The Shorewood
Business Improvement District
2011 Operating Plan

October 2010
TABLE OF CONTENTS

I. INTRODUCTION

II. DISTRICT BOUNDARIES

III. PROPOSED OPERATING PLAN
   A. Plan Objectives
   B. Proposed Activities
   C. Proposed Expenditures

IV. METHOD OF ASSESSMENT
   A. Assessment Rate and Method
   B. Excluded and Exempt Property

V. VILLAGE ROLE IN DISTRICT OPERATION

VI. BOARD OF DIRECTORS AND STAFF

VII. FUTURE YEARS’ OPERATING PLANS

VIII. AMENDMENT, SEVERABILITY, AND EXPANSION

Appendix A – 2010 Assessed Values and BID Assessments
Appendix B – 2011 adopted operating budget
I. INTRODUCTION

In 1984, the Wisconsin legislature created Sec. 66.608 of the Statutes enabling cities to establish Business Improvement Districts (BID) upon the petition of at least one property owner within the proposed district. The purpose of the law is "to allow businesses within those districts to develop, manage, and promote the districts and to establish an assessment method to fund these activities." Upon petition from property owners within the Shorewood Business Improvement District (hereafter “BID”), the Village Board created the BID and adopted its initial operating plan in November of 1999.

Section 66.608 (3) (b), Wis. Stats., requires that a BID Board “shall annually consider and make changes to the operation plan. The board shall then submit the operating plan to the local legislative body for approval.” The Board of the Shorewood BID submits this 2011 BID operating plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial 1999 BID operating plan. Therefore, it incorporates by reference the earlier plans as adopted by the Village Board. In the interest of brevity, this plan emphasizes the elements, which are required by Sec. 66.608, Wis. Stats. and the proposed changes for 2011. This plan does not repeat the background information that is contained in the initial operating plan.

II. DISTRICT BOUNDARIES

A listing of the properties in the district is provided in Appendix A.

III. PROPOSED OPERATING PLAN 2011

A. Plan Objectives

The objectives of the BID are as follows:

- Promotion of the BID through special events, marketing campaigns, and media exposure.
- Promotion of the BID as a great place to own and operate a business.
- Act as a catalyst for private investment, attract new retailers and development to Shorewood, and assist the Village with its efforts to enhance the viability of the Village of Shorewood as a whole.
B. Proposed Activities

Principal activities to be undertaken by the BID during 2011 include, but are not limited to:

1. Organize special events in 2011 that will drive traffic to the business district. These include, but are not limited to: A public art project (Best Seats in the House, 2010), Shorewood Criterium bike race (Summer), Showcase Shorewood (Fall), and Holiday Shop Walk (Winter).

2. Actively promote the retail and redevelopment opportunities in the business district in coordination with Village Manager, Community Development Authority, and Village Board.

3. Administer and promote the TIF façade program and business incentive program.

4. Act as a liaison to media, local and regional government, and Shorewood stakeholders.

C. Proposed Expenditures (see attached budget, Appendix B)

<table>
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<th>Income</th>
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<td>Event Sponsorship/income</td>
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<tr>
<td>Interest</td>
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<td><strong>Total Income</strong></td>
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<table>
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<tr>
<th>Expenses</th>
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<tr>
<td>Marketing Shorewood Contribution</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$175,000</strong></td>
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</table>

The BID Board will have the authority and responsibility to prioritize expenditures and to revise the district budget as necessary to match the funds actually available. Any funds unspent at the end of 2011 shall be carried over to 2012 and applied against future expenses.

V. METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of January 1, 2010, the properties in the district had a total BID assessable value of $104,005. This plan proposes to assess the taxable property in the district at a rate of $1.06 per $1,000 of assessed value for the purposes of the BID. Appendix A shows the projected BID assessment for each property included in the district.

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

The variables used to determine the regular BID assessments are:

1) The total assessed value of each tax key parcel within the district; and
2) The specific dollar amount per $1,000 of the assessed value of each tax key parcel.

B. Excluded and Exempt Property

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

1) Sec. 66.608 (1) (f) Im: The district may contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.

2) Sec. 66.608 (5) (a): Property known to be used exclusively for residential purposes will not be assessed.

3) A property exempt from general real estate taxes have been excluded from the district. Privately owned tax exempt property, which is expected to benefit from district activities, may be asked to make a financial contribution on a voluntary basis.

