



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

Business Improvement District Board of Directors Meeting
3930 N. Murray Ave.
Village Hall – second floor committee room
Wednesday, October 18th, 2017 8:30 A.M.

- 1. Call to order.**
- 2. Approval of September 20, 2017 meeting minutes.**
- 3. Financial Report.**
- 4. Discuss and approve 2018 proposed budget.**
- 5. Discuss and approve 2018 operations plan.**
- 6. Marketing Report.**
 - a) Events: Ghost Train; Dec 2nd WinterFest**
 - b) Social Media/Other**
- 7. Finalize BID committees.**
 - a) Executive Committee: Discuss new member agreement and materials.**
- 8. Executive Director's Report.**
 - a) Nov 1st Awards Event**
 - b) Business Updates**
 - c) Other**
- 9. Adjournment**

Dated October 14, 2017

Should you have any questions or comments regarding any items on this agenda, please contact the Shorewood BID Director at 414.248.2532. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

Business Improvement District Board of Directors Meeting

3930 N. Murray Ave.

September 20th, 2017

MEETING MINUTES

DRAFT

1. Call to order.

The meeting was called to order at 8:30 A.M. Members present: President Mike O'Brien, Jake Bresette, Stephanie Sherman, Karen Dean, Anne Herrison-LePlae, Andrew McCabe, Becky Reinhardt, Rachel Carter, Caroline Krietlow, and Kyle Feerick.

Also present: Ericka Lang (BID Executive Director), Arthur Ircink (Farmer's Market/BID Advisory Committee), Sheila Long (MalamaDoe), Edwin Brookes (Acacia Dental Care), and Shannon Weber (North Shore Bank)

2. Approval of August 16, 2017 meeting minutes.

Member Sherman moved to approve the minutes with changes noted, seconded by Member Reinhardt. Unanimously approved.

3. Financial Report - Quarterly

Lang updated members on year-to-date expenses and will provide Profit/Loss statements quarterly and monthly expenses.

Member Dean moved to approve the financial report seconded by Krietlow. Unanimously approved.

4. 2018 Budget recommendation Shorewood Today Magazine

Lang attended Shorewood's Marketing Leadership Committee meeting to review the 2018 budget. With the absence of the TID #1 contribution, the Village is requesting the school district and BID increase their annual contribution for the Shorewood Today Magazine. The contribution for the Marketing & Communication fund will remain at \$10,000.

The separate Shorewood Today Magazine budget was \$5,600 for the last two years. The Village is requesting a contribution of \$7,800 – a difference of \$2,200. Since TID 1# contributions stopped, the Village has been supplementing marketing and communications through surplus. The proposed 2018 Shorewood Today Magazine revenue is \$95,000.

The Shorewood Today Magazine is mailed to over 7,300 households and hundreds of businesses four times per year. Members questioned if increasing advertising dollars could fill the funding gap. Member Carter, who is on the marketing advisory committee, confirmed

advertising prices are increasing. The committee estimates that there may be more ad dollars in the future, which could decrease the BIDs contributions.

Members agreed that the improved magazine structure should be maintained and the magazine is the village's largest marketing tool.

Member Sherman moved to recommend approval of the Shorewood Today Magazine 2018 budget increase to \$7800 as presented. Seconded by Feerick. Unanimously approved.

5. Marketing Report

- BID is sponsoring Shorewood High School Drama playbill for three events. First event later this Fall.
- Preparing next consumer E-Newsletters. Will do after each BID meeting. Will include: business spotlight; Bublr stations; tree lighting date; ghost train; welcome new businesses; any businesses celebrating anniversaries; MalamaDoe Fireside Chats; Farmers Market countdown.
- Shorewood High School is replacing existing freestanding sign face along Capitol with a digital message board. The school agreed to partner with the BID and village to use the board like we partner in other marketing matters.
- VISIT MILWAUKEE meeting about Shorewood BID becoming partner and take advantage of 2018 print magazine. Deadline to be in magazine is September 30th. Members agreed to pass on print opportunity. BID staff will further discuss with VISIT for other opportunities and confirm if Shorewood events can be showcased on VISIT website or future print opportunities.
- Idea: to display BID posters in business windows to push to BID website and for awareness.
- Idea: From Shorewood Historical Society, offer businesses birthday/established markers like new residential birthday marker program, next year.
- Farmers Market Board Member Arthur Ircink idea to create a food event, closing a section of Oakland and have dining experience in street. People want to go out into street.

6. Website Review

The website is 90% complete and staff would like to go live now and do finishing touches after. Members agreed to go live now and that it is a good idea to put board member photo's on the web as spokespeople for the BID.

Other comments included:

- need to build BID awareness
- have website link in all newsletter communications
- could ask businesses to have BID logo on their site, linking to BID site
- have BID logo in business windows

7. Discuss tree lighting event.

Lang, Sherman and Krietlow (Event Committee) are proposing a tree lighting event and market on December 2nd. The tree would be located on Oakland Avenue in front of the northern end of the parking deck, between Jarvis and Wood. The area has 26 feet of public way. During the day the event will have local vendors consisting of artists/crafters, businesses and sponsored activities. Booths would be located in the pedestrian arcade area (24' w), between the parking deck and the Mosaic building and along Oakland. The village envisioned this space as a small outdoor market area which is why a permanent canopy was built, creating five vendor spaces. The event committee would like to see this location as the permanent home of the tree lighting event instead of moving it each year in front of different businesses.

The BID board members would like to program the space for this event and future events and will work with the village to create an agreement.

Other comments:

- Idea to have permanent home for santa mailbox. BID staff to work with village.
- Event could encourage kids bring santa letters to event.
- Last year Walgreens donated wrapping paper. Idea to have that as service.
- Have weekend events leading up to Christmas
- Tree needs to be narrow and tall for space.
- Have carolers stroll to businesses throughout event.
- Tree lighting entertainment - include grade schools and separate band. Member Kyle Feerick offered to play following tree lighting.
- Need outdoor heaters in case cold day

This space is a communal space and the event committee would like to brand this space, separating association from the grocery store. To do that, naming the space was recommended and several suggestions were provided. The BID would apply a name to event advertisements.

Member Carter mentioned that the village marketing consultant Savage is working on a 2018 tourism campaign and could suggest name. Some naming suggestions: Shorewood BID Square, Wood Square, Shorewood L, and Shorewood Marketplace. Important to have 'Shorewood' part of name.

8. Discuss Ghost Train October 31st anniversary event.

Shannon Weber from North Shore Bank attended the last meeting about this event. The event will be located in the Corner Bakery parking lot and at Harbor Chase. About 500 people are estimated to attend. There will be a kids costume contest, a ghost story student writing contest and reading at the event, keynote speaker, and sponsors that hand out candy or other items. Shorewood businesses will be encouraged to participate. The Ghost Train will run twice and was changed to 15 minutes apart. North Shore Bank offered to provide Trick-or-Treat bags. The next meeting is September 25th.

