

BUSINESS IMPROVEMENT DISTRICT NO. 37

30th STREET INDUSTRIAL CORRIDOR

OPERATING PLAN
FOR 2017

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I. INTRODUCTION

A. Background

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

A Business Improvement District was approved by the City of Milwaukee in 2005 for the purposes of revitalizing and improving the 30th Street Industrial Corridor on Milwaukee’s north side. The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for 2017 of the 30th Street Industrial Corridor district (BID #37).

B. Physical Setting

BID #37 includes the industrial and commercial businesses located along the Canadian Pacific rail line on the north side of the City of Milwaukee.

II. DISTRICT BOUNDARIES

Boundaries of BID #37 are shown on the map in Appendix A of this plan. The boundaries were drawn to include industrial and commercial properties while excluding residential properties whenever possible. The northern boundary is Ruby Avenue and the southern boundary goes just south of Brown Street. The east and west boundaries vary throughout the district, but generally the western boundary is North 35th Street and the eastern boundary is North 27th Street. A listing of the properties included in the district is provided in the attachment.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of BID #37 is to revitalize the 30th Street Industrial Corridor while creating an area that will attract and retain industrial and commercial businesses, thus creating quality jobs with family supporting wages for central city residents.

Additional plan objectives include:

- Improving the safety and security of the area
- Improving the image and environment of the area
- Providing technical assistance and economic development support to businesses
- Attracting new businesses to the area

B. Proposed Activities—2017

Principal activities to be engaged in by the district during its eleventh year of operation will include:

- Marketing to assist with business recruitment and retention; also to promote BID #37 via promotional materials, our website and social media
- Promotional efforts and events to increase Corridor business visibility and connect local people with local jobs;
- Continue partnerships with MPD, LISC, Safe & Sound, Safe Zones, neighborhood organizations, etc. to foster greater security efforts for area neighborhoods;
- Continue building Corridor Coalition consisting of over 150 different agencies working in area – leverage the strength in numbers;
- Continued enhancements such as graffiti removal, litter clean ups and addressing illegal dumping;
- Continue work with MMSD / DPW on flood mitigation efforts;
- Safety and security initiatives including program staff (coordinate initiatives) and a fund for safety & security projects; and
- Grant program to improve area façades, foster community building, landscaping projects, etc to ultimately improve the appearance and condition of property in the district.

C. Proposed Expenditures

Infrastructure Improvements	\$16,000
Streetscape Debt Service	
Streetscape Maintenance	
Grant Programs	\$51,800
Façade & Landscape	
Safety & Security	
Program Staff	
Economic / Community Development	
Aesthetic Enhancements	\$18,000
Graffiti Removal	
Litter Clean Ups	
Abatement of Illegal Dumping	
Art Project(s)	

Accounting/ Audit	\$5,800
Business Assistance	\$44,000
Technical assistance to businesses	
Marketing	
Office & Management	\$30,000
Administrative services and office/ program expenses provided by the 30th Street Industrial Corridor Corporation	
Miscellaneous/ Reserve	\$1,016
TOTAL	\$166,616

Projected Revenues

Assessments	\$166,416
Projected Carry Over Funds from 2016	\$ 5,000
TOTAL	\$171, 416

Reserve Funds

Reserve Fund for Capital Improvements	\$280,000
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D. Financing Method

It is proposed to raise approximately \$166,416 through BID assessments (see Attachment). If any expenses exceed the assessments, it may be covered by 2016 carry over revenues and using the reserve for streetscape debt service. In addition, the BID may apply for grants for additional funding for projects. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. Organization of the BID Board

The Mayor appoints members to the district board (“board”). The board’s primary responsibility is implementation of this Operating Plan. This requires the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable

statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be comprised of at least five members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operate as follows:

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

F. Relationship to the 30th Street Industrial Corridor Corporation

The BID shall be a separate entity from the 30th Street Industrial Corridor Corporation (The Corridor), notwithstanding the fact that members, officers and directors of each may be shared. The Corridor shall remain a private organization, not subject to the open meeting law and not subject to the public record law except for its records generated in connection with the BID board. The Corridor may, and it is intended, shall, contract with the BID to provided services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

The annual assessment for the BID’s operating expenses will be levied against each property within the district in direct proportion to the current assessed value of each property as of the date the district held its public hearing for this 2017 Operating Plan. No property owner within the district shall be eligible to receive or be subject to any

reductions or increases in its assessment for the 2017 Operating Plan as a result of a decrease or increase in the assessed value for their property occurring after such date. In addition, the amount of assessment levied against a particular property may change from year to year if the assessed value of that property changes relative to other properties within the district.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method described previously. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$5,000 and a minimum assessment of \$300 per parcel will be applied.

