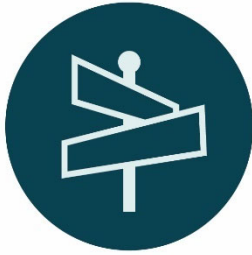


2024 Operating Plan



SHOREWOOD
BUSINESS IMPROVEMENT DISTRICT

BID Board of Directors
Approved
Shorewood, Wisconsin 53211
Prepared by Janet Henning, Executive Director

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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 2024 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 2024. 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 2024

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.
- To embrace and celebrate an inclusive culture and community that empowers all individuals to ensure that the Shorewood Business District can be anyone's destination

B. Proposed 2024 Activities

Principal activities to be undertaken by the BID during 2024 include, but are not limited to:

1. Organize special events in 2024 that will attract consumers to the district to provide support to existing businesses. Partner with other Village of Shorewood organizations to enhance existing community events.
 - a. Proposed 2024 BID Events
 - i. **Friday, June 21, 2024** – 20th Annual Shorewood Criterium Classic – Tour of America's Dairyland Race Series
 - ii. **Saturday, September 7, 2024** – 5th Annual Shorewood Feast – Multi-block street festival with music, food, vendors and harvest dinner
 - iii. **Saturday, December 7, 2024** – Winterfest – Annual holiday lighting including tree and menorah

2. Maintain Shorewood BID website and continue promoting, communicating, and engaging customers and stakeholders via social media and marketing communications.
3. Research and implement various beautification projects to assist with the appearance and maintenance of the Village of Shorewood.
4. 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.
5. Act as a liaison to media, local and regional government, and Shorewood stakeholders.
6. Implement the BID Strategic Plan and manage all business affairs of the district. (See Appendix D)

- a. 2024 Strategic Plan Summary

Mission Statement: The Shorewood Business Improvement District's mission is to support and engage local businesses to cultivate a thriving business district.

Vision of Intended Future Impact: The Shorewood Business District is a desirable and innovative community of diverse businesses, driven to succeed. We will attract and retain businesses through mindful investments while leveraging Shorewood's inherent value and charm.

Values: Diversity, Continuous Improvement, Connections, Liveliness, and Supportive

Strategic Goals:

1. **Business Recruitment and Retention:** Continue to market, promote, and support the business district, while attracting sustainable businesses.
2. **Connection and Engagement:** Increase connection and facilitate engagement among members of the Business Improvement District, community, and key partners.
3. **Build Resources:** Explore opportunities to build resources for current and future projects.

7. Engage and maintain a fully functioning fiscal arm of the BID, a nonprofit 501(c)(3), Shorewood Partners Inc.

C. Proposed 2024 Budget

	2024 BID Operating Budget	2023 BID Operating Budget
Income		
Fee Assessment	\$196,466.10	\$179,207.52
Total Income	\$196,466.10	\$179,207.52
Expenses		
Audit/Professional Services	2,500.00	2,100.00
Dues and Subscriptions	3,000.00	3,000.00
Insurance	2,750.00	2,000.00
Meetings/Networking	3,000.00	1,000.00
Office Supplies	750.00	200.00
Postage and Delivery	100.00	100.00
Seminars & Conferences	2,000.00	2,200.00
Telephone / Internet	400.00	300.00
Advertising/Branding	3,750.00	7,000.00
Event Expenses	0.00	56,807.52
Event – Criterium	26,250.00	0.00
Event – Feast	46,466.10	0.00
Event – Winterfest	500.00	0.00
Licenses and Permits	500.00	1,000.00
Civic Participation	2,500.00	3,500.00
Shorewood Today Investment	12,000.00	10,000.00
BID Management	90,000.00	90,000.00
Total Expenses	\$196,466.10	\$179,207.52

The BID Board will have the authority and responsibility to prioritize expenditures and to revise the district budget as necessary to match the funds available. Any funds unspent at the end of 2023 shall be carried over to 2024 and applied against future expenses.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of January 1, 2023, the properties in the district had a total BID assessable value of \$161,589,371. This plan proposes to assess the taxable property in the district at a rate of \$1.75 per \$1,000 of assessed value for the purposes of the BID. This rate remains considerably below Wisconsin BID assessment rate average.

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.