9. Discuss and recommend change in 2018 bike criterium hours.

BID staff met with the Tour of America's Dairyland (ToAD) Executive Directors Tom Schuler and Bill Koch to discuss the 2018 event. The event is 11 days with bike races each day at a different location in SE Wisconsin. The event starts on a Thursday and ends on a Sunday. Shorewood's participation has always been on a Thursday, sometimes the first day of the event or the second Thursday. During this meeting, we chose June 28th as next year's date – the second Thursday - so the BID can be part of the Grand Finale Weekend.

ToAD asked if Shorewood would consider an all-day event. All participating municipalities, except Shorewood, commit to a longer event. The cost of the event is a flat fee no matter the number of events. This year's ToAD cost was \$11,740 (includes the jumbotron sponsorship).

The total number of races range from six to 12. The average number of events is 10, which equates to number of hours. Shorewood's hosts six races. The lower number of events/races excludes junior races and varying women racing categories.

BID staff is seeking the boards support of a longer event. Members discussed impact and BID staff spoke with the public works director and police chief.

Sherman moved to recommend extending the bike race to a full day, seconded by Krietlow. Unanimously approved.

BID staff will discuss with the Village.

10. Update on Advisory Committee.

Member Dean noted outreach to an attorney to be on the advisory committee for providing legal advice. Once confirm, the board will formalize the committees participation.

11. Executive Director's Report

Refer to report.

12. Future Agenda Item- strategic implementation plan

13. Adjournment

The meeting was adjourned at 10:24 a.m.

Recorded by Ericka Lang

**Shorewood Business Improvement District
Profit & Loss Detail**

Type	Date	Num	Name	July through September 2017	Class	Amount	Balance
Ordinary Income/Expense							
Income							
Affiliate Membership							
Deposit	07/20/2017	2347	Venture Consultants	affiliate membership		150.00	150.00
Deposit	08/04/2017	1237	Jesse Dercks	affiliate membership		150.00	300.00
Deposit	8/24/2017	5019	Real Good Life	affiliate membership		150.00	450.00
Total Affiliate Membership						<u>450.00</u>	<u>450.00</u>
Bike Race Revenue							
Deposit	07/20/2017	1534	Cloud Red	sponsor	TOAD	500.00	500.00
Deposit	07/20/2017	5196	Shorewood Family Chiropractic	sponsor	TOAD	500.00	1,000.00
Deposit	07/20/2017	10600	North Star Bistro	sponsor	TOAD	300.00	1,300.00
Deposit	07/20/2017	50079964	North Shore Bank	sponsor	TOAD	350.00	1,650.00
Deposit	07/20/2017	4128	Zen The Salon	sponsor	TOAD	100.00	1,750.00
Deposit	07/20/2017	10527	MOD Pizza	sponsor	TOAD	100.00	1,850.00
Deposit	07/20/2017	2848	Allstate Insurance	sponsor	TOAD	650.00	2,500.00
Deposit	07/20/2017	50920	Eastmore Real Estate	sponsor	TOAD	1,000.00	3,500.00
Deposit	07/20/2017	63379	Colectivo	sponsor (Ruckus)	TOAD	500.00	4,000.00
Deposit	07/20/2017	27016	Village of Shorewood	sponsor	TOAD	2,500.00	6,500.00
Deposit	08/04/2017	1019	Mary Wright	TOAD	TOAD	500.00	7,000.00
Deposit	08/04/2017	4346	Tim Hart, DDS	TOAD	TOAD	4,500.00	11,500.00
Deposit	08/04/2017	1105	KC Shorewood LLC	Orange Theory TOAD	TOAD	100.00	11,600.00
Deposit	08/04/2017	1620	Anytime Fitness	TOAD	TOAD	500.00	12,100.00
Deposit	08/04/2017	47026	Harry's Bar & Grill	TOAD	TOAD	1,000.00	13,100.00
Deposit	08/04/2017	8089	Culver's	TOAD	TOAD	350.00	13,450.00
Deposit	08/24/2017	11633	Draft & Vessel	TOAD	TOAD	300.00	13,750.00
Total Bike Race Revenue						<u>13,750.00</u>	<u>13,750.00</u>
Total Income						<u>14,200.00</u>	<u>14,200.00</u>
Expense							
Administrative							
BID Management Fee							
Check	07/14/2017	2731	Plaisted Group LLC	for period from 6/16 - 7/15		4,099.00	4,099.00
Check	08/15/2017	2743	Plaisted Group LLC	for period from July 16 - August 14		1,500.00	5,599.00
Check	09/14/2017	2749	Lang BusinessConsultant	for period 8/15-9/30		4,000.00	9,599.00
Total BID Management Fee						<u>9,599.00</u>	<u>9,599.00</u>
Dues and Subscriptions							
Check	07/08/2017		Constant Contact			45.00	45.00
Check	08/08/2017		Constant Contact	Constant Contact		45.00	90.00
Check	09/08/2017		Constant Contact	Constant Contact		45.00	135.00
Total Dues and Subscriptions						<u>135.00</u>	<u>135.00</u>
Liability Insurance							
Check	08/15/2017	2741	West Bend Mutual Insurance Company	annual payment		111.25	111.25
Total Liability Insurance						<u>111.25</u>	<u>111.25</u>
Miscellaneous							
Check	08/24/2017	2745	Pat Algiers	Plaisted farewell gift_food bev		220.17	220.17
Check	09/14/2017	2749	Patricia S. Algiers & Associates	ED vacant position conference call		23.96	244.13

Shorewood Business Improvement District Profit & Loss Detail

Type	Date	Num	Name	July through September 2017	Class	Amount	Balance
Total Miscellaneous						244.13	244.13
Office Supplies							
Check	07/14/2017	2730	Sarah DeNeve	various office supplies		27.00	27.00
Check	08/24/2017	2747	Lang BusinessCons	Quickbooks		211.19	238.19
Total Office Supplies						238.19	238.19
Postage and Delivery							
Check	08/24/2017	2747	Lang BusinessCons	Reimb Postage		19.60	19.60
Total Postage and Delivery						19.60	19.60
Printing and Reproduction							
Check	07/14/2017	2735	Shorewood Press	statement balance		106.90	106.90
Check	08/24/2017	2744	Shorewood Press	Lang 100 bus cards		25.00	131.90
Total Printing and Reproduction						131.90	131.90
Total Administrative						10,479.07	10,479.07
Marketing Director Programs							
Director Fees							
Check	07/14/2017	2730	Sarah DeNeve	invoice for June		2,333.34	2,333.34
Check	08/15/2017	2742	Sarah DeNeve	invoice for July		2,333.34	4,666.68
Total Director Fees						4,666.68	4,666.68
Shorewood Today							
Check	07/14/2017	2734	Jennifer Anderson	copywriting for summer ST 2017		1,500.00	1,500.00
Check	09/14/2017	2748	Jennifer Anderson	copywriting for fall ST 2017		1,500.00	3,000.00
Total Shorewood Today						3,000.00	3,000.00
Web Hosting & Updating							
Check	07/05/2017		Google.com	gmail domain		20.00	20.00
Check	07/13/2017		Network Solutions	monthly hosting fee		9.99	29.99
Check	07/14/2017	2733	Northwoods Software Development Inc.	website rebuild		4,400.00	4,429.99
Check	08/03/2017		Google.com	gmail domain		20.00	4,449.99
Check	08/10/2017		Network Solutions	website		9.99	4,459.98
Check	09/05/2017		Google.com	gmail domain		20.00	4,479.98
Check	09/07/2017		Network Solutions	website		9.99	4,489.97
Total Web Hosting & Updating						4,489.97	4,489.97
Total Marketing Director Programs						12,156.65	12,156.65
Other Marketing & Communication							
Bike Race							
Check	07/14/2017	2732	Downer Ave. Business Improvement District	co op ads for Gran Finale	TOAD	193.75	193.75
Check	08/15/2017	2737	Midwest Cycling Series, LLC	dasherboard sign printing	TOAD	375.00	568.75
Check	08/15/2017	2738	Village of Shorewood	barricades cost sharing with DPW		1,100.00	1,668.75
Check	08/15/2017	2739	Wisconsin Gazette	ad for Bike Race	TOAD	-773.10	895.65
Check	08/15/2017	2740	88Nine Radio Milwaukee	bike race credits	TOAD	240.00	1,135.65
Total Bike Race						1,135.65	1,135.65
Civic Participation							
Check	08/15/2017	2738	Village of Shorewood	4th of july		1,000.00	1,000.00
Total Civic Participation						1,000.00	1,000.00

