

**BUSINESS IMPROVEMENT DISTRICT NO. 21
MILWAUKEE DOWNTOWN
YEAR TWENTY-FOUR OPERATING PLAN**

SEPTEMBER 17, 2020

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I. INTRODUCTION

Under Wisconsin Statutes section 66.1109, cities are authorized to create Business Improvement Districts ("BIDs") upon the petition of at least one property owner within the proposed district. The purpose of the BID statute 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 Wis. Act 184, Section 1, legislative declaration. See Appendix A.

On or about July 16, 1997, the City of Milwaukee (the "City") received a petition from property owners which requested creation of a BID known as the Milwaukee Downtown Management District (the "District"). On October 14, 1997, the Common Council of the City adopted resolution no. 970900, creating the District and approving the initial operating plan for the District (the "Initial Operating Plan"). On November 4, 1997, the Mayor of the City appointed members to the board of the District (the "Board") in accordance with the requirements set forth in Article III.D. of the Initial Operating Plan.

On or about August 20, 2008, owners of additional properties on the fringes of the District's original boundaries petitioned the City to expand the District to include their properties. On October 29, 2008, the Common Council of the City adopted resolution no. 080617, expanding the District boundaries.

The original purpose of the District was to sustain the competitiveness of Downtown and ensure a safe, clean environment conducive to business activity. In connection with strategic planning conducted in 2011 and updated in 2014, a new mission and vision for the District surfaced. The District adopted as a new mission "to lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative and vibrant heart of the community". The District's vision is "to be an economic catalyst. . ." causing Downtown to emerge as a premier destination of choice and Milwaukee to become a renowned world-class region.

Pursuant to the BID statute, this Year Twenty-Four Operating Plan (the "Operating Plan") for the District has been prepared to establish the services proposed to be offered by the District, proposed expenditures by the District and the special assessment method applicable to properties within the District for its twenty-fourth year of operation. This Plan has been developed by the District Board with technical assistance from the Department of City Development, the Department of Public Works and the Police Department.

II. DISTRICT BOUNDARIES

When created in 1997, the District boundaries covered approximately 120 square blocks and encompassed the City's Downtown. The original District boundaries extended to North 4th Street and North 10th Street to the west; West St. Paul Avenue, the Menomonee River, and West Clybourn Street to the south; Lake Michigan to the east and Schlitz Park to the north. As a result of an expansion in 2008 and subsequent adjustments of taxable parcels, the District's current boundaries include expansion areas adjacent to its original boundaries and approximate 110 square blocks. The District's current boundaries extend to I-43 on the west; West St. Paul Avenue, the Menomonee River and West Clybourn Street to the south; Lake Michigan and North Van Buren Street to the east; and Schlitz Park and McKinley Street to the north, as shown in Appendix B of this Operating Plan. A narrative listing of the properties now included in the District is set forth in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The historic objectives of the District are to increase pedestrian traffic Downtown and to better enable Downtown to compete for customers with suburban residential and commercial areas. As a result of strategic planning, the District has committed to elevate its role in Downtown economic development.

Since its inception, the District has attempted to achieve its objectives by, among other methods, supplementing the maintenance and security services provided by the City in order to increase the safety and cleanliness (and the perceived safety and cleanliness) of Downtown. The City will continue to provide its current level of maintenance and policing services. The City and the District have entered into the cooperation agreement on file in the District's office (the "Cooperation Agreement"). For several years, the District also has sought to achieve its objectives by marketing Downtown as a great place to live, work and play and by working with like-minded associates to attract and retain businesses.

The District's recent strategic planning update articulates new objectives, including: (1) to reposition the District as a driver of economic prosperity in Downtown; (2) to play a leadership role on catalytic projects, including the HOP MKE Streetcar, West Wisconsin Avenue renaissance, Sculpture Milwaukee, the first Downtown dog exercise area, refurbishing Cathedral Square Park and various public space making projects; and (3) to harness

the energy and vibrancy of diverse Downtown residents, young professionals and other Downtown believers to position them for leadership roles in the Downtown community. A summary of the District's objectives and priorities arising out of its 2014 strategic plan and 2018 rapid refresh are attached hereto as Appendix E.

In addition, since its creation in 1997, the District has championed Downtown's equity and diversity. The District will continue to advocate, listen and build bridges to help end systemic racism and to create an exceptional quality of life environment for all members of its community regardless of age, race, gender or sexual orientation. The District pledges to do its part in advancing and advocating for a community of tolerance, peace and understanding.

B. Proposed Activities

The District offers Downtown owners and occupants additional safety personnel, enhanced sidewalk cleaning, supplemental public space maintenance and integrated marketing and promotional services to complement the base level of services currently being provided by the City. As a supplement to City services, the District retains and manages its own safety and maintenance contracts and develops and implements its own marketing initiatives. The District has hired a chief executive officer (or CEO), who reports to the Board, to implement and manage the day to day activities of the District, to supervise all District staff and independent contractors and to spearhead updated 2014 strategic planning objectives. District staff supervised by the CEO may include an economic development director, a marketing and events coordinator, an environment specialist, an administrative assistant and/or up to four interns or other support staff. The following are the activities proposed by the District for calendar year 2021. The District may, from time to time and as it deems necessary, adjust the size and scope of the activities and staffing levels described below, but only so long as such adjustments in activities and staff are part of the activities identified in this Operating Plan. Many traditional activities may be implemented differently, following best practices to reduce the spread of COVID-19; some marketing events and activities may become entirely virtual. The District may not undertake new activities except as included in duly approved operating plans for future years.

1. Public Service Ambassadors Program. The District will continue to sponsor a Public Service Ambassador Program to provide safety and goodwill services to Downtown, supplemental to existing City police services. The aim of the program is to increase the public's comfort

and sense of security through a visible, uniformed presence in addition to law enforcement.

The District may implement this program either by hiring staff directly or by hiring independent contractors to provide staff. In either case, a PSA director, who will report to the CEO, will be hired to manage this program, hire and supervise staff and maintain communications with police. Public Service Ambassadors ("PSAs"), including shift supervisors, will be retained to provide approximately 30,680 on-duty hours subject to dictates from the District. The District, in cooperation with the City Police Department, Visit Milwaukee and other City departments and resources, will develop an intensive initial training program, as well as on-going in-service and field training, for PSAs. Training will focus on available City services, preventing and reporting crime, dealing with panhandlers and the homeless, applicable sanitation and building codes, radio communications, first aid and CPR, Milwaukee history and local attractions, general retailing, communications skills and interactions with residents and visitors. For a portion of their training PSAs will be paired with police officers or experienced PSAs patrolling their beats. Training will be supplemented by a book of Operating Rules and Procedures serving as a guide for handling both common and unusual incidents.

Following their training, uniformed but unarmed PSAs will be assigned "beats" to patrol on foot. Beat assignments will be based on the amount of foot traffic in the area, hours of business operation, special event schedules, police beat assignments, crime statistics and trends, and Responsible Hospitality Task Force recommendations for night-time economy management. Generally, PSAs will be deployed on beats to maximize the provision of security services during peak hours like weekday lunch hours, before and after business hours at burgeoning nighttimes and for special events. PSAs shall employ smart phone/GIS tracking technology to determine appropriate PSA deployment. A schedule for deploying PSAs on their beats shall be developed by the District's CEO together with the PSA director and altered as appropriate for weather, redeployment for special events and for changing circumstances.

PSAs' primary responsibilities will be to assist and direct workers, shoppers, diners, sports fans, club-goers and visitors, and to observe and report suspicious behavior. PSAs must familiarize themselves

with the businesses and residents in their beats and be able to recognize suspicious behavior. PSAs will be supplied with uniforms to create an official but approachable appearance and will be equipped with smart phone-type devices to report any incidents to a PSA supervisor/dispatcher linked directly to the City Police Department. One PSA supervisor/dispatcher shall be on duty or on call whenever PSAs are on patrol. Using handheld smart phone-type devices, the PSA supervisor will maintain communications among PSAs, other Downtown security personnel and City police.

The City Police Department shall provide the District with the ability to monitor police calls for service. The District will permit any on-duty police officers assigned to the Downtown area to work out of the District office. The agreement between the District and the City Police Department regarding services to be provided is more fully described in the letter from Chief of Police Arthur L. Jones dated July 17, 1997 on file in the District's office.

The District will pursue partnerships with other service providers. These partnerships may include development of a policy for referring panhandlers and the homeless to appropriate resources and/or working with other Downtown security resources to share information and develop response strategies.

2. Clean Sweep Ambassadors Program. The District will continue to sponsor a Clean Sweep Ambassador Program to provide additional sidewalk cleaning and public space maintenance, to implement special projects and, more generally, to introduce an active, positive force in Downtown.

The District may provide cleaning, maintenance, graffiti removal and landscaping services in any manner deemed reasonable by the District Board, including hiring staff directly or hiring independent contractors to provide staff. In any event, a CSA director will be selected, who will report to the District's CEO, to manage this program, hire and supervise staff and serve as a liaison among City departments and property owners and businesses. During the summer months, a minimum of 14 full-time equivalent Clean Sweep Ambassadors ("CSAs") will report directly to the CSA director. Fewer CSAs may service the District during the winter months. Full-time CSA staff will be trained in maintenance, safety and informational services and furnished with identifiable uniforms. In addition, the District may retain other staff and/or independent

contractors as it deems reasonable to perform the tasks necessary to implement the program.

The maintenance efforts of CSAs, other staff and independent contractors retained, paid and uniformed by the District will complement the efforts of the City Department of Public Works. CSAs will manually sweep sidewalks and riverwalks, pick up litter and remove graffiti each day. Weather permitting, CSAs will mechanically sweep public sidewalks and riverwalks in a rotation consistent with the City's street sweeping schedule--with approximately one fifth of the District being swept each working day. From April through October, CSAs will also power wash and steam clean sidewalks and clean, maintain, water, plant and weed tree wells and planters. CSAs will be assigned "beats" depending on the public use of the area and the need for services. A schedule for deploying CSAs and their tasks, shall be developed by the District's CEO and the CSA director and altered as appropriate for restrictions imposed by weather and redeployment as necessary in the judgment of District staff.

In addition to their daily cleaning and maintenance duties, the District may deploy CSAs to accomplish special projects. These projects may range from the installation and removal of holiday lights to set up and clean up for special events to "Super-Block" clean up.

In servicing all aspects of the CSA program, CSAs and other staff servicing this program will maintain a friendly and helpful presence Downtown. Working during busy hours in recognizable uniforms, they will create an aura, not only of cleanliness, but also of safety. CSAs will be trained in crime resistance and to furnish helpful information and directions to residents and visitors. CSAs will remain in contact with the District office and its other resources using handheld PDA-type devices.

3. Economic Development; Marketing; Business Recruitment and Retention. In furtherance of its 2018 strategic planning objectives, District staff, generally, and an economic development director, in particular, shall strive to attract, retain and grow businesses paying family-supporting wages in Downtown Milwaukee. District efforts shall include, but not be limited to, maintaining relevant market and demographic data, linking business and government resources and providing and/or identifying expertise to assist in business growth.

District staff will coordinate and/or contract to implement public relations programming to promote the cleaner, safer, friendlier Downtown being created through District efforts. Marketing and programming will aim to encourage increased use of Downtown, to attract businesses to locate, remain and expand in Downtown and to convince both constituents of the District and potential users that Downtown is a positive destination with unique qualities and amenities.

District staff will continue the District's marketing campaign based on a fresh "Downtown" theme. District staff will continue an internal communications program to inform members about District activities and benefits. Internal communications may include a semi-annual newsletter, an annual report, various print and e-mail notices and increased social media. District staff will maintain an umbrella-advertising theme, graphics package and media relations program. District staff will cross sell Downtown's assets with various seasonal promotions.

In addition, District staff will develop and/or contract for other marketing initiatives, attractions and/or events promoting Downtown. These marketing initiatives may include a comprehensive marketing campaign targeted at appropriate constituencies and/or traveling information kiosks and/or similar devices which may be staffed and deployed at various events (inside and outside of Downtown) to increase District visibility and outreach.

District staff will strive to attract and retain synergistic businesses. District staff will administer, together with the City of Milwaukee, a program of grants and forgivable loans for retailers and landlords to upgrade storefront spaces within the District. The District also will allocate up to \$95,000 for catalytic economic development special projects, provided that each project must be approved by the District Board consistent with criteria adopted and applied by the Board.

The District may also sponsor or co-sponsor recurring special events such as the Holiday Lights Festival, Downtown Dining Week, Taste and Toast, Downtown Employee Appreciation Week and Tunes at Noon.

The District will continue its sponsorship of the annual holiday lighting each November. Each year, the District will cause lighting

purchased by the District in previous years and remaining in good condition to be reinstalled. In addition, the District may spend and/or solicit additional money as it deems necessary to purchase additional and/or replacement holiday lighting. For the winter of 2020-2021, the District will sponsor the twenty-second annual Holiday Lights Festival in Downtown. This festival will continue previous year's street lighting efforts and implement intense lighting displays in select Downtown parks such as Pere Marquette Park, Zeidler Union Square and Cathedral Square.

The District may undertake other economic development and/or marketing initiatives and programming reasonably estimated to attract and retain businesses, residents and tourists to Downtown as deemed appropriate by the District Board.

The District may contract with Milwaukee Downtown, Inc. to coordinate and implement the marketing initiatives described above, as well as related activities. In connection with contracting with Milwaukee Downtown, Inc., the District intends to donate approximately \$1,598,162 to Milwaukee Downtown, Inc. to provide operating funds necessary to implement marketing initiatives and related activities.

4. Initiative to Combat Homelessness. Based on concerns raised by its stakeholders, the District seeks to spearhead initiatives to address chronic homelessness and aggressive panhandling. One such initiative is securing dedicated recurring funding to help end long term chronic homelessness through fundraising efforts such as “Key to Change” and contributions from Downtown residents and stakeholders. Funds raised are intended to allow Milwaukee County to retain a Downtown Homeless Outreach Coordinator and a Downtown Community Prosecutor.
5. Contracting to Extend Activities/Services Outside of the District. Given the District's success, various constituencies periodically request the District to extend activities or provide services outside of the District boundaries. The District is authorized to contract to extend its activities and/or services outside District boundaries and/or to area residents so long as, by majority vote of the Board, any such contract is deemed to (a) advance the District's objectives and (b) provide activities and/or services on a revenue-neutral basis such that the District avoids incurring any costs not directly benefiting properties within the District.

C. Proposed Expenditures and Financing Method

The 2021 proposed annual operating budget for the District is \$4,224,071. \$4,170,000 will be the amount received from District assessments from properties within the District. \$30,770 is additional income that is anticipated to come from several sources, and \$23,301 is income received in 2020 but to be deployed in 2021. See Appendix D. Of these amounts, \$837,682 will finance the Public Service Ambassadors Program, \$1,184,228 will fund the Clean Sweep Ambassadors Program, \$1,824,495 will pay for economic development, marketing, promotions and business retention and recruitment efforts, including retail marketing efforts, and \$377,666 will be reserved for administrative expenses and a contingency (including, without limitation, the salaries of a full-time CEO, an economic development director, a marketing/events coordinator, an environment specialist, an administrative assistant, interns and other District staff, legal fees, insurance costs and office expenses). In the event that the Board reasonably determines that amounts allocated to any particular program are not needed for that program, unneeded amounts for one program may be used for another program. In addition, any funds collected but unspent pursuant to previous years' operating plans and any unanticipated voluntary contributions or other income will be made available in 2021 (for any purpose set forth in this Operating Plan, including without limitation for public information, marketing, promotions and/or economic development efforts). The Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

The Board shall approve an annual operating budget for the District each year. Prior to approving any annual operating budget, the District will mail a public hearing notice and make available a copy of the proposed annual operating plan and budget to all owners of real property within the District. In addition, a Class 2 notice of the public hearing will be published in a local newspaper of general circulation, and the notice, annual operating plan and budget will be posted on the District's website. The District Board will hold a public hearing and approve the annual operating plan and budget for the District for that year. If any year's annual operating budget exceeds the prior year's annual operating budget by 4% or more, such budget must be approved by a 2/3 majority of the entire District Board. (This Year Twenty-Four Operating Plan was unanimously approved by _____ Board members in attendance at the Board meeting of September 17, 2020. Any capital improvements costing more than \$15,000 each or \$40,000 in the aggregate for any one year must be approved by a 2/3 majority of the

entire District Board. For the purposes of this Operating Plan, "capital improvement" means any physical item that is permanently affixed to real estate including, without limitation, street lighting and sidewalk improvements. The term "capital improvement" shall not include, among other things, any maintenance equipment or supply, any communications equipment, any vehicles, any seasonal improvement or any holiday lighting or decorations. After the District Board has approved the annual operating plan and budget, they will be sent to the City for approval, adoption and inclusion in the City's annual budget for that year.

The 2020 assessed valuation of all property subject to assessment within the original District boundaries was approximately \$2,727,214,653. The method of assessing annual operating expenses against properties located within the District is set forth in Article IV of this Operating Plan. Any change in the method of assessing annual operating expenses against properties located within the District must be approved by a 3/4 majority of the entire District Board and a majority of the Common Council of the City. Subsequent revisions to this Operating Plan will specify any additional assessment methodologies and amounts for operating expenses. In addition, if any year's annual aggregate assessment to property owners exceeds the prior year's annual aggregate assessment by 6% or more, such increased assessment must be approved by the owners of property assessed by the District having a property tax assessed valuation equal to at least 3/4 of the aggregate property tax assessed valuation of all property assessed by the District.

The District may not borrow funds without approval of a 2/3 majority of the entire District Board.

D. Organization of the District Board

The Mayor shall appoint members to the District Board. The Board shall be responsible for implementation of this Operating Plan. This requires the Board to negotiate with providers of services and materials to carry out the Operating Plan; to enter into various contracts; to monitor the effectiveness of the District's activities; to ensure compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of District assessments.

Wisconsin Statutes section 66.1109(3)(a) 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.

The Board shall be structured and operate as follows:

1. Board size - 19 members.
2. Composition -
 - (a) Three members shall be representatives of each of the three largest (as measured by assessed valuation) multi-tenant office buildings in the District. In 2021, U.S. Bank Center (777 and 811 East Wisconsin Avenue), 411 East Wisconsin Avenue and 790 North Water Street are the three largest office buildings.
 - (b) Two members shall be representatives of the fourth through the ninth largest (as measured by assessed valuation) multi-tenant office buildings in the District. In 2021, 833 East Michigan Street, 100 East Wisconsin Avenue, Schlitz Park (at the intersection of 2nd and Pleasant Streets), The Milwaukee Center (107 East Kilbourn Avenue), 875 East Wisconsin Avenue and Plaza East (330 East Kilbourn Avenue) are the fourth through the ninth largest multi-tenant office buildings.
 - (c) Three members shall be representatives of any multi-tenant office buildings in the District.
 - (d) Three members shall be representatives of owner-occupied or single tenant buildings in the District with assessed valuations in excess of \$5,000,000. One member from this category shall be a representative of The Northwestern Mutual Life Insurance Company.
 - (e) One member shall be an owner or operator of a street-level retail business located within the District (which business may, but need not, be a restaurant).
 - (f) Two members shall be representatives of hotels located within the District. Such hotels shall not be owned or controlled by the same or related entities or individuals.
 - (g) One member shall be a representative of a tax-exempt entity making a voluntary contribution to the District of not less than \$45,000 annually.

- (h) Two members shall be "at large" members who shall not represent any particular constituency but who shall be owners or occupants of real property located within the District used for commercial purposes.
- (i) Two members shall be the immediate two past chairs of the District Board.

For purposes of measuring the assessed valuations of any building or site set forth above, all contiguous buildings and/or sites connected above- or below-ground, separated only by an intervening street and with identical ownership shall be included as one building or site. (For example, the U.S. Bank Center, consisting of property located at 777 and 811 East Wisconsin Avenue, constitutes one site.) Each year, the Board shall reconfirm the assessed valuations, ownerships and occupancies of all properties located within the District. If the assessed valuation, ownership or occupancy of any particular building or site in any year ceases to satisfy the criteria set forth above, the Board shall rearrange such building or site in the appropriate category. In addition to the composition requirements set forth above, one member of the Board shall also be a member of the board of directors of Westtown Association as long as the Westtown Association remains in existence, and one member of the Board shall also be a member of the board of directors of East Town Association as long as the East Town Association remains in existence. In satisfying the categories for Board members set forth above, the geographic representation of Board members shall be varied to the extent possible.

- 3. Term - Appointments to the Board shall generally be for a period of three years. To the extent possible, the terms of members representing each of the categories set forth in subparagraph (2) above shall be staggered so that the terms of not more than 60% of the representatives of any one category shall expire simultaneously. Despite the expiration of a Board member's term, the member shall continue to serve, subject to the by-laws adopted by the Board, until the member's successor is appointed.
- 4. Compensation - None.
- 5. Meetings - All meetings of the Board shall be governed by the Wisconsin Open Meetings Law if and as legally required.

6. Record Keeping - Files and records of the Board's affairs shall be kept pursuant to public record requirements.
7. Staffing and Office - The Board may employ staff and/or contract for staffing services pursuant to this Operating Plan and subsequent modifications thereof. In 2021, the Board may employ a full-time CEO, a full-time administrative assistant, an economic development director, a marketing and events coordinator, an environmental specialist and/or up to four interns and other support staff. The Board shall maintain an office for the District, which shall be centrally located in Downtown. The District's current office is located at 301 West Wisconsin Avenue, Suite 106. All District staff, including PSAs and CSAs, may work out of the District office or other approved spaces.
8. Meetings - The Board shall meet regularly, at least once quarterly. The Board has adopted rules of order (by-laws) to govern the conduct of its meetings. In the event of a tie in any matter on which an even number of Board Members vote, the vote of the Chair shall be deemed the tie-breaker.
9. Executive Committee - The Board shall elect from its members a chair, a vice-chair, a secretary, a treasurer and an assistant secretary who, together with the immediate past Chair of the Board, shall comprise an Executive Committee of the Board. At least one member of the Executive Committee shall be elected from the category of members set forth in subparagraphs (2)(a) or (b) above. Moreover, the member representing The Northwestern Mutual Life Insurance Company under subparagraph (2)(d) above shall be elected to some office on the Executive Committee. The immediate past chair of the Board shall serve on the Executive Committee until the current Chair ceases to serve as Chair, in which case the immediately past serving Chair shall become immediate past Chair. The Executive Committee shall be authorized to oversee the day to day operations of the District, subject to the by-laws adopted by the Board. In the event of a tie in any matter on which all officers vote, the vote of the Chair shall be deemed the tie-breaker.
10. Non-voting Members - At the option of a majority of the members of the Board, representatives of Visit Milwaukee, the Milwaukee Development Corporation, the Metropolitan Milwaukee Association of Commerce, and one or more significant Milwaukee arts venues

(and/or similar organizations) may be invited to attend meetings of the Board or Executive Committee as nonvoting members.

11. Emeritus Members – By resolution of a majority of the members of the Board, former Board members who have demonstrated extraordinary service to the District may be appointed "emeritus" members in honor and recognition of their exceptional contributions.
12. No public bidding – Notwithstanding anything herein to the contrary and/or any contrary decisions by the Board relative to specific contracts, the District shall not be subject to any prevailing wage and/or public bidding requirements under either Wisconsin Statutes and/or City of Milwaukee ordinances.

E. RELATIONSHIP TO MILWAUKEE DOWNTOWN, INC. AND ALLIANCE FOR DOWNTOWN PARKING AND TRANSPORTATION, INC.

The District is a separate entity from Milwaukee Downtown, Inc., a private, not for profit corporation, exempt from taxation under section 501(c)(3) of the Internal Revenue Code, notwithstanding the fact that some or all of the members, officers and directors of each entity may be shared. Milwaukee Downtown, Inc. shall remain a private organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with the Board. The Board may contract with Milwaukee Downtown, Inc. to provide marketing and promotional services to the District and to retain an economic development director. The Board shall donate operating funds to Milwaukee Downtown, Inc. to facilitate the provision of such services and staffing, all in accordance with this Operating Plan.

The District and Milwaukee Downtown, Inc. are also separate entities from Alliance for Downtown Parking and Transportation, Inc. (the "Alliance"), a private, not for profit corporation, notwithstanding the fact that the District Board appoints all members to the board of directors of the Alliance. The Alliance shall remain a private organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with the Board. The Board may work in tandem with the Alliance and other Downtown commercial organizations to improve and mitigate adverse parking and transportation issues impacting Downtown Milwaukee and to promote positive parking and transportation options within the area, consistent with the purposes of this Operating Plan.

IV. METHOD OF ASSESSMENT

A. Annual Assessment Rate and Method

The annual assessment for District operating expenses will be levied against each property within the District in direct proportion to the commercial assessed value of each property for real property tax purposes on record with the District as of the date the District held the public hearing regarding its Year Twenty-Four Operating Plan (September 17, 2020). No owner of property within the District shall be eligible to receive or be subject to any reductions or increases in its assessment as a result of a decrease or increase in the assessed value for their property occurring after such date. The Board may, however, at its sole option, consider updated assessment information until the Common Council approves this Operating Plan. In addition, the amount of an assessment against a particular property may change from year to year if that property's assessed value changes relative to other properties within the District.

Appendix C identifies each property included in the District and shows the proposed BID assessment for each property for the twenty-fourth year of operation. Such proposed assessments are based on the assessed value and classification estimated in 2020 pursuant to the foregoing formula.

In addition, any amounts due to the District from a property owner pursuant to a contract between the District and the property owner may, at the option of the District Board, become a special assessment or special charge against that property upon 30 days' prior written notice to the property owner.

B. Excluded and Exempt Property

The BID statute requires explicit consideration of certain classes of property. In compliance with the law, the following statements are provided.

1. Wisconsin Statutes section 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 Operating Plan because it is assumed that they will benefit from development in the District.
2. Wisconsin Statutes section 66.1109(5)(a): Property used exclusively for residential purposes will not be assessed. Mixed use properties

containing some residential use will be assessed by the District consistent with applicable law.

3. Consistent with Wisconsin Statutes section 66.1109(5)(a), property within the District boundaries but exempt from general real estate taxes under Wisconsin Statutes section 70.11 may not be specially assessed by the District but will be asked to make a financial contribution to the District on a voluntary basis. Funds collected in this manner in any given year may be used in any manner deemed appropriate by the Board. In addition, consistent with Wisconsin Statutes section 66.1109(1)(b), those tax exempt properties within the original or amended boundaries of the District which later become taxable shall automatically become included within the District and subject to assessment under any current operating plan without necessity to undertake any other act.

V. PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

A. Enhanced Safety and Cleanliness

Under Wisconsin Statutes section 66.1109(1)(f)(4), this Operating Plan is required to specify how the creation of the District promotes the orderly development of the City. The District will enhance the safety and cleanliness of Downtown and, consequently, encourage commerce in the City. Increased business activity in the City will increase sales tax revenues and property tax base.

B. City Role in District Operation

The City has committed to assisting owners and occupants in the District to promote its objectives. To this end, the City has played a significant role in creation of the District and in the implementation of this Operating Plan. In furtherance of its commitment, the City shall:

1. Perform its obligations and covenants under the Cooperation Agreement.
2. Provide technical assistance to the District in the adoption of this and subsequent operating plans and provide such other assistance as may be appropriate.
3. Collect assessments, maintain the same in a segregated account and disburse monies to the Board.

4. Receive annual audits as required per Wisconsin Statutes section 66.1109(3)(c).
5. Provide the Board, through the Office of Assessment, on or before July 1 of each year, and periodically update, with the official City records on the assessed value of each tax key number within the District as of January 1 of each year for purposes of calculating the District assessments.
6. Promptly appoint and confirm members to the Board, consistent with this Operating Plan.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

The BID statute establishes a specific process for reviewing and approving operating plans. Pursuant to the statutory requirements, the following process will be followed:

1. The District shall submit its proposed Operating Plan to the Department of City Development.
2. The Community and Economic Development Committee of the Common Council will review the proposed Operating Plan at a public meeting and will make a recommendation to the full Common Council.
3. The Common Council will act on the proposed Operating Plan.
4. If adopted by the Common Council, the proposed Operating Plan is sent to the Mayor for his approval.
5. If approved by the Mayor, this Year Twenty-Four Operating Plan for the District is approved and the Mayor will appoint, in accordance with Article III.D., new members to the Board to replace Board members whose terms have expired or who have resigned.

VII. FUTURE YEAR OPERATING PLANS

A. Changes

It is anticipated that the District will continue to revise and develop this Operating Plan annually, in response to changing needs and opportunities in

the District, in accordance with the purposes and objectives defined in this Operating Plan.

Wisconsin Statutes section 66.1109(3)(b) 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 proposed activities, information on specific assessed values, budget amounts and assessment amounts are based solely upon current conditions. Greater detail about subsequent years' 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 Operating Plan and the BID statute.

In later years, the District 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 approval of a 3/4 majority of the entire District Board and consent of the City of Milwaukee. In addition, if any year's annual aggregate assessment to property owners exceeds the prior year's annual aggregate assessment by 6% or more, such increased assessment must be approved by the owners of property assessed by the District having a property tax assessed valuation equal to at least 3/4 of the aggregate property tax assessed valuation of all property assessed by the District. Further, as set forth in Article III.C. above, a 2/3 majority of the entire District Board must approve increases in the District operating budget exceeding 4% of the prior year's budget and capital improvement expenditures of over \$15,000 in any one instance or of \$40,000 in the aggregate in any one year.

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.

C. Amendment, Severability and Expansion

This District has been created under authority of Wisconsin Statutes section 66.1109. Except as set forth in the next sentence, should any court find any portion of this statute invalid or unconstitutional its decision will not invalidate or terminate the District and this Operating Plan shall be amended to conform to the law without need of re-establishment. Should any court find invalid or unconstitutional the organization of the entire District Board, any requirement for a 2/3 or 3/4 majority vote of the District Board, the budgeting process or the automatic termination provision of this or any subsequent Operating Plan, the District shall automatically terminate and this Operating Plan shall be of no further force and effect.

Should the legislature amend the statute to narrow or broaden the definition of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this Operating Plan may be amended by a 2/3 majority of the entire District Board and a majority of the Common Council of the City of Milwaukee as and when they conduct their annual Operating

Plan approval and without necessity to undertake any other act. This is specifically authorized under section 66.1109(3)(b).

D. Automatic Termination Unless Affirmatively Extended.

The District Board shall not incur obligations extending beyond twenty-five years from the date on which the District was created. At the end of the twenty-fifth year of the District's existence, the District Board shall prepare an operating plan for the twenty-sixth year that contemplates termination of the District at the commencement of the twenty-sixth year as set forth in Wisconsin Statutes section 66.1109(3)(b), unless the owners of property assessed by the District having a valuation equal to 60% of the valuation of all property assessed by the District affirmatively vote to continue the District.

In addition, the Board may elect by majority vote to terminate the District if the City is in default of any obligation or covenant of the City set forth in the Cooperation Agreement. In such event, the District shall terminate as set forth in Wisconsin Statutes section 66.1109(4m).

APPENDIX A

Wisconsin Statutes section

Updated 2017–18 Wis. Stats. Published and certified under s. 35.18. August 1, 2020.

167 Updated 17–18 Wis. Stats.

MUNICIPAL LAW 66.1109

(b) Designation by the planning commission of the boundaries of a reinvestment neighborhood or area recommended by it to be designated and submission of the recommendation to the local legislative body.

(c) Adoption by the local legislative body of a resolution which:

1. Describes the boundaries of a reinvestment neighborhood or area with sufficient definiteness to identify with ordinary and reasonable certainty the territory included in the neighborhood or area. The boundaries may, but need not, be the same as those recommended by the planning commission.

2. Designates the reinvestment neighborhood or area as of a date provided in the resolution.

3. Contains findings that the area to be designated constitutes a reinvestment neighborhood or area.

History: 1977 c. 418; 1979 c. 361 s. 112; 1985 a. 29 s. 3200 (14); 1999 a. 150 s. 479; Stats. 1999 s. 66.1107; 2001 a. 104.

66.1108 Limitation on weekend work. (1) DEFINITIONS. In this section:

(a) “Construction project” means a project involving the erection, construction, repair, remodeling, or demolition, including any alteration, painting, decorating, or grading, of a private facility, including land, a building, or other infrastructure that is directly related to onsite work of a residential or commercial real estate development project.

(b) “Political subdivision” means a city, village, town, or county.

(2) CONSTRUCTION PROJECTS; WEEKEND WORK. (a) A political subdivision may not prohibit a private person from working on the job site of a construction project on a Saturday. A political subdivision may not impose conditions that apply to a private person who works on a construction project on a Saturday that are inapplicable to, or more restrictive than the conditions that apply to, such a person who works on a construction project during weekdays.

(b) If a political subdivision has enacted an ordinance or adopted a resolution before April 5, 2018, that is inconsistent with par. (a), that portion of the ordinance or resolution does not apply and may not be enforced.

History: 2017 a. 243.

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

2017–18 Wisconsin Statutes updated through 2019 Wis. Act 186 and through all Supreme Court and Controlled Substances Board Orders filed before and in effect on August 1, 2020. Published and certified under s. 35.18. Changes effective after August 1, 2020, are designated by NOTES. (Published 8–1–20)

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.

