



Wauwatosa, WI

Financial Affairs Committee

Meeting Agenda - Final

7725 W. North Avenue
Wauwatosa, WI 53213

Tuesday, October 29, 2024

6:30 PM

Committee Room #1 and Zoom:
<https://servetosa.zoom.us/j/81144274572>,
Meeting ID: 811 4427 4572

Special Meeting

HYBRID MEETING INFORMATION

Members of the public may observe and participate in the meeting in-person or via Zoom at the link above. To access the Zoom meeting via phone, call 1-312-626-6799 and enter the Meeting ID.

CALL TO ORDER

ROLL CALL

FINANCIAL AFFAIRS COMMITTEE ITEMS

1. Consideration of Wauwatosa Village Business Improvement District 2025 Operating Plan, Budget and Proposed Assessments [24-1464](#)
2. 2025 Operating Budget review [24-1495](#)
 - Police
 - Tax Increment Districts
 - Amendments
 - o Vehicle Registration Fee amendment submitted by Ald. Mike Morgan (see attached)
 - o Other amendments proposed at the meeting

Note: Please click on the file number link to view the budget document
3. Recommendation to Common Council relative to the proposed 2025 Operating Budget and property tax levy [24-1500](#)

ADJOURNMENT

NOTICE TO PERSONS WITH A DISABILITY

Persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (414) 479-8917 or send an email to tclerk@wauwatosa.net, with as much advance notice as possible.



Staff Report

File #: 24-1464

Agenda Date: 10/29/2024

Agenda #: 1.

Consideration of Wauwatosa Village Business Improvement District 2025 Operating Plan, Budget and Proposed Assessments

Submitted by:

John Ruggini, Finance Director on behalf of the Business Improvement District

Department:

Finance

A. Issue

Annual approval of the Wauwatosa Business Improvement District 2025 Operating Plan, Budget and Proposed Assessments for inclusion on the 2024 Property Tax Bills for affected properties

B. Background/Options

As required by municipal ordinance, the Village of Wauwatosa Business Improvement District (BID) has submitted their 2025 Operating Plan and Budget for approval. Representatives from the Business Improvement District will be available to provide an overview and answer any questions.

Approval of the Business Plan allows the City of Wauwatosa to add the BID special assessment to the Village business' property tax bills. The Financial Affairs Committee only has the ability to approve or disapprove the Plan, as the Business Improvement District is a separate legal entity and its budget is approved by its own Board of Directors.

The BID is proposing the following assessment rates:

Total Assessment	\$78,589.58
Minimum	none
Maximum	\$4,500
Rate	\$.95 per \$1,000

C. Strategic Plan (Area of Focus)

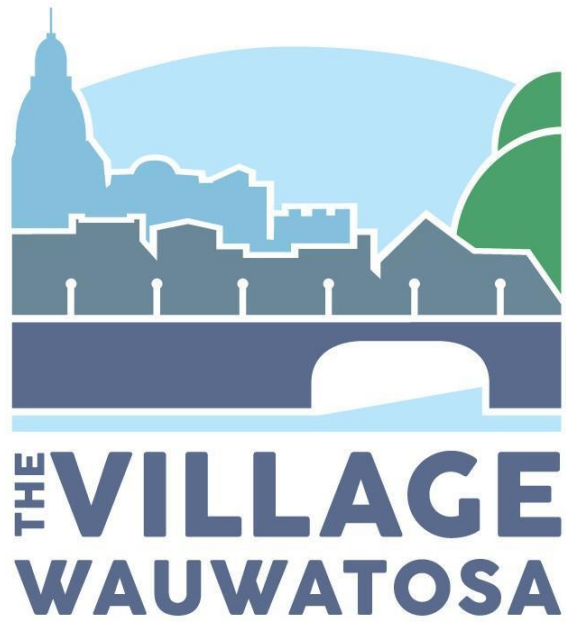
Priority Area One: Economic Development and Financial Resilience

D. Fiscal Impact

No impact on the City of Wauwatosa's budget

E. Recommendation

Approval of the Wauwatosa Business Improvement District 2025 Operating Plan, Budget and Proposed Assessments for inclusion on the 2024 Property Tax Bills for affected properties



**Wauwatosa Village
Business Improvement District**

**2025
Operating Plan**

TABLE OF CONTENTS

I. Preface	3
II. Development Plan	4
A. Plan Objectives	4
B. Plan of Action	4
C. Benefits	5
D. 2025 Budget	6
E. Powers	7
III. District Boundaries	7
IV. Organization	7
A. Operating Board	8
B. Amendments and Annual Review	8
	9
V. Financing Method	9
	9
VI. Method of Assessment	8
A. Parcels Assessed	9
B. Levy of Assessment	9
C. Schedule of Assessments	10
D. Assessment Collection	10
	10
VII. City Role	11
	11
VIII. Required Statements	11
	11
IX. Termination	11
	11
X. Severability and Expansion	
Appendix	

Wauwatosa Village Business Improvement District 2025 Operating Plan

I. PREFACE

In September 1991, the Wauwatosa Economic Development Corporation, the Wauwatosa Village Business Corporation, and the Village Task Force commissioned the creation of a strategic plan for the Wauwatosa Village business district. Mooney LeSage Consulting, businesses and property owners, city staff, elected officials and local organizations were represented in the planning process and four objectives were identified:

1. Establish strong leadership and direction
2. Develop comprehensive plan
3. Attract private investment
4. Create cooperative marketing and promotion

The formation of the Village BID was suggested as the best means to provide the leadership and funding to achieve these objectives.

In 1993, The City of Wauwatosa received a petition from commercial property owners in the Wauwatosa Village that requested the creation of a business improvement district for the purpose of increasing activity and improving the image of the Village.

On October 26, 1993 the Committee on Public and Municipal Affairs unanimously recommended the formation of the Village Area BID District and its operating plan. The Wauwatosa Common Council approved the creation of the BID by resolution on November 3, 1993. Articles of Incorporation were signed by the Mayor and representatives of the new BID on December 8, 1993 and the first year operating plan was created for 1994.

Currently the Wauwatosa Village BID is the only BID within the City of Wauwatosa.

This Plan for 2025 has been prepared by the Wauwatosa Village BID in compliance with state statute that requires, "The board shall annually consider and make changes to the operating plan...The board shall then submit the operating plan to the local legislative body for its approval."

As used herein, "BID" shall refer to the business improvement district's operating and governance mechanism, and "District" shall refer to the property located within the physical boundaries of the business improvement district, as provided herein.

Development of the District through continuation of the BID is proposed because:

The BID law provides a mechanism whereby private property owners can work together in conjunction with the City to develop the district.

1. The district is dynamic, including properties of varying types and sizes. Some form of cost sharing is necessary because it is not feasible for a small group alone to support district development efforts. The BID plan provides a fair and equitable mechanism for cost sharing which will benefit all businesses and properties within the district.
2. Use of the BID mechanism will help ensure that the entire district will be promoted and developed as expeditiously as possible.

II. DEVELOPMENT PLAN

A. Plan Objectives

The purpose of the BID is to increase activity and improve the image of the district. Staffed with a professional manager and marketing coordinator, the BID will create a link between service, industry, retail and social activities. It is expected these efforts will help increase the profile of the business district, provide a strong voice on local matters, and enhance property values in the Village area.

The mission is to optimize building and land use, encourage private investment, and increase and improve marketing efforts specifically for the district's special needs.

In addition to the regular activities that provide a clean, safe and vibrant area, the BID must provide support to the businesses during plan implementation and construction inconveniences.

B. Plan of Action

1. Work with City Administration and Elected Officials to identify plan elements that need to be incorporated into capital improvements projects and advocate for inclusion in City capital budgets.
2. Create and begin implementation of plan to minimize the negative impact of the major street reconstruction and utility work on the BID businesses by:

Working with the City Engineering Department to develop phasing options;
Creating a project management team including BID representatives and City staff that meets for updates, planning, and feedback prior to and throughout the any project;
Building customer loyalty to the District through public relations efforts;
Serving as the business liaison and advocate to City and construction officials;
Meeting with business and property owners on a regular basis to assess impact, provide information and seek feedback or input. Providing feedback to City Project Engineer;
Creating and distributing regular and timely communication with information about street construction to BID members (property and business owners) and the residents living in surrounding neighborhoods.

3. Continued Village marketing plan and marketing materials which continues to build the positive attitude about the district by:

Hiring a professional management company and marketing/public relations person to assist the BID in the following:
Producing publicity and media coverage of district activities;
Maintaining the website: www.wauwatosavillage.org
Developing detailed plan and budget for each activity;
Continuing to build "brand" awareness for the Village through advertising, identification markers, etc.;
Creating consistent messaging in marketing strategies, public relations, and programming.

Promoting the Village to residents of Wauwatosa, with an emphasis on the neighborhoods surrounding the district.

4. Initiate and maintain district capital improvements in consultation and collaboration with the City of Wauwatosa which include:

Implementation of proposed wayfinding program within and surrounding the Village;
Seasonal flower and plantings program;
Holiday lighting and decoration program

5. Continue efforts to keep the district clean and safe, in collaboration with the City of Wauwatosa Police, Engineering and Public Works Department, which include:

Sidewalk and curb cleaning program along primary Village streets;
Weed control,
Graffiti removal,
Examination of traffic patterns to improve safety and accessibility,
Examination of parking needs and usage,
Review of pedestrian safety conditions; seek improvements, and
Safety awareness communications and commercial block watch program.

6. Work in conjunction with the City of Wauwatosa Economic Development and Community Development Departments, or other appropriate departments, identifying new business prospects, developers and economic tools for further private investment.

7. Comply with BID reporting, audit and notice requirements.

8. Identify and act upon other opportunities to carry out the purposes of the BID plan and mission.

C. Benefits

The funds collected by the BID through special property assessments will be used to benefit the Village District in the following manner:

Assist property owners to attract and retain tenants by providing an attractive environment in which customers and clients are drawn for a pleasant working, shopping, dining, living and recreating experience.

Play an active role in marketing the Village to existing and potential tenants and customers, along with organizing community events to increase traffic to the area.

Provide a culture of open communication and inclusiveness for all BID members.

Maintain inventory listing of currently available office and retail space availability and prospective sharing, information with owners and prospects.

Increase the value of Village property by encouraging building improvements and linking property owners to the City of Wauwatosa Economic Development Department or other financing options for design enhancements. A vibrant Village will also attract interested buyers further driving up demand and property values.

On-going efforts which establish strong, collaborative working relationships with the City of Wauwatosa and advocate for businesses.

D. 2025 BUDGET

Income	
BID Assessments (see attached property list)	\$78,589
City Contribution	\$6,400
Event Income	\$302,100
ARPA Funds Income	\$30,000
Interest Income	\$25
Total Income	\$417,114
Administrative Expenses	
BID Management	\$75,000
Office rent and office related	\$5,700
Insurance	\$2,500
Printing/Postage	\$1,500
Accounting Fees	\$4,000
Equipment/Supplies	\$5,000
Meals/Entertainment/Annual Mtg.	\$2,500
Phone	\$540
Member dues	\$1,500
Total Administrative	\$98,240
Aesthetics	
Village Ambassador	\$3,000
Banners	\$4,000
Holiday decorations	\$20,000
Aesthetics	\$9,000
Total Aesthetics	\$36,000
Event Expenses	\$198,000
Marketing Programs	
Coordinator	\$25,000
Website/Email	\$3,000
Marketing Supplies	\$2,500
Advertising (non-event)	\$8,000
Social Media Ads	\$6,000
General Marketing/Comm.	\$8,500
Total Marketing	\$53,000
Total BID Budget Expenses	\$421,480
Budgeted for Village Improvements	\$ 18,000
2024 BID Income (Loss)	\$36,529

Any funds remaining on any budget line item may be moved to another budget line item, as determined by the BID Board. Any unused funds remaining at the end of the year shall be transferred to the reserve fund and used in operating plans of following years.

Additional gifts, grants, or other sources of revenue, shall be expended for the purposes identified herein, and in the manner required by the source of such funds, or, if the funds have no restriction, and in the manner determined by the BID Board.

E. Powers

The BID Board shall have all the powers authorized by law, and by this Plan including, but not limited to, the following:

1. To manage the affairs of the district;
2. To contract on behalf of the BID;
3. To develop, advertise and promote the existing and potential benefits of the district;
4. To undertake on its' own account, in coordination with the City of Wauwatosa, public improvements and/or assist in development or underwriting public improvements within the district;
5. To apply for, accept, and use grants and gifts for these purposes; and
6. To elect officers and contract services for staffing, as necessary to carry out these goals.

