

STATE OF WISCONSIN :: MILWAUKEE COUNTY :: VILLAGE OF SHOREWOOD

RESOLUTION NO. 2016-19

A Resolution approving the Shorewood Business Improvement District 2017 Operating Plan and the 2016 Special Assessment Levy.

WHEREAS, the Village Board did on November 22, 1999 establish a Business Improvement District pursuant to Wisconsin Statute Section 66.1109; and

WHEREAS, Wisconsin Statute 66.1109 (3)(b) requires the Shorewood Business Improvement District Board of Directors to annually submit its operating plan to the Village Board for approval; and

WHEREAS, Wisconsin Statute 66.1109 (3)(b) further requires any change to the special assessment method applicable to the Shorewood Business Improvement District to be approved by the Village Board.

NOW THEREFORE, at a meeting of the Village Board of the Village of Shorewood, Milwaukee County, Wisconsin, held on the 14th day of November, 2016 a quorum being present and a majority of the Board voting therefore, said Board did resolve as follows:

BE IT RESOLVED that the Village Board does hereby approve the 2017 Shorewood Business Improvement District Operating Plan as attached.

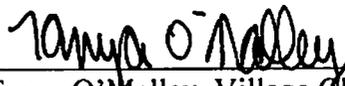
BE IT FURTHER RESOLVED that the Village Board hereby levies a special assessments contained in the plan.

PASSED AND ADOPTED by the Village Board of the Village of Shorewood, Milwaukee County, Wisconsin, this 14th day of November, 2016.



Guy Johnson, Village President

Countersigned:



Tanya O'Malley, Village Clerk/Treasurer

2017 Operating Plan



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THE SHOREWOOD BUSINESS IMPROVEMENT DISTRICT 2017 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 2017 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 2017. This plan does not repeat the background information that is contained in the initial operating plan.

II. DISTRICT BOUNDARIES

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

III. PROPOSED OPERATING PLAN 2017

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 2017 include, but are not limited to:

1. Organize special events in 2017 that will drive traffic to the business district. These include, but are not limited to: Business networking/learning events, seasonal shopping events, Tour of America’s Dairyland Bike Race, and Holiday event (Winter).
2. Redevelop 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. Implementation of strategic planning actions items to be developed by early 2017.

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

<u>Income</u>	
BID Assessment	\$122,112
CDA Contribution	\$5,000
Event Sponsorship	\$18,000
Affiliate Memberships	\$450
<u>Interest</u>	<u>\$50</u>
Total Income	\$145,612
<u>Expenses</u>	
Administration and Management	\$54,073
Marketing Program	\$64,750
Shorewood Today	\$11,600
<u>Marketing Shorewood Contribution</u>	<u>\$10,000</u>
Total Expenses	\$140,423

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 2017 shall be carried over to 2018 and applied against future expenses.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of January 1, 2016, the properties in the district had a total BID assessable value of \$139,829,204. This plan proposes to assess the taxable property in the district at a rate of \$1.10 per \$1,000 of assessed value for the purposes of the BID. Appendix A shows the projected BID assessment for each property included in the district.

The principle behind the assessment methodology is that each property owner should contribute to the BID in proportion to the benefit derived from the BID. After consideration of assessment methods, it was determined that the assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a uniform rate applied on the assessed value of each property 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 parcel within the district; and
- 2) The specific dollar amount per \$1,000 of the assessed value of each tax key parcel.

B. Excluded and Exempt Property

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

1) *Sec. 66.1109 (1) (f, 1m): The district may contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.*

2) *Sec. 66.1109 (5) (a): Property known to be used exclusively for residential purposes will not be assessed.*

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

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

- ❖ Tim Ryan, President, *Harleys: The Store for Men*
- ❖ Andrew McCabe, Vice-President, *Allstate Insurance*
- ❖ Becky Reinhardt, Treasurer, *North Shore Bank*
- ❖ Aaron Foley, Secretary, *Weiss Berzowski LLP*
- ❖ Elif Sen, *Zen the Salon*
- ❖ Noah Christensen, *Shorewood Press*
- ❖ Pat Algiers, *Chemistry in Place*
- ❖ Betsy Delich, *Chiropractic Company*
- ❖ Michael O'Brien, *Edward Jones Investments*
- ❖ Rachel Carter, *Northwoods*
- ❖ Allison Rozek, *Swanky Seconds*
- ❖ Stephanie Sherman, *resident*
- ❖ Paul Zovic, *Village Board Trustee rep*
- ❖ Karen Dean, *Community Development Authority rep*

Staff

- Jim Plaisted, *Executive Director*
- Michelle Boehm, *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 2017 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2016 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.