66.1110 Neighborhood improvement districts. (1) In this section:

(a) “Board” means a neighborhood improvement district board elected under sub. (4) (a).

(b) “Chief executive officer” means a mayor, city manager, village president, or town chairperson.

(c) “Local legislative body” means a common council, village board of trustees, or town board of supervisors.

(d) “Municipality” means a city, village, or town.

(e) “Neighborhood improvement district” means an area within a municipality consisting of nearby but not necessarily contiguous parcels, at least some of which are used for residential purposes and are subject to general real estate taxes, and property that is acquired and owned by the board if the local legislative body approved acquisition of the property under sub. (4) (d) as part of its approval of the initial operating plan under sub. (3) (e).

(f) “Operating plan” means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation, and promotion of a neighborhood improvement district.

(g) “Owner” means the owner of real property that is located within the boundaries, or the proposed boundaries, of a neighborhood improvement district.

(h) “Planning commission” means a plan commission under s. 62.23 or, if none exists, a board of public land commissioners or, if none exists, a planning committee of the local legislative body.

(2) An operating plan shall include at least all of the following elements:

(a) The special assessment method applicable to the neighborhood improvement district.

(b) The kind, number, and location of all proposed expenditures within the neighborhood improvement district.

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

(d) A description of how the creation of the neighborhood improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

(e) A statement as to whether the local legislative body authorizes the board to own real property and, if so, a description of the real property to be owned, the purpose of the ownership, and a statement of to whom the real property will be transferred if the neighborhood improvement district is terminated.

(f) A legal opinion that pars. (a) to (e) have been complied with.

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

(a) An owner of real property subject to general real estate taxes and located in the proposed neighborhood improvement dis-

trict designated under par. (b) has petitioned the municipality for creation of a neighborhood improvement district.

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

(c) At least 30 days before creation of the neighborhood improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed neighborhood 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 neighborhood improvement district, shall be sent by certified mail to all owners of real property within the proposed neighborhood improvement district. The notice shall state the boundaries of the proposed neighborhood 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), one of the following has not filed a petition with the planning commission protesting the proposed neighborhood improvement district or its proposed initial operating plan:

1. 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.

2. 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.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the neighborhood improvement district. The local legislative body shall publish a class 2 notice under ch. 985 regarding the meeting at which the local legislative body will vote on whether to adopt the proposed initial operating plan for the neighborhood improvement district. Before publication, a copy of the notice shall be sent by certified mail to all owners of real property within the proposed neighborhood improvement district.

(4) (a) 1. If the local legislative body adopts the proposed initial operating plan under sub. (3) (e), it shall determine the size of board, which shall consist of at least 5 members, all of whom shall own or occupy real property in the neighborhood improvement district.

2. The number of board members who represent commercial and residential property, respectively, shall be set by the local legislative body, as closely as possible, in the same proportion as is the aggregate valuation of commercial property in the neighborhood improvement district to the total assessed value of all property in the district, and the aggregate valuation of residential property in the district to the total assessed value of all property in the district.

3. The local legislative body shall set the time and place for a meeting at which members of the board will be elected, and shall publish a class 2 notice under ch. 985 that contains this information. The notice shall specify that all individuals who either own or occupy real property within the neighborhood improvement district are eligible to serve on the board and vote at the election.

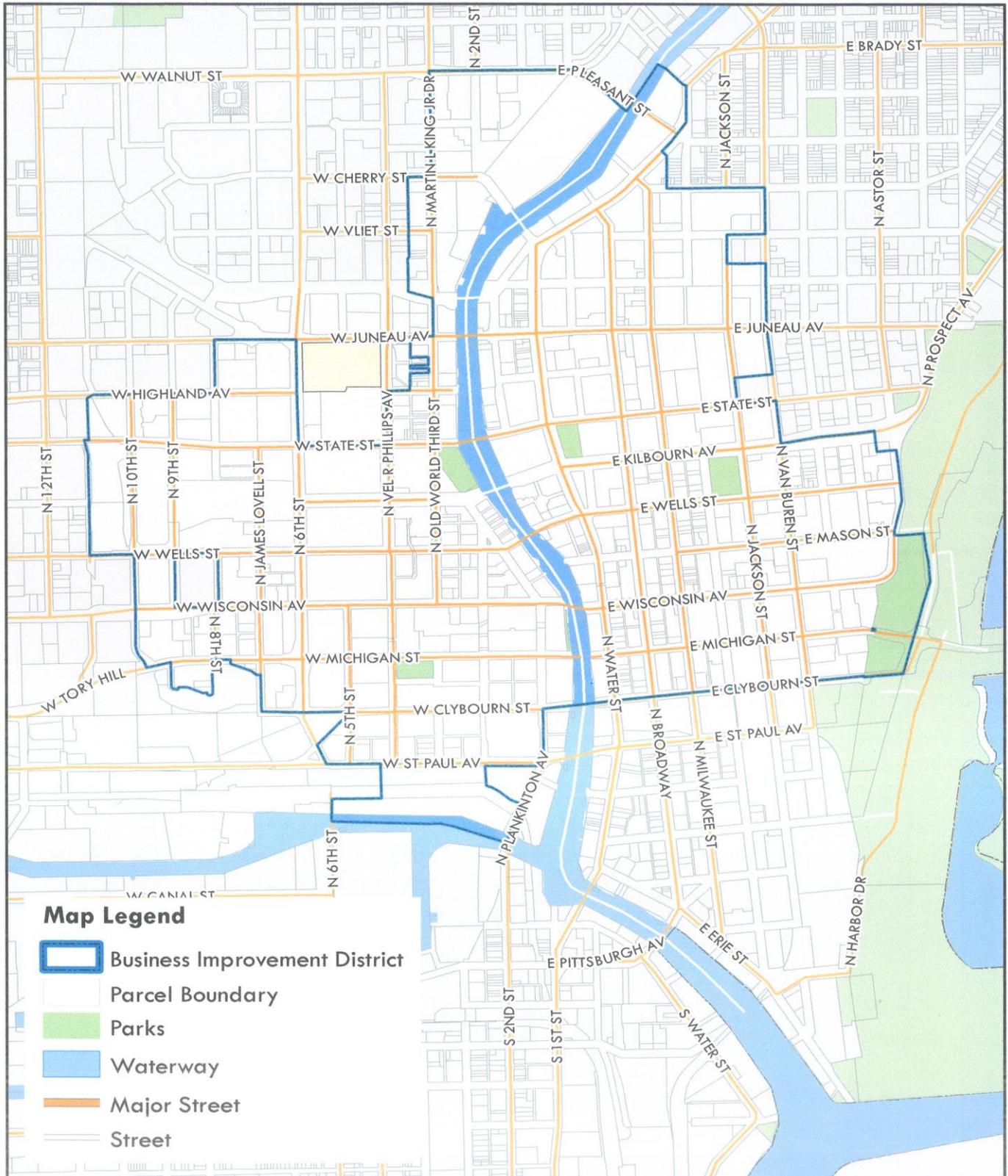
4. At the meeting, the individuals who own or occupy real property shall be divided into 2 groups. One group shall consist of those individuals who own or occupy commercial property, and one group shall consist of those individuals who own or occupy residential property. Each group shall elect from among its members the number of board members set to represent its group by the local legislative body under subd. 2.

5. Board members elected under subd. 4. shall serve a one year term, and may be reelected. Annually, the number of board members who represent commercial and residential properties,

APPENDIX B

BID NO. 21: MILWAUKEE DOWNTOWN CITY OF MILWAUKEE

Prepared by the Dept. of City Development Planning Division, 8/12/2020
Source: City of Milwaukee Information Technology Management Division;
Dept. of City Development Commercial Corridors Team



Document Path: S:\GIS and Data Projects\2020\20-08-12_BID21\BID21_RevisedMap_2020.mxd

APPENDIX C

BID ASSESSABLE

Taxkey	Address	Owner1	Owner2	Class	Building Description	BID Assessable Value	BID Assessment
3610326000	1333-1335 N MARTIN L KING JR DR	BRIAN I MOSEHART		Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 253,440.00	\$ 387.52
3922061100	1433-1475 N WATER ST	CHERRY WATER LLC		Local Commercial	Office Building - Class B	\$ 22,529,600.00	\$ 34,448.49
3922078110	1301 N WATER ST	MH EXCHANGE, LLC		Local Commercial		\$ 349,000.00	\$ 533.63
3610279100	319 W CHERRY ST	MILWAUKEE PLATING COMPANY		Local Commercial	Parking Lot	\$ 197,200.00	\$ 301.53
3610327000	1331 N MARTIN L KING JR DR	MITZ PROPERTIES LLC		Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 267,750.00	\$ 409.40
3601881000	1531-1575 N WATER ST, Unit 201	NORTH END ONE LLC	C/O MANDEL GROUP INC	Local Commercial	Store Building - Multiple Tenants	\$ 968,400.00	\$ 1,480.72
3601882000	459 E PLEASANT ST, Unit 202	NORTH END PHASE I LLC	C/O MANDEL GROUP INC	Local Commercial	Store Building - Single tenant, 1 story	\$ 476,500.00	\$ 728.58
3601852000	1635 N WATER ST, Unit 2	NORTH END PHASE III	RETAIL LLC	Local Commercial	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 3,725,600.00	\$ 5,696.56
3922062100	1421 N WATER ST	SW PLATTVILLE LLC	CHERRY WATER II LLC	Local Commercial	Multi Story Warehouse	\$ 1,644,036.00	\$ 2,513.78
3610877000	422 N 5TH ST	CAFFEINE FACTORY LLC		Manufacturing	Multi Story Warehouse	\$ 1,174,000.00	\$ 1,795.08
3610540111	1030 N OLD WORLD THIRD ST	FRED USINGER INC		Manufacturing		\$ 3,222,600.00	\$ 4,927.46
3921955000	1227 N MILWAUKEE ST	1227 N MILWAUKEE STREET LLC		Mercantile Apartments	AP3 (Conventional Apt with 12-20 Units)	\$ -	\$ -
3920651000	225 E MICHIGAN ST	225 EAST MICHIGAN ST LLC	C/O OUTLOOK MANAGEMENT GROUP	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 3,053,874.00	\$ 4,669.47
3970173100	225-233 W WISCONSIN AV	225 WISCONSIN PARTNERS, LLC		Mercantile Apartments	Subsidized Apartments	\$ -	\$ -
3610799110	401 W MICHIGAN ST	401 W MICHIGAN ST MILW LLC	C/O ISTAR FINANCIAL INC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3610712100	700-714 W MICHIGAN ST	700 LOFTS MILWAUKEE LLC		Mercantile Apartments	Subsidized Apartments	\$ -	\$ -
3930942000	711 E KILBOURN AV	701 E KILBOURN LLC	C/O NEW LAND ENTERPRISES LLC	Mercantile Apartments		\$ 1,902,800.00	\$ 2,909.44
3931001000	777 N VAN BUREN ST, Unit 1	777 NORTH VAN BUREN APTS LLC	C/O NORTHWESTERN MUTUAL	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3921560000	829 N CASS ST	829 CASS LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3610700000	833 W WISCONSIN AV	833 WEST WISCONSIN AVENUE	LLC	Mercantile Apartments	Church	\$ 1,679,000.00	\$ 2,567.25
3921966110	419 E KNAPP ST	ASSISI HOMES JEFFERSON	COURT INC	Mercantile Apartments	Subsidized Apartments	\$ -	\$ -
3921948000	1303-1307 N MILWAUKEE ST	BTS2 LLC	ATTN DANIEL SHOVERS	Mercantile Apartments	AP2 (Conventional Apt with 7-11 Units)	\$ -	\$ -
3921704000	903 E KILBOURN AV	CAPITAL 45 LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3921695000	913 E KILBOURN AV	CCRT COMPANY	%THE EQUITY GROUP INC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3923003000	808 N OLD WORLD THIRD ST, Unit 3	CENTURY BUILDING	MILWAUKEE LLC	Mercantile Apartments	Subsidized Apartments	\$ 88,684.00	\$ 135.60
3610622000	823 N 2ND ST	CHALET AT THE RIVER LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 1,027,037.00	\$ 1,570.37
3920302000	104 E MASON ST	CITY HALL SQUARE	PROPERTIES LLC	Mercantile Apartments	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 190,942.00	\$ 291.96
3922441000	123-137 E WELLS ST	CITY HALL SQUARE	PROPERTIES LLC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 637,602.00	\$ 974.91
3601755000	455 E OGDEN AV, Unit 5	CONVENT HILL GARDENS LP		Mercantile Apartments	Subsidized Apartments	\$ -	\$ -
3601754000	455 E OGDEN AV, Unit 4	CONVENT HILL GARDENS LTD PTN		Mercantile Apartments	Subsidized Apartments	\$ -	\$ -
3601756000	455 E OGDEN AV, Unit 6	CONVENT HILL LLC		Mercantile Apartments	Subsidized Apartments	\$ -	\$ -
3930451000	925 E WELLS ST	CUDAHY TOWER APTS LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 637,266.00	\$ 974.40
3920001121	135 W WELLS ST	GERMANIA HISTORIC LLC		Mercantile Apartments	Subsidized Apartments	\$ 581,906.00	\$ 889.75
3610659000	720 N OLD WORLD THIRD ST	GRAND WIS APARTMENTS LLC	C/O ALEX ROUDI	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 538,556.00	\$ 823.47
3970205000	161 W WISCONSIN AV, Unit 2	HAGGERO'S MALL LLC	C/O SHOPS OF GRAND AVE	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 6,954,432.00	\$ 10,633.55
3921941110	1333-1339 N MILWAUKEE ST	HUNTER ROERS MILWAUKEE LLC		Mercantile Apartments		\$ 838,200.00	\$ 1,281.64
3921410111	1029 N JACKSON ST	JUNEAU VILLAGE SHOPPING	CENTER LLC, DIK 59 LLC ETAL	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3921559000	835 N CASS ST	LBH 2 LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612181000	740-750 W WISCONSIN AV	LIBRARY HILL LLC	C/O MANDEL GROUP INC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3921618000	839 N MARSHALL ST	LPT 27 LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612122000	1141 N OLD WORLD THIRD ST, Unit 27	MILWAUKEE MODERNE		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612103000	1141 N OLD WORLD THIRD ST, Unit 8	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612104000	1141 N OLD WORLD THIRD ST, Unit 9	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612105000	1141 N OLD WORLD THIRD ST, Unit 10	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612106000	1141 N OLD WORLD THIRD ST, Unit 11	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612107000	1141 N OLD WORLD THIRD ST, Unit 12	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612108000	1141 N OLD WORLD THIRD ST, Unit 13	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612109000	1141 N OLD WORLD THIRD ST, Unit 14	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612110000	1141 N OLD WORLD THIRD ST, Unit 15	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612111000	1141 N OLD WORLD THIRD ST, Unit 16	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612112000	1141 N OLD WORLD THIRD ST, Unit 17	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612113000	1141 N OLD WORLD THIRD ST, Unit 18	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612114000	1141 N OLD WORLD THIRD ST, Unit 19	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612115000	1141 N OLD WORLD THIRD ST, Unit 20	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612116000	1141 N OLD WORLD THIRD ST, Unit 21	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612117000	1141 N OLD WORLD THIRD ST, Unit 22	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612118000	1141 N OLD WORLD THIRD ST, Unit 23	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612119000	1141 N OLD WORLD THIRD ST, Unit 24	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612120000	1141 N OLD WORLD THIRD ST, Unit 25	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3612121000	1141 N OLD WORLD THIRD ST, Unit 26	MILWAUKEE MODERNE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3610648100	725 N PLANKINTON AV	MO STREET DEV LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 677,125.00	\$ 1,035.35
3601783100	1501-1511 N WATER ST	NORTH END PHASE IV LLC	C/O MANDEL GROUP INC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3921809121	1500-1524 N MILWAUKEE ST	NORTH END PHASE V LLC	C/O MANDEL GROUP INC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3601851000	1635 N WATER ST, Unit 1	NORTH END THREE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3930991000	795 N VAN BUREN ST	NORTHWESTERN MUTUAL LIFE	INSURANCE COMPANY	Mercantile Apartments	Parking Lot	\$ 1,966,500.00	\$ 3,006.84
3970423000	331 W WISCONSIN AV	NWC 331 MULTIFAMILY LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3610657000	730-734 N OLD WORLD THIRD ST	OLD WORLD THIRD STREET LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 385,900.00	\$ 590.05
3611891000	1401-1407 N MARTIN L KING JR DR	PARK EAST ENTERPRISE LOFTS I		Mercantile Apartments	Subsidized Apartments	\$ 106,130.00	\$ 162.28
3921953000	1241-1243 N MILWAUKEE ST	ROBERT S STEMBERGER	NANCY GUDEX	Mercantile Apartments	AP2 (Conventional Apt with 7-11 Units)	\$ -	\$ -
3910881000	1004 N 10TH ST	ST ANTHONY'S APARTMENTS LLC		Mercantile Apartments	Subsidized Apartments	\$ 1,324,320.00	\$ 2,024.93
3610701000	825-831 W WISCONSIN AV	ST JAMES COURT HISTORIC	APARTMENTS LTD PTNRSH	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 244,782.00	\$ 374.28
3970206000	161 W WISCONSIN AV, Unit 3	SUNSET INVESTORS-	PLANKINTON LLC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 293,576.00	\$ 448.89
3970212000	161 W WISCONSIN AV, Unit 5C	SUNSET INVESTORS-	PLANKINTON LLC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3921629000	826 N CASS ST	TAH 14 LLC	C/O EDGEWATER REAL ESTATE	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3600701110	1319-1339 N JACKSON ST	TAH 60 LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3960511000	909 E MICHIGAN ST	THE COUTURE LLC		Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ 12,880,000.00	\$ 19,693.94
3921570000	804-808 N VAN BUREN ST	TOMAR LIMITED PARTNERSHIP	C/O KEY MANAGEMENT	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$ -	\$ -
3921394000	826-828 N MILWAUKEE ST	TRISTAN ESTATES LLC		Mercantile Apartments	AP3 (Conventional Apt with 12-20 Units)	\$ -	\$ -

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3601862000	1437 N JEFFERSON ST	WI AVENIR APARTMENTS LLC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$	-	\$	-
3981281000	735 W WISCONSIN AV	WISCONSIN AVENUE LOFTS LLC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$	403,482.00	\$	616.94
3611722000	612-624 W WISCONSIN AV	WISCONSIN AVENUE PROPERTY LLC	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$	511,328.00	\$	781.84
3921463100	626 E KILBOURN AV	YANKEE HILL HSG PTNRS LP	Mercantile Apartments	AP4 (Conv Apt with 21 or more Units)	\$	-	\$	-
3920605111	111 E WISCONSIN AV	111 E WISCONSIN PROPERTY OWNER LLC	Special Mercantile	Office Building - Class B	\$	26,935,200.00	\$	41,184.80
3920614111	543 N WATER ST	111 E WISCONSIN PROPERTY OWNER LLC	Special Mercantile	Parking Garage, Parking Ramp	\$	7,026,300.00	\$	10,743.44
3610776114	105-111 W MICHIGAN ST	111 MICHIGAN PARTNERS LLC	Special Mercantile	Office Building - Class B	\$	14,453,400.00	\$	22,099.72
3610427000	1121-1123 N OLD WORLD THIRD ST	1117 NOW3RD LLC	Special Mercantile	Parking Lot	\$	183,400.00	\$	280.42
3610429000	1117-1119 N OLD WORLD THIRD ST	1117 NOW3RD LLC	Special Mercantile	Parking Lot	\$	269,700.00	\$	412.38
3921197000	1127 N WATER ST	1127 N WATER STREET LLC	Special Mercantile	Tavern	\$	208,500.00	\$	318.80
3921183100	113 E JUNEAU AV	113 IRISH LLC	Special Mercantile	Tavern	\$	596,500.00	\$	912.07
3921186110	1147 N EDISON ST	113 IRISH LLC	Special Mercantile	Parking Lot	\$	300,100.00	\$	458.86
3921187110	1128-1144 N EDISON ST	1144 EDISON LLC	Special Mercantile	Sit Down Restaurant	\$	2,035,200.00	\$	3,111.89
3922150111	1201 N EDISON ST	1201 NORTH EDISON LLC	Special Mercantile	Parking Lot	\$	1,099,200.00	\$	1,680.71
3922149111	1232 N EDISON ST	1232 NORTH EDISON LLC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc)	\$	1,022,200.00	\$	1,562.98
3920664000	207 E MICHIGAN ST	207 EAST MICHIGAN STREET LLC	Special Mercantile	Office Building - Class B	\$	3,026,500.00	\$	4,627.62
3610750100	211-219 W WISCONSIN AV	211 W WISCONSIN AVE PROPERTY LLC, C/O DIVARIS PROPERTY MG	Special Mercantile	Office Building - Class B	\$	9,142,000.00	\$	13,978.42
3923001000	808 N OLD WORLD THIRD ST, Unit 1	230 WELLS STREET COMMERCIAL LLC	Special Mercantile	Office Building - Class C	\$	713,600.00	\$	1,091.12
3923002000	808 N OLD WORLD THIRD ST, Unit 2	230 WELLS STREET COMMERCIAL LLC	Special Mercantile	Office Building - Class C	\$	466,300.00	\$	712.99
3923004000	808 N OLD WORLD THIRD ST, Unit 4	230 WELLS STREET COMMERCIAL LLC	Special Mercantile	Office Building - Class C	\$	478,200.00	\$	731.18
3923005000	808 N OLD WORLD THIRD ST, Unit 5	230 WELLS STREET COMMERCIAL LLC	Special Mercantile	Office Building - Class C	\$	488,200.00	\$	746.47
3610664113	310 W WISCONSIN AV	310 WI EQUITIES LLC	Special Mercantile	Office Building - Class A	\$	20,960,700.00	\$	32,049.59
3920729000	312 E WISCONSIN AV	312 E WISCONSIN BLDG LLC	Special Mercantile	Office Building - Class B	\$	5,959,400.00	\$	9,112.12
3610531110	332 W STATE ST	332 WEST STATE STREET LLC	Special Mercantile	Parking Lot	\$	1,142,600.00	\$	1,747.07
3970106113	341 W ST PAUL AV	345 PROPERTY OWNER LLC	Special Mercantile	Post Office, Social Security Building	\$	13,100,000.00	\$	20,030.33
3920652100	525-531 N BROADWAY	511 HOLDINGS LLC	Special Mercantile	Parking Lot	\$	-	\$	-
3920656000	511 N BROADWAY	511 HOLDINGS LLC	Special Mercantile	Parking Lot	\$	-	\$	-
3920657000	503-507 N BROADWAY	511 HOLDINGS LLC	Special Mercantile	Parking Lot	\$	-	\$	-
3970681000	511 N BROADWAY	511 HOLDINGS LLC C/O DEBORAH HALL	Special Mercantile		\$	-	\$	-
3970681000	511 N BROADWAY	511 HOLDINGS LLC C/O DEBORAH HALL	Special Mercantile		\$	-	\$	-
3970681000	511 N BROADWAY	511 HOLDINGS LLC C/O DEBORAH HALL	Special Mercantile		\$	-	\$	-
3920660200	518-522 N WATER ST	518 NORTH WATER STREET	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc)	\$	537,435.00	\$	821.76
3920662000	530 N WATER ST	530 NORTH WATER LLC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc)	\$	641,700.00	\$	981.18
3920740000	602-606 N BROADWAY	600 BROADWAY LLC	Special Mercantile	Office Building - Class B	\$	1,751,200.00	\$	2,677.64
3611713100	601 W WELLS ST	601723 LP	Special Mercantile	Parking Lot	\$	1,470,100.00	\$	2,247.83
3611718100	723 N 6TH ST	601723 LP	Special Mercantile	Parking Lot	\$	492,200.00	\$	752.59
3610713111	633 W WISCONSIN AV	633 CLARK BUILDING LLC	Special Mercantile	Office Building - Class B	\$	16,167,900.00	\$	24,721.25
3921392000	804 N MILWAUKEE ST	700 NORTH WATER TOWER LLC	Special Mercantile	Office Building - Class B	\$	1,260,900.00	\$	1,927.96
3981282000	610 N 8TH ST	735 W WISCONSIN AVE LLC	Special Mercantile	Parking Lot	\$	1,209,200.00	\$	1,848.91
3920718100	758 N BROADWAY	758 NORTH BROADWAY LLC	Special Mercantile	Sport, Health & Recreational Properties	\$	6,787,500.00	\$	10,378.31
3922511000	767 N WATER ST	767 WATER LLC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc)	\$	274,692.00	\$	420.01
3931002000	777 N VAN BUREN ST, Unit 2	777 NORTH VAN BUREN PARKING LLC	Special Mercantile	Parking Garage, Parking Ramp	\$	10,740,400.00	\$	16,422.42
3931003000	777 N VAN BUREN ST, Unit 3	777 NORTH VAN BUREN RETAIL L	Special Mercantile	Super Market	\$	496,700.00	\$	759.47
3920833110	788 N JEFFERSON ST	788 BUILDING SUBSIDIARY LLC	Special Mercantile	Office Building - Class B	\$	7,436,900.00	\$	11,371.26
3920823110	782-796 N MILWAUKEE ST	790 MILWAUKEE NOVEL COWORKING LLC	Special Mercantile	Office Building - Class B	\$	4,835,400.00	\$	7,393.48
3921621000	817-819 N MARSHALL ST	817-819 MARSHALL BUILDING LLC	Special Mercantile	Mansions With Commercial Usage	\$	609,000.00	\$	931.18
3960491000	833 E MICHIGAN ST	833 BUENA VISTA TIERRA	Special Mercantile	Office Building - Class A	\$	92,245,300.00	\$	141,046.07
3921389000	831-833 N JEFFERSON ST	C/O KARL KOPP	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc)	\$	736,400.00	\$	1,125.98
3921388100	839 N JEFFERSON ST	839 NORTH JEFFERSON STREET BLDG, LLC	Special Mercantile	Office Building - Class B	\$	4,699,800.00	\$	7,186.15
3920203000	840 N OLD WORLD THIRD ST	840 N OLD WORLD THIRD STREET LLC	Special Mercantile	Office Building - Class C	\$	753,500.00	\$	1,152.13
3921335000	828 N BROADWAY	850 W JACKSON L.L.C	Special Mercantile	Office Building - Class B	\$	1,186,900.00	\$	1,814.81
3960252100	875 E WISCONSIN AV	875 EAST 1 LLC	Special Mercantile	Office Building - Class A	\$	52,638,400.00	\$	80,485.83
3930471100	920 E MASON ST	920 E MASON LLC	Special Mercantile	Mansions With Commercial Usage	\$	1,093,500.00	\$	1,672.00
3930532000	906 E MASON ST	920 E MASON LLC	Special Mercantile	Parking Lot	\$	417,800.00	\$	638.83
3922422000	1040 N WATER ST	AAP PROPERTIES	Special Mercantile	Office Building - Class A	\$	645,400.00	\$	986.84
3922424000	1000 N WATER ST	AAP PROPERTIES LLC	Special Mercantile	Office Building - Class A	\$	25,031,000.00	\$	38,273.21
3920943110	790 N JACKSON ST	ABFH LLC	Special Mercantile	Office Building - Class B	\$	1,266,400.00	\$	1,936.37
3930461000	790 N VAN BUREN ST	AH MASON LLC	Special Mercantile	Office Building - Class C	\$	3,368,800.00	\$	5,151.00
3920728000	324 E WISCONSIN AV	AH WELLS LLC	Special Mercantile	Office Building - Class B	\$	7,055,700.00	\$	10,788.40
3610620000	830-834 N OLD WORLD THIRD ST	AMARAWAN PHOUNGPHOL 2008	Special Mercantile	Sit Down Restaurant	\$	848,460.00	\$	1,297.32
3970334000	101 W WISCONSIN AV	AMERICAN SOCIETY FOR QUALITY INC	Special Mercantile	Office Building - Class B	\$	10,085,300.00	\$	15,420.75
3611801110	1104 N OLD WORLD THIRD ST	ANDOVER PORTLAND AVENUE ASSOCIATES LLC	Special Mercantile	Office Building - Class B	\$	7,623,900.00	\$	11,657.19
3612202000	1301 N MARTIN L KING JR DR	ASSOCIATED BANK NATIONAL ASSOCIATION	Special Mercantile	Bank, Savings & Loan	\$	492,500.00	\$	753.05
3610632000	826 N PLANKINTON AV	BARTELS LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	\$	1,436,700.00	\$	2,196.76
3922481000	108 W WELLS ST	BARTELS LTD PARTNERSHIP	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc)	\$	225,500.00	\$	344.80
3922482000	108 W WELLS ST	BARTELS LTD PARTNERSHIP	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc)	\$	749,800.00	\$	1,146.47
3610633000	814-820 N PLANKINTON AV	BARTELS LTD PTN	Special Mercantile	Office Building - Class B	\$	1,510,700.00	\$	2,309.91
3920820000	770-772 N MILWAUKEE ST	BELL SUPER LLC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc)	\$	911,900.00	\$	1,394.32
3922423000	1010 N WATER ST	BEVERLY HILLS PROPERTIES I	Special Mercantile	Office Building - Class A	\$	927,700.00	\$	1,418.48
3922870000	270 E HIGHLAND AV, Unit 3001	BLATZ CONDOMINIUM ASSOC INC	Special Mercantile	Store Building - Single tenant, 1 story	\$	156,000.00	\$	238.53
3922871000	270 E HIGHLAND AV, Unit 3002	BLATZ OFFICES LLC	Special Mercantile	Store Building - Single tenant, 1 story	\$	95,500.00	\$	146.02
3922872000	270 E HIGHLAND AV, Unit 3003	BLATZ OFFICES LLC	Special Mercantile	Store Building - Single tenant, 1 story	\$	56,100.00	\$	85.78
3922873000	270 E HIGHLAND AV, Unit 3004	BLATZ OFFICES LLC	Special Mercantile	Store Building - Single tenant, 1 story	\$	70,500.00	\$	107.80
3922874000	270 E HIGHLAND AV, Unit 3005	BLATZ OFFICES LLC	Special Mercantile	Store Building - Single tenant, 1 story	\$	125,200.00	\$	191.43
3922875000	270 E HIGHLAND AV, Unit 3009	BLATZ OFFICES LLC	Special Mercantile	Store Building - Single tenant, 1 story	\$	93,700.00	\$	143.27
3920818000	416-424 E MASON ST	BMO HARRIS BANK NA	Special Mercantile	Bank, Savings & Loan	\$	442,900.00	\$	677.21
3610317100	1345 N MARTIN L KING JR DR	BREWERY WORKERS CREDIT UNION	Special Mercantile	Bank, Savings & Loan	\$	507,600.00	\$	776.14
3611993000	1330 N MARTIN L KING JR DR	BREWERY WORKS INC	Special Mercantile		\$	1,725,600.00	\$	2,638.50
3930541000	741 N MILWAUKEE ST	BRIAN CHARLES ZARLETTI	Special Mercantile	Sit Down Restaurant	\$	403,300.00	\$	616.66