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. BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS AND STAFF

The Board's primary responsibility will be the implementation of this operating plan. The current BID Board of Directors is as follows:

Adrienne Shea, Treasurer	Little Sprouts Play Café, Affiliate Member
Anne LePlae	Alliance Française de Milwaukee
Arthur Ircink	Wisconsin Foodie, Affiliate Member
Cara Crafton	Crafted Hair Group
Chris Tinker	Three Lions Pub
Craig Bulluck	Edwards Jones
Jay Creagh	Community Resident
Jerolynn Bell-Skaggs	Family Healing & Wellness Center
Jake Bresette, President	Lake Effect Surf Shop
Mike O'Connor, Treasurer	Dominion Properties
Nat Davauer	Draft & Vessel
Ned Brookes, DMD	Acacia Dental Care
Shannon Weber, Vice President	North Shore Bank
To Be Filled	
To Be Filled	

BID Board Vacancy Process

BID Board members create a nominating committee, evaluating board needs and outreach to potential candidates when a Board member(s) term is expiring. (See by-laws for Board term limits) The nominating committee requests that potential candidates complete the village's volunteer application. The village clerk receives applications and forwards completed applications to the BID Director. The BID nominating committee then reviews the final applications and makes recommendations to the BID Board at which time the full board votes to recommend an appointment by the Village Board of Trustees. The names are passed along to the Village President. The President may then forward the recommendations to the Village Board for nomination. BID board terms expire May 31st to stay consistent with the Village's appointments.

VI. 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, it focuses upon 2024 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2023 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.