Shorewood Business Improvement District
Profit & Loss Detail

Type	Date	Num	Name	July through September 2017	Class	Amount	Balance
Total Other Marketing & Communication						2,135.65	2,135.65
Total Expense						24,771.37	24,771.37
Net Ordinary Income						-10,571.37	-10,571.37
Net Income						-10,571.37	-10,571.37

Shorewood Business Improvement District
Balance Sheet
 As of October 12, 2017

	<u>Oct 12, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash Accounts	
Checking - North Shore	1,148.42
MM - North Shore	58,612.55
Total Cash Accounts	<u>59,760.97</u>
Facade Improvement fund	5.71
Total Checking/Savings	<u>59,766.68</u>
Other Current Assets	
accounts Receivable Year End	15,050.00
Total Other Current Assets	<u>15,050.00</u>
Total Current Assets	<u>74,816.68</u>
TOTAL ASSETS	<u>74,816.68</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Temp Restricted Funds	
Facade Program Funds	
Facade Program Disbursements	-948,715.91
Int - Facade Program Fd	30,455.61
Facade Program Funds - Other	825,010.00
Total Facade Program Funds	<u>-93,250.30</u>
Temp Restricted Funds - Other	3,256.00
Total Temp Restricted Funds	<u>-89,994.30</u>
Total Other Current Liabilities	<u>-89,994.30</u>
Total Current Liabilities	<u>-89,994.30</u>
Total Liabilities	<u>-89,994.30</u>
Equity	
Retained Earnings	126,889.18
Net Income	37,921.80
Total Equity	<u>164,810.98</u>
TOTAL LIABILITIES & EQUITY	<u>74,816.68</u>

Shorewood BID						
	Actual	Budget	As of	Remaining	Projected	Proposed
	2016	2017	10/10/2017	2017	2017	2018
Income						
Assessment	\$ 117,881	\$ 122,112	\$ 121,654	\$ 458	\$ 122,112	\$ 116,234
CDA	\$ 45,000	\$ 5,000	\$ 5,000	\$ -	\$ 5,000	\$ 5,000
Affiliate Membership	\$ 600	\$ 450	\$ 450	\$ -	\$ 600	\$ 1,200
Bike Race Revenue	\$ -	\$ 15,000	\$ 13,750	\$ 1,250	\$ 17,450	\$ 15,000
Other Event Revenue	\$ 4,650	\$ 3,000		\$ 3,000	\$ 1,500	\$ 3,000
Reimbursed Expenses	\$ 185		\$ 143	\$ (143)	\$ 143	
Other	\$ 84	\$ 50		\$ 50	\$ 51	\$ 50
Total Income	\$ 168,400	\$ 145,612	\$ 140,997	\$ 4,615	\$ 146,856	\$ 140,484
Expense						
Administrative						
Audit	\$ 985	\$ 985	\$ 1,015	\$ (30)	\$ 1,015	\$ 1,125
Bank Service Charges	\$ 10	\$ 50	\$ 10	\$ 40	\$ 10	\$ -
BID Management Fee	\$ 49,188	\$ 49,188	\$ 34,193	\$ 14,995	\$ 48,193	\$ 48,000
Dues and Subscriptions	\$ 480	\$ 500	\$ 390	\$ 110	\$ 525	\$ 990
Liability Insurance	\$ 581	\$ 850	\$ 111	\$ 739	\$ 223	\$ 425
Meals	\$ 722	\$ 500	\$ 515	\$ (15)	\$ 515	\$ 520
Office Supplies/Printing	\$ 61	\$ 250	\$ 475	\$ (225)	\$ 475	\$ 500
Constituent Relations	\$ 738	\$ 500		\$ 500	\$ 500	\$ 500
Seminars	\$ 490	\$ 500		\$ 500	\$ 211	\$ 500
Postage and Delivery	\$ 288	\$ 250	\$ 20	\$ 230	\$ 308	\$ 400
Miscellaneous (Strat Plan)	\$ 3,750	\$ 500	\$ 439	\$ 61	\$ 439	\$ 500
Total Administrative	\$ 57,293	\$ 54,073	\$ 37,168	\$ 16,905	\$ 52,413	\$ 53,460
Marketing Programs						
Marketing Shorewood	\$ 16,500	\$ 10,000	\$ 10,000	\$ -	\$ 10,000	\$ -
Marketing Coord Fees	\$ 28,500	\$ 28,500	\$ 17,095	\$ 11,405	\$ 24,053	\$ 30,000
Print Advertising	\$ 1,188	\$ 3,000		\$ 3,000	\$ 3,000	\$ 700
Bus Recruit Materials	\$ 585	\$ 500		\$ 500	\$ -	\$ 400
Shorewood Today Mag	\$ 5,600	\$ 5,600	\$ 5,600	\$ -	\$ 5,600	\$ 7,800
Writing Shorewood Mag	\$ 6,000	\$ 6,000	\$ 4,500	\$ 1,500	\$ 6,000	\$ 6,000
Newsletter Print/AnnRprt	\$ 680	\$ 1,000		\$ 1,000	\$ 1,000	
Bike Race		\$ 15,000	\$ 18,004	\$ (3,004)	\$ 18,004	\$ 18,000
Fall Event						\$ 2,850
Civic Participation	\$ 16,710	\$ 1,250	\$ 1,250	\$ -	\$ 1,250	\$ 2,250
Other Events	\$ 8,809	\$ 3,000		\$ 3,000	\$ 3,000	\$ 7,450
Networking Socials/Ann Mtg		\$ 1,500		\$ 1,500	\$ 1,500	\$ 1,400
Web Hosting & Updating	\$ 708	\$ 1,000	\$ 705	\$ 295	\$ 795	\$ 610
Website Redevelopment		\$ 10,000	\$ 8,800	\$ 1,200	\$ 8,800	
Total Marketing Programs	\$ 85,280	\$ 86,350	\$ 65,954	\$ 20,396	\$ 83,002	\$ 77,460
Total Expense	\$142,573	\$140,423	\$ 103,123	\$ 37,300	\$ 135,416	\$130,920
Net Income	\$25,827	\$5,189	\$ 37,875		\$ 11,441	\$9,564