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3920714110	777 N MILWAUKEE ST	BROADWAY PARKING CO LLC	C/O INTERSTATE PARKING	Special Mercantile	Parking Garage, Parking Ramp	\$ 1,811,800.00	\$ 2,770.30
3920723000	792 N BROADWAY	BROADWAY PARKING CO LLC	C/O INTERSTATE PARKING	Special Mercantile	Parking Lot	\$ 439,500.00	\$ 672.01
3922992000	790 N WATER ST	BROADWAY TERRA PARTNERS LLC		Special Mercantile	Office Building - Class A	\$ 106,198,400.00	\$ 162,380.81
3610527000	1015-1019 N OLD WORLD THIRD ST	BUCK BRADLEY LLC		Special Mercantile	Tavern	\$ 1,518,817.00	\$ 2,322.32
3931011000	801-809 N CASS ST	BUCKLEY'S RESTAURANT AND BAR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 669,845.00	\$ 1,024.21
3920658000	500 N WATER ST	BUTTON BLOCK HOLDINGS LLC	ATTN JOHN REINHART	Special Mercantile	Hotel - Extended Stay	\$ 11,792,900.00	\$ 18,031.73
3920659000	510-512 N WATER ST	BUTTON BLOCK HOLDINGS LLC	ATTN JOHN REINHART	Special Mercantile	Parking Lot	\$ 144,100.00	\$ 220.33
3922141000	1207 N WATER ST	C/O BIECK MANAGEMENT INC.	ANDREA SHAFTON	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 274,296.00	\$ 419.41
3921438110	1028-1134 N JACKSON ST	CAC 61 LLC		Special Mercantile	Neighborhood Center	\$ 8,599,600.00	\$ 13,149.07
3610426000	1125 N OLD WORLD THIRD ST	CARMELINO CAPATI JR & CARMELINO R CAPATI	CONCEPCION C CAPATI	Special Mercantile	Tavern	\$ 1,357,500.00	\$ 2,075.66
3610432000	1105-1107 N OLD WORLD THIRD ST	CARMELINO R CAPATI & CAROL HARTTER	CONCEPCION C HW	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 143,950.00	\$ 220.10
3920816000	767-769 N JEFFERSON ST	CATHEDRAL PLACE LLC		Special Mercantile	Single Tenant Multi Story Retail	\$ 420,700.00	\$ 643.26
3930601000	555 E WELLS ST	CATHEDRAL PLACE LLC		Special Mercantile	Office Building - Class A	\$ 35,086,100.00	\$ 53,647.79
3930602000	535 E WELLS ST	CATHEDRAL PLACE LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 2,143,500.00	\$ 3,277.48
3921391210	811-817 N JEFFERSON ST	CATHEDRAL SQUARE LIMITED	PARTNERSHIP	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 1,277,900.00	\$ 1,953.95
3921391220	418-432 E WELLS ST	CATHEDRAL SQUARE LIMITED	PARTNERSHIP	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 1,567,600.00	\$ 2,396.91
3922531000	771-U11 N WATER ST	CHAMAS HOLDINGS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 1,034,000.00	\$ 1,581.02
3922442000	107-115 E WELLS ST	CHS ANNEX LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 501,000.00	\$ 766.05
3981204100	701-721 W WISCONSIN AV	CIK LLP	C/O BIECK MANAGEMENT INC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 709,919.00	\$ 1,085.49
3611994100	1254-1320 N MARTIN L KING JR DR	CLF TW MILWAUKEE LLC	C/O TIME WARNER CABLE	Special Mercantile	Office Building - Multi Story (Ofc & Apt)	\$ 29,501,900.00	\$ 45,109.37
3920715000	767 N MILWAUKEE ST	COLBY ABBOT BLDG LLP	C/O CHARLES F KAHN JR	Special Mercantile	Parking Garage, Parking Ramp	\$ 619,100.00	\$ 946.62
3920716000	763 N MILWAUKEE ST	COLBY ABBOT BLDG LLP	C/O CHARLES F KAHN JR	Special Mercantile	Tavern	\$ 231,219.00	\$ 353.54
3920717000	755-759 N MILWAUKEE ST	COLBY ABBOT BLDG LLP	C/O CHARLES F KAHN JR	Special Mercantile	Office Building - Class B	\$ 3,759,400.00	\$ 5,748.25
3610784100	191 W MICHIGAN ST	COLUMBIA PARKING LP		Special Mercantile	Parking Lot	\$ 2,400,100.00	\$ 3,669.83
3610786110	522 N 2ND ST	COLUMBIA PARKING LP		Special Mercantile	Parking Lot	\$ 2,500,000.00	\$ 3,822.58
3611991100	1420 N MARTIN L KING JR DR	COMMERCE POWER LLC	C/O THE BREWERY WORKS INC	Special Mercantile	Parking Lot	\$ 1,660,800.00	\$ 2,539.42
3611717000	728 N JAMES LOVELL ST	COMMUNITY ADVOCATES INC		Special Mercantile	Office Building - Class B	\$ 1,747,500.00	\$ 2,671.98
3920697000	734-746 N WATER ST	COMPASS PROPERTIES	NORTH WATER ST LLC	Special Mercantile	Parking Garage, Parking Ramp	\$ 2,715,800.00	\$ 4,152.55
3922932000	731 N WATER ST, Unit 2	COMPASS PROPERTIES 731	NORTH WATER STREET LLC	Special Mercantile	Office Building - Class B	\$ 5,706,300.00	\$ 8,725.12
3922931000	735 N WATER ST, Unit 1	COMPASS PROPERTIES NORTH	WATER STREET LLC	Special Mercantile	Office Building - Class B	\$ 27,813,800.00	\$ 42,528.21
3930603000	520 E MASON ST	CP PARKING LLC		Special Mercantile	Parking Garage, Parking Ramp	\$ 8,651,400.00	\$ 13,228.27
3922142000	146-148 E JUNEAU AV	CREAM CITY ACQUISITIONS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 446,100.00	\$ 682.10
3970333000	101 W WISCONSIN AV	CSM MILW DOWNTOWN LLC		Special Mercantile	Hotel - Extended Stay	\$ 21,610,200.00	\$ 33,042.70
3920660100	514 N WATER ST	C-SYSTEMS INC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 111,100.00	\$ 169.88
3610876100	404 W ST PAUL AV	CULLEN OAKLAND INC		Special Mercantile	Parking Lot	\$ 1,456,600.00	\$ 2,227.19
3610901100	400-410 N 3RD ST	CULLEN OAKLAND INC		Special Mercantile	Parking Lot	\$ 523,800.00	\$ 800.91
3970102100	401 N 3RD ST	CULLEN OAKLAND INC		Special Mercantile	Parking Lot	\$ 263,800.00	\$ 403.36
3920803100	400-408 E WISCONSIN AV	CURRY-PIERCE LTD PTRNSHP	C/O OGDEN & CO, INC	Special Mercantile	Office Building - Class B	\$ 1,822,800.00	\$ 2,787.12
3921189100	145-151 E JUNEAU AV	D & D REALTY ON WATER LLC		Special Mercantile	Commercial Land	\$ 109,700.00	\$ 167.73
3921192000	1139 N WATER ST	D & D REALTY ON WATER LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 330,600.00	\$ 505.50
3921194100	1135 N WATER ST	D & D REALTY ON WATER LLC		Special Mercantile	Tavern	\$ 1,287,800.00	\$ 1,969.09
3610889100	411 N 3RD ST	D F INVESTMENTS		Special Mercantile	Multi Story Warehouse	\$ 204,700.00	\$ 312.99
3920811000	419-433 E WELLS ST	DANIEL J HELPER REV TRUST		Special Mercantile	Store Building - Multiple Tenants	\$ 949,400.00	\$ 1,451.66
3921620000	829 N MARSHALL ST	DANIEL R MCCORMICK		Special Mercantile	Residence With Commercial Usage	\$ 520,100.00	\$ 795.25
3922512000	765 N WATER ST	DAVID D VOIGHT		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 190,100.00	\$ 290.67
3922514000	759 N WATER ST	DEAN N JENSEN & ROSEMARY	ARAKELIAN JENSEN REV TRUST	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 154,600.00	\$ 236.39
3610535000	322 W STATE ST	DEHNE BROTHERS PROP LLC	JAKE DEHNE	Special Mercantile	Tavern	\$ 433,004.00	\$ 662.08
3922132000	1241-1243 N WATER ST	DENNIS J & LAUREEN L WIED TR	MICHAEL D & HEATHER J WIED T	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 86,150.00	\$ 131.73
3920411000	753-757 N WATER ST	DERMOND ASSOCIATES LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 778,000.00	\$ 1,189.59
3610886000	423 N 3RD ST	DF INVESTMENT II	KENNETH F DETHLOFF, GEN PTNR	Special Mercantile	Multi Story Warehouse	\$ 589,800.00	\$ 901.82
3600901100	606 E JUNEAU AV	DIANE BUILDING CORPORATION		Special Mercantile	Post Office, Social Security Building	\$ 2,399,000.00	\$ 3,668.15
3970541000	627 N BROADWAY, Unit 1	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 99,100.00	\$ 151.53
3970542000	629 N BROADWAY, Unit 2	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 114,700.00	\$ 175.38
3970543000	631 N BROADWAY, Unit 3	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 71,400.00	\$ 109.17
3970544000	633 N BROADWAY, Unit 4	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 59,000.00	\$ 90.21
3970545000	635 N BROADWAY, Unit 5	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 68,000.00	\$ 103.97
3970546000	637 N BROADWAY, Unit 6	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 61,000.00	\$ 93.27
3970547000	227 E WISCONSIN AV, Unit 7	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 195,100.00	\$ 298.31
3970548000	225 E WISCONSIN AV, Unit 8	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 153,400.00	\$ 234.55
3970549000	221 E WISCONSIN AV, Unit 9	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 122,500.00	\$ 187.31
3970550000	223 E WISCONSIN AV, Unit 10	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 67,900.00	\$ 103.82
3970551000	219 E WISCONSIN AV, Unit 11	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 148,200.00	\$ 226.60
3970552000	217 E WISCONSIN AV, Unit 12	DISTRICT SAVIOR LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 71,200.00	\$ 108.87
3920741000	608 N BROADWAY	DONALD S ARENSON TOD		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 663,600.00	\$ 1,014.67
3610714111	611 W WISCONSIN AV	DOWNTOWN VENTURES LLP	C/O NEVIASER INV	Special Mercantile	Hotel - Full Service	\$ 17,670,000.00	\$ 27,018.01
3920690113	700 N WATER ST	DRURY MILWAUKEE LLC		Special Mercantile	Hotel - Limited Service	\$ 14,624,500.00	\$ 22,361.34
3960521000	525 N JEFFERSON ST	EAST TOWN LODGING LLC		Special Mercantile	Hotel - Limited Service	\$ 4,051,500.00	\$ 6,194.88
3920924000	600-606 E WISCONSIN AV	EAST WIS AVE OWNERS ASSN LLC	C/O OGDEN & CO	Special Mercantile	Office Building - Class B	\$ 1,863,600.00	\$ 2,849.51
3922551000	825 N WATER ST	ECH-MILW CENTER PKG GARAGE	LLC F/K/A ZML-MILW CENTER	Special Mercantile	Parking Garage, Parking Ramp	\$ 8,573,800.00	\$ 13,109.62
3921209100	1122 N EDISON ST	EDISON STREET PARTNERS		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 1,090,200.00	\$ 1,666.95
3920675000	624 N WATER ST	ELK VI LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 223,300.00	\$ 341.43
3920676000	628 N WATER ST	ELK VI LLC	C/O NICK SZABO	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 954,400.00	\$ 1,459.31
3920840100	522 E WISCONSIN AV	ENDF3DK LLC		Special Mercantile	Parking Lot	\$ 603,100.00	\$ 922.16
3920841100	510 E WISCONSIN AV	ENDF3DK LLC		Special Mercantile	Office Building - Class C	\$ 932,000.00	\$ 1,425.06
3920844100	720 N JEFFERSON ST	ENDF3DK LLC		Special Mercantile	Parking Lot	\$ 360,100.00	\$ 550.60
3921700000	900 E WELLS ST	ESG PROPERTIES LLC		Special Mercantile	Residence With Commercial Usage	\$ 494,700.00	\$ 756.41
3610534000	324-326 W STATE ST	EURALDO M TASE	ATHINA M TASE	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$ 79,250.00	\$ 121.18
3920787000	500 N MILWAUKEE ST	EXIT STRATEGY LLC		Special Mercantile	Parking Lot	\$ 936,100.00	\$ 1,431.33
3610814122	501 W MICHIGAN ST	F STREET 501 LLC		Special Mercantile	Office Building - Class A	\$ 19,035,000.00	\$ 29,105.13

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3922961000	744-754 N VEL R PHILLIPS AV	JSWD COMMERCE LLC		Special Mercantile	Hotel - Select Service	\$	18,955,500.00	\$	28,983.58
3960501000	550 N VAN BUREN ST	JSWD W VENTURE I LLC		Special Mercantile	Hotel - Full Service	\$	36,492,500.00	\$	55,798.22
3920401110	789 N WATER ST	K & K MCKINNEY PROPERTIES LLC	ATTN STEVEN BERSSELL	Special Mercantile	Office Building - Class B	\$	8,201,400.00	\$	12,540.21
3921390100	825 N JEFFERSON ST	K&L TRST LLC		Special Mercantile	Office Building - Class B	\$	4,082,900.00	\$	6,242.89
3910763100	606 W WISCONSIN AV, Unit 203	KATHY LIGON	MATTHEW LIGON	Special Mercantile	Office Building - Class B	\$	9,000.00	\$	13.76
3610627100	111 W KILBOURN AV	KILBOURN BRIDGE ASSOCIATES		Special Mercantile	Supper Club	\$	1,138,200.00	\$	1,740.34
3921569000	802 N VAN BUREN ST	LAUREL CANYON PROPERTIES LLC		Special Mercantile	Rooming House - 8 or more units	\$		\$	
3610529000	1009-1011 N OLD WORLD THIRD ST	LENRAK LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	238,650.00	\$	364.90
3960482000	620 E CLYBOURN ST	LEWIS CENTER LLC	C/O TOWNE REALTY INC	Special Mercantile	Parking Lot	\$	4,529,500.00	\$	6,925.75
3612182000	700-738 W WISCONSIN AV	LIBRARY HILL LLC	C/O MANDEL GROUP INC	Special Mercantile	Store Building - Multiple Tenants	\$	728,000.00	\$	1,113.14
3920749000	320 E CLYBOURN ST	LORETTE RUSSENBERGER		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	689,700.00	\$	1,054.57
3610625000	206 W WELLS ST	LOTS OF LUCK LLC	C/O BONNIE JOSEPH	Special Mercantile	Parking Lot	\$	900,100.00	\$	1,376.28
3922143000	144 E JUNEAU AV	LYLE C MESSINGER TOD		Special Mercantile	Tavern	\$	348,500.00	\$	532.87
3920704100	224-226 E MASON ST	MAGI INVESTMENTS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	153,699.00	\$	235.01
3922352000	135-139 E KILBOURN AV	MARCUS W LLC		Special Mercantile	Hotel - Full Service	\$	19,935,800.00	\$	30,482.49
3921563000	815 N CASS ST	MARGADETTE M DEMET		Special Mercantile	Residence With Commercial Usage	\$	262,740.00	\$	401.74
3610825120	525 N 6TH ST	MARQUETTE UNIVERSITY		Special Mercantile	Office Building - Class B	\$	1,525,400.00	\$	2,332.39
3610834210	545 N JAMES LOVELL ST	MARQUETTE UNIVERSITY		Special Mercantile	Parking Lot	\$	172,600.00	\$	263.91
3610835000	555 N JAMES LOVELL ST	MARQUETTE UNIVERSITY		Special Mercantile		\$	150,000.00	\$	229.35
3610840111	803 W MICHIGAN ST	MARQUETTE UNIVERSITY		Special Mercantile	Office Building - Class B	\$	4,710,500.00	\$	7,202.51
3610849100	531-533 N 8TH ST	MARQUETTE UNIVERSITY		Special Mercantile	Parking Lot	\$	297,900.00	\$	455.50
3610850110	521 N 8TH ST	MARQUETTE UNIVERSITY		Special Mercantile		\$	274,400.00	\$	419.57
3921622100	807-809 N MARSHALL ST	MARSHALL & WELLS LLC	C/O SIEGEL-GALLAGHER MGMT	Special Mercantile	Parking Lot	\$	602,500.00	\$	921.24
3970181110	301 W WISCONSIN AV	MATTHEWS BUILDING LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	832,500.00	\$	1,272.92
3970185000	301 W WISCONSIN AV	MATTHEWS BUILDING LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	1,670,800.00	\$	2,554.71
3920743000	618-624 N BROADWAY	MBI PROPERTIES LLC	C/O ROBERT LEVINE	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	573,100.00	\$	876.29
3920744000	626-628 N BROADWAY	MBI PROPERTIES LLC	C/O ROBERT A LEVINE	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	419,700.00	\$	641.73
3920745000	301-315 E WISCONSIN AV	MBI PROPERTIES LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	1,168,300.00	\$	1,786.37
3920739000	322 E MICHIGAN ST	MC GEOCH BUILDING LLC		Special Mercantile	Office Building - Class C	\$	2,127,300.00	\$	3,252.71
3970152100	300 W MICHIGAN ST	MCR MILWAUKEE LLC		Special Mercantile	Hotel - Select Service	\$	21,875,900.00	\$	33,448.96
3922077000	1301-1357 N EDISON ST	MH EXCHANGE LLC		Special Mercantile	Parking Lot	\$	3,108,200.00	\$	4,752.54
3920748000	322-330 E CLYBOURN ST	MICHAEL A IANNELLI & KAREN		Special Mercantile	Parking Lot	\$	674,500.00	\$	1,031.33
3920797111	411-433 E WISCONSIN AV	MIDDLETON MILWAUKEE	INVESTORS LLC	Special Mercantile	Office Building - Class A	\$	120,252,800.00	\$	183,870.45
3960481000	615 E MICHIGAN ST	MILO INVESTMENTS LLC	C/O JOE JUDD	Special Mercantile	Office Building - Class B	\$	9,802,900.00	\$	14,988.95
3610719112	509 W WISCONSIN AV	MILW CITY CENTER LLC		Special Mercantile	Hotel - Full Service	\$	42,147,800.00	\$	64,445.36
3612201000	1311-1325 N MARTIN L KING JR DR	MILWAUKEE AMBROZ LLC		Special Mercantile	Multi Story Warehouse	\$	2,265,100.00	\$	3,463.41
3922361000	107-111 E KILBOURN AV	MILWAUKEE CENTER MGMT LLC		Special Mercantile	Office Building - Class A	\$	57,564,400.00	\$	88,017.84
3612101000	1141 N OLD WORLD THIRD ST, Unit 1	MILWAUKEE MODERNE LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	1,013,600.00	\$	1,549.83
3612102000	1141 N OLD WORLD THIRD ST, Unit 2	MILWAUKEE MODERNE LLC		Special Mercantile	Parking Garage, Parking Ramp	\$	1,515,400.00	\$	2,317.10
3970132000	615 N 2ND ST	MILWAUKEE PARKING JV OWNER	1 LLC	Special Mercantile	Parking Garage, Parking Ramp	\$	3,202,000.00	\$	4,895.96
3970531000	176 W MICHIGAN ST	MILWAUKEE PARKING JV OWNER	1 LLC	Special Mercantile	Parking Garage, Parking Ramp	\$	5,957,400.00	\$	9,109.06
3970765200	607 N 2ND ST	MILWAUKEE PARKING JV OWNER	1 LLC	Special Mercantile	Parking Garage, Parking Ramp	\$	100.00	\$	0.15
3620472100	1220-1240 N OLD WORLD THIRD ST	MILWAUKEE RIVER HOTEL LLC		Special Mercantile	Hotel - Select Service	\$	21,980,700.00	\$	33,609.21
3612151000	1305 N BROADWAY	MILWAUKEE SCHOOL OF	ENGINEERING	Special Mercantile	Parking Garage, Parking Ramp	\$	1,273,400.00	\$	1,947.07
3922127100	1214 N WATER ST	MILWAUKEE SCHOOL OF	ENGINEERING	Special Mercantile	Parking Lot	\$	3,537,900.00	\$	5,409.56
3922561110	1150-1154 N WATER ST	MILWAUKEE SCHOOL OF	ENGINEERING	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	71,985.00	\$	110.07
3610520000	1030-1040 N VEL R PHILLIPS AV	MILWAUKEE TURNERS		Special Mercantile	Sport, Health & Recreational Properties	\$	747,600.00	\$	1,143.10
3930872000	752-764 N MILWAUKEE ST	MONROE SUBSIDIARY LLC		Special Mercantile	Office Building - Class B	\$	4,616,000.00	\$	7,058.01
3921941130	310 E KNAPP ST	MORRISTOWN PLAZA ASSOC LTD	C/O LEVITT PROPERTIES	Special Mercantile	Office Building - Class B	\$	10,955,000.00	\$	16,750.55
3922301100	250 E KILBOURN AV	MORTGAGE GUARANTY INSURANCE	CORPORATION	Special Mercantile	Office Building - Class B	\$	41,361,200.00	\$	63,242.62
3611901000	730 N PLANKINTON AV	MOSTREET III LLC	GLOBAL RESTAURANT SYSTEMS	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	319,000.00	\$	487.76
3931022000	910 E MICHIGAN ST, Unit 2	MUSEUM CENTER PARK INC		Special Mercantile	Parking Garage, Parking Ramp	\$	7,068,600.00	\$	10,808.12
3611802100	1124 N OLD WORLD THIRD ST	MVP MILW ARENA LOT LLC		Special Mercantile	Parking Lot	\$	3,625,900.00	\$	5,544.12
3920786000	412 E CLYBOURN ST	MVP MILW CLYBOURN LLC		Special Mercantile	Parking Lot	\$	223,000.00	\$	340.97
3610621100	822 N OLD WORLD THIRD ST	MVP MILWAUKEE OLD WORLD LLC		Special Mercantile	Parking Lot	\$	675,100.00	\$	1,032.25
3610652110	215 W WELLS ST	MVP MILWAUKEE WELLS, LLC		Special Mercantile	Parking Lot	\$	774,000.00	\$	1,183.47
3610652210	749 N 2ND ST	MVP MILWAUKEE WELLS, LLC		Special Mercantile		\$	756,800.00	\$	1,157.17
3610656100	738 N OLD WORLD THIRD ST	MVP MILWAUKEE WELLS, LLC		Special Mercantile	Parking Lot	\$	1,462,600.00	\$	2,236.36
3920702000	751-765 N BROADWAY	NEW 757 LLC		Special Mercantile	Office Building - Class C	\$	3,259,800.00	\$	4,984.34
3610603116	333 W KILBOURN AV	NLCA MILWAUKEE FEE OWNER LLC		Special Mercantile	Hotel - Full Service	\$	39,938,300.00	\$	61,066.96
3610618115	302 W WELLS ST	NLCA MILWAUKEE FEE OWNER LLC		Special Mercantile	Parking Lot	\$	939,200.00	\$	1,436.07
3600911000	1237 N VAN BUREN ST	NOLA ET AL	VANBUREN LAND PARTNERSHIP	Special Mercantile	Store Building - Multiple Tenants	\$	1,795,400.00	\$	2,745.23
3601853000	1635 N WATER ST, Unit 3	NORTH END PHASE III		Special Mercantile	Parking Garage, Parking Ramp	\$	1,620,600.00	\$	2,477.95
3930462000	777 N CASS ST	NORTHWESTERN MUTUAL	LIFE INSURANCE COMPANY	Special Mercantile	Parking Garage, Parking Ramp	\$	10,137,300.00	\$	15,500.26
3920919111	727-733 N VAN BUREN ST	NORTHWESTERN MUTUAL LIFE	INSURANCE COMPANY	Special Mercantile	Office Building - Class B	\$	10,986,800.00	\$	16,799.17
3921636110	818 E MASON ST	NORTHWESTERN MUTUAL LIFE	INSURANCE COMPANY	Special Mercantile	Office Building - Class A	\$	55,966,000.00	\$	85,573.84
3930971000	800 E WISCONSIN AV	NORTHWESTERN MUTUAL LIFE	INSURANCE COMPANY	Special Mercantile	Office Building - Class A	\$	301,342,400.00	\$	460,762.34
3930972000	720 E WISCONSIN AV	NORTHWESTERN MUTUAL LIFE	INSURANCE COMPANY	Special Mercantile	Office Building - Class B	\$	24,318,300.00	\$	37,183.47
3970421000	640 N VEL R PHILLIPS AV, Unit 1	NWC 331 COMMERCIAL LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	5,461,000.00	\$	8,350.05
3970422000	640 N VEL R PHILLIPS AV, Unit 2	NWC 331 COMMERCIAL LLC		Special Mercantile	Office Building - Class B	\$	7,425,000.00	\$	11,353.07
3610437000	1103 N OLD WORLD THIRD ST	OLD WORLD DEV LLC		Special Mercantile	Office Building - Class B	\$	1,411,900.00	\$	2,158.84
3610438000	316 W HIGHLAND AV	OLD WORLD DEVELOPMENT LLC		Special Mercantile	Parking Lot	\$	139,900.00	\$	213.91
3610431000	1109-1111 N OLD WORLD THIRD ST	OLD WORLD THIRD	PROPERTIES LLC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	446,952.00	\$	683.40
3611992000	201-229 W CHERRY ST	ONE HUNDRED MP WAY LLC		Special Mercantile	Office Building - Class A	\$	66,729,300.00	\$	102,031.27
3922342000	144 E WELLS ST	PABST THEATER FOUNDATION INC		Special Mercantile	Theater	\$	102,100.00	\$	156.11
3922131000	1245-1247 N WATER ST	PAGET ON WATER LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	1,170,700.00	\$	1,790.04
3922133100	1233 N WATER ST	PAGET ON WATER LLC		Special Mercantile	Parking Lot	\$	482,200.00	\$	737.30
3601472000	624-632 E OGDEN AV	PALAZZO LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	469,040.00	\$	717.18
3920806000	718-720 N MILWAUKEE ST	PALERMATHEN LLC	C/O D DIMITROPOULOS	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	1,150,600.00	\$	1,759.30

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3930791000	724-728 N MILWAUKEE ST	PALERMATHEN LLC	C/O DEMETRIOS DIMITROPOULOS	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	550,551.00	\$	841.81
3930792000	722 N MILWAUKEE ST	PALERMATHEN LLC	C/O DEMETRIOS DIMITROPOULOS	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	532,200.00	\$	813.75
3970192100	360 W ST PAUL AV, Unit 2	PALMOLIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	\$	38,600.00	\$	59.02
3970193100	350 W ST PAUL AV, Unit 3	PALMOLIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	\$	343,700.00	\$	525.53
3970194100	350 W ST PAUL AV, Unit 4	PALMOLIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	\$	343,500.00	\$	525.22
3970195100	350 W ST PAUL AV, Unit 5	PALMOLIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	\$	343,500.00	\$	525.22
3970196100	350 W ST PAUL AV, Unit 6	PALMOLIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	\$	343,500.00	\$	525.22
3970197100	350 W ST PAUL AV, Unit 7	PALMOLIVE BUILDING COMPANY	LIMITED PARTNERSHIP	Special Mercantile	Office Building - Class B	\$	343,700.00	\$	525.53
3601833000	406 E OGDEN AV	PARK EAST TWO LLC	PARK EAST DEVELOPMENT LLC	Special Mercantile		\$	772,400.00	\$	1,181.02
3920750110	500 N BROADWAY	PATSY & PAUL INCORPORATED		Special Mercantile	Parking Lot	\$	2,592,100.00	\$	3,963.41
3920801100	424 E WISCONSIN AV	PFISTER LLC		Special Mercantile	Hotel - Full Service	\$	38,330,400.00	\$	58,608.43
3921395000	401 E KILBOURN AV	PHOENIX 401 LLC		Special Mercantile	Office Building - Class B	\$	4,034,700.00	\$	6,169.19
3610634000	810 N PLANKINTON AV	PLANET DEVELOPMENT LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	312,700.00	\$	478.13
3930582000	710 N MILWAUKEE ST	PLANET DEVELOPMENT LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	396,612.00	\$	606.43
3610538000	1003 N OLD WORLD THIRD ST	PULLUM TAIRI		Special Mercantile	Store Building - Single tenant, 1 story	\$	257,200.00	\$	393.27
3610530000	1005-1007 N OLD WORLD THIRD ST	PULLUM TAIRI TOD		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	235,359.00	\$	359.87
3610629000	840-844 N PLANKINTON AV	QAZEX INVESTMENTS LLC	C/O BOYLE, FREDRICKSON, S C	Special Mercantile	Office Building - Class B	\$	1,471,300.00	\$	2,249.67
3601281000	605 E LYON ST	R/O EAST POINT LLC	TEMPE EAST POINTE LLC	Special Mercantile	Super Market	\$	12,241,900.00	\$	18,718.26
3920665000	229-231 E WISCONSIN AV	RAILWAY EXCHANGE BUILDING	LLP	Special Mercantile	Office Building - Class C	\$	1,716,300.00	\$	2,624.28
3981202100	635-639 N JAMES LOVELL ST	RAUCH AND ROMANSHEK	JAMES LOVELL LLC	Special Mercantile	Trucking Terminal	\$	635,500.00	\$	971.70
3920661000	524 N WATER ST	RAVI A BHAGAT		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	141,000.00	\$	215.59
3610524000	1021 N OLD WORLD THIRD ST	RICHARD WAGNER		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	236,100.00	\$	361.00
3922431000	740-744 N PLANKINTON AV	RIVER BANK PLAZA LLC		Special Mercantile	Office Building - Class B	\$	3,468,850.00	\$	5,303.98
3601471000	600 E OGDEN AV	RIVERCREST II LLC	C/O GABALDON PROPERTIES	Special Mercantile	Store Building - Multiple Tenants	\$	2,734,767.00	\$	4,181.55
3921208000	1101-1107 N WATER ST	ROBERT C SCHMIDT JR		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	543,790.00	\$	831.47
3610635000	808 N PLANKINTON AV	ROBERT E JOHN	C/O THE BOOKSHOP	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	408,400.00	\$	624.46
3610661000	224-228 W WISCONSIN AV	ROCK INVESTMENT GROUP LLC		Special Mercantile	Store Building - Multiple Tenants	\$	618,100.00	\$	945.10
3920742000	612 N BROADWAY	ROGER KRIETE		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	694,500.00	\$	1,061.91
3921178100	1005 N EDISON ST	ROJAHN & MALANEY CO		Special Mercantile	Warehouse Building - 1 Story	\$	1,258,300.00	\$	1,923.98
3921179100	100-110 E STATE ST	ROJAHN & MALANEY CO		Special Mercantile	Parking Lot	\$	440,700.00	\$	673.84
3922146100	134 E JUNEAU AV	ROSSI & ROSSI LLC	C/O BENJAMIN ROSSI	Special Mercantile	Tavern	\$	618,400.00	\$	945.55
3610421000	1137 N OLD WORLD THIRD ST	RRD REAL ESTATE HOLDINGS I LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	220,990.00	\$	337.90
3921562000	819 N CASS ST	S & D RIEDEL LLC		Special Mercantile	Residence With Commercial Usage	\$	457,725.00	\$	699.88
3930581000	714 N MILWAUKEE ST	SAKE II LLC	C/O SUNSOOK LEE	Special Mercantile	Sit Down Restaurant	\$	852,300.00	\$	1,303.19
3921566000	724-726 E WELLS ST	SCHWARKWELLS LLC		Special Mercantile	Duplex Old/Style	\$	-	\$	-
3921567000	718 E WELLS ST	SCHWARKWELLS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	300,440.00	\$	459.38
3610663100	710 N OLD WORLD THIRD ST	SEAL MILWAUKEE LLC		Special Mercantile	Hotel - Limited Service	\$	9,226,400.00	\$	14,107.47
3970441000	413 N 2ND ST, Unit 100	SECOND PROPERTY LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	76,400.00	\$	116.82
3970442100	413 N 2ND ST, Unit 125	SECOND PROPERTY LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	133,700.00	\$	204.43
3970442200	413 N 2ND ST, Unit 115	SECOND PROPERTY LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	93,000.00	\$	142.20
3970446000	413 N 2ND ST, Unit 180	SECOND PROPERTY LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	173,900.00	\$	265.90
3920683000	225 E MASON ST	SENTINEL SUITES LLC		Special Mercantile	Office Building - Class B	\$	1,580,300.00	\$	2,416.33
3920817000	751-765 N JEFFERSON ST	SEVENS1 LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	1,725,100.00	\$	2,637.73
3610184112	1505-1555 N RIVERCENTER DR	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Office Building - Multi Story (Ofc & Apt)	\$	42,966,400.00	\$	65,697.02
3611841110	1610 N 2ND ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Office Building - Multi Story (Ofc & Apt)	\$	9,435,300.00	\$	14,426.88
3611842000	111-119 W PLEASANT ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Office Building - Multi Story (Ofc & Apt)	\$	5,075,800.00	\$	7,761.06
3611844000	101 W PLEASANT ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Office Building - Multi Story (Ofc & Apt)	\$	6,498,500.00	\$	9,936.42
3611852121	1542 N 2ND ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Multi Story Warehouse	\$	402,300.00	\$	615.13
3611954110	215 W PLEASANT ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Parking Garage, Parking Ramp	\$	1,299,800.00	\$	1,987.44
3611963100	101 E PLEASANT ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Parking Lot	\$	3,469,300.00	\$	5,304.67
3612211000	205-219 W GALENA ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile		\$	238,200.00	\$	364.22
3612212000	235 W GALENA ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Office Building - Multi Story (Ofc & Apt)	\$	17,690,800.00	\$	27,049.81
3611962100	1500 N 2ND ST	SP MILWAUKEE PROPCO 1 LLC		Special Mercantile	Parking Lot	\$	1,297,800.00	\$	1,984.38
3922562100	1101 N MARKET ST	SSG PROPERTIES LLC		Special Mercantile	Office Building - Class B	\$	4,381,800.00	\$	6,699.91
3922572100	1114 N WATER ST	SSG PROPERTY HOLDINGS LLC		Special Mercantile	Sit Down Restaurant	\$	1,485,400.00	\$	2,271.22
3610878100	420 W ST PAUL AV	ST. PAUL STORAGE LLC		Special Mercantile	Mini Warehouse	\$	4,454,800.00	\$	6,811.53
3610559111	333 W STATE ST	STATE-KILBOURN HOLDINGS LLC		Special Mercantile	Office Building - Class B	\$	12,025,300.00	\$	18,387.08
3610571100	330-340 W KILBOURN AV	STATE-KILBOURN HOLDINGS LLC		Special Mercantile	Tavern	\$	1,238,400.00	\$	1,893.55
3611716000	746 N JAMES LOVELL ST	STEVEN M LECHTER &	MITCHELL H LECHTER	Special Mercantile	Tavern	\$	125,550.00	\$	191.97
3920726000	725-729 N MILWAUKEE ST	SU REAL ESTATE GROUP LP		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	1,657,100.00	\$	2,533.76
3970208100	161 W WISCONSIN AV, Unit 5A	SUNSET INVESTORS-	PLANKINTON LLC	Special Mercantile	Office Building - Class B	\$	1,213,160.00	\$	1,854.96
3970207000	161 W WISCONSIN AV	SUNSET INVESTORS PLANKINTON	LLC	Special Mercantile	Office Building - Class C	\$	1,328,300.00	\$	2,031.01
3610630000	834 N PLANKINTON AV	TAG 834 LLC		Special Mercantile		\$	-	\$	-
3610631000	830 N PLANKINTON AV	TAG 834 LLC		Special Mercantile		\$	-	\$	-
3612301000	834 N PLANKINTON AV	TAG 834 LLC		Special Mercantile		\$	-	\$	-
3612301000	834 N PLANKINTON AV	TAG 834 LLC		Special Mercantile		\$	-	\$	-
3922513000	761-763 N WATER ST	TAP PROPERTIES LLC	EAGANS ON WATER	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	539,700.00	\$	825.22
3920202000	843-863 N PLANKINTON AV	THANKS A-LOT LLC		Special Mercantile	Parking Lot	\$	1,389,000.00	\$	2,123.83
3611721000	626-638 W WISCONSIN AV	THE CENTRAL MARKET PLACE CO	C/O ROBERT A TEPER	Special Mercantile	Parking Lot	\$	652,600.00	\$	997.85
3610616111	340 W WELLS ST	THE ISAACS FAMILY LIMITED	PARTNERSHIP	Special Mercantile	Parking Garage, Parking Ramp	\$	7,827,300.00	\$	11,968.20
3920842110	706 N JEFFERSON ST	THE MILWAUKEE CLUB		Special Mercantile	Mansions With Commercial Usage	\$	1,228,100.00	\$	1,877.80
3610515100	1048 N VEL R PHILLIPS AV	THE MILWAUKEE TURNERS		Special Mercantile	Parking Lot	\$	951,000.00	\$	1,454.11
3921561000	827 N CASS ST	THERAPIES EAST PROPERTIES	LLC	Special Mercantile	Residence With Commercial Usage	\$	559,400.00	\$	855.34
3610521000	1033 N OLD WORLD THIRD ST	THIRD STREET PROPERTY MGMT	LLC	Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	1,019,592.00	\$	1,558.99
3610739120	615 N VEL R PHILLIPS AV	TI INVESTORS MILW PARKING LL		Special Mercantile	Parking Garage, Parking Ramp	\$	4,311,900.00	\$	6,593.04
3610522000	1029-1031 N OLD WORLD THIRD ST	TOM AND PATTY LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	195,702.00	\$	299.23
3920672100	610 N WATER ST	TOON CITY II LLC		Special Mercantile	Office Building - Class C	\$	731,800.00	\$	1,118.95
3920674000	622 N WATER ST	TOON CITY INC		Special Mercantile	Office Building - Class C	\$	1,847,000.00	\$	2,824.12
3920677110	632-636 N WATER ST	TOON CITY INC		Special Mercantile	Parking Lot	\$	377,200.00	\$	576.75