VII. 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.

APPENDIX A

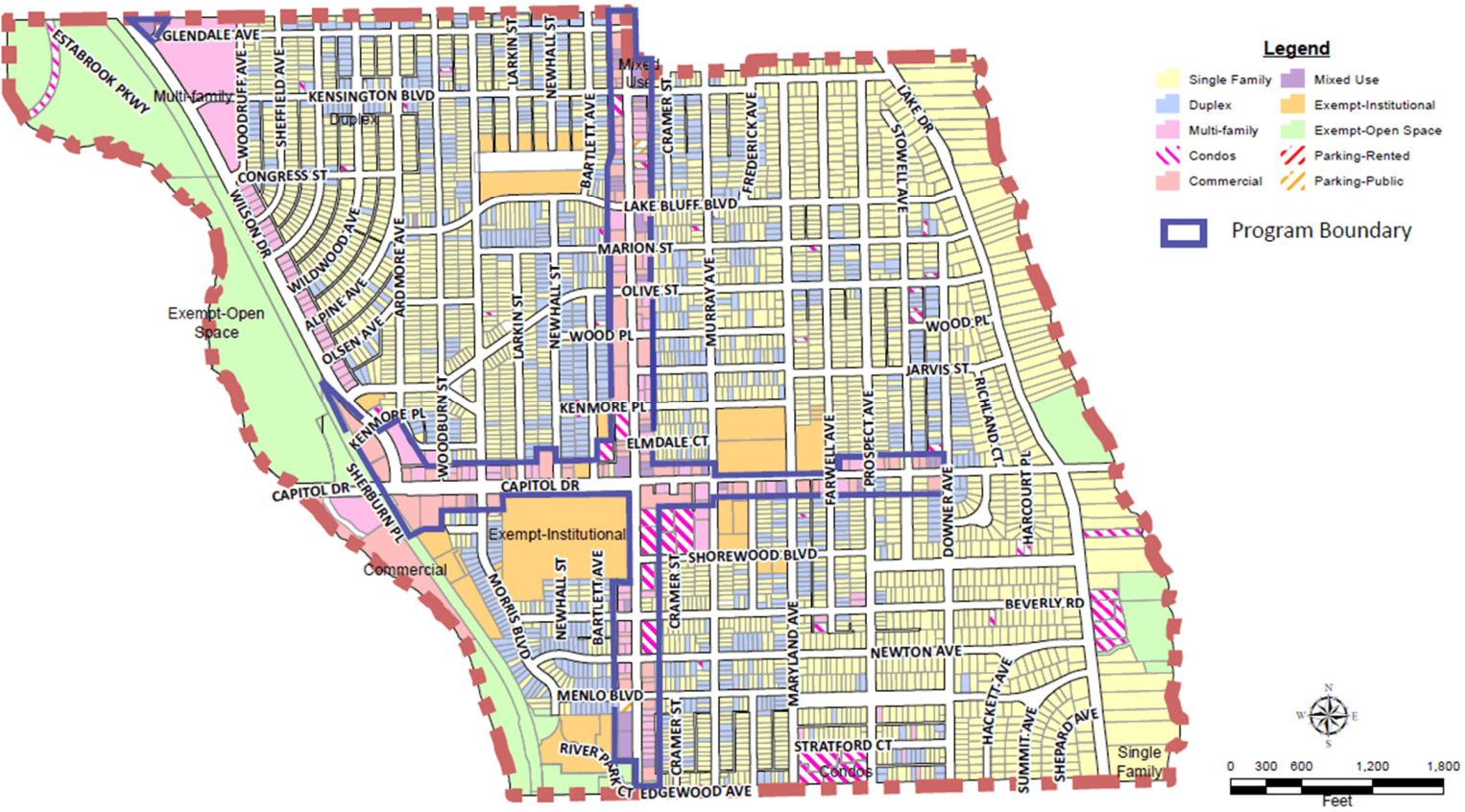
TAX KEY	ADDRESS	OWNER	2023 Gross ASSESSMENT	MIXED USE %	2023 Commercial ASSESSMENT	2022 Commercial ASSESSMENT	BID Rate \$1.75 per 1000	Business Names
236-0002-001	4473-79 N OAKLAND AVE	BK OAKLAND	723,000	100.00%	723,000	670,000	\$1,265.25	BK Yun Blackbelt, Nino's etc.
236-0004	4465 N OAKLAND AVE	JOSEPH ULLRICH	740,000	100.00%	740,000	701,500	\$1,295.00	Offices
236-0167	4541 N. OAKLAND AVE	WIRED OAKLAND LLC	8,867,200	17.40%	1,542,893	1,304,495	\$2,700.06	The Ravenna
236-0171	4511-17 N OAKLAND AVE	LIONS DEN REAL ESTATE	1,332,500	100.00%	1,332,500	1,200,000	\$2,331.88	Three Lions
236-0172	4507 N OAKLAND AVE	LORENZO DRAGHICCIO	196,800	100.00%	196,800	185,400	\$344.40	Milwaukee Brokers Emp. Benefits
236-0173	4501-03 N OAKLAND AVE	DONALD WEISNER	230,400	100.00%	230,400	209,700	\$403.20	No.1 Chinese
236-0250	4559 N OAKLAND AVE	SHWD GROUP GEN PART	1,742,200	100.00%	1,742,200	1,636,200	\$3,048.85	Shorewest Salons at 4611
236-0304	4611 N OAKLAND AVE	NORGE LLC	117,400	100.00%	117,400	111,400	\$205.45	Dr. Zhou's Acupuncture
236-0305	4601 N OAKLAND AVE	4601 NORTH OAKLAND LLC	1,246,400	100.00%	1,246,400	1,050,000	\$2,181.20	Stowell Staffing
236-0610	4493 N OAKLAND AVE	VALLIS LLC	1,034,600	100.00%	1,034,600	967,900	\$1,810.55	Metro Medical Center
236-0611	4495 N OAKLAND AVE	TLN SHOREWOOD LEASING	1,111,500	100.00%	1,111,500	924,400	\$1,945.13	Offices
236-9992	4447 N OAKLAND AVE	KKS, LLC	531,900	100.00%	531,900	500,000	\$930.83	MKE Plants & Vintage Goods
236-9993	4449-53 N OAKLAND AVE	4449 OAKLAND LLC	450,900	100.00%	450,900	404,300	\$789.08	Gramoll & Assoc. Insurance
237-0230	4484 N OAKLAND AVE	4484 OAKLAND LLC	463,400	100.00%	463,400	437,200	\$810.95	Cloud Red
237-0231	4488-92 N OAKLAND AVE	4488 LLC	846,400	100.00%	846,400	734,500	\$1,481.20	Kensington Liquor / vacant
237-0232	4496 N OAKLAND AVE	HONEST BLUE PROPERTIES	773,400	100.00%	773,400	681,100	\$1,353.45	The Cornerstone
237-0233-001	4500-4518 N OAKLAND AVE	EXCHEQUER	7,330,700	22.40%	1,642,077	1,392,496	\$2,873.63	The Cornerstone
237-0233-002	4500-4518 N OAKLAND AVE	EXCHEQUER	3,534,200	22.40%	791,661	631,210	\$1,385.41	parking lot
239-0113	2400 E CAPITOL DR	LPT 45 LLC	385,600	100.00%	385,600	385,600	\$674.80	Home Again, Skn Bar
239-0219	4001 N DOWNER AVE	HAYEK DOWNER LLC	784,600	50.00%	392,300	347,900	\$686.53	Posh Consignment
239-0220	2520-22 E CAPITOL DR	ANITA KRIER	750,800	100.00%	750,800	651,000	\$1,313.90	Realtor
239-0221	2514-16 E CAPITOL DR	JOEL PECH	430,100	100.00%	430,100	348,000	\$752.68	Sweet & Assoc.
239-0222	2510 E CAPITOL DR	2510 CAPITOL RE	580,100	100.00%	580,100	550,300	\$1,015.18	Shorewood Animal Hospital
239-0223	2500 E CAPITOL DR	ROSENE LLC	732,600	100.00%	732,600	669,900	\$1,282.05	Shorewood Queensway
239-0291	4300 N OAKLAND AVE	4300 OAK LLC	308,000	100.00%	308,000	308,000	\$539.00	Blackbear, Edward Jones, etc.
239-0292-001	4312-34 N OAKLAND AVE	ERASTUS INVESTMENTS LLC	2,272,800	100.00%	2,272,800	2,044,700	\$3,977.40	Lady Godiva
239-0307	4208-12 N OAKLAND AVE	EUGENE KASPRZAK	573,200	100.00%	573,200	517,300	\$1,003.10	