APPENDIX A
2017 BID Assessment Based on 2016 Values

TAX KEY	ADDRESS	OWNER	2016 Assessment for 2017 BID Revenue			BID RATES 1.10
			GROSS ASSESSMENT	MIXED USE %	COMMERCIAL ASSESSMENT	
			Totals	0		0
236-0002-001	4473-79 N OAKLAND AVE	BK OAKLAND	670,000	100.00%	670,000	737.00
236-0004	4465 N OAKLAND AVE	JOSEPH ULLRICH	723,200	100.00%	723,200	795.52
236-0167	4541 N. OAKLAND AVE	CORELOGIC	7,000,000	17.40%	1,218,000	1,339.80
236-0171	4511-17 N OAKLAND AVE	WINDERMERE PROPERTIES	1,196,900	100.00%	1,150,000	1,265.00
236-0172	4507 N OAKLAND AVE	LORENZO DRAGHICCIO	191,800	100.00%	191,800	210.98
236-0173	4501-03 N OAKLAND AVE	DONALD WEISNER	225,000	100.00%	225,000	247.50
236-0250	4559 N OAKLAND AVE	SHWD GROUP GEN PART	1,690,900	100.00%	1,690,900	1,859.99
236-0304	4611 N OAKLAND AVE	DAVID HICKEY	116,300	100.00%	116,300	127.93
236-0305	4601 N OAKLAND AVE	4601 NORTH OAKLAND LLC	1,050,000	100.00%	1,050,000	1,155.00
236-0610	4493 N OAKLAND AVE	VALLIS LLC	1,000,000	100.00%	1,000,000	1,100.00
236-0611	4495 N OAKLAND AVE	TLN SHOREWOOD LEASING	924,400	100.00%	924,400	1,016.84
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
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	560,000	100.00%	560,000	616.00
237-0232	4496 N OAKLAND AVE	TIM WICK	415,200	100.00%	415,200	456.72
237-0233-001	4514 N OAKLAND AVE	EXCHEQUER	7,500,000	22.40%	1,680,000	1,848.00
239-0113	2400 E CAPITOL DR	LPT 45 LLC CAC 45 LLC	385,600	100.00%	385,600	424.16
239-0114	2418 E. Capitol Dr.	Joseph and Rose Mary D'Agostino	170,000	100.00%	170,000	187.00
239-0154	4414 N OAKLAND AVE	NORTH SHORE BANK	1,550,000	100.00%	1,550,000	1,705.00
239-0219	4001 N DOWNER AVE	WILLIAM QUANDT	785,300	100.00%	785,300	863.83
239-0220	2520-22 E CAPITOL DR	ANITA KRIER	586,600	100.00%	586,600	645.26
239-0221	2514-16 E CAPITOL DR	JOEL PECH	317,100	100.00%	317,100	348.81
239-0222	2510 E CAPITOL DR	2510 CAPITOL RE	567,000	100.00%	567,000	623.70
239-0223	2500 E CAPITOL DR	ROSENE LLC	669,900	100.00%	669,900	736.89
239-0255	2420 E CAPITOL DR	JOSEPH D'AGOSTINO	645,300	100.00%	645,300	709.83
239-0291	4300 N OAKLAND AVE	SHIRLEY CARLSON	488,200	100.00%	488,200	537.02
239-0292-001	4312-34 N OAKLAND AVE	ERASTUS INVESTMENTS LLC	1,874,000	100.00%	1,874,000	2,061.40
239-0307	4208-12 N OAKLAND AVE	EUGENE KASPRZAK	469,000	100.00%	469,000	515.90
239-0308-000	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
239-0378	4144 N OAKLAND AVE	PALMETTO	321,600	100.00%	321,600	353.76
239-0379	4156-66 N OAKLAND AVE	PALMETTO	1,117,100	100.00%	1,117,100	1,228.81
239-0380	4170 N OAKLAND AVE	4170 N OAKLAND LLC	500,000	100.00%	500,000	550.00
239-0565-001	4106-14 N OAKLAND AVE	JOHN OGDEN	1,800,000	100.00%	1,800,000	1,980.00
239-0645	4060 N OAKLAND AVE	1405 ELMDALE CTEN	522,900	100.00%	522,900	575.19
239-0646	4050 N. OAKLAND AVE	315 GRANBY RDATE LLC	500,700	100.00%	500,700	550.77
239-0647	4042-46 N OAKLAND AVE	HACKBARTH COMMERCIAL LLC	856,600	100.00%	856,600	942.26
239-0674	4016-22 N OAKLAND AVE	OAKLAND AVENUE LLC	670,800	100.00%	670,800	737.88
239-0675	4010-14 N OAKLAND AVE	CAMILLA AVERY	1,008,400	100.00%	1,008,400	1,109.24
239-0676	4000-06 N OAKLAND AVE	1800 E CAPITOL DR LLC	1,610,000	100.00%	1,610,000	1,771.00
239-0680	1906-26 E CAPITOL DR	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
240-0012	4012-26 N WILSON	MONTROSE APTS	3,751,600	13.09%	490,972	540.07
240-0017	4000 N WILSON DR	REHMAN PROPERTY LLC	407,400	100.00%	407,400	448.14
240-0020	1700 E CAPITOL DR	MARTIN MERCEN	454,300	100.00%	454,300	499.73
240-0021	1706 E CAPITOL DR	KEITH JOHNSON	350,600	100.00%	350,600	385.66
240-0022	1716 E CAPITOL DR	MICHAEL YERUKHIMOVICH	461,500	100.00%	461,500	507.65
240-0023	4009-15 N OAKLAND AVE	NS APTS LLC	3,687,100	100.00%	3,687,100	4,055.81
240-0024	4023 N OAKLAND AVE	SENDIKS II LLC	771,900	100.00%	771,900	849.09
240-0025	4027 N OAKLAND AVE	SENDIKS II LLC	928,100	100.00%	928,100	1,020.91
240-0026	4027 N OAKLAND AVE (RAMP)	SENDIKS II LLC	0	400.00%	0	0.00
240-0044	4081 N OAKLAND AVE	OAKLAND AVE-PROP LP	0	400.00%	0	0.00
240-0045-001	4093 N OAKLAND AVE	OAKLAND AVE-PROP LP	0	400.00%	0	0.00
240-0045-002	4095-97 N OAKLAND AVE	ROUNDYS	0	400.00%	0	0.00
240-0046	4097+ N OAKLAND AVE (LOT)	ROUNDYS	0	400.00%	0	0.00
240-0053	4145 N OAKLAND AVE	OAKLAND AVE-PROP LP	0	400.00%	0	0.00
240-0054-001	4145 N OAKLAND AVE	DAVID JUBELIERER ESQ	2,389,900	100.00%	2,389,900	2,628.89