Business Improvement District 2018 Budget

		2018
Income		
	Assessment	\$ 116,234
	CDA	\$ 5,000
	Affiliate Membership	\$ 1,200
	Bike Race Revenue	\$ 15,000
	Other Event Revenue	\$ 3,000
	Reimbursed Expenses	
	Other	\$ 50
Total Income		\$ 140,484
Expense		
Administrative		
	Administrative/Event Asst	
	Audit	\$ 1,125
	Bank Service Charges	\$ -
	BID Management Fee	\$ 48,000
	Dues and Subscriptions	\$ 990
	Liability Insurance	\$ 425
	Meals	\$ 520
	Office Supplies/Printing	\$ 500
	Constituent Relations	\$ 500
	Seminars	\$ 500
	Postage and Delivery	\$ 400
	Miscellaneous	\$ 500
Total Administrative		\$ 53,460
Marketing Programs		
	Marketing Shorewood	\$ -
	Marketing Coord Fees	\$ 30,000
	Print Advertising	\$ 700
	Bus Recruit Materials	\$ 400
	Shorewood Today Mag	\$ 7,800
	Writing Shorewood Mag	\$ 6,000
	Bike Race	\$ 18,000
	Fall Event	\$ 2,850
	Civic Participation	\$ 2,250
	Other Events	\$ 7,450
	Networking Socials/Ann Mtg	\$ 1,400
	Web Hosting & Updating	\$ 610
	Website Redevelopment	
Total Marketing Programs		\$ 77,460
Total Expense		\$130,920
Net Income		\$9,564

2018 Expense Details

Administrative

Audit

Krause	\$	1,125
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Bank Service Charges

BID Management Fee	\$	48,000
	\$	48,000

Dues and Subscriptions

CARW membership	\$	450
Constant Contact	\$	540
	\$	990

Liability Insurance

West Bend Mutual	\$	425
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Meals

CARW, Bus Journal Award Luncheons, etc.	\$	120
Event planning meetings- coffee/food	\$	400
	\$	520

Office Supplies/Printing

Business Cards	\$	75
Checks/Stationary/Cards/envelopes	\$	225
Miscellaneous(Invites)	\$	200
	\$	500

Constituent Relations

BID Award plaques	\$	500
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Seminars

CARW conference	\$	200
Downtown Summit (2)	\$	210
Other	\$	90
	\$	500

Postage and Delivery

UPS PO Box	\$	288
Stamps for miscellaneous mailing	\$	100
	\$	388
	<i>round up</i>	\$ 400

Miscellaneous

professional services placeholder	\$	500
	\$	500

Total Administrative	\$	53,460
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Marketing Programs

Marketing Shorewood	NONE
Marketing/Event Directors Fees	\$ 30,000
	<u>\$ 30,000</u>
Print Advertising (non major events)	
High School Drama playbooks (3)	\$ 300
Shorewood Today Ad	\$ 200
Shorewood Now Ad/other	\$ 200
	<u>\$ 700</u>
Newsletter Printing/Annual Report	NONE
Other Events	
Micro Events - Wood Square	\$ 400
Holiday Event	\$ 6,000
BID Banner	\$ 300
Feather Banners (6)	\$ 750
	<u>\$ 7,450</u>
Networking Socials/Annual Meeting	
Food & Beverage Annual	\$ 600
Miscellaneous rental/equipment	\$ 500
Food & Beverage Networking	\$ 300
	<u>\$ 1,400</u>
Business Recruit Materials	
Update Market Profile, Claritas	\$ 80
BID brochures/Flyers for businesses- awareness	\$ 120
Update Shop/Retail Guides	\$ 200
	<u>\$ 400</u>
Shorewood Today Magazine	\$ 7,800
Annual contribution	\$ 7,800
Writing for Shorewood Magazine	
\$1500/issue	\$ 6,000
	<u>\$ 6,000</u>
Bike Race	
Race fees	\$ 11,640
Grand Finale Ad	\$ 500
Printing posters, flyers, letters	\$ 150
WIS Gazette half page	\$ 775
Shepard Express half page	\$ 600
Shorewood Today Ad	\$ 200

Barricades	\$	1,100
Mailing to residents/Businesses	\$	300
Jumbotron	\$	2,500
	\$	<u>17,765</u>
	<i>Round up</i>	\$ 18,000

Fall Event-New		
Printing posters, flyers, letters	\$	150
WIS Gazette	\$	500
Shepard Express	\$	500
Shorewood Now	\$	250
Shorewood Today Ad	\$	200
Radio	\$	250
Supplies/Rentals	\$	1,000
	\$	<u>2,850</u>

Civic Participation		
July 4th to Village	\$	1,000
Seed, Swing with Shorewood Ad	\$	250
Shorewood Chill	\$	1,000
	\$	<u>2,250</u>

Web Hosting & Updating		
Network Solutions \$9.99/Month	\$	120
Google \$20/Month	\$	240
Maintenance	\$	250
	\$	<u>610</u>

Total Marketing	\$	77,460
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Total Expenses	\$	130,920
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2018 Operating Plan
DRAFT



Prepared October 2017

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VI. BOARD OF DIRECTORS AND STAFF

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Appendix D -- Wis Stat. §66.1109 Business Improvement Districts

THE SHOREWOOD BUSINESS IMPROVEMENT DISTRICT 2018 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 2018 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 2018. 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 and original map from the 1999 BID operating plan is provided in Appendix A and B.

III. PROPOSED OPERATING PLAN 2018

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 2018 include, but are not limited to:

1. Organize special events in 2018 that will drive traffic to the business district. These include, but are not limited to: Business networking/learning events, Tour of America's Dairyland Bike Race, a Holiday event (Winter), Spring and Fall seasonal events, and smaller outdoor events. The BID will also partner with other Village of Shorewood organizations to enhance community events.
2. Enhance Shorewood BID website and continue promoting, communicating, and engaging customers and stakeholders via social media and communications.
3. Actively promote the retail and redevelopment opportunities in the business district to commercial brokers, developers, and retailers in coordination with Village Manager, Community Development Authority, and Village Board.
4. Administer and promote the façade program and business loan program.
5. Act as a liaison to media, local and regional government, and Shorewood stakeholders.
6. Implement the 2017 Strategic Plan.

C. 2017 Adopted Strategic Plan Summary

Mission Statement: The Shorewood Business Improvement District creates a thriving local & destination hub by branding and communicating both development and promotion to its stakeholders in the private and public sectors.