III. DISTRICT BOUNDARIES

The district consists generally of an area bounded by Milwaukee Avenue on the north, Honey Creek Drive on the south, 6600 W. State Street on the east, and N. 87th Street and Chestnut Street on the west. The district consists mainly of a small business retail area, professional offices, and manufacturing business. This includes 76 taxable parcels, based on the City of Wauwatosa Assessor's Records as of September 1st, 2023. Also within the district boundaries are churches, residences, and nonprofit entities which are not included in the BID assessment.

IV. ORGANIZATION

A. Operating Board

The Mayor of Wauwatosa appoints members to the BID Board. State law requires that the board be composed of at least 5 members that own or lease commercial property in the district and the majority of the board members are property owners or tenants of property owners within the district.

This board's primary responsibility is to identify District issues and activities for the short and long term, creating and implementing the current year's operating plan and multi-year projects budget including contracting for necessary staffing and services for implementation. The Board also contracts for preparation of an annual report and review on the district, annually reviews and modifies the operating plan and submits to the City of Wauwatosa Common Council for approval. Implementing the plan requires the Board to negotiate with providers of services and

materials to carry out the Plan; to enter into various contracts; to monitor development activity; and to ensure District compliance with the provisions of applicable statutes and regulations.

The Village BID Board is currently structured as follows:

1. Board size – 15 members, maximum
2. Composition – Based on by-laws, the board is composed of 15 members with at least twelve (12) positions must be filled with BID property owners or property tenants. Effort is made to maintain a 50/50 ratio. At least one and up to three board positions may be filled by community members at large. Any non-owner or non-occupant appointed to the Board shall be a resident of the City of Wauwatosa.
3. Officers – The board shall appoint a chair, vice-chair, treasurer, and secretary, any two shall have the power to execute documents on behalf of the full board, for purposes authorized by the Board. Officers shall be directors and shall be elected annually at the first regularly scheduled meeting after appointment by the Mayor of new directors.
4. Terms – Appointments to the board shall be for a term of three years, with 1/3 of the terms expiring each December. The board may remove a director, by two-thirds vote of the total board, for conduct unbecoming a member or prejudicial to the aims or repute of the BID.
5. Compensation – None
6. Meetings – All meetings of the board shall be governed by the Wisconsin Open Meetings law. Minutes will be recorded and submitted to the City and the board. The Board shall adopt rules of order to govern the conduct of its meetings and meet regularly at least annually. In 2024, the Board will meet a minimum of six times, and the annual meeting will be held in March.
7. Record Keeping – Files and records of the Board's affairs shall be kept following public records requirements.
8. Staffing – The board may contract for staffing services pursuant to this plan and subsequent modifications thereof. Unless requested otherwise by the board, any contracted staff or employees of contractors may attend all meetings of the board, but will not have voting authority.

The City of Wauwatosa Administrator and/or the Administrator's representative shall be ex-officio member of the BID Board of Directors.

On or before October 31 of each year, the Board shall submit to the Mayor its recommendations for appointments to the seats of expiring Board members.

B. Amendments and Annual Review

Section 66.1109(3) (b) of the BID Law requires the board to review the operating plan annually and make changes if appropriate, then submit the plan to the City for approval.

The process for approval of the amended plan will be:

Step 1. The Budget and Finance Committee of the Common Council will review the proposed Operating Plan at a public meeting and will make a recommendation to the full Common Council.

Step 2. The Common Council will act on the BID's proposed annual operating plan.

Step 3. The Mayor of Wauwatosa will appoint new members to the BID Board at least 30 days prior to the expiration of the outgoing board members' terms.

The BID will continue to review, revise (if necessary), and develop the operating plan annually, in response to changing development needs and opportunities in the district, within the purpose and objectives defined herein.

The BID Plan will continue to apply the assessment to raise funds to meet the next annual budget. However, the method of assessment shall not be materially altered, except with the consent of the City of Wauwatosa Common Council.

V. FINANCING METHOD

The proposed expenditures contained in Section II D, above, will be financed from funds collected from the BID assessment. For the 2024 budget, it is estimated that \$79,425 will be raised through assessments. City of Wauwatosa property located within the District is assessed at a flat rate of \$6,400 annually. Any other funds, which may be made available to the BID for the purposes contained herein, shall be collected and expended as identified in Section II D.

VI. METHOD OF ASSESSMENT

A. Parcels Assessed

All tax parcels within the district required to pay real estate taxes, including those taxed by the state as manufacturing, and all parcels used exclusively for manufacturing, will be assessed. Real property, used exclusively for residential purposes may not be assessed, as required by BID Law. Property exempt from paying real estate taxes or owned by government agencies will not be assessed.

B. Levy of Assessment

Special assessments under this 2024 Operating Plan are hereby levied against each tax parcel of property within the District that has a separate tax key number, in the amount shown on the assessment schedule that is attached in Appendix A. The assessment is based on the assessed value of the parcels (land and improvements) as shown in the record of the City Assessor's office in September 2023, except as otherwise identified below. The 2024 BID assessments shown on Appendix A were calculated at a rate of \$.95 for each \$1000 of assessed value with a minimum and maximum assessment level and exceptions as in Section VI C.

C. Schedule of Assessments

The final form of this 2024 Operating Plan has attached, as Appendix A, a schedule of all the tax key numbers within the BID, which are being assessed, and their assessment using the formula.

The assessment method is as follows:

For each parcel, the BID assessment will be computed by applying a charge of \$.95 per \$1000 of assessed value; subject however to a \$0 minimum and \$4,500 maximum.

Parcels identified as parking lots or vacant lots will be exempt from the \$0 minimum or \$4,500 maximum and are assessed at the same rate per \$1000 as other properties.

Changes to the method of assessment are subject to Common Council approval.

D. Assessment Collection

The BID assessment for each parcel will be submitted to the City of Wauwatosa which shall include it as a separate line item on the next real estate tax bill issued for that parcel.

The City shall collect the assessment with the taxes as a special charge and shall turn over all monies so collected to the BID Board for distribution in accordance with the BID Plan by the 15th day of the month following such collection.

All BID assessments shall be treated as special charges, and shall be shown on the tax bill as due and owing with the first installment of taxes. Any money collected by the City of Wauwatosa for BID assessments shall be held by the City in a segregated account until it is released to the BID Board as provided herein. The City shall comply with the requirements of Sec. 66.1109(4) Wisconsin Statutes with respect to such BID assessments by paying the charge assessed to any parcel owned by the State, County, or other governmental entity, on the date such BID assessment is due.

A list of the projected assessment for each parcel within the proposed BID and the projected total amount to be raised through assessments is available at the BID office and the City Clerk's office.

As parcels increase or decrease in value, their BID assessment will change accordingly.

The BID board shall prepare and make available to the public and the City an annual report describing the current status of the BID, including expenditures and revenues, at the time it submits its plan to the City for the following Plan Year. This annual independent review of the implementation of the annual operating plan is obtained by the BID Board and which shall be paid for out of the BID budget.

The presentation of this proposed plan to the City shall be deemed a standing order of the Board in 66.1109(4) Wis. Stats. To disburse the BID assessments in the manner provided herein.

This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or account method. Disbursements made under this plan shall be shown in the City's budget as a line item. Other

than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

VII. CITY ROLE

The City of Wauwatosa is committed to helping private property owners in the Business Improvement District. The City will play a significant role in the creation of the BID and in the implementation of the BID Plan. In particular, the City will:

1. Voluntarily agree to include public property within the District and pay such assessments on the parcels owned by the City.
2. Act as staff to the District through adoption of the Plan and provide assistance as appropriate thereafter.
3. Monitor and, when appropriate, apply for outside funds which could be used in support of the District.
4. Collect assessments and deposit them in a segregated account; and disburse the monies to the BID along with identification of those BID assessments included in the disbursement.
5. Procure and review annual audits as required per Section 66.1109 of BID Law.
6. Provide the BID Board through the Assessor's Office on or before Sept 1 of each Plan Year, with the official City records on the assessed value of each tax key number within the district, as of that date in each plan year, for purposes of calculating the BID assessments.
7. Adopt this plan in the manner required by BID Law.
8. Encourage the County, State, and Federal Governments to support the activities of the BID.

VIII. REQUIRED STATEMENTS

The Business Improvement District Law requires the plan to include several specific statements:

66.1109 (1)(f) 1m: The district will contain property used exclusively for manufacturing purpose, as well as properties used in part of manufacturing. These properties will be assessed according to the formula contained herein because it is assumed that they will benefit from development in the district.

66.1109 (5)(a): Property used exclusively for residential purposes may not be assessed, and such properties will be identified as BID Exempt Properties on Appendix A, as revised each year.

IX. TERMINATION OF THE DISTRICT

The District may be terminated as provided by law Section 66.1109 (4m). To begin the termination process, a petition must be signed by owners of property with a total assessed value of more than 50% of the assessed valuation of all property assessed under the operating plan. The petition is then filed with the City of Wauwatosa requesting termination of the business improvement district.

X. SEVERABILITY AND EXPANSION

This Business Improvement District has been created under authority of Section 66.1109 of the statutes of the State of Wisconsin.

Should any court find any portion of the BID Law or this Plan invalid or unconstitutional, said decision will not invalidate or terminate the Business Improvement District and this Business Improvement District Plan should be amended to conform to the law without the need to re establish.

Should the legislature amend the statute to narrow or broaden the purposes of a Business Improvement District so as to, among other things, exclude or include as assessable properties of a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Wauwatosa as and when it conducts its annual budget approval without necessity to undertake any other act.

All of the above is specifically authorized under Section 66.1109 (3) (b) of the BID Law.

If it is determined by a court or administrative body, that a parcel of property not subject to general real estate taxes may not be included within the district, then such parcels shall be excluded from the definition of the district.