APPENDIX A
2017 BID Assessment Based on 2016 Values

TAX KEY	ADDRESS	OWNER	2016 Assessment for 2017 BID Revenue			BID RATES 1.10 10,000.00
			GROSS ASSESSMENT	MIXED USE %	COMMERCIAL ASSESSMENT	
			Totals	0		0
240-0054-002	4115 N OAKLAND AVE	General Capital	8,180,800	100.00%	8,180,800	5,000.00
240-0054-003	4075 N OAKLAND AVE	General Capital	16,507,000	100.00%	16,507,000	5,000.00
240-0101	1602 E CAPITOL DR	SPRING EAST LLC	748,700	100.00%	748,700	823.57
240-0136	1572 E CAPITOL DR	NORTHWOODS ADVISOR HOLDINGS	2,450,000	100.00%	2,450,000	2,695.00
240-0185-001	4433-39 N OAKLAND AVE	RALPH HOFFMAN	765,500	100.00%	765,500	842.05
240-0186	4425-29 N OAKLAND AVE	MARQUIS LLC	518,700	100.00%	518,700	570.57
240-0187	4419 N OAKLAND AVE	BARBARA KUEHN	555,800	100.00%	555,800	611.38
240-0188	4413-17 N OAKLAND AVE	BLACKBIRD MERCANTILE	326,600	100.00%	326,600	359.26
240-0189	4401-11 N OAKLAND AVE	BARBARA KUEHN	798,900	100.00%	798,900	878.79
240-0358	1518 E CAPITOL DR	James Petr	206,700	100.00%	206,700	227.37
240-0359	1520-22 E CAPITOL DR	CAPLAR LLC	195,900	100.00%	195,900	215.49
240-0360	1530 E CAPITOL DR	WELLS FARGO BANK	274,400	100.00%	274,400	301.84
240-0412	1400 E CAPITOL DR	WILLIAM HO	406,600	100.00%	406,600	447.26
240-0413	1410 E CAPITOL DR	VIRGINIA LITTLE	588,400	100.00%	588,400	647.24
240-0579-000	4041 N. Oakland Ave.	Walgreen's Inc.	5,620,000	100.00%	5,620,000	5,000.00
240-9974	1100 E CAPITOL DR	WI-MILWAUKEE 1100 E CAPITOL DR LL	3,760,000	100.00%	3,760,000	4,136.00
240-9977	1200 E CAPITOL DR	KIVELY INVESTMENTS	863,700	100.00%	863,700	950.07
240-9978	4057 N WILSON	VILLAGE OF SHOREWOOD	2,400,000	100.00%	2,400,000 *	1,760.00
240-9983	1330 E CAPITOL DR	EKL INVESTMENTS	604,000	100.00%	604,000	664.40
240-9994-001	4201-15 N OAKLAND AVE	TCF BANK	999,000	100.00%	999,000	1,098.90
240-9996	4231 N OAKLAND AVE	BV SHOREWOOD LLC	880,000	100.00%	880,000	968.00
240-9997	4301 N OAKLAND AVE	BLANKENSTEIN ENTERPR	948,300	100.00%	948,300	1,043.13
275-1026	3601 N OAKLAND AVE	DR J'S BONE GARDEN	997,400	100.00%	997,400	1,097.14
275-1069-001	1513 E CAPITOL DR	E CAPITOL #2 LLC	1,041,400	100.00%	1,041,400	1,145.54
275-1083	1431-33 E CAPITOL DR	DOMINION 1 LLC	1,103,300	14.33%	158,147	173.96
275-1084	1425 E CAPITOL DR	MORRIS AVE PROPERTIES	483,400	100.00%	483,400	531.74
275-1085	1421 E CAPITOL DR	CAP LANE REALTY	579,500	100.00%	579,500	637.45
275-1086-001	1409 E CAPITOL DR	WINDERMERE PROPERTIES	1,043,500	100.00%	1,043,500	1,147.85