VI. VILLAGE ROLE IN DISTRICT OPERATION

The Village of Shorewood is committed to helping private property owners in the district promote its development. To this end, the Village has played a significant role in the creation of the BID and in the implementation of its operating plan. In particular, the Village will continue to:

1) The Community Development Authority of the Village of Shorewood provides funding to the BID for administration and promotion of a Façade Improvement Grant program, business and development recruitment, the Business Incentive Fund, and other initiatives. This is on an annual basis and is reviewed each budget year.

2) Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.

3) Collect BID assessments; maintain the BID assessments in a segregated account; and disburse the BID assessments to the district.

4) Receive annual audits as required per Sec. 66.608 (3) (c) of the BID law.

5) Encourage Milwaukee County, the State of Wisconsin, and other units of government to support the activities of the district.
VII. BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS AND STAFF

The Board's primary responsibility will be implementation of this operating plan. The current BID Board of Directors and staff are comprised as follows:

**Board of Directors**

- Tim Ryan, President, *Harleys: The Store for Men*
- Leonard Sobczak, Vice-President, *Eastmore Real Estate*
- Becky Reinhardt, Treasurer, *North Shore Bank*
- Aaron Foley, Secretary, *McDermott, Foley, Wilson, and Johnson LLP*
- Dawn Andersen, *Village Trustee*
- Karen Dean, *Community Development Authority*
- Mike Stoner, *North Star American Bistro*
- Jaci Sumner, *Gloss Photography Studios*
- Pat Algiers, resident member
- Betsy Delich, *Chiropractic Company*
- Michael O’Brien, *Edward Jones Investments*
- Liz LeBlanc, *SHOP*
- Andrew McCabe, *Allstate Insurance Agency*
- Howie Goldklang, *The Establishment*
- George Dimitropoulos, *Culver’s of Shorewood*

**Staff**

- Jim Plaisted, *Executive Director*
- Barb Caprile, *Marketing Director*

IX. FUTURE YEARS’ OPERATING PLANS

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

Section 66.608 (3) (a) of the BID law requires the BID Board and the Village to annually review and make changes as appropriate in the operating plan. Therefore, while this document outlines in general terms the complete development project, it focuses upon 2011 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2010 conditions. Greater detail about subsequent years’ activities will be provided in the required annual plan updates. Approval by the Village board of trustees of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operating plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the Village of Shorewood.
X. **AMENDMENT, SEVERABILITY, AND EXPANSION**

The BID has been created under the authority of Section 66.608 of the Statutes of the State of Wisconsin. Should any court find any portion of this statute invalid or unconstitutional, its decision will not invalidate or terminate the BID and this BID operating plan shall be amended to conform to the law without need of re-establishment.

Should the legislature amend the statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties of a certain class or classes of properties, then this BID operating plan may be amended by Village of Shorewood Trustees as and when it conducts its annual review and approval of the operating plan and without necessity to undertake any other act. This is specifically authorized under Sec. 66.608 (3) (b), Wis. Stats.
## Appendix A

### Shorewood BID Property Assessments

<table>
<thead>
<tr>
<th>TAX KEY</th>
<th>ADDRESS</th>
<th>COMMERCIAL ASSESSMENT</th>
<th>BID RATES 1.06</th>
<th>BID REVENUE</th>
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## Appendix B

### 2011 Shorewood Business Improvement District Budget

Approved 10/20/2010

<table>
<thead>
<tr>
<th>Ordinary Income/Expense</th>
<th>2011 Budget</th>
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<td>Income</td>
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<td>Assessment</td>
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<tr>
<td>CDA</td>
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<tr>
<td>Bike Race Revenue</td>
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<tr>
<td>Public Art/Showcase/Holiday Shopwalk Revenue</td>
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<tr>
<td>Learn Over Lunch Revenue</td>
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<td>Reimbursed Expenses</td>
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<td>Other</td>
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<td><strong>Total Income</strong></td>
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<table>
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<tr>
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<tr>
<td>Administrative</td>
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<td>Audit</td>
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<td>Bank Service Charges</td>
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<td>BID Management Fee</td>
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<td>Dues and Subscriptions</td>
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<td>Liability Insurance</td>
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<td>Meals</td>
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<td>Constituent Relations</td>
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Marketing Programs

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<td>Bike Race</td>
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<td>Civic Participation</td>
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<td>Shopwalk Events (Public Art, SHOW,HOL)</td>
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<td>Web Hosting &amp; Updating</td>
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<td><strong>Total Marketing Programs</strong></td>
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| **Total Expense**          | **$175,000** |

| **Net Ordinary Income**    | **$0** |

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**Net Ordinary Income** $0