APPENDIX

Appendix A. – Schedule of tax parcels and their assessments

Attached as Separate Document

BID Assessment

parcel number	Property Class	ownername	Site address	Land Value	Building Value	Total Value	Assessments
3700205000	COM	EATS ENTERPRISES INC	7118 W STATE ST	\$328,000.00	\$69,800.00	\$397,800.00	\$377.91
3700207001	COM	WAUWATOSA SAVINGS BANK	7136 W STATE ST	\$459,200.00	\$76,000.00	\$535,200.00	\$508.44
3700218003	COM	STATE STREET LTD PARTNERSHIP	6950 W STATE ST	\$2,737,000.00	\$6,388,400.00	\$9,125,400.00	\$4,500.00
3700218004	COM	STATE STREET RETAIL LLC	6900 W STATE ST	\$828,000.00	\$1,202,600.00	\$2,030,600.00	\$1,929.07
3700218005	COM	STATE STREET LTD PARTNERSHIP	W STATE ST	\$1,031,000.00	\$64,400.00	\$1,095,400.00	\$1,040.63
3700218006	COM	HIRSCHMANN DOUGLAS P	6830 W STATE ST	\$171,800.00	\$148,900.00	\$320,700.00	\$304.67
3700218007	COM	METRO WAUWATOSA VENTURE BOULDER VENTURE LLC	6810 W STATE ST	\$1,907,200.00	\$787,100.00	\$2,694,300.00	\$2,559.59
3700227000	COM	ADVANCED HOME RENOVATION LLC	7028 W STATE ST	\$58,300.00	\$118,000.00	\$176,300.00	\$167.49
3700228000	RES	LOPERA ANTONIO J LOPERA MARIA B	7024 W STATE ST	\$45,000.00	\$126,600.00	\$171,600.00	\$0.00
3700229000	RES	LEWIS MARY	7018 W STATE ST	\$39,300.00	\$138,000.00	\$177,300.00	\$0.00
3700235002	COM	OUTPOST NATURAL FOODS COOPERATIVE	7000 W STATE ST	\$1,830,800.00	\$1,379,100.00	\$3,209,900.00	\$3,049.41
3700239000	RES	PAFFRATH MICHAEL F KAHN KAYLA M	1335 N 71ST ST	\$95,500.00	\$204,600.00	\$300,100.00	\$0.00
3700248000	RES	RAYGOZA MARCO E	1265 N 71ST ST	\$52,200.00	\$113,300.00	\$165,500.00	\$0.00
3700249000	RES	KNAPP RYAN ZIEGLER MEGAN E	1259 N 71ST ST	\$20,800.00	\$125,700.00	\$146,500.00	\$0.00
3700297000	COM	HSI-STATE STREET LLC	1359 N 74TH ST	\$89,000.00	\$0.00	\$89,000.00	\$84.55
3700298000	EXEMPT	WAUWATOSA WATER WORKS PUMPING STATION WELL #6	7300 BLANCHARD ST	\$0.00	\$0.00	\$0.00	\$0.00
3700323000	EXEMPT	CITY OF WAUWATOSA	BLANCHARD ST	\$0.00	\$0.00	\$0.00	\$0.00
3700335001	COM	SHEELEY JOHN F & KATHLEEN S	7433 BLANCHARD ST	\$175,000.00	\$12,500.00	\$187,500.00	\$178.13
3700335002	COM	SHEELEY JOHN F & KATHY S	1345 N 74TH ST	\$61,000.00	\$59,000.00	\$120,000.00	\$114.00
3700336000	COM	JN & M LLC	7471 HARWOOD AVE	\$264,900.00	\$18,200.00	\$283,100.00	\$268.95
3700337001	EXEMPT	CITY OF WAUWATOSA	PARK ST	\$0.00	\$0.00	\$0.00	\$0.00
3700338000	COM	MARKERRY DEVELOPMENT LLC	7511 HARWOOD AVE	\$288,000.00	\$699,700.00	\$987,700.00	\$938.32
3700339000	COM	MANY BLESSINGS LLC	7515 HARWOOD AVE	\$198,900.00	\$22,300.00	\$221,200.00	\$210.14
3700340000	COM	WAUWATOSA REDEVELOPMENT CORP	7601 HARWOOD AVE	\$134,100.00	\$135,300.00	\$269,400.00	\$255.93
3700341000	COM	WAUWATOSA REDEVELOPMENT CORP	7605 HARWOOD AVE	\$97,700.00	\$74,000.00	\$171,700.00	\$163.12
3700342000	COM	WAREHAM PROPERTIES ID LLC	7609 HARWOOD AVE	\$113,400.00	\$210,600.00	\$324,000.00	\$307.80
3700343000	COM	WAUWATOSA REDEVELOPMENT CORP	7608 W STATE ST	\$102,600.00	\$584,700.00	\$687,300.00	\$652.94
3700344000	COM	WAUWATOSA REDEVELOPMENT CORP	7602 W STATE ST	\$59,500.00	\$10,100.00	\$69,600.00	\$66.12
3700345000	COM	DROVER RUSSEL J	W STATE ST	\$44,000.00	\$7,000.00	\$51,000.00	\$48.45
3700346000	COM	DROVER RUSSEL J	7532 W STATE ST	\$52,200.00	\$109,100.00	\$161,300.00	\$153.24
3700347000	COM	DROVER RUSSELL J	7528 W STATE ST	\$54,500.00	\$88,300.00	\$142,800.00	\$135.66
3700350001	COM	WAUWATOSA SAVINGS & LOAN	7500 W STATE ST	\$769,100.00	\$1,408,900.00	\$2,178,000.00	\$2,069.10
3700353000	COM	SUSTAINABLE PROPERTIES INC	7503 HARWOOD AVE	\$250,200.00	\$579,100.00	\$829,300.00	\$787.84
3700354000	COM	SUSTAINABLE PROPERTIES INC	W PARK ST	\$21,500.00	\$0.00	\$21,500.00	\$20.43
3700355001	EXEMPT	CITY OF WAUWATOSA	W STATE ST	\$0.00	\$0.00	\$0.00	\$0.00
3700356000	COM	HARWOOD PLACE PARTNERS	7425 HARWOOD AVE	\$649,000.00	\$236,900.00	\$885,900.00	\$841.61
3700357001	COM	THE OVERLOOK LLC METROPOLITAN DEVELOPMENT	7439 HARWOOD AVE	\$1,000,000.00	\$4,223,000.00	\$5,223,000.00	\$0.00
3700359000	COM	SMS INVESTMENT GROUP LLC	7463 HARWOOD AVE	\$401,500.00	\$1,400.00	\$402,900.00	\$382.76
3700360000	COM	WAUWATAESIE MERCANTILE LLC	7479 HARWOOD AVE	\$239,400.00	\$344,300.00	\$583,700.00	\$554.52
3700361000	COM	SUZANNE E SWAN LIVING TRUST	7487 HARWOOD AVE	\$341,400.00	\$56,700.00	\$398,100.00	\$378.20
3700362000	EXEMPT	CITY OF WAUWATOSA	WAUWATOSA AVE	\$0.00	\$0.00	\$0.00	\$0.00
3700366000	RES	SCHOENHERR BARBARA E	1324 N 74TH ST	\$51,500.00	\$78,100.00	\$129,600.00	\$0.00

parcel number	Property Class	ownername	Site address	Land Value	Building Value	Total Value	Assessments
3700381002	COM	LEFF'S II LLC	1325 N 72ND ST	\$574,300.00	\$723,700.00	\$1,298,000.00	\$1,233.10
3700385000	RES	ADVANCED HOME RENOVATION LLC	7236 W STATE ST	\$72,000.00	\$180,200.00	\$252,200.00	\$0.00
3700386001	COM	VILLAGE VIEW APTS LLC	7300 W STATE ST	\$468,000.00	\$2,507,100.00	\$2,975,100.00	\$0.00
3700391000	COM	SIMMERT GREGORY M	7332 W STATE ST	\$435,600.00	\$256,700.00	\$692,300.00	\$657.69
3700392000	COM	A-LIST INC	7342 W STATE ST	\$435,600.00	\$43,900.00	\$479,500.00	\$455.53
3700393001	COM	ZITZER LIVING TRUST	7346 W STATE ST	\$220,800.00	\$86,600.00	\$307,400.00	\$292.03
3700394000	RES	THE TERRY L FEEZOR 2020 REVOCABLE TRUST DATED JULY 14	7350 W STATE ST	\$15,600.00	\$115,900.00	\$131,500.00	\$0.00
3700418000	COM	HARWOOD PLACE PARTNERS LLP	7405 HARWOOD AVE	\$325,100.00	\$26,400.00	\$351,500.00	\$333.93
3700419000	COM	HARWOOD PLACE PARTNERS A WI GENERAL PARTNERSHIP	HARWOOD AVE	\$316,400.00	\$23,400.00	\$339,800.00	\$322.81
3700427000	COM	HARWOOD PLACE PARTNERS A WI GENERAL PARTNERSHIP	7400 HARWOOD AVE	\$601,600.00	\$145,000.00	\$746,600.00	\$709.27
3700436000	EXEMPT	WAUWATOSA WOMANS CLUB	1626 WAUWATOSA AVE	\$0.00	\$0.00	\$0.00	\$0.00
3700448000	COM	JMC PROPERTIES LOC 051 LLC	7416 HARWOOD AVE	\$1,070,400.00	\$2,487,000.00	\$3,557,400.00	\$3,379.53
3700454000	EXEMPT	IRISH FESTIVALS INC	1532 WAUWATOSA AVE	\$0.00	\$0.00	\$0.00	\$0.00
3700455000	EXEMPT	ST BERNARDS CONGREGATION	7474 HARWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3700501005	COM	MILW PSYCHIATRIC HOSPITAL INC	1220 DEWEY AVE	\$1,517,000.00	\$4,311,000.00	\$5,828,000.00	\$4,500.00
3700501006	EXEMPT	MILW COUNTY XWAY	HONEY CREEK PKWY	\$0.00	\$0.00	\$0.00	\$0.00
3700502002	EXEMPT	CITY OF WAUWATOSA	1198 W 70TH ST	\$0.00	\$0.00	\$0.00	\$0.00
3700505000	RES	PATEL TARAK	7224 W STATE ST	\$37,000.00	\$124,500.00	\$161,500.00	\$0.00
3700506000	RES	BELLINGER MARGARITA	7224 W STATE ST	\$37,000.00	\$129,900.00	\$166,900.00	\$0.00
3700507000	RES	FOGARTY JOSEPH W	7224 W STATE ST	\$37,000.00	\$132,000.00	\$169,000.00	\$0.00
3700508000	RES	LINSSEN BRET	7224 W STATE ST	\$37,000.00	\$132,000.00	\$169,000.00	\$0.00
3700509000	RES	MODL PATRICK J	7224 W STATE ST	\$37,000.00	\$129,400.00	\$166,400.00	\$0.00
3700510000	RES	MARTIN MARCIA ANN SIMONS STANLEY	7224 W STATE ST	\$37,000.00	\$129,400.00	\$166,400.00	\$0.00
3700511000	RES	THIEL MICHAEL	7224 W STATE ST	\$37,000.00	\$138,200.00	\$175,200.00	\$0.00
3700512000	RES	DONNELLY BETH A	7224 W STATE ST	\$37,000.00	\$138,200.00	\$175,200.00	\$0.00
3700513000	RES	THE BUTTON HOUSE LLC	7224 W STATE ST	\$37,000.00	\$197,900.00	\$234,900.00	\$0.00
3700514000	RES	HEYMAN ERIC	7224 W STATE ST	\$37,000.00	\$197,900.00	\$234,900.00	\$0.00
3700515000	RES	KJB LLC	7224 W STATE ST	\$37,000.00	\$199,400.00	\$236,400.00	\$0.00
3700516000	RES	PAVLOVIC GEORGE IVAN	7224 W STATE ST	\$37,000.00	\$199,400.00	\$236,400.00	\$0.00
3700517000	COM	JPMORGAN CHASE BANK, NA	7430 W STATE ST	\$168,500.00	\$593,900.00	\$762,400.00	\$724.28
3700518000	COM	HSI-STATE STREET LLC	7440 W STATE ST	\$93,900.00	\$484,500.00	\$578,400.00	\$549.48
3700519000	COM	HSI-STATE STREET LLC	7450 W STATE ST	\$295,500.00	\$1,188,500.00	\$1,484,000.00	\$1,409.80
3700520000	COM	HSI-STATE STREET LLC	7480 W STATE ST	\$440,900.00	\$1,907,400.00	\$2,348,300.00	\$2,230.89
3700521000	COM	HSI-STATE STREET LLC	7400 W STATE ST	\$2,516,000.00	\$15,904,400.00	\$18,420,400.00	\$0.00
3709996001	EXEMPT	CITY OF WAUWATOSA	MOTOR AVE	\$0.00	\$0.00	\$0.00	\$0.00
3709997000	EXEMPT	CP RAIL SYSTEMS SOO LINE RAILROAD CO - RE DEPT	W STATE ST	\$0.00	\$0.00	\$0.00	\$0.00
3709998000	EXEMPT	CITY OF WAUWATOSA	HARWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710016002	EXEMPT	ST MATTHEWS EVANGELICAL LUTHERAN CHURCH	1615 WAUWATOSA AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710019002	EXEMPT	WAUWATOSA METHODIST CHURCH	1529 WAUWATOSA AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710019002	EXEMPT	WAUWATOSA METHODIST CHURCH	1529 WAUWATOSA AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710025005		CITY OF WAUWATOSA	1601 UNDERWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710025006	COM	HARMONEE SQUARE PARTNERS LLC	1501 UNDERWOOD AVE	\$1,289,900.00	\$6,816,100.00	\$8,106,000.00	\$4,500.00
3710030001	EXEMPT	ST MATTHEWS EVANGELICAL LUTHERAN CHURCH	UNDERWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710038000	COM	WAUWATOSA AVENUE LLC	1505 WAUWATOSA AVE	\$144,000.00	\$127,100.00	\$271,100.00	\$257.55