275-1088	1325 E CAPITOL DR	1325 CAPITOL LLC	2,111,700	100.00%	2,111,700	2,322.87
275-1120	3801-13 N OAKLAND AVE	GOLDENBERG & ASSOCIATES	980,100	100.00%	980,100	1,078.11
275-1150	3723 N. Oakland Ave.	SRD CORPORATION	357,800	100.00%	357,800	393.58
275-1180	3547-59 N OAKLAND AVE	3553 OAKLAND LLC	3,200,000	100.00%	3,200,000	3,520.00
275-1181	3575 N OAKLAND AVE	3575 OAKLAND LLC	3,100,000	20.00%	619,969	681.97
275-8991	3900 N. Sherburn	SHOREWOOD SENIOR APTS	2,150,000	100.00%	2,150,000	2,365.00
275-8993	1111 E CAPITOL DR	Harbor Chase	15,892,100	100.00%	15,892,100	5,000.00
275-8999-001	1305 E CAPITOL DR	1305 CAPITOL LLC	1,234,600	100.00%	1,234,600	1,358.06
276-0031-176	3840 N OAKLAND AVE #176	NOVASIC SHWD PROPERTIES	226,000	100.00%	226,000	248.60
276-0036	2521 E CAPITOL DR	DOWNER MOBIL	747,300	100.00%	747,300	822.03
276-0170	3592-96 N OAKLAND AVE	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
276-0186	3610 N OAKLAND AVE	3610 N OAKLAND LLC	476,600	100.00%	476,600	524.26
276-0187	3624 N OAKLAND AVE	BEG ENTERPRISES	450,500	100.00%	450,500	495.55
276-0555-001	3506-14 N OAKLAND AVE	KONSTATINE DIMITROPOULOS	1,680,000	100.00%	1,680,000	1,848.00
276-0556	3524-30 N OAKLAND AVE	WILLIAM HO	958,200	100.00%	958,200	1,054.02
276-0576	3951-55 N PROSPECT AVE	SCOTT ST PETER	423,600	100.00%	423,600	465.96
276-0577	2317-23 E CAPITOL DR	MICHAEL SCHRAM	602,300	100.00%	602,300	662.53
276-0605	2219-23 E CAPITOL DR	EDMUND BK YUN	470,000	100.00%	470,000	517.00
276-0630	2201-13 E CAPITOL DR	CAPITOL & MARYLAND LLC	1,234,000	100.00%	1,234,000	1,357.40
276-0730-001	1901 E. Capitol Dr.	Seton Tower Corp.	1,827,300	100.00%	1,827,300	2,010.03
276-0749-006	3970 N OAKLAND AVE	WI ROBINSON FAMILY	4,502,300	100.00%	4,502,300	4,952.53
276-0762-001	2025 E CAPITOL DR	FEERICK INC	1,209,000	100.00%	1,209,000	1,329.90
276-0764	2011 E CAPITOL DR	4TH CHURCH OF CHRIST	EXEMPT	100.00%	0	0.00
276-0765	3956 N MURRAY AVE	CAPTIAL 48 LLC	297,800	100.00%	297,800	327.58
276-0777	2127 E CAPITOL DR	THE MORRISON LLC	1,387,900	8.50%	117,916	129.71
276-0779	2107-09 E CAPITOL DR	The Atrium/Paul Hackbarth	947,100	100.00%	947,100	1,041.81
276-0780	2101 E CAPITOL DR	YUAN H HAN	340,200	100.00%	340,200	374.22
		2016 BID Property Value (gross)	159,433,900		139,829,204	122,112.23
111		2008 BID Property Value	109,933,000			
Now Village owned; BID contribution will be prorated to date of purchase						