BID ASSESSABLE

3610702000	815-819 W WISCONSIN AV	TOWNE PETERSON LLC	C/O TOWNE REALTY INC	Special Mercantile	Parking Lot	\$	200,600.00	\$	306.72
3610703000	801-813 W WISCONSIN AV	TOWNE PETERSON LLC	C/O TOWNE REALTY INC	Special Mercantile	Parking Lot	\$	882,400.00	\$	1,349.22
3610709100	625 N JAMES LOVELL ST	TOWNE PETERSON LLC	C/O TOWNE REALTY INC	Special Mercantile	Parking Lot	\$	248,600.00	\$	380.12
3610642111	710 N PLANKINTON AV	TOWNE REALTY INC		Special Mercantile	Office Building - Class B	\$	8,153,300.00	\$	12,466.66
3920001111	751 N PLANKINTON AV	TOWNE REALTY INC		Special Mercantile	Parking Garage, Parking Ramp	\$	861,900.00	\$	1,317.87
3930631000	924 E WELLS ST	UNIVERSITY CLUB OF MILWAUKEE		Special Mercantile	Sport, Health & Recreational Properties	\$	2,679,000.00	\$	4,096.28
3930857000	825 N PROSPECT AV, Unit PARK	UNIVERSITY CLUB TOWER LLC	C/O UNIVERSITY CLUB OF MILW	Special Mercantile	Parking Garage, Parking Ramp	\$	946,200.00	\$	1,446.77
3921529110	777 E WISCONSIN AV	US BANK NATIONAL ASSN	C/O AMY HERNESMAN	Special Mercantile	Office Building - Class A	\$	172,325,900.00	\$	263,491.91
3960251000	622 N CASS ST	US BANK NATIONAL ASSN	C/O AMY HERNESMAN	Special Mercantile	Office Building - Class B	\$	13,067,200.00	\$	19,980.17
3960492000	818 E CLYBOURN ST	US BANK NATIONAL ASSOCIATION	C/O AMY HERNESMAN	Special Mercantile	Parking Garage, Parking Ramp	\$	3,088,000.00	\$	4,721.65
3960502000	716 E CLYBOURN ST	US BANK NATIONAL ASSOCIATION	C/O AMY HERNESMAN	Special Mercantile	Parking Garage, Parking Ramp	\$	10,667,300.00	\$	16,310.65
3930932000	506 E MASON ST, Unit 2	WASHINGTON SQUARE	ASSOCIATES III LP	Special Mercantile	Parking Garage, Parking Ramp	\$	4,541,100.00	\$	6,943.49
3920835110	741 N JACKSON ST	WASHINGTON SQUARE ASSOC I	LTD PARTNERSHIP	Special Mercantile	Parking Lot	\$	2,957,500.00	\$	4,522.11
3930931000	750-782 N JEFFERSON ST, Unit 1	WASHINGTON SQUARE ASSOC IV L		Special Mercantile	Office Building - Class B	\$	2,990,300.00	\$	4,572.27
3921196000	1129-1131 N WATER ST	WATER STREET INVESTMENTS	LTD PTN, C/O BIECK MGMT INC	Special Mercantile	Tavern	\$	785,200.00	\$	1,200.60
3610528000	1013 N OLD WORLD THIRD ST	WGS LAND LLC		Special Mercantile	Tavern	\$	582,800.00	\$	891.12
3601861000	1425-1445 N JEFFERSON ST	WI AVENIR APARTMENTS LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	1,880,100.00	\$	2,874.73
3601832000	1420 N MILWAUKEE ST	WI AVENIR PHASE II LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	746,900.00	\$	1,142.03
3910761000	606 W WISCONSIN AV, Unit 101	WI TOWER LLC		Special Mercantile	Sit Down Restaurant	\$	305,600.00	\$	467.27
3910762000	606 W WISCONSIN AV, Unit 202	WI TOWER LLC		Special Mercantile	Office Building - Class B	\$	40,100.00	\$	61.31
3922941000	1111 N WATER ST	WILD ROGUES LLC		Special Mercantile	Tavern	\$	821,400.00	\$	1,255.95
3930871000	768 N MILWAUKEE ST	WILSON BLDG LLC		Special Mercantile	Parking Lot	\$	172,600.00	\$	263.91
3921574100	822 N VAN BUREN ST	WIS SCOTTISH RITE BODIES	S R B INC	Special Mercantile	Parking Lot	\$	1,148,400.00	\$	1,755.94
3960471000	323 E WISCONSIN AV	WISCONSIN & MILWAUKEE	HOTEL LLC	Special Mercantile	Hotel - Full Service	\$	38,382,200.00	\$	58,687.63
3960472000	319 E WISCONSIN AV	WISCONSIN & MILWAUKEE	HOTEL LLC	Special Mercantile	Office Building - Class B	\$	287,600.00	\$	439.75
3610649100	174-184 W WISCONSIN AV	WISCONSIN AVE PARTNERS LLC		Special Mercantile	Hotel - Limited Service	\$	10,550,600.00	\$	16,132.21
3910101000	900 W WISCONSIN AV	WISCONSIN CITY CLUB	HOLDING LLC	Special Mercantile	Sport, Health & Recreational Properties	\$	5,130,000.00	\$	7,843.94
3922991000	778 N WATER ST	WWB DEVELOPMENT II, LLC		Special Mercantile	Office Building - Class B	\$	10,609,000.00	\$	16,221.51
3922993000	769 N BROADWAY	WWB DEVELOPMENT II, LLC		Special Mercantile	Parking Lot	\$	951,200.00	\$	1,454.42
3920812000	787-789 N JEFFERSON ST	ZETJEFF LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	391,900.00	\$	599.23
3920813000	783-785 N JEFFERSON ST	ZETJEFF LLC		Special Mercantile	Store Bldg - Multi Story (Store & Apt, Store & Ofc	\$	516,900.00	\$	790.36
3610571999	330-340 W KILBOURN AV	STATE-KILBOURN HOLDINGS LLC			Tavern	\$	-	\$	-
3610571999	330-340 W KILBOURN AV	STATE-KILBOURN HOLDINGS LLC			Tavern	\$	-	\$	-
						\$	2,727,214,653.00	\$	4,170,000.00

APPENDIX D
2021 Budget

BUSINESS IMPROVEMENT DISTRICT #21
CLEAN*SAFE*FRIENDLY
2021 BUDGET

INCOME

2021 BID #21 Assessments (Based on a mill rate of \$1.53 per \$1,000 of assessed value)	\$ 4,170,000
2020 Cash Carryover	\$ 23,301
Additional Income	<u>\$ 30,770</u>
TOTAL INCOME	\$ 4,224,071

EXPENSES

Clean Sweep Ambassador Program	
Sidewalk Cleaning	\$ 805,391
Landscaping	\$ 374,337
Graffiti Removal	<u>\$ 4,500</u>
	\$ 1,184,228 (28% of total)
Public Service Ambassador Program	\$ 837,682 (20% of total)
Administrative	\$ 377,666 (9% of total)
Economic Development/Marketing/Business Retention/Recruitment	<u>\$ 1,824,495</u> (43% of total)
TOTAL EXPENSES	\$ 4,224,071

APPENDIX E

Milwaukee Downtown BID #21 Strategic Plan - Updated V6 – New Objectives

Mission¹ Statement

We lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative, and vibrant heart of the community.

Vision² Statement

Milwaukee Downtown is an economic catalyst. Downtown emerges as a premier destination of choice. Milwaukee becomes a renowned world class city (suggested change to "region" from "city").

Proposed Top Priorities

Priority 1 -- Downtown Economic Development Leader: Reposition BID 21 as a driver of economic prosperity of Milwaukee's Downtown
Priority 2 -- Leadership position on Catalytic Projects including the Street Car, West Wisconsin Initiative, new arena/convention center, Park East Corridor, and technology/innovation incubator (new)
Priority 3 -- Energy and vibrancy of downtown: Harness the energy and vibrancy of diverse downtown residents, young professionals and other downtown believers to position them for leadership roles in the Downtown community. (new)

¹ Mission: Broad description of what we do, with/for whom we do it, our distinctive competence, and why we do it.

² Vision: Image or description of future impact we intend to have in the future.

Summary of Changes in 2021 Operating Plan

- Section III(A)
(Page 3) – Highlighted the first Downtown Dog Exercise Area and public space making as new catalytic projects.
- Section III(A)
(Page 3) – Incorporated District commitment to equity and diversity.
- Section III(B)
(Page 3) – Noted that traditional activities may be implemented differently to reduce the spread of COVID-19 and that some marketing events and activities may become entirely virtual.
- Section III(B)(3)
(Page 8) – Added Tunes at Noon as recurring event.
- Section III(C)
(Page 9) – Updated budget and assessment information.
- Section III(D)(2)
(Page 11) – Updated 1st – 9th largest office buildings to determine board categories.
- Section III(D)(7)
(Page 13) – Referenced new BID office location.
- Section VII(D) (Page 20) – Note sunset must be extended next year (2022).
- Appendix B – Updated map.
- Appendix D – Updated budget.

2019-2020 ACCOMPLISHMENTS

MILWAUKEE DOWNTOWN, BID #21



BEHIND BID #21

BETH WEIRICK
CEO





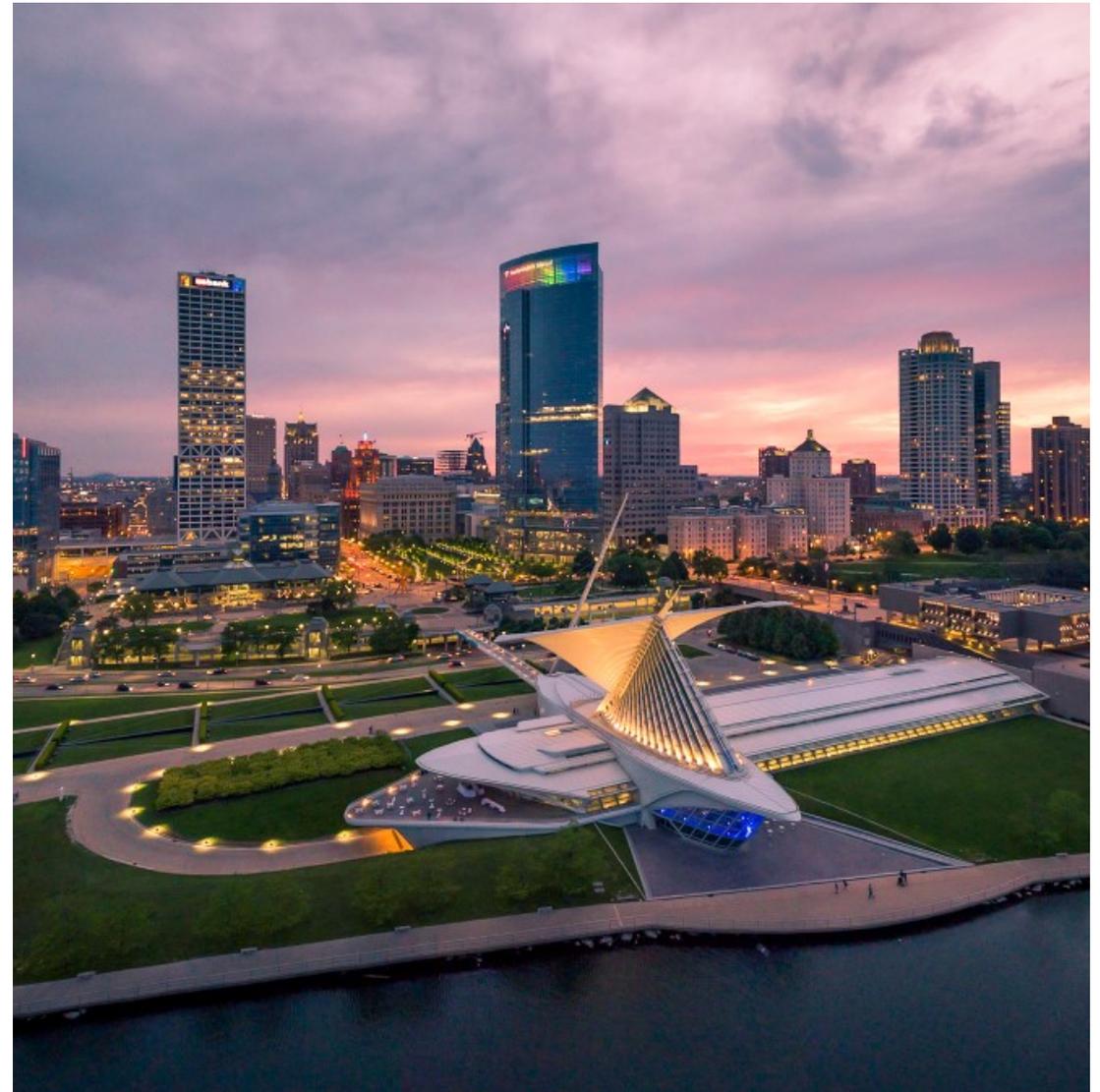
BEHIND BID #21

MISSION

We lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative and vibrant heart of the community.

VISION

Milwaukee Downtown is an economic catalyst. Downtown is a premier destination of choice. Milwaukee becomes a renowned world-class city adding value to the region and the state.



BID #21 PRIORITIES



PRIORITY #1

- Be a recognized Downtown economic development leader with increased support from a growing stakeholder base.

PRIORITY #2

- Leverage collaborative partnerships to champion and better connect catalytic, next-generation projects, including The Hop and Wisconsin Avenue initiatives.

PRIORITY #3

- Harness the energy and vibrancy of diverse Downtown residents, young professionals and other Downtown believers to position them for leadership roles in the Downtown community.

PRIORITY #4

- Create an exceptional quality of life environment with focus on enhanced safety, security, connectivity and public space management through innovative events, landscaping, lighting and public art installation.

STATEMENT ON RACIAL EQUITY

Since our creation in 1998, Milwaukee Downtown, BID #21 has championed Downtown's equity and diversity. We support individuals' First Amendment rights to peacefully demonstrate, and we stand with our Black and Brown team members and neighbors in the fight for justice and equality. Additionally, we firmly oppose violence, vandalism and looting. Cultivating safety, security and belonging is the heart of our mission. For this reason, the burden is upon us as community leaders to work towards ending systemic racism.

Our organization and its representatives will continue to be at the table as advocates, listeners and bridge builders to help heal our community. Milwaukee Downtown, BID #21 remains committed to creating an exceptional quality of life environment for all members of our community, regardless of age, race, gender or sexual orientation. We pledge to do our part in advancing a shared and inclusive vision, while advocating for a community of tolerance, peace and understanding. As the vibrant heart of our city, Downtown is a gathering place. On our streets, the community comes together to live, work and learn. Our streets are meant to welcome and include. And right now, our streets are a place where Milwaukeeans peacefully express grief, demand change and raise collective voices against racism. It is truly an honor to be a place where our community gathers in solidarity.

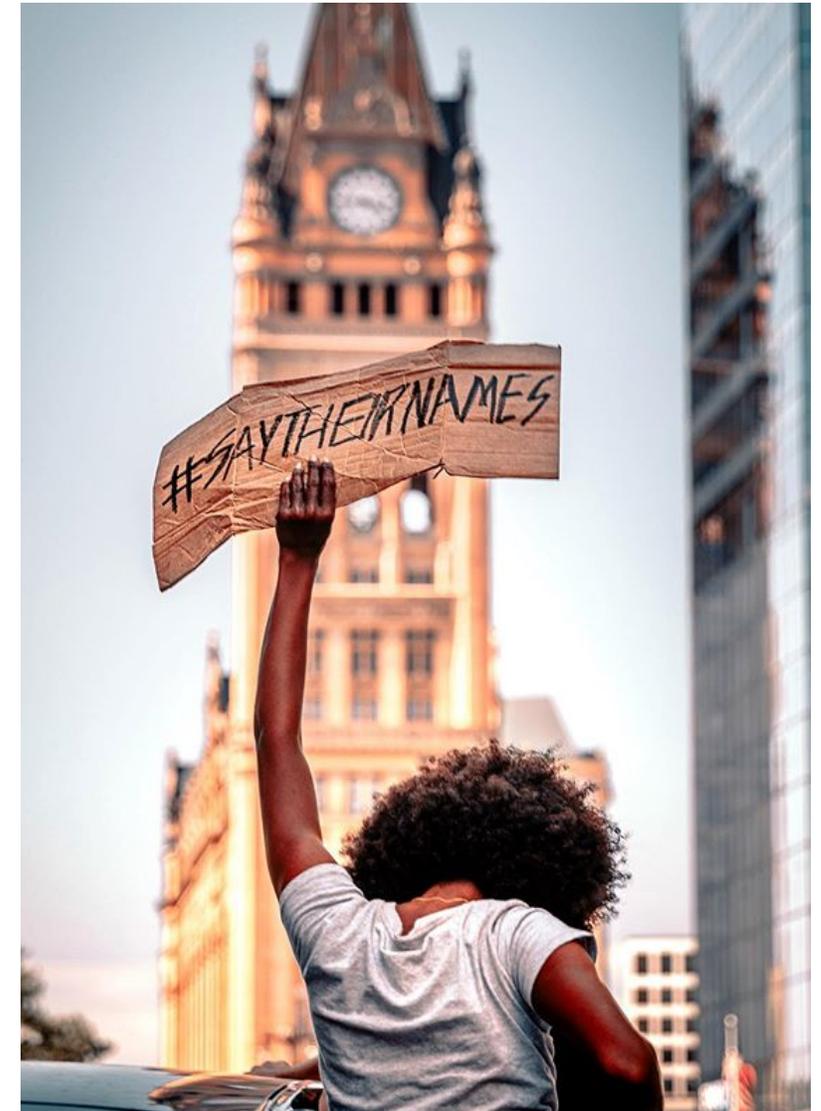


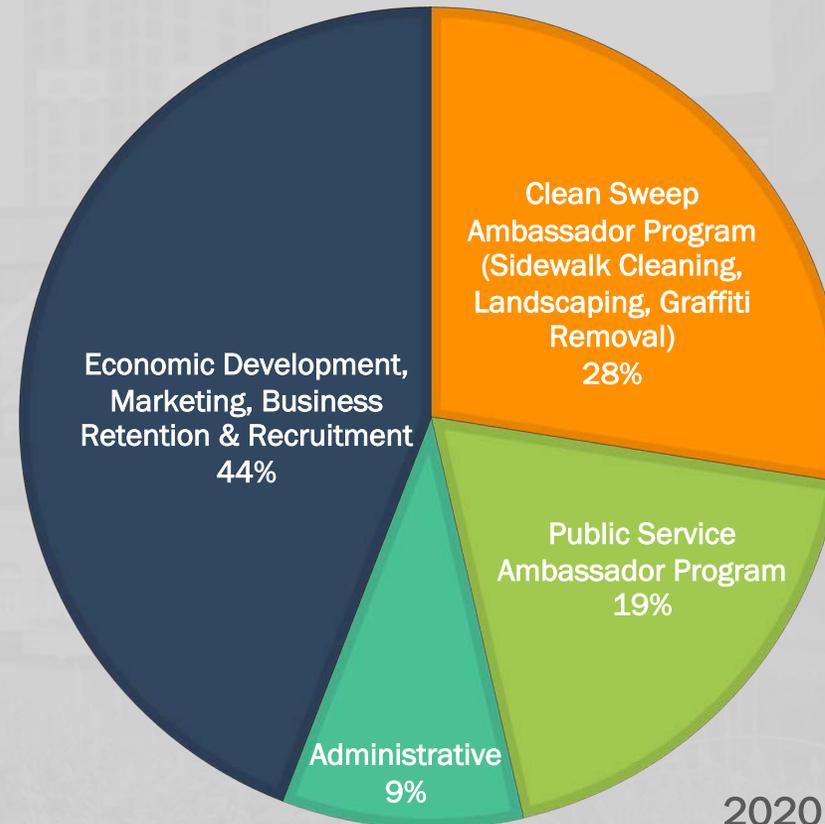
Photo: Alex Weber

YEAR TWENTY- THREE OPERATING PLAN BUDGET



2019-2020 BUDGET

- Clean Sweep Ambassador Program (Sidewalk Cleaning, Landscaping, Graffiti Removal)
- Public Service Ambassador Program
- Administrative
- Economic Development, Marketing, Business Retention & Recruitment



2020 Assessments: \$4,170,000
Additional Income: \$29,270
Total Income: \$4,199,270

RAPID RESPONSE TO COVID-19

- Peer-city collaborations and discussions on best practices with cities around the globe
- Reallocation of resources to support kit of parts for Active Streets program
- Redistributed resources from in-person events to support local bars, restaurants and retailers through social media campaigns



RAPID RESPONSE TO COVID-19

- Development of safety and sanitation protocols, including ambassador deployment and installation of hand sanitizer stations and code of conduct signage
- Altered messaging in downtown branding campaign
- Development of COVID-19 webpages
- Innovative approaches to keep downtown constituency engaged
- Ongoing consumer, business and employer research



CORE PROGRAMS

 BETH WEIRICK
CEO



PUBLIC SERVICE AMBASSADORS



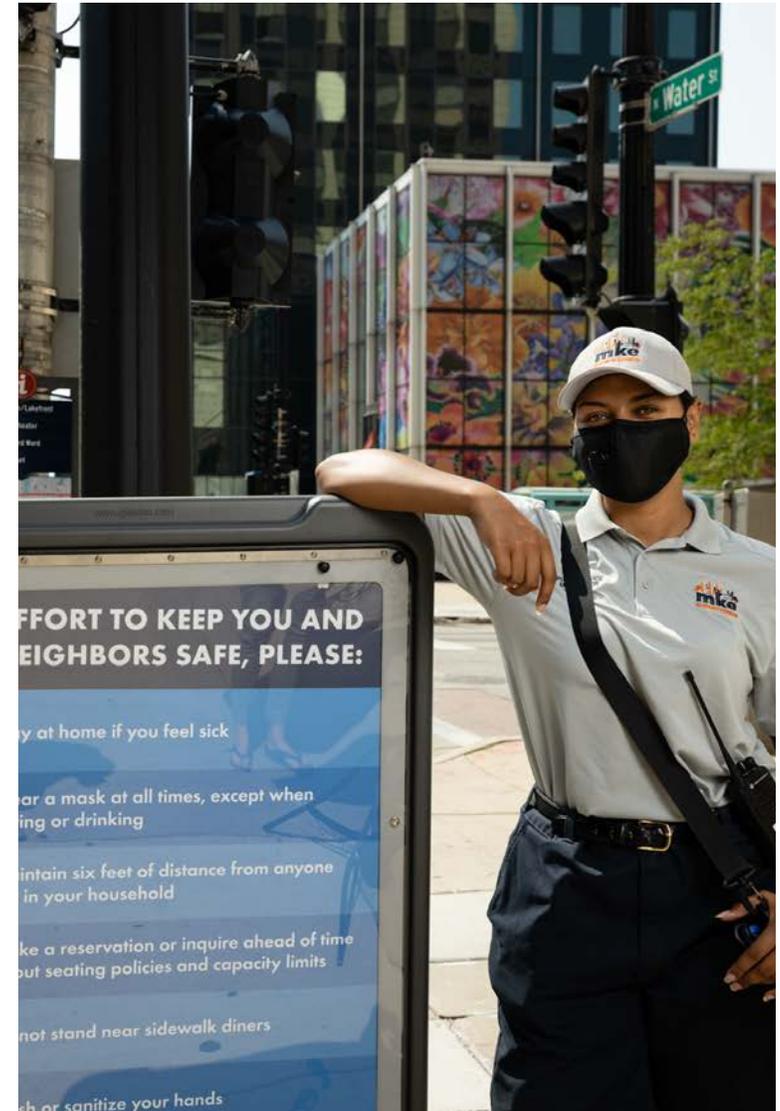
- Managed by Block by Block
 - Led by Director Steve Basting
- Extra set of eyes and ears for Milwaukee's police and fire departments
- Regular communication with Downtown Security Network
- Hired Homeless Outreach PSA to support Downtown Homeless Outreach Coordinator
- Assumed more of a security role during pandemic



PUBLIC SERVICE AMBASSADORS



- Staggered start times – 4 to 5 working weekdays, 7 working weekends
 - 18 ambassadors in rotation
- Collected 14,460+ gallons of litter between March and August
- Daily disinfection of high-touch surfaces at Cathedral Square, Zeidler Union Square and Pere Marquette Park (cleaned over 1,100 times since summer)
- Assisted with set up of Active Streets
- Manage distribution, placement and daily upkeep of COVID-19 posters and hand sanitizing stations throughout downtown

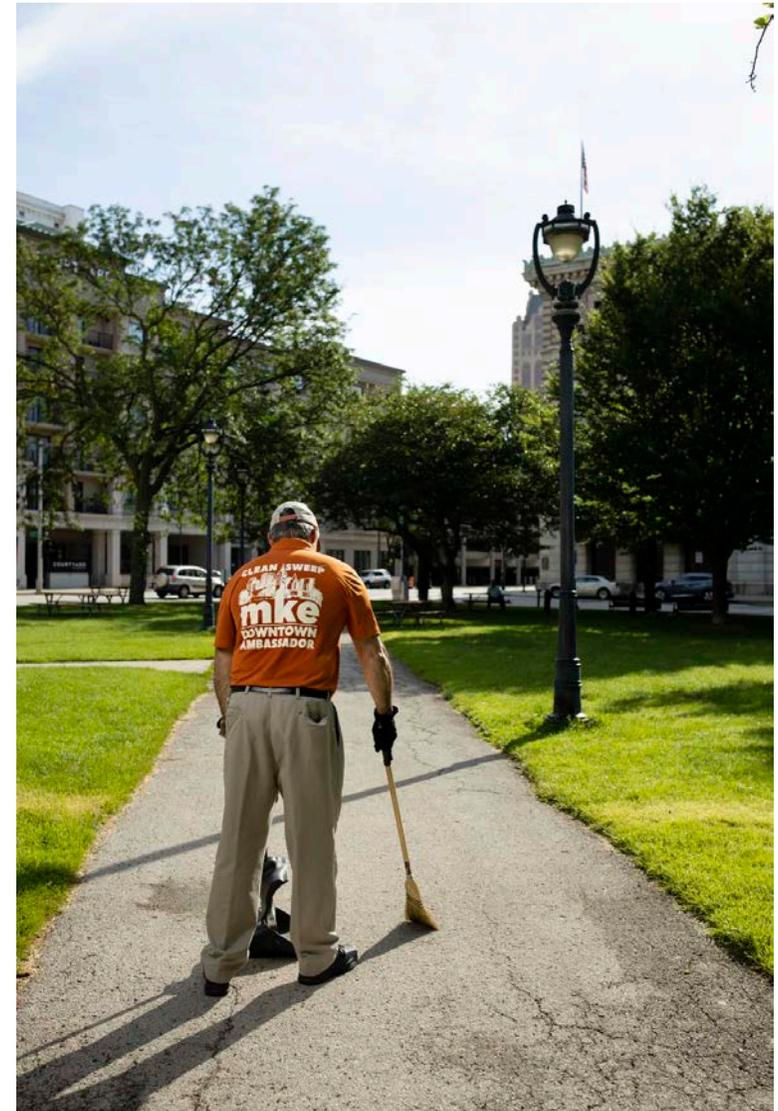




CLEAN SWEEP AMBASSADORS



- Contract managed by Modern Maintenance
 - Led by Greg Peterson
- Installed and maintained holiday lights décor
 - 500,000+ lights throughout downtown
- 301,050+ gallons of trash collected in last year
- Emptied garbage cans along the RiverWalk, as well as 50+ garbage cans throughout the BID



CLEAN SWEEP AMBASSADORS



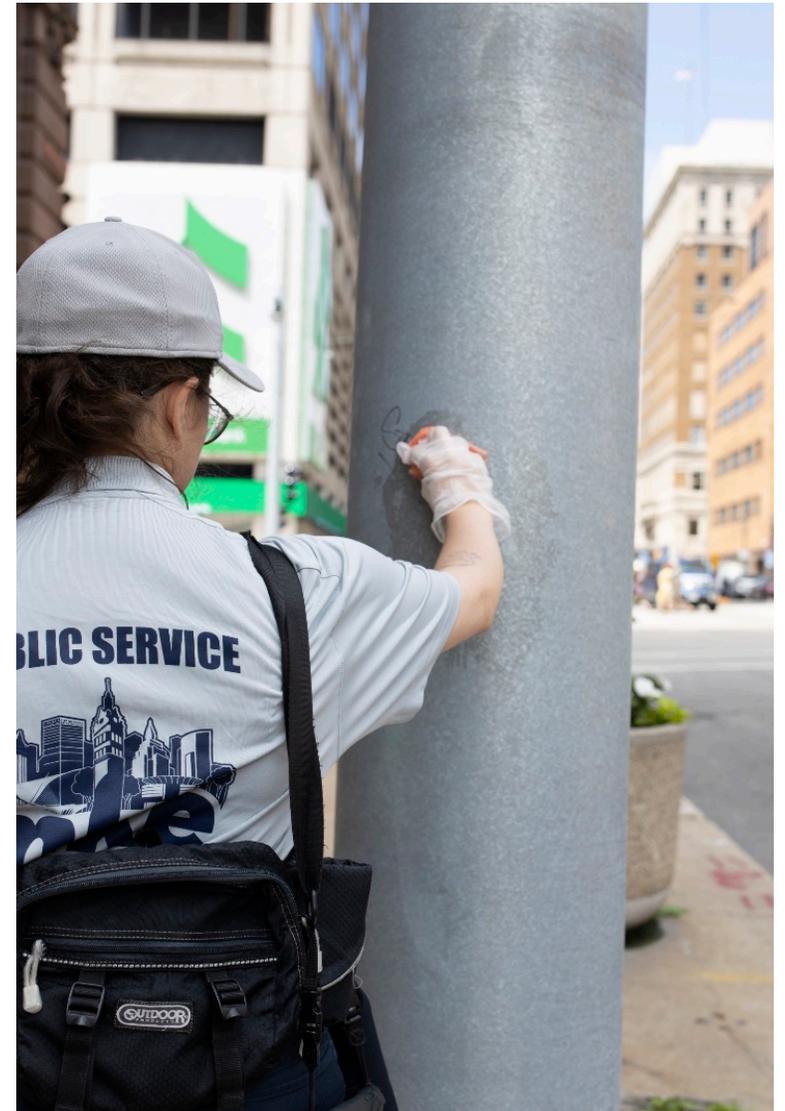
- Staggered start times
- Daily disinfection of high-touch surfaces throughout downtown
- Maintain sanitation stations
- Wrapped picnic tables in vinyl and clean regularly to provide sanitary seating for guests in Cathedral Square Park, Zeidler Union Square and Pere Marquette Park