parcel number	Property Class	ownername	Site address	Land Value	Building Value	Total Value	Assessments
3710039000	EXEMPT	CITY OF WAUWATOSA	WAUWATOSA AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710041002	COM	PLATINUM PROPERTY INVESTMENTS LLC	W HARMONEE AVE	\$30,100.00	\$2,700.00	\$32,800.00	\$31.16
3710042001	COM	1460 VILLAGE LLC	1508 UNDERWOOD AVE	\$566,000.00	\$814,700.00	\$1,380,700.00	\$1,311.67
3710043002	EXEMPT	WAUWATOSA METHODIST CHURCH	UNDERWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710054001	COM	COMMUNITY DEVELOPMENT AUTHORITY OF THE CITY OF	7746 MENOMONEE RIVER	\$0.00	\$0.00	\$0.00	\$0.00
3710055001	COM	DITTMAR BUILDING LLC	MENOMONEE RIVER PKWY	\$165,400.00	\$9,000.00	\$174,400.00	\$165.68
3710056001	COM	1417 WAUWATOSA LLC	1415 WAUWATOSA AVE	\$1,324,400.00	\$1,776,500.00	\$3,100,900.00	\$2,945.86
3710059000	COM	QUATRE CHIENS LLC	1409 WAUWATOSA AVE	\$257,400.00	\$277,300.00	\$534,700.00	\$507.97
3710060001	COM	QUATRE CHIENS LLC	7600 W HARWOOD AVE	\$335,700.00	\$973,900.00	\$1,309,600.00	\$1,244.12
3710062001	COM	LEFEVER POINT LLC METRO DEVELOPMENT	7700 W STATE ST	\$1,034,100.00	\$3,449,200.00	\$4,483,300.00	\$4,259.14
3710066000	COM	DRAPER LINDSEY D	1430 UNDERWOOD AVE	\$88,800.00	\$265,900.00	\$354,700.00	\$336.97
3710067000	COM	PLATINUM PROPERTY INVESTMENTS LLC	1442 UNDERWOOD AVE	\$448,800.00	\$147,500.00	\$596,300.00	\$566.49
3710068001	COM	DITTMAR BUILDING LLC	UNDERWOOD AVE	\$177,300.00	\$10,100.00	\$187,400.00	\$178.03
3710070000	COM	DITTMAR BUILDING LLC	1409 UNDERWOOD AVE	\$375,200.00	\$394,100.00	\$769,300.00	\$730.84
3710072000	EXEMPT	CP RAIL SYSTEMS SOO LINE RAILROAD CO - RE DEPT	W STATE ST	\$0.00	\$0.00	\$0.00	\$0.00
3710073000	COM	EVEREST TOSA 2 LLC	7603 W STATE ST	\$156,600.00	\$204,400.00	\$361,000.00	\$342.95
3710074002	COM	LINCOLN 50 LLC AS TO A 54.5% INTEREST EVEREST TOSA LLC	7615 W STATE ST	\$1,001,700.00	\$1,294,300.00	\$2,296,000.00	\$2,181.20
3710076000	COM	7707 HARWOOD LLC PHELAN DEVELOPMENT	7677 W STATE ST	\$189,000.00	\$1,234,000.00	\$1,423,000.00	\$1,351.85
3710077000	EXEMPT	CITY OF WAUWATOSA	HARWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710078001	EXEMPT	CITY OF WAUWATOSA	HARWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710080001	EXEMPT	CITY OF WAUWATOSA	HARWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710081000	EXEMPT	MILW COUNTY XWAY	HONEY CREEK PKWY	\$0.00	\$0.00	\$0.00	\$0.00
3710107001	EXEMPT	MILW COUNTY XWAY	MENOMONEE RIVER PKWY	\$0.00	\$0.00	\$0.00	\$0.00
3710109000	EXEMPT	MILW COUNTY XWAY	MENOMONEE RIVER PKWY	\$0.00	\$0.00	\$0.00	\$0.00
3710110000	COM	7700 HARWOOD LLC	7700 HARWOOD AVE	\$192,200.00	\$888,000.00	\$1,080,200.00	\$1,026.19
3710111001	EXEMPT	CITY OF WAUWATOSA	7720 HARWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710111001	EXEMPT	CITY OF WAUWATOSA	7720 HARWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710133001	EXEMPT	CP RAIL SYSTEMS SOO LINE RAILROAD CO - RE DEPT	HARWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710135001	COM	HARWOOD AVE LLC	7734 HARWOOD AVE	\$391,600.00	\$387,100.00	\$778,700.00	\$739.77
3710137000	COM	HARWOOD APARTMENT LLC	7762 HARWOOD AVE	\$369,200.00	\$87,300.00	\$456,500.00	\$433.68
3710138000	COM	SCHULZ ROBERT J & DIANE L	7772 HARWOOD AVE	\$183,800.00	\$94,300.00	\$278,100.00	\$264.20
3710139001	RES	CATHERINE F ROSS REVOCABLE TRUST OF 2023	7810 HARWOOD AVE	\$114,500.00	\$115,200.00	\$229,700.00	\$0.00
3710141000	EXEMPT	CITY OF WAUWATOSA	HARWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710142000	EXEMPT	CITY OF WAUWATOSA	HARWOOD AVE	\$0.00	\$0.00	\$0.00	\$0.00
3710143000	COM	SHERWOOD MANOR XI LLC	7838 HARWOOD AVE	\$160,000.00	\$282,600.00	\$442,600.00	\$420.47
3710144000	COM	SHERWOOD MANOR XI LLC	7844 HARWOOD AVE	\$160,000.00	\$281,200.00	\$441,200.00	\$419.14
3710146000	COM	7900 HARWOOD LLC	7900 HARWOOD AVE	\$432,000.00	\$1,438,500.00	\$1,870,500.00	\$0.00
3710147000	COM	PAVELCHIK JEFFERY P	7918 HARWOOD AVE	\$400,300.00	\$200,300.00	\$600,600.00	\$570.57
3710148001	COM	WILSHIRE MANOR ASSOCIATES LLP	7930 HARWOOD AVE	\$1,080,000.00	\$3,173,400.00	\$4,253,400.00	\$0.00
3710152001	COM	FRATELLI PROPERTIES LLC	7954 HARWOOD AVE	\$764,800.00	\$1,445,500.00	\$2,210,300.00	\$2,099.79
3710154005	IND	HOUSE 7 LLC	1300 GLENVIEW PL	\$1,296,100.00	\$2,325,000.00	\$3,621,100.00	\$3,440.05
3710171000	RES	MBD PROPERTIES LLC	1286 GLENVIEW PL	\$74,900.00	\$271,600.00	\$346,500.00	\$0.00
3710183000	COM	SHIRLEYS HOUSE LLC	7845 HARWOOD AVE	\$163,200.00	\$108,200.00	\$271,400.00	\$257.83
3710202000	RES	D&K HOMES AND APARTMENTS LLC	7923 HARWOOD AVE	\$86,900.00	\$137,200.00	\$224,100.00	\$0.00

parcel number	Property Class	ownername	Site address	Land Value	Building Value	Total Value	Assessments
3710204000	RES	SULLIVAN JULIE A	7907 HARWOOD AVE	\$58,700.00	\$256,400.00	\$315,100.00	\$0.00
3710205000	COM	MUSSATTI DALE R & ANNE M	7935 HARWOOD AVE	\$94,000.00	\$84,000.00	\$178,000.00	\$169.10
3710206000	COM	JASPERILLA LLC	7945 HARWOOD AVE	\$93,900.00	\$59,900.00	\$153,800.00	\$146.11
3710208000	COM	CAPITAL H INVESTMENTS LLC	1244 GLENVIEW AVE	\$72,500.00	\$147,500.00	\$220,000.00	\$209.00
3710277000	RES	JEANES ELIZABETH MARIE	7850 HARWOOD AVE	\$18,000.00	\$116,700.00	\$134,700.00	\$0.00
3710278000	RES	FERN WILLIAM W	7850 HARWOOD AVE	\$18,000.00	\$116,700.00	\$134,700.00	\$0.00
3710279000	RES	YAN XIAOCAI & FAN XUEJUN	7850 HARWOOD AVE	\$18,000.00	\$116,700.00	\$134,700.00	\$0.00
3710280000	RES	TONG JIAQING	7850 HARWOOD AVE	\$18,000.00	\$116,700.00	\$134,700.00	\$0.00
3710281000	RES	FRANKE WAYNE AND MERYL AND SARA	7850 HARWOOD AVE	\$18,000.00	\$122,500.00	\$140,500.00	\$0.00
3710282000	RES	KAMPSCHROER JOESPH KAMPSCHROER LORI AND	7850 HARWOOD AVE	\$18,000.00	\$116,700.00	\$134,700.00	\$0.00
3710283000	RES	FLEURY AMY L	7850 HARWOOD AVE	\$18,000.00	\$116,700.00	\$134,700.00	\$0.00
3710284000	RES	SANVANSON GEORGE B & ADELE	7850 HARWOOD AVE	\$18,000.00	\$116,700.00	\$134,700.00	\$0.00
3710285000	RES	FLITCROFT DAVID S & SHARON E & MADELYN A	7850 HARWOOD AVE	\$18,000.00	\$116,700.00	\$134,700.00	\$0.00
3710286000	RES	DE GROOT MARY	7850 HARWOOD AVE	\$18,000.00	\$117,200.00	\$135,200.00	\$0.00
3840009001	COM	LEARS WISCONSIN LLC TOSA VILLAGE	6650 W STATE ST	\$4,711,000.00	\$3,142,200.00	\$7,853,200.00	\$4,500.00
3840009002	COM	MRED 68TH STATE ASSOCIATES A WISCONSIN LIMITED	6600 W STATE ST	\$2,436,200.00	\$863,800.00	\$3,300,000.00	\$3,135.00
				\$46,173,900.00	\$87,494,800.00	\$133,668,700.00	\$78,589.58

Total Assessment	\$78,589.58	
Minimum	none	
Maximum	\$4,500	
Rate	\$.95 per \$1,000	
		Total Assessment
Additional due fro	\$6,400	\$84,989.58



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

File #: 24-1495

Agenda Date: 10/29/2024

Agenda #: 2.

2025 Operating Budget review

- Police
- Tax Increment Districts
- Amendments
 - Vehicle Registration Fee amendment submitted by Ald. Mike Morgan (see attached)
 - Other amendments proposed at the meeting

Note: Please click on the file number link to view the budget document



TAX INCREMENT DISTRICTS



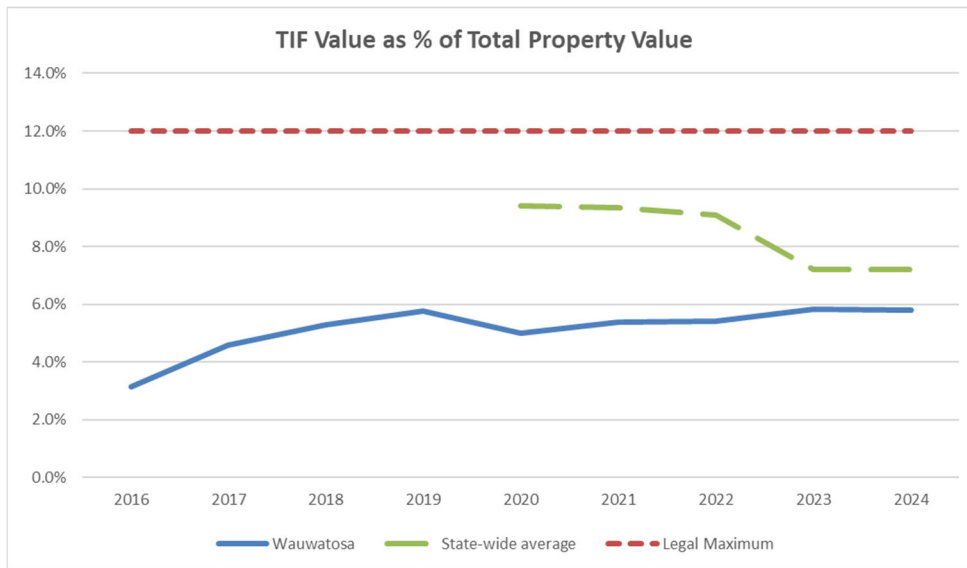
BUDGET SNAPSHOT

	2024	2025	Change
Exp	\$ 10,496,781	\$ 12,220,567	\$ 1,723,786
Rev	\$ 11,147,526	\$ 16,826,427	\$ 5,678,901
Net Cost	\$ 650,745	\$ 4,605,860	\$ 3,955,115
FTE's	-	-	-

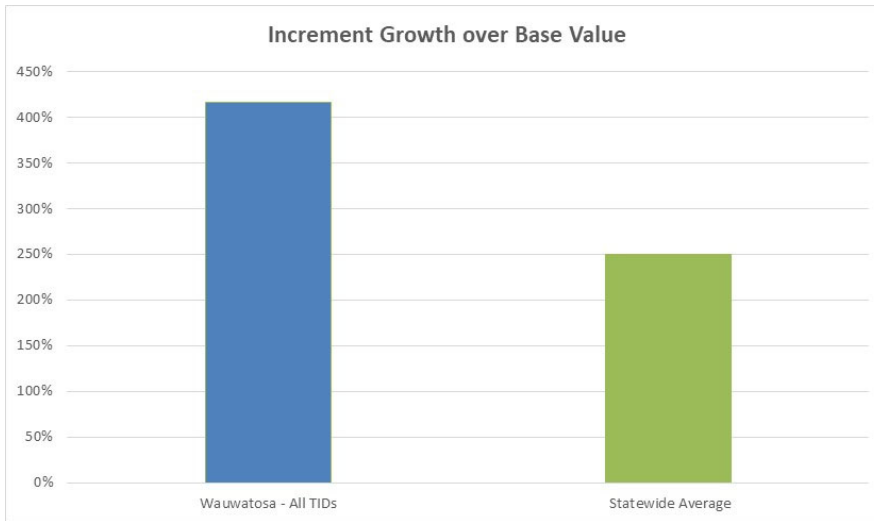
CORE RESPONSIBILITIES

Tax Increment Districts (TID) provide funding that enables redevelopment of property over a period of time. During the existence of a district the original (base) value of the district is held constant and the taxes paid on that value continue to be distributed to each of the overlaying taxing jurisdictions. The increased (incremental) taxable value of the district is the basis of property tax payments that are 'captured' by the city for the payment of any projects authorized to foster the development. After all financial obligations of the district are met, the district is closed with the then higher current value becoming the basis of taxes paid again to all overlaying taxing jurisdictions.

