

2016 Operating Plan



October 2015

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THE SHOREWOOD BUSINESS IMPROVEMENT DISTRICT 2016 OPERATING PLAN

I. INTRODUCTION

In 1984, the Wisconsin legislature created Sec. 66.1109 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 66.1109 (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 2016 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. 66.1109, Wis. Stats. and the proposed changes for 2016. 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 2016

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 2016 include, but are not limited to:

1. Organize special events in 2016 that will drive traffic to the business district. These include, but are not limited to: Business networking/learning events, seasonal shopping events, and Holiday event (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)

<u>Income</u>	
BID Assessment	\$117,881
CDA Contribution	\$5,000
Event Sponsorship/income	\$3,000
Affiliate Memberships	\$500
<u>Interest</u>	<u>\$100</u>
Total Income	\$126,481
<u>Expenses</u>	
Administration and Management	\$54,993
Marketing Program	\$40,300
Shorewood Today	\$11,600
<u>Marketing Shorewood Contribution</u>	<u>\$16,500</u>
Total Expenses	\$123,393

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 2016 shall be carried over to 2017 and applied against future expenses.

V. METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of January 1, 2015, the properties in the district had a total BID assessable value of \$130,965,900. This plan proposes to assess the taxable property in the district at a rate of \$1.10 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. 66.1109 (1) (f): 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. 66.1109 (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*
- ❖ Andrew McCabe, Vice-President, *Allstate Insurance*
- ❖ Becky Reinhardt, Treasurer, *North Shore Bank*
- ❖ Aaron Foley, Secretary, *McDermott, Foley, Wilson, and Johnson LLP*
- ❖ Stephanie Sherman, *resident*
- ❖ Paul Zovic, *Village Board Trustee rep*
- ❖ Karen Dean, *Community Development Authority rep*
- ❖ Elif Sen, *Zen the Salon*
- ❖ Noah Christensen, *Shorewood Press*
- ❖ Pat Algiers, *Chemistry in Place*
- ❖ Betsy Delich, *Chiropractic Company*
- ❖ Michael O'Brien, *Edward Jones Investments*
- ❖ Rachel Carter, *Northwoods*
- ❖ Allison Rozek, *Swanky Seconds*
- ❖ David Price, *Three Lions Pub*

Staff

- Jim Plaisted, *Executive Director*
- Michelle Boehm, *Marketing Coordinator*

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 66.1109 (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 2016 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2015 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 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this statute invalid or unconstitutional, its decision will not invalidate or terminate the BID and this BID 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. 66.1109 (3) (b), Wis. Stats.