APPENDIX B

Shorewood BID		
2017 Budget		<i>Adopted</i>
		<i>10/20/2016</i>
Income		2017
	Assessment	\$ 122,112
	CDA	\$ 5,000
	Affiliate Membership	\$ 450
	Bike Race Sponsors	\$ 15,000
	Other Promotional Event Sponsors	\$ 3,000
	Interest Income	\$ 50
Total Income		\$ 145,612
Expense		
Administrative		
	Audit	\$ 985.00
	Bank Service Charges	\$ 50.00
	BID Management Fee	\$ 49,188.00
	Dues and Subscriptions	\$ 500.00
	Liability Insurance	\$ 850.00
	Meals	\$ 500.00
	Office Supplies/Printing	\$ 250.00
	Constituent Relations	\$ 500.00
	Seminars	\$ 500.00
	Postage and Delivery	\$ 250.00
	Miscellaneous	\$ 500.00
Total Administrative		\$ 54,073.00
Marketing Programs		
	Marketing Shorewood	\$ 10,000.00
	Marketing/Event Directors Fees	\$ 28,500.00
	Print Advertising	\$ 3,000.00
	Business Recruit Materials	\$ 500.00
	Shorewood Today Magazine	\$ 5,600.00
	Writing for Shorewood Magazine	\$ 6,000.00
	Annual Report/Other printing	\$ 1,000.00
	Criterion ToAD Bike Race	\$ 15,000.00
	Civic Participation (4th of July, Plein Air)	\$ 1,250.00
	Other promotional events	\$ 3,000.00
	Networking Socials/Annual Meeting	\$ 1,500.00
	Web Hosting & Updating	\$ 1,000.00
	Website Redevelopment (one time)	\$ 10,000.00
Total Marketing Programs		\$ 86,350.00
Total Expense		\$140,423
Net Income		\$5,189
	<i>Estimated 2016 carry over</i>	\$ 20,641