GRAFFITI REMOVAL TEAM



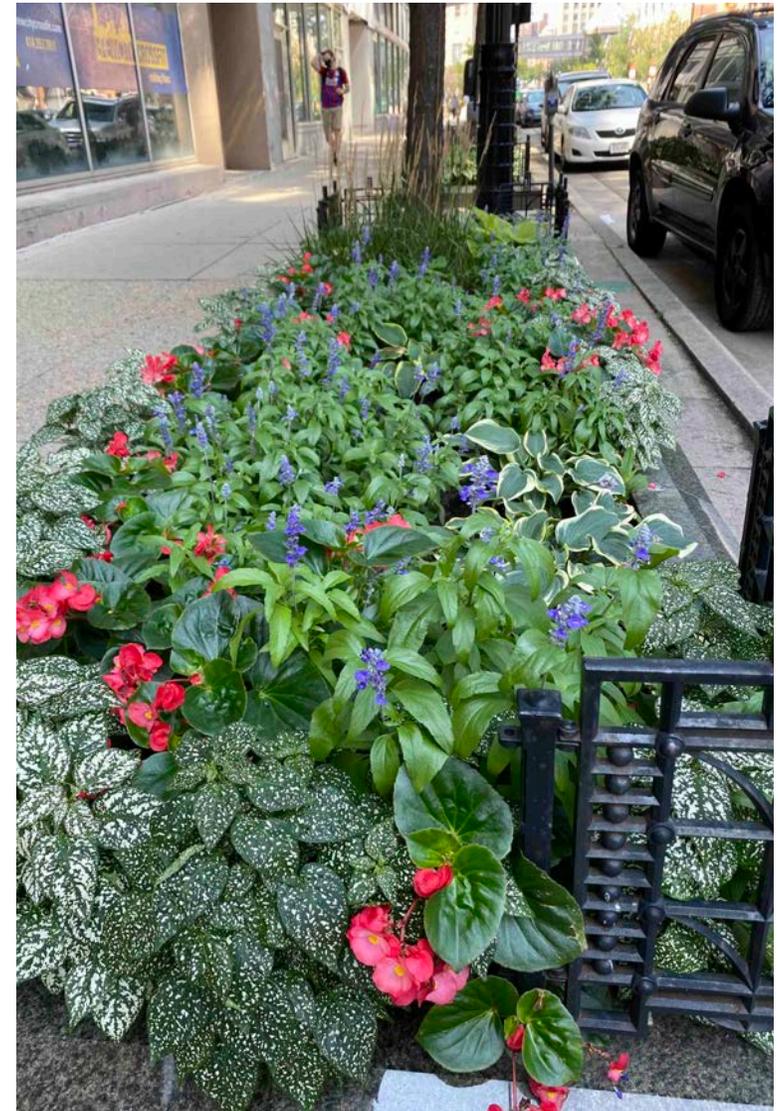
- 624 tags and stickers removed in last year
 - Power washing
 - Paint matching
 - Chemical removal
- 23,016 tags eliminated since 2000
- 99% removed by PSAs
- Larger tags removed by Ace of Spray
- Eliminate within 24 hours of discovery



LANDSCAPE CREW



- Contract managed by KEI
- 377 planters and beds
- 75+ hanging baskets
- Spring, summer, fall and holiday arrangements
 - Red, white & blue motif for DNC
- Tended to Wisconsin Avenue, Old World Third Street, Milwaukee RiverWalk and Court of Honor
- Transformed Postman Square with a new stone seat wall, old-world brick pavers, dog-friendly turf, electricity and aesthetic lighting
- Assisted with plantings for Active Streets program



ADDRESSING HOMELESSNESS

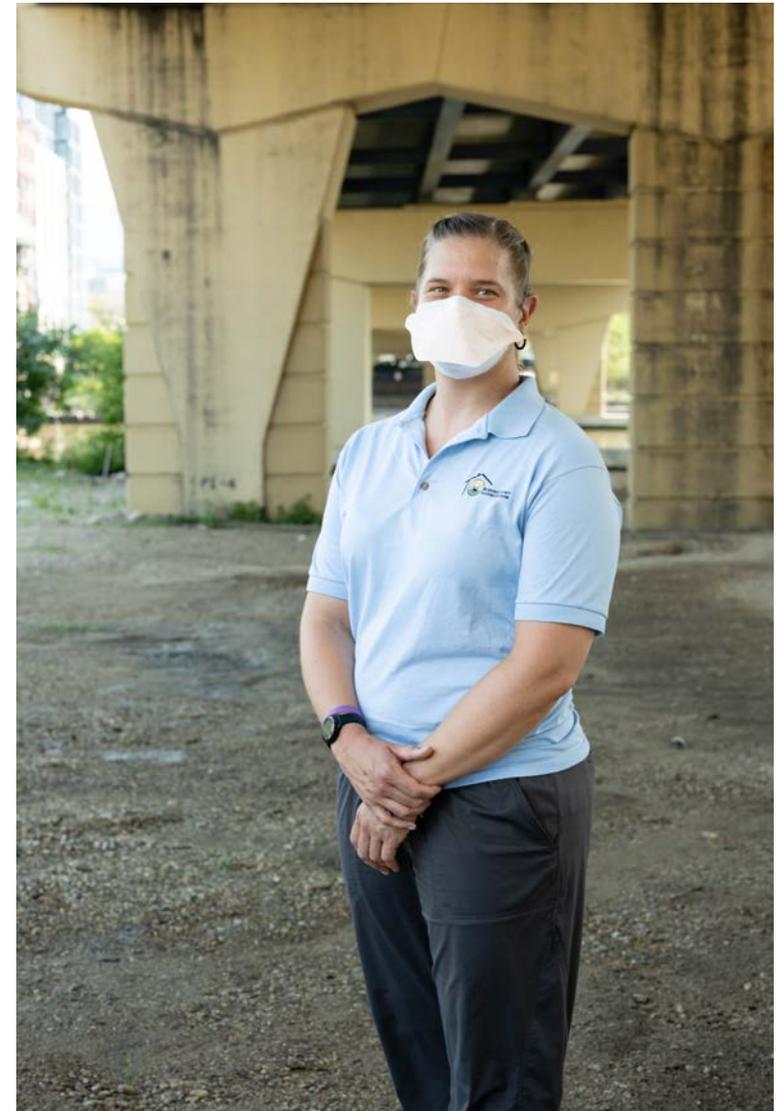
BETH WEIRICK
CEO



KEY TO CHANGE



- Partnership with Milwaukee County Housing Division to address homelessness and public nuisance behaviors with Housing First model
- 2,300+ homeless Milwaukeeans placed into permanent supportive housing since 2015
 - 469 between September 2019 and August 2020
- 96% retention rate of Housing First clients
- \$80,000 raised for year-one funding of Downtown Homeless Outreach Coordinator, Beth Lappen
- Hire of PSA Outreach Coordinator to assist Beth Lappen
- \$12,100+ in donations made through Key to Change online platform
 - Push for donations during COVID-19 housing crisis



ECONOMIC DEVELOPMENT

MATT DORNER
ECONOMIC DEVELOPMENT DIRECTOR



MARKET ANALYSIS



- Engaged with developers and industry leaders to unofficially update Downtown's employee and resident populations
- Estimate is now 90,700+ employees (12.1% increase since 2010)
- 30.6% of all jobs within the City of Milwaukee (296,721) are located within Downtown
- Estimate is now 32,000+ downtown residents (26.5% increase since 2010)
- Greater downtown area makes up 3.5% of the City's land mass, yet produces 22.1% of the City's total property tax base

BUSINESS RECRUITMENT WINS

- Canary Coffee Bar – site selection assistance; BDLP loan and connection to City programs to assist in financing build-out
- Tupelo Honey – assisted in downtown sales pitch to ensure a selected location in BID #21
- HUB501 – assisted in finding local investor
- Central Standard Distillery – BDLP loan to support \$2.7 million redevelopment; connection with City to assist with White-Box grants





ECONOMIC SUPPORT

Being a resource to businesses is a top priority for Milwaukee Downtown. We've been working around the clock to gather information on loans, grants and other financial packages to assist businesses in mitigating the effects of COVID-19 pandemic. This resources page is updated regularly and provides links to local, state and federal relief programs. To request that a resource be added to the list, email info@milwaukeedowntown.com with the name of the program and website.

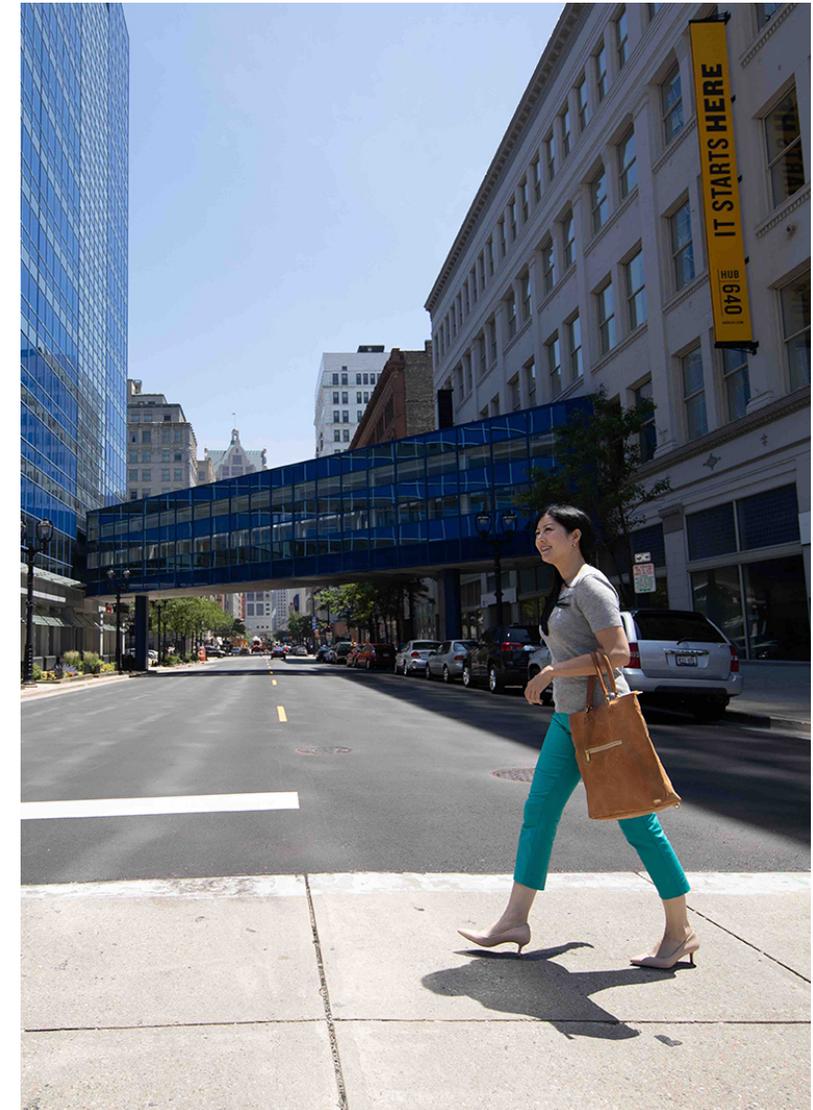


COVID-19 ECONOMIC RESOURCES WEBPAGE

- Go-to-resource for local, state, and federal economic support programs
 - Promotion of PPP, Milwaukee Restart Grants, We're All In Grants, etc.
- 2,683 pageviews since March
- Provided 30 letters of support to small businesses seeking the \$2,500 We're All In Grant

COVID-19 EMPLOYEE RE-ENTRY SURVEY

- Developed survey to assess employers' plans for resuming operations and bringing employees back
- Disseminated in mid-June
- Targeted a sample of downtown's largest office buildings
 - Respondents represented 27 downtown office properties of various sizes that normally welcome an estimated 26,700 employees or nearly 30% of downtown's estimated 90,700+ workforce
- As of September 1st, an estimated 32.8% or 29,769 of downtown's employee base has returned to the office
- Staff is preparing an update to the survey that will be redistributed in September to property owners and managers to continually monitor reentry trends



ACTIVE STREETS

- Advocated for expanded outdoor seating options for downtown businesses
- Partnered with TWKA UrbanLab to develop a model focused on Old World Third Street
- More than a dozen expanded parklets have been implemented to date
- Exploring outdoor seating opportunities for winter





Good Afternoon,

In this edition of Real Results, we review survey data that assesses employers' plans for workforce returning to downtown office buildings. We look forward to continuing to welcome downtown workers back! Milwaukee has moved into phase 4.1 of the Moving Milwaukee Forward Safely reopening plan. For restaurant and bar operators and other impacted industries, make sure to submit your COVID-19 Safety Plan by September 15 to ensure there's no disruption in your service.

Plus, learn about the City's new Active Streets program that is allowing more outside seating to sprout up to support small businesses. Find out how you can apply for the Active Streets program for your business.

Westown now has two new murals nearing completion. Find out more about these projects and plan your own public art walking tour using Milwaukee Downtown's new interactive public art map.

Finally, stay up to date on the restoration of Pompeii Square and learn more about how this project will further connect Downtown and the Historic Third Ward and provide a beautiful new gateway into the central business district.

As always, thanks for reading!

Matt Dörner

Matt Dörner
Economic Development Director
Milwaukee Downtown, BID #21
mdorner@milwaukeedowntown.com
Follow us on Twitter | @RealResultsMKE

COMMUNICATION TOOLS

- Updated competitive advantages pitch deck
- Hop Streetcar Guide update near completion
- Published Real Results e-newsletters
 - 33.5% open rate, 1,761 subscribers
 - Utilized database to communicate progress and procedures for several timely issues, i.e. DNC, COVID-19 Safety Plans for bars and restaurants as part of Phase 4.1, etc.
- Promoted economic development news through @RealResultsMKE Twitter handle
 - 1,098+ followers
- Continued business spotlights on website
- Developing competitive advantages brochure to address current climate

ADVOCACY



- Taking a leadership position on catalytic projects is one of our top priorities
- Milwaukee Downtown advocates for:
 - Small businesses, Bus Rapid Transit, bike lanes, the revitalization of Pompeii Square and the Broadway connection, expansion of The Hop streetcar line, and bringing new businesses and investors to the central business district
- Support of Move Forward MKE initiative – 1% sales tax increase to provide property tax relief and critical funding for public services, maintaining facilities and investing in the future
- Active member of the NAIOP Public Policy Committee
- Continued resource for media outlets on downtown developments
- Best practice research in pre- and post-COVID environment
 - Assisted WEDC in coordinating We're All In event

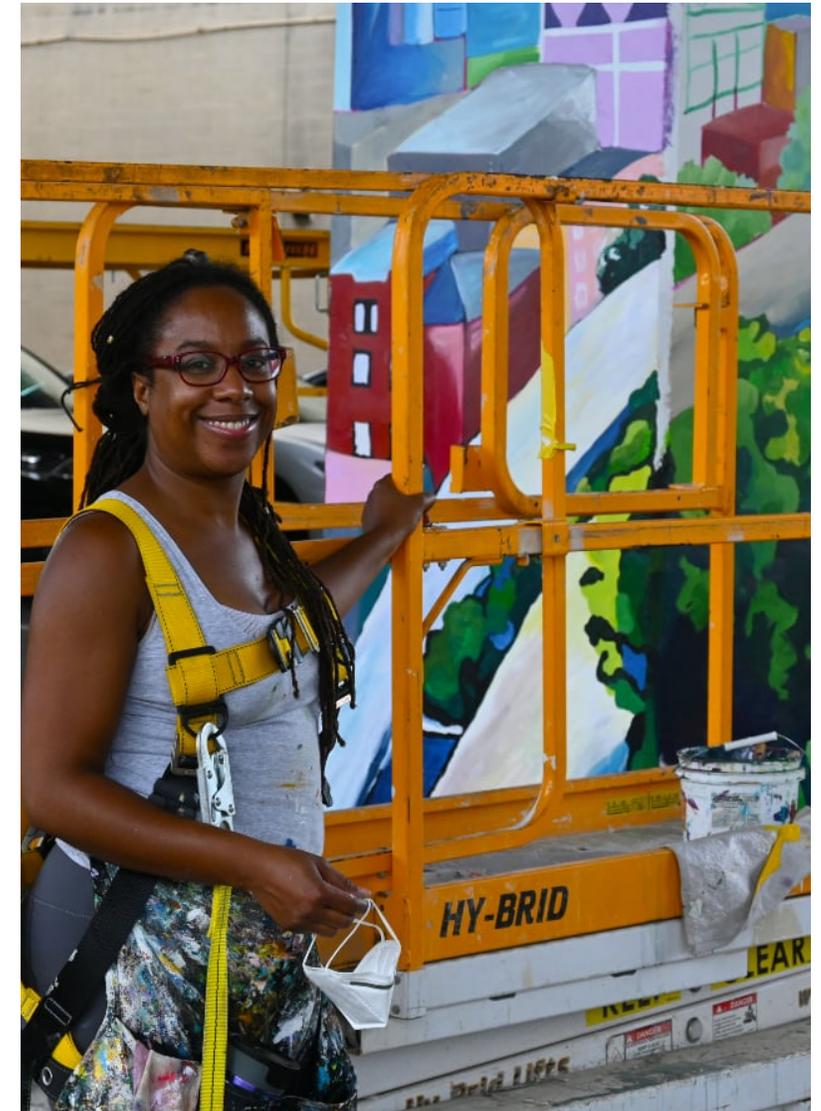
PROJECTS ADVANCING

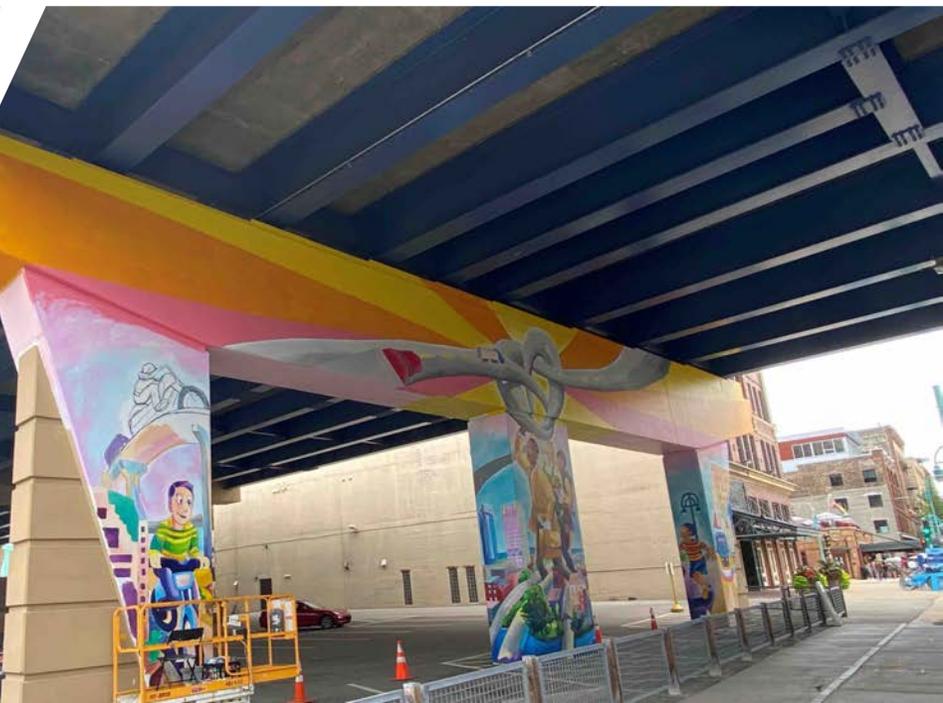
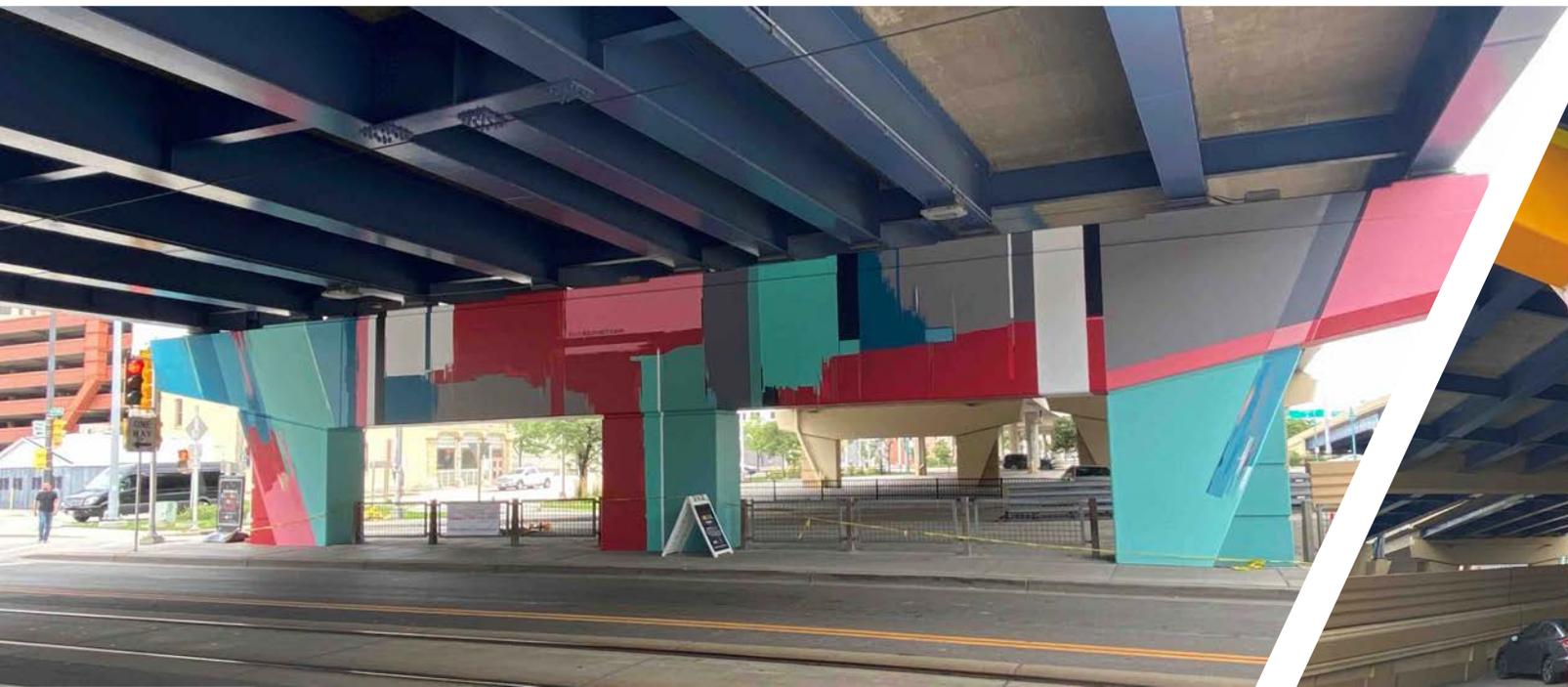
MATT DORNER
ECONOMIC DEVELOPMENT DIRECTOR



BRIGHTEN THE PASSAGE

- Marketing the improvements being made to better connect CBD and Third Ward
- Public/private partnership that advances RHI/nighttime economy strategies
- Four artists enlivening space under I-794 piers now
- Aesthetic lighting implementation slated for Fall 2020
- \$200+ million invested in last 18 months
- Webpage developed, URL secured
- Video underway





DOG RUN AREA



- Advancing downtown's first dog recreation area
 - Attraction for residents, employees and out-of-town guests staying at nearby hotels
- RiverWalk funding and partnership secured with City of Milwaukee
- Lending partner secured
- Moving forward with DOT and County on final agreements
- Working with GRAEF on site design and sponsorable elements
- Implementation in Spring/Summer 2021



FRAME THE SQUARE

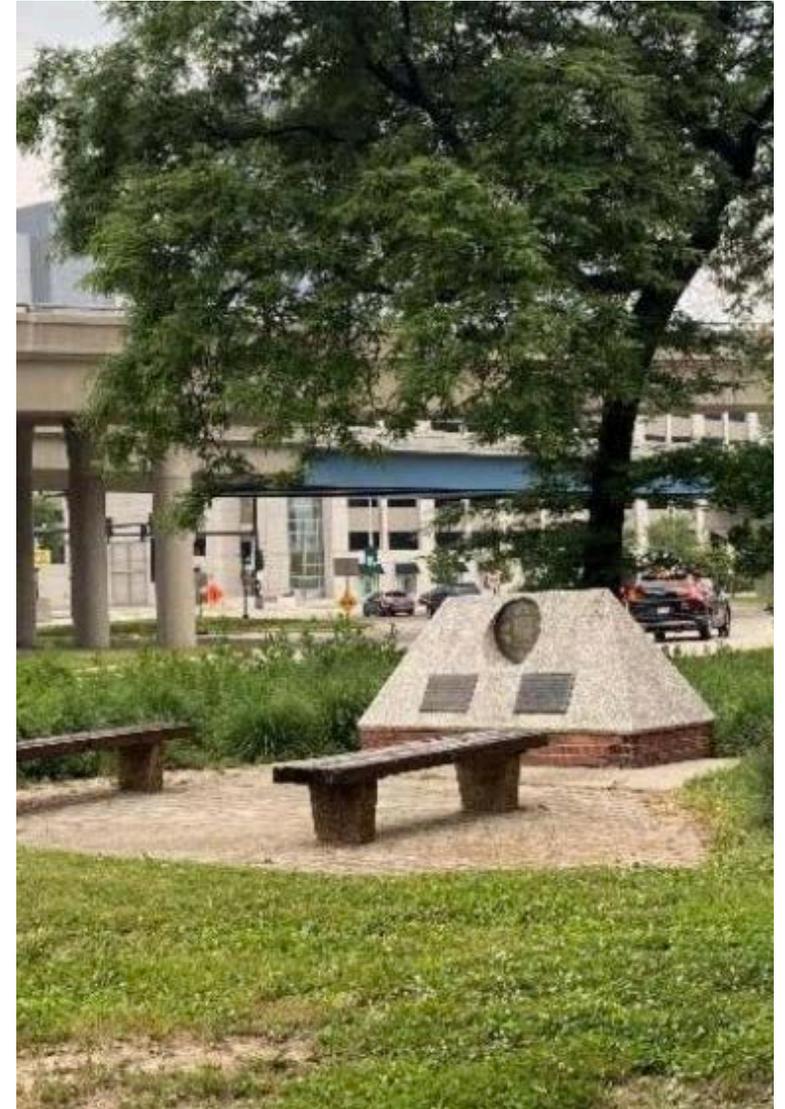
- Beautification effort for Cathedral Square Park
- \$1.85 million plan for first phase of enhancements
- New sidewalks, trees and landscaping, benches, trash receptacles and other pedestrian-friendly elements
- Design underway for a Spring 2021 construction



POMPEII SQUARE



- Historic Third Ward Association, BID #2 and Milwaukee Downtown working together to improve the larger Pompeii Square area
- Landscaping, stone seat walls and new lighting among the improvements
- Pompeii Men's and Women's Clubs selling engraved pavers to restore monument at the site of the former Our Lady of Pompeii Church
- Expected completion in Fall 2020

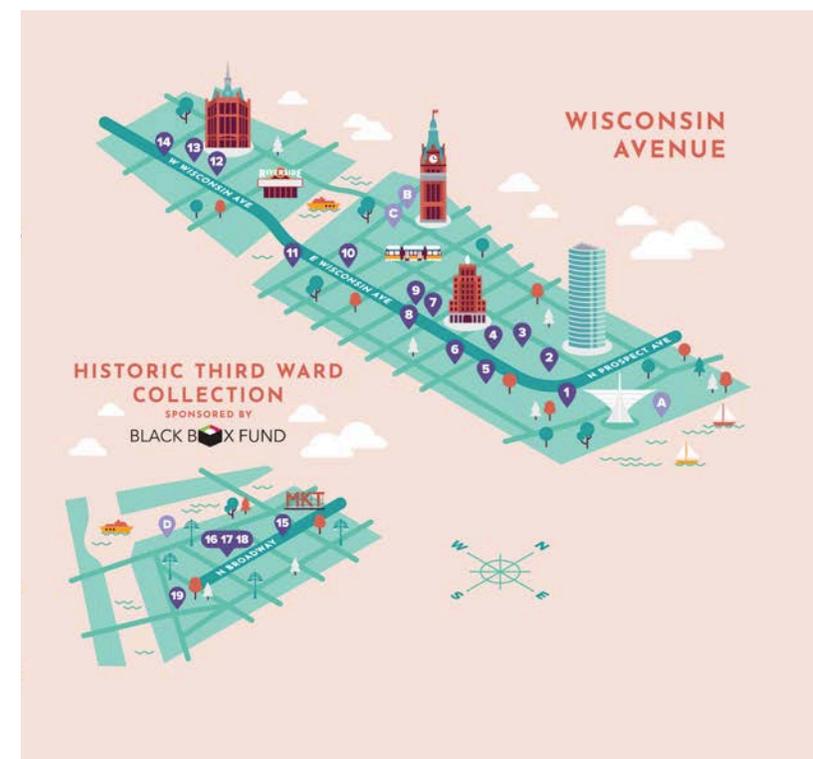


SCULPTURE MILWAUKEE

- Assisted with property owner agreements and outreach during transitional year
- Expanded footprint into Historic Third Ward, plus extension of installment into winter – NEW!
- Continue to support through marketing and PR efforts

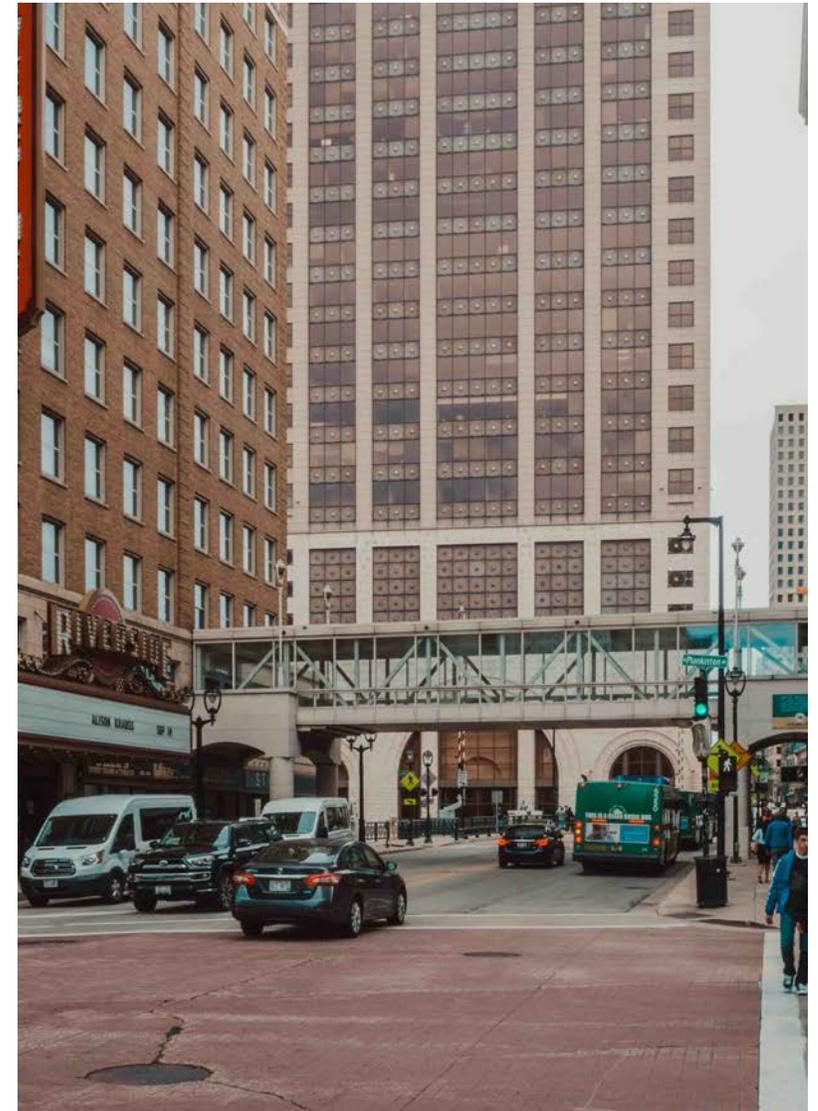


Photo: Kevin Miyazaki



WISCONSIN AVENUE LIGHTING CONCEPTS

- Collaborative initiative among City of Milwaukee, WAM DC and commercial property owners
- Aesthetic lighting scheme slated for three skywalks over Wisconsin Avenue
- Design Fugitives engaged to develop concept





MARKETING & BRANDING

ERICA CHANG

MARKETING, EVENTS & SOCIAL MEDIA DIRECTOR



SOCIAL MEDIA



- Facebook
 - Total page likes: 37,982
 - Number of posts: 276
 - Total engagement: 221,695
 - Engagement rate: 14%
 - Reach: 1.57 million
 - Impressions: 2.04 million
- Twitter
 - Followers: 58,655
 - Number of tweets (including retweets & replies): 1,061 (411 original, 561 retweets, 89 replies)
 - Total engagement: 22,338
 - Engagement rate: 1.7%
 - Impressions: 1.3 million
- Instagram
 - Followers: 23,374 – 27% increase from previous year!
 - Number of posts: 124
 - Total engagement: 77,027
 - Engagement rate: 329%
 - Reach: 937,982
 - Impressions: 1.58 million

CONTESTING THROUGH SOCIAL MEDIA



- MKE My Day photo contest
 - Summer 2019
 - Weekly photo contest with 380+ entries
- Gift card stimulus giveaway in partnership with Downtown Neighbors Association
 - March 2020
 - \$4,000 in gift cards pledged
 - 160 winners were drawn to receive a \$25 gift card to a downtown business
 - 360+ entries received across social platforms
 - 90,000+ impressions
 - To enter, users shared how they are safely supporting downtown businesses during the pandemic

MKE A DIFFERENCE CAMPAIGN

- April – May 2020
- Nearly \$6,000 in gift cards given away over 6 weeks
- 2 weekly winners drawn to receive \$500 each in downtown gift cards
- 400+ entries received across social platforms
- Entry methods varied weekly, including highlighting health & wellness businesses, nominating frontline heroes, and focusing on retail options



Do you know a deserving worker on the frontlines during COVID-19?