239-0308	4214 N. OAKLAND AVE	GIBSON INVESTMENTS LLC	592,300	100.00%	592,300	560,100	\$1,036.53	Powers Realty
239-0309	4230 N OAKLAND AVE	FREDERIC WEIN	397,200	100.00%	397,200	315,000	\$695.10	UPS
239-0378-001	4144 N OAKLAND AVE	PALMETTO	719,800	100.00%	719,800	646,900	\$1,259.65	Foxhole
239-0379-001	4156-66 N OAKLAND AVE	PALMETTO	1,209,300	100.00%	1,209,300	1,113,700	\$2,116.28	Benji's etc
239-0380	4170 N OAKLAND AVE	4170 N OAKLAND LLC	600,000	100.00%	600,000	467,600	\$1,050.00	Starbucks
239-0565-001	4106-14 N OAKLAND AVE	OGDEN DEVELOPMENT GROUP	1,801,500	100.00%	1,801,500	1,611,100	\$3,152.63	Stone Creek, Wells Fargo, Casa Corazon
239-0645	4060 N OAKLAND AVE	NORTH SHORE BANK FSB	1,061,100	100.00%	1,061,100	989,600	\$1,856.93	North Shore Bank
239-0646	4050 N. OAKLAND AVE	RAMS REAL ESTATE	513,600	100.00%	513,600	483,100	\$898.80	School of Rock
239-0647	4042-46 N OAKLAND AVE	HACKBARTH COMMERCIAL LLC	1,085,200	100.00%	1,085,200	934,900	\$1,899.10	Camp Bar
239-0674	4016-22 N OAKLAND AVE	MILWAUKEE BRAT HOUSE	692,500	100.00%	692,500	630,700	\$1,211.88	Milwaukee Brat House
239-0675	4010-14 N OAKLAND AVE	JMZ LLC	1,356,500	100.00%	1,356,500	1,170,000	\$2,373.88	CC Conrad, etc
239-0676	4000-06 N OAKLAND AVE	SUVRETTA LIMITED	2,530,000	100.00%	2,530,000	1,779,100	\$4,427.50	Vision Works, etc
239-0680	1906-26 E CAPITOL DR	KAGEL-SEGAL REAL ESTATE	580,800	100.00%	580,800	555,500	\$1,016.40	Clicks, Movement MKE, Lake Effect
239-0681	1928-32 E CAPITOL DR	HK CAPITAL LLC	851,200	100.00%	851,200	755,000	\$1,489.60	Main Salon
240-0012	4012-26 N WILSON	MONTROSE APTS	4,022,800	13.09%	526,464	434,305	\$921.31	Be U Barbershop, Sophisticated Rose, etc.
240-0017	4000 N WILSON DR	REHMAN PROPERTY LLC	417,000	100.00%	417,000	407,400	\$729.75	Amstar
240-0020	1700 E CAPITOL DR	1700 E. CAPITAL LLC	542,800	100.00%	542,800	495,000	\$949.90	Shorewood Press
240-0021	1706 E CAPITOL DR	SOLA NORTH LLC	371,700	100.00%	371,700	350,600	\$650.48	Brighters Concepts
240-0022	1716 E CAPITOL DR	MICHAEL YERUKHIMOVICH	575,600	100.00%	575,600	509,100	\$1,007.30	Beu Face & Beauty
240-0023	4009-15 N OAKLAND AVE	NORTH SHORE APTS LLC	4,734,500	100.00%	4,734,500	4,061,200	\$8,285.38	Anytime Fitness, etc
240-0026-003	4027 N OAKLAND AVE	COLUMBIA ST MARYS	2,912,100	100.00%	2,912,100	2,243,800	\$5,096.18	Ascension
240-0054-001	4154-4195 N OAKLAND AVE	GENCAPP SHOREWOOD APTS	22,543,800	16.00%	3,607,008	3,249,648	\$6,312.26	The Mosaic, Buttermint, Orange Theory, etc.
240-0054-003	4075 N OAKLAND AVE	THE KROEGER	38,995,600	100.00%	38,995,600	38,370,000	\$10,000.00	Metro Market
240-0101	1602 E CAPITOL DR	SPRING EAST LLC	853,800	100.00%	853,800	748,700	\$1,494.15	BP
240-0136	1572 E CAPITOL DR	NORTHWOODS ADVISOR HOLDINGS	2,531,600	100.00%	2,531,600	2,371,200	\$4,430.30	Northwoods
240-0185-001	4433-39 N OAKLAND AVE	SKN SHOREWOOD PROPERTIES	776,700	100.00%	776,700	752,400	\$1,359.23	Forever Young, Cream City PT, etc.
240-0186	4425-29 N OAKLAND AVE	ROXANNE KUPFER	487,100	100.00%	487,100	487,100	\$852.43	Vanity Fur
240-0187	4419 N OAKLAND AVE	BARBARA KUEHN	609,800	100.00%	609,800	555,800	\$1,067.15	Men's Room
240-0188	4413-17 N OAKLAND AVE	BLACKBIRD MERCANTILE	424,800	100.00%	424,800	386,700	\$743.40	Draft & Vessel
240-0189	4401-11 N OAKLAND AVE	BARBARA KUEHN	817,600	100.00%	817,600	751,800	\$1,430.80	North Shore Boulangerie, etc