2015 Assessment for 2016 BID Revenue						
TAX KEY	ADDRESS	OWNER	GROSS	MIXED	COMMERCIAL	BID RATES
			ASSESSMENT	USE %	ASSESSMENT	1.10 10,000.00
	Totals		0		0	0
236-0002-001	4473-79 N OAKLAND AVE	BK OAKLAND	670,000	100.00%	670,000	737.00
236-0004	4465 N OAKLAND AVE	JOSEPH ULLRICH	846,800	100.00%	846,800	931.48
236-0167	4541 N OAKLAND AVE	Mike Kelly/Wired Properties	7,000,000	17.40%	1,218,000	1,339.80
236-0171	4511-17 N OAKLAND AVE	STEVEN ELKIND	1,196,900	100.00%	1,150,000	1,265.00
236-0172	4507 N OAKLAND AVE	LORENZO DRAGHICCIO	191,800	100.00%	191,800	210.98
236-0173	4501-03 N OAKLAND AVE	DONALD WEISNER	225,000	100.00%	225,000	247.50
236-0250	4559 N OAKLAND AVE	SHWD GROUP GEN PART	1,690,900	100.00%	1,690,900	1,859.99
236-0304	4611 N OAKLAND AVE	DAVID HICKEY	116,300	100.00%	116,300	127.93
236-0305	4601 N OAKLAND AVE	BGB REAL ESTATE LLLC	1,050,000	100.00%	1,050,000	1,155.00
236-0610	4493 N OAKLAND AVE	VALLIS LLC	1,000,000	100.00%	1,000,000	1,100.00
236-0611	4495 N OAKLAND AVE	Trinh G Truong MD	924,400	100.00%	924,400	1,016.84
236-9992	4447 N OAKLAND AVE	JAMES MAGESTRO	482,200	100.00%	482,200	530.42
236-9993	4449-53 N OAKLAND AVE	LORI GENSCHE	370,600	100.00%	370,600	407.66
237-0230	4484 N OAKLAND AVE	PETER GRAMOLL	451,800	100.00%	451,800	496.98
237-0231	4488-92 N OAKLAND AVE	4488 LLC	731,100	100.00%	731,100	804.21
237-0232	4496 N OAKLAND AVE	TIM WICK	415,200	100.00%	415,200	456.72
237-0233-001	4514 N OAKLAND AVE	EXCHEQUER	7,500,000	22.40%	1,680,000	1,848.00
239-0113	2400 E CAPITOL DR	SHORELINE MARKDALE	385,600	100.00%	385,600	424.16
239-0114	2418 E Capitol Dr.	Joseph and Rose Mary D'Agostino	170,000	100.00%	170,000	187.00
239-0154	4414 N OAKLAND AVE	NORTH SHORE BANK	1,550,000	100.00%	1,550,000	1,705.00
239-0219	4001 N DOWNER AVE	WILLIAM QUANDT	785,300	100.00%	785,300	863.83
239-0220	2520-22 E CAPITOL DR	WILLIAM HARGARTEN JR	586,600	100.00%	586,600	645.26
239-0221	2514-16 E CAPITOL DR	JOEL PECH	317,100	100.00%	317,100	348.81
239-0222	2510 E CAPITOL DR	2510 CAPITOL RE	567,000	100.00%	567,000	623.70
239-0223	2500 E CAPITOL DR	ROSENE LLC	669,900	100.00%	669,900	736.89
239-0255	2420 E CAPITOL DR	JOSEPH D'AGOSTINO	645,300	100.00%	645,300	709.83
239-0291	4300 N OAKLAND AVE	DONALD CARLSON	488,200	100.00%	488,200	537.02
239-0292-001	4312-34 N OAKLAND AVE	AUNT PEGS OAKLAND LLC	1,753,500	100.00%	1,753,500	1,928.85
239-0307	4208-12 N OAKLAND AVE	EUGENE KASPRZAK	469,000	100.00%	469,000	515.90
239-0308-000	4214 N Oakland Ave.	Suzanne Powers/Gibson Investments LLC	445,000	100.00%	445,000	489.50
239-0309	4230 N OAKLAND AVE	FREDERIC WEIN	315,000	100.00%	315,000	346.50
239-0378	4144 N OAKLAND AVE	PALMETTO	321,600	100.00%	321,600	353.76
239-0379	4156-66 N OAKLAND AVE	PALMETTO	1,117,100	100.00%	1,117,100	1,228.81
239-0380	4170 N OAKLAND AVE	4170 N OAKLAND LLC	500,000	100.00%	500,000	550.00
239-0565-001	4106-14 N OAKLAND AVE	JOHN OGDEN	2,030,000	100.00%	2,030,000	2,233.00
239-0645	4060 N OAKLAND AVE	NOAH CHRISTENSEN	522,900	100.00%	522,900	575.19
239-0646	4050 N OAKLAND AVE	School of Rock LLC	500,700	100.00%	500,700	550.77
239-0647	4042-46 N OAKLAND AVE	HACKBARTH COMMERCIAL LLC	856,600	100.00%	856,600	942.26
239-0674	4016-22 N OAKLAND AVE	OAKLAND AVENUE LLC	670,800	100.00%	670,800	737.88
239-0675	4010-14 N OAKLAND AVE	CAMILLA AVERY	1,008,400	100.00%	1,008,400	1,109.24
239-0676	4000-06 N OAKLAND AVE	1800 E CAPITOL DR LLC	1,610,000	100.00%	1,610,000	1,771.00
239-0680	1906-26 E CAPITOL DR	ARLENE SEGAL	659,500	100.00%	659,500	725.45
239-0681	1928-32 E CAPITOL DR	GENEVIEVE CAHILL	580,000	100.00%	580,000	638.00
240-0012	4012-26 N WILSON	MONTRROSE APTS	3,751,600	13.09%	490,972	540.07
240-0017	4000 N WILSON DR	REHMAN PROPERTY LLC	407,400	100.00%	407,400	448.14
240-0020	1700 E CAPITOL DR	MARTIN MERCEN	454,300	100.00%	454,300	499.73
240-0021	1706 E CAPITOL DR	KEITH JOHNSON	338,000	100.00%	338,000	371.80
240-0022	1716 E CAPITOL DR	MICHAEL YERUKHIMOVICH	461,500	100.00%	461,500	507.65
240-0023	4009-15 N OAKLAND AVE	NS APTS LLC	3,687,100	100.00%	3,687,100	4,055.81
240-0024	4023 N OAKLAND AVE	SENDIKS II LLC	771,900	100.00%	771,900	849.09
240-0025	4027 N OAKLAND AVE	SENDIKS II LLC	928,100	100.00%	928,100	1,020.91
240-0026	4027 N OAKLAND AVE (PARKING-RAMP)	SENDIKS II LLC	0	100.00%	0	0.00
240-0044	4081 N OAKLAND AVE	OAKLAND AVE PROP LP	0	100.00%	0	0.00
240-0045-001	4093 N OAKLAND AVE	OAKLAND AVE PROP LP	0	100.00%	0	0.00
240-0045-002	4095-07 N OAKLAND AVE	ROUNDYS	0	100.00%	0	0.00
240-0046	4097+ N OAKLAND AVE (LOT)	ROUNDYS	0	100.00%	0	0.00
240-0053	4145 N OAKLAND AVE	OAKLAND AVE PROP LP	0	100.00%	0	0.00
240-0054-001	4145 N OAKLAND AVE	General Capital	3,047,300	100.00%	3,047,300	3,352.03

