outreach	6,500	-	5,420	-	-	-	11,920	200	12,120	1,000
Other Expenses	-	-	-	82	-	-	82	633	715	818
TOTALS	\$ 14,542	\$ 1,165	\$ 5,673	\$ 7,656	\$ 200,000	\$ 53,748	\$ 282,784	\$ 23,210	\$ 305,994	\$ 75,682

The accompanying notes are an integral part of these financial statements.

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2018
(With Summarized Totals for the Year Ended December 31, 2017)

	2018	2017
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ (114,458)	\$ 30,352
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities		
Depreciation and Amortization	1,286	228
Non-cash Loan	100,000	---
(Increase) Decrease in Prepaid Expenses	836	(1,313)
Increase (Decrease) in Accounts Payable	2,691	(1,901)
Increase (Decrease) in Payroll Liabilities	1,249	(268)
Net Cash (Used) Provided by Operating Activities	\$ (8,396)	\$ 27,098
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Intangible Assets	\$ (2,760)	\$ (4,041)
Net Cash Used by Investing Activities	\$ (2,760)	\$ (4,041)
Net (Decrease) Increase in Cash and Cash Equivalents	\$ (11,156)	\$ 23,057
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	50,488	27,431
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$ 39,332	\$ 50,488

The accompanying notes are an integral part of these financial statements.

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2018

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2018

NOTE A - Summary of Significant Accounting Policies

Organization

The Organization is exempt from income tax under Section 501(a) of the Internal Revenue Code as an affiliate of a government unit. The North Avenue Marketplace Business Improvement District #32 (BID #32) was created by the Common Council of the City of Milwaukee pursuant to Wisconsin statutes and started operations in January 2005. The mission of the North Avenue Marketplace Business Improvement District #32 is to create a vibrant environment where businesses and residents in the Fond du Lac - North Avenue area can thrive and grow. BID #32 accomplishes this mission by developing programs aimed at the promotion, management, maintenance and development of the district.

Accounting Method

The financial statements of North Avenue Marketplace Business Improvement District #32 have been prepared on the accrual basis of accounting.

Basis of Presentation

The Organization reports information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions, and net assets with donor restrictions.

Cash and Cash Equivalents

For purposes of the statement of cash flows, cash and cash equivalents include all highly liquid debt instruments with original maturities of three months or less when purchased.

Fixed Assets

Fixed assets are recorded at cost. Depreciation is provided over the estimated useful lives of the assets using the straight-line method. The Organization capitalizes fixed assets costing a minimum of \$500.

Contributions

All contributions are considered available for the Organization's general programs unless specifically restricted by the donor. Amounts received that are designated for future periods or restricted by the donor are reported as net assets with donor restrictions and increase net assets with donor restrictions. Contributions received with restrictions that are met in the same reporting period are reported as revenue without donor restrictions and increase net assets without donor restrictions. When a restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions. Investment income that is limited to specific uses by donor restrictions is reported as increases in net assets without donor restrictions if the restrictions are met in the same reporting period as the income is recognized.

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2018**

NOTE A - Summary of Significant Accounting Policies (continued)

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Functional Expenses

The Organization allocates costs directly to program, management, or fundraising when appropriate. Certain expenses are attributable to one or more programs or supporting functions of the organization. Those expenses include salaries and contract services which are allocated based on estimates of time and effort.

NOTE B - Comparative Financial Information

The financial information shown for 2017 in the accompanying financial statements is included to provide a basis for comparison with 2018 and presents summarized totals only. The comparative information is summarized by total only, not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity to generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2017 from which the summarized information was derived.

NOTE C - Liquidity

The organization maintains cash and cash equivalents on hand to represent approximately five months of general operating expenditures. These balances are held in liquid bank accounts or other securities with maturities of three months or less.

NOTE D - Concentration of Risk

North Avenue Marketplace Business Improvement District #32 receives property assessment income from the City of Milwaukee. The Organization's operations rely on the availability of these funds. Approximately 80% of the Organization's revenue was from the City of Milwaukee for the year ended December 31, 2018.

NOTE E - Intangible Assets

The intangible assets of \$10,940 presented on the statement of financial position represents website design costs incurred as of December 31, 2018 as shown in the table below.

<u>Amortized Asset</u>	<u>Gross Value</u>	<u>Accumulated Amortization</u>	<u>Residual Value</u>	<u>Life</u>
Website	\$10,940	\$5,198	\$5,742	5 years

**NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2018**

NOTE F - Loan Payable

On September 1, 2016, the Organization entered into an agreement with the City of Milwaukee (City) and Moran Foods, LLC (Developer) to support redevelopment of property within the district. Under the terms of the agreement, the City provided \$200,000 in financial assistance to the Organization, which included a \$100,000 loan component and a \$100,000 grant component.

On November 27, 2018, the City disbursed \$200,000 into an escrow account based on supporting documentation received from the Developer. These funds were then granted to the Developer by the Organization and were disbursed by the City out of the escrow account.

The loan from the City of \$100,000 bears 3.75% interest, payable annually over 20 years. The first installment is due March 1, 2019, with final maturity on March 1, 2038.

The future scheduled maturities of long-term debt are as follows:

		<u>Principal</u>		<u>Interest</u>		<u>Total</u>
2019	\$	5,875	\$	1,325	\$	7,200
2020		3,670		3,530		7,200
2021		3,808		3,392		7,200
2022		3,951		3,249		7,200
2023		4,099		3,101		7,200
2024 and Thereafter		<u>78,597</u>		<u>24,413</u>		<u>103,010</u>
		<u>\$ 100,000</u>		<u>\$ 39,010</u>		<u>\$ 139,010</u>

NOTE G - Net Assets

The Organization has deficit net assets without donor restrictions as of December 31, 2018. The deficit results from the loan from the City and will be reduced annually as the loan is repaid.

The Organization has net assets with donor restrictions from a grant that funded the Pop-Up Milwaukee Initiative. The balance of net assets with donor restrictions as of December 31, 2018, was \$1,962.

NOTE H - Assessment Income

In order to provide revenues to support the Organization's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified area of North and Fond du Lac Avenues between 17th and 27th Street. The assessment is calculated based on assessed values of the properties as of every fall. The assessment levied on properties was \$6.60/1,000 for every dollar of assessed property value with a minimum assessment of \$300 and a maximum of \$1,500 for the year ended December 31, 2018.

NORTH AVENUE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT #32
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2018

NOTE I - Management Agreement

The organization signed an agreement with the community engagement specialist to perform the duties customary to the position of Executive Director. Total expenses paid to the contractor for the year ended December 31, 2018, were \$41,521 and are reported as professional fees.

NOTE J - Operating Lease

The Organization leased office space in Milwaukee, Wisconsin, under a two-year operating lease that expired on April 30, 2018. The lease terms required monthly payments of \$700. At the expiration of the lease term, tenancy continued on a month-to-month basis. Total lease expense was \$8,400 as of December 31, 2018.

In addition to office space, the Organization leased space in Wellness Commons to host the Pop-Up Milwaukee Initiative at a cost of \$4,000.

NOTE K - Subsequent Events

The Organization has evaluated events and transactions occurring after December 31, 2018, through March 18, 2019, the date the financial statements were available to be issued, for possible adjustments to the financial statements or disclosures. The Organization has determined that the following subsequent event should be disclosed:

On January 29th, 2019, the Organization entered into a three year lease for office space with a monthly rent of \$1,000.