240-0190	1720 E LAKE BLUFF BLVD	GRIFFIN INVESTMENTS, LLC	711,800	100.00%	711,800	624,100	\$1,245.65	Lake Bluff Dental
240-0358	1518 E CAPITOL DR	JAMES PETR	212,500	100.00%	212,500	206,700	\$371.88	Rachel V Cosmetics
240-0359	1520-22 E CAPITOL DR	CAPLAR LLC	198,500	100.00%	198,500	187,600	\$347.38	Nick's Barber
240-0360	1530 E CAPITOL DR	WELLS FARGO BANK	281,400	100.00%	281,400	274,400	\$492.45	Wells Drive Thru
240-0412	1400 E CAPITOL DR	SHOREWOOD RESIDENTIAL	333,100	100.00%	333,100	308,400	\$582.93	Shorewood Auto Repair
240-0413	1410 E CAPITOL DR	VIRGINIA LITTLE	608,100	100.00%	608,100	568,100	\$1,064.18	Diane Kostal State Farm
240-0579-000	4041 N. OAKLAND AVE	WALGREEN'S INC	6,451,000	100.00%	6,451,000	5,620,000	\$11,289.25	Walgreens
240-9974	1100 E CAPITOL DR	FOX TELEVISION STATIONS	3,044,600	100.00%	3,044,600	2,828,500	\$5,328.05	Tower
240-9977	1200 E CAPITOL DR	KIVELY INVESTMENTS	884,600	100.00%	884,600	837,500	\$1,548.05	Lakeside Remax
240-9983	1330 E CAPITOL DR	EKL INVESTMENTS	619,000	100.00%	619,000	604,000	\$1,083.25	Offices
240-9994-001	4201-15 N OAKLAND AVE	TCF BANK	1,043,100	100.00%	1,043,100	999,000	\$1,825.43	Huntington Bank
240-9996	4231 N OAKLAND AVE	BV SHOREWOOD LLC	921,700	100.00%	921,700	880,000	\$1,612.98	Chase Bank
240-9997	4301 N OAKLAND AVE	BLANKENSTEIN ENTERPR	962,100	100.00%	962,100	941,000	\$1,683.68	Einstein Bagels
275-1026	3601 N OAKLAND AVE	DR J'S BONE GARDEN	1,114,000	100.00%	1,114,000	997,400	\$1,949.50	North Shore Funeral
275-1069-001	1513 E CAPITOL DR	E CAPITOL #2 LLC	1,139,600	100.00%	1,139,600	1,041,400	\$1,994.30	Mobil
275-1083	3919 N. MORRIS	HOME PATH FINANCIAL	1,882,300	14.33%	269,809	214,494	\$472.17	Grande Flowers
275-1084	1425 E CAPITOL DR	RICHARD STOLL	443,800	100.00%	443,800	402,000	\$776.65	Trilogy, Posh Collective, etc.
275-1085	1421 E CAPITOL DR	NORTH SHORE PROPERTY	680,300	100.00%	680,300	625,000	\$1,190.53	North Shore Pharmacy
275-1086-001	1409 E CAPITOL DR	1409 EAST CAPITOL DR LLC	1,161,600	100.00%	1,161,600	1,045,000	\$2,032.80	Meridian Endodontics
275-1088	1325 E CAPITOL DR	1325 CAPITOL LLC	2,270,600	100.00%	2,270,600	2,018,500	\$3,973.55	Culvers
275-1120	3801-13 N OAKLAND AVE	KAPCOR FUNDING LLC	1,373,300	100.00%	1,373,300	1,184,600	\$2,403.28	vacant old Signature Sweets
275-1150	3723 N. OAKLAND AVE	SRD CORPORATION	426,100	100.00%	426,100	357,800	\$745.68	Bayshore Vet
275-1180	3547-59 N OAKLAND AVE	3553 OAKLAND LLC	3,998,400	25.00%	999,600	871,500	\$1,749.30	Harry's, etc
275-1181	3575 N OAKLAND AVE	3575 OAKLAND LLC	3,873,200	20.00%	774,601	626,609	\$1,355.55	Harley's, etc
275-8993-004	1111 E CAPITOL DR	CHP SHOREWOOD	21,756,000	100.00%	21,756,000	19,907,400	\$10,000.00	Harbor Chase
275-8999-001	1305 E CAPITOL DR	1305 CAPITOL LLC	1,460,700	100.00%	1,460,700	1,371,700	\$2,556.23	Corner Bakery
276-0031-176	3840 N OAKLAND AVE	NOVASIC SHWD PROPERTIES	286,300	100.00%	286,300	226,000	\$501.03	Eastwood mixed use
276-0036	2521 E CAPITOL DR	LAKE SHORE MOBIL LLC	1,150,000	100.00%	1,150,000	746,900	\$2,012.50	Mobil
276-0170	3592-96 N OAKLAND AVE	HONEST BLUE PROPERTIES	594,500	100.00%	594,500	562,000	\$1,040.38	Crave Café
276-0185	3600 N OAKLAND AVE	SIK KIN NG	919,500	100.00%	919,500	844,600	\$1,609.13	East Gardens, etc
276-0186	3610 N OAKLAND AVE	3610 N OAKLAND LLC	488,300	100.00%	488,300	458,700	\$854.53	Office
276-0187	3624 N OAKLAND AVE	BEG ENTERPRISES	475,100	100.00%	475,100	450,500	\$831.43	BP
276-0555-001	3506-14 N OAKLAND AVE	3510 OAKLAND LLC	1,961,500	100.00%	1,961,500	1,732,600	\$3,432.63	Uptown Wellness, Ascend, etc.
276-0556	3524-30 N OAKLAND AVE	SHOREWOOD RESIDENTIAL	500,000	100.00%	500,000	832,400	\$875.00	vacant old William Ho