Nominate them to win a downtown prize package, by 11:59 PM tonight in the original post.



MKE her day! Nominate an amazing mother or mother-like figure ❤️

We want to celebrate moms and mom-like figures in your life, with [Milwaukee Mom](#). Two winners will be drawn to win a Milwaukee gift package.

To enter, comment below with the name of your nominee and what you appreciate about them.... [See More](#)



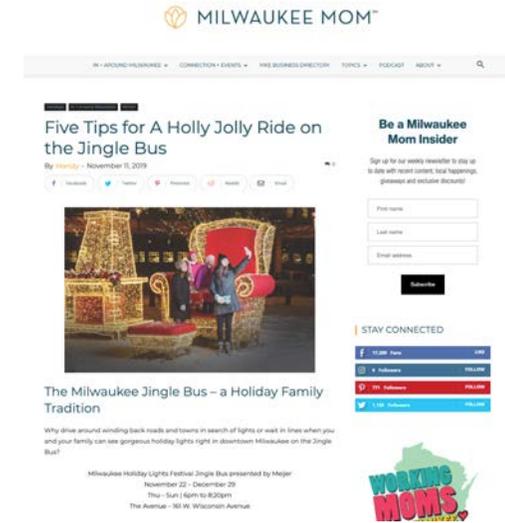
Enter to win \$500 in downtown gift cards:
By 11:59 PM on Friday 4/24, comment with a photo showing how you've supported downtown businesses in the past month. ✨
Your support will help downtown businesses return stronger than ever. Thank you!



INFLUENCER PARTNERSHIPS



- Milwaukee Mom
 - Sponsored an Old World Third Street staycation and downtown holiday outing, with influencers highlighting family-friendly options for the Milwaukee Mom community
 - Holiday Lights Festival/Jingle Bus featured as a top holiday destination in Milwaukee Mom's Guide to Winter & the Holidays
 - 3,250+ page views
- Estamos Unidos
 - Holiday Lights data (in addition to Jingle Bus tours)
 - 18 videos
 - 154k organic reach
 - 59,000 organic video views
 - 425 organic post shares
 - 1,500 likes
 - Spanish version of "MKE Us Stronger" video in May 2020



WELCOME GIFTS



- Welcomed 175 GRAEF employees to new downtown offices at The Avenue
 - Individual desk succulents, “We’re so glad you’re planted downtown.”

CONSUMER SURVEYS

- Released monthly polls May –August to gauge consumer perceptions of safety and changing habits amid the pandemic
- 4,249 total respondents
- Run via Instagram and Constant Contact eblast
- Respondents reported on top-priority safety measures, comfort with restaurants and bars, level of concern about pandemic, retail habits, seasonal adaptations and more
- Supplied downtown businesses with data
- Utilized data to support Milwaukee Downtown’s safety implementations, such as public sanitation stations, outdoor seating, signage and more



STAKEHOLDER COMMUNICATIONS

- Downtown Hotlist
 - 18,058 subscribers;
 - 20.1% open rate
- e-Ripple Effect
 - 4,108 subscribers;
 - 29.3% open rate



mke DOWNTOWN

R

RIPPLE EFFECT

Hello,

Milwaukee Downtown-ers!

Summer is here and there's always something fun to do in Downtown Milwaukee while staying safe and socially distanced.

Next week, the Democratic National Convention will be held virtually, anchored in downtown Milwaukee, August 17 – 20. To celebrate the DNC and a historic year of transformation, Milwaukee Downtown has partnered with local artist Della Wells and Poet Laureate Dasha Kelly Hamilton to transform Water Street and Kilbourn Avenue into the "Road of Democracy." Find out more about the thought-provoking installation below.

Many of you have told us that marketing support is currently a top area of need for your business. Last week, Milwaukee Downtown launched the "MKE It Back" campaign, messaging that downtown is safe and open—open spaces, open doors, open waters and open arms. Learn more on how we're promoting a safe reacquaintance with guests.

Two new murals are near completion and works from the Sculpture Milwaukee's 2020 exhibition are now popping up along Wisconsin Avenue and in the Historic Third Ward. Check out these new additions on our interactive public art map.

Plus, don't forget to tune into our weekly livestream of PNC presents Tunes@Noon. This summer lunchtime concert series can be enjoyed from the comfort of your home while our local artists perform from theirs. Check out the rest of the summer's lineup below.



Beth Weirick | CEO
Milwaukee Downtown, BID #21
bweirick@milwauekedowntown.com



THE HOT LIST

mke DOWNTOWN

Your guide to downtown happenings occurring:
AUGUST 7 - AUGUST 20

PNC presents Tunes@Noon
Each Thursday 12 PM - 1 PM

Milwaukee musicians are virtually welcoming you into their backyards and living rooms with songs of hope as part of this summer's Tunes@Noon from home series. Each Thursday, Tunes@Noon livestreams an hourlong lunchtime performance on Milwaukee Downtown's [Facebook page](#), bringing Milwaukee's incredible local music scene directly to you virtually. You can also check out past Tunes@Noon performances, as they are all recorded and saved on the Facebook page as well.

Click [HERE](#) to view the upcoming Tunes@Noon schedule.



VIRTUAL
TUNES@NOON
STREAMING @ A DEVICE NEAR YOU

Fair Food Drive-Thru
Aug. 6 - 9; Aug. 13 - 16
Wisconsin State Fair Park

Satisfy your State Fair food cravings by making your way to the Fair Food Drive-Thru presented by Bank Five Nine. Drive throughout the historic Milwaukee Mile Speedway and Wisconsin State Fair Park to visit 14 vendors offering nearly 50 different State Fair favorites!



WEBSITE

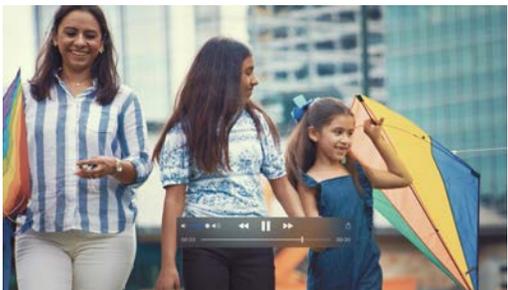
- 115,110 users in last year
- 63.3% of visitors are female
- 28% of guests are ages 25-34, 19.6% are 35-44
- Dedicated section to COVID-19 efforts
- Published 74 blog posts
 - Topics included “9 Ways to Explore Milwaukee By Water This Summer,” “25 Milwaukee Businesses Selling Masks,” “MKE It Work: Inspiring Milwaukee Business Pivots,” multiple Business Spotlights and the Heroes Project profiles
 - Downtown walking routes became our most popular blog post and Facebook post
- Implemented accessibility widget

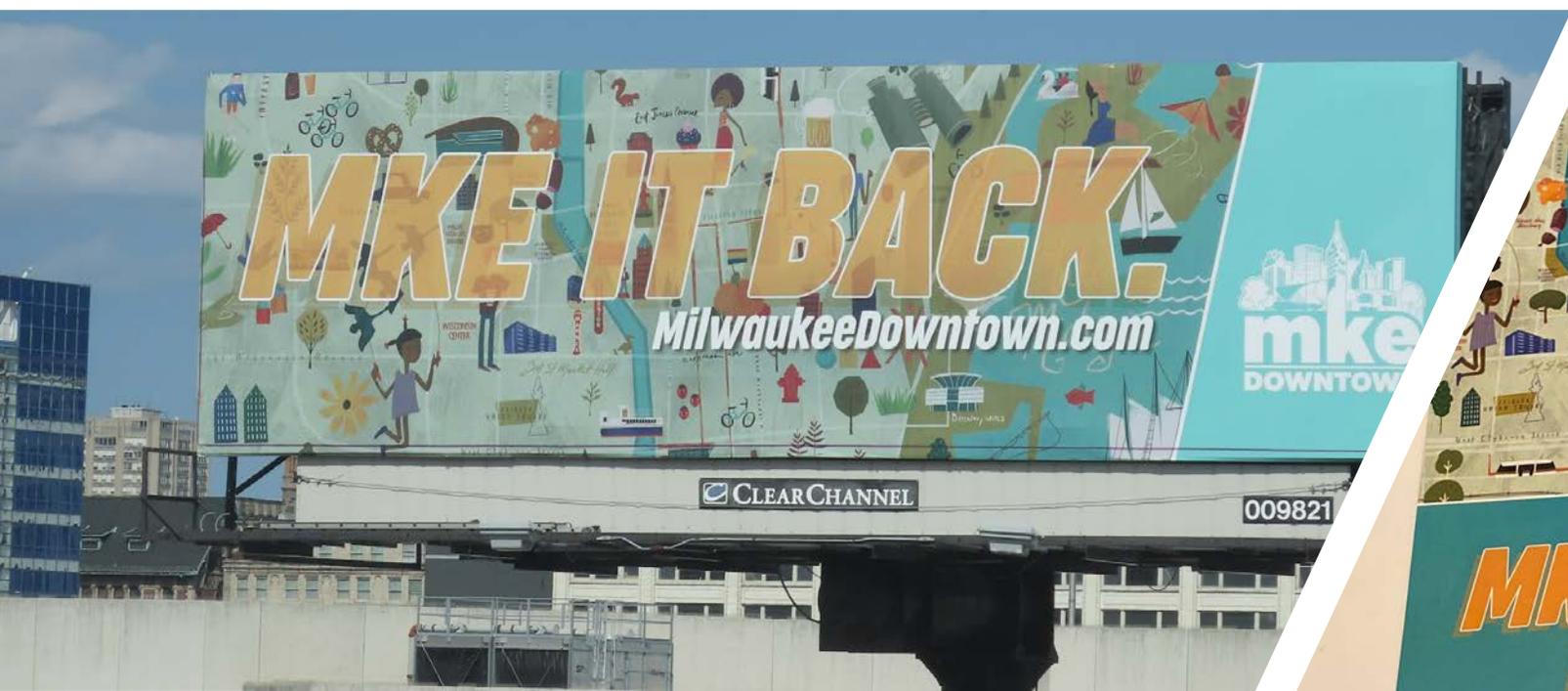
The screenshot displays the homepage of the 'mke it downtown' website. At the top, a navigation bar includes links for 'MKE EVENTS', 'EXPERIENCE', 'GET AROUND', 'DO BUSINESS', and 'MKE BASICS'. The main header features a vibrant, illustrated map of downtown Milwaukee with the text 'MKE IT BACK' and 'DOWNTOWN ENJOYS YOUR SAFE REACQUAINTANCE'. Below the map is a photograph of a woman wearing a black face mask. To the right, a section titled 'PLANNING FOR YOUR SAFE RETURN' provides information about safety efforts, including mask-wearing and social distancing, with a 'MKE IT BACK EASY' button. The 'MKE IT DOWNTOWN BLOG' section follows, with the subtext 'There's so much safe and open to explore in downtown Milwaukee. Start your adventure with our blog series.' It features a carousel of three blog posts: 'Meet the Muralist: The Couto Brothers Energize the City', 'Meet the Muralist: Tia Richardson Creates a Community with Her Art', and 'MKE It Back for Brunch: Our Top Picks'. Below the blog section is the 'GETTING AROUND' section, which states 'Helping you park, walk, and ride around downtown Milwaukee.' and features icons for a train, bicycle, bus, parking (P), and a person with a wheelchair.

MKE IT BACK CAMPAIGN

- New multimedia campaign
- Launched late-July in Southeast Wisconsin and will run through mid-October
- Collaboration with Imagine MKE and 88Nine on “Milwaukee Strong” song/music video
- :15/:30 radio and TV spots produced
- Print, digital and outdoor campaigns across Milwaukee market
- “Open for Business” guides developed as part of call to action
- Since July 27, the TV spots have had 39,000+ views on YouTube, reached 52,800+ people on Facebook and prompted over 1,000 engagements







Reporting for negative tests falls behind

Lists checked so patients aren't double-counted

By Kelly Burk and Madeline Hulse
Timeline news service
on 11/19/2019 11:58 AM CDT

MADISON — Some county health departments are looking to processing and reporting thousands of negative COVID-19 test results, which could double-count some daily test data reported by the state.

Local health officials are requesting the backlog in processing negative tests, which public health County this

week not to calculate its percentage of positive tests — a data point the public uses to determine how intense infection is in an area.

While counties test results are being processed and their number reported quickly, negative test results are taking days to make cases to be analyzed before they are reported to the state.

Health Services Secretary Andrea Palm will the public should understand that, only on a seven-day average of the percentage of positive tests to lead the most accurate picture of the virus spread in Wisconsin.

"On a day-to-day basis, it certainly impacts those numbers," she said Thursday about the backlog in reporting with negative tests.

State Health Officer Stephanie Insley said Tuesday, "many local health departments" are experiencing delays, including those in County, where health officials are about 30 days behind in processing negative results due to "thousands upon thousands" of new tests each day.

"Because of the numbers that we're seeing every day — tens of thousands of results that are reported to us — we are seeing backlogs," Insley said.

Palm said several delays are general-ly between one and three days behind, Insley Oregon, a data analyst for Public Health Madison and Dane County, said the agency has hired more people to the last couple of weeks to catch up.

She said test results are still being distributed quickly but an influx of positive being tested, particularly at the community testing site at the Alliant Energy Center, has resulted in thousands of tests that must be fully processed — which includes manually verifying a person who has been tested backlogs," Insley said.

Palm said several delays are general-

DNC could see 1,100 cops from outside city

Most officers will come from inside Wisconsin

By Alison Orr
Timeline news service
on 11/19/2019 11:58 AM CDT

ALTON — About 1,100 law enforcement officers from outside the city are expected to assist Milwaukee Police during the Democratic National Convention, according to a memo released by the city to the U.S. Department of Justice.

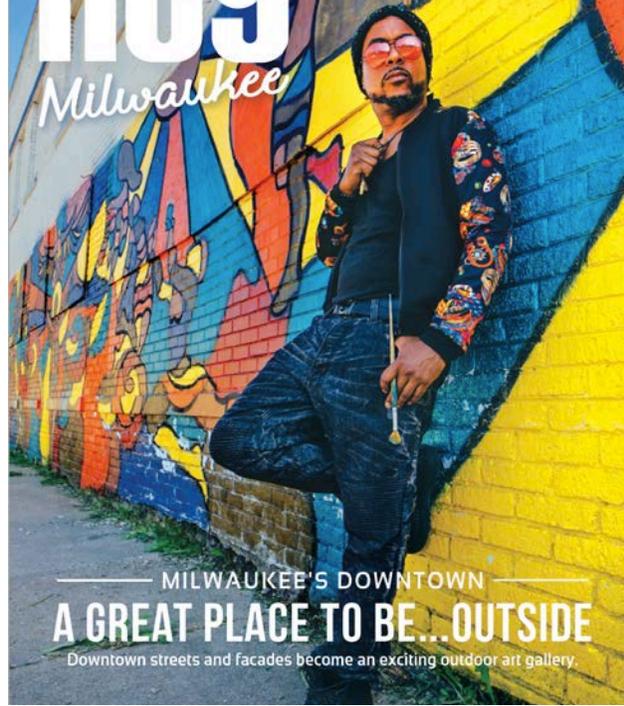
Although that number will fluctuate, it is a sharp increase from the approximately 2,000 outside officers who were working last fall for the convention, a pandemic led to a massive downsizing of the convention.

All but a handful of the 56 departments hoped to provide officers are in Wisconsin, though about 200 total officers are expected from the Chicago and Detroit police departments, the Florida Highway Patrol and the New Jersey State Police.

Police are setting up protests at the Aug. 10 event, despite the convention being significantly scaled down.

Last week, officials said the city had approved the city's scaled-back budget of 240 million for the convention. The federal government originally wants to be \$50 million.

The city has put out bids for equipment including a "natural gas delivery system," propane generators and backhoes. A new bid asks for "interior decoration and construction" equipment that would operate along with the U.S. Coast Guard to ensure a safe en-



MILWAUKEE'S DOWNTOWN
A GREAT PLACE TO BE... OUTSIDE
Downtown streets and facades become an exciting outdoor art gallery.

Source Guide >

NEWS EVENTS LEADERSHIP TRUST MORE...

\$1.5+ MILLION IN EARNED MEDIA VALUE

From September 2019 to August 2020, Milwaukee Downtown garnered 20.7 million impressions and \$1.5 million in earned media value through public relations efforts.

Travel & Tourism
Fireworks Slideshow
Email Facebook Share

NEW AT 4:00
FOX 6 MILWAUKEE
PREPPING FOR THE HOLIDAYS

4:34 43° FINANCE MODINE 11.76 ▲ 0.17

VIEW SLIDESHOW
28 photos
Image: Kenny Yoo

RECOMMENDED
COMMERCIAL REAL ESTATE
Inside the \$8 million Tiki Docks Bar & Grill, opening this week in Riverview (Photos) >

COMMERCIAL REAL ESTATE
BMO Tower hosts socially distanced ceremonial opening with Mayor Barrett, bank execs: Slideshow >

CAREER & WORKPLACE
Vote for your favorite South Florida workplace in SFBJ's 2020 Coolest Offices contest

By Kenny Yoo — Staff Photographer, Milwaukee Business Journal
Nov 22, 2019, 7:32am CST Updated Nov 22, 2019, 9:22am CST

CORE EVENTS

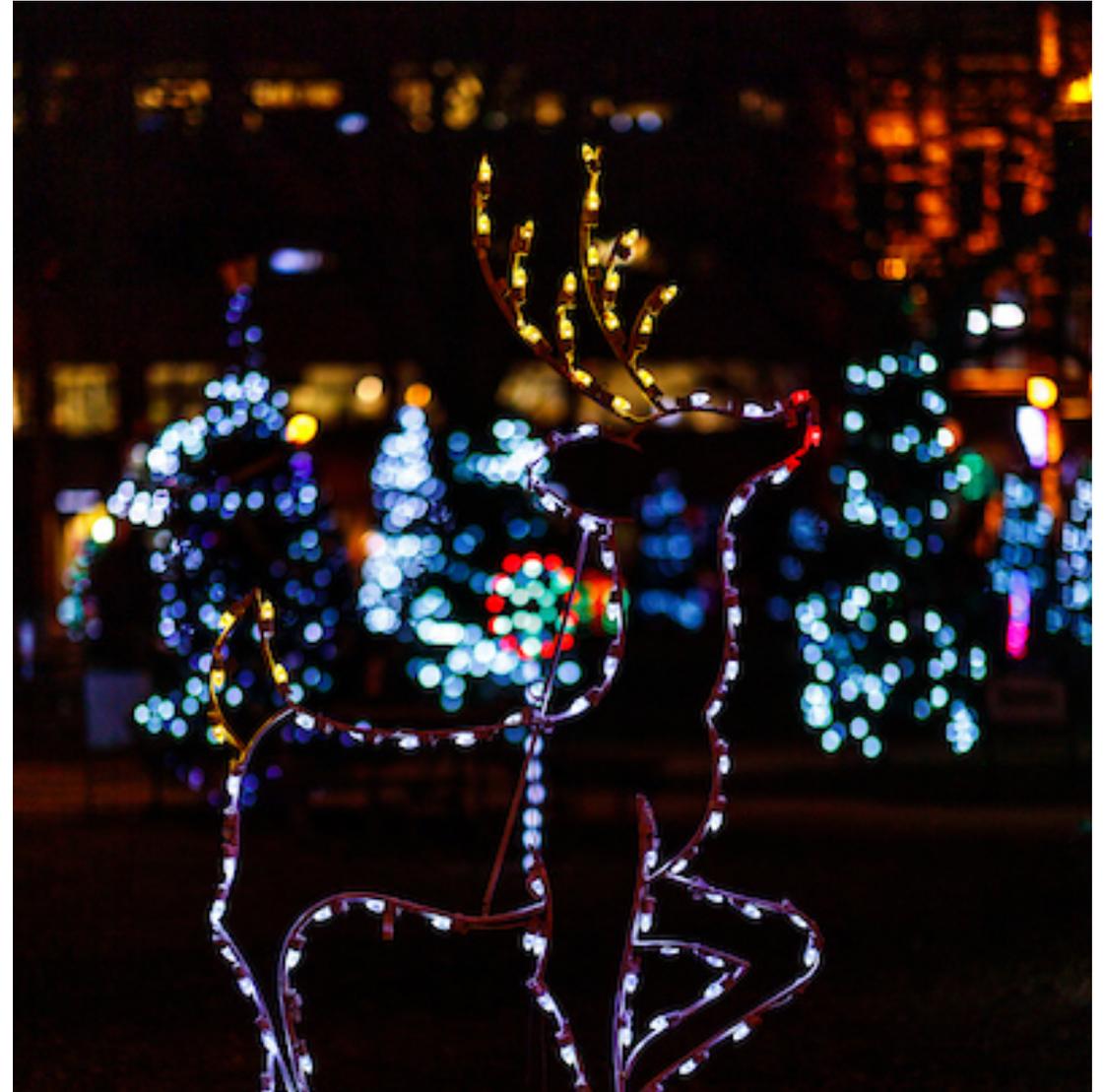
ERICA CHANG

MARKETING, EVENTS & SOCIAL MEDIA DIRECTOR



MILWAUKEE HOLIDAY LIGHTS FESTIVAL

- Celebrated 21 seasons in 2019
- 2,504 students and 101 schools/groups decorated Community Spirit Park
- 2,000+ guests at kickoff; 45,738 WISN 12 viewers
- 7,726 passengers rode the Jingle Bus
- Introduced Spanish tours in partnership with Estamos Unidos US
 - Tours in Spanish increased from 6 to 17 tours due to demand
 - 806 riders on Spanish tours



MILWAUKEE HOLIDAY LIGHTS FESTIVAL

- 600+ attendees at Cocoa with the Clauses
- 1,552 letters received at Santa's Mailbox
- 19th edition ornament featured Marcus Performing Arts Center
- Ideal Property Management tree lot at Pere Marquette Park
- Collaborated with 88Nine Radio Milwaukee on a Singing Tree activation, featuring AudioDrops app and benefiting Key to Change
 - Key to Change received 13 donations during promotional period, totaling \$2,760



RANDOM ACTS OF KINDNESS

- September 2019: 520 smoothies from Grassroots Salad Co. at Chase Plaza
- October 2019: 200 sandwiches from 600 EAST Café at City Hall in celebration of The Hop's one-year anniversary
- February 2020: 200 roses from Marius Bell Floral as part of "I Love Downtown" event



TASTE & TOAST

- 27 restaurants offering drink and app deals, March 2 – 6
- 6,712 estimated diners
- Facebook event reach 12.5k+
- 41% ages 40-64
- 46% neither lived nor worked downtown
- 42% first time at restaurant
- 48% partake in 10+ happy hours yearly
- 60% were parties of two
- 85% or more of diners rated food, beverages, service and environment “excellent” or “good”



COMEBACK CUISINE

- Promotion developed in partnership with Colliers to spur box lunch purchases from downtown restaurants by companies phasing staff back into the office
- 627 lunches purchased/pledged year-to-date
- 18 participating restaurants
- At the request of participating restaurants, promotion is extended to continue engaging returning workforce



comeback
C U I S I N E







DOWNTOWN DINING WEEK

- At request of downtown restaurants, canceled for 2020
- Released multiple surveys to restaurateurs throughout pandemic to gauge highest priority needs, staffing levels, promotional participation and operational capacity

DOWNTOWN EMPLOYEE APPRECIATION WEEK

- Scheduled for September 2020, with plans for virtual and distanced activities to celebrate the downtown workforce, working both onsite and remotely
- Event details available at www.iworkdowntownmke.com



COMMUNITY PROJECTS

GABRIEL YEAGER
DOWNTOWN ENVIRONMENT SPECIALIST



WAYFINDING

- Partnership with VISIT Milwaukee and City of Milwaukee to update downtown's existing wayfinding system
- Administered Request for Proposals and selected Corbin Design and Poblocki Sign Co. (fabricator)
- Retrofit solution for 20 existing vehicular signs and 8 information kiosks on Wisconsin Avenue; installed 40 pedestrian trailblazing signs (20 in East Town and 20 in Westtown) with walk times
- Integrated design seamlessly with 35 CityPost digital kiosks to be installed this fall on streetcar platforms



WAYFINDING

- Approximately 40 attractions featured
- Design integrates the authenticity of Milwaukee, including the iconic “Milwaukee” marquee as seen on the Milwaukee Public Market, exposed rivets and steel frame structure, a nod to our city’s manufacturing industries; a red ribbon on the back reflects Pabst Blue Ribbon or the Wisconsin State Fair



OLD WORLD THIRD STREET

- After completing roofline lighting on 22 properties on Old World Third Street in 2018-19, Milwaukee Downtown, BID #21 installed café lighting between harp lamps on the 1000 and 1100 blocks to further strengthen the identity of the city's top nighttime entertainment district in Dec. 2019
- Managed ongoing maintenance of café lighting; replaced/refurbished café lighting 2x in 2020 to ensure Old World Third Street shines year-round



“HEART & SOL” MURAL

- Partnership with Community Advocates for a 5,000-sq.-ft. mural on the same block as “Westtown in Bloom”
- Commissioned Mauricio Ramirez, depicts two young girls to portray the optimism for our city's future; become a symbol of downtown's diversity and inclusion
- Subtle elements, including the houses, symbols and colors in the background reflect Community Advocate’s work
- Received City of Milwaukee’s Community Improvement Project grant
- Mural completed in October 2019, refurbished in August 2020 before the Democratic National Convention given its proximity to the convention center



“KINDRED” MURAL

- Partnership with The Avenue to implement a mural on the 2nd Street skywalk
- Downtown Placemaking Task Force commissioned Wisconsin artist Jaime Brown, with assistance from Karim Jabbari
- Project completed in July – August 2020, features 11 colors



“KINDRED” MURAL

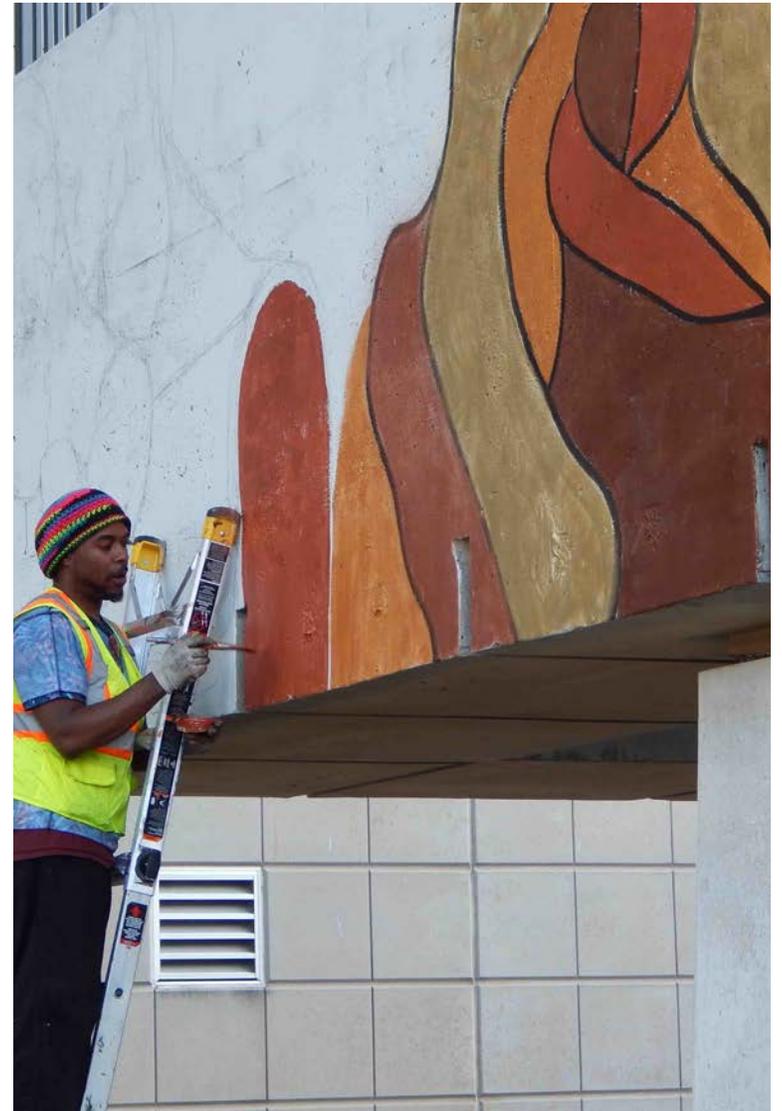
- Design inspired by Native American quilt, telling a story of Milwaukee’s past, present and future, including settlement, role in the Industrial Age, and elements of the People's Flag of Milwaukee
- 92 feet length x 15 feet height



“THE HERO IN YOU” MURAL



- Partnership with DPW to commission a mural on the MacArthur Square parking structure
 - 620 ft. x 6 ft.
- Downtown Placemaking Task Force commissioned Milwaukee-based artist Ken Brown
- Theme salutes downtown’s frontline heroes and essential workers during the COVID-19 pandemic
- Profiled 10 essential workers on Milwaukee Downtown's blog
- Artist created a dozen coloring book-style pages available for download on website



“THE HERO IN YOU” MURAL

- Partnered with Imagine MKE and 88Nine Radio Milwaukee on “Milwaukee Strong,” song and music video
 - Brought 35 local musicians together to create an anthem for our city’s recovery
 - 754 views music video views, 1,139 launch event views
- Partnered with Mayor’s Office to declare Friday, July 24, 2020 as “Milwaukee Strong” Day for the virtual release of the song, music video and mural



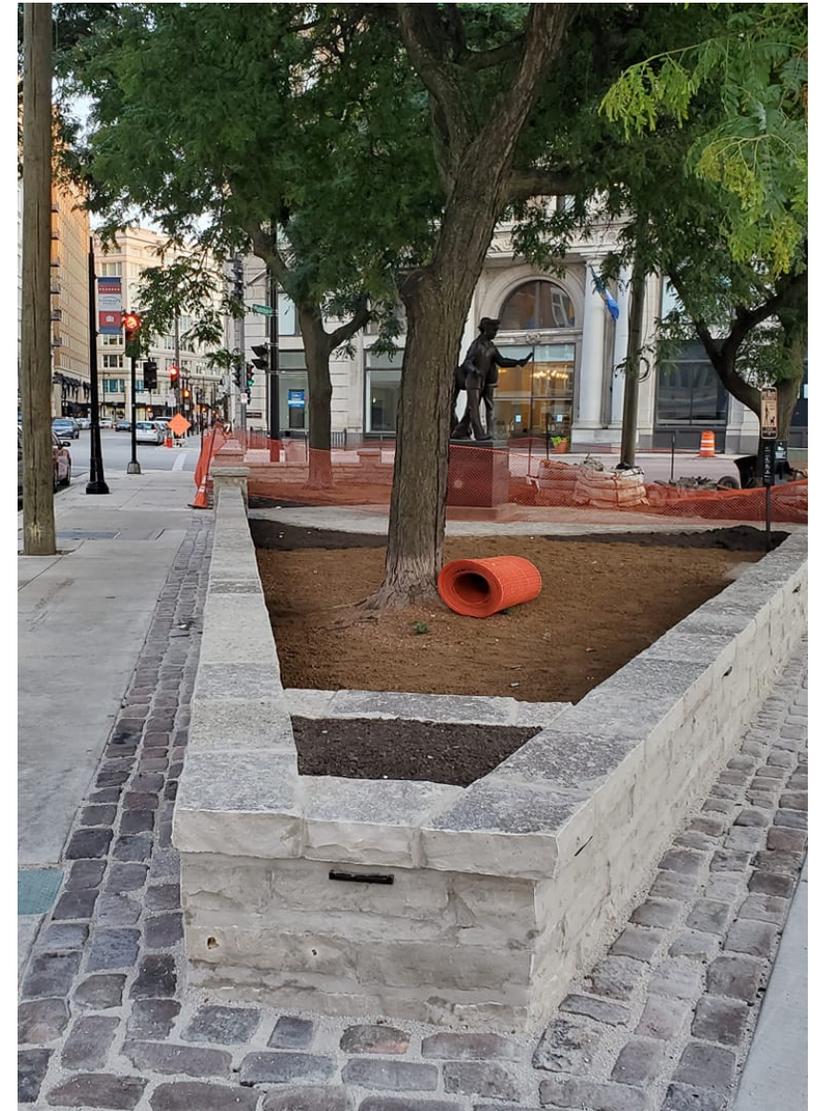
BRIGHTEN THE PASSAGE

- Coordinated contracts, payment and design with four artists for Broadway freeway pier murals by Tia Richardson (Cosmic Butterfly Design), The Couto Brothers, Josie Rice and Dave Watkins (Real Abstract)
- Coordinated "Meet the Muralist" blog series, drone video by Coasted Media for social media
 - 1.8K views to date
- Arranged five live performances from local musicians over the lunch hour



POSTMAN SQUARE

- After a successful “lighter, quicker, cheaper” pilot program to activate the Postman Square traffic triangle in 2019, Milwaukee Downtown received funding from the City of Milwaukee to complete the transformation
- Led fundraising efforts for construction, maintenance and programming
- New improvements include a stone seat wall, old-world brick pavers, electricity, dog-friendly turf and aesthetic lighting
- Additional neighborhood partners include Boyle Frederickson, Germania Apartments and The Chalet at the River



ACTIVATIONS

GABRIEL YEAGER
DOWNTOWN ENVIRONMENT SPECIALIST



WESTOWN GETS LIT

- Partnership with Westown Association and 310W to bring additional holiday décor to West Wisconsin Avenue, including a 25-ft. tree and tree-lighting ceremony on December 5, 2019
- Secured donations from ConferenceTech (donated full lighting/audio services for lighting ceremony), Dunkin (200 cups of hot cocoa), DoubleTree by Hilton (200 cookies), NEWaukee/GRAEF (firepits and s'mores)
- Programmed MOTOR for holiday season with holiday décor, free hot cocoa and donuts from Dunkin' on select December nights
- Program celebrated Westown's bright future, and even celebrated on-going construction with friendly messages like "Pardon our dust, but we've got something to plug," and "Pardon our dust, we're sprucin' up the plaza!"