As of January 1, 2015, the property in the proposed district had a total assessed value of over \$57 million. The attachment shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

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

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

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

A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council

reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

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

The district is a means of formalizing and funding the public-private partnership between the City and property owners in BID #37 and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in District Operation

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

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official city records of the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

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

Section 66.1103 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon 2017 activities, and information on specific assessed values, budget amounts

and assessment amounts are based on current conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

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

B. Amendment, Severability and Expansion

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

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

Appendix A

30th Street Industrial Corridor Business Improvement District #37



Appendix B

2309992200	3021 W RUBY	Exempt
2309993100	3247 W GLENDALE	Exempt
2460002100	3228 W CAPITOL	Exempt
2460002200	3244 W CAPITOL	Exempt
2460003100	3326 W CAPITOL	Exempt
2460005000	4030 N 34TH	Exempt
2460412200	3100 W CAPITOL	Exempt
2460441000	4250 N 35TH	Exempt
2469886211	4131 N 31ST	Exempt
2469886220	4101 N 31ST	Exempt
2469973100	4131 N 31ST	Exempt
2469978000	3312 W HOPKINS	Exempt
2469988100	3480 W HOPKINS	Exempt
2470303000	4103 N 35TH	Exempt
2471302000	4221 N 35TH	Exempt
2680002000	3715 N 35TH	Exempt
2680801000	3743 N 35TH	Exempt
2680901000	3701 N 35TH	Exempt
2681601100	3765 N 35TH	Exempt
2690252112	2900 W HOPKINS	Exempt
2690259000	3010 W HOPKINS	Exempt
2690305111	2823 W VIENNA	Exempt
2690432000	3700 N 35TH	Exempt
2690441000	3180 W TOWNSEND	Exempt
2690442000	3533 N 27TH	Exempt
2690451000	3945 N 31ST	Exempt
2690452000	3055 W HOPKINS	Exempt
2690453000	3025 W HOPKINS	Exempt
2699990000	2871 W HOPKINS	Exempt
2700144111	2642 W HOPKINS	Exempt
2851704110	2537 W HOPKINS	Exempt

2851724111	3424 N 27TH	Exempt
2860106000	3100 W AUER	Exempt
2869991000	3201 W TOWNSEND	Exempt
2870621000	3421 N 35TH	Exempt
2879968000	3401 N 35TH	Exempt
2879969000	3413 N 35TH	Exempt
3090670110	2929 N 30TH	Exempt
3090677100	2901 N 30TH	Exempt
3090687100	3050 W FOND DU LAC	Exempt
3090688000	3052 W FOND DU LAC	Exempt
3090914000	3237 W BURLEIGH	Exempt
3091143100	3022 W CENTER	Exempt
3091143200	2761 N 30TH	Exempt
3091146110	2825 N 30TH	Exempt
3099972000	3051 W FOND DU LAC	Exempt
3099973000	3042 W LOCUST	Exempt
3099995110	3343 W FOND DU LAC	Exempt
3260150000	2660 N 30TH	Exempt
3261040113	3014 W NORTH	Exempt
3261040114	3001 W MEINECKE	Exempt
3261045100	3010 W NORTH	Exempt
3261641000	3100 W NORTH	Exempt
3269997100	2640 N 32ND	Exempt
3490704000	2038 N 31ST	Exempt
3491006000	2929 W NORTH	Exempt
3491045120	2055 N 30TH	Exempt
3491756100	2001 N 30TH	Exempt
3491756200	1961 N 30TH	Exempt
3491758100	1961 N 30TH	Exempt
3492009200	2116 N 31ST	Exempt
3492012111	2048 N 31ST	Exempt
3499992000	3040 W GARFIELD	Exempt
2460406000	3000 W CAPITOL	Mercantile Apartment

2681731000	3871 N 35TH	Mercantile Apartment
2681736000	3817 N 35TH	Mercantile Apartment
3492003000	2200 N 31ST	Mercantile Apartment
2680001000	3721 N 35TH	Residential
2680003000	3711 N 35TH	Residential
2680803000	3729 N 35TH	Residential