276-0576	3951-55 N PROSPECT AVE	SCOTT ST PETER	638,400	100.00%	638,400	528,400	\$1,117.20	St. Moritz
276-0577	2317-23 E CAPITOL DR	MICHAEL SCHRAM	703,500	100.00%	703,500	637,800	\$1,231.13	Edward Jones, etc
276-0605	2219-23 E CAPITOL DR	BK CAPITOL LLC	551,300	100.00%	551,300	501,400	\$964.78	Luxe, Silver Lining Soaps
276-0630	2201-13 E CAPITOL DR	CAPITOL & MARYLAND LLC	1,261,000	100.00%	1,261,000	1,162,300	\$2,206.75	City Market, etc
276-0730-001	1901 E. CAPITOL DR	FIRST, LAST, ALWAYS	500,000	100.00%	500,000	1,827,300	\$875.00	vacant old Shorewood Physicians
276-0749-006	3970 N OAKLAND AVE	DOMINION 10 LLC	2,762,500	100.00%	2,762,500	2,637,800	\$4,834.38	The HUB
276-0762-001	2025 E CAPITOL DR	FEERICK INC	1,327,000	100.00%	1,327,000	1,209,000	\$2,322.25	Feerick Funeral
276-0765	3956 N MURRAY AVE	CAPTIO 48 LLC	322,500	100.00%	322,500	322,500	\$564.38	May One
276-0777	2127 E CAPITOL DR	THE MORRISON LLC	2,228,800	8.50%	189,359	152,767	\$331.38	Qticles
276-0779	2107-09 E CAPITOL DR	HACKBARTH COMMERCIAL	1,301,200	100.00%	1,301,200	1,155,100	\$2,277.10	Atrium Capital Cleaners
276-0780	2101 E CAPITOL DR	YUAN H HAN	397,800	100.00%	397,800	361,700	\$696.15	
	Totals		\$209,919,600		\$161,589,371	\$149,644,023	\$196,466.10	