Vision of Intended Future Impact: Shorewood is a vibrant and cohesive 18-hour urban marketplace of distinctive, engaged and successful businesses.

Goals:

1. *Marketing and Branding:* Effectively and efficiently communicate the Shorewood Business District's unique value proposition to current and new customers, members, clients, users and influencers.
2. *Business Participation in the Business Improvement District:* Deepen and expand engagement of members of the business community to unify and grow.
3. *Business Recruitment and Retention:* Attract, retain and facilitate the development of a unique mix of sustainable businesses.

D. Proposed Expenditures (see detail in attached budget, Appendix C)

<u>Income</u>	
BID Assessment	\$116,234
CDA Contribution	\$5,000
Event Sponsorship	\$15,000
Affiliate Memberships	\$1,200
Other Events	\$3000
<u>Interest</u>	<u>\$50</u>
Total Income	\$140,484
<u>Expenses</u>	
Administration and Management	\$53,460
Marketing Program	\$63,660
<u>Shorewood Today</u>	<u>\$13,800</u>
Total Expenses	\$130,920

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 2018 shall be carried over to 2019 and applied against future expenses.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of January 1, 2017, the properties in the district had a total BID assessable value of \$142,417,973, excluding any residential units within mixed-use buildings. 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. In 2016 the rate was increased from \$1.06 to the current rate \$1.10. 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 and a “cap” maximum contribution of \$5,000 per tax parcel 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 commercial 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 (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.

V. 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 loan 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.

VI. 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

	Term Expires
1. Michael O'Brien, President, <i>Edward Jones Investments</i>	2017
2. Andrew McCabe, Vice-President, <i>Allstate Insurance</i>	2019
3. Becky Reinhardt, Treasurer, <i>North Shore Bank</i>	2019
4. Karen Dean, Treasurer, <i>Community Development Authority rep</i>	
5. Kyle Feerick, <i>Feerick Funeral Home</i>	2019
6. Allison Rozek, <i>Swanky Seconds</i>	2019

7. Anne Herrison-LePlae, <i>Alliance Francaise</i>	2017
8. Elif Sen, <i>Zen the Salon</i>	2019
9. Caroline Krietlow, <i>Luxe</i>	2019
10. Jake Bresette, <i>Lake Effect Surf Shop</i>	2018
11. Pat Algiers, <i>Chemistry in Place</i>	2018
12. Rachel Carter, <i>Northwoods</i>	2017
13. Scott Schwebel, <i>The Ruckus</i>	2019
14. Stephanie Sherman, <i>resident</i>	2018
15. Paul Zovic, <i>Village Board Trustee rep</i>	

Staff

Ericka Lang, *Executive Director*
Sarah DeNeve, *Marketing Coordinator*

VII. 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 2018 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2017 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.

VIII. 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

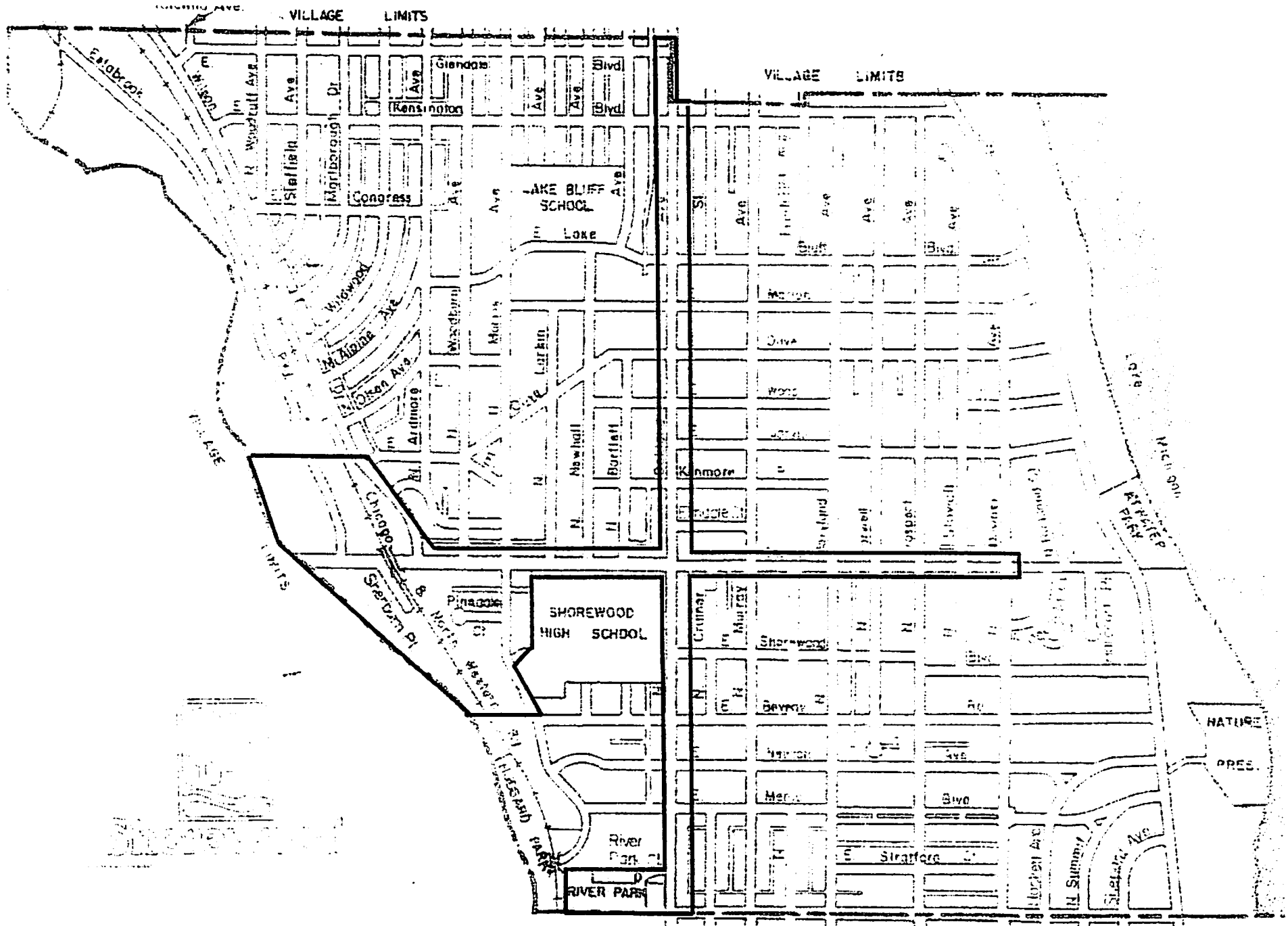
Trustees as and when it conducts its annual review and approval of the operating plan and without necessity to undertake any other act. This is specifically authorized under Sec. 66.1109 (3) (b), Wis. Stats.