REVAMPED JINGLE BUS WARMING HOUSE



- Partnered with The Avenue to revamp Jingle Bus warming house with holiday-themed games, giant chess and décor
- 32 scarves kept giant chess pieces warm
- Branded red and green bags for bag toss boards



#MerryMeinMKE

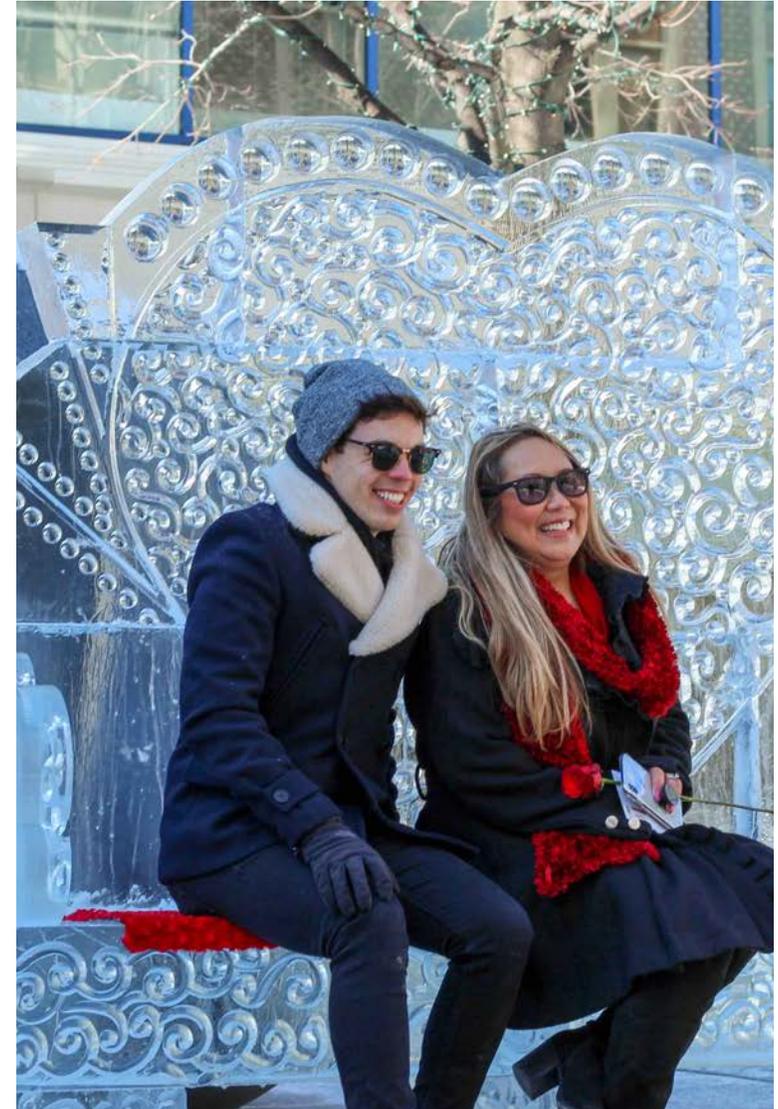
- Partnership with VISIT Milwaukee to place ME in MKE sculpture in Burns Commons Park for the second year
- Decorated evergreens near the interactive sculpture
- Garnered 1,277 engagements on Facebook and 1,178 on Twitter



“I LOVE DOWNTOWN” EVENT

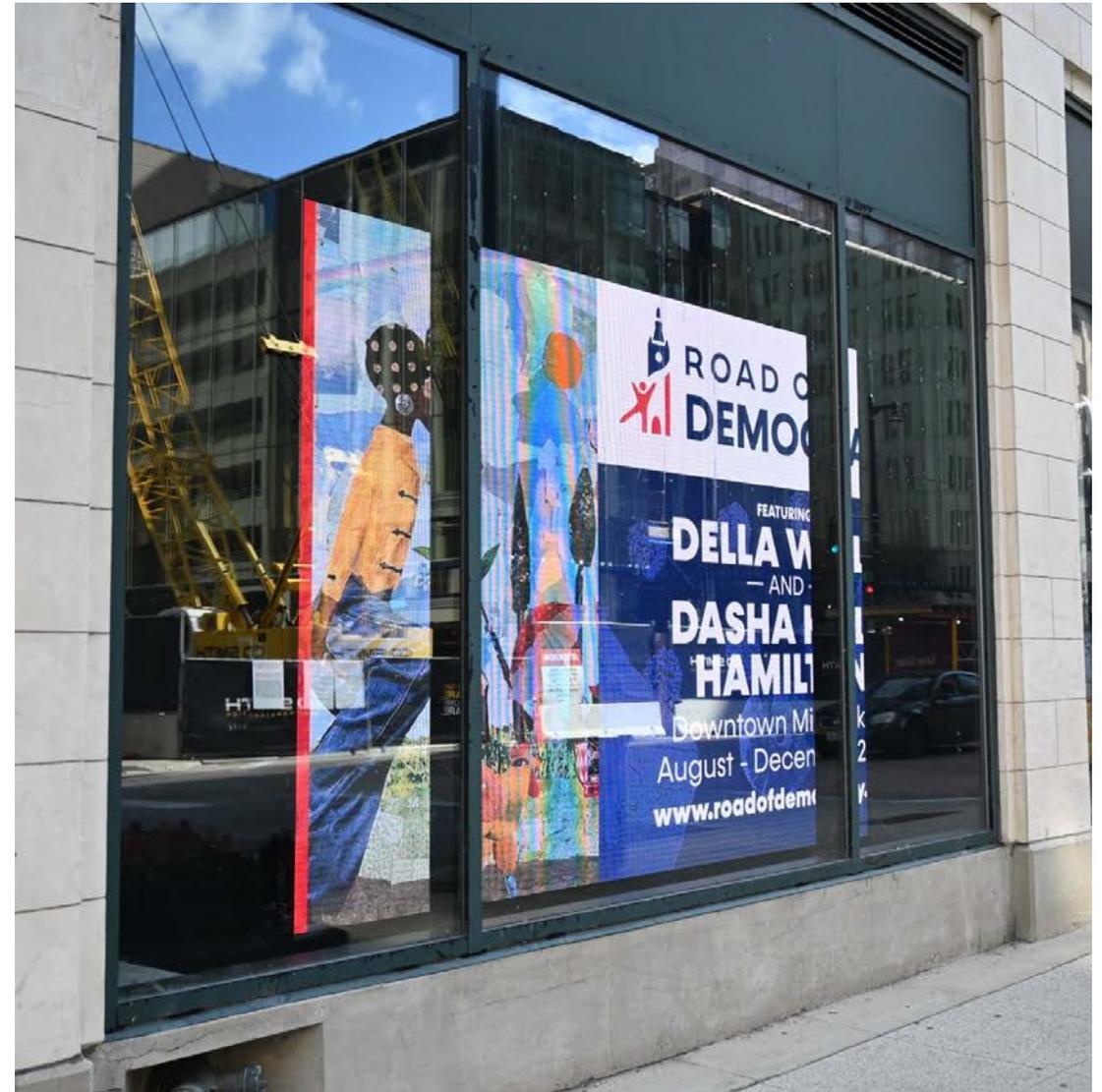


- All-new activation featuring two interactive, love-themed ice sculptures on Wisconsin Avenue on Valentine’s Day, Feb. 14
- 2 tons of ice, partnership with Art Below Zero
- Ice sculptures on the plazas of 310W and Chase Tower at Water & Wisconsin
- Coordinated Random Acts of Kindness – 200 free roses and 200 free Dunkin’ donuts
- Approximately 500 attendees during the lunch hour
- 1,306 video views; 129,700+ reached via Facebook event, 5,400+ responded to Facebook event



DIGITAL SCREEN ACTIVATION

- Partnered with UW-Milwaukee's Peck School of the Arts Department of Film, Video, Animation and New Genre to feature two student-produced short films
 - "motion" by Callan Blachowski
 - "VHS" by James Reiger Varga
- Students received a cash stipend from Milwaukee Downtown to showcase their work, displayed on the 2nd Street digital screens between June – August
- Also coordinated various slides for 2nd Street digital signage to promote downtown projects, including: Westown Gets Lit, Kindred, Road of Democracy, and DNC welcome messaging



VIRTUAL PROGRAMMING

STREAMING SHORTLY...

GABRIEL YEAGER
DOWNTOWN ENVIRONMENT SPECIALIST



Milwaukee Downtown posted a video to playlist PNC presents Tunes@Noon. 12h · 🌐

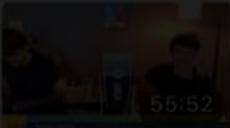
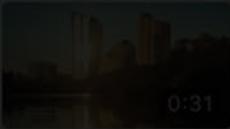
PNC Presents Tunes@Noon | Jon Hintz

Jon Hintz of The Rumskis plays today's streaming concert, featuring original Rumskis songs & some tu...
See More

👍 20 💬 13 Comments 👁 715 Views

👍 Like 💬 Comment ➦ Share 🌐

Up Next

-  **Brighten the Passage Preview**
Milwaukee Downtown
2 days ago · 1.5K Views
-  **PNC Presents Tunes@Noon |...**
Milwaukee Downtown
2 weeks ago · 1.1K Views
-  **MKE It Back**
Milwaukee Downtown
2 weeks ago · 4.6K Views
-  **PNC presents Tunes@Noon**
Milwaukee Downtown
Views
-  **mke DOWNTOWN**
Milwaukee Downtown

Comments See All

Comment as Milwa...



VIRTUAL TUNES@ NOON

STREAMING @ A DEVICE NEAR YOU

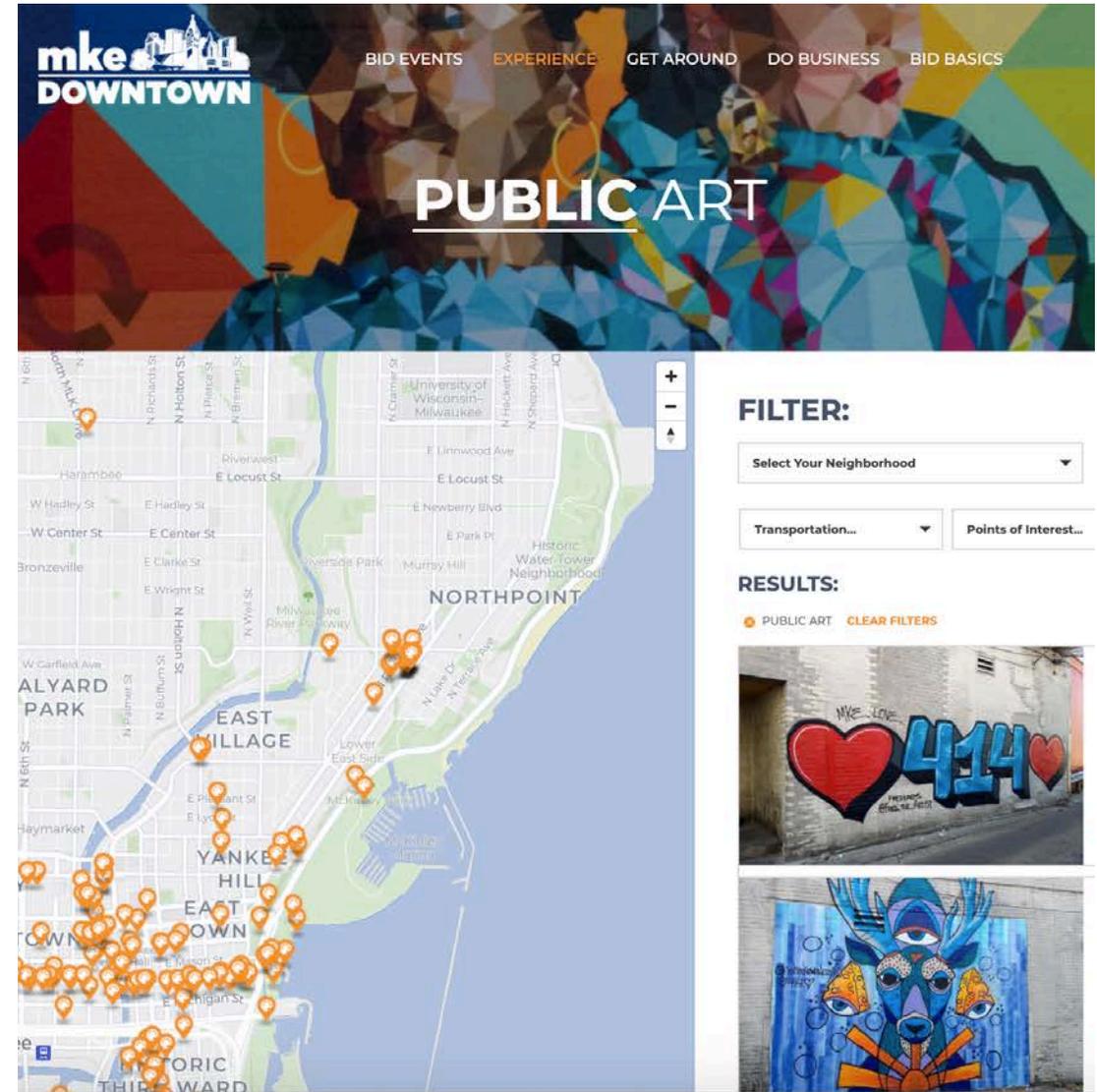


VIRTUAL PNC PRESENTS TUNES@NOON

- Returned virtually via Facebook Live between July – September, supporting the hard-hit local music industry
- 10 concerts, July 2 – Sept. 17
- Increased sponsorship level of PNC
- Fulfilled all 2020 musician contracts and encouraged donations to musicians' virtual tip jars
- Featured livestreamed performances from the 411 East Wisconsin Center courtyard; premiered pre-recorded performances from musicians' living rooms and backyards
- Created Spotify playlist to promote performances, past performances available at www.tunesatnoonmke.com
- Through August 13th: 7,655 video views, 29,319 reached

PUBLIC ART MAP

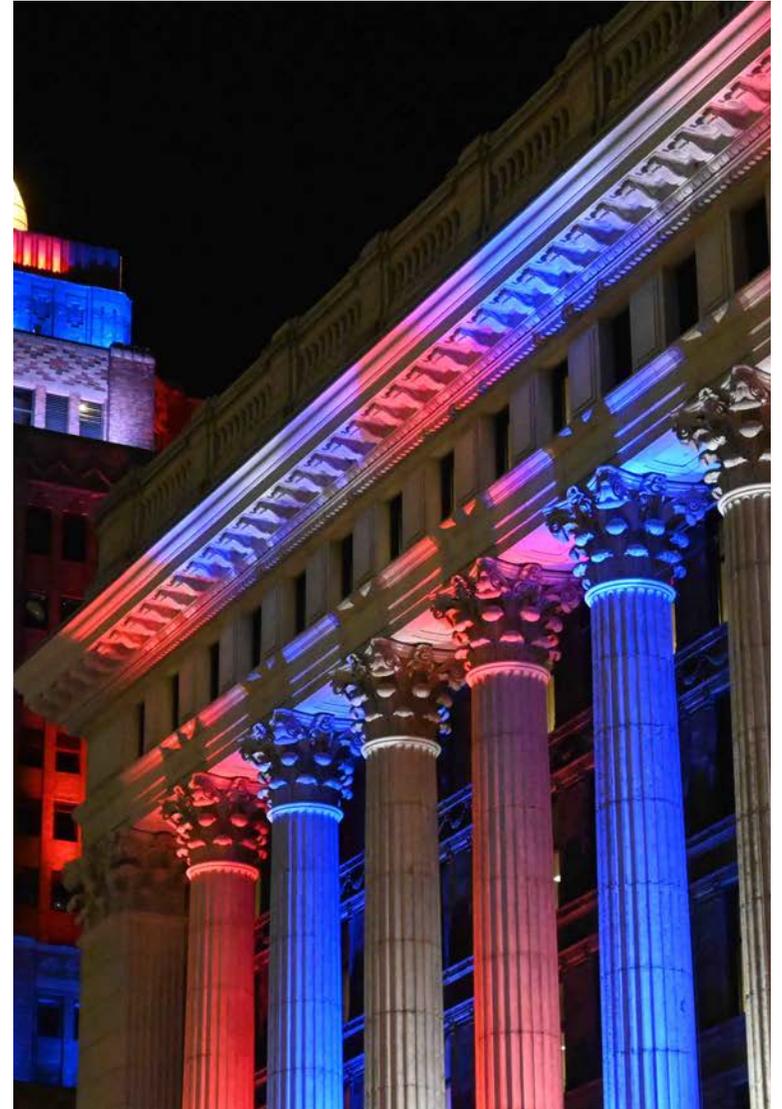
- When activities and programs transitioned digitally, so did Milwaukee's largest collection of free, accessible outdoor public art
- 145+ murals, monuments and sculptures are featured on a new, interactive map
- Users can filter by murals, monuments, sculptures, Sculpture Milwaukee and RiverSculpture!, as well as by neighborhoods: East Town, Westtown, Walker's Point, Historic Third Ward and Lower East Side
 - Created promotional video
 - 3,822 pageviews since March
 - 10,000+ photo views of Milwaukee Downtown murals on Google Maps



DEMOCRATIC NATIONAL CONVENTION



- Encouraged participation of red, white and blue landmark lighting at 20 participating properties
- Northwestern Mutual, U.S. Bank Center, 833 East Michigan, Gas Light Building, Pfister Hotel, Milwaukee Mitchell International Airport, Potawatomi Hotel & Casino, Marcus Performing Arts Center, Milwaukee County Historical Society, Discovery World, Lakefront Brewery, Wisconsin Center District, SpringHill Suites by Marriott, Milwaukee War Memorial, 600 EAST Wisconsin, Mitchell Park Domes, Milwaukee Art Museum, Miller Park
- Secured DNC digital welcome signage (Summerfest, Two-Fifty, The Avenue, Wisconsin Center District)



ROAD OF DEMOCRACY

- 58 street pole banners installed on Water Street, between Mason and Cherry Street; Kilbourn Avenue between RiverWalk and Broadway
- Two former Artists of the Year: Della Wells and Poet Laureate Dasha Kelly Hamilton
- Short film to be released in October by Emmy Award-winning filmmaker Brady Pruitt
- 6 unique design sets, tell narrative of historic movements
- Partnered with ImagineMKE, Milwaukee Arts Board, America's Black Holocaust Museum and Marcus Performing Arts Center
- Available on SoundCloud, Spotify and Drops
- Created digital medium, www.roadofdemocracy.com



LANDMARK LIGHTING

- Created and administered landmark lighting program, including a database of 30 properties with lighting capabilities
- Coordinated special lighting for COVID-19 resiliency (red, white and blue in March/April), Share Lemonade with Zizzo Group and FOX 6, Pride month, #MKEitShine for cancelled cultural festivals, DNC, Red Alert RESTART (Sept. 1), and World Suicide Prevention Day (Sept. 10)



DIVERSITY & INCLUSION



- Since 2017, Milwaukee Downtown has leveraged and activated \$229,000 to support new mural and public art projects in downtown
- Super majority of projects have supported people of color, women and local artists
 - Utility boxes – Mauricio Ramirez, “Migration” – Katie Batten and CERA, “Westown in Bloom” – Emma Daisy, “Heart & Sol” – Mauricio Ramirez, “Kindred” – Jaime Brown, “The Hero in You” – Ken Brown, Broadway Freeway Piers – Josie Rice, Tia Richardson, Alex Couto and Dave Watkins, “Road of Democracy” – Della Wells, Brad Pruitt, and Dasha Kelly Hamilton

LOOKING AHEAD

BETH WEIRICK
CEO





2021 INITIATIVES



- Continued focus on quality-of-life initiatives
- Public Realm Action Plan
- CEO roundtable discussion
- Capitalizing on real estate opportunities with The Hop
- Diversity and inclusivity initiatives
- New boundaries, enhanced services for those within
- Implementing post-COVID-19 initiatives to establish feelings of safety

2021 OPERATING PLAN & BUDGET

DEBORAH TOMCZYK
LEGAL COUNSEL
REINHART BOERNER VAN DEUREN



2021 SUMMARY OF CHANGES



Summary of Changes in 2021 Operating Plan

- | | |
|--------------------------------|--|
| Section III(A)
(Page 3) | – Highlighted the first Downtown Dog Exercise Area and public space making as new catalytic projects. |
| Section III(A)
(Page 3) | – Incorporated District commitment to equity and diversity. |
| Section III(B)
(Page 3) | – Noted that traditional activities may be implemented differently to reduce the spread of COVID-19 and that some marketing events and activities may become entirely virtual. |
| Section III(B)(3)
(Page 8) | – Added Tunes at Noon as recurring event. |
| Section III(C)
(Page 9) | – Updated budget and assessment information. |
| Section III(D)(2)
(Page 11) | – Updated 1 st – 9 th largest office buildings to determine board categories. |
| Section III(D)(7)
(Page 13) | – Referenced new BID office location. |
| Section VII(D) (Page 20) | – Note sunset must be extended next year (2022). |
| Appendix B | – Updated map.
– Updated budget. |
| Appendix D | |

2021 BUDGET



APPENDIX D 2021 Budget

BUSINESS IMPROVEMENT DISTRICT #21 CLEAN*SAFE*FRIENDLY 2021 BUDGET

INCOME

2021 BID #21 Assessments (Based on a mill rate of \$1.53 per \$1,000 of assessed value)	\$ 4,170,000
2020 Cash Carryover	\$ 23,301
Additional Income	<u>\$ 30,770</u>
TOTAL INCOME	\$ 4,224,071

EXPENSES

Clean Sweep Ambassador Program	
Sidewalk Cleaning	\$ 805,391
Landscaping	\$ 374,337
Graffiti Removal	<u>\$ 4,500</u>
	\$ 1,184,228 (28% of total)
Public Service Ambassador Program	\$ 837,682 (20% of total)
Administrative	\$ 377,666 (9% of total)
Economic Development/Marketing/Business Retention/Recruitment	<u>\$ 1,824,495</u> (43% of total)
TOTAL EXPENSES	\$ 4,224,071



THANK YOU!

FOR MORE INFORMATION, VISIT WWW.MILWAUKEEDOWNTOWN.COM.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE

COMBINED FINANCIAL STATEMENTS

FOR THE YEAR ENDED DECEMBER 31, 2019

(With Summarized Totals for the Year Ended December 31, 2018)

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE

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Combined Statement of Cash Flows.....	6
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Combined Schedule of Sculpture Milwaukee Revenue and Expenses	20
Combined Schedule of Functional Revenue and Expenses Without Donor Restrictions ...	21

Independent Auditor's Report

Board of Directors
Milwaukee Downtown Business Improvement District No. 21 and Affiliate

We have audited the accompanying combined financial statements of Milwaukee Downtown Business Improvement District No. 21 and Affiliate which comprise the combined statement of financial position as of December 31, 2019, and the related combined statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the combined 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 Milwaukee Downtown Business Improvement District No. 21 and Affiliate as of December 31, 2019, and the changes in their net assets and their cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Ritz Holman LLP
Serving business, nonprofits, individuals and trusts.

330 E. Kilbourn Ave., Suite 550
Milwaukee, WI 53202
t. 414.271.1451
f. 414.271.7464
ritzholman.com

Board of Directors
Milwaukee Downtown Business Improvement District No. 21 and Affiliate

Report on Summarized Comparative Information

We have previously audited Milwaukee Downtown Business Improvement District No. 21 and Affiliate's December 31, 2018 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated September 1, 2019. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2018, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The combined schedule of activities by organization, combined schedule of sculpture Milwaukee revenue and expenses and combined schedule of functional revenue and expenses without donor restrictions are presented for purposes of additional analysis and are not a required part of the basic financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the basic financial statements. The information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the basic financial statements as a whole.


RITZ HOLMAN LLP
Certified Public Accountants

Milwaukee, Wisconsin
August 13, 2020

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2019
(With Summarized Totals for December 31, 2018)

ASSETS		
	2019	2018
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 1,327,523	\$ 1,740,292
Accounts Receivable	10,628	9,139
Pledges Receivable	127,750	127,735
Prepaid Expenses	13,577	27,899
Investments	---	5,056
Due From Sculpture Milwaukee	698,229	---
Inventory	83,030	70,377
Total Current Assets	\$ 2,260,737	\$ 1,980,498
FIXED ASSETS		
Holiday Light Fixtures	\$ 305,332	\$ 306,371
Clean Sweep Equipment	204,267	303,248
Equipment	144,579	156,714
Leasehold Improvements	---	34,364
Intangible Assets - Sculpture Milwaukee Website and Mobile App	---	135,077
Intangible Assets - Website	59,544	59,544
Assets In Progress	16,403	---
Total Fixed Assets	\$ 730,125	\$ 995,318
Less: Accumulated Depreciation	(342,390)	(424,419)
Less: Accumulated Amortization	(14,886)	(42,106)
Net Fixed Assets	\$ 372,849	\$ 528,793
OTHER ASSETS		
Pledges Receivable	\$ 220,250	\$ 248,735
Less Current Portion of Pledges Receivable	(127,750)	(127,735)
Deposits	22,885	2,106
Total Other Assets	\$ 115,385	\$ 123,106
TOTAL ASSETS	\$ 2,748,971	\$ 2,632,397
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$ 330,670	\$ 555,107
Current Portion of Long-Term Liabilities	19,082	18,798
Total Current Liabilities	\$ 349,752	\$ 573,905
LONG-TERM LIABILITIES		
Capital Lease	\$ 9,666	\$ 11,796
Assessment Settlement Liability	104,318	120,985
Less Current Portion of Long-Term Liabilities	(19,082)	(18,798)
Total Long-Term Liabilities	\$ 94,902	\$ 113,983
Total Liabilities	\$ 444,654	\$ 687,888
NET ASSETS		
Without Donor Restrictions		
Operating	\$ 1,371,242	\$ 1,417,429
Board Designated	342,292	228,826
Total Net Assets Without Donor Restrictions	\$ 1,713,534	\$ 1,646,255
With Donor Restrictions	590,783	298,254
Total Net Assets	\$ 2,304,317	\$ 1,944,509
TOTAL LIABILITIES AND NET ASSETS	\$ 2,748,971	\$ 2,632,397

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

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
 COMBINED STATEMENT OF ACTIVITIES
 FOR THE YEAR ENDED DECEMBER 31, 2019
 (With Summarized Totals for the Year Ended December 31, 2018)**

	Without Donor Restrictions	With Donor Restrictions	2019 Total	2018 Total
REVENUE				
Assessment Income	\$ 3,937,725	\$ ---	\$ 3,937,725	\$ 3,719,364
City of Milwaukee	20,000	---	20,000	20,000
Contributions	90,520	285,234	375,754	384,280
Jingle Bus	16,655	---	16,655	17,341
Special Events Income	29,050	---	29,050	35,080
Better Buildings Challenge Income	---	---	---	500
Key To Change	14,324	170,455	184,779	20,267
Sculpture Milwaukee	656,999	724,500	1,381,499	4,344,509
Sculpture Milwaukee In-Kind Revenue	38,039	---	38,039	52,500
In-Kind Revenue	80,579	---	80,579	63,560
Interest Income	8,029	---	8,029	5,796
Ornament Revenue	10,369	---	10,369	10,987
Contract Income	---	---	---	2,100
Loss on Disposal of Fixed Assets	(21,809)	---	(21,809)	(693)
Miscellaneous Income	10,034	---	10,034	355
Net Assets Released from Restrictions	887,660	(887,660)	---	---
Total Revenue	\$ 5,778,174	\$ 292,529	\$ 6,070,703	\$ 8,675,946
EXPENSES				
Program	\$ 5,327,221	\$ ---	\$ 5,327,221	\$ 7,588,504
General and Administrative	289,672	---	289,672	258,735
Fundraising	94,002	---	94,002	42,683
Total Expenses	\$ 5,710,895	\$ ---	\$ 5,710,895	\$ 7,889,922
CHANGE IN NET ASSETS	\$ 67,279	\$ 292,529	\$ 359,808	\$ 786,024
Net Assets at Beginning of Year	1,646,255	298,254	1,944,509	1,158,485
NET ASSETS AT END OF YEAR	\$ 1,713,534	590,783	\$ 2,304,317	\$ 1,944,509

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

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2019
(With Summarized Totals for the Year Ended December 31, 2018)**

EXPENSES	Program	General and Administrative	Fundraising	2019 Total	2018 Total
Salaries and Wages	\$ 450,351	\$ 57,923	\$ 14,481	\$ 522,755	\$ 492,643
Contract Services -					
Public Service Ambassadors	757,442	---	---	757,442	696,977
Clean Sweep Ambassadors	605,923	---	---	605,923	539,243
Planter Maintenance	349,155	---	---	349,155	338,328
Consultants	61,004	47,503	44,791	153,298	---
Graffiti Removal	---	---	---	---	840
Development and Fundraising	---	---	30,000	30,000	10,000
Other Program Services	298,575	---	---	298,575	236,970
Employee Benefits	101,515	12,837	3,209	117,561	114,776
Payroll Taxes	29,195	3,104	776	33,075	30,943
Office Supplies	11,566	---	---	11,566	14,966
Telephone	12,259	---	---	12,259	9,861
Postage and Shipping	9,840	461	92	10,393	10,147
Occupancy	46,528	2,475	495	49,498	45,096
Utilities	7,508	---	---	7,508	8,564
Equipment Rental and Maintenance	39,791	---	---	39,791	20,889
Insurance	43,001	4,277	158	47,436	40,288
Depreciation and Amortization	97,890	---	---	97,890	92,405
Personal Property Tax	4,883	---	---	4,883	5,643
Event Entertainment	1,430	---	---	1,430	8,146
Event Decoration	4,478	---	---	4,478	44,016
Food and Beverages	45,995	---	---	45,995	57,048
Event Supplies	59,949	---	---	59,949	18,383
Payroll Fees	1,708	1,708	---	3,416	3,743
Accounting Fees	14,263	92,522	---	106,785	74,171
Legal Fees	9,352	28,057	---	37,409	53,806
Other Professional Fees	9,579	9,579	---	19,158	18,470
Dues, Licenses and Permits	25,334	6,008	---	31,342	27,308
Sales Expenses	54,444	---	---	54,444	124,979
Bank Charges	960	2,548	---	3,508	1,574
Cost of Goods Sold	7,591	---	---	7,591	8,955
Jingle Bus	5,506	---	---	5,506	---
Advertising and Marketing	1,308,611	---	---	1,308,611	810,895
Donations to Others	19,574	---	---	19,574	3,052,266
Programs and Community Engagement	86,584	---	---	86,584	47,015
Awards and Promotions	7,390	1,304	---	8,694	7,984
Art and Exhibition	704,603	---	---	704,603	781,556
Board Meeting Expenses	5,428	---	---	5,428	---
Travel	21,712	---	---	21,712	19,935
Meals and Entertainment	2,793	6,517	---	9,310	7,024
Interest	346	1,255	---	1,601	914
Miscellaneous	3,165	11,594	---	14,759	13,155
TOTALS	\$ 5,327,221	\$ 289,672	\$ 94,002	\$ 5,710,895	\$ 7,889,922

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

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2019
(With Summarized Totals for the Year Ended December 31, 2018)**

	<u>2019</u>	<u>2018</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ 359,808	\$ 786,024
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities		
Depreciation and Amortization	97,890	92,405
Unrealized Loss on Investments	728	452
Loss on Disposal of Fixed Assets	21,809	693
Donated Stock	(11,399)	(5,508)
(Increase) Decrease in Accounts Receivable	(1,489)	30,282
(Increase) Decrease in Pledges Receivable	28,485	133,219
(Increase) Decrease in Prepaid Expenses	14,322	(11,574)
(Increase) Decrease in Due From Sculpture Milwaukee	(698,229)	---
(Increase) Decrease in Inventory	(12,653)	(7,051)
(Increase) Decrease in Deposits	(20,779)	(106)
Increase (Decrease) in Accounts Payable	(224,437)	54,770
Increase (Decrease) in Assessment Settlement Liability	(16,667)	(16,667)
	<u>\$ (462,611)</u>	<u>\$ 1,056,939</u>
Net Cash (Used) Provided by Operating Activities		
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from Sale of Investments	\$ 15,728	\$ ---
Proceeds from Sale of Fixed Assets	71,184	---
Purchase of Fixed Assets	(34,939)	(315,704)
	<u>\$ 51,973</u>	<u>\$ (315,704)</u>
Net Cash Provided (Used) by Investing Activities		
CASH FLOWS FROM FINANCING ACTIVITIES		
Payments on Capital Lease	\$ (2,131)	\$ (1,125)
	<u>\$ (2,131)</u>	<u>\$ (1,125)</u>
Net Cash Used by Financing Activities		
Net (Decrease) increase in Cash and Cash Equivalents	\$ (412,769)	\$ 740,110
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	<u>1,740,292</u>	<u>1,000,182</u>
CASH AND CASH EQUIVALENTS AT END OF YEAR	<u>\$ 1,327,523</u>	<u>\$ 1,740,292</u>
SUPPLEMENTAL DISCLOSURE OF CASH FLOW INFORMATION		
Donated Stock	\$ 11,399	\$ 5,508
Fixed Assets Acquired Under Capital Lease	---	12,922
Interest Expense	1,601	914

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

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE

NOTES TO THE COMBINED FINANCIAL STATEMENTS

DECEMBER 31, 2019

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE A - Summary of Significant Accounting Policies

Organization

The Milwaukee Downtown Business Improvement District No. 21 (MDBID) was created by the Common Council of the City of Milwaukee pursuant to Wisconsin Statutes. The mission of MDBID is to lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative, and vibrant heart of the community.