APPENDIX B



APPENDIX C

66.1109 Business improvement districts.

- (1) In this section:
- (a) "Board" means a business improvement district board appointed under sub. (3) (a).
 - (b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.
 - (c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.
 - (d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.
 - (e) "Municipality" means a city, village or town.
 - (f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:
 - 1. The special assessment method applicable to the business improvement district.
 - 1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.
 - 2. The kind, number and location of all proposed expenditures within the business improvement district.
 - 3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
 - 4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.
 - 5. A legal opinion that subs. 1. to 4. have been complied with.
 - (g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.
- (2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:
- (a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.
 - (b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.
 - (c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.
 - (d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.
 - (e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.
- (2m) A municipality may annex territory to an existing business improvement district if all of the following are met:

- (a)** An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.
 - (b)** The planning commission has approved the annexation.
 - (c)** At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. Notice of the hearing shall be published as a class 2 notice under ch. [985](#). Before publication, a copy of the notice together with a copy of a detail map showing the boundaries of the territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.
 - (d)** Within 30 days after the hearing under par. [\(c\)](#), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.
- (3)**
- (a)** The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.
 - (b)** The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.
 - (c)** The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include one of the following:
 - 1.** If the cash balance in the segregated account described under sub. [\(4\)](#) equaled or exceeded \$300,000 at any time during the period covered by the report, the municipality shall obtain an independent certified audit of the implementation of the operating plan.
 - 2.** If the cash balance in the segregated account described under sub. [\(4\)](#) was less than \$300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.
 - (cg)** For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. [\(c\) 1.](#) and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. [\(c\) 2.](#) shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the nearest multiple of \$10 if the revised amount is not a multiple of \$10 or, if the revised amount is a multiple of \$5, such an amount shall be increased to the next higher multiple of \$10.
 - (cr)** The municipality shall obtain an additional independent certified audit of the implementation of the operating plan upon termination of the business improvement district.
 - (d)** Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

- (4)** All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits and reviewed financial statements required under sub. (3) (c), or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.
- (4g)** A municipality may convert a business improvement district under this section into a neighborhood improvement district under s. [66.1110](#) if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. [66.1110 \(4\) \(b\)](#).
- (4m)** A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:
- (a)** A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.
 - (b)** On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).
 - (c)** Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. [985](#). Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.
 - (d)** Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.
 - (e)** If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.
- (5)**
- (a)** Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. [70.11](#) may not be specially assessed for purposes of this section.
 - (b)** A municipality may terminate a business improvement district at any time.
 - (c)** This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

(d) If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. [70.11](#) or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

History: [1983 a. 184](#); [1989 a. 56 s. 258](#); [1999 a. 150 s. 539](#); Stats. 1999 s. 66.1109; [2001 a. 85](#); [2017 a. 59, 70, 189](#).