PERFORMANCE MEASURES



Remaining below the legal maximum and statewide average is a positive trend



Remaining above the statewide average is a positive trend

NEXT YEAR'S GOALS

- Develop a financing instrument to provide Mayfair Mall residential developer city-loan as per the approved term sheet.
- Update Tax Increment 7 pro-forma after Wingspan development breaks ground to determine long-term tax increment district capacity
- Present before the Milwaukee County Inter-governmental Cooperation Council on the City's Procurement Inclusion Policy to encourage other municipalities to adopt the same.
- Continue to support bold redevelopment of the BMO site
- Develop creative ways to fund affordable housing utilizing tax increment financing

TAX INCREMENT DISTRICT DESCRIPTIONS & BUDGETARY CHANGES

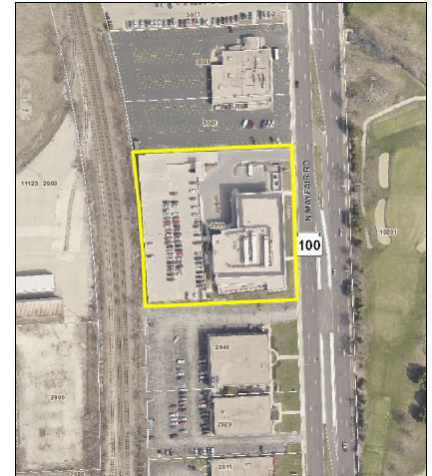
TIF DISTRICT #2 (MILWAUKEE COUNTY RESEARCH PARK) CREATED 1994

TIF 2 was closed in 2015 with a final tax incremental value (total current value less base value) of \$199,356,100. This represented 3.73% of the equalized value of the city and resulted in approximately \$4.8 million in additional tax revenue for all of the overlying taxing jurisdictions, of which the City accounts for approximately 30%. This was a major reason for the reduction in the 2016 municipal tax rate.

TIF DISTRICT #5 (MAYFAIR MEDICAL) CREATED 2007

The Mayfair Medical building was a pay-as-you-go district wherein the developer financed a parking structure in order to construct a larger and denser facility and is reimbursed those costs out of the tax payment received each year. This district had a base value of \$2,401,800 and closed in 2018 with an incremental of \$14,101,600.

This reflected 0.23% of the City's equalized value so that the City could increase the levy 0.115% and the municipal tax rate would be 0.115% less than it otherwise would.



TIF DISTRICT #6 (INNOVATION CAMPUS)

The City of Wauwatosa created Tax Incremental Finance District Number 6 in 2010. The location is on the former Milwaukee County Grounds that had historically been used for a variety of Milwaukee County Institutional functions for over 150 years. The existing infrastructure was deteriorating and insufficient to meet the needs of the proposed re-use of the site. Innovation Campus is a mixed-use project that currently houses the University of Wisconsin Milwaukee's Accelerator Building (a project that focuses on the development of new manufacturing processes that support existing businesses and create new businesses and jobs), commercial buildings, the Echelon multi-family housing project, and the Marriott Residence Inn.



The district was amended in 2014 to include structured parking as an eligible activity within the campus. The district was also amended in 2015 to add territory and amend the project plan to allow for assistance related to a 155,000 square foot office building with structured parking in the Research Park which is located south of Innovation Campus.



Construction began in 2022 for a two-phase development led by Irgens with phase I consisting of construction of an approximately 70,357 rentable square foot (“RSF”) (73,289 gross square foot (“GSF”)) office building, with approximately 22 underground parking stalls and an above ground, approximately 633-stall parking ramp. Phase II consists of an approximately 177,690 RSF (185,094 GSF) office building, with approximately 88 underground parking stalls to be constructed in the next five years.

Future project costs beyond 2025 include future parking structures to facilitate additional commercial development. The table below provides an overview of the district’s financial performance.

Categories	TIF 6 Innovation Campus
Year Established	2010
Maximum Life	2037
Base Value	\$ 26,768,400
Incremental Value	\$ 163,678,500
Total Expenditures (through 12/31/23)	\$ 42,338,161
Project Plan Expenditures	\$ 48,943,121
% of Project Plan Expenditures	87%
% of Equalized Value	1.59%
Increment Growth over Base Value	611%
Incremental Value per Investment	3.87
Change in Value from 2023	\$ 551,800
% Change in Value	0.3%
2025 Annual Property Tax Increment	\$ 2,906,537
12/31/23 Fund Balance	\$ 3,411,364

TIF 6 is our oldest TIF, created in 2010. It has the largest cash balance at \$3.4 million making up 70% of the available cash in the TIF fund as of 12/31/23

REVENUE DECREASE (CURRENT YEAR BUDGETARY REESTIMATE -\$105,137)

Revenue is projected to decrease due to lower than anticipated property tax increment as a result of a decrease in the overall 2023 tax rate. This decrease is offset due to better than anticipated interest earnings.

EXPENDITURE DECREASE (NEXT YEAR BUDGETARY CHANGE \$133,503)

The Municipal Revenue Obligation for the Meadowlands commercial building is estimated to decrease 13.6% to \$361,346 due to a decrease in assessed value. In addition, overall debt service will decrease 5.6% to \$1,290,244

REVENUE INCREASE (NEXT YEAR BUDGETARY CHANGE \$89,725)

Property tax increment will decrease by 5.7% to \$2,906,537 as personal property taxes are eliminated. This decrease is offset with an increase in state aid for this purpose so that the Tax Increment District is held harmless from this state-wide change. In addition, interest income is estimated to increase 31% to \$236,550 based on assumed cash balances and future investment rates.



BUDGET SUMMARY TABLE

TIF #06					
Expenditures					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	2023 / 2022 % of Change
-	150	150	Operating Expenses	150	0.0%
50,681	12,199	12,199	Services	6,573	-46.1%
418,664	418,706	410,024	Fixed Charges	362,016	-13.5%
1,373,956	1,376,431	1,376,431	Transfers	1,305,244	-5.2%
1,843,301	1,807,486	1,798,804	TOTAL	1,673,983	-7.4%
Revenues					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	% of Change
2,497,997	3,081,906	2,896,889	Taxes	2,906,537	-5.7%
4,097	4,097	4,097	InterGov Revenues	212,641	5090.2%
166,453	180,000	259,880	Miscellaneous	236,550	31.4%
2,668,547	3,266,003	3,160,866	TOTAL	3,355,728	2.7%
Net Cost					
(825,246)	(1,458,517)	(1,362,062)	TOTAL	(1,681,745)	15.3%

TIF DISTRICT #7 (BURLEIGH TRIANGLE)

This approximately 67-acre district was created in November 2012 to facilitate the redevelopment of the Burleigh Triangle area within the City. The first phase of development is located on the western-most 23-acre parcel and adaptively re-using existing warehouse space to create a 275,000 square foot regional specialty retail center known as Mayfair Collection.



The Common Council approved a term sheet for phase 2 of the project on October 6, 2015 which resulted in additional retail, a grocery store, a hotel, four restaurants, and a parking structure to support phases one and two. A third phase will include additional retail as well as more than 1,000 apartments. Terms for the first 260 apartments and 50,000 sq. ft. of retail were approved on August 2, 2016. Demolition of the Schoenick warehouse took place in 2020-2021 as well as the completion of internal roadways and utilities. The City is currently in negotiations for the acquisition of the necessary private property to complete a roadway under the interstate at the northern tip of the district. In addition a 80 unit affordable housing building opened in 2024. The Planned Unit Development of a two-phase project to construct approximately 450 units was approved in 2023 and is anticipated to break ground in 2025.

Future projects include additional housing, commercial development and the construction of bike and pedestrian crossing over the railroad tracks into Curry Park. The table below provides an overview of the district’s financial performance.



Categories	TIF 7 Burleigh Triangle
Year Established	2013
Maximum Life	2039
Base Value	\$ 20,811,900
Incremental Value	\$ 202,850,700
Total Expenditures (through 12/31/23)	\$ 39,267,995
Project Plan Expenditures	\$ 64,736,911
% of Project Plan Expenditures	61%
% of Equalized Value	1.97%
Increment Growth over Base Value	975%
Incremental Value per Investment	5.17
Change in Value from 2023	\$ 7,863,700
% Change in Value	4.0%
2025 Annual Property Tax Increment	\$ 3,602,141
12/31/23 Fund Balance	\$ (493,845)

TIF 7 has the largest % of value of all our districts at 1.97%. For every \$1.00 invested by the City, this district has returned \$5.17 of incremental property value.

EXPENDITURE DECREASE (CURRENT YEAR BUDGETARY REESTIMATE -\$700,065)

The 2024 budget had originally included paying down a portion of the deferred payment to HSA for the Schoenick warehouse purchase; however, the City instead used those funds to cash finance utility and roadway improvements necessary for the MSP and Wingspan projects as this was more cost effective. We expect to begin paying down the Schoenick deferred payment in 2025. This decrease was offset by not budgeting for the carrying costs associated with the Schoenick property. The total expenditure reduction is \$688,545. The remainder is for truing up the budget to actual for the Municipal Revenue Obligation.

REVENUE DECREASE (CURRENT YEAR BUDGETARY REESTIMATE -\$220,006)

Revenue is projected to decrease as a result of lower than anticipated property tax increment due to a decrease in the overall 2023 tax rate from what was budgeted. This loss of \$221,152 is offset slightly by better than anticipated interest earnings.

EXPENDITURE INCREASE (NEXT YEAR BUDGETARY CHANGE \$2,140,707)

The largest increase is in Economic Development Incentives. The 2024 Budget assumed an \$840,000 installment on the deferred payment for the Schoeneck parcel. However, as described above, funds were shifted towards utility and roadway work. The 2025 budget assumes a \$120,000 payment as well as \$5,075,000 reimbursement for the offsite work that is part of the Wingspan project per the agreed to term sheet. In total, this expense category increases 187% to \$5,195,000. The largest decrease is a 46% reduction in annual debt service payments as the \$16.4 million 2014 Bonds used to finance the public improvements needed for the Mayfair Collection were paid off in 2024.

REVENUE INCREASE (NEXT YEAR BUDGETARY CHANGE \$5,105,023)

Property tax increment will decrease by 2.2% to \$3,602,141 as personal property taxes are eliminated. This decrease is offset with an increase in state aid for this purpose so that the Tax Increment District is



held harmless from this state-wide change. In addition, interest income is estimated to increase 18% to \$90,000 based on assumed cash balances and future investment rates. The largest increase is \$5,000,000 in bond proceeds associated with the Wingspan project reimbursements described above.

BUDGET SUMMARY TABLE

TIF #07					
Expenditures					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	2023 / 2022 % of Change
-	150	150	Operating Expenses	150	0.0%
143,576	24,631	92,539	Services	16,573	-32.7%
589,843	725,507	713,987	Fixed Charges	707,967	-2.4%
135,083	1,808,545	1,120,000	Other Expenses	5,195,000	187.2%
793,431	-	307,907	Capital Outlay	-	0.0%
1,981,145	2,660,095	2,660,095	Transfers	1,439,945	-45.9%
3,643,078	5,218,928	4,894,678	TOTAL	7,359,635	41.0%
Revenues					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	% of Change
3,452,057	3,683,833	3,462,681	Taxes	3,602,141	-2.2%
81,378	81,378	81,378	InterGov Revenues	288,093	254.0%
10,000	-	-	Public Charges	-	0.0%
76,657	110,000	111,146	Miscellaneous	90,000	-18.2%
-	-	-	Other Sources	5,000,000	0.0%
3,620,092	3,875,211	3,655,205	TOTAL	8,980,234	131.7%
Net Cost					
22,986	1,343,717	1,239,473	TOTAL	(1,620,599)	-220.6%

DISTRICT #8 (STATE STREET OVERLAY)