2015 Assessment for 2016 BID Revenue						
TAX KEY	ADDRESS	OWNER	GROSS	MIXED	COMMERCIAL	BID RATES
			ASSESSMENT	USE %	ASSESSMENT	1.10 10,000.00
Totals			0		0	0
240-0054-002		General Capital	1,440,600	100.00%	1,440,600	1,584.66
240-0054-003		General Capital	3,174,800	100.00%	3,174,800	3,492.28
240-0101	1602 E CAPITOL DR	SARA LLC	485,000	100.00%	485,000	533.50
240-0136	1572 E CAPITOL DR	JAMES T BARRY	2,450,000	100.00%	2,450,000	2,695.00
240-0185-001	4433-39 N OAKLAND AVE	RALPH HOFFMAN	765,500	100.00%	765,500	842.05
240-0186	4425-29 N OAKLAND AVE	MARQUIS LLC	518,700	100.00%	518,700	570.57
240-0187	4419 N OAKLAND AVE	THOMAS KUEHN	555,800	100.00%	555,800	611.38
240-0188	4413-17 N OAKLAND AVE	BLACKBIRD MERCANTILE	326,600	100.00%	326,600	359.26
240-0189	4401-11 N OAKLAND AVE	THOMAS KUEHN	798,900	100.00%	798,900	878.79
240-0358	1518 E CAPITOL DR	James Petr	206,700	100.00%	206,700	227.37
240-0359	1520-22 E CAPITOL DR	CAPLAR LLC	195,900	100.00%	195,900	215.49
240-0360	1530 E CAPITOL DR	WELLS FARGO BANK	548,800	100.00%	548,800	603.68
240-0412	1400 E CAPITOL DR	WILLIAM HO	406,600	100.00%	406,600	447.26
240-0413	1410 E CAPITOL DR	VIRGINIA LITTLE	588,400	100.00%	588,400	647.24
240-0579-000	4041 N. Oakland Ave.	Walgreen's Inc.	5,620,000	100.00%	5,620,000	5,000.00
240-9974	1100 E CAPITOL DR	COMMUNITY TELEVISION	4,181,600	100.00%	4,181,600	4,599.76
240-9977	1200 E CAPITOL DR	KIVELY INVESTMENTS	863,700	100.00%	863,700	950.07
240-9978	4057 N WILSON	WILSON DEV GROUP/AB Data	3,205,000	100.00%	3,205,000	3,525.50
240-9983	1330 E CAPITOL DR	EKL INVESTMENTS	604,000	100.00%	604,000	664.40
240-9994-001	4201-15 N OAKLAND AVE	TCF BANK	999,000	100.00%	999,000	1,098.90
240-9996	4231 N OAKLAND AVE	BV SHOREWOOD LLC	880,000	100.00%	880,000	968.00
240-9997	4301 N OAKLAND AVE	BLANKENSTEIN ENTERPR	948,300	100.00%	948,300	1,043.13
275-1026	3601 N OAKLAND AVE	DR J'S BONE GARDEN	997,400	100.00%	997,400	1,097.14
275-1069-001	1513 E CAPITOL DR	DAVID ROETTIGERS	1,041,400	100.00%	1,041,400	1,145.54
275-1083	1431-33 E CAPITOL DR	DOMINION 1 LLC	1,103,300	14.33%	158,147	173.96
275-1084	1425 E CAPITOL DR	MORRIS AVE PROPERTIES	483,400	100.00%	483,400	531.74
275-1085	1421 E CAPITOL DR	CAP LANE REALTY	579,500	100.00%	579,500	637.45
275-1086-001	1409 E CAPITOL DR	WINDERMERE PROPERTIES	1,043,500	100.00%	1,043,500	1,147.85
275-1088	1325 E CAPITOL DR	KONSTATINE DIMITROPOULOS	2,111,700	100.00%	2,111,700	2,322.87
275-1120	3801-13 N OAKLAND AVE	BORIS GOLDENBERG	1,070,500	100.00%	1,070,500	1,177.55
275-1150	3723 N. Oakland Ave.	Bay Shore Vet	357,800	100.00%	357,800	393.58
275-1180	3547-59 N OAKLAND AVE	KATZ PROPERTIES	2,980,500	100.00%	2,980,500	3,278.55
275-1181	3575 N OAKLAND AVE	KATZ PROPERTIES	2,871,900	20.00%	574,351	631.79
275-8993	1111 E CAPITOL DR	Harbor Chase	5,700,000	100.00%	5,700,000	5,000.00
275-8999-001	1305 E CAPITOL DR	KONSTATINE DIMITROPOULOS	1,234,600	100.00%	1,234,600	1,358.06
276-0031-176	3840 N OAKLAND AVE #176	CHAD NOVASIC	226,000	100.00%	226,000	248.60
276-0036	2521 E CAPITOL DR	DOWNER MOBIL	747,300	100.00%	747,300	822.03
276-0170	3592-96 N OAKLAND AVE	DOR PROP LLC	562,000	100.00%	562,000	618.20
276-0185	3600 N OAKLAND AVE	SIK KIN NG	899,100	100.00%	899,100	989.01
276-0186	3610 N OAKLAND AVE	3610 N OAKLAND LLC	476,600	100.00%	476,600	524.26
276-0187	3624 N OAKLAND AVE	BEG ENTERPRISES	450,500	100.00%	450,500	495.55
276-0555-001	3506-14 N OAKLAND AVE	KONSTATINE DIMITROPOULOS	1,680,000	100.00%	1,680,000	1,848.00
276-0556	3524-30 N OAKLAND AVE	WILLIAM HO	958,200	100.00%	958,200	1,054.02
276-0576	3951-55 N PROSPECT AVE	SCOTT ST PETER	423,600	100.00%	423,600	465.96
276-0577	2317-23 E CAPITOL DR	MICHAEL SCHRAM	602,300	100.00%	602,300	662.53
276-0605	2219-23 E CAPITOL DR	EDMUND BK YUN	470,000	100.00%	470,000	517.00
276-0630	2201-13 E CAPITOL DR	CAPITOL & MARYLAND LLC	1,234,000	100.00%	1,234,000	1,357.40
276-0730-001	1901 E. Capitol Dr.	Seton Tower Corp.	1,827,300	100.00%	1,827,300	2,010.03
276-0749-006	3970 N OAKLAND AVE	WI ROBINSON FAMIL	4,502,300	100.00%	4,502,300	4,952.53
276-0762-001	2025 E CAPITOL DR	FEERICK INC	1,209,000	100.00%	1,209,000	1,329.90
276-0764	2011 E CAPITOL DR	4TH CHURCH OF CHRIST	EXEMPT	100.00%	0	0.00
276-0765	3956 N MURRAY AVE	EASTMORE	297,800	100.00%	297,800	327.58
276-0777	2127 E CAPITOL DR	KATZ PROPERTIES	1,387,900	8.50%	117,916	129.71
276-0779	2107-09 E CAPITOL DR	DSK LLC	947,100	100.00%	947,100	1,041.81
276-0780	2101 E CAPITOL DR	GOOK B HAN	340,200	100.00%	340,200	374.22
			130,965,900		109,393,686	117,881.05
111						