APPENDIX D

Note that this new 2024 Strategic Plan has been developed with the understanding that these initiatives and statements are applicable for the next three to five years.

Shorewood BID Strategic Plan

Mission Statement

The Shorewood Business Improvement District's mission is to support and engage local businesses to cultivate a thriving business district.

Vision of Intended Future Impact

The Shorewood Business District is a desirable and innovative community of diverse businesses, driven to succeed. We will attract and retain businesses through mindful investments while leveraging Shorewood's inherent value and charm.

Values: Diversity, Continuous Improvement, Connections, Liveliness, and Supportive

Strategic Goals Overview

Goal 1: Business Recruitment and Retention: Continue to market, promote, and support the business district, while attracting sustainable businesses.

Goal 2: Connection and Engagement: Increase connection and facilitate engagement among members of the Business Improvement District, community, and key partners.

Goal 3: Build Resources: Explore opportunities to build resources for current and future projects.

Goals and Strategies

Core Strategies

- 1. BID Events: Mindful investments of resources to create, plan and execute community events.**
 - Continue to plan, execute, and promote Shorewood Feast and Community Festival, Criterium Bike Races and Winterfest.
 - Support and promote individual or partner business events.
 - Review of possible additional events completed as needed.
- 2. BID Executive Director: Continue to retain a full-time Executive Director with core skills in marketing, financial management, and interpersonal skills.**
 - Define roles and responsibilities for executive director, including clear metrics.
 - Provide annual review and assessment.
- 3. BID Board Engagement and Participation: Build a highly functional, engaged, and diverse BID Board.**
 - Define roles and responsibilities for Board members.
 - Establish expectations and parameters for participation in board meetings and committees.

Goal 1: Business Recruitment and Retention: Continue to market, promote, and support the business district, while attracting sustainable businesses.

Strategies:

1. *Align marketing and promotional strategies to Vision and Mission.*
 - Develop an annual marketing plan and advertising budget.
 - Create and manage distribution channels and content (social media, website, newsletter, Shorewood Today, e-communication) including annual calendar of events (Criterion Bike Races, Shorewood Feast, Winterfest).
 - Market and advertise Shorewood to the greater Milwaukee community, media outlets and partners.
2. *Invest in physical beautification and branding of the business district.*
 - Fund, coordinate and implement holiday décor.
 - Collaborate on wayfinding, placemaking installations.
3. *Assess and explore the creation of incentive programs and business grants.*
 - Review past programs.
 - Identify possible funding sources.
 - Promote and communicate existing economic development programs.
4. *Network and collaborate with key partners to attract businesses to Shorewood.*
 - a. Facilitate open communication for potential and existing opportunities.

Goal 2: Connection and Engagement: Increase connection and facilitate engagement among members of the Business Improvement District, community, and key partners.

Strategies:

1. *Engage the Shorewood community, BID Board and BID Businesses.*
 - Establish and strengthen BID Board as a contact point for existing and potential business.
 - Provide opportunities for networking among businesses through coordinated activities and get togethers.
 - See BID Events in Core Strategies for community engagement.
2. *Grow and facilitate communication between businesses and key partners.*
 - Identify internal and external organizations and key partners for collaboration.
 - Targeted communication for partnership and business opportunities.
3. *Develop guidelines and strategies for civic and community participation and financial support.*
 - Maintain and evaluate annual budget for partnerships.

Goal 3: Build Resources: Explore opportunities to build/obtain/expand resources for current and future projects.

Strategies:

1. *Grow financial reserves.*
 - Diversify and grow revenue streams.
 - Explore additional sponsorship and donation opportunities.
 - Continue prudent financial management and realistic budgeting.
2. *Consideration of large real estate investments opportunities.*
 - Leverage the capabilities of Shorewood Partners.
 - Utilize the resources of our Board and Executive Director to deepen relationships and connections.