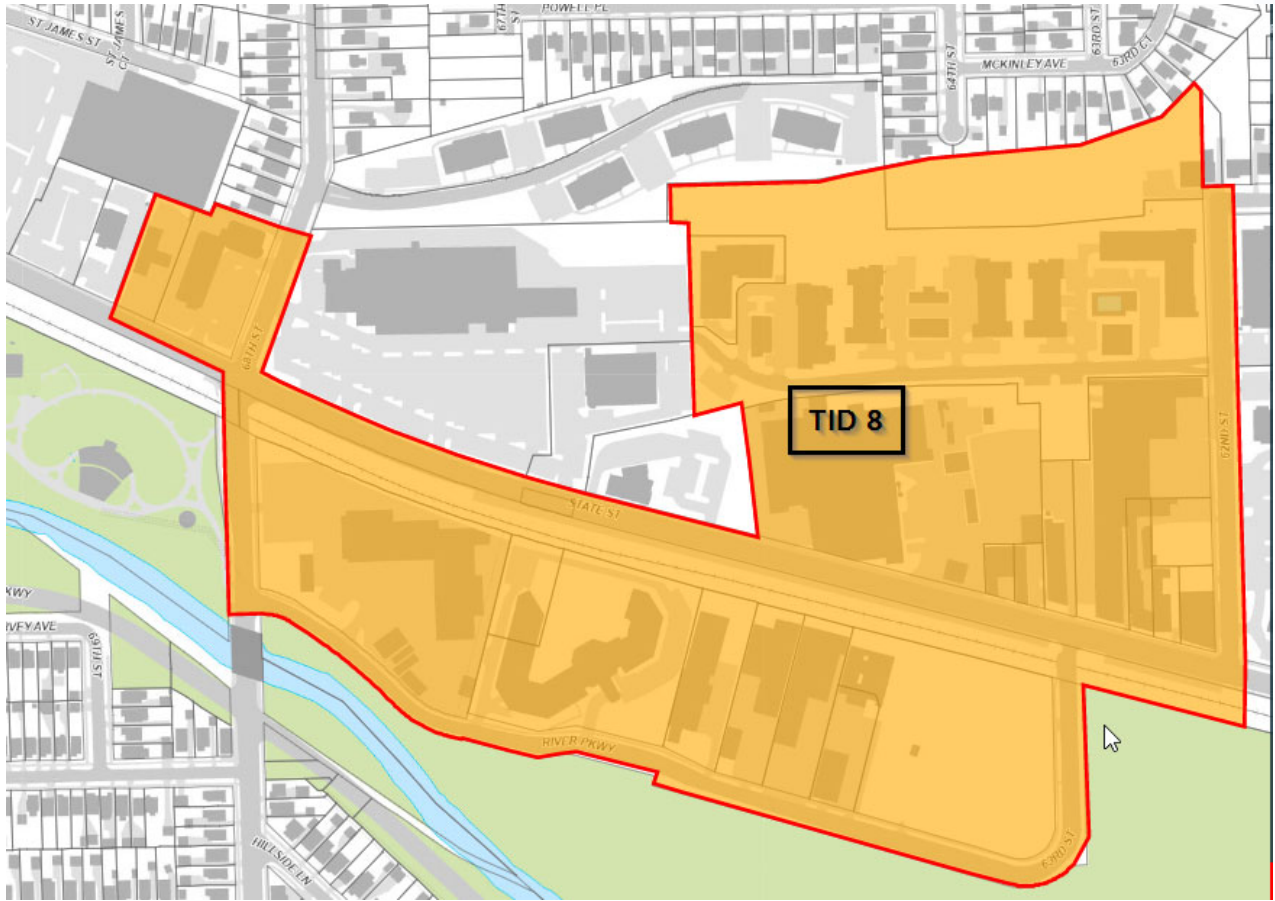
Created in 2014, this overlay district allowed for the closure of TIF 3 while keeping in place a mechanism to continue to facilitate redevelopment along State Street. The initial project included in this TIF is the Tosa Reef Apartments developed by Wangard. The terms with Wangard include funds for environmental remediation as well as a \$1,500,000 Municipal Revenue Obligation equal to 70% of the increment generated by the project. In 2021 phase one of MSP's 136-unit rental multi-family apartments and townhomes opened, the majority of which are affordable.



A second phase of 50 rental multi-family apartments, a portion of which shall be designated as affordable housing opened in 2023. Approximately 10 units are 30%, 20 units are 50%, and 7 units are 60% of Milwaukee County’s median income (CMI) along with 13 units of market rate housing. Further, approximately 10 units are set aside to provide supportive services for individuals and families at 30% of CMI. All units are non-age-restricted to complement the Phase I development.

TIF 8	
Categories	East State Street
Year Established	2014
Maximum Life	2041
Base Value	\$ 21,009,000
Incremental Value	\$ 64,003,400
Total Expenditures (through 12/31/23)	\$ 8,444,060
Project Plan Expenditures	\$ 13,100,000
% of Project Plan Expenditures	64%
% of Equalized Value	0.62%
Increment Growth over Base Value	305%
Incremental Value per Investment	7.58
Change in Value from 2023	\$ 11,961,200
% Change in Value	23.0%
2025 Annual Property Tax Increment	\$ 1,136,547
12/31/23 Fund Balance	\$ 2,040,361

TIF 8 saw a 23% increase in value in 2024 largely due to the completion of phase 2 of the MSP development and other improvements in the district.



EXPENDITURE DECREASE (CURRENT YEAR BUDGETARY REESTIMATE -\$1,166,183)

The 2024 budget had originally included \$1,150,000 for capital improvements in Hart Park east of 68th Street; however that project is delayed by the Milwaukee Metropolitan Sewerage District and will be re-budgeted in 2025. The remainder is for truing up the budget to actual for the Municipal Revenue Obligation.

REVENUE DECREASE (CURRENT YEAR BUDGETARY REESTIMATE -\$29,164)

Revenue is projected to decrease as a result of lower than anticipated property tax increment due to a decrease in the overall 2023 tax rate from what was budgeted. This loss of \$59,025 is offset by better than anticipated interest earnings.

EXPENDITURE INCREASE (NEXT YEAR BUDGETARY CHANGE \$168,835)

The largest increase is \$120,000 in fixed assets as the total amount budgeted for the capital improvements in Hart Park east of 68th Street increased. The \$1,127,000 budgeted reflects year one of a multi-year project but is dependent on Milwaukee Metropolitan Sewerage District timelines. The Municipal Revenue Obligations owed to MSP for the River Parkway Apartments Phases 1 and 2 increases \$49,665 based on the completion of phase 2 in 2023.



REVENUE INCREASE (NEXT YEAR BUDGETARY CHANGE \$156,108)

Property tax increment will increase by 15.6% to \$1,136,547 due to increased incremental value with the completion of River Parkway Phase 2 which was offset by the loss of personal property value. However, this loss was replaced with a \$12,151 increase in state aid for this purpose so that the Tax Increment District is held harmless from this state-wide change. In addition, interest income is estimated to decrease 9.8% to \$86,390 based on assumed cash balances and future investment rates.

BUDGET SUMMARY TABLE

TIF #08					
Expenditures					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	2023 / 2022 % of Change
1,187	150	150	Operating Expenses	150	0.0%
141,816	4,631	4,631	Services	3,801	-17.9%
150,107	214,000	197,816	Fixed Charges	263,665	23.2%
435,000	-	-	Other Expenses	-	0.0%
1,886	1,150,000	1	Capital Outlay	1,270,000	10.4%
10,000	10,000	10,000	Transfers	10,000	0.0%
739,996	1,378,781	212,598	TOTAL	1,547,616	12.2%
Revenues					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	% of Change
812,548	983,218	924,193	Taxes	1,136,547	15.6%
6,606	6,606	6,606	InterGov Revenues	18,757	183.9%
90,982	95,762	125,623	Miscellaneous	86,390	-9.8%
910,136	1,085,586	1,056,422	TOTAL	1,241,694	14.4%
Net Cost					
(170,140)	293,195	(843,824)	TOTAL	305,922	4.3%



TIF DISTRICT #9 (THE 2100)

The purpose of Tax Incremental Finance District Number 9 is redevelopment of the area included within the district on Mayfair Road North. As part of the redevelopment plan, the 30,000 square foot office building located at 2100 North Mayfair Road was demolished and the parcel was combined with the neighboring located at 2050 North Mayfair Road. The development consisted the construction of a 96 unit multifamily apartment. In addition, additional redevelopment activities are contemplated on the remaining properties within the District.

The District is anticipated to create a total of \$10,986,420 in incremental value. The economic feasibility projections are based on the utilization of approximately 11-12 years of the maximum allowed tax increment collection period of 27 years, which is the maximum for blight and rehabilitation TIDs.



		TIF 9
Categories	2100 Mayfair	
Year Established	2015	
Maximum Life	2042	
Base Value	\$	4,878,000
Incremental Value	\$	18,238,200
Total Expenditures (through 12/31/23)	\$	2,525,163
Project Plan Expenditures	\$	2,870,000
% of Project Plan Expenditures	88%	
% of Equalized Value	0.18%	
Increment Growth over Base Value	374%	
Incremental Value per Investment	7.22	
Change in Value from 2023	\$	2,131,300
% Change in Value	13.2%	
2025 Annual Property Tax Increment	\$	323,867
12/31/23 Fund Balance	\$	51,153

TIF 9's outstanding liabilities will be paid off in 2029 unless additional project costs are incurred.

REVENUE DECREASE (CURRENT YEAR BUDGETARY REESTIMATE -\$15,144)

Revenue is projected to decrease as a result of lower than anticipated property tax increment due to a decrease in the overall 2023 tax rate from what was budgeted. This loss of \$18,268 is offset slightly by better than anticipated interest earnings.

REVENUE INCREASE (NEXT YEAR BUDGETARY CHANGE \$26,009)

Property tax increment will increase by 6.4% to \$323,867 due to increased incremental value due to market appreciation in the district. An additional \$2,750 of state aid will offset the loss of personal property tax so that the Tax Increment District is held harmless from this state-wide change. In addition, interest income is estimated to increase 73.4% to \$8,730 based on assumed cash balances and future investment rates.



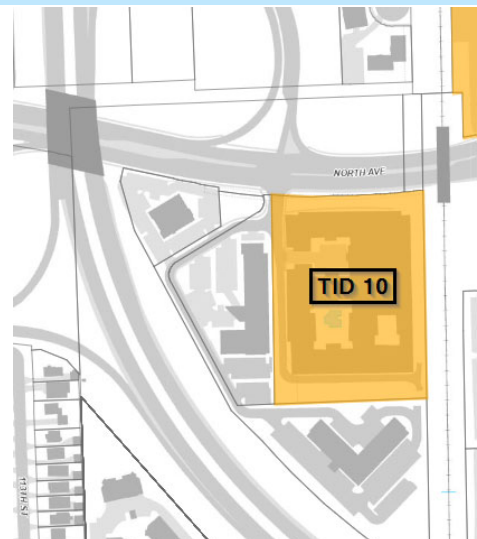
BUDGET SUMMARY TABLE

TIF #09					
Expenditures					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	2023 / 2022 % of Change
-	150	150	Operating Expenses	150	0.0%
2,467	2,199	2,200	Services	3,801	72.9%
186,190	186,200	181,616	Fixed Charges	181,616	-2.5%
58,813	82,688	82,688	Transfers	82,063	-0.8%
247,470	271,237	266,654	TOTAL	267,630	-1.3%
Revenues					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	% of Change
267,453	304,303	286,035	Taxes	323,867	6.4%
249	249	249	InterGov Revenues	2,999	1104.4%
4,879	5,035	8,159	Miscellaneous	8,730	73.4%
272,581	309,587	294,443	TOTAL	335,596	8.4%
Net Cost					
(25,111)	(38,350)	(27,789)	TOTAL	(67,966)	77.2%

DISTRICT #10 (THE RESERVE AT MAYFAIR)

Tax Incremental Finance District Number 10 involved the redevelopment and rehabilitation of a site that was formerly occupied by a car dealership and was no longer in use or viable for such. The buildings were obsolete and were not consistent with City’s desire to maintain and improve its tax base and provide housing opportunities for employees and workers within the immediate community and greater Milwaukee area. The buildings were demolished and the site environmentally restored.

236 market rate apartment units were developed with 4 stories of apartments surrounding a 5-level concrete parking structure situated on a 4.97-acre site. The site offers frontage on North Avenue just down the street from





Mayfair Mall with easy access to employment bases in the greater Milwaukee area.

As a result of the creation of this District, the City projected that additional land and improvements value of approximately \$27,000,000 would be created as a result of new development, redevelopment, and appreciation in the value of existing properties. In fact, \$48 million of incremental value has been created to date. The City anticipates making total project expenditures of approximately \$4,900,000 to undertake the projects listed in this Project Plan. This includes a Municipal Revenue Obligation of \$4,500,000 as well as \$400,000 for public capital improvements.

Based on the Economic Feasibility Study, this District would be expected to generate sufficient tax increments to recover all project costs by the year 2025; 17 years earlier than the 27 year maximum life of this District. However, the District was amended in 2022 to include the acquisition costs of the Boston Store. This is expected to extend the life of the TID through 2034.

Categories	TIF 10
	Mayfair Reserve
Year Established	2015
Maximum Life	2042
Base Value	\$ 3,911,600
Incremental Value	\$ 48,030,900
Total Expenditures (through 12/31/23)	\$ 4,891,591
Project Plan Expenditures	\$ 12,660,000
% of Project Plan Expenditures	39%
% of Equalized Value	0.47%
Increment Growth over Base Value	1228%
Incremental Value per Investment	9.82
Change in Value from 2023	\$ 4,628,800
% Change in Value	10.7%
2025 Annual Property Tax Increment	\$ 852,913
12/31/23 Fund Balance	\$ 447,437

TIF 10's \$9.82 of incremental value per 1.00 of investment and its 1228% of growth over the base are the highest of Wauwatosa's active districts.

REVENUE DECREASE (CURRENT YEAR BUDGETARY REESTIMATE -\$49,588)

Revenue is projected to decrease as a result of lower than anticipated property tax increment due to a decrease in the overall 2023 tax rate from what was budgeted.