Milwaukee Downtown Business Improvement District No. 21 is exempt from tax as an affiliate of a governmental unit under Section 501(a) of the Internal Revenue Code.

Combined Financial Statements

The combined financial statements include the accounts of Milwaukee Downtown Business Improvement District No. 21 and Milwaukee Downtown, Inc. (MDI). MDI is incorporated as a nonprofit organization exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code. The Organization is not classified as a private foundation. MDI's board of directors is appointed by MDBID. All significant intercompany transactions and accounts are eliminated.

Accounting Method

The financial statements of Milwaukee Downtown Business Improvement District No. 21 and Affiliate 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.

At December 31, 2019, the Organization had \$590,783 of time and purpose-net assets with donor restrictions.

Contributions and Grant Revenue

Contributions received and unconditional promises to give are measured at fair value and are reported as increases in net assets. Contributions are considered available for the Organization's general operations and included in net assets without donor restrictions unless specifically restricted by a donor. A restricted contribution is reported in revenue and net assets without donor restrictions when the restriction is met within the same reporting period as the contribution is received. Contributions received restricted for a purpose not yet met or to support a future period are included in net assets with donor restrictions. When a donor restriction from a prior year 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. Conditional contributions are not recognized as revenue until they become unconditional. A conditional contribution is one that has both a barrier that must be overcome and an agreement requiring advance payment to be returned or future payment not to be obligated if the barrier is not overcome.

Net assets restricted for acquisition of building or equipment are reported as net assets with donor restrictions until the specified asset is placed in service when the net assets are released to net assets without donor restrictions.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE A - Summary of Significant Accounting Policies (continued)

When a donor requires the investment of a contribution and restricts the use of investment income, the investment income is reported as net assets with donor restrictions until appropriated for the designated time or use when the net assets are released to net assets without donor restrictions.

Contributions of assets other than cash are recorded at their estimated fair value at the date of the gift. Donated services are recognized as contributions if the services create or enhance nonfinancial assets or the services require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Organization. Accordingly, the value of contributed time that does not meet these requirements has not been determined and is not reflected in the accompanying financial statements.

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.

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.

Inventory

Inventory consists of holiday ornaments which are recorded at cost.

Fixed Assets

Fixed assets are recorded at cost. Depreciation is computed on a straight-line basis over the estimated useful lives of assets. The Organizations capitalize expenses greater than \$500.

Allowance for Uncollectible Accounts

Management believes all receivables will be collected in accordance with the terms of the agreement. Thus, no allowance for uncollectible accounts is necessary at year-end.

Investment in Artwork

As part of its Sculpture Milwaukee program, the Organization temporarily maintains a collection of sculptures and art objects that are held for a free outdoor exhibition to the public and for educational purposes. The art objects are consigned to and offered for sale by the Organization for a period from approximately April to November of each year. The Organization has hired a curator to ensure that the collection is protected, unencumbered, cared for, and preserved. The Organization is entitled to receive a commission in the event of any sale of the Object during the consignment term, and it is the policy that commission revenues are to be reinvested in the Sculpture Milwaukee program.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE A - Summary of Significant Accounting Policies (continued)

In some instances, the Organization invests in the production and fabrication of a new art object for the Sculpture Milwaukee program, in which it has rights to reimbursement for the fabrication costs incurred and, in some cases, a markup on those costs, if the objects are sold in the future. Costs incurred to produce such art objects are recorded as decreases in net assets without donor restrictions, and proceeds from the sale of the art objects are reflected as increases in net assets without donor restrictions on the Statements of Activities. The proceeds from the sale are reinvested in the Sculpture Milwaukee program.

Recoverable fabrication costs incurred during the year ended December 31, 2019 totaled \$67,884.

On December 31, 2019, Sculpture Milwaukee, Inc., a separate Wisconsin nonstock corporation that received tax exempt status under Section 501(c)(3) of the Internal Revenue Code agreed to assume all existing rights, responsibilities and obligations relating to the annual outdoor sculpture exhibition in downtown Milwaukee known as Sculpture Milwaukee, including but not limited to governance, planning, programming, consignments, fabrication, installation, insuring, maintenance, marketing, fundraising and funding from the Organization. The Organization assigns and Sculpture Milwaukee, Inc. accepts and assumes all contracts, agreements, leases, employment agreements, assets and liabilities. As of December 31, 2019, the Organization had a receivable of \$698,229. As of March 31, 2020, Sculpture Milwaukee has paid its obligation in full.

Functional Expenses

The Organization allocates costs based on their functional and natural classification in the statement of functional expenses. Program costs are those associated with carrying out the mission of the Organization; management costs are those for management of the Organization including accounting, office expense, human resources, budgeting or board of directors costs; and fundraising costs are those attributed to the solicitation of contributions. Whenever possible, the Organization allocates costs directly to program, management or fundraising. The cost of individuals that participate in more than one function are allocated to each function based on that individual's time in each function. Other costs that relate to more than one function are allocated based on their estimated share in each function.

NOTE B - Comparative Financial Information

The financial information shown for 2018 in the accompanying financial statements is included to provide a basis of comparison with 2019. 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, 2018, from which the summarized information was derived.

For comparability, certain 2018 amounts may have been reclassified to conform with classifications adopted in 2019. The reclassifications have no effect on reported amounts of net assets or changes in net assets.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE C - Accounting Changes

The Organization's financial statements have changed to adopt the Accounting Standards Update 2014-09, Revenue from Contracts with Customers (Topic 606), and all subsequently issued accounting updates issued to clarify the standards. The updates are effective for the year ended December 31, 2019. The updates are required and establish principles for reporting useful information to users of financial statements about the nature, amount, timing and uncertainty of revenue and cash flows arising from contracts with customers. The core principle of the guidance is that an organization should recognize revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the organization expects to be entitled.

The Organization's financial statements have changed to adopt the Accounting Standards Update 2018-08, Not-for-Profit Entities (Topic 958), Clarifying the Scope and Accounting Guidance for Contributions Received and Contributions Made effective for the year ended December 31, 2019. This update is required. The goal of this update is to help organizations determine reciprocal and nonreciprocal transactions. The guidance clarifies that an exchange transaction is when the resource provider receives equal value in return for what the resource provider pays. When the general public is the recipient of the service or goods, the transaction is not considered a reciprocal transaction, it is considered a contribution. The guidance also clarifies that a conditional contribution is one that has both a barrier that must be overcome and an agreement requiring advance payment to be returned or future payment not to be obligated if the barrier is not overcome.

The Organization applied the new guidance using the practical expedient provided in Topic 606 that allows the guidance to be applied only to contracts that were not complete as of January 1, 2019. Results for reporting periods beginning after January 1, 2019 are presented under Topic 606 while prior period amounts are not adjusted and continue to be reported in accordance with legacy generally accepted accounting principles.

The adoption of this new standard did not result in a material impact to the Organization's financial statements. The adoption of the new standard is the new footnote disclosure regarding Sculpture Milwaukee purchases and commissions revenue and fundraising event revenue. There was no significant effect on the financial statements related to the adoption of this new standard which would require cumulative effect adjustment to net assets at the date of adoption under the modified respective method.

Future Accounting Pronouncements

Accounting Standards Update 2016-02, Leases (Topic 842) will be effective for fiscal years beginning after December 15, 2021. This update requires the recognition of lease assets and lease liabilities on the statement of financial position measured at the present value of lease payments and requires disclosure of key information about the leasing arrangements.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE C - Accounting Changes (continued)

Accounting Standards Update 2016-13, Financial Instruments - Credit Losses (Topic 326) will be effective for fiscal years beginning after December 15, 2023. The main objective of this update is to provide financial statement users with more decision-useful information about the expected credit losses on financial instruments and other commitments to extend credit held by a reporting entity at each reporting date. To achieve this objective, the amendments in this update replace the incurred loss impairment methodology in current GAAP with a methodology that reflects expected credit losses and requires consideration of a broader range of reasonable and supportable information to inform credit loss estimates, including exploring more forward-looking alternatives.

NOTE D - Liquidity

The Organization has financial assets available to meet cash needs for general expenditure consisting of the following:

Cash and Cash Equivalents	\$ 1,327,523
Accounts Receivable	10,628
Pledges Receivable	<u>127,750</u>
Total Financial Assets	<u>\$1,465,901</u>

Financial assets of \$590,783 are subject to donor or other contractual restrictions that make them unavailable for general expenditure within one year of the combined statement of financial position date. The accounts and pledges receivable are subject to implied time restrictions but are expected to be collected within one year. The Organization structures its financial assets to be available as its general expenditures, liabilities, and other obligations come due.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE E - Pledges Receivable

Pledges receivable consist of the following at December 31, 2019:

<u>Source</u>	<u>Amount</u>
Economic Development	\$ 10,000
Holiday Lights	113,250
Key To Change	<u>97,000</u>
Total	<u>\$220,250</u>

Future Expected Receipts are as follows:

<u>Year Ending December 31,</u>	<u>Amount</u>
2020	\$127,750
2021	<u>92,500</u>
Total	<u>\$220,250</u>

NOTE F - Assessment Income

In order to provide revenues to support the MDBID's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified downtown area. The assessment is calculated based on the assessed values of the properties as of every fall. The assessment levied on the downtown properties was \$.0015758 for every dollar of assessed property value for the year ended December 31, 2019. Resulting assessment revenues recorded in 2019 were \$3,937,725.

NOTE G - Commitments

MDBID has various management contracts for landscaping, holiday street decorations, public service ambassadors, and clean sweep ambassadors which expire December 31, 2021.

Future payments for the year ended December 31, 2019, are as follows:

<u>Year</u>	<u>Amount</u>
2020	\$1,951,431
2021	<u>1,988,107</u>
Total	<u>\$3,939,538</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE H - Grants to Others

The Organization awards grants to its affiliate, Milwaukee Downtown, Inc. The grant for the year ended December 31, 2019, was \$1,498,910 and is for the accomplishment of the Affiliate's objectives.

The Organization also provided donations to others of \$169,574 for the year ended December 31, 2019, consisting of:

<u>Purpose</u>	<u>Amount</u>
Sculpture Milwaukee	\$150,000
Key to Change	12,324
Other	<u>7,250</u>
Total	<u>\$169,574</u>

NOTE I - Operating Leases

The Organization has a non-cancelable operating lease for the rental of a building in Milwaukee, Wisconsin, that expires July 31, 2019. The Organization will pay a monthly base rent with an approximately 1% increase each mid-year for the term of the lease.

In January 2019, the Organization has an operating lease for the rental of a building in Milwaukee, Wisconsin. Starting August 1, 2019, the Organization occupied the building. Due to leasehold improvements in the new location, the lease was amended so that payments begin on February 1, 2020 and expire on January 1, 2030. Total occupancy expense for the year ended December 31, 2019 was \$49,498.

During 2019, the Organization signed a non-cancelable postage meter lease with monthly payments of \$151 to FP Mailing Solutions. The lease ends on October 31, 2024.

Future minimum lease payments under operating leases that have remaining terms in excess of one year for the year ended December 31, 2019, are as follows:

<u>Year</u>	<u>Amount</u>
2020	\$ 61,904
2021	70,429
2022	72,107
2023	73,783
2024	75,466
Thereafter	<u>405,303</u>
Total	<u>\$758,992</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE J - Capital Lease

The Organization signed a lease for a copier under a capital lease with capitalized cost of \$12,922. Accumulated depreciation for the year ended December 31, 2019, relating to this copier was \$4,307. Depreciation expense reported in the statement of activities includes \$2,584 for the copier under the capital lease.

Total Future payments are as follows:

<u>For the Year Ending December 31,</u>	<u>Principal</u>	<u>Interest</u>	<u>Total</u>
2020	\$2,415	\$1,080	\$ 3,495
2021	2,737	758	3,495
2022	3,102	393	3,495
2023	<u>1,412</u>	<u>45</u>	<u>1,457</u>
Total	<u>\$9,666</u>	<u>\$2,276</u>	<u>\$11,942</u>

NOTE K - Assessment Settlement Liability

The Organization entered into another settlement agreement with the City of Milwaukee regarding business improvement property tax assessments. The Organization has agreed in good faith partnership to pay a total of \$120,985 beginning in 2019 with 7 equal installments and a final payment in 2026. The balance of the obligations is \$104,318 as of December 31, 2019.

Future minimum settlement payments for the year ended December 31, 2019, are as follows:

<u>Year</u>	<u>Amount</u>
2020	\$ 16,667
2021	16,667
2022	16,667
2023	16,667
2024	16,667
Thereafter	<u>20,983</u>
Total	<u>\$104,318</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE L - Concentration of Risk

The Organization maintains its cash balances in one financial institution. The combined account balances are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000 at each financial institution. At December 31, 2019, the Organization's uninsured cash balances total \$451,417.

The organization received property assessment income from the City of Milwaukee. The Organization's operations rely on the availability of these funds. 63% of the Organization's revenue was from the City of Milwaukee for the year ended December 31, 2019.

NOTE M - Net Assets With Donor Restrictions

Net assets with donor restrictions as of December 31, 2019, consist of the following:

<u>Purpose-Restricted</u>	<u>Amount</u>
Holiday Lights	\$113,250
Downtown Signage	236,982
Equestrian Center	16,601
GO! Kart	10,000
2nd Street Mural	15,000
Key to Change	<u>198,950</u>
Total	<u>\$590,783</u>

NOTE N - Board Designated Net Assets

Board designated net assets as of December 31, 2019, consist of the following:

<u>Designation</u>	<u>Amount</u>
Holiday Lights	\$238,480
Office Equipment	18,913
Economic Development	6,500
Website	10,000
Clean Sweep Equipment	<u>68,399</u>
Total	<u>\$342,292</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE O - In-Kind Revenue

The Organization received \$118,616 of goods, prize packages and services, which consisted of the following as of December 31, 2019:

<u>Source</u>	<u>Amount</u>
Downtown Employee Appreciation Week	\$ 32,566
Downtown Dining Week	1,500
Taste and Toast Week	799
Matthews Building Office Space	20,963
Sculpture Milwaukee Opening Celebration	38,039
Economic Development	4,300
Gator Asset	1,514
Holiday Lights	12,186
Random Acts of Kindness	6,550
Other	<u>201</u>
Total	<u>\$118,618</u>

NOTE P - Revenue From Contracts with Customers

Sculpture Milwaukee Purchases and Commissions

Sculpture Milwaukee has a collection of sculptures and art objects that held for a free outdoor exhibition to the public and for educational purposes. The art objects are consigned to and offered for sale. Upon sale of the art object, the Organization receives a commission. Revenue is reported at the amount that reflects the consideration to which the Organization expects to be entitled in exchange for the sale of the artwork. Revenue from these events are recognized at the point in time when the transaction occurs and the Organization's performance obligation to transfer the art object to the new owner is completed.

At December 31, 2019, there were no assets or obligations related to revenue from contracts with customers for Sculpture Milwaukee purchases and commissions. For the year ended December 31, 2019, Sculpture Milwaukee purchases and commissions revenue was \$222,700.

Special Events Income

The Organization holds multiple special events throughout the year. The event revenue is reported at the amount that reflects the consideration to which the Organization expects to be entitled in exchange for providing access to events and event activities. Revenue from these events are recognized at the point in time the event is held and the Organization's performance obligation to hold the event is completed. The Organization also provides the opportunity to sponsor events. Sponsorships for the Organization's events open months before the events are scheduled to be held and are recognized as revenue when the event is held.

At December 31, 2019, there were no assets or obligations related to revenue from contracts with customers for special events income. For the year ended December 31, 2019, special event revenue was \$29,050.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2019**

NOTE Q - Advertising and Marketing

The Organization uses advertising and marketing to promote its programs among the audiences it serves. Advertising and marketing costs are expensed as incurred. Advertising and marketing expense for the year ended December 31, 2019 was \$1,308,611.

NOTE R - SEP Retirement Contribution

The Organization has a SEP plan that covers all employees who worked at MDBID for at least one year. Eligible wages are based on total calendar year wages. The Organization made a contribution of 10% of eligible wages and incurred expenses of \$51,453 during 2019.

NOTE S - Income Tax

The MDI is exempt from income tax under Section 501(c)(3) of the Internal Revenue Code and is classified as other than a private foundation. Management has reviewed all tax positions recognized in previously filed tax returns and those expected to be taken in future tax returns. As of December 31, 2019, MDI had no amounts related to unrecognized income tax benefits and no amounts related to accrued interest and penalties. MDI does not anticipate any significant changes to unrecognized income tax benefits over the next year.

NOTE T - Subsequent Events

The Organization has evaluated events and transactions occurring after December 31, 2019, the date of the most recent statement of financial position, through the date financial statements are available to be issued, August 13, 2020, for possible adjustment to the financial statements or disclosures. The Organization has determined that the following subsequent events need to be disclosed:

The COVID-19 outbreak in the United States has caused business disruption through mandated and voluntary closings of many businesses and nonprofit organizations. While the disruption is expected to be temporary, there is considerable uncertainty around the duration of the closings. The Organization may be affected by reduced funding or donations as well as postponement or cancellation of fundraising events. It is unknown at this time what, if any, negative impact on the Organization's financial position may be.

The Organization received a Paycheck Protection Loan on April 27, 2020 in the amount of \$44,425. The principal and interest on the loan may be forgiven in accordance with the Paycheck Protection Program in accordance with the guidelines of the Small Business Administration. The amount of forgiveness, if any, is not known at this time.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED SCHEDULE OF ACTIVITIES BY ORGANIZATION
FOR THE YEAR ENDED DECEMBER 31, 2019
(With Summarized Totals for the Year Ended December 31, 2018)

	Milwaukee Downtown Business Improvement District No. 21	Milwaukee Downtown, Inc. ("Affiliate")	2019 Total	2018 Total
REVENUE				
Assessment Income	\$ 3,937,725	\$ ---	\$ 3,937,725	\$ 3,719,364
City of Milwaukee	20,000	---	20,000	20,000
Contributions	---	375,754	375,754	384,280
Holiday Lights	---	16,655	16,655	17,341
Special Events Income	---	29,050	29,050	35,080
Better Buildings Challenge Income	---	---	---	500
Key To Change	---	184,779	184,779	20,267
Sculpture Milwaukee	---	1,381,499	1,381,499	4,344,509
Sculpture Milwaukee In-Kind Revenue	---	38,039	38,039	52,500
In-Kind Revenue	20,965	59,614	80,579	63,560
Interest Income	3,801	4,228	8,029	5,796
Ornament Revenue	---	10,369	10,369	10,987
Contract Income	---	---	---	2,100
Loss on Disposal of Equipment	---	(21,809)	(21,809)	(693)
Miscellaneous Income	7,958	2,076	10,034	355
TOTAL REVENUE	\$ 3,990,449	\$ 2,080,254	\$ 6,070,703	\$ 8,675,946
EXPENSES				
Salaries and Wages	\$ 289,614	\$ 233,141	\$ 522,755	\$ 492,643
Contract Services -				
Public Service Ambassadors	757,442	---	757,442	696,977
Clean Sweep Ambassadors	605,923	---	605,923	539,243
Planter Maintenance	349,155	---	349,155	338,328
Consultants	---	153,298	153,298	---
Graffiti Removal	---	---	---	840
Development and Fundraising	---	30,000	30,000	10,000
Other Program Services	---	298,575	298,575	236,970
Employee Benefits	64,187	53,374	117,561	114,776
Payroll Taxes	15,519	17,556	33,075	30,943
Supplies	11,566	---	11,566	14,966
Telephone	12,259	---	12,259	9,861
Postage and Shipping	9,218	1,175	10,393	10,147
Occupancy	49,498	---	49,498	45,096
Utilities	---	7,508	7,508	8,564
Equipment Rental and Maintenance	---	39,791	39,791	20,889
Insurance	15,767	31,669	47,436	40,288
Depreciation and Amortization	---	97,890	97,890	92,405
Personal Property Tax	---	4,883	4,883	5,643
Event Entertainment	---	1,430	1,430	8,146
Event Decoration	---	4,478	4,478	44,016
Food and Beverages	---	45,995	45,995	57,048
Event Supplies	---	59,949	59,949	18,383
Payroll Fees	3,416	---	3,416	3,743
Accounting Fees	38,853	67,932	106,785	74,171
Legal Fees	37,409	---	37,409	53,806
Other Professional Fees	19,158	---	19,158	18,470
Dues, Licenses and Permits	11,956	19,386	31,342	27,308
Sales Expenses	---	54,444	54,444	124,979
Bank Charges	---	3,508	3,508	1,574
Ornament and Merchandise Purchases	---	7,591	7,591	8,955
Jingle Bus	---	5,506	5,506	---
Advertising and Marketing	---	1,308,611	1,308,611	810,895
Donations to Others	---	19,574	19,574	3,052,266
Other Events	---	86,584	86,584	47,015
Awards and Promotions	8,694	---	8,694	7,984
Art and Exhibition	---	704,603	704,603	781,556
Board Meeting Expenses	---	5,428	5,428	---
Travel	6,606	15,106	21,712	19,935
Meals and Entertainment	9,310	---	9,310	7,024
Interest	---	1,601	1,601	914
Miscellaneous	11,566	3,193	14,759	13,155
TOTAL EXPENSES	\$ 2,327,116	\$ 3,383,779	\$ 5,710,895	\$ 7,889,922
CHANGE IN NET ASSETS BEFORE TRANSFER	\$ 1,663,333	\$ (1,303,525)	\$ 359,808	\$ 786,024
TRANSFER	(1,498,910)	1,498,910	---	---
CHANGE IN NET ASSETS	\$ 164,423	\$ 195,385	\$ 359,808	\$ 786,024

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED SCHEDULE OF SCULPTURE MILWAUKEE REVENUE AND EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2019
(With Summarized Totals for the Year Ended December 31, 2018)**

	<u>2019</u>	<u>2018</u>
REVENUE		
Sponsorships - Unrestricted	\$ 475,961	\$ 733,650
Sponsorships - Restricted	621,401	5,618
Sculpture Purchases	30,000	2,879,781
Commission	42,700	552,053
Business Fees and Membership	176,437	156,960
Book Sales	390	---
Recovered Production Costs	35,000	16,447
In-Kind Revenue	38,039	52,500
Total Revenue	<u>\$ 1,419,928</u>	<u>\$ 4,397,009</u>
EXPENSES		
Accounting Fees	\$ 14,117	\$ 10,761
Advertising and Marketing	534,885	298,376
Amortization	24,764	25,204
Board Meeting Expenses	5,428	---
Consultants	153,298	---
Donations to Others	---	2,794,675
Dues, Licenses and Permits	18	154
Equipment Rental and Maintenance	15,212	758
Insurance	28,180	22,138
Miscellaneous	1,621	4,089
Programs and Community Engagement	86,584	47,015
Sales Expenses	54,444	124,979
Development and Fundraising	30,000	10,000
Art and Exhibition*		
Art Consulting	103,492	193,952
Art Fabrication	67,884	29,970
Cleaning	4,410	11,689
Conservation	8,001	15,237
De-installation	79,407	189,630
Engineering	26,700	---
Installation	382,950	301,152
Security	24,671	2,198
Shipping Installation	---	1,100
Shipping De-installation	22	32,130
Storage	7,066	4,498
Total Expenses	<u>\$ 1,653,154</u>	<u>\$ 4,119,705</u>
Website and mobile app (capitalized cost net of amortization)	<u>---</u>	<u>16,299</u>
NET GAIN (LOSS)	<u>\$ (233,226)</u>	<u>\$ 261,005</u>
*Total Art and Exhibition	\$ 704,603	\$ 781,556

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED SCHEDULE OF FUNCTIONAL REVENUE AND EXPENSES WITHOUT DONOR RESTRICTIONS
FOR THE YEAR ENDED DECEMBER 31, 2019**

	Holiday Lights	Events and Marketing	Retention Recruitment and Economic Development	Sculpture Milwaukee	Key To Change	Miscellaneous Programs	Clean Sweep Public Service Ambassadors, and Landscaping	Total Program	General and Administrative	Fundraising	2019 Total
REVENUE											
Property Assessments	\$ ---	\$ ---	\$ ---	\$ ---	\$ ---	\$ 3,937,725	\$ ---	\$ 3,937,725	\$ ---	\$ ---	\$ 3,937,725
Program Revenue	28,700	26,984	---	254,527	---	---	---	310,211	---	---	310,211
Contributions and Grants	15,500	10,900	56,068	552,862	14,324	---	---	649,654	28,052	---	677,706
Investment Income	---	---	---	---	730	---	---	730	7,299	---	8,029
In Kind Revenue	12,186	41,614	4,300	38,039	---	19,707	1,514	117,360	1,132	126	118,618
Miscellaneous Income	2,076	---	---	---	---	---	---	2,076	7,958	---	10,034
Loss on disposal of assets	---	---	---	---	---	---	(21,809)	(21,809)	---	---	(21,809)
Net Assets Released from Restriction	63,450	---	7,780	805,354	---	11,076	---	887,660	---	---	887,660
TOTAL REVENUE	\$ 121,912	\$ 79,498	\$ 68,148	\$ 1,650,782	\$ 15,054	\$ 3,968,508	\$ (20,295)	\$ 5,883,607	\$ 44,441	\$ 126	\$ 5,928,174
EXPENSES											
Salaries and Wages	\$ ---	\$ 59,873	\$ 173,267	\$ ---	\$ ---	\$ 217,211	\$ ---	\$ 450,351	\$ 57,923	\$ 14,481	\$ 522,755
Contract Services -											
Public Service Ambassadors	---	---	---	---	---	---	757,442	757,442	---	---	757,442
Clean Sweep Ambassadors	---	---	---	---	---	---	605,923	605,923	---	---	605,923
Planter Maintenance	---	---	---	---	---	---	349,155	349,155	---	---	349,155
Consultants	---	---	---	61,004	---	---	---	61,004	47,503	44,791	153,298
Graffiti Removal	---	---	---	---	---	---	---	---	---	---	---
Development and Fundraising	---	---	---	---	---	---	---	---	---	30,000	30,000
Other Contracted Services	172,771	13,742	100,986	---	---	11,076	---	298,575	---	---	298,575
Employee Benefits	---	15,280	38,095	---	---	48,140	---	101,515	12,837	3,209	117,561
Payroll Taxes	---	4,565	12,991	---	---	11,639	---	29,195	3,104	776	33,075
Office Supplies	---	---	---	---	---	11,566	---	11,566	---	---	11,566
Telephone	---	---	---	---	---	12,259	---	12,259	---	---	12,259
Postage and Shipping	852	---	323	---	---	8,665	---	9,840	461	92	10,393
Occupancy	---	---	---	---	---	46,528	---	46,528	2,475	495	49,498
Utilities	7,508	---	---	---	---	---	---	7,508	---	---	7,508
Equipment Rental and Maintenance	9,619	7,093	1,307	15,212	---	---	6,560	39,791	---	---	39,791
Insurance	---	---	---	28,180	---	14,821	---	43,001	4,277	158	47,436
Depreciation and Amortization	28,488	11,909	---	24,764	---	---	32,729	97,890	---	---	97,890
Personal Property Tax	---	---	---	---	---	---	4,883	4,883	---	---	4,883
Event Entertainment	830	600	---	---	---	---	---	1,430	---	---	1,430
Event Decoration	1,500	2,155	823	---	---	---	---	4,478	---	---	4,478
Food and Beverages	3,117	40,547	2,331	---	---	---	---	45,995	---	---	45,995
Program Supplies	35,457	8,139	16,279	---	---	---	74	59,949	---	---	59,949
Payroll Fees	---	---	---	---	---	1,708	---	1,708	1,708	---	3,416
Accounting Fees	---	---	---	14,117	146	---	---	14,263	92,522	---	106,785
Legal Fees	---	---	---	---	---	9,352	---	9,352	28,057	---	37,409
Other Professional Fees	---	---	---	---	---	9,579	---	9,579	9,579	---	19,158
Dues, Licenses and Permits	1,475	5,897	11,937	18	---	5,978	29	25,334	6,008	---	31,342
Sales Expenses	---	---	---	54,444	---	---	---	54,444	---	---	54,444
Bank Charges	143	250	---	---	538	---	29	960	2,548	---	3,508
Cost of Goods Sold	6,559	1,032	---	---	---	---	---	7,591	---	---	7,591
Jingle Bus	5,506	---	---	---	---	---	---	5,506	---	---	5,506
Advertising and Marketing	139,458	620,622	13,596	534,885	50	---	---	1,308,611	---	---	1,308,611
Donations to Others	5,250	---	---	150,000	14,324	---	---	169,574	---	---	19,574
Programs and Community Engagement	---	---	---	86,584	---	---	---	86,584	---	---	86,584
Awards and Promotions	---	---	---	---	---	7,390	---	7,390	1,304	---	8,694
Art and Exhibition	---	---	---	704,603	---	---	---	704,603	---	---	704,603
Board and Committee Meetings	---	---	---	5,428	---	---	---	5,428	---	---	5,428
Travel	---	6,622	8,084	---	400	---	6,606	21,712	---	---	21,712
Meals and Entertainment	---	---	---	---	---	---	2,793	2,793	6,517	---	9,310
Interest	---	---	---	---	---	---	346	346	1,255	---	1,601
Miscellaneous	---	330	633	1,621	---	---	581	3,165	11,594	---	14,759
TOTAL EXPENSES	\$ 418,533	\$ 798,656	\$ 380,652	\$ 1,680,860	\$ 15,458	\$ 415,912	\$ 1,767,150	\$ 5,477,221	\$ 289,672	\$ 94,002	\$ 5,710,895
CHANGE IN NET ASSETS	\$ (296,621)	\$ (719,158)	\$ (312,504)	\$ (30,078)	\$ (404)	\$ 3,552,596	\$ (1,787,445)	\$ 406,386	\$ (245,231)	\$ (93,876)	\$ 217,279