TAX KEY	ADDRESS	OWNER	2017 Assessment for 2018 BID Revenue			
			GROSS ASSESSMENT	MIXED USE %	COMMERCIAL ASSESSMENT	BID RATES
						1.10 1,000.00
	Totals		0		0	0
240-9974	1100 E CAPITOL DR	WI-MILWAUKEE 1100 E CAPITOL	3,760,000	100.00%	3,760,000	4,136.00
275-8993	1111 E CAPITOL DR	HARBOR CHASE	15,877,600	100.00%	15,877,600	5,000.00
240-9977	1200 E CAPITOL DR	KIVELY INVESTMENTS	863,700	100.00%	863,700	950.07
275-8999-001	1305 E CAPITOL DR	1305 CAPITOL LLC	1,234,600	100.00%	1,234,600	1,358.06
275-1088	1325 E CAPITOL DR	1325 CAPITOL LLC	2,111,700	100.00%	2,111,700	2,322.87
240-9983	1330 E CAPITOL DR	EKL INVESTMENTS	604,000	100.00%	604,000	664.40
240-0412	1400 E CAPITOL DR	WILLIAM HO	406,600	100.00%	406,600	447.26
275-1086-001	1409 E CAPITOL DR	WINDERMERE PROPERTIES	1,043,500	100.00%	1,043,500	1,147.85
240-0413	1410 E CAPITOL DR	VIRGINIA LITTLE	588,400	100.00%	588,400	647.24
275-1085	1421 E CAPITOL DR	CAP LANE REALTY	579,500	100.00%	579,500	637.45
275-1084	1425 E CAPITOL DR	MORRIS AVE PROPERTIES	483,400	100.00%	483,400	531.74
275-1083	1431-33 E CAPITOL DR	DOMINION 1 LLC	1,103,300	14.33%	158,147	173.96
275-1069-001	1513 E CAPITOL DR	E CAPITOL #2 LLC	1,041,400	100.00%	1,041,400	1,145.54
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	274,400	100.00%	274,400	301.84
240-0136	1572 E CAPITOL DR	NORTHWOODS ADVISOR HOLDI	2,450,000	100.00%	2,450,000	2,695.00
240-0101	1602 E CAPITOL DR	SPRING EAST LLC	748,700	100.00%	748,700	823.57
240-0020	1700 E CAPITOL DR	MARTIN MERCEN	455,000	100.00%	455,000	500.50
240-0021	1706 E CAPITOL DR	KEITH JOHNSON	350,600	100.00%	350,600	385.66
240-0022	1716 E CAPITOL DR	MICHAEL YERUKHIMOVICH	461,500	100.00%	461,500	507.65
240-0190	1720 E CAPITOL DR	GRIFFIN INVESTMENTS, LLC	457,400	100.00%	457,400	503.14
276-0730-001	1901 E. CAPITOL DR	SETON TOWER CORP	1,827,300	100.00%	1,827,300	2,010.03
239-0680	1906-26 E CAPITOL DR	KAGEL-SEGAL REAL ESTATE	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
276-0764	2011 E CAPITOL DR	4TH CHURCH OF CHRIST	EXEMPT	100.00%	0	0.00
276-0762-001	2025 E CAPITOL DR	FEERICK INC	1,209,000	100.00%	1,209,000	1,329.90
276-0780	2101 E CAPITOL DR	YUAN H HAN	340,200	100.00%	340,200	374.22
276-0779	2107-09 E CAPITOL DR	NEW OWNER JULY 2016	1,155,100	100.00%	1,155,100	1,270.61
276-0777	2127 E CAPITOL DR	THE MORRISON LLC	1,387,900	8.50%	117,916	129.71
276-0630	2201-13 E CAPITOL DR	CAPITOL & MARYLAND LLC	1,234,000	100.00%	1,234,000	1,357.40
276-0605	2219-23 E CAPITOL DR	EDMUND BK YUN	470,000	100.00%	470,000	517.00
276-0577	2317-23 E CAPITOL DR	MICHAEL SCHRAM	602,300	100.00%	602,300	662.53
239-0113	2400 E CAPITOL DR	LPT 45 LLC CAC 45 LLC	385,600	100.00%		REMOVE. APTS
239-0114	2418 E. CAPITOL DR	ROSE MARY D'AGOSTINO	170,000	100.00%	170,000	187.00
239-0255	2420 E CAPITOL DR	ROSE MARY D'AGOSTINO	645,300	100.00%	645,300	709.83
239-0223	2500 E CAPITOL DR	ROSENE LLC	669,900	100.00%	669,900	736.89
239-0222	2510 E CAPITOL DR	2510 CAPITOL RE	567,000	100.00%	567,000	623.70
239-0221	2514-16 E CAPITOL DR	JOEL PECH	317,100	100.00%	317,100	348.81
239-0220	2520-22 E CAPITOL DR	ANITA KRIER	586,600	100.00%	586,600	645.26
276-0036	2521 E CAPITOL DR	DOWNER MOBIL	747,300	100.00%	747,300	822.03
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
275-1180	3547-59 N OAKLAND AVE	3553 OAKLAND LLC	3,200,000	25.00%	800,000	880.00
275-1181	3575 N OAKLAND AVE	3575 OAKLAND LLC	3,100,000	20.00%	619,969	681.97
276-0170	3592-96 N OAKLAND AVE	HONEST BLUE PROPERTIES	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
275-1026	3601 N OAKLAND AVE	DR J'S BONE GARDEN	997,400	100.00%	997,400	1,097.14
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
275-1150	3723 N. Oakland Ave.	SRD CORPORATION	357,800	100.00%	357,800	393.58
275-1120	3801-13 N OAKLAND AVE	GOLDENBERG & ASSOCIATES	980,100	100.00%	980,100	1,078.11
276-0031-176	3840 N OAKLAND AVE #176	NOVASIC SHWD PROPERTIES	226,000	100.00%	226,000	248.60
275-8991	3900 N. ESTABROOK PKWY	SHOREWOOD SENIOR APTS	2,000,000	100.00%	2,000,000	2,200.00
276-0576	3951-55 N PROSPECT AVE	SCOTT ST PETER	423,600	100.00%	423,600	465.96
276-0765	3956 N MURRAY AVE	CAPITOL 48 LLC	297,800	100.00%	297,800	327.58
276-0749-006	3970 N OAKLAND AVE	WI ROBINSON FAMILY	3,600,000	100.00%	3,600,000	3,960.00
240-0017	4000 N WILSON DR	REHMAN PROPERTY LLC	407,400	100.00%	407,400	448.14