REVENUE INCREASE (NEXT YEAR BUDGETARY CHANGE \$34,515)

Property tax increment will increase by 4.0% to \$852,913 due to increased incremental value due to market appreciation in the district.

EXPENDITURE DECREASE (NEXT YEAR BUDGETARY CHANGE \$446,252)

The decrease is mostly the result of a 71% drop in the Municipal Revenue Obligation payment as only a \$182,496 payment is needed as a final payment on the \$4,500,000 obligation.

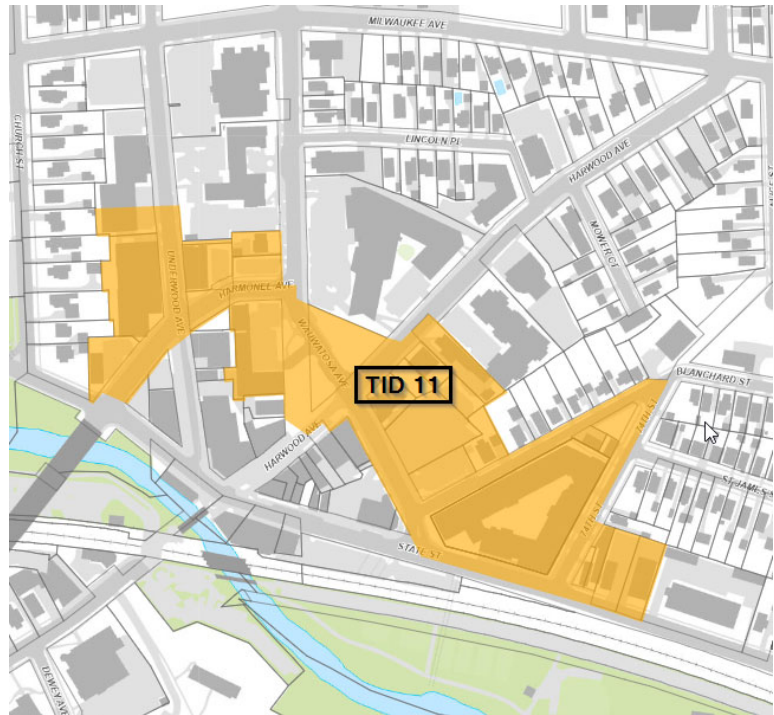


BUDGET SUMMARY TABLE

TIF #10					
Expenditures					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	2023 / 2022 % of Change
150	150	200,150	Operating Expenses	150	0.0%
2,095	2,199	3,500	Services	3,801	72.9%
610,451	636,790	624,644	Fixed Charges	182,686	-71.3%
3,750	3,750	3,750	Transfers	10,000	166.7%
616,446	642,889	832,044	TOTAL	196,637	-69.4%
Revenues					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	% of Change
757,624	819,983	770,757	Taxes	852,913	4.0%
-	38,005	37,643	Miscellaneous	39,590	4.2%
757,624	857,988	808,400	TOTAL	892,503	4.0%
Net Cost					
(141,178)	(215,099)	23,644	TOTAL	(695,866)	223.5%

DISTRICT #11 (THE VILLAGE)

Tax Incremental District Number 11 is a rehabilitation - conservation, district. The City anticipates making total project expenditures of approximately \$21,201,616 to undertake the projects listed in the Project Plan. The City anticipates completing the projects in five phases. The expenditures include a \$3,926,500 Municipal Revenue Obligation to the developer of the State Street Station project as well as \$2,875,000 in public capital construction costs associated with the State Street Reconstruction project. In addition, a municipal revenue obligation of \$1,438,269 was agreed to for the development of Harmonee Square, a 75,600 square foot mixed use development with 7,350 of ground floor retail, 30-32 apartments and 33 public parking stalls.



The project plan estimated that additional land and improvements value of approximately \$27,250,000 will be created as a result of new development, redevelopment, and appreciation in the value of existing properties. The District has exceeded this amount.

Negotiations continue with the Mandel Company and are expected to conclude in late 2024 on a term sheet for construction of a multi-family building with approximately 150 rental apartments. A portion of the project would be constructed on the public Blanchard Street parking lot which would be replaced with a 120-space parking structure.



	TIF 11	
Categories	Tosa Village	
Year Established	2015	
Maximum Life	2042	
Base Value	\$	10,779,000
Incremental Value	\$	46,865,200
Total Expenditures (through 12/31/23)	\$	9,086,212
Project Plan Expenditures	\$	14,790,000
% of Project Plan Expenditures	61%	
% of Equalized Value	0.46%	
Increment Growth over Base Value	435%	
Incremental Value per Investment	5.16	
Change in Value from 2023	\$	3,438,600
% Change in Value	7.9%	
2025 Annual Property Tax Increment	\$	832,213
12/31/23 Fund Balance	\$	151,977

TIF 11's 7.9% change in value is entirely due to market appreciation. 2023 also marks the first year of positive fund balance in this district.

REVENUE DECREASE (CURRENT YEAR BUDGETARY REESTIMATE -\$46,974)

Revenue is projected to decrease as a result of lower than anticipated property tax increment due to a decrease in the overall 2023 tax rate from what was budgeted.

REVENUE INCREASE (NEXT YEAR BUDGETARY CHANGE \$54,574)

Largest increase is in personal property aid to offset the loss of property tax revenue. This amounts to \$39,167

EXPENDITURE DECREASE (NEXT YEAR BUDGETARY CHANGE \$22,932)

The decrease is mostly the result of a 2.5% drop in the Municipal Revenue Obligation payment to \$411,816, a decrease of \$10,384.



BUDGET SUMMARY TABLE

TIF #11					
Expenditures					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	2023 / 2022 % of Change
854	-	-	Wages	-	0.0%
441	-	-	Benefits	-	0.0%
3,857	150	150	Operating Expenses	150	0.0%
28,117	12,199	45,249	Services	3,801	-68.8%
425,142	422,200	411,886	Fixed Charges	411,816	-2.5%
146,063	144,413	144,413	Transfers	140,263	-2.9%
604,474	578,962	601,698	TOTAL	556,030	-4.0%
Revenues					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	% of Change
769,034	820,446	771,192	Taxes	832,213	1.4%
9,600	9,600	9,600	InterGov Revenues	48,767	408.0%
17,368	26,560	28,840	Miscellaneous	30,200	13.7%
-	-	-	Other Sources	-	0.0%
796,002	856,606	809,632	TOTAL	911,180	6.4%
Net Cost					
(191,528)	(277,644)	(207,934)	TOTAL	(355,150)	27.9%

DISTRICT #12 – MAYFAIR HOTEL

The District is created as a “Rehabilitation - conservation District”. The City anticipates making total project expenditures of approximately \$19,700,000 to undertake the projects listed in this Project Plan.

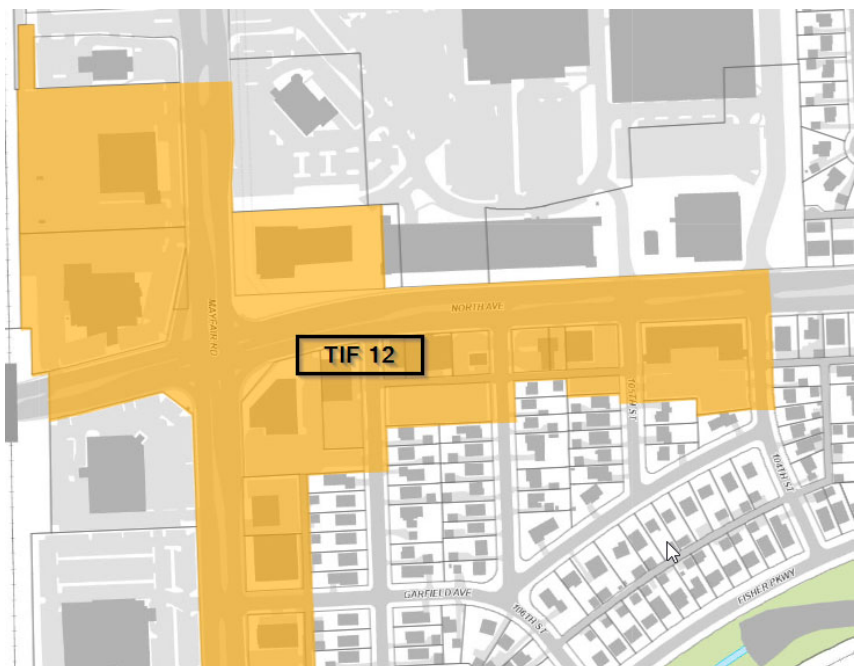
As a result of the creation of this District, the City projects that additional land and improvements value of

approximately \$53,000,000 will be created as a result of new development, redevelopment, and appreciation in the value of existing properties. This additional value will be a result of the improvements made and projects undertaken within the District.



The primary development at this time is the rehabilitation of the former 12-story US Bank building into a 196 room Renaissance Hotel with an estimated value of \$31,175,000. The City provided a Municipal Revenue Obligation totaling \$13,843,674 (approximately \$8.8 million present value) towards this project.

This District would be expected to generate sufficient tax increments to recover all project costs by the year 2040; 7 years earlier than the 27 year maximum life of this District.





	TIF 12
Categories	Mayfair Hotel
Year Established	2018
Maximum Life	2046
Base Value	\$ 31,990,100
Incremental Value	\$ 34,074,000
Total Expenditures (through 12/31/23)	\$ 14,589,943
Project Plan Expenditures	\$ 19,600,000
% of Project Plan Expenditures	74%
% of Equalized Value	0.33%
Increment Growth over Base Value	107%
Incremental Value per Investment	2.34
Change in Value from 2023	\$ (2,053,200)
% Change in Value	-5.7%
2025 Annual Property Tax Increment	\$ 605,072
12/31/23 Fund Balance	\$ (489,115)

TIF 12's decrease in value is entirely due to the loss of personal property taxes and offset by personal property aid.

REVENUE DECREASE (CURRENT YEAR BUDGETARY REESTIMATE -\$38,740)

Revenue is projected to decrease as a result of lower than anticipated property tax increment due to a decrease in the overall 2023 tax rate from what was budgeted.

REVENUE INCREASE (NEXT YEAR BUDGETARY CHANGE \$113,616)

Largest increase is in personal property aid to offset the loss of property tax revenue. This amounts to \$181,285.

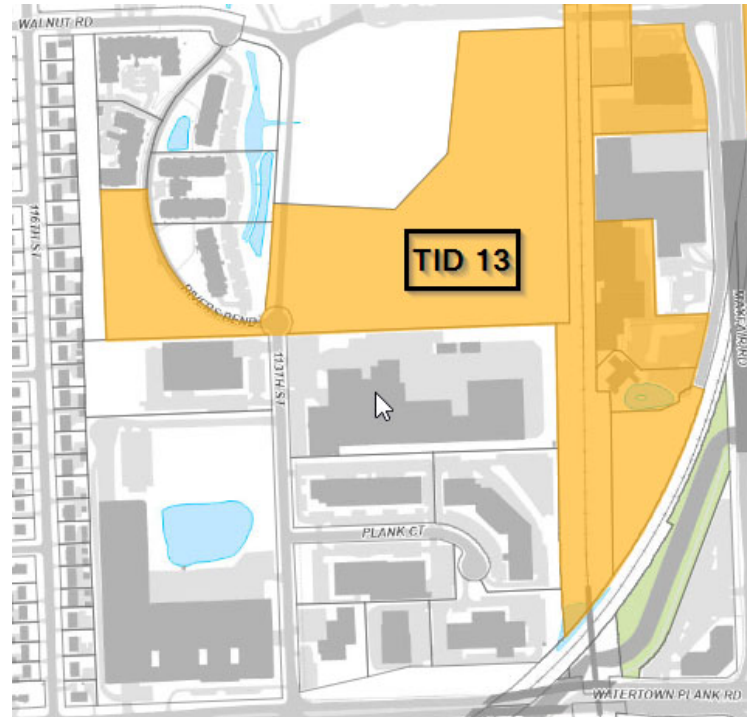


BUDGET SUMMARY TABLE

TIF #12					
Expenditures					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	2023 / 2022 % of Change
-	150	150	Operating Expenses	150	0.0%
2,467	2,199	2,200	Services	3,801	72.9%
445,114	445,000	437,818	Fixed Charges	437,818	-1.6%
21,799	3,750	3,750	Transfers	5,000	33.3%
469,380	451,099	443,918	TOTAL	446,769	-1.0%
Revenues					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	% of Change
463,614	682,541	641,566	Taxes	605,072	-11.4%
-	-	-	Intergovt Revenues	181,285	0.0%
-	-	2,235	Miscellaneous	9,800	
463,614	682,541	643,801	TOTAL	796,157	16.6%
Net Cost					
5,766	(231,442)	(199,883)	TOTAL	(349,388)	51.0%

TIF DISTRICT #13 – WALNUT ROAD REDEVELOPMENT DISTRICT

Tax Incremental District No. 13 was created in September 2020 comprising approximately 34 acres located between N. Mayfair Road, N. 116th Street and W. Walnut Road. The District will be created to pay the costs of infrastructure and developer incentives needed for development. That development initially will include two parcels by Horizon Development Group. In addition to the incremental property value that will be created, the City expects this project will create affordable and workforce housing within the area. This development will contain 71 senior apartments with a mix of 1- and 2-bedroom units



renting to residents earning between 30% to 60% of County Median Income (CMI), and an additional 16 apartments will be rented at market rates. Another 14 townhouse-style residences will be developed in separate building as 3 bedroom units catering to the 50% CMI level. This project is estimated to generate \$6.2 million of incremental value.