Shorewood Business Improvement District
2016 Budget

		2016
Income		<i>Approved 10/21/15</i>
	Assessment	\$ 117,881
	CDA	\$ 5,000
	Affiliate Membership	\$ 500
	Other Event Revenue	\$ 3,000
Total Income		\$ 126,381
Expense		
Administrative		
	Administrative/Event Assistance	\$ 1,000
	Audit	\$ 900
	Bank Service Charges	\$ 50
	BID Management Fee	\$ 49,193
	Dues and Subscriptions	\$ 500
	Liability Insurance	\$ 850
	Meals	\$ 500
	Office Supplies/Printing	\$ 250
	Constituent Relations	\$ 500
	Seminars	\$ 500
	Postage and Delivery	\$ 750
Total Administrative		\$ 54,993
Marketing Programs		
	Marketing Shorewood	\$ 16,500
	Director Fees	\$ 28,500
	Print Advertising	\$ 3,000
	Business Recruit Materials	\$ 500
	Shorewood Today Magazine	\$ 5,600
	Writing for Shorewood Magazine	\$ 6,000
	Civic Participation	\$ 1,500
	Other Shopping Events	\$ 4,300
	Networking Socials/Annual Meeting	\$ 1,500
	Web Hosting & Updating	\$ 1,000
Total Marketing Programs		\$ 68,400
Total Expense		\$ 123,393
Net Ordinary Income		\$ 2,988
Other Income		
	Interest	\$ 100
Net Other Income		\$ 3,088
		\$ 3,088