2017 Assessment for 2018 BID Values

TAX KEY	ADDRESS	OWNER	2017 Assessment for 2018 BID Revenue			
			GROSS ASSESSMENT	MIXED USE %	COMMERCIAL ASSESSMENT	BID RATES
						1.10 1,000.00
	Totals		0		0	0
239-0676	4000-06 N OAKLAND AVE	1800 E CAPITOL DR LLC	1,610,000	100.00%	1,610,000	1,771.00
239-0219	4001 N DOWNER AVE	WILLIAM QUANDT	785,300	100.00%	785,300	863.83
240-0023	4009-15 N OAKLAND AVE	NS APTS LLC	3,687,100	100.00%	3,687,100	4,055.81
239-0675	4010-14 N OAKLAND AVE	CAMILLA AVERY	1,008,400	100.00%	1,008,400	1,109.24
240-0012	4012-26 N WILSON	MONTROSE APTS	3,380,000	13.09%	442,341	486.57
239-0674	4016-22 N OAKLAND AVE	OAKLAND AVENUE LLC	670,800	100.00%	670,800	737.88
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
240-0579-000	4041 N. OAKLAND AVE	WALGREEN'S INC	5,620,000	100.00%	5,620,000	5,000.00
239-0647	4042-46 N OAKLAND AVE	HACKBARTH COMMERCIAL LLC	856,600	100.00%	856,600	942.26
239-0646	4050 N. OAKLAND AVE	315 GRANBY RDATE LLC	500,700	100.00%	500,700	550.77
240-9978	4057 N WILSON	VILLAGE OF SHOREWOOD	EXEMPT	100.00%	0	0.00
239-0645	4060 N OAKLAND AVE	1405 ELMDALE CTEN	522,900	100.00%	522,900	575.19
240-0054-003	4075 N OAKLAND AVE	MDC COASTAL 7, LLC	25,253,500	100.00%	25,253,500	5,000.00
239-0565-001	4106-14 N OAKLAND AVE	JOHN OGDEN	1,800,000	100.00%	1,800,000	1,980.00
240-0054-002	4115 N OAKLAND AVE	MDC COASTAL 7, LLC	8,180,800	100.00%	8,180,800	5,000.00
239-0378	4144 N OAKLAND AVE	PALMETTO	306,500	100.00%	306,500	337.15
240-0054-001	4154-4195 N OAKLAND AVE	GENCAPP SHOREWOOD APART	10,800,000	16.00%	1,728,000	1,900.80
239-0379	4156-66 N OAKLAND AVE	PALMETTO	1,181,700	100.00%	1,181,700	1,299.87
239-0380	4170 N OAKLAND AVE	4170 N OAKLAND LLC	500,000	100.00%	500,000	550.00
240-9994-001	4201-15 N OAKLAND AVE	TCF BANK	999,000	100.00%	999,000	1,098.90
239-0307	4208-12 N OAKLAND AVE	EUGENE KASPRZAK	469,000	100.00%	469,000	515.90
239-0308-00	4214 N. Oakland Ave.	GIBSON INVESTMENTS LLC	577,600	100.00%	577,600	635.36
239-0309	4230 N OAKLAND AVE	FREDERIC WEIN	315,000	100.00%	315,000	346.50
240-9996	4231 N OAKLAND AVE	BV SHOREWOOD LLC	880,000	100.00%	880,000	968.00
239-0291	4300 N OAKLAND AVE	SHIRLEY CARLSON	488,200	100.00%	488,200	537.02
240-9997	4301 N OAKLAND AVE	BLANKENSTEIN ENTERPR	980,000	100.00%	980,000	1,078.00
239-0292-001	4312-34 N OAKLAND AVE	ERASTUS INVESTMENTS LLC	1,874,000	100.00%	1,874,000	2,061.40
240-0189	4401-11 N OAKLAND AVE	BARBARA KUEHN	798,900	100.00%	798,900	878.79
240-0188	4413-17 N OAKLAND AVE	BLACKBIRD MERCANTILE	341,700	100.00%	341,700	375.87
239-0154	4414 N OAKLAND AVE	NORTH SHORE BANK	1,550,000	100.00%	1,550,000	1,705.00
240-0187	4419 N OAKLAND AVE	BARBARA KUEHN	555,800	100.00%	555,800	611.38
240-0186	4425-29 N OAKLAND AVE	MARQUIS LLC	518,700	100.00%	518,700	570.57
240-0185-001	4433-39 N OAKLAND AVE	RALPH HOFFMAN	765,500	100.00%	765,500	842.05
236-9992	4447 N OAKLAND AVE	PATRICIA MAGESTRO	482,200	100.00%	482,200	530.42
236-9993	4449-53 N OAKLAND AVE	4449 OAKLAND LLC	370,600	100.00%	370,600	407.66
236-0004	4465 N OAKLAND AVE	JOSEPH ULLRICH	723,200	100.00%	723,200	795.52
236-0002-001	4473-79 N OAKLAND AVE	BK OAKLAND	670,000	100.00%	670,000	737.00
237-0230	4484 N OAKLAND AVE	GRAMOLL OAKLAND LLC	451,800	100.00%	451,800	496.98
237-0231	4488-92 N OAKLAND AVE	4488 LLC	602,800	100.00%	602,800	663.08
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	TLN SHOREWOOD LEASING	924,400	100.00%	924,400	1,016.84
237-0232	4496 N OAKLAND AVE	TIM WICK	415,200	100.00%	415,200	456.72
236-0173	4501-03 N OAKLAND AVE	DONALD WEISNER	225,000	100.00%	225,000	247.50
236-0172	4507 N OAKLAND AVE	LORENZO DRAGHICCIO	191,800	100.00%	191,800	210.98
236-0171	4511-17 N OAKLAND AVE	WINDERMERE PROPERTIES	1,322,000	100.00%	1,150,000	1,265.00
237-0233-001	4514 N OAKLAND AVE	EXCHEQUER	7,500,000	22.40%	1,680,000	1,848.00
236-0167	4541 N. OAKLAND AVE	CORELOGIC	7,000,000	17.40%	1,218,000	1,339.80
236-0250	4559 N OAKLAND AVE	SHWD GROUP GEN PART	1,690,900	100.00%	1,690,900	1,859.99
236-0305	4601 N OAKLAND AVE	4601 NORTH OAKLAND LLC	1,050,000	100.00%	1,050,000	1,155.00
236-0304	4611 N OAKLAND AVE	DAVID HICKEY	116,300	100.00%	116,300	127.93
			173,682,400		142,417,973	116,234.68

APPENDIX B: 1999 BID BOUNDARY MAP



APPENDIX C

Business Improvement District 2018 Budget

		2018
Income		
	Assessment	\$ 116,234
	CDA	\$ 5,000
	Affiliate Membership	\$ 1,200
	Bike Race Revenue	\$ 15,000
	Other Event Revenue	\$ 3,000
	Reimbursed Expenses	
	Other	\$ 50
Total Income		\$ 140,484
Expense		
Administrative		
	Administrative/Event Asst	
	Audit	\$ 1,125
	Bank Service Charges	\$ -
	BID Management Fee	\$ 48,000
	Dues and Subscriptions	\$ 990
	Liability Insurance	\$ 425
	Meals	\$ 520
	Office Supplies/Printing	\$ 500
	Constituent Relations	\$ 500
	Seminars	\$ 500
	Postage and Delivery	\$ 400
	Miscellaneous	\$ 500
Total Administrative		\$ 53,460
Marketing Programs		
	Marketing Shorewood	\$ -
	Marketing Coord Fees	\$ 30,000
	Print Advertising	\$ 700
	Bus Recruit Materials	\$ 400
	Shorewood Today Mag	\$ 7,800
	Writing Shorewood Mag	\$ 6,000
	Bike Race	\$ 18,000
	Fall Event	\$ 2,850
	Civic Participation	\$ 2,250
	Other Events	\$ 7,450
	Networking Socials/Ann Mtg	\$ 1,400
	Web Hosting & Updating	\$ 610
	Website Redevelopment	
Total Marketing Programs		\$ 77,460
Total Expense		\$130,920
Net Income		\$9,564

(c) The political subdivision's legislative body, by resolution, dissolves the district. Upon dissolving the district, the political subdivision becomes liable for all unpaid eligible costs actually incurred which are not paid from the separate fund under sub. (9).