Future phases are intended to include light manufacturing uses.

The City anticipates the total expenditures required for the entire area to develop are approximately \$40 million which includes costs for soil stabilization and remediation on a former landfill site and railroad underpass. These projects would only be undertaken if future development occurs. The City will expend approximately \$1.9 million for the Walnut Glen development incentive. The District is anticipated to remain open the full 27 years.



Categories	TIF 13 Walnut Rd Redev
Year Established	2020
Maximum Life	2047
Base Value	\$ 2,985,200
Incremental Value	\$ 15,086,800
Total Expenditures (through 12/31/23)	\$ 2,034,102
Project Plan Expenditures	\$ 10,200,000
% of Project Plan Expenditures	20%
% of Equalized Value	0.15%
Increment Growth over Base Value	505%
Incremental Value per Investment	7.42
Change in Value from 2023	\$ 4,237,400
% Change in Value	39.1%
2025 Annual Property Tax Increment	\$ 267,905
12/31/23 Fund Balance	\$ 59,706

TIF 13's 39% increase in value is mostly due to the construction of the new hotel on Mayfair Road, south of Walnut.

EXPENDITURE DECREASE (CURRENT YEAR BUDGETARY CHANGE -25,586)

A \$25,586 decrease in the Municipal Revenue Obligation due to a reduced property value associated with the Walnut Glen property.

REVENUE INCREASE (NEXT YEAR BUDGETARY CHANGE \$69,930)

Most of the increase is the result of new increment generated by the hotel that is currently under construction along Mayfair Road, south of Walnut.

EXPENDITURE DECREASE (NEXT YEAR BUDGETARY CHANGE -17,734)

See above for the change in the Municipal Revenue Obligation which is offset slightly by an increase in the administrative charge.



BUDGET SUMMARY TABLE

TIF #13					
Expenditures					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	2023 / 2022 % of Change
-	150	150	Operating Expenses	150	0.0%
2,467	2,199	2,200	Services	3,801	72.9%
132,837	121,000	95,414	Fixed Charges	95,414	-21.1%
3,750	3,750	3,750	Transfers	10,000	166.7%
139,054	127,099	101,514	TOTAL	109,365	-14.0%
Revenues					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	% of Change
210,491	204,975	192,669	Taxes	267,905	30.7%
-	-	-	Intergovt Revenues	127	0.0%
3,934	3,888	5,747	Miscellaneous	9,850	153.3%
214,425	208,863	198,416	TOTAL	277,882	33.0%
Net Cost					
(75,371)	(81,764)	(96,902)	TOTAL	(168,517)	106.1%

DISTRICT #14 – BMO BANK REDEVELOPMENT

Tax Incremental District No. 14 was created in October 2022 comprising approximately 2 acres located on the southwest corner of North Avenue and Wauwatosa Avenue. The District will be created to pay the costs of development incentives needed through Pay-as-



You-Go funding for the construction of a 94-unit apartment and 9,111 square feet of commercial space. This project has not moved forward due to the changing economic conditions and the departure of one of the partner organizations from the development team. City staff continue to work with the Luther Group on a revised project.

Categories	TIF 14 BMO Redevelopment
Year Established	2022
Maximum Life	2049
Base Value	\$ 2,932,500
Incremental Value	\$ 609,100
Total Expenditures (through 12/31/23)	\$ 56,909
Project Plan Expenditures	\$ 8,500,000
% of Project Plan Expenditures	1%
% of Equalized Value	0.01%
Increment Growth over Base Value	21%
Incremental Value per Investment	10.70
Change in Value from 2023	\$ 609,100
% Change in Value	
2025 Annual Property Tax Increment	\$ 10,816
12/31/23 Fund Balance	\$ (46,909)

The TIF 14 project has been delayed so there is very little financial activity.

EXPENDITURE INCREASE (NEXT YEAR BUDGETARY CHANGE 13,801)

The majority of this increase is an additional \$10,000 budgeted for anticipated financial consulting services for developer pro-forma deal analysis.



BUDGET SUMMARY TABLE

TIF #14					
Expenditures					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	2023 / 2022 % of Change
-	150	150	Operating Expenses	150	0.0%
81,300	10,000	81,675	Services	23,801	138.0%
10,000	10,000	10,000	Transfers	-	-100.0%
91,300	20,150	91,825	TOTAL	23,951	18.9%
Revenues					
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	% of Change
-	5,141	4,832	Taxes	10,816	110.4%
-	-	-	Intergovt Revenues	556	0.0%
-	5,141	4,832	TOTAL	11,372	121.2%
Net Cost					
91,300	15,009	86,993	TOTAL	12,579	-16.2%

TIF DISTRICT #15 – MAYFAIR SOUTH REDEVELOPMENT

Wauwatosa Tax Increment District (TID) No. 15 is a “In Need of Rehabilitation” or “Conservation” District comprising approximately 21 acres located on the southern end of Mayfair Mall created in 2023. Approximately 15 of the 21 acres includes the former Boston Store building attached to Mayfair Mall that has been vacant for more than 5 years. In 2022 Wauwatosa’s Community Development Authority acquired the 15-acre Boston Store property at auction to facilitate investment and redevelopment and ensure Mayfair Mall continues to be the premier mall in Wisconsin.

 City of Wauwatosa TID #15 Boundary Map



The proposed District is being created to facilitate multi-family housing development. At this time, the existing infrastructure is insufficient to meet the needs of the proposed use. The District will be created to pay the costs of development incentives for the first phase of a three-phase construction project. The first phase construction will consist of approximately 463





multi-family residential housing units, 486 residential structured parking stalls, 131 commercial structured parking stalls and 6,667 rentable square feet of commercial space to be developed by the Barrett Lo Visionary Development company. The second phase of construction, consisting of approximately 208 multi-family residential units and associated parking, is anticipated to occur when phase one is stabilized and the third phase of construction, consisting of approximately 235 multi-family residential units, associated parking, and commercial space, is anticipated to occur when phase two is stabilized. Phases two and three are anticipated to be financially structured in a manner similar to phase one.

The City anticipates making total expenditures of approximately \$57.9 million to undertake the project. These costs include an estimated \$4.0 million in watermain and pedestrian connections/sidewalks in and around the project site, \$7.8 million for on-site improvements and \$35.7 million development incentives, of which a significant portion will be repaid by the Developer.

These improvements are estimated to produce \$111.6 million of incremental property value and the District is estimated to remain open the full 27-year term.

	TIF 15
Categories	Mayfair South
Year Established	2023
Maximum Life	2050
Base Value	\$ 16,950,900
Incremental Value	\$ 1,356,100
Total Expenditures (through 12/31/23)	\$ 17,000
Project Plan Expenditures	\$ 57,900,000
% of Project Plan Expenditures	0%
% of Equalized Value	0.01%
Increment Growth over Base Value	8%
Incremental Value per Investment	
Change in Value from 2023	\$ -
% Change in Value	
2025 Annual Property Tax Increment	\$ 24,081
12/31/23 Fund Balance	\$ (17,000)

The TIF 15 project negotiations continue so there has been little financial activity.

BUDGETARY CHANGES

REVENUE INCREASE (NEXT YEAR BUDGETARY CHANGE \$24,081)

Some increment is generated due to market appreciation since the TIF was created in 2023.

EXPENDITURE INCREASE (NEXT YEAR BUDGETARY CHANGE \$38,801)

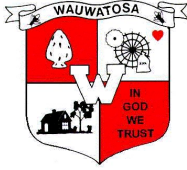
\$20,000 is set aside for additional financial consulting as the City works to provide a loan to the Developer. Auditing charges and administrative overhead make up the remainder of the expenses.



BUDGET SUMMARY TABLE

TIF #15						
Expenditures						
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	0 % of Change	
-	150	150	Operating Expenses	150	0.0%	
17,000	-	-	Services	23,801	0.0%	
-	-	-	Transfers	15,000	0.0%	
17,000	150	150	TOTAL	38,951	25867.3%	
Revenues						
2023 Actual	2024 Adopted Budget	2024 Revised	Name	2025 Budget	% of Change	
-	-	-	Taxes	24,081	0.0%	
-	-	-	TOTAL	24,081	0.0%	
Net Cost						
17,000	150	150	TOTAL	14,870	9813.3%	

PERSONNEL SCHEDULES



To: **Financial Affairs Committee**

From: Alderperson Mike Morgan

Date: 10/23/2024

Subject: Proposal to amend vehicle registration fee budget language

A. Background/Rationale

In the interest of transparency to residents and to gain more specific tactics toward improving city deterrence of reckless driving per community input, I am requesting the changes noted below related to the Vehicle Registration Fee item on page 74 of the 2025 Budget Document.

In 2023, there were 4,707 traffic citations in Wauwatosa including 2,774 moving violations. There were also 1,698 vehicle crash incidents. There were 117 citations for speeding, inattentive driving and reckless driving. (source: Tosa PD)

For violations of Chapter 346, there were 2,192 citations with 552 amended and 91 dismissed.

- 852 speeding citations with 235 amended and 16 dismissed.
- 12 reckless driving citations with 3 amended to speed intermediate and none dismissed.
- 49 inattentive driving citations with 14 amended and 3 dismissed.
- Drivers license suspensions were processed on 638 citations.
- 5,457 City non-parking citations were issued with \$278,957 paid and \$581,205 unpaid (source: Tosa Muni Court)

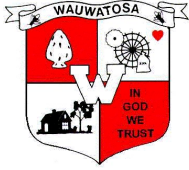
B. Key Issues for Consideration

Appreciating that our community has prioritized reckless driving as a key issue to address, we should consider more specific language and direction in the 2025 budget Vehicle Registration Fee item.

Note that reckless driving is defined as “No person may endanger the safety of any person or property by the negligent operation of a vehicle.”

Criminal negligence is defined as “ordinary negligence to a high degree, consisting of conduct that the actor should realize creates a substantial and unreasonable risk of death or great bodily harm to another.”

More specifically, the reckless driving act must be so egregious that it is obviously very dangerous (very high speed or ignoring traffic control at a moderate to high speed) or a series of actions that taken together are obviously very dangerous like speeding, cutting in traffic or driving in bicycle lanes.



I am proposing the following modifications to page 74 of the 2025 Budget Narrative:

VEHICLE REGISTRATION FEE (NEXT YEAR BUDGETARY REVENUE AND EXPENDITURE INCREASE \$407,000)

A \$15 vehicle registration fee is proposed to fund two priorities identified by the Community. The first is [the creation of a Reckless, Accountable, and Distracted Driving \(RADD\) Roads Program for the](#) deterrence of reckless, [inattentive, and unaccountable](#) driving through the implementation of physical improvements to roadways such as the recently constructed bump-outs at 90th Street and North Avenue. The program, as currently envisioned, would fund [various types of](#) roadway and traffic control infrastructure projects across



Wauwatosa through a mix of additions to existing capital infrastructure projects as well as stand-alone projects in areas where problems have been or will be identified. [These projects would be approved by the Common Council through the Capital Budget approval process or would utilize techniques approved for use within the City's Neighborhood Traffic Management Program Calming Guidelines document which is approved by the Transportation Affairs Committee.](#) The second priority identified by the Community as a high need is improving the condition of City streets.

In order to do this the City's roadway maintenance expenditures must increase to allow for expanded maintenance activities such as pothole patching, sealcoating, crack filling, and pavement marking.

The revenue estimate is based on a forecasted 31,989 registered in vehicles in Wauwatosa eligible for this fee. There is a \$0.17 administrative fee per vehicle and a 90-day advance notice required by the Department of Transportation. Based on state-wide registration expirations by month, a March 1, 2025 effective date is assumed to result in 86% of the annual net revenue amount of \$474,398. [Any increases to the Vehicle Registration Fee can only be approved every five years.](#)

[A final priority is community outreach and communication emphasizing the dangers of reckless and inattentive driving so that the behavior leads to accountability in Wauwatosa Municipal Court.](#)

C. Fiscal Impact

No change to proposed 2025 budget.

D. Requested Action

Modify the 2025 Budget Narrative to reflect the changes shown above.