(12) NOTICE OF DISTRICT TERMINATION. (a) A political subdivision that creates an environmental remediation tax incremental district under this section shall give the department written notice within 10 days of the termination of the environmental remediation tax incremental district under sub. (11).

(b) If the department receives a notice under par. (a) during the period from January 1 to May 15, the effective date of the notice is the date the notice is received. If the notice is received during the period from May 16 to December 31, the effective date of the notice is the first January 1 after the department receives the notice.

(13) PAYMENT OF ELIGIBLE COSTS FOR ANNEXED TERRITORY, REDETERMINATION OF TAX INCREMENTAL BASE; FEES. (a) If a city or village annexes territory from a town and if the town is using an environmental remediation tax increment to remediate environmental pollution on all or part of the territory that is annexed, the city or village shall pay to the town that portion of the eligible costs that are attributable to the annexed territory. The city or village, and the town, shall negotiate an agreement on the amount that must be paid under this subsection. The department shall redetermine the environmental remediation tax incremental base of any parcel of real property for which the environmental remediation tax incremental base was determined under sub. (4) if part of that parcel is annexed under this subsection.

(b) The department may impose a fee of \$1,000 on a political subdivision to determine or redetermine the environmental remediation tax incremental base of an environmental remediation tax incremental district under this subsection or sub. (4).

History: 1997 a. 27; 1999 a. 9; 1999 a. 150 ss. 473 to 478; Stats. 1999 s. 66.1106; 1999 a. 185 s. 59; 2003 a. 126; 2005 a. 246, 418; 2009 a. 28, 66, 312; 2011 a. 260; 2013 a. 193; 2015 a. 256, 257; 2017 a. 15; s. 13.92 (1) (bm) 2.

66.1107 Reinvestment neighborhoods. (1) DEFINITIONS. In this section:

(a) An “area in need of rehabilitation” is a neighborhood or area in which buildings, by reason of age, obsolescence, inadequate or outmoded design, or physical deterioration have become economic or social liabilities, or both; in which these conditions impair the economic value of the neighborhood or area, infecting it with economic blight, and which is characterized by depreciated values, impaired investments, and reduced capacity to pay taxes; in which the existence of these conditions and the failure to rehabilitate the buildings results in a loss of population from the neighborhood or area and further deterioration, accompanied by added costs for creation of new public facilities and services elsewhere; in which it is difficult and uneconomic for individual owners independently to undertake to remedy the conditions; in which it is necessary to create, with proper safeguards, inducements and opportunities for the employment of private investment and equity capital in the rehabilitation of the buildings; and in which the presence of these buildings and conditions has resulted, among other consequences, in a severe shortage of financial resources available to finance the purchase and rehabilitation of housing and an inability or unwillingness on the part of private lenders to make loans for and an inability or unwillingness on the part of present and prospective owners of housing to invest in the purchase and rehabilitation of housing in the neighborhood or area.

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

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

(d) “Planning commission” means a plan commission created under s. 62.23 or a plan committee of the local legislative body.

(e) “Reinvestment neighborhood or area” means a geographic area within any municipality not less than one-half of which, by area, meets 3 of the 5 following conditions:

1. It is an area in need of rehabilitation as defined in par. (a).

2. It has a rate of owner-occupancy of residential buildings substantially below the average rate for the municipality as a whole.

3. It is an area within which the market value of residential property, as measured by the rate of change during the preceding 5 years in the average sale price of residential property, has decreased or has increased at a rate substantially less than the rate of increase in average sale price of residential property in the municipality as a whole.

4. It is an area within which the number of persons residing has decreased during the past 5 years, or in which the number of persons residing has increased during that period at a rate substantially less than the rate of population increase in the municipality as a whole.

5. It is an area within which the effect of existing detrimental conditions is to discourage private lenders from making loans for and present or prospective property owners from investing in the purchase and rehabilitation of housing.

(2) DESIGNATION OF REINVESTMENT NEIGHBORHOODS OR AREAS. A municipality may designate reinvestment neighborhoods or areas after complying with the following steps:

(a) Holding of a public hearing by the planning commission or by the local governing body at which interested parties are afforded a reasonable opportunity to express their views on the proposed designation and boundaries of a reinvestment neighborhood or area. Notice of the hearing shall be published as a class 2 notice, under ch. 985. Before publication, a copy of the notice shall be sent by 1st class mail to the Wisconsin Housing and Economic Development Authority, and a copy shall be posted in each school building and in at least 3 other places of public assembly within the reinvestment neighborhood or area proposed to be designated.

(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.

66.1109 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 subsd. 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.

(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 an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit 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 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.

(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.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85.

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 district 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.



Marketing Update – BID Board meeting – Oct 18, 2017

- 1.) **Feature Article & Cover in Shorewood Today** : The Shorewood is once again taking the feature article and cover to highlight Shorewood businesses for the holiday edition of Shorewood Today. We will be photographing a Shorewood couple (Jake & Alaina Bresette) through their day getting ready for a holiday party. We will be promoting the Shorewood Services used to get ready for this party, and the final shot will be of the holiday party (location TBD).
- 2.) **WinterFest** – December 2nd we will be having our annual tree lighting event, and we are making this event bigger and better than ever. We are planning a half day event from 3 – 8, with food & beverage and gift vendors, music and kid’s activities. An email to the BID businesses will be going out this week to garner participation. We are also trying to get the participation of in home Shorewood businesses (Etsy and the like crafters) Posters will be coming in the first week of November promoting the event.
- 3.) **Ghost Train 1 year Anniversary, Night of the Ghost Train** – On Oct 31st, Shorewood will celebrate the 1st anniversary of the Ghost Train. To celebrate, we, along with the Village, Historical Society and Public Arts are having an event in the Corner Bakery parking lot. There will be a kid’s costume contest and parade across the bridge, local businesses handing out candy and promotional items, Ghost Train T-shirts (sold by the BID) and a Ghost Train story contest for the 5th graders at Atwater Elementary. Emails have already gone out to the BID businesses to garner participation, but so far we haven’t had much response. If there are certain businesses you have close relationships with and would like to reach out, that would be very helpful!
- 4.) **Website** – The new website is live! We are still updating both the content and business listings but we’re hoping to wrap that up in the next few weeks. If there are any suggestions, please feel free to add!

